

**A STUDY ON CUSTOMERS EXPECTATION TOWARDS HOME PUMPS
WITH SPECIAL REFERENCE TO CRI PUMPS, COIMBATORE**

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A Project report

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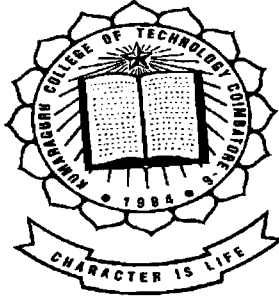
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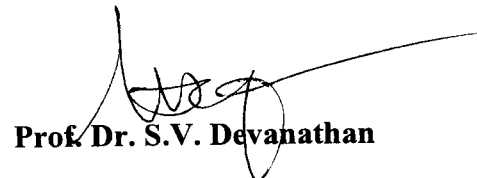
BONAFIDE CERTIFICATE

Certified that this project titled “**A STUDY ON CUSTOMER EXPECTATION TOWARDS HOME PUMPS WITH SPECIAL REFERENCES TO CRI PUMPS, COIMBATORE**” is the bonafide work of Ms. **SARANYA.N** who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



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Evaluated and viva-voce conducted on11.9.09.....

Examiner I

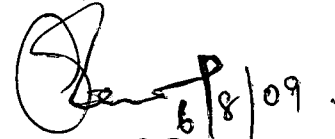


Examiner II

Completion Letter

To whomever it may concern

This is to certify that **Ms. Saranya.N (Roll no.08MBA43)**, MBA first year student of KCT Business School, Coimbatore has done her summer project to study the customer expectation towards home pumps for this company, from 13.06.2009 to 30.07.2009.



(Signature of Company Guide)

C.R.I. PUMPS PRIVATE LIMITED

DECLARATION

I hereby declare that the dissertation entitled “**A STUDY ON CUSTOMER EXPECTATION TOWARDS HOME PUMPS WITH SPECIAL REFERENCE TO CRI PUMPS, COIMBATORE**” submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.


SARANAYA.N

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EXECUTIVE SUMMARY

The researcher endeavor to find the customer expectation towards home pumps with special reference to CRI pumps. The main purpose of the study is to find out the factors influencing the customer expectation with reference to marketing of water pump products.

The study also seeks to find the market potential of different brands of water pumps produced and marketed within Coimbatore city. The awareness levels that those brands have created among CRI pumps and customers, their brand image etc. are analyzed in the study. Random sampling method us adopted for the purpose of the study.

The respondents to the study were CRI pumps customers belonging to Coimbatore city and the number of respondents participated in the study was 95. Various tools were used for the study and they include Percentage analysis, Chi- square and weighted average analysis.

With the tools several findings were drawn regarding the expectation of the customers with respect to various decision factors like price, quality, brand image, services facilities etc. of the CRI pump products.

CHAPTER 1

INTRODUCTION

BACKGROUND

The water pump set market as such is heavily competitive in nature with all players trying various strategies to gain a hold of the market. Coimbatore market is flooded with non registered local manufacturers of water pump sets and their influences even if feeble when compared to giants in the industry are growing day by day. In this present scenario, CRI pumps industry, which is the one of the market leaders and is in their sector for the past fifty years, wanted to know about the customers expectation towards home pumps, by which it can serve the customers better and simultaneously strengthen their presence in local market.

REVIEW OF LITERATURE

Literature: 1

Tseng, Ming-Langⁱ, In this research he uses a solution based on a combined grey-fuzzy DEMATEL method to deal with the objective of the study. This study is aimed to present a perception approach to deal with real estate agent service quality expectation ranking with uncertainty. The ranking of best top five real estate agents might be a key strategic direction of other real estate agents prior to service quality expectation. The solving procedure is as follows: (i) the weights of criteria and alternatives are described in triangular fuzzy numbers; (ii) a grey possibility degree is used to result the ranking order for all alternatives; (iii) DEMATEL is used to resolve interdependency relationships among the criteria and (iv) an empirical example of real estate agent service quality ranking problem in customer expectation is used to resolve with this proposed method approach indicating that real estate agent (CY real estate agent) is the best selection in terms of service quality in customer expectation.

Literature: 2

López, Francisco Javier Ariza, Balboa, José Luis Garcíaⁱⁱ, the design of a map and guide for a Spanish natural park has been guided by the application of a product-development methodology known as quality function deployment (QFD). QFD is a tool for bringing the voice of the customer into the product-development process, from conceptual design to manufacturing. In order to develop a high-quality product whose design meets customers' needs, market research has been developed to discover customers' expectations and the strengths and weaknesses of competitors' products. Sixteen main customer expectations (WHATs) were considered in relation to product comfort, content, and portrayal. In order to take into account the aforementioned expectations, 24 technical descriptors (HOWs) were considered. The product was finally specified by all the technical descriptors and their target values (HOW MUCHs). Results of the methodology are expressed using a set of matrices that depicts a house, the "House of Quality," that concentrates the most important aspects of a product plan. Applying this methodology is an enriching experience, but somewhat difficult and time consuming.

Literature: 3

Johnston, Davidⁱⁱⁱ, the article provides information on how manufacturers can successfully synchronize demand, distribution, logistics and production to surpass consumer demand. Advanced technologies can offer manufacturers integrated solutions, which optimize supply chain network. Transportation and logistics management software used to procure and schedule logistics providers are claimed to lessen transportation costs. Global visibility enables businesses to plan sales and promotion volumes effectively.

Literature: 4

Waters, Guerry^{iv}, the article focuses on the benefits of a utility mobile workforce to satisfy the expectations of customers. It notes that utilities have received complaints about service personnel who are late, or who fail to keep appointments. It requires applications that does more than permit customers to choose a service window, identify efficient travel routes, as well as track job completion. Various keys in addressing customers need through mobile workforce application are also presented.

Literature: 5

Gitomer, Jeffrey^v, the article provides tips on how to keep customers loyal to the business. Benchmarks on minimum acceptable standards, methods of response, decision parameter, a list of every reason a customer calls and a list of every customer complaint must be established. Employees must be empowered with specific actions to decide based on the benchmarks. Customers must be asked on how to serve them better.

Literature: 6

Ray, Subhasis, Ali, Shahid^{vi}, the Life Insurance Industry in India is on the rise. With less than 40% of the insurable population being insured, the potential for growth for this industry is inevitable. With increased number of private players currently in the market, the going will be tough, but surely it will be rewarding for those who can align their products with consumer's expectation. This paper makes an attempt to identify the gap between available and desired features in terms of existing products and services in life insurance. This paper also gauges general

awareness about life insurance, investigates reasons for buying life insurance and finds preferred tenure and age cut off for entering into a life insurance.

Literature: 7

Kamakodi, N., Khan, M. Basheer Ahmed^{vii}, it is almost 15 years since the Indian banking sector was liberalized and paradigm shift happened in the Indian banking services. All banks have either totally implemented 'core banking systems' or halfway through. The results of a survey were obtained from 292 respondents about their views on electronic banking channels, indicate that the banks are exceeding the expectations in technology based services; and their perceived service level on branch network is below the expected levels of the respondents. This result is in tune with the respondents' opinion on the perceived 'gap' with the bank because of the introduction of technology, and on the necessity of human contact with the clients by the banks. This throws up a challenge to banks. Technology alone cannot give a sustainable competitive advantage for the banks. When all banks introduce IT, it will lose its position as a differentiator. Beyond a point, IT along with 'personal touch' will be necessary for the banks to retain existing clients and to attract new ones. Banks have to incorporate this in their operational strategy.

Literature: 8

^{viii}The article discusses Cayman Islands-based Cayman National Bank's emphasis on robust risk management in its business operations. The company believes that the demystification of financial services leads to opportunities to exceed client expectations. Cayman National is committed to develop customer propositions and facilitate their success.

Literature: 9

Kulkarni, Anirudh^{ix}, the article offers information on customer relationship management (CRM) initiatives in the U.S. As stated, it focuses on addressing customer expectations through large technology-driven change management projects. Accordingly, organizations intend only on large-scale improvement initiatives, though it may neglect the small but impactful efforts that go beyond the expected. These gestures enhance customer satisfaction, improve customer loyalty and attract new customers.

Literature: 10

^xA high-value contract for an Italian PM component manufacturer from a major automotive customer, and its requirements for quality and delivery performance, meant a major investment in production technology.

Literature: 11

Magill, Ken^{xi}, the article reports that customer expectation increases as electronic commerce site experiences continue to improve. According to a survey conducted by Harris Interactive, 9 out of 10 customers have experienced problems completing online transaction and 40% of them have switched to a competitor. Despite the consumer attitude towards transaction problems, shopping-cart abandonment decreased in 2007 to 52% as compared to 60% in 2006, according to MarketingSherpa's E-commerce Benchmark Guide.

Literature: 12

Malmarugan, D^{xii}, the author explains in this article certain facets of online apparel shopping, pointing out that information search about apparel is also a part of online shopping. Online shoppers of apparel are mostly innovative people. The vast potential of this marketing channel needs to be tapped. Essentially a review of extant literature on the subject, the article offers insights that can help marketers seek better understanding of the phenomenon.

Literature: 13

Finch, Byron J.^{xiii}, The importance of understanding the needs of the customer is a widely-accepted pre-requisite to providing quality products and services. For product purchases through traditional channels, customers are known to have expectations for the product they are buying as well as for the services associated with its purchase. Online transactions, in which the buyer has no prior knowledge of the seller, are becoming increasingly common and are fraught with risks not present in traditional channels. Feedback about sellers in these risky markets contains a mix of product-related and service-related comments. This exploratory study identifies preliminary relationships between customers' emphases on product or service dimensions of quality in their feedback and the risks to which the customer is exposed.

Literature: 14

Keighley, Michael J.^{xiv}, the article presents the author's views regarding the decline of consumer expectations at retail stores in the U.S. He has suggested that retailers should emphasize customer service and knowledgeable employees who engage customers to make their shopping experience so memorable that they think of coming back to the store again for shopping in the future.

Literature: 15

Tam, Jackie L. M^{xv}, Although studies have been conducted to advance our understanding of the concept of expectations, a number of challenges have been created in relation to the nature, types and dynamics of these expectations, and the effects of expectations on subsequent evaluations, both of which need closer attention. The objectives of this paper are to examine these challenges in the context of financial services, and discuss how financial service providers can manage customer expectations to their advantage. A set of propositions is developed, and suggestions for future research are also discussed. *Journal of Financial Services Marketing* (2007) 11, 281–289.

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- ⁱ A causal and effect decision making model of service quality expectation using grey-fuzzy DEMATEL approach, *Expert Systems with Applications*; May2009, Vol. 36 Issue 4, p7738-7748, 11p
- ⁱⁱ Approximating Cartography to the Customer's Expectations: Applying the "House of Quality" to Map Design, *Cartographica*; Summer2008, Vol. 43 Issue 2, p107-123, 17p, 6 charts, 8 diagrams
- ⁱⁱⁱ How to Exceed Customer Expectations, *Material Handling Management*; Jun2008, Vol. 63 Issue 6, p72-73, 2p, 1 illustration
- ^{iv} Satisfying Customer Expectations through your Mobile Workforce, *Utility Automation & Engineering T&D*; Jul2008, Vol. 13 Issue 7, p40-44, 4p
- ^v Customer wellness keeps your profits from looking sick, *Business Journal (Central New York)*; 7/18/2008, Vol. 22 Issue 29, p7-7, 1/2p
- ^{vi} Gap Analysis Between Customer's Expectation and Current Provisions of Indian Life Insurance Industry, *ICFAI Journal of Consumer Behavior*; Sep2008, Vol. 3 Issue 3, p33-46, 14p, 2 charts, 1 diagram, 10 graphs
- ^{vii} Customer Expectations and Service Level in E-Banking Era: An Empirical Study, *ICFAI Journal of Bank Management*; Nov2008, Vol. 7 Issue 4, p50-70, 22p, 9 charts
- ^{viii} The art of exceeding customer expectations, *Banker*; Dec2008, p134-134, 1p, 2 color
- ^{ix} Give Customers What They Don't Expect, *CRM Magazine*; Jan2009, Vol. 13 Issue 1, p14-14, 1p, 1 illustration
- ^x A big contract with high customer expectations focuses manufacture, *Metal Powder Report*; Jan2008, Vol. 63 Issue 1, p23-24, 2p
- ^{xi} Great expectations, *Multichannel Merchant*; Dec2007, Vol. 3 Issue 12, p1-22, 3p
- ^{xii} Customer Expectations of Service Quality In Online Purchase of Apparel, *Journal of the Textile Association*; Nov/Dec2007, Vol. 68 Issue 4, p158-163, 6p
- ^{xiii} Customer expectations in online auction environments: An exploratory study of customer feedback and risk, *Journal of Operations Management*; Aug2007, Vol. 25 Issue 5, p985-997, 13p

^{xiv} Customer Expectations, *Gourmet Retailer*; Jun2007, Vol. 28 Issue 6, p10-10, 2/3p, 1 color

^{xv} Managing customer expectations in financial services: Opportunities and challenges, *Journal of Financial Services Marketing*; May2007, Vol. 11 Issue 4, p281-289, 9p

OBJECTIVES OF THE STUDY

Primary Objective:

- To identify the expectation of the customers on home pumps of CRI pumps.

Secondary Objectives:

- To analyse the gap between the customer expectation from the product and the product being offered.
- To evaluate the present product features.
- To suggest measures for the improvement of sales.

RESEARCH METHODOLOGY

Introduction:

Research the word itself gives the meaning as researching. **Research is search for knowledge and aims in discovering the truths through the application of scientific procedures. In other words a research methodology is a systematic method of solving research problems.** It is a science of studying how research is done scientifically.

Type of study:

The study adheres to descriptive research design to gain valuable insight on the customer's expectation towards home pumps. The research seeks to ascertain certain magnitudes such as the product features, promotional materials etc.

Sampling design:

The target sample for the study is customers of CRI pumps in Coimbatore location. The population taken for the analysis was 95 samples, collected based on random sampling method.

Method of data collection:

Data is raw fact, which provides information after processing was made.

The type of data used in the study was

- **Primary data:** It is collected mainly through the questionnaire method and also the interview schedule method. The respondents were customers of CRI pumps.
- **Secondary data:** It is collected or gathered through second hand information like organization, websites, books, etc.

Method of data analysis:

The statistical tools used for analysis are;

- Percentage analysis
- Weighted Average Method

STATEMENT OF THE PROBLEM

People can use the water facility comfortably wherever they need and with least effort. Our pattern of using the water facility has altered and created economic and social impacts on the lives of individuals. Now, a new technological advancement has hit the hardware industry (i.e.) water pumps. There are various water pump set companies viz; CRI, Fisher, Texmo, Sharp Ventura etc, who are authorized by the government to manufacture and sell pump products to public. The study on customer expectation towards home pumps has become imperative. The persons feeling of pleasure or disappointment resulting from comparing the perceived performance of a product in relation to his or her expectation. Therefore, this researcher has chosen the project: “A Study on customer expectation towards home pumps with special reference to CRI pumps, Coimbatore”.

CHAPTER 2

ORGANIZATIONAL

PROFILE

ORGANIZATIONAL PROFILE

THE BEGINNING

of C.R.I way back in 1961, was a resolute attempt to produce a few irrigation equipments using the limited facilities of an in-house foundry. Eventually the founder's dream was coming true as the small production unit he started kept growing rapidly. Now after four eventful decades, it is an enormous, widely reputed organization, which produces 830 varieties of perfectly engineered pumps and motors and sells its products in numerous countries spread across 6 continents.

C.R.I IS ONE AMONG

the few pioneers in the world to produce 100% stainless steel submersible pumps. Having achieved a record capacity of over 750,000 pumps per annum, today C.R.I is rubbing its shoulders with the best brands in the world, with advanced technology and safety standards as its hallmarks.

THE INFRASTRUCTURE

of C.R.I is pretty comprehensive with state-of-art machineries and a high potential R&D wing, all within its own covered area of 10,00,000 square feet. The production environment is accredited with ISO 9001 certificate. The R&D team always stays in tune with the changing scenario and seldom fails in coming up with outstanding solutions every time.

NEEDLESS TO SAY

behind this legendary growth lies the untiring, innovative, enthusiastic and dedicated team work. And, of course, a flawlessly maintained valve system too. The name C.R.I. Itself encapsulate the company's ethos: "*Commitment, Reliability, Innovation*".

ORGANISATIONAL STRUCTURE

An organization structure is the systematic arrangement of the people working for the organization in order to achieve pre-decided goals. It is concerned with the establishment of positions(persons) and the relationships between positions. The structure provides an appropriate framework for authority and responsibility relationships between various positions.

The organization structure is designed to achieve specific goals. It facilities in fixing the responsibility department wise, section wise or individuals basis.

The CRI pumps consists of the top level managers who are the board of directors and the managing directors.

The departments of CRI pumps are,

- Marketing department
- Quality control and quality assurance department
- Finance department
- Human resource department

- Design and development department

The deputy general manager of the marketing department will report to the managing director who is the head of the department.

WINNING WAYS

When you have a good thing going it is quite in the fitting of things recognitions come our way. Several prestigious awards, which decorate our shelf, say it all. These rewards not only acknowledge our position as a leader in the water pump industry but also serve as reminders about what the customer expects from a winner. And we, as ever, have our ears perfectly tuned to customer expectations.

CHAPTER 3

ANALYSIS AND INTERPRETATION

ANALYSIS AND INTREPRETATION

Analysis is the process of placing data in a form, combining with the existing information and extracting meaning from them. After analysis, the data, which are raw facts, will become meaningful information. The tools used for the present study are:

- Simple percentage analysis
- Weighted Average Method

Table No: 3.1 Age of the respondents

The table presents the different age group of respondents from >20, 20-30, 30-40, <40 years respectively.

Age (years)	Count	Percentage
>20	8	8.4
20-30	34	35.8
30-40	34	35.8
<40	19	20.0
Total	95	100.0

From the table number 1 it is clear that 35.8% belongs to the age group between 30-40 years, 35.8% belongs to the age group between 20- 30 years, 20% belongs to the age group between <40 and 8.4% belongs to the age group between >20 years respectively. It is concluded that maximum of 35.8% respondents belongs to the age group of 30-50 and 20-30 years. This is due to the awareness, knowledge and also these age group members contribute maximum towards the decision making in buying home pumps.

Chart No: 3.1 Age of the respondents

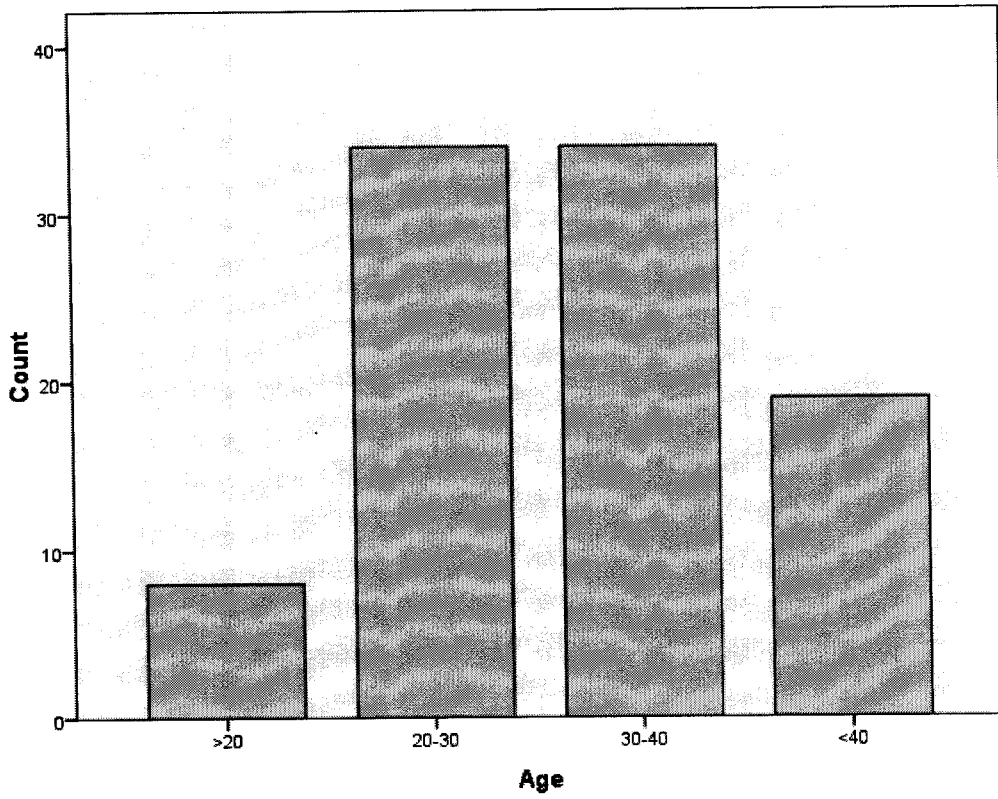


Table No: 3.2 Occupation of the respondents

The table presents the occupation of the respondents in different fields like employed, professional, business, housewife, others(students, farmers...)

Occupation	Count	Percentage
Employed	23	24.2
Professional	23	24.2
Business	32	33.7
House Wife	13	13.7
Others	4	4.2
Total	95	100.0

From the table number 2 it is clear that 33.7% respondents are doing business, 24.2% respondents are professionals, 24.2% respondents are employed, 13.7% respondents are house wife and 4.2% respondents are others respectively. It is concluded that maximum of 33.7% respondents are doing business. This is understood that majority of the respondents belong to the business category due to the wide range of products features more suitable for their work place.

Chart No: 3.2 Occupation of the respondents

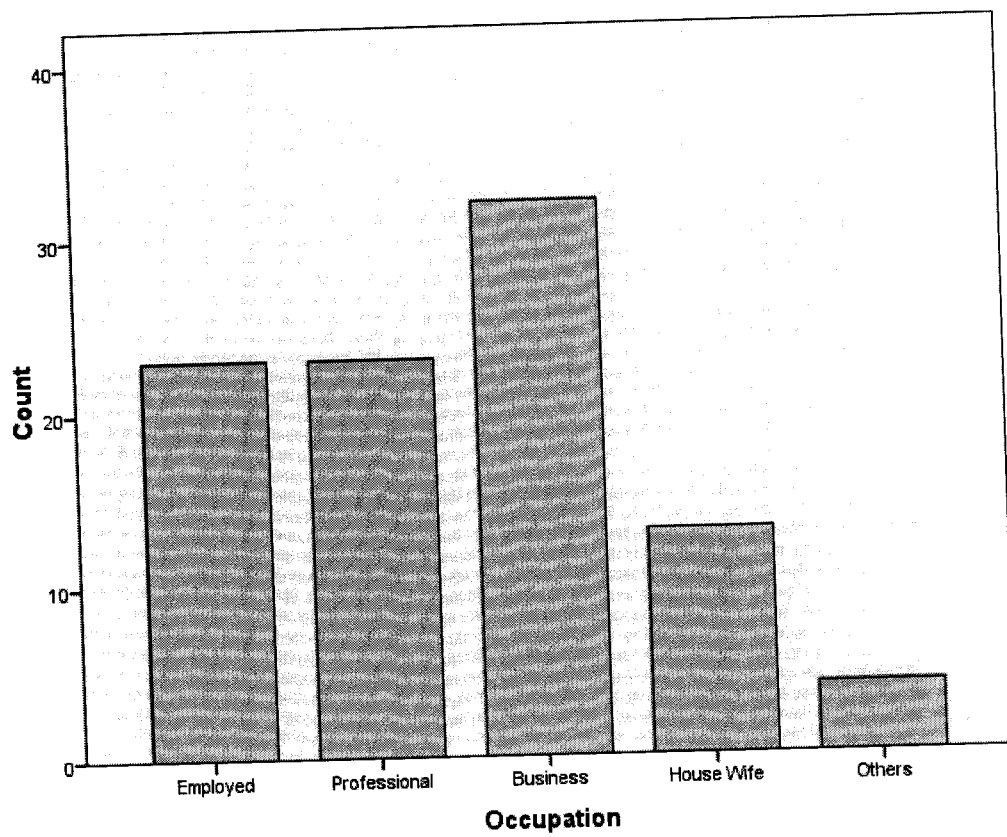


Table No: 3.3 Income levels of the respondents

The table present the income level of the respondents ranging from RS. <5000, 5000-10000, 10000-20000, >20000 respectively.

Income Level(Rs)	Count	Percentage
<5000	19	20.0
5000-10000	12	12.6
10000-20000	36	37.9
>20000	28	29.5
Total	95	100.0

From the table number 3 it is clear that 37.9% respondents income level are 10000-20000, 29.5% respondents are >20000, 20.0% respondents are <5000, 12.6% respondents are 5000-10000 respectively. It is concluded that maximum of 37.9% respondents income level are 10000-20000. This is due to the expectations towards home pumps is according to their need and income level.

Chart No: 3.3 Income level of the respondents

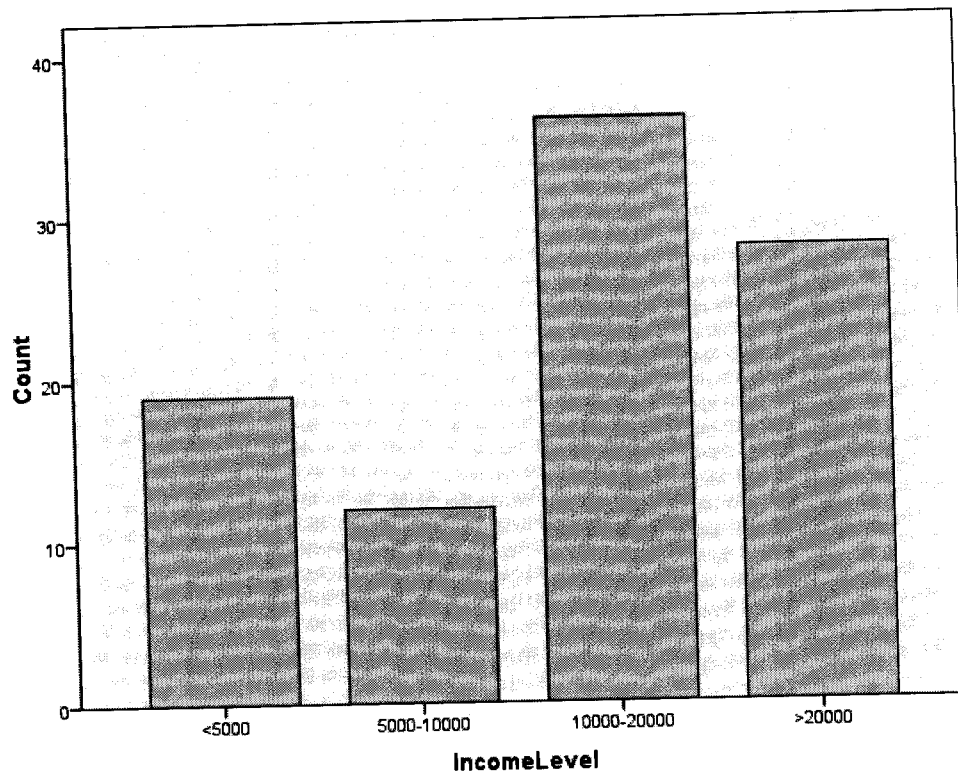


Table No: 3.4 For how long their customers of CRI pumps

The table presents for how long their customers of CRI pumps like <2yrs, 2 to 4yrs, 4 to 6yrs, >6yrs respectively.

Years	Count	Percentage
<2 yrs	18	18.9
2 to 4 yrs	47	49.5
4 to 6 yrs	16	16.8
>6 yrs	14	14.7
Total	95	100.0

From the table number 4 it is clear that 49.5% respondents are customer of CRI pumps for 2 to 4 years, 18.9% respondents are <2 years, 16.8% respondents are 4 to 6 years and 14.7% respondents are >6 years respectively. It is concluded that maximum of 49.5% respondent are customer of CRI pumps for 2 to 4 years. This is due to the facilities and services that is given to the customer made them to become repeated customers of CRI pumps.

Chart No: 3.4 For how long their customers of CRI pumps

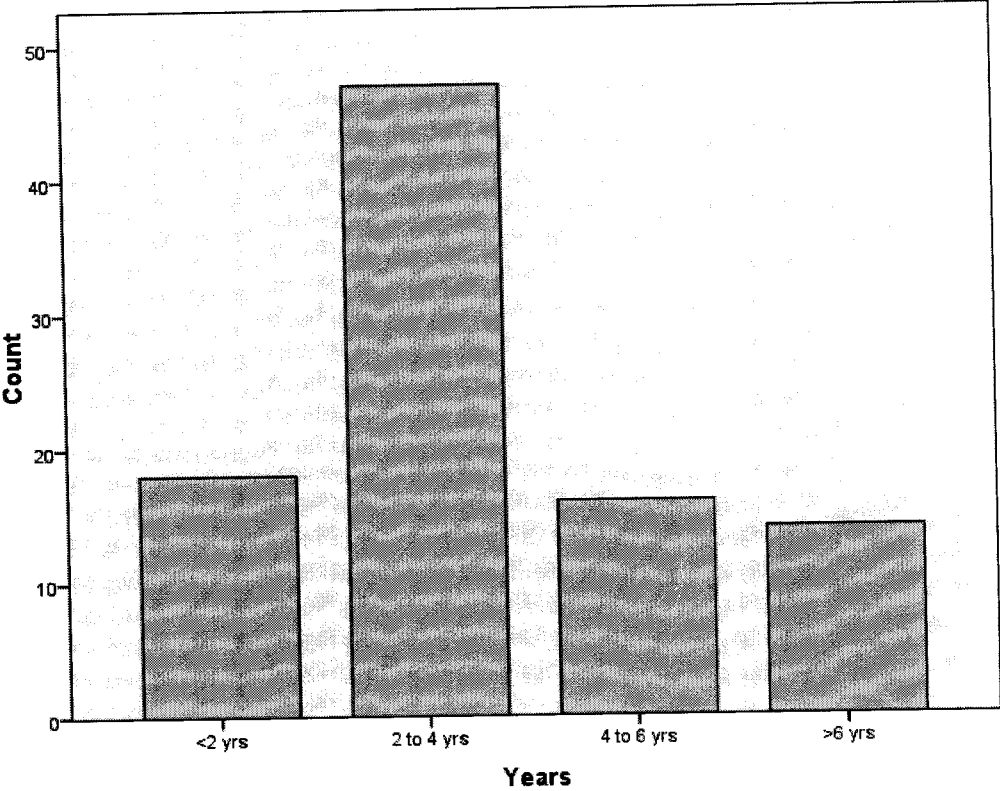


Table No: 3.5 The models purchased

The table presents the models purchased by the respondents like multi stage, mini pumps, peripheral, mono blow, Borewell submersible pumps, open submersible pumps, jet pumps pressure pumps respectively.

Models	Count	Percentage
Multi Stage	16	16.8
Mini Pumps	17	17.9
Peripheral	11	11.6
Mono Blow	14	14.7
Borewell Submersible Pumps	6	6.3
Open Submersible Pumps	9	9.5
Jet Pumps	8	8.4
Pressure Pumps	14	14.7
Total	95	100.0

From the table number 5 it is clear that 17.9% respondents had purchased mini pumps, 16.8% respondents had purchased multi stage , 14.7% respondents had purchased mono blow and pressure pumps, 11.6% respondents had purchased peripheral, 9.5% respondents had purchased open submersible pumps, 8.4% respondents had purchased jet pumps and 6.3% respondents had purchased borewell submersible pumps respectively. It is concluded that maximum of 17.9% respondent had purchased mini pumps. This is due to the usage and the need that made the customer to purchase the mini pumps in CRI pumps.

Table No: 3.6 Satisfaction level towards the product purchased

The table presents the satisfaction level of the respondents towards the product purchased are highly satisfied, satisfied, neutral, dissatisfied, highly dissatisfied respectively.

Level of satisfaction towards product purchased	Count	Percentage
Highly Satisfied	22	23.2
Satisfied	36	37.9
Neutral	28	29.5
Dissatisfied	9	9.5
Total	95	100.0

From the table number 6 it is clear that 37.9% respondents are satisfied, 29.5% respondents are Neutral, 23.2% respondents are highly satisfied and 9.5% respondents are dissatisfied respectively. It is concluded that maximum of 37.9% respondent are satisfied with the product purchased. This is due to the quality, longevity and various other features in the home pumps has been satisfied the customers.

Table No: 3.7 Satisfaction level on the performances of home pumps

The table presents the satisfaction level of the respondents on the performances of the home pumps are highly satisfied, satisfied, neutral, dissatisfied, highly dissatisfied respectively.

Level of satisfaction on the performances of home pumps	Count	Percentage
Highly Satisfied	32	33.7
Satisfied	47	49.5
Neutral	12	12.6
Dissatisfied	3	3.2
Highly Dissatisfied	1	1.1
Total	95	100.0

From the table number 7 it is clear that 49.5% respondents are satisfied, 33.7% respondents are highly satisfied, 12.3% respondents are neutral, 3.2% respondents are dissatisfied and 9.5% respondents are highly dissatisfied respectively. It is concluded that maximum of 49.5% respondents are satisfied with the performances of the home pumps. This is due to the speed and consumption of time taken to get more water in the home pumps has been satisfied the customers.

Table No: 3.8 Opinion about the customer relationship

The table presents the respondents opinion about the customer relationship are highly satisfied, satisfied, neutral, dissatisfied, highly dissatisfied respectively.

Opinion about the customer relationship	Count	Percentage
Highly Satisfied	36	37.9
Satisfied	44	46.3
Neutral	4	4.2
Dissatisfied	8	8.4
Highly Dissatisfied	2	2.1
Total	95	100.0

From the table number 8 it is clear that 46.3% respondents are satisfied, 37.9% respondents are highly satisfied, 8.4% respondents are dissatisfied, 4.2% respondents are neutral and 2.1% respondents are highly dissatisfied respectively. It is concluded that maximum of 46.3% respondents are satisfied with the customer relationship in CRI pumps . This is due to more customers are satisfied with the after sales services and customer inquiry but the company should take proper steps that all customers are highly satisfied .

Table No: 3.9 Improvement in the features

The table presents do the respondents expects an improvement in features are needed are not respectively.

Improvement in the features	Count	Percentage
Yes	60	63.2
No	35	36.8
Total	95	100.0

From the table number 9 it is clear that 63.2% respondents say yes and 36.8% respondents say no to the improvement in the features respectively. It is concluded that maximum of 63.2% respondents expect an improvement in the features. This is due to the various improvement in the technologies and the features of the products are been rapidly developing.

Table No: 3.10 In which features they expect an improvement

The table presents if needed, in which features they expect an improvement like brand image, quality, services, price, durability, supply, longevity respectively.

In which features they expect an improvement	Count	Percentage
Quality	9	15.0
Price	15	25.0
Promotional Offers	13	21.7
Services	17	28.3
Others	6	10.0
Total	60	100.0

From the table number 10 it is clear that 28.3% respondents expect an improvement in services, 25.0% respondents expect an improvement in price, 21.7% respondents expect an improvement in promotional offers 15.0% respondents expect an improvement in quality and 10.0% respondents expect an improvement in others respectively. It is concluded that maximum of 28.3% respondents expect an improvement in the services . So the company should concentrate more on the services provided to the customers.

Table No: 3.11 The promotional facilities provided by dealer

The table presents the promotional facilities provided by dealer to the respondents are credit facility, free home delivery, discounts, gifts and others respectively.

Promotional facilities provided by dealer	Count	Percentage
Credit Facility	20	21.1
Free Home Delivery	26	27.4
Discounts	14	14.7
Gifts	20	21.1
Others	15	15.8
Total	95	100.0

From the table number 11 it is clear that 27.4% respondents say free home delivery, 21.1% respondents say credit facility and gifts, 15.8% respondents say others and 14.7% respondents say discounts are been offered by the dealers as promotional facilities respectively. It is concluded that maximum of 27.4% respondents say free home delivery is been offered by the dealers as promotional facilities. This helps the customers in the way that they are been benefited with the promotional facilities.

Table No: 3.12 The level of agreeability that dealer is providing with promotional facilities

The table presents the level of agreeability that dealer is providing with promotional facilities to respondents are strongly agreed, agreed, neutral, disagree, strongly disagree respectively

Level of agreeability that dealer is providing with promotional facilities	Count	Percentage
Strongly Agreed	22	23.2
Agreed	30	31.6
Neutral	22	23.2
Disagree	19	20.0
Strongly Disagree	2	2.1
Total	95	100.0

From the table number 12 it is clear that 31.6% respondents agreed, 23.2% respondents strongly agreed and neutral, 20.0% respondents disagree and 2.1% strongly disagree respectively. It is concluded that maximum of 31.6% respondents agreed that dealers are providing with best promotional facilities. This is maintained by the dealers and improvement in providing much more facilities to the customers.

Table No: 3.13 Respondents recommendation about the company.

The table presents about the respondents recommendation about the company are recommended or not respectively.

Recommendation about the company	Count	Percentage
Yes	82	86.3
No	13	13.7
Total	95	100.0

From the table number 13 it is clear that 86.3% respondents say yes and 13.7% respondents say no that they recommend about the company to their family and relatives respectively. It is concluded that maximum of 86.3% respondents say yes that they will recommend about the company to their family and relatives. This helps the company to have good brand image among the customers.

Table No: 3.14 Satisfaction level for the price charged

The table presents the satisfaction level of the respondents for the price charged are highly satisfied, satisfied, neutral, dissatisfied, highly dissatisfied respectively.

Satisfaction level for the price charged	Count	Percentage
Highly Satisfied	16	16.8
Satisfied	35	36.8
Neutral	26	27.4
Dissatisfied	16	16.8
Highly Dissatisfied	2	2.1
Total	95	100.0

From the table number 14 it is clear that 36.8% respondents are satisfied, 27.4% respondents are neutral, 16.8% respondents are highly satisfied and dissatisfied and 2.1% respondents are highly dissatisfied with the price charged respectively. It is concluded that maximum of 36.8% respondents are satisfied with the price of the products in CRI pumps. It is concluded that the price is affordable for all different categories of customers.

Table No: 3.15 Purpose of using CRI pumps

The table presents the respondents purpose of using CRI pumps like household use, agriculture purpose, industrial use respectively.

Purpose	Count	Percentage
Household Use	32	33.7
Agriculture Purpose	35	36.8
Industrial Use	28	29.5
Total	95	100.0

From the table number 15 it is clear that 36.8% respondents use for agriculture purpose, 33.7% respondents use for household use and 29.5% respondents use for industrial use respectively. It is concluded that maximum of 36.8% respondents use mainly for the agriculture purpose. As agriculture is one of the important sector where the pumps are been used in main ways this helps in the development of the company.

**Table No: 3.16 That discounts are offered by dealers
for bulk purchase**

The table presents that discounts are offered by dealers to respondents for bulk purchase are always, frequently, sometimes, rarely, not at all respectively.

Discounts offered by dealers for bulk purchase	Count	Percentage
Always	7	7.4
Frequently	42	44.2
Sometimes	20	21.1
Rarely	17	17.9
Not at all	9	9.5
Total	95	100.0

From the table number 16 it is clear that 44.2% respondents are frequently offered discounts by dealers, 21.1% respondents are sometimes, 17.9% respondents are rarely, 9.5% respondents are not at all and 7.4% respondents are always offered discounts by dealers respectively. It is concluded that maximum of 44.2% respondents are frequently offered discounts by the dealers for bulk purchase. This will increase the sales and the customers will be more interested to buy if they are been provided with the discount offers for bulk purchase.

Table No: 3.17 Consumption time for rendering service

The table presents the consumption time for rendering service to the respondents are within 10 hrs, 10-20 hrs, 24-48 hrs, more than 48 hrs respectively.

Consumption time for rendering service	Count	Percentage
within 10 hrs	14	14.7
10-20 hrs	50	52.6
24-48 hrs	10	10.5
more than 48 hrs	21	22.1
Total	95	100.0

From the table number 17 it is clear that 52.6% respondents are rendered service within 10-20 hrs, 22.1% respondents are rendered service more than 48 hrs, 14.7% respondents are rendered within 10 hrs and 10.5% respondents are rendered service within 24-48 hrs respectively. It is concluded that maximum of 52.6% respondents are rendered service within 10-20 hrs, as far as the company consumes less time for rendering service will help to retain the customers.

Table No: 3.18 Exchange on replacement offer

The table presents the exchange on replacement offer for the respondents are always, frequently, sometimes, rarely, not at all respectively.

Exchange on replacement offer	Count	Percentage
Always	11	11.6
Frequently	37	38.9
Sometimes	14	14.7
Rarely	27	28.4
Not at all	6	6.3
Total	95	100.0

From the table number 18 it is clear that 39.9% respondents are providing exchange on replacement offer, 28.4% respondents are rarely, 14.7% respondents are sometimes, 11.6% respondents are always and 6.3% respondents not at all respectively. It is concluded that maximum of 39.9% respondents are providing exchange on replacement offer for the pumps by the company, the customers enjoy the new product with added features for the same price.

Table No: 3.19 Market availability for the product

The table presents the market availability for the product among the respondents are very high, high, moderate, low, very low respectively.

Market availability for the product	Count	Percentage
Very High	16	16.8
High	29	30.5
Moderate	19	20.0
Low	13	13.7
Very Low	18	18.9
Total	95	100.0

From the table number 19 it is clear that 30.5% respondents are having high about the market availability for the product, 20.0% respondents have moderate, 18.9% respondents have very low, 16.8% respondents have very high and 13.7% respondents low respectively. It is concluded that maximum of 30.5% respondents are having high opinion about the market availability for the product so the company do retain their position for the product in the market.

Table No: 3.20 Awareness level for the grade system

The table presents the awareness level of the respondents for the grade system is highly aware, aware, neutral, unaware and highly unaware respectively

Level of awareness for the grade system	Count	Percentage
Highly Aware	18	18.9
Aware	39	41.1
Neutral	12	12.6
Unaware	10	10.5
Highly Unaware	16	16.8
Total	95	100.0

From the table number 20 it is clear that 41.1% respondents are aware of the grade system, 18.9% respondents are highly aware, 16.8% respondents are highly unaware, 12.6% respondents are neutral and 10.5% respondents are unaware respectively. It is concluded that maximum of 41.9% respondents are aware of the grade system that is offered for the pumps. Because the customers are interested this made them to aware about the grade system.

Table No: 3.21 Opinion about the following factors

The table presents the opinion about the following factors of CRI pumps in present improvement are excellent, good, neutral, satisfied and poor respectively.

Present Improvement

FACTORS	Excellent	Good	Neutral	Satisfied	Poor	Total
Quality	30	20	15	30	-	95
%	31.6	21	15.8	31.6	-	100
Brand Image	37	22	10	26	-	95
%	38.9	23.15	10.5	27.4	-	100
Customer Inquiry	20	42	67	28	-	95
%	21	44.2	70.5	29.5	-	100
Price	15	29	18	33	-	95
%	15.8	30.5	18.9	34.7	-	100
Durability	47	26	2	20	-	95
%	49.5	27.4	2.1	21	-	100
Supply	18	34	19	20	4	95
%	18.9	35.8	20	21	4.2	100
Schemes	26	31	15	17	6	95
%	27.4	32.6	15.8	17.9	6.3	100
After Sales Services	32	19	64	31	-	95
%	33.7	20	67.4	32.6	-	100

Quality:

From the above table it is inferred that 31.6% of the respondents opinion are excellent, 21% of the respondents opinion are good, 15.8% of the respondents opinion are neutral and 31.6% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent and also satisfied that CRI pumps is providing a quality product to the customers

Brand Image:

From the above table it is inferred that 38.9% of the respondents opinion are Excellent, 23.15% of the respondents opinion are good, 10.5% of the respondents opinion are neutral and 27.4% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are Excellent about the brand image and the company should develop more to sustain their position in the market.

Customer Inquiry:

From the above table it is inferred that 21% of the respondents opinion are Excellent, 44.2% of the respondents opinion are good, 70.5% of the respondents opinion are neutral and 29.5% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are neutral about the customer inquiry so the company should take proper steps so that the customers are satisfied.

Price:

From the above table it is inferred that 15.8% of the respondents opinion are Excellent, 30.5% of the respondents opinion are good, 18.9% of the respondents opinion are neutral and 34.7% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are satisfied about the price charged but the company should cover all sector people and all of them should be satisfied.

Durability:

From the above table it is inferred that 49.5% of the respondents opinion are Excellent, 27.4% of the respondents opinion are good, 2.1% of the respondents opinion are neutral and 21% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent about the durability of

the product so the company should maintain and they have to improve more and more.

Supply:

From the above table it is inferred that 18.9% of the respondents opinion are Excellent, 35.8% of the respondents opinion are good, 20% of the respondents opinion are neutral, 21% respondents opinion are satisfied and 4.2% respondents opinion are poor. From the inference it is concluded that most of the respondents opinion are good about the supply but they have to improve.

Schemes:

From the above table it is inferred that 27.4% of the respondents opinion are Excellent, 32.6% of the respondents opinion are good, 15.8% of the respondents opinion are neutral, 17.9% respondents opinion are satisfied and 6.3% respondents opinion are poor. From the inference it is concluded that most of the respondents opinion are good about the schemes but the company should introduce more schemes.

After Sales Services:

From the above table it is inferred that 33.7% of the respondents opinion are Excellent, 20% of the respondents opinion are good, 67.4% of the respondents opinion are neutral and 32.6% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are neutral about the after sales services so the should take care that they are retaining the customers by excellent after sales services.

Table No: 3.21 Opinion about the following factors

The table presents the opinion about the following factors of CRI pumps in proposed improvement are excellent, good, neutral, satisfied and poor respectively

Proposed Improvement

FACTORS	Excellent	Good	Neutral	Satisfied	Poor	Total
Quality	60	20	10	5	-	95
%	63.2	21	10.5	5.3	-	100
Brand Image	52	22	8	13	-	95
%	54.7	23.2	8.4	13.7	-	100
CustomerInquiry	33	29	19	14	-	95
%	34.7	30.5	20	14.7	-	100
Price	48	17	23	7	-	95
%	50.5	17.9	24.2	7.4	-	100
Durability	60	13	12	10	-	95
%	63.1	13.7	12.6	10.5	-	100
Supply	56	32	7	-	-	95
%	58.9	33.7	7.4	-	-	100
Schemes	41	36	11	7	-	95
%	43.2	37.9	11.6	7.4	-	100
AfterSalesServices	67	15	13	-	-	95
%	70.5	15.8	13.7	-	-	100

Quality:

From the above table it is inferred that 63.2% of the respondents opinion are excellent, 21% of the respondents opinion are good, 10.5% of the respondents opinion are neutral and 5.3% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent.

Brand Image:

From the above table it is inferred that 54.7% of the respondents opinion are Excellent, 23.2% of the respondents opinion are good, 8.4% of the respondents opinion are neutral and 13.7% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are Excellent.

Customer Inquiry:

From the above table it is inferred that 34.7% of the respondents opinion are Excellent, 30.5% of the respondents opinion are good, 20% of the respondents opinion are neutral and 14.7% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent.

Price:

From the above table it is inferred that 50.5% of the respondents opinion are Excellent, 17.9% of the respondents opinion are good, 24.2% of the respondents opinion are neutral and 7.4% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent.

Durability:

From the above table it is inferred that 63.1% of the respondents opinion are Excellent, 13.7% of the respondents opinion are good, 12.6% of the respondents opinion are neutral and 10.5% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent.

Supply:

From the above table it is inferred that 58.9% of the respondents opinion are Excellent, 33.7% of the respondents opinion are good and 7.4% of the respondents opinion are neutral. From the inference it is concluded that most of the respondents opinion are excellent.

Schemes:

From the above table it is inferred that 43.2% of the respondents opinion are Excellent, 37.9% of the respondents opinion are good, 11.6% of the respondents opinion are neutral and 7.4% respondents opinion are satisfied. From the inference it is concluded that most of the respondents opinion are excellent.

After Sales Services:

From the above table it is inferred that 70.5% of the respondents opinion are Excellent, 15.8% of the respondents opinion are good and 13.7% of the respondents opinion are neutral. From the inference it is concluded that most of the respondents opinion are neutral.

Weighted Average Method

Table No: 3.22 Features made to purchase CRI pumps

The table presents that prioritise the features which make you to purchase CRI pumps like brand image, quality, service, price, durability

Features	1	2	3	4	5	Total	Average	Rank
Brand Image	20	20	15	30	10	295	3.105263	5
Quality	37	22	10	15	11	344	3.621053	2
Services	42	10	67	28	10	517	5.442105	1
Price	26	31	15	17	6	339	3.568421	4
Durability	34	18	19	20	4	343	3.610526	3

From the table no 3.1 it is clear that services is been ranked first, quality is been ranked second, durability is been ranked third, price is been ranked four and brand image is been ranked fifth. It is concluded that services is been good but they have to improve their brand image among the customers through more appropriate positioning of the brand.

CHAPTER 4

CONCLUSION

CONCLUSION

- There are customers (35.8%) belongs to the age group of 30-50 and 20-30 years this is due to the awareness, knowledge and also these age group members contribute maximum towards the decision making in buying home pumps, (33.7%) customers are doing business buy home pumps this is understood that majority of the respondents belong to the business category due to the wide range of products features more suitable for their work place and (37.9%) customers income level are 10000-20000 this is due to the expectations towards home pumps is according to their need and income level.
- There are (49.5%) customers are regular users of CRI pumps for 2 to 4 years this is due to the facilities and services that is given to the customer made them to become repeated customers of CRI pumps, (17.9%) customers had purchased mini pumps this is due to the usage and the need that made the customer to purchase the mini pumps in CRI pumps and (37.9%) customers are satisfied with the product purchased this is due to the quality, longevity and various other features in the home pumps has been satisfied the customers.
- There are (49.5%) customers are satisfied with the performances of the home pumps this is due to the speed and consumption of time taken to get more water in the home pumps has been satisfied the customers , (46.3%) customers are satisfied with the customer relationship in CRI pumps this is due to more customers are satisfied with the after sales services and customer inquiry but the company should take proper steps that all customers are highly satisfied, (63.2%) customers expect an improvement in the features this is due to the various improvement in the technologies and the features of the products are been rapidly developing and (28.3%) customers expect an improvement in the services so the company should concentrate more on the services provided to the customers.

- There are (27.4%) customers say free home delivery is been offered by the dealers as promotional facilities this helps the customers in the way that they are been benefited with the promotional facilities, (31.6%) customers agreed that dealers are providing with best promotional facilities, this is maintained by the dealers and improvement in providing much more facilities to the customers and(86.3%) customers say yes that they will recommend about the company to their family and relatives this helps the company to have good brand image among the customers.
- There are (36.8%) customers are satisfied with the price charged in CRI pumps, it is concluded that the price is affordable for all different categories of customers, (36.8%) customers use mainly for the agriculture purpose, as agriculture is one of the important sector where the pumps are been used in main ways this helps in the development of the company and (44.2%) respondents are frequently offered discounts by the dealers for bulk purchase this will increase the sales and the customers will be more interested to buy if they are been provided with the discount offers for bulk purchase.
- There are (52.6%)customers are rendered service within 10-20 hrs as far as the company consumes less time for rendering service will help to retain the customers, (39.9%) customers are providing exchange on replacement offer for the pumps by the company the customers enjoy the new product with added features for the same price, (30.5%) customers are having high opinion about the market availability for the product so the company do retain their position for the product in the market and (41.9%) customers are aware of the grade system that is offered for the pumps Because the customers are interested this made them to aware about the grade system.
- From the inference it is found in the present improvement that most of the respondents opinion are excellent and also satisfied for quality (31.6%), the opinion for brand image (38.9%) is excellent, the opinion for customer inquiry (44.2%) are neutral, the opinion for price (44.2%) are satisfied, the opinion for durability (49.5%) are excellent, the opinion for supply (35.8%) are good,

the opinion for schemes (32.6) are good and the opinion for after sales services(67.4%) are neutral.

- From the inference it is found in the proposed improvement that most of the respondents opinion are excellent for quality (63.2%), the opinion for brand image (54.7%) is excellent, the opinion for customer inquiry (34.7%) are excellent, the opinion for price (50.5%) are excellent, the opinion for durability (63.1%) are excellent, the opinion for supply (58.9%) are excellent, the opinion for schemes (43.2%) are excellent and the opinion for after sales services(70.5%) are neutral.
- So from the present and proposed improvement it is found that there is a gap between the quality, price, supply, schemes and after sales services should be excellent according to the customer opinion.
- The respondents have priorities the services is been ranked first, quality is been ranked second, durability is been ranked third, price is been ranked four and brand image is been ranked fifth. It is concluded that services is been good but they have to improve their brand among the customers.

RESULTS AND DISCUSSION

- The product ranges available in the market are to increased providing choices and different individual function.
- The quality of the home pumps needs an improvement.
- The company can go for automatic power off switch when the water comes to certain level, this helps in the consumption of water.
- After sales services are to be improved to improve the retention of the home pumps business.
- Pricing the home pumps is to be done more carefully such that it satisfies the needs of the customers and allows profit margin in the dealers too.

CONSIDERED RECOMMENDATION

India having nearly 100 years old business in motor pumps industry, has secured goods status in the global market meeting the needs of the global demand. Coimbatore being a leading manufacture in motor pumps has shown a positive progress in the due course. Every business activity in this period is purely customer oriented. The customers of the motor pump companies are to be satisfied and providing quality products with effective and timely service will enable in improving the expectation of the customers. Thus providing effective advertisements, quality and economically priced products and good services will satisfy the customers and improve the sales of the home pumps.

**A STUDY ON CUSTOMER EXPECTATION TOWARDS
HOME PUMPS WITH SPECIAL REFERENCES TO CRI
PUMPS, COIMBATORE**

Questionnaire

1. Name:
2. Age(yrs):
 - a. >20
 - b. 20-30
 - c. 30-40
 - d. <40
3. Occupation:
 - a. Employed
 - b. Professionals
 - c. Business
 - d. House wife
 - e. Others
4. Income Level(Rs):
 - a. < 5000
 - b. 5000-10,000
 - c. 10,000-20,000
 - d. > 20,000
5. For how long have you been customers of CRI pumps?
 - a. < 2 years
 - b. 2 to 4 years
 - c. 4 to 6 years
 - d. > 6 years
6. Which of the models you have purchased?
 - a. Multi stage
 - b. Mini Pumps
 - c. Peripheral
 - d. Mono Blow
 - e. Borwell Submersible Pumps
 - f. Openwell SubmersiblePumps
 - g. Jet Pumps
 - h. Pressure Pumps
7. What is the satisfaction level towards the product purchased?
 - a. Highly Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied
 - e. Highly Dissatisfied

8. What is the satisfaction level on the performances of the home pumps?

- a. Highly Satisfied b. Satisfied c. Neutral
d. Dissatisfied e. Highly Dissatisfied

9. What is your opinion about the customer relationship?

- a. Highly Satisfied b. Satisfied c. Neutral
d. Dissatisfied e. Highly Dissatisfied

10. Prioritise the features which make you to purchase CRI pumps?

S.No.	Features	Rank
1.	Brand Image	
2.	Quality	
3.	Services	
4.	Price	
5.	Durability	
6.	Supply	
7.	longivity	

11. Do you expect an improvement in the features?

- a. Yes b. No

12. If yes, in which of the features do you expect an improvement?

- a. Quality
b. Price
c. Promotional Offers
d. Services
e. Others

13. What promotional facilities does a dealer offer?

- a. Credit facility
- b. Free home delivery
- c. Discounts
- d. Gifts
- e. Others

14. What is the level of agreeability that your dealers is providing with best promotional facilities?

- a. Strongly Agreed
- b. Agreed
- c. Neutral
- d. Disagree
- e. Strongly Disagree

15. What is your opinion about the following factors of CRI pumps?

Factors	Present Improvement					Proposed Improvement				
	E	G	N	S	P	E	G	N	S	P
Quality										
Brand Image										
Customer Inquiry										
Price										
Durability										
Supply										
Schemes										
After Sales Service										

(Note: E-Excellent; G-Good; N-Neutral; S-Satisfactory; P-Poor)

16. Will you recommend about the company to your friends & relatives?

- a. Yes
- b. No

17. What is your satisfaction level for the price charged?

- a. Highly Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly Dissatisfied

18. For what purpose you are using CRI pumps?

- a. Household Use
- b. Agriculture Purpose
- c. Industrial Use

19. Is there any discounts offered by the dealer for bulk purchase?
- a. Always b. Frequently c. Sometimes
d. Rarely e. Not at all
20. What's the consumption of time taken by the company for rendering services?
- a. within 10 hours b. 10-20 hours
c. 24-48 hours d. more than 48 hours
21. Is the company providing exchange on replacement offer for your pumps?
- a. Always b. Frequently c. Sometimes
d. Rarely e. Not at all
22. How about the market availability of the product?
- a. Very high b. High c. Moderate
d. Low e. Very Low
23. What is your awareness level for the grade system in power consumption?
- a. Highly aware b. Aware c. Neutral
d. Unaware e. Highly unaware
24. Your valuable suggestions and recommendations to upgrade the level of satisfaction among the consumers?
-