

P-2789



**A STUDY ON MARKET SCENARIO OF WATER COOLERS AND ANALYSE THE  
MARKET POTENTIAL OF BLUESTAR INDIA LIMITED IN CHENNAI CITY**

**A PROJECT REPORT**

Submitted by

P-2789

**P. SENTHILKUMAR**  
**Reg. No. 0720400043**

In partial fulfilment of the requirements  
for the award of the degree

Of

**MASTER OF BUSINESS ADMINISTRATION**

**April, 2009**

**KCT Business School**  
**Department of Management Studies**  
**Kumaraguru College of Technology**  
**(An autonomous institution affiliated to Anna University, Coimbatore)**  
**Coimbatore – 641 006**



**BLUE STAR**

**BLUE STAR INDIA LIMITED**

**Freeze Engineers**

No 5, Behind Porur Police Station,  
Pillaiyar Koil Street New Colony,  
Porur, Chennai - 600116  
www.freezeengineers.co.in  
(91)-(44)-66234567  
+(91)-(44)-24765432

Date: 24.04.2009

**TO WHOM EVER IT MAY CONCERN**

This is to certify that **Mr. SENTHIL KUMAR .P** a student of KCT Business School, Kumaraguru College of Technology, Coimbatore, has done a project in the title “**A STUDY ON MARKET SCENARIO OF WATER COOLERS AND ANALYSE THE MARKET POTENTIAL OF BLUE STAR INDIA LIMITED IN CHENNAI CITY**” at FREEZE ENGINEERS authorized dealers of Blue Star India Limited , Chennai-600116 from 01.02.2009 to 15.04.2009. During the above mentioned period his conduct was excellent.

For Freeze Engineers,

  
24/4/09  
Manager



**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE**

**BONAFIDE CERTIFICATE**

Certified that this project report titled "A study on market scenario of water coolers and analyse the market potential of Blue Star India limited in Chennai city" is the bonafide work of **Mr. P. Senthil Kumar** (Reg No: 0720400043) who carried out the 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.

**Faculty Guide**

**( Mr. C. Ganeshamoorthy)**

**Director**

**(Dr.S.V.Devanathan)**

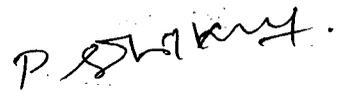
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**Examiner I**

**Examiner II**

**DECLARATION**

I hereby declare that the dissertation entitled “A study on market scenario of water coolers and analyze the market potential of Blue star India limited in Chennai city” submitted for the Master of Business Administration degree is my original work and the dissertation has not formed the basis reward of any degree, associate ship, fellowship or any other similar titles.

**Signature of the Candidate****(P.Senthil Kumar)**

## ACKNOWLEDGEMENT

I extend my heartfelt thanks to our Director **Dr.S.V.Devanathan**, KCT Business School, Kumaraguru College of Technology, for provided facilities to do this project.

In great honour and with indebt gratitude to my inspiring guide **Mr. C. Ganeshmoorthy** who has taken great interest in helping me on and often in the successful pursuit of my project. I am very much fortunate to get such a good guide, who encouraged me constantly with good counsel and helped me to complete the project successfully on time.

I express my heartfelt gratitude to **Mr. S. Ram kumar, Manager**, Freeze engineers for giving me an opportunity for doing the project in their esteemed organization and encouraged me with this expert counselling and guidance for successful completion of my research study.

Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

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## **EXECUTIVE SUMMARY**

The project deals with the study on market scenario of water coolers and analyse the market potential of bluestar brand water coolers. The data was obtained from the customers in Chennai city with the help of questionnaire. The project mainly focus on commercial use of water coolers in various sectors like industries, marriage halls, hotels and restaraunts, educational institutions. The sample size of two hundred was selected randomly and the sampling technique used for analysis is probability sampling method, the technical tool used for calculation are chi square and percentage analysis. finally it was analysed that all brand are providing prompt service to their customers. The brand bluestar attracts only fewer customers and it stands third among their competitors. The main reason for this is because it costs more and most of the users are not willing to spend more money for purchase of water cooler.

## CHAPTER 1

### INTRODUCTION

#### 1.1 ABOUT THE STUDY

In warm regions where temperature is always higher than the human body can resist, water coolers are finest thing to supplement body with cooler water. Water coolers are mechanical device that runs on electricity and cools down the water. Water coolers have taps, normally taps where one can get the cooled water. Water coolers are finest replacement of fridges as now there is no need of opening gate and search water bottles to drink. One can directly drink water from the taps of water coolers. Water coolers are very famous in offices and other places where people are in large quantity. In public places, water coolers are commonly seen. Water coolers come in multiple models, shapes and sizes as per requirement. Water coolers are one of the hottest products in the summer season and are highly demanded. Water coolers works as they have inbuilt cooler that runs of electricity. After the coolers are on, chillers starts that cools down the water incoming from the jar kept above. The cooling can be said to be live cooling as they cools the water as the water starts coming into them. Nowadays, water coolers are available in chain forms like networking having many terminals. This has again helped in public places and also has lessened rush for water. There are loads of water coolers in terms of shape and models. One gets of plenty of options to choose from such a wide gamut. However, one must always look and value quality and durability for water coolers. One must see that his water cooler is unbreakable and leak free. Also, one must give a regular checks to his coolers' internal machines like compressor and else. In market, one get water coolers under his budget as the newer ones are lighter and also very low costing.

### **Estimating Market Potential:**

Estimating the market potential for a business is critical in evaluating its viability and provides an estimate of the maximum total sales potential for a given market. Once the estimated market potential has been calculated, it is possible to determine if the market is large enough to sustain your proposed business or sustain an additional competitor in the marketplace. It is important to remember that the estimated market potential sets an upper boundary on the market size and can be expressed in either units and/or sales. Unless there are no direct or indirect competitors, a business will capture a share of the total estimated market potential not all of it.

### **1.2. ABOUT THE INDUSTRY**

Water coolers have evolved from simply relying on a block of ice for cooling to meeting strict health, sanitation and environmental standards. Water! It is one item that every living thing needs almost daily. We can go many days without food, but we cannot go long without water. For close to a century, a primary means for providing the public with the water they need has been the drinking fountain and the water cooler.

The drinking fountain, as we know it, was developed in the early 1900s by Halsey Taylor and Haws. These two companies, founded by Halsey Willard Taylor and Luther Haws respectively, pioneered a major change in how water was dispensed in public places. In doing so, they also helped reduce the instance of waterborne diseases among the general population. In fact, Halsey W. Taylor's dedication to providing a safe and sanitary drink to the public was prompted by his father's death from typhoid fever caused by a contaminated water supply.

For years, drinking fountains provided water in public buildings, schools and factories. However, the desire for colder drinking water brought about the introduction of chilled drinking fountains.

The first refrigerated water coolers were cumbersome floor standing units that used belt driven ammonia compressors to chill the water. They were so heavy, they had to be moved by several men or with a forklift! As testimony to the quality found throughout our industry, some of these units are still in operation today.

Over the years, Halsey Taylor developed many variations of the wall-mounted unit, including space-saving recessed models that allow for uninterrupted corridors and hallways, making them ideal for schools, hospitals and other buildings with high-traffic.

The next major step in the water cooler evolution process occurred in the 1960s. That is when the industry began to recognize there were physically challenged people confined to wheelchairs who had difficulty drinking from our fountains and coolers. In response, the industry came out with the more easily accessible wheelchair water cooler.

Government regulations were introduced in the 1980s that specifically defined the needs of the handicapped. Based on these regulations, the Barrier-Free water cooler evolved and soon became the number one seller in the industry. During this same time period, there was a move underway to eliminate lead-bearing components from potable water supply systems. The first change was in solders and then other components soon followed, spurred on by the Safe Drinking Water Act. The need to eliminate CFC refrigerants from the coolers soon followed, and the industry quickly moved to HFC-134a refrigerant to replace the CFCs.

The 1980s also saw an enhanced focus on the design and appearance of water coolers and drinking fountains. As fountains and coolers became more accessible and more practical than ever before, they also became more attractive. Oval shapes, rounded corners and contemporary finishes that accented or blended in with a building's decor became fashionable and remain so today. In addition to looking for quality and performance when specifying or selecting a water cooler, engineers,

that looked good.

The 1990s brought about the Americans with Disabilities Act (ADA), which more comprehensively defined the rights and needs of the handicapped for access to many types of facilities. While this resulted in some dimensional and slight design changes to water coolers and drinking fountains in order to make them even more accessible to physically challenged individuals, it also recognized the needs of able bodied people and those with bending difficulties. ADA declared that public facilities needed to provide both wheelchair accessible and standard height units. This resulted in the birth of the increasingly popular bi-level unit.

### **1.3. ABOUT THE COMPANY**

Blue Star (originally known as Blue Star Engineering (Bombay) Pvt. Ltd) was founded by late Mohan T.Advani in 1943. The company was initially engaged in reconditioning of refrigerators and air conditioners. Today Blue Star is India's largest central air conditioning company with an annual turnover of Rs. 930 crores, a network of 23 offices, four modern manufacturing facilities and around 1800 employees.

Blue Star became a public limited company in 1969 with its corporate headquarters at Kasturi building in Mumbai. Blue Star is India's largest air conditioning and commercial refrigeration company and the most preferred. With six decades of experience in providing expert cooling solutions, Blue Star has been associated with the most prestigious corporate and commercial installations in the country.

Blue Star fulfills air conditioning needs of a large number of corporate and commercial customers and has also established leadership in the field of commercial refrigeration equipment ranging from water coolers to cold storages.

Blue Star manufactures and markets a wide range of air conditioning and commercial refrigeration systems and products. These include large central air conditioning plants, packaged air conditioning systems, split and window air conditioners, water coolers, Water coolers, ice-cube machines, deep freezers and cold storages. Blue Star's other businesses include marketing and maintenance of hi-tech professional electronic and industrial products such as testing machines, data communication equipment, medical and analytical instruments and special control valves. The core businesses of Blue Star are Air conditioning, Commercial refrigeration and Distribution of professional electronic and industrial equipment.

The company has manufacturing facilities at Thane, Dadra, Bharuch and Himachal which use state-of-the-art manufacturing equipment to ensure that the products have consistent quality and reliability. The company has business alliances with world renowned technology leaders such as York International, USA; Kolpak, USA; Rheem Mfg Co, USA; Hitachi, Japan; Eaton Williams, UK; Thales –Security, UK; Vest frost, Denmark; Electrolux, Sweden; Jeol, Japan and many others, to offer superior products and solutions to customers.

### **1.2.1 JOINT VENTURES**

Arab Malaysian Blue Star Sdn. Bhd. is a joint venture between Arab Malaysian Development Berhad (AMDB) and Blue Star Limited. This joint venture was set up in 1993 to undertake Heating, Ventilation, Air conditioning and Refrigeration (HVAC) installation business in Malaysia. Blue Star assumes full responsibility for engineering and installation of the HVAC&R needs as well as maintaining and servicing the air conditioning systems.

Blue Star is proud of its excellent working relationship with many large industrial houses and developers who have such faith in Blue Star's engineering and construction strengths that they entrust the entire

## CHAPTER 2

### 2.1 OBJECTIVES OF THE PROJECT

- To study the Water cooler market and analyse the market potential.

#### **Sub-Objectives**

- To find out the Market share of Blue Star in Water coolers.
- Study the factors responsible for the purchase of Water coolers by the customers in Chennai city.
- To find out the satisfaction level among the users of Water coolers.

### 2.2 SCOPE OF THE STUDY

Though Water coolers is used in 10 kinds of Industries, the scope of this project is only for four segments namely **Hotels and Restaurants, Schools and Colleges, Industries and Marriage halls** are covered.

### 2.3 LIMITATIONS OF THE STUDY

**Geographical** - The study was limited to Chennai city. Hence the Hotels and Restaurants in other parts of Chennai city were not considered in the current research.

**Temporal** – The period of the current research was limited to the period from February to April. Hence all the data and their temporal context would be limited to the above-mentioned period only.

**Procedural** – All data collected are generally limited by the method adapted. In the current research, the sole method of data collection being

questionnaire, limits the data to the extent of data generation available through that method.

**Analytical** – As the sampling method adopted was probability sampling and analytical tool was used.

## **2.4 RESEARCH METHODOLOGY**

Research Methodology is a way to systematically solve the research problem. It may be understood as a science how research is done scientifically.

### **2.4.1 TYPE OF THE STUDY**

#### **Descriptive Research**

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or a group. Descriptive research is used here to study the factors responsible for the purchase of Water coolers by the customers in Chennai city and also to find out the satisfaction level among the users of the same.

### **2.4.2 SAMPLE DESIGN**

Sampling is the process of learning the population on the basis of a sample drawn from it and conclusions are drawn on that basis for the entire universe.

The main aspects to be considered in Sampling are

- Sample size.
- Sampling technique.

### 2.4.3. SAMPLING SIZE

The sample size refers to the number of sampling units selected from the population for investigation. The sample size is 200. The sample size covers four sectors and the split up is as follows

- Hotels and Restaurants - 100
- Schools and Colleges- 50
- Industries - 25
- Marriage Halls - 25

### 2.4.4 SAMPLING TECHNIQUE

The Sampling technique can be broadly divided into two types.

1. Probability sampling
2. Non- Probability sampling.

The researcher adopted the Probability sampling technique. Probability sampling method was used as the sample size was known.

The Probability sampling methods used was

1. Stratified random sampling.

### 2.4.5 DATA COLLECTION TECHNIQUE

- PRIMARY DATA COLLECTION:  
Primary Data are collected by using questionnaire.
- SECONDARY DATA COLLECTION  
Company Journals and Reports.  
Magazines and Website.

### 2.4.6 TOOLS USED

- Chi-square test.
- Percentage analysis.

## 2.5 REVIEW OF LITERATURE

*Romeo(2004)*<sup>1</sup>, Jim Provides information on the development of water cooler in the U.S. Factors which influenced the corrosion incidence of water; Provision of the Safe Drinking Water Act; Importance of proper installation and service; Misconceptions about water coolers that many buyers overlook.

*Stimac(2002)*<sup>2</sup>, Elias reviews the drama 'The Water Coolers,' directed by William, choreographed by Timothy Albrecht and staged at Dillons in New York City.

*Halsey Taylor(2006)*<sup>3</sup> introduces a line of vandal-resistant water coolers and fountains from Halsey Taylor. Vandal-resistant features of the HVR series; Optional features of the plumbing fixtures; Ideal applications of the coolers.

*Halsey Taylor(2003)*<sup>4</sup> focuses on the product on water coolers, Voyager by the company Hasley Taylorts. Reasons for manufacturing the product, Voyager; Areas where the product can be used; List of various models available in the Voyager line; Other products by the company.

*Huneycutt, AI(2001)*<sup>5</sup>, evaluates the selection and installation of water

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<sup>1</sup> *Romeo, Jim*, Today's Water Coolers, Tomorrow's Water. Reeves Journal: Plumbing, Heating, Cooling; Jun2004, Vol. 84 Issue 6.

<sup>2</sup> *Stimac, Elias(2002)*, The Water Coolers, Back Stage; Vol. 43 Issue 48.

<sup>3</sup> *Halsey Taylors(2006)*, Versatile Vandal-Resistant Water Coolers Provides Cold Drinking Water, Indoors and Outdoors!, Reeves Journal: Plumbing, Heating, Cooling; Vol. 86 Issue 7

<sup>4</sup> *Halsey Taylors(2003)* Voyager[SUPTM] Water Coolers by Reeves Journal: Plumbing, Heating, Cooling; Vol. 83 Issue 7.

<sup>5</sup> *Huneycutt, AI(2001)*, Selecting and Installing Water Coolers and Drinking

coolers and drinking fountains. Source of information on accessibility requirements; Considerations for the selection of plumbing fixtures; Guidelines for the installation of water coolers.

*Anis, M.Z*(2004) <sup>6</sup>reviews that this is a successful product development case study undertaken at a client organization. The company's marketing division has identified that the market for compressors for water coolers and mini refrigerators is quite fertile, The company is eager to capture this new market. Presently it does not have any models for this segment of the market. It decided to come out with a design comparable with the best in the world, which at the same time would be cost-efficient. The company benchmarked itself with the leading compressor manufacturers. Seven design variants were selected and each varied at two levels. The study was accommodated in 16 experiments using Taguchi's  $2^{16}$  Orthogonal Array. This study helped the company to incorporate the best features of the world leaders in a short period of time and successfully come out with a new design. The design was approved by the R&D Department for production.

*Hegarty*,(2000) <sup>7</sup>, Comments on a United States case wherein a federal judge allowed Northwest Airlines to seize the laptop and home computers of two of its flight attendants for apparent creation of a web page that followed contract negotiations between their employer and the union. Allegations that the chat rooms advocated illegal activity; Concern over judge's giving up of the attendants' privacy.

*Wines, Jerry*<sup>8</sup>, focuses on the decision of Thomas Cook AG to withdraw

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<sup>6</sup> *Anis, M. Z*(2004), Designing a new cost-efficient compressor model for mini refrigerators and water coolers using DOE: a case study, Journal of Engineering.

<sup>7</sup> *Hegarty*,(2000), Electronic water coolers and free speech, Fairfield County Business Journal; Vol. 39 Issue 11.

water coolers from its shops in Great Britain. Reaction of Jerry Wines, Transport Salaried Staffs' Association's negotiations officer, towards Thomas Cook's decision; Reference to the argument given by Thomas Cook that the coolers are rarely used and drinking water is still available in its stores.

*De Bruin, Wilma*(2002)<sup>9</sup>, reports on the growing competition in South Africa's beverage industry. Castle/Castle Lager's lead among beer and alcoholic beverages; Customer loyalty for newcomers like Hunter's Gold/Dry, Windhoek Lager and Heineken; Top water brand.

*Gilbert*(2008)<sup>10</sup> reports that St. Catherine's High School in Racine, Wisconsin, has brought back the use of water coolers. According to foodservice manager Beverly Gilbert, sisters were into green practices that is why they removed bottled water from the canteen. The water cooler is connected to the water supply of the city.



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<sup>9</sup> De Bruin, Wilma, Competition heats up among coolers, Finance Week; 11/1/2002.

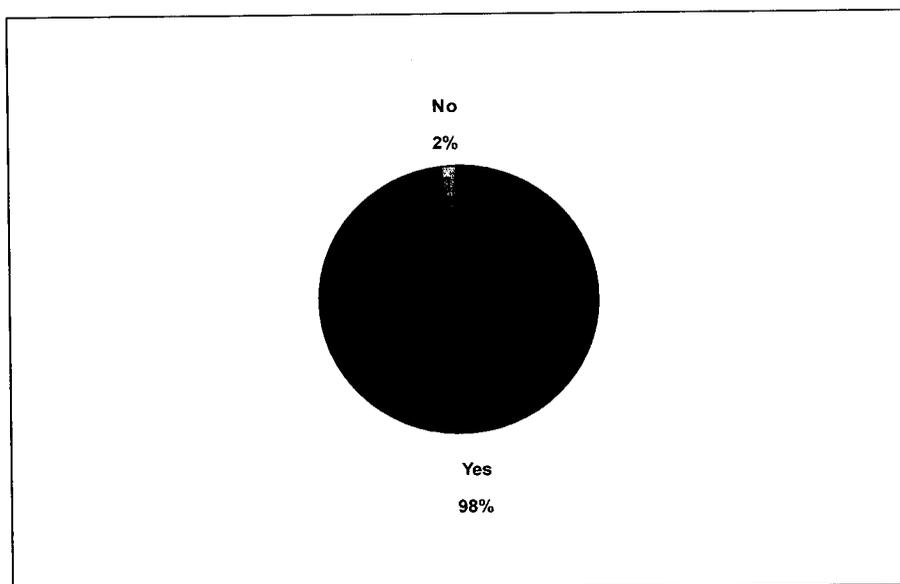
### 3. ANALYSIS AND INTERPRETATION

#### 3.1. ANALYSIS FOR HOTELS AND RESTAURANTS

**Table 3.1.1: Shows the number of Hotels / Restaurants having water coolers in Chennai region.**

CATEGORY	NUMBER
Yes	98
No	02
<b>Total</b>	<b>100</b>

**Chart 3.1.1: Shows the percentage analysis of the Hotels / Restaurants having water coolers in Chennai region**



#### **INTERPRETATION:**

From the chart above, it is seen that 98% of the Hotels and Restaurants in Chennai region have Water coolers. Only 2% of the Hotels and Restaurants don't have Water coolers. Majority of respondents use water coolers due to high humidity and they require cool and pure water.

**Table 3.1.2: Showing the preferential pattern of various brands of water coolers in Chennai region**

<b>Brands currently used</b>	<b>Frequency</b>	<b>Percentage</b>
Blue Star	28	28.57
Voltas	15	15.30
Usha-Shriram	4	4.08
Water doctor	32	32.65
Assembled	19	19.38
<b>Total</b>	<b>98</b>	

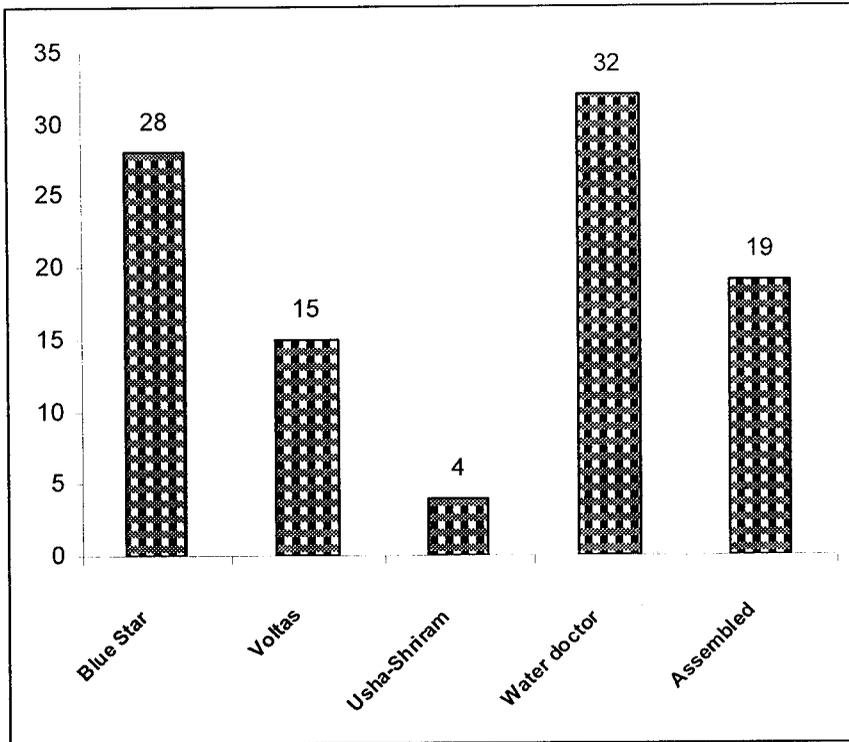
#### **INTERPRETATION:**

The preferential pattern captured by each brand is as follows.

- BLUE STAR - 28.57%
- VOLTAS - 15.30%
- USHA – SHRIRAM - 4.08%
- WATER DOCTOR - 32.65%
- ASSEMBLED - 19.38%

From the table it is seen that Assembled brands are most preferred in Hotels and Restaurants in Chennai region. Its preferential pattern is 38%. It is followed by Water Doctor which has 28% of the preferential pattern. Most of them prefer other brands due to low cost compared to bluestar.

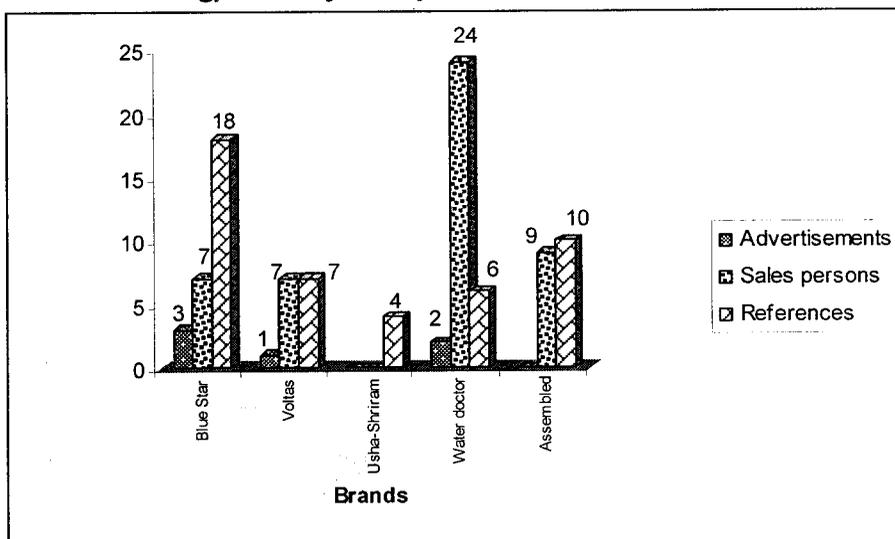
**Chart 3.1.2: illustrates the preferential pattern tapped by various players in the Chennai region**



**Table 3.1.3: Shows the ways respondents came to know of the brands**

Particulars		Way the respondents came to know of brands			Total
		Advertisements	Sales persons	References	
Brands	Blue Star	3	7	18	28
	Voltas	1	7	7	15
	Usha-Shriram	0	0	4	4
	Water doctor	2	24	6	32
	Assembled	0	9	10	19
<b>Total</b>		<b>6</b>	<b>47</b>	<b>45</b>	<b>98</b>

**Chart 3.1.3: Showing the ways respondents came to know of brands**



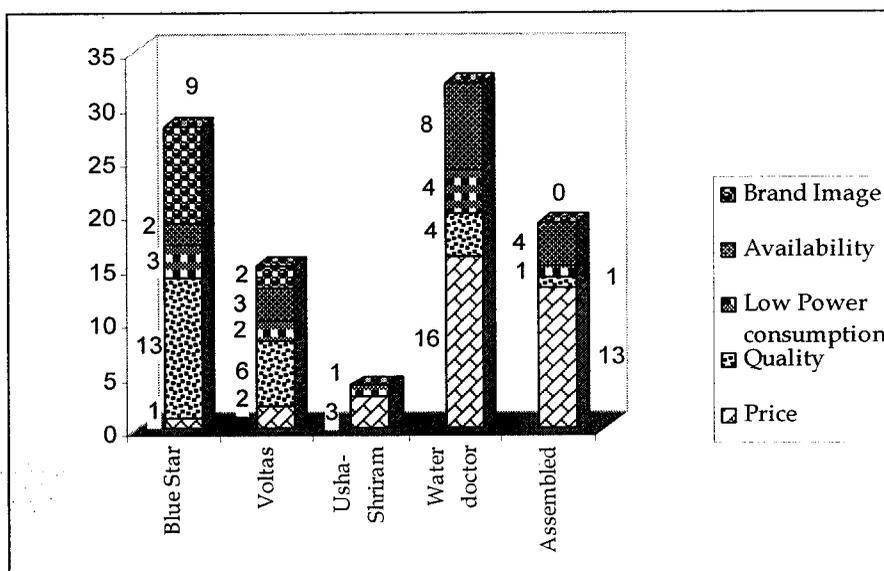
#### **INTERPRETATION:**

76% of Blue Star and 55% of Assembled brand users have come to know of their brands through References. On the whole, Word of mouth marketing has played a dominant role in making respondents aware of the brands.

**Table 3.1.4: Showing the reasons given by respondents for choosing brands**

Brands		Reason for choosing the brands					Total
		Price	Quality	Low Power consumption	Availability	Brand Image	
	Blue Star	1	13	3	2	9	28
	Voltas	2	6	2	3	2	15
	Usha-Shriram	3	0	1	0	0	4
	Water doctor	16	4	4	8	0	32
	Assembled	13	1	1	4	0	19
<b>Total</b>		<b>35</b>	<b>24</b>	<b>11</b>	<b>17</b>	<b>11</b>	<b>98</b>

**Chart 3.1.4: Showing the reasons given by respondents for choosing brands**



#### INTERPRETATION:

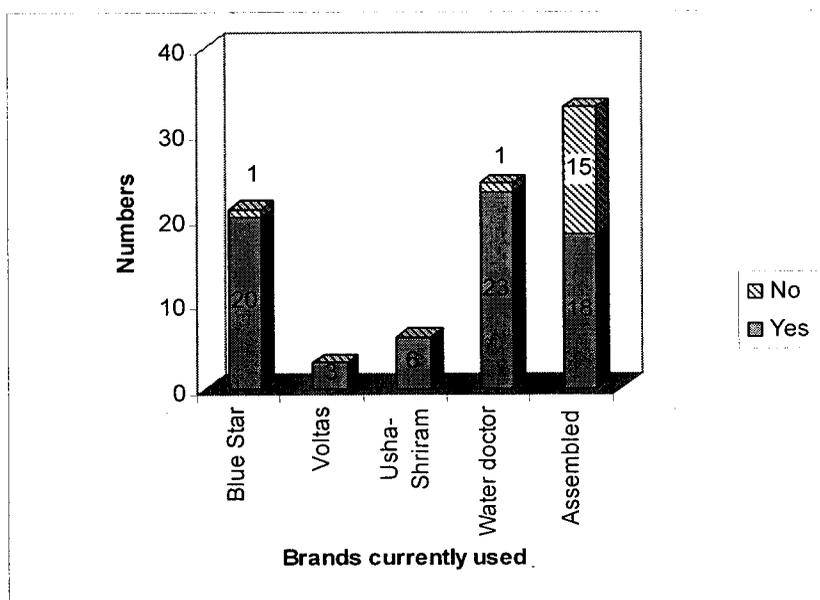
71% of Blue Star users have chosen the brand mainly for its Quality.

58% of Assembled brand users have chosen the brand mainly for its Price. On the whole, most of the respondents have chosen the brand for their Quality.

**Table 3.1.5: Showing the satisfaction level on various brands among respondents**

Particulars		Satisfied with the brand or not		Total
		Yes	No	
Brands currently used	Blue Star	20	1	21
	Voltas	3	0	3
	Usha-Shriram	6	0	6
	Water doctor	23	1	24
	Assembled	18	15	33
	No idea	-	-	11
Total		70	17	98

**Chart 3.1.5: Showing the satisfaction level on various brands among respondents**



**INTERPRETATION:**

95% of the users of branded players are satisfied with the performance of their brand. On the whole, most of the respondents are satisfied with the performance of their brand.

**Table 3.1.6: Showing the reason for satisfaction among the respondents**

Particulars		Most satisfying Factors				Total
		Price	Low power Consumption	Service	Fast Cooling	
Brands	Blue Star	2	8	2	16	28
	Voltas	2	3	3	7	15
	Usha-Shriram	4	0	0	0	4
	Water doctor	17	2	10	3	32
	Assembled	19	0	0	0	19
<b>Total</b>		<b>44</b>	<b>13</b>	<b>15</b>	<b>26</b>	<b>98</b>

**INTERPRETATION:**

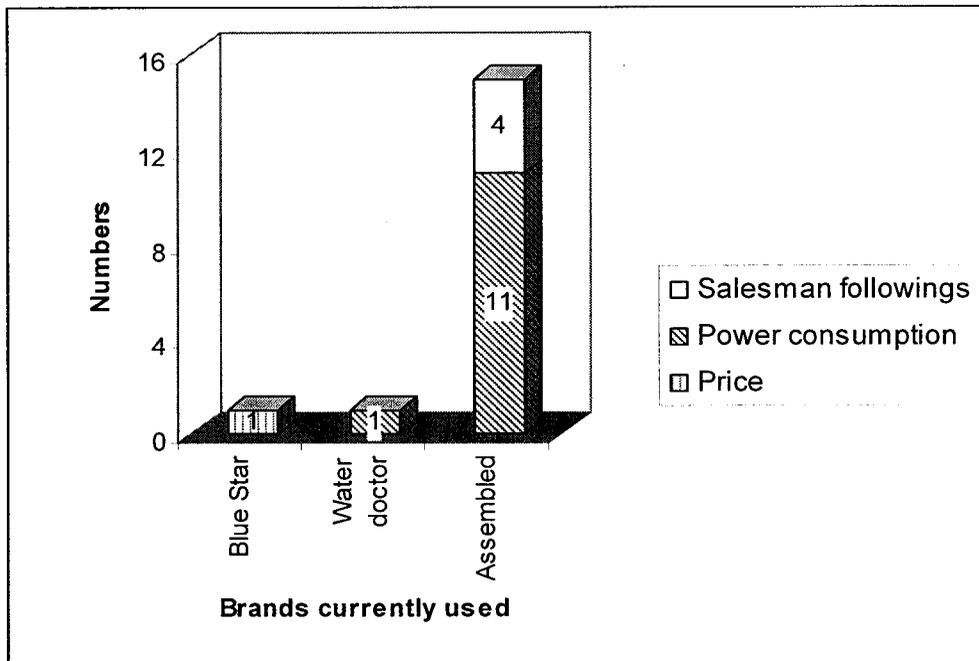
75% of the Blue Star users are satisfied with the brand mainly for its Quality.

48% of the Water doctor users are satisfied with the brand mainly for its Service. On the whole, good Quality and prompt Service were the main reason for satisfaction among respondents. Bluestar satisfies because of fast cooling.

**Table 3.1.7: Showing the reason for dissatisfaction among the respondents**

Particulars		Reason for dissatisfaction			Total
		Price	Power consumption	Salesman followings	
Brands currently used	Blue Star	1	0	0	1
	Water doctor	0	1	0	1
	Assembled	0	11	4	15
<b>Total</b>		<b>1</b>	<b>12</b>	<b>4</b>	<b>17</b>

**Chart 3.1.7: Showing the reason for dissatisfaction among the respondents**



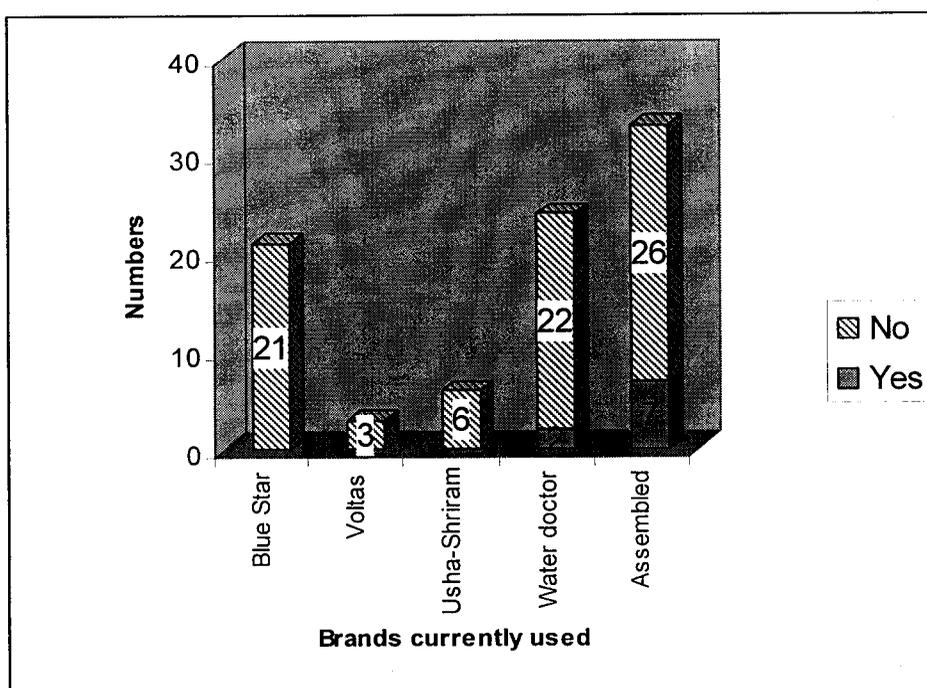
### INTERPRETATION:

73% of the Assembled brand users are dissatisfied with the brand because of High power consumption. Most of the respondents are dissatisfied with their brands because of high power consumption.

**Table 3.1.8: Showing the number of respondents willing to change brands**

Particulars		Willing to change		Total
		Yes	No	
Brands currently used	Blue Star	0	21	21
	Voltas	0	3	3
	Usha-Shriram	0	6	6
	Water doctor	2	22	24
	Assembled	7	26	33
	No idea	-	-	11
Total		9	78	98

**Chart 3.1.8: Showing the number of respondents willing to change brands**



### INTERPRETATION:

Only 4% of the users of branded players are willing to change to other brands.

21% of the Assembled brand users are willing to change to other brands. Majority of the respondents are not willing to change to other brands because they are not interested in spending more

**Table 3.1.9. Showing the brands preferred by respondents who are willing to change and the reasons for the same**

Particulars		Reason for change		Total
		Price	Quality	
Preferred brand	Blue Star	0	5	5
	Voltas	1	1	2
Total		1	6	7

#### **INTERPRETATION:**

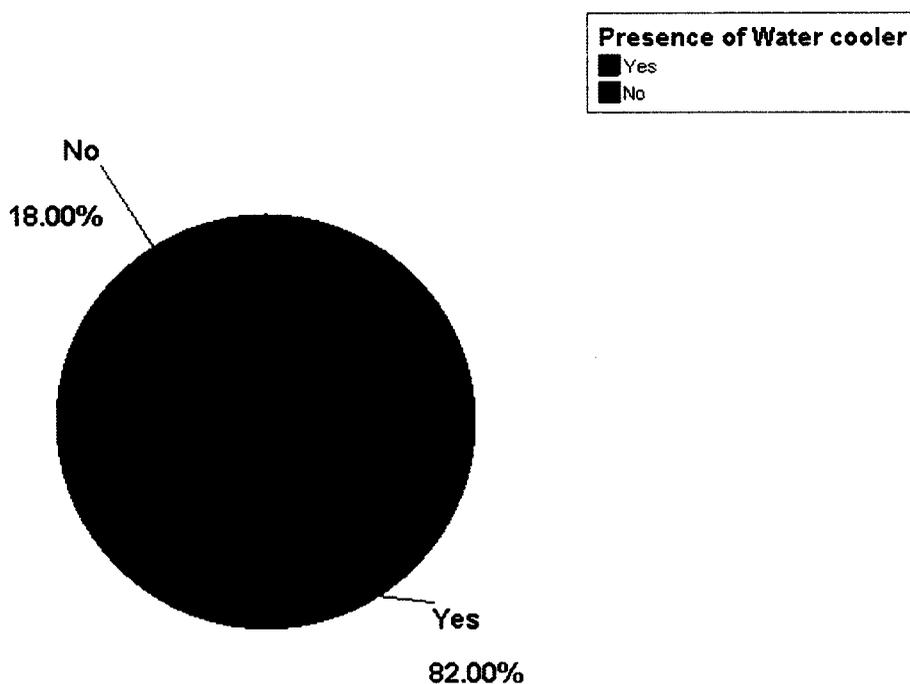
From the above table, we infer that 71% of the respondents are willing to change to Blue Star and 29% are willing to change to Voltas. The main reason for changing from other brands to Blue Star is because of its Quality.

### 3.2. ANALYSIS FOR SCHOOLS AND COLEGES

**Table3.2.1: Showing the number of Schools / Colleges having water coolers in Chennai region**

CATEGORY	NUMBER
Yes	41
No	9
<b>Total</b>	<b>50</b>

**Chart3.2.1: Showing the percentage analysis of the Schools / Colleges having water coolers in Chennai region**



#### INTERPRETATION:

From the table it is seen that 82% of the Schools and Colleges in Chennai region have Water coolers. Only 18% of the Schools and Colleges don't have Water coolers.

**Table3.2.2: Showing the preferential pattern of various brands of water coolers in Chennai region**

<b>Brands currently used</b>	<b>Frequency</b>	<b>Percentage</b>
Blue Star	3	7.3
Water doctor	32	78.0
Assembled	6	14.6
<b>Total</b>	<b>41</b>	<b>100.0</b>

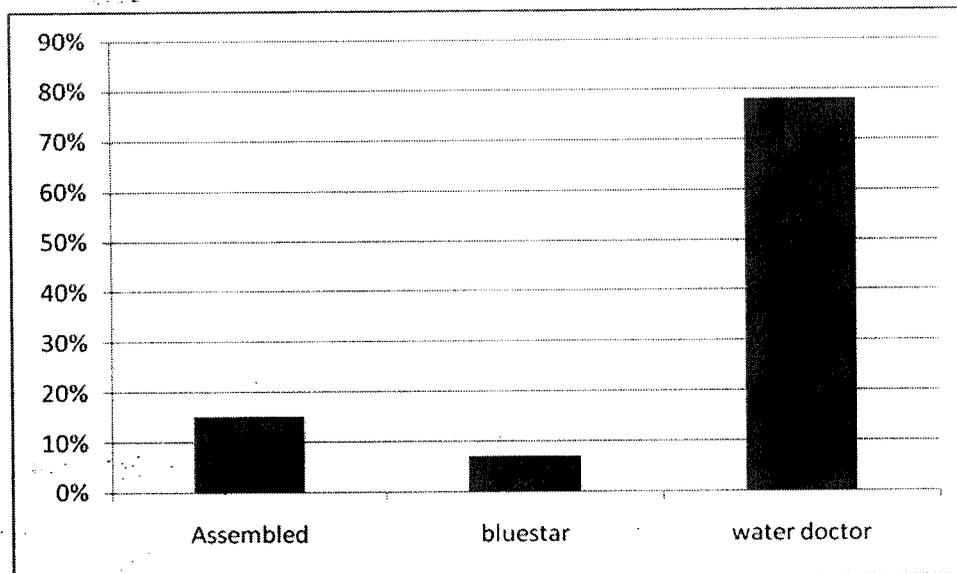
#### **INTERPRETATION:**

The preferential pattern captured by each brand is as follows

- BLUE STAR - 7%
- VOLTAS - 0%
- USHA – SHRIRAM - 0%
- WATER DOCTOR - 78%
- ASSEMBLED - 15%

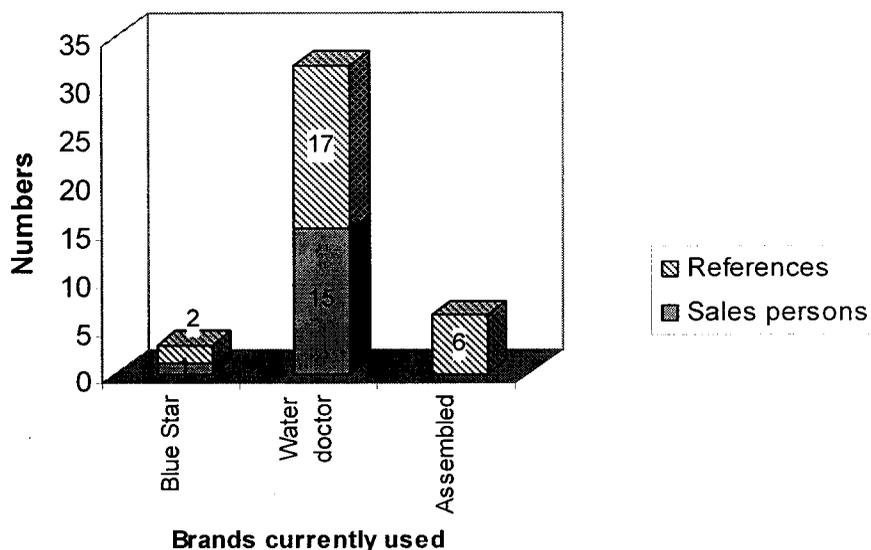
From the table it is seen that Water Doctor is most preferred in Schools and colleges in Chennai region. Its preferential pattern is 78%. It is followed by Assembled brands which has 15% of the preferential pattern. Majority of respondents use water coolers due to high humidity and they require cool and pure water.

**Chart 3.2.2: Showing the percentage analysis of preferential pattern tapped by various players in the Chennai region**



**Table 3.2.3: Showing the ways respondents came to know of the brands**

Particulars		Way the respondents came to know of the brands		Total
		Sales persons	References	
Brands currently used	Blue Star	1	2	3
	Water doctor	15	17	32
	Assembled	0	6	6
Total		16	25	41

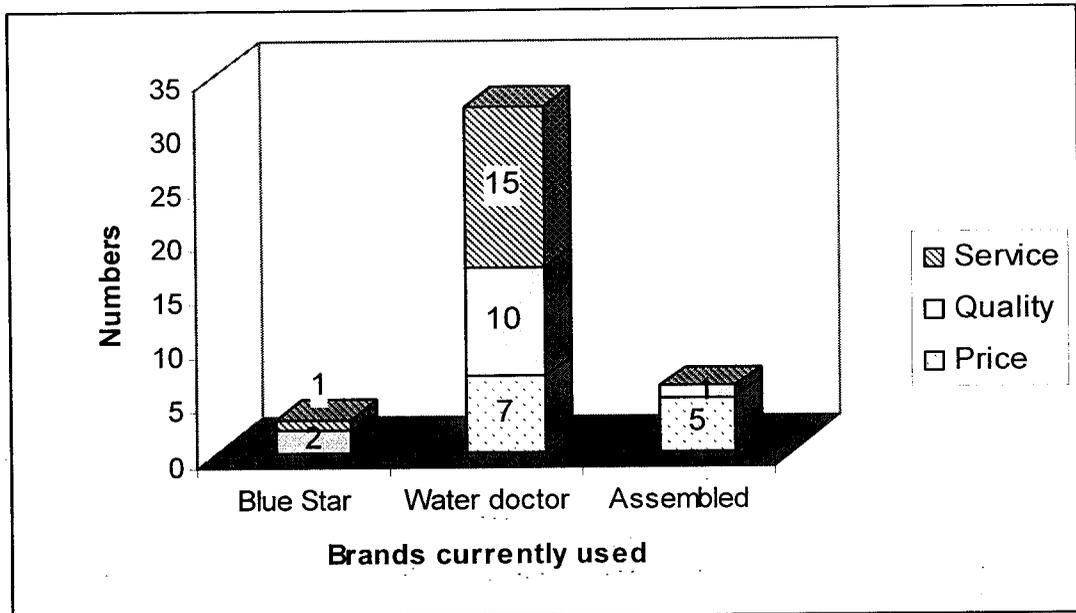
**Chart3.2.3: Showing the ways respondents came to know of brands****INTERPRETATION:**

The Sales persons of Water doctor have been more effective than the Sales persons of other brands. On the whole, Word of mouth marketing played a dominant role in making respondents aware of the brands.

**Table3.2.4: Showing the reasons given by respondents for choosing brands**

Particulars		Reasons for choosing the brand			Total
		Price	Quality	Service	
Brands currently used	Blue Star	0	2	1	3
	Water doctor	7	10	15	32
	Assembled	5	1	0	6
Total		12	13	16	41

**Chart 3.2.4: Showing the reasons given by the respondents for choosing brands**



**INTERPRETATION:**

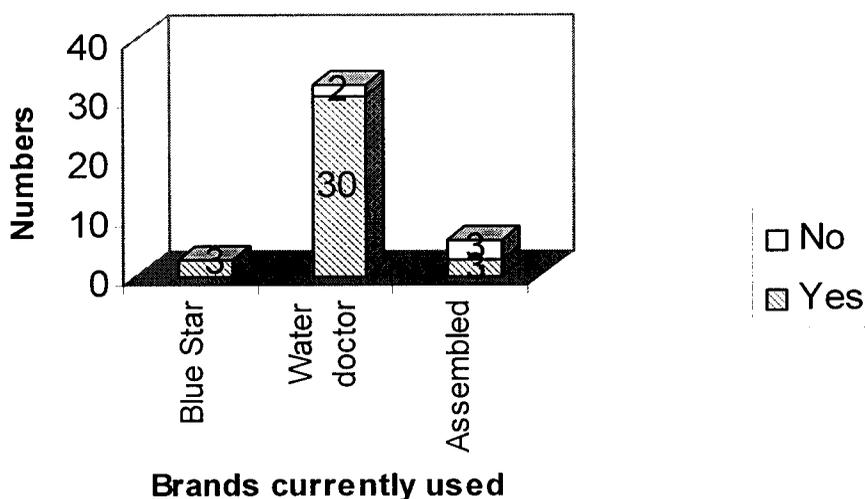
47% of the Water doctor users have bought the brand mainly for its Service

83% of the Assembled brand users have bought the brand mainly for its low Price.

**Table3.2.5: Showing the satisfaction level on various brands among respondents**

Particulars		Satisfied with the performance		Total
		Yes	No	
Brands currently used	Blue Star	3	0	3
	Water doctor	30	2	32
	Assembled	3	3	6
Total		36	5	41

**Chart 3.2.5: Showing the satisfaction level on various brands among respondents**



### INTERPRETATION:

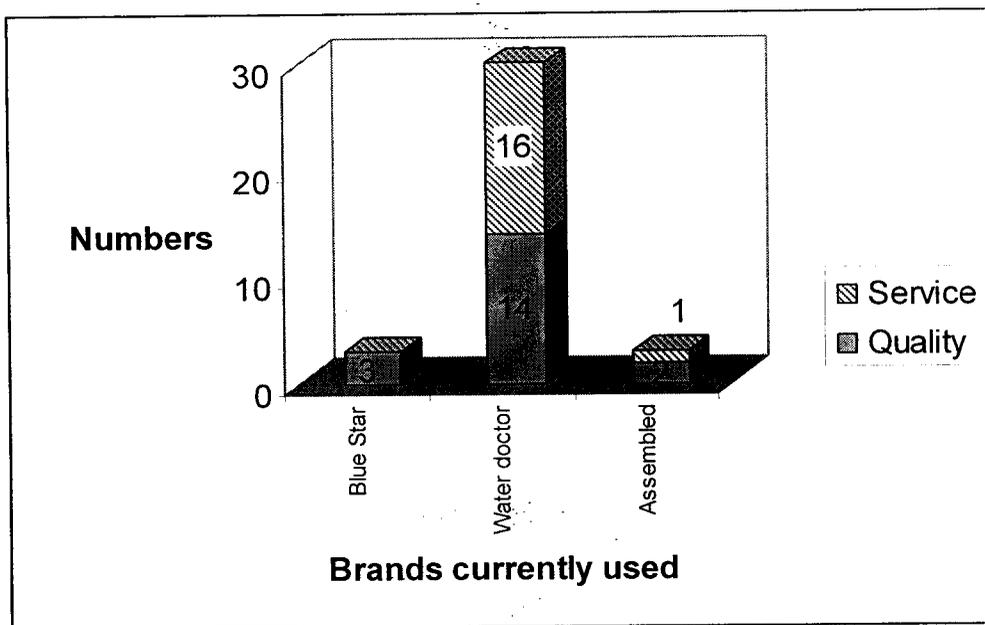
50% of the Assembled users are dissatisfied with the performance of their Water coolers. All the Blue Star users are satisfied with the performance of their Water coolers.

Most of the respondents are satisfied with the performance of their brand.

**Table 3.2.6: Showing the reason for satisfaction among the respondents**

Particulars		Reason for satisfaction		Total
		Quality	Service	
Brands currently used	Blue Star	3	0	3
	Water doctor	14	16	30
	Assembled	2	1	3
Total		19	17	36

**Chart3.2.6: Showing the reason for satisfaction among the respondents**



**INTERPRETATION:**

53% of the respondents have chosen brands mainly for Quality.

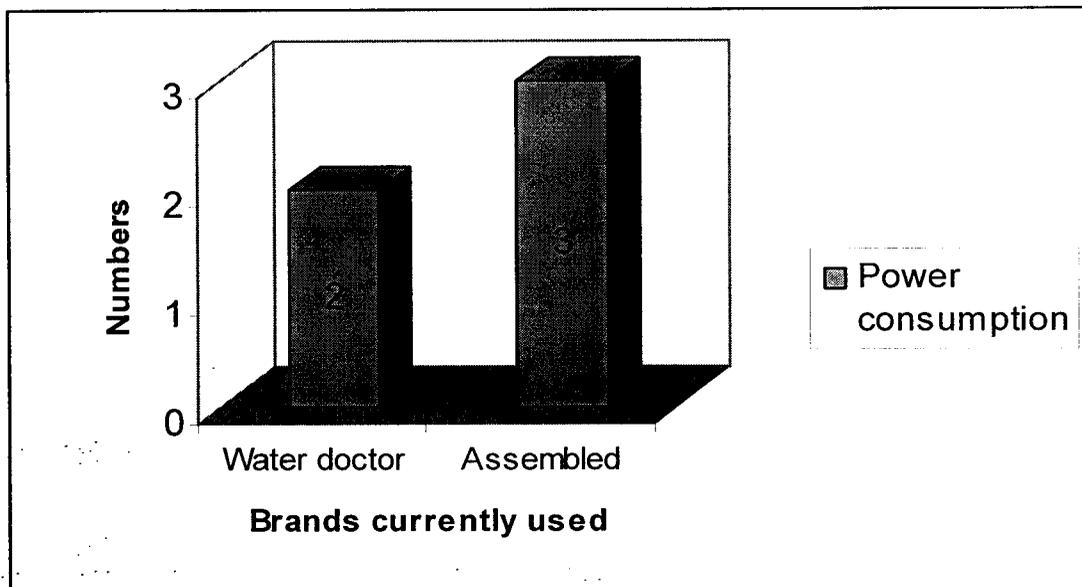
47% of the respondents have chosen brands for Service.

Good Quality and prompt Service were the main reasons for satisfaction among respondents.

**Table3.2.7: Showing the reason for dissatisfaction among the respondents**

Particulars		Reason for dissatisfaction	Total
		Power consumption	
Brands currently used	Water doctor	2	2
	Assembled	3	3
Total		5	5

**Chart 3.2.7: Showing the reason for dissatisfaction among the respondents**



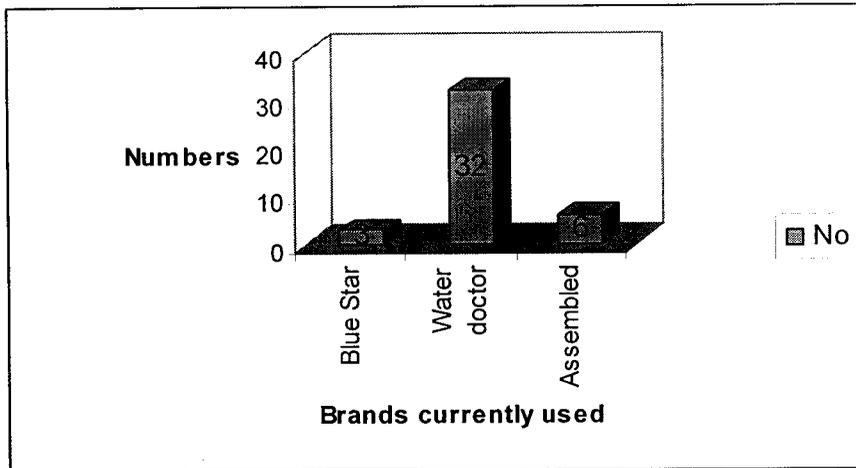
**INTERPRETATION:**

All the respondents are dissatisfied with their brands because of the high power consumption.

**Table3.2.8: Showing the number of respondents willing to change brands**

Particulars		Willing to change	Total
		No	
Brands currently used	Blue Star	3	3
	Water doctor	32	32
	Assembled	6	6
Total		41	41

**Chart3.2.8: Showing the number of respondents willing to change brands**



**INTERPRETATION:**

None of the respondents are willing to change to other brands.

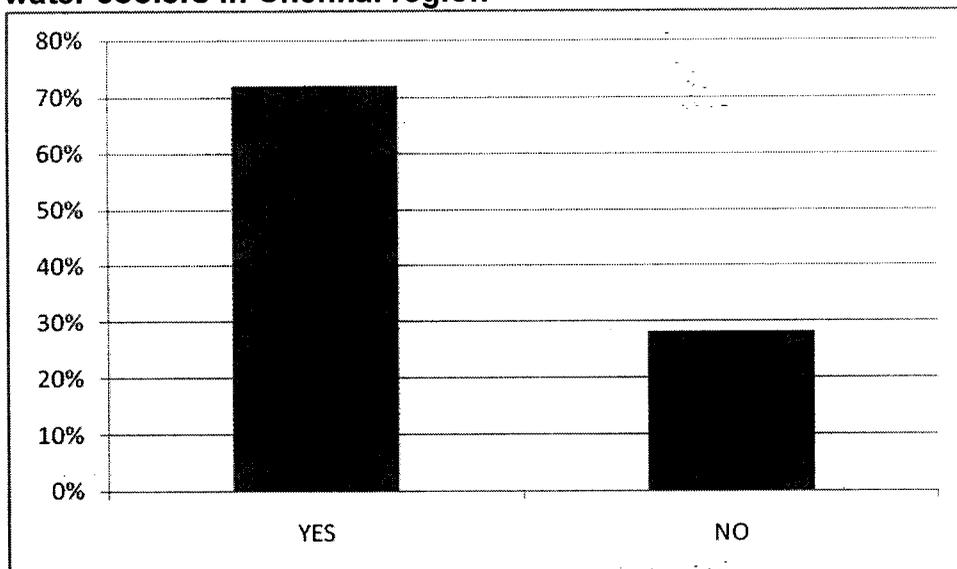
**3.3. ANALYSIS FOR INDUSTRIES**

**Table3.3.1: Showing the number of Industries having water coolers in Chennai region**

CATEGORY	NUMBER
Yes	18
No	7
<b>Total</b>	<b>25</b>

Most of the industries in Chennai region are provided with water coolers.

**Chart3.3.1: Showing the percentage analysis of the Industries having water coolers in Chennai region**



**INTERPRETATION:**

From the chart above, it is seen that 72% of the Industries in Chennai region have Water coolers. 28% of the Industries don't have Water coolers. Majority of respondents use water coolers due to high humidity and they require cool and pure water.

**Table3.3.2: Showing the preferential pattern of various brands of water coolers in Chennai region**

Brands currently used	Frequency	Percentage
Water doctor	7	38.9
Assembled	11	61.1
<b>Total</b>	<b>18</b>	<b>100.0</b>

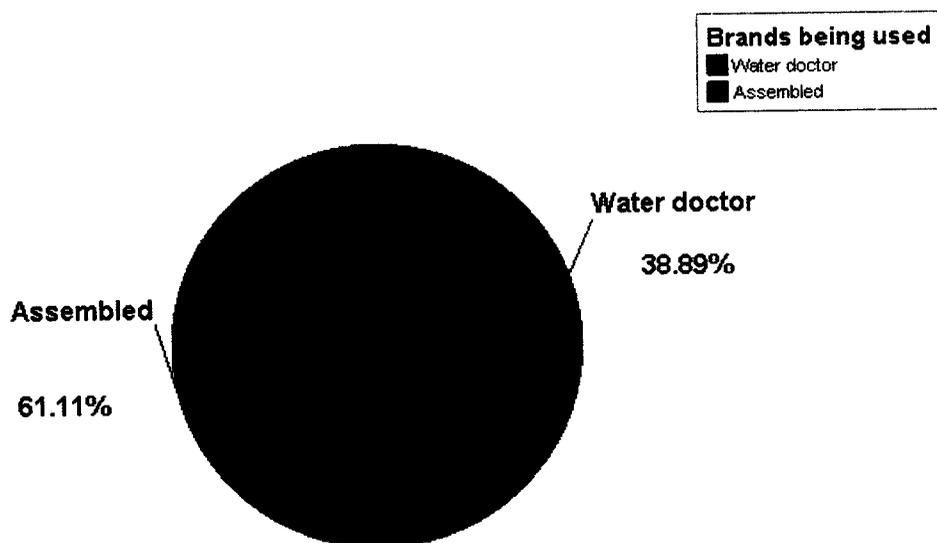
**INTERPRETATION:**

The fitment potential captured by each brand is as follows.

- BLUE STAR - 0%
- VOLTAS - 0%
- USHA – SHRIRAM - 0%
- WATER DOCTOR - 39%
- ASSEMBLED - 61%

From the table it is seen that Assembled brands are most preferred in Industries in Chennai region. Its preferential pattern is 61%. It is followed by Water Doctor which has a preferential pattern of 39%.

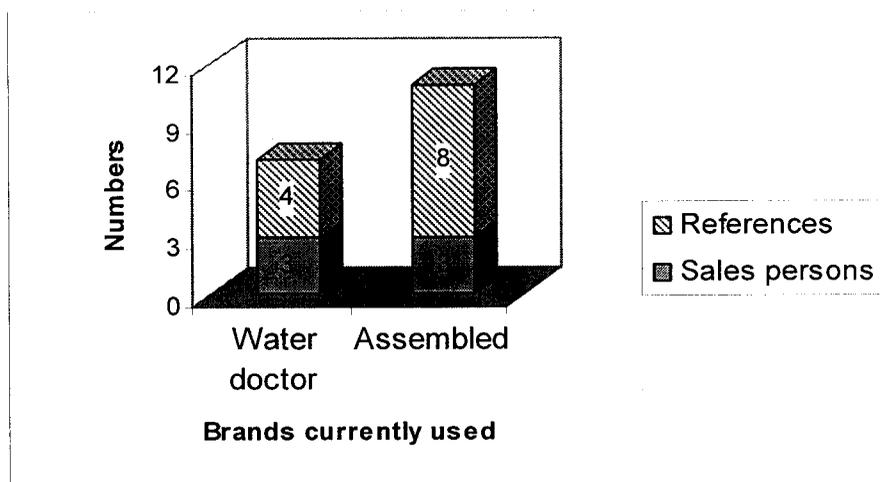
**Chart3.3.2: Showing the percentage analysis of preferential pattern tapped by various players in the Chennai region.**



**Table 3.3.3: Showing the ways respondents came to know of the brands**

Particulars		Ways respondents came to know of the brands		Total
		Sales persons	References	
Brands currently used	Water doctor	3	4	7
	Assembled	3	8	11
Total		6	12	18

**Chart3.3.3: Showing the ways respondents came to know of brands**



**INTERPRETATION:**

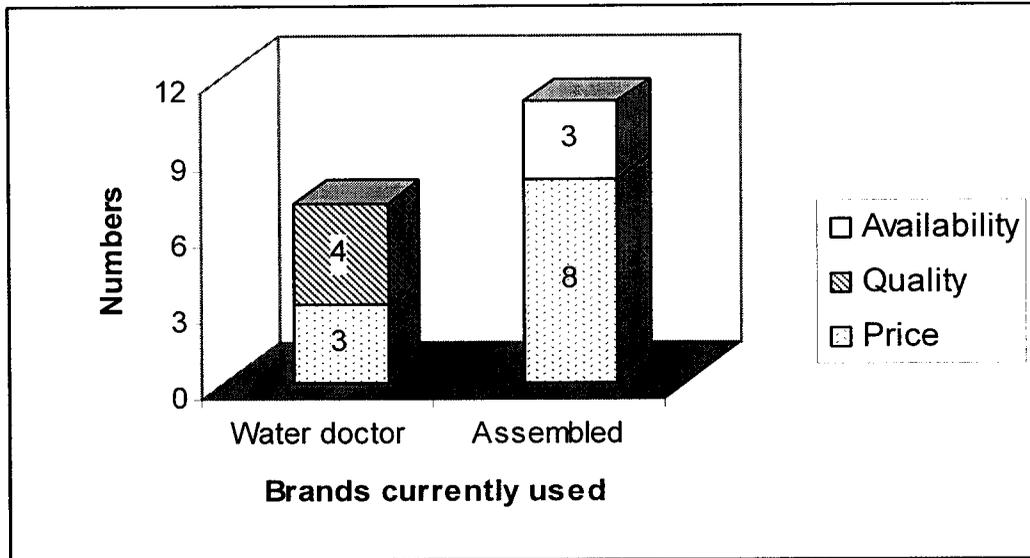
57% of the Blue Star users have come to know of the brands through References.

27% of the Assembled brand users have come to know of the brands through Sales persons. Word of mouth marketing played a dominant role in making respondents aware of the brands.

**Table 3.3.4: Showing the reasons given by respondents for choosing the brands**

Particulars		Reason for choosing the brand			Total
		Price	Quality	Availability	
Brands currently used	Water doctor	3	4	0	7
	Assembled	8	0	3	11
Total		11	4	3	18

**Chart 3.3.4: Showing the reasons given by respondents for choosing brands**



**INTERPRETATION:**

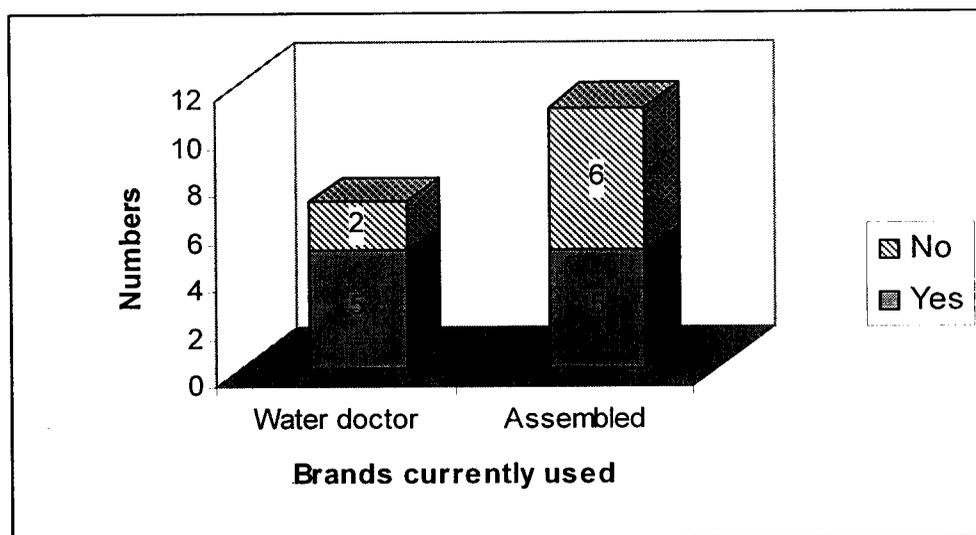
47% of the Blue Star users have bought the brand because of its Quality

73% of the Assembled brand users have bought the brand because of Price. Most of the respondents have bought brands mainly for their low Price.

**Table 3.3.5: Showing the satisfaction level on various brands among respondents**

Particulars		Satisfied with the product performance		Total
		Yes	No	
Brands currently used	Water doctor	5	2	7
	Assembled	5	6	11
Total		10	8	18

**Chart3.3.5: Showing the satisfaction level on various brands among respondents**



**INTERPRETATION:**

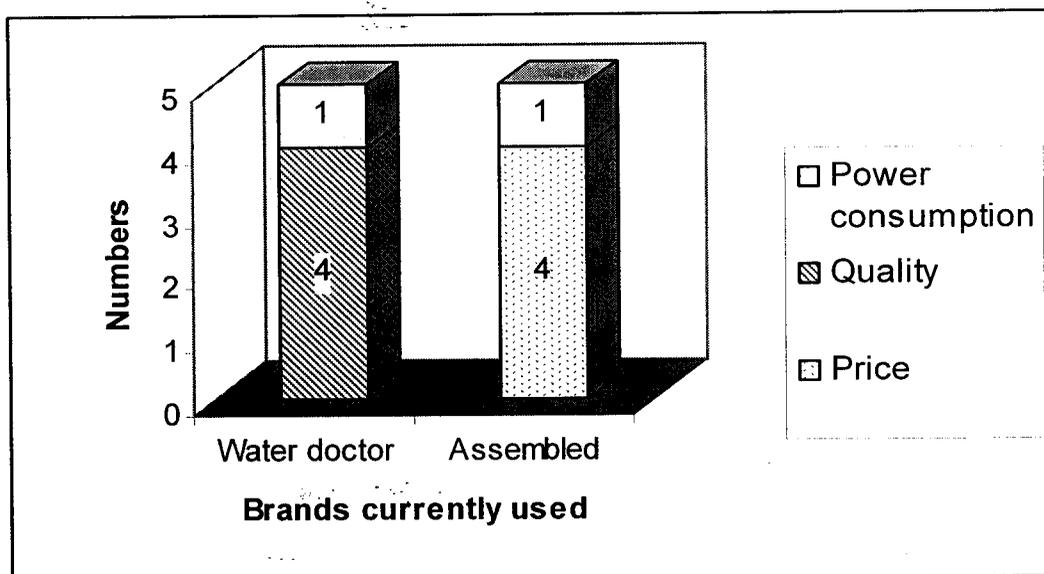
71% of the Water doctor users are satisfied with the performance of their Water coolers

55% of the Assembled brand users dissatisfied with the performance of their Water coolers. On the whole, nearly half of the respondents are dissatisfied with the performance of their Water coolers.

**Table 3.3.6: Showing the reason for satisfaction among the respondents**

Particulars		Reason for satisfaction			Total
		Price	Quality	Power consumption	
Brands currently used	Water doctor	0	4	1	5
	Assembled	4	0	1	5
Total		4	4	2	10

**Chart 3.3.6: Showing the reason for satisfaction among the respondents**



**INTERPRETATION:**

80% of the Water doctor users have chosen the brand mainly for its Quality.

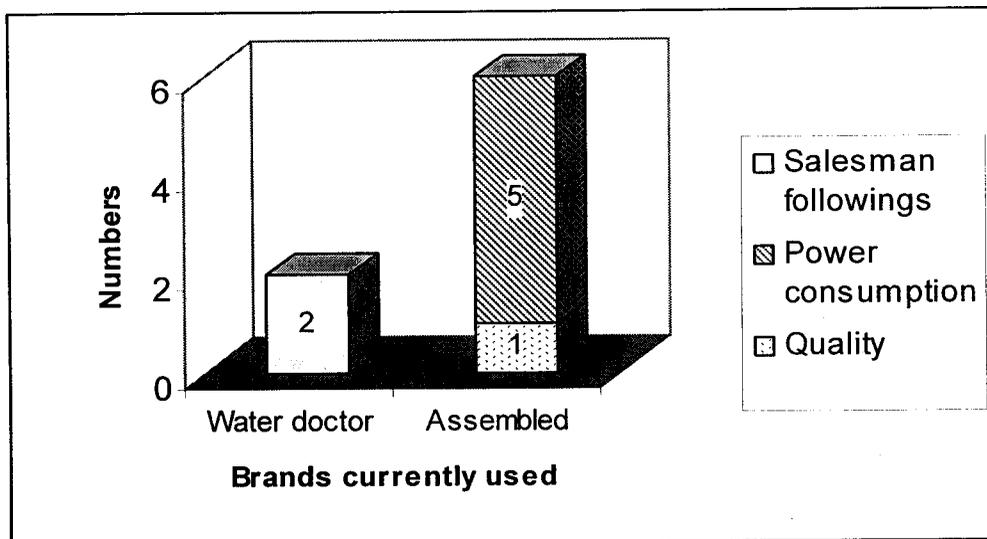
80% of the Assembled brand users have chosen the brand for its Price.

Mostly lower Price and good Quality were the main reasons for satisfaction among respondents.

**Table 3.3.7: Showing the reason for dissatisfaction among the respondents**

Particulars		Reason for dissatisfaction			Total
		Quality	Power consumption	Salesman followings	
Brands currently used	Water doctor	0	0	2	2
	Assembled	1	5	0	6
Total		1	5	2	8

**Chart 3.3.7: Showing the reason for dissatisfaction among the respondent**



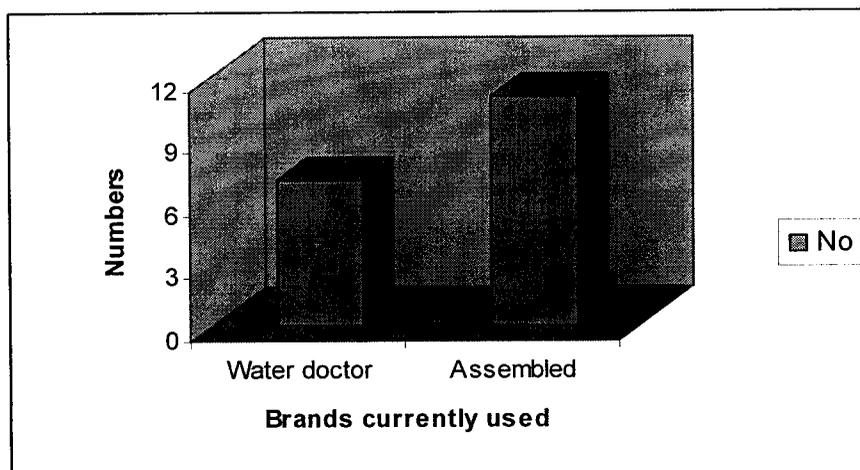
**INTERPRETATION:**

83% of the Assembled brand users are mainly dissatisfied with the brand because of the high power consumption. On the whole, most of the respondents are dissatisfied with their brands because of High power consumption.

**Table 3.3.8: Showing the number of respondents willing to change brands**

Particulars		Willing to change the brand	Total
		No	
Brands currently used	Water doctor	7	7
	Assembled	11	11
Total		18	18

**Chart 3.3.8: Showing the number of respondents willing to change brands**



**INTERPRETATION:**

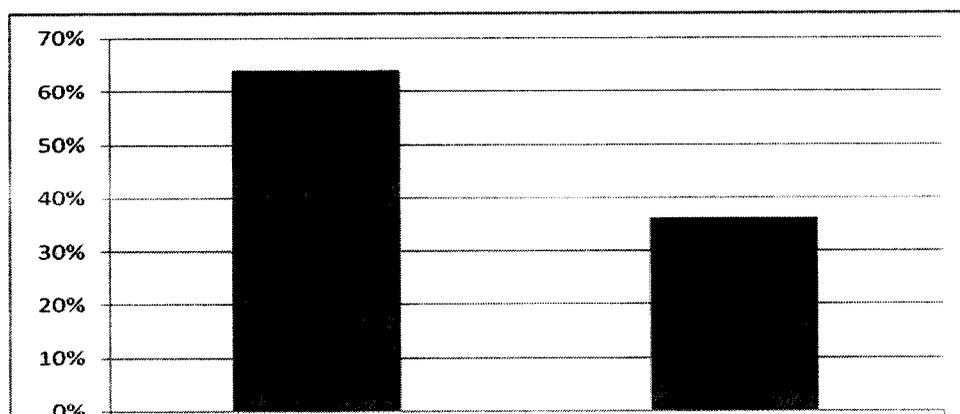
None of the respondents are willing to change the brands.

**3.4. ANALYSIS FOR MARRIAGE HALLS**

**Table 3.4.1: Showing the number of Marriage halls having water coolers in Chennai city**

CATEGORY	NUMBER
Yes	16
No	9
<b>Total</b>	<b>25</b>

**Chart 3.4.1: Showing the percentage analysis of the Marriage halls having water coolers in Chennai city**



**INTERPRETATION:**

From the chart above, it is seen that 64% of the marriage halls in Chennai city have Water coolers. 36% of the marriage halls don't have Water coolers.

**Table 3.4.2: Showing the preferential pattern of various brands of water coolers in Chennai region**

<b>Brands currently used</b>	<b>Frequency</b>	<b>Percentage</b>
Blue Star	1	6.3
Water doctor	11	68.8
Assembled	4	25.0
<b>Total</b>	<b>16</b>	<b>100.0</b>

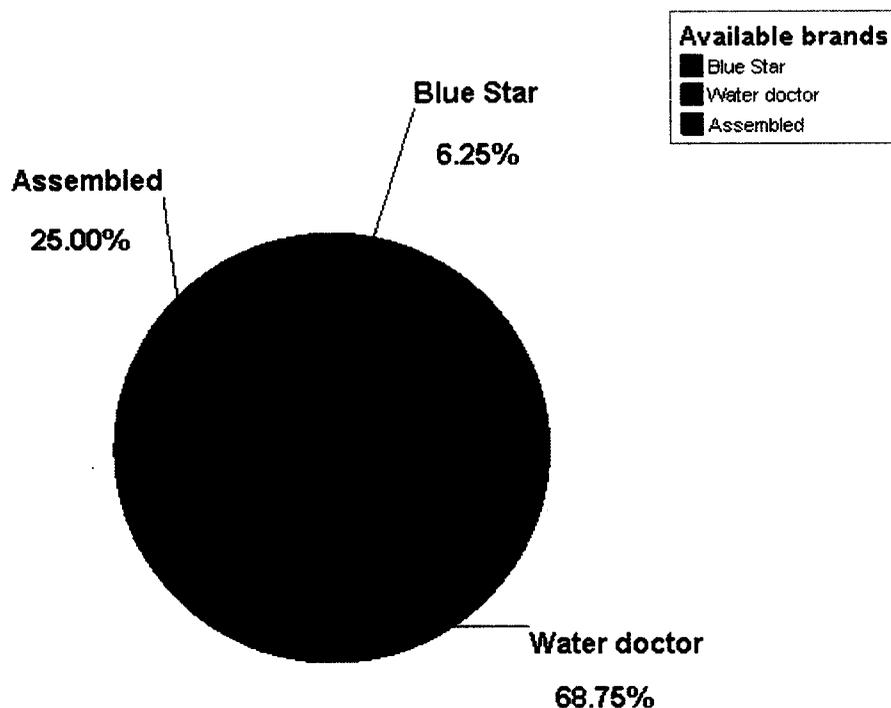
**INTERPRETATION:**

The preferential pattern captured by each brand is as follows.

- BLUE STAR - 6%
- VOLTAS - 0%
- USHA – SHRIRAM - 0%
- WATER DOCTOR - 69%
- ASSEMBLED - 25%

From the table it is seen that Water Doctor is most preferred in Marriage halls in Chennai region. Its preferential pattern is 69%. It is followed by Assembled brands which has 25% of the preferential pattern.

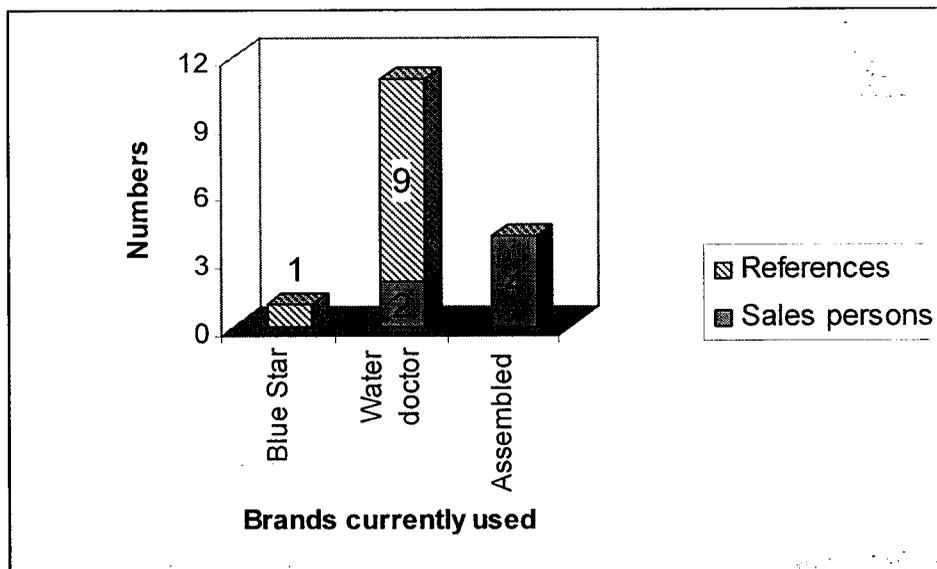
**Chart 3.4.2: Showing the percentage analysis of preferential pattern tapped by various players in the Chennai region**



**Table3.4.3: Showing the ways respondents came to know of the brands**

Particulars		Way the respondents came to know of Brands		Total
		Sales persons	References	
Brands currently used	Blue Star	0	1	1
	Water doctor	2	9	11
	Assembled	4	0	4
Total		6	10	16

**Chart 3.4.3: Showing the ways respondents came to know of brands**



**INTERPRETATION:**

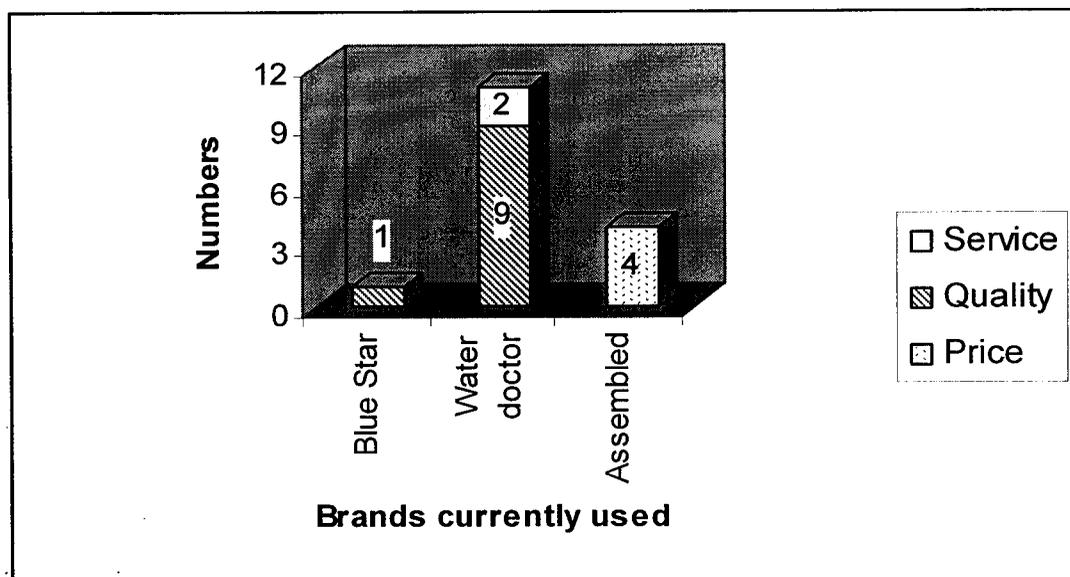
82% of the Water doctor users have come to know of the brands through References.

18% of the Water doctor users have come to know of the brands through Sales persons. On the whole, Word of mouth marketing played a dominant role in making the respondents aware of the brands.

**Table 3.4.4: Showing the reasons respondents gave for choosing the brands**

Particulars		Reasons for choosing the Brand			Total
		Price	Quality	Service	
Brands currently used	Blue Star	0	1	0	1
	Water doctor	0	9	2	11
	Assembled	4	0	0	4
<b>Total</b>		<b>4</b>	<b>10</b>	<b>2</b>	<b>16</b>

**Chart 3.4.4: Showing the percentage analysis of the reasons respondents gave for choosing brands**



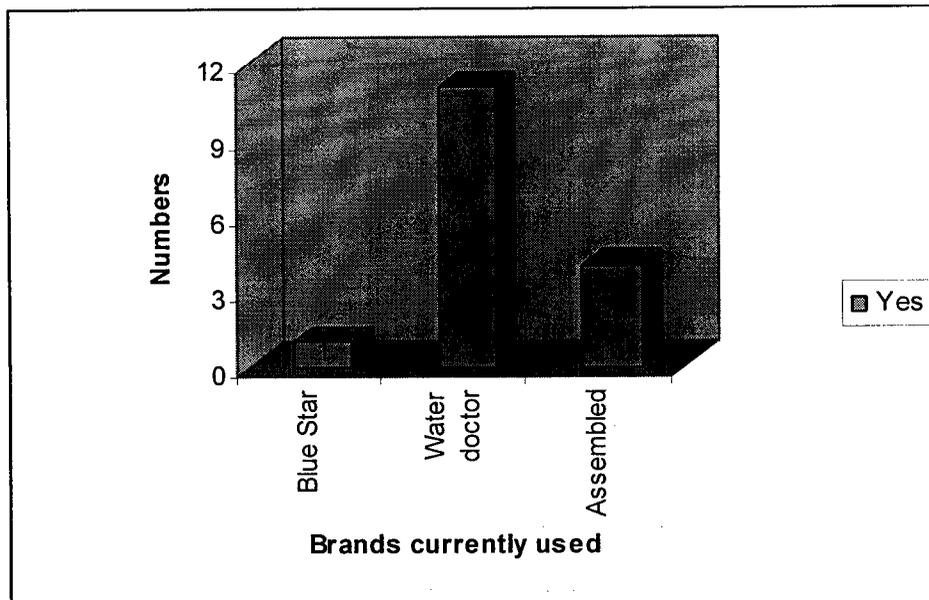
**INTERPRETATION:**

82% of the Water doctor users have bought the brand because of its Quality. On the whole, most of the respondents have bought the brands mainly for their good Quality.

**Table 3.4.5: Showing the satisfaction level among the respondents**

Particulars		Satisfied with the product performance	Total
		Yes	
Brands currently used	Blue Star	1	1
	Water doctor	11	11
	Assembled	4	4
Total		16	16

**Chart 3.4.5: Showing the satisfaction level among the respondents**



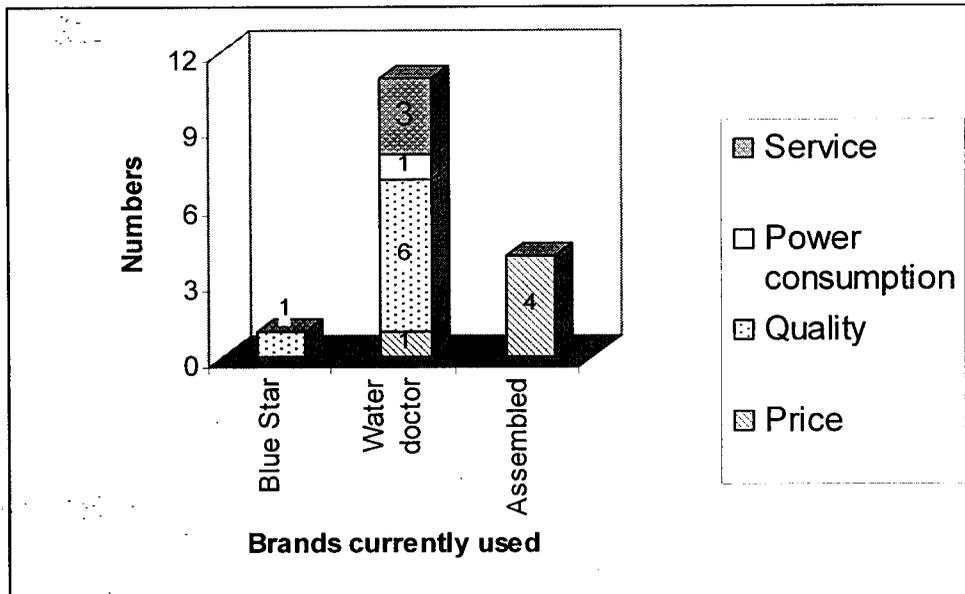
**INTERPRETATION:**

All the respondents are satisfied with the performance of their Water coolers.

**Table 3.4.6: Showing the reason for satisfaction among the respondents**

Particulars		Reason for satisfaction				Total
		Price	Quality	Power consumption	Service	
Brands currently used	Blue Star	0	1	0	0	1
	Water doctor	1	6	1	3	11
	Assembled	4	0	0	0	4
Total		5	7	1	3	16

**Chart 3.4.6: Showing the reason for satisfaction among the respondents**



#### INTERPRETATION:

All the Assembled brand users have chosen the brand mainly for its Price.

27% of the Water doctor have chosen the brand for its Service

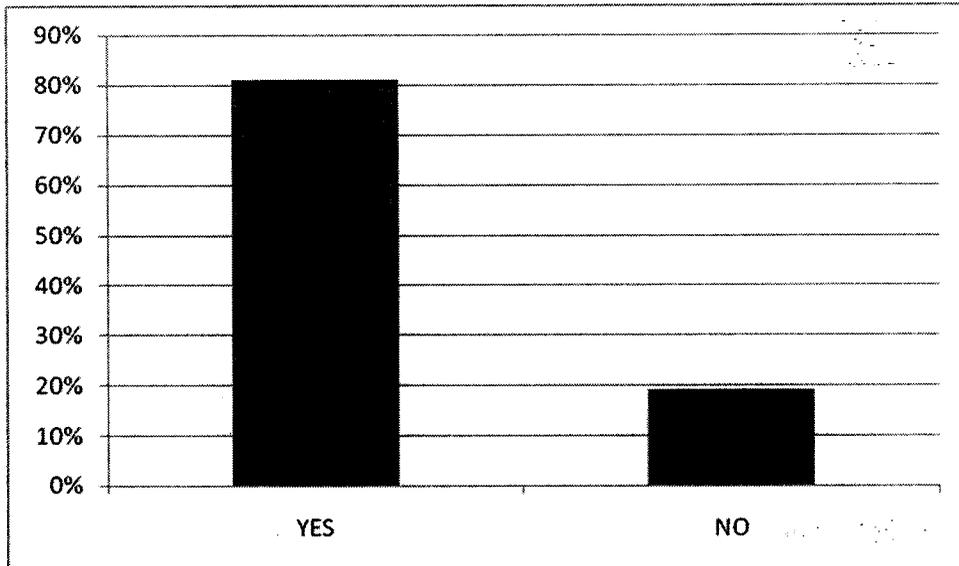
On the whole, the main reason for satisfaction among respondents is good Quality.

#### 3.5. OVERALL ANALYSIS

**Table 3.5.1: Showing the number of respondents having water coolers in Chennai region**

CATEGORY	NUMBER
Yes	162
No	38
<b>Total</b>	<b>200</b>

**Chart 3.5.1: Showing the percentage analysis of the respondents having water coolers in Chennai region**



**INTERPRETATION:**

From the table it is seen that 81% of overall have Water coolers. Only 19% of don't have Water coolers.

**Table 3.5.2: Showing the preferential pattern of various brands of water coolers in Chennai region**

Brands currently used	Frequency	Percentage
Blue Star	25	15.4
Voltas	3	1.9
Usha-Shriram	6	3.7
Water doctor	73	45.1
Assembled	55	34.0
<b>Total</b>	<b>162</b>	<b>100.0</b>

**INTERPRETATION**

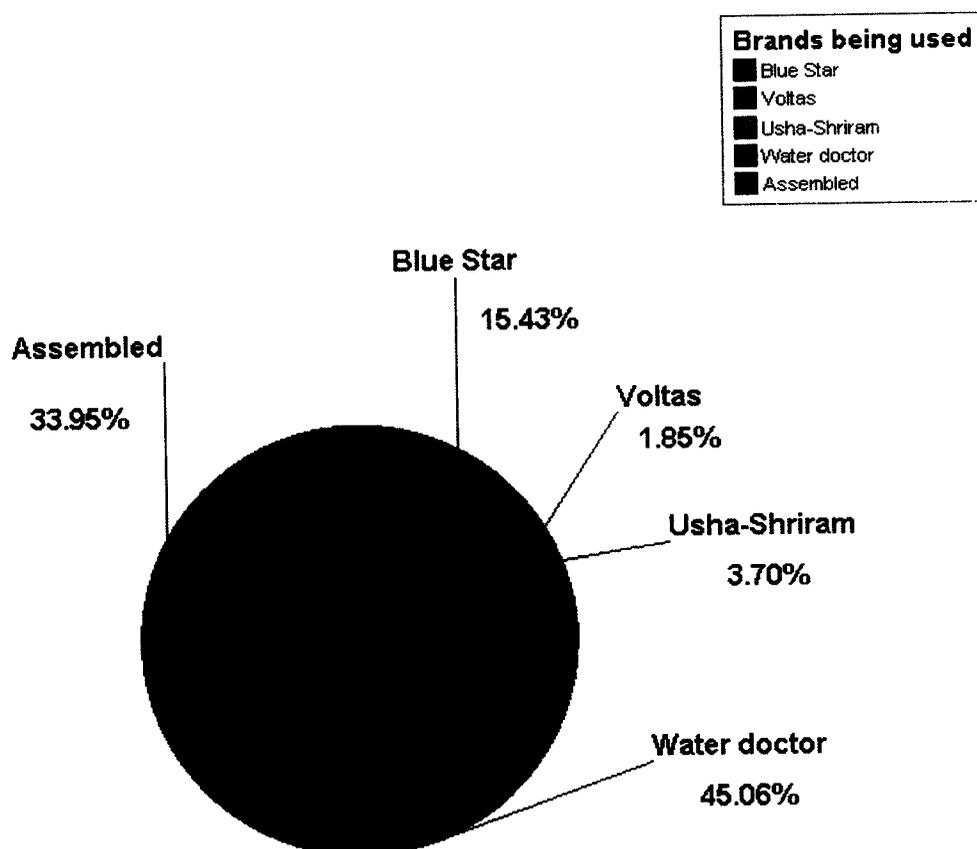
The preferential pattern captured by each brand is as follows.

- BLUE STAR - 15%
- VOLTAS - 2%
- USHA - SHRIRAM - 4%

- ASSEMBLED - 34%

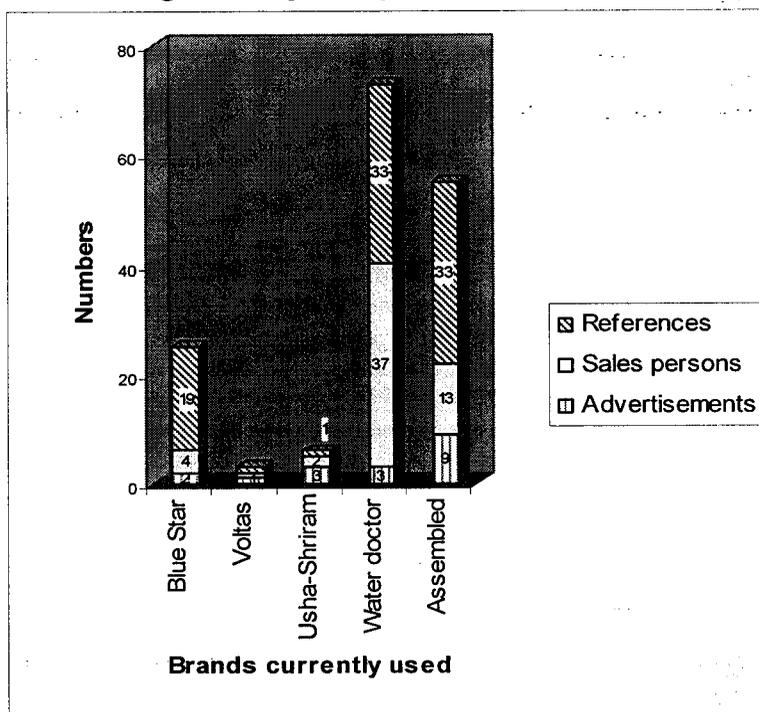
From the table it is seen that Water Doctor is most preferred by respondents in Chennai region. Its preferential pattern is 45%. It is followed by Assembled brands which has 34% of the preferential pattern.

**Chart 3.5.2: Showing the preferential pattern tapped by various players in the Chennai region**



**Table 3.5.3: Showing the ways respondents came to know of brands**

Particulars		Way the respondents came to know of brands			Total
		Advertisements	Sales persons	References	
Brands currently used	Blue Star	2	4	19	25
	Voltas	1	1	1	3
	Usha-Shriram	3	2	1	6
	Water doctor	3	37	33	73
	Assembled	9	13	33	55
<b>Total</b>		<b>18</b>	<b>57</b>	<b>87</b>	<b>162</b>

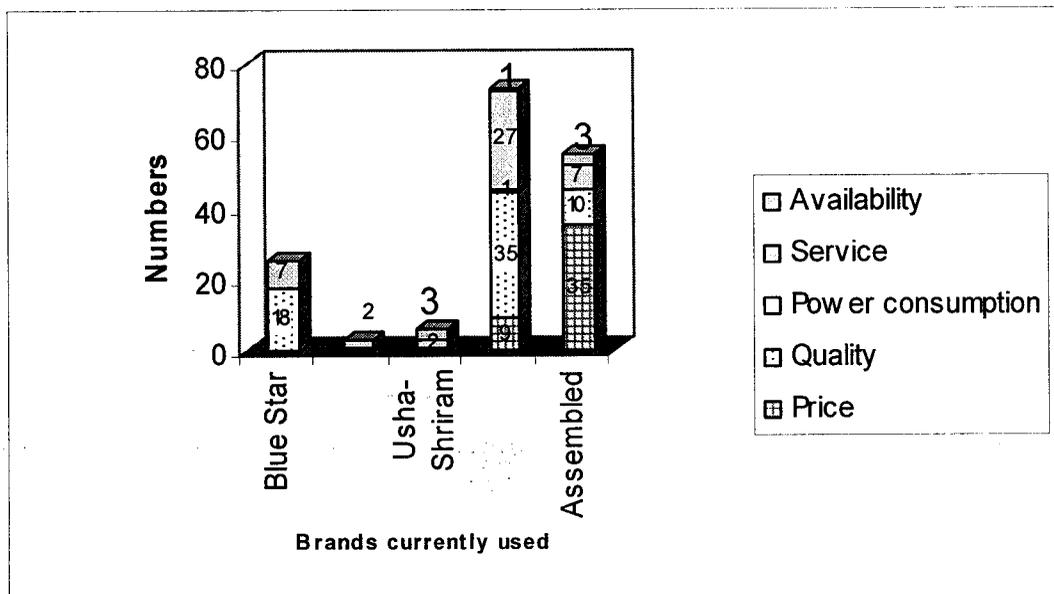
**Chart 3.5.3: Showing the ways respondents came to know of brands****INTERPRETATION:**

- 51% of the Water doctor users have come to know of the brand through Sales persons
- On the whole, 54% of the respondents came to know of the brands through References.

**Table 3.5.4: Showing the reasons given by respondents for choosing brands**

Particulars		Reason for choosing the brands					Total
		Price	Quality	Power consumption	Service	Availability	
Brands currently used	Blue Star	0	18	0	7	0	25
	Voltas	1	0	0	2	0	3
	Usha-Shriram	1	0	0	2	3	6
	Water doctor	9	35	1	27	1	73
	Assembled	35	10	0	7	3	55
<b>Total</b>		<b>46</b>	<b>63</b>	<b>1</b>	<b>45</b>	<b>7</b>	<b>162</b>

**Chart 3.5.4: Showing the reasons given by respondents for choosing brands**



#### INTERPRETATION:

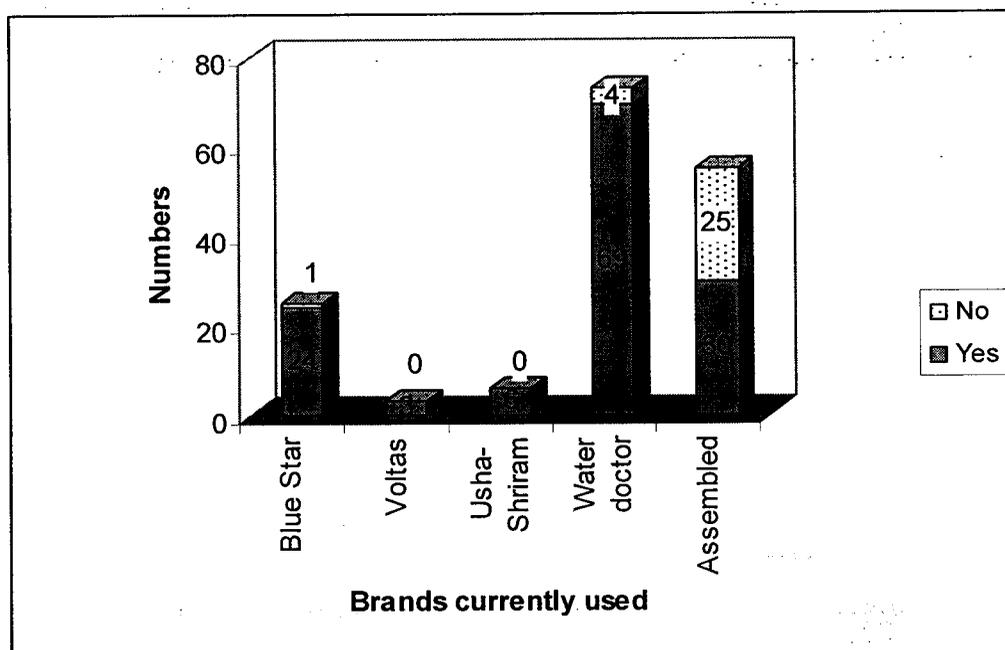
72% of the Blue Star users have bought the product because of its Quality. 64% of the Assembled brand users have bought the brand because of Price.

On the whole, most of the users have chosen brands for their

**Table 3.5.5: Showing the satisfaction level on various brands among respondents**

Particulars		Satisfied with the brand or not		Total
		Yes	No	
Brands currently used	Blue Star	24	1	25
	Voltas	3	0	3
	Usha-Shriram	6	0	6
	Water doctor	69	4	73
	Assembled	30	25	55
Total		132	30	162

**Chart 3.5.5: Showing the satisfaction level among the respondents**



**INTERPRETATION:**

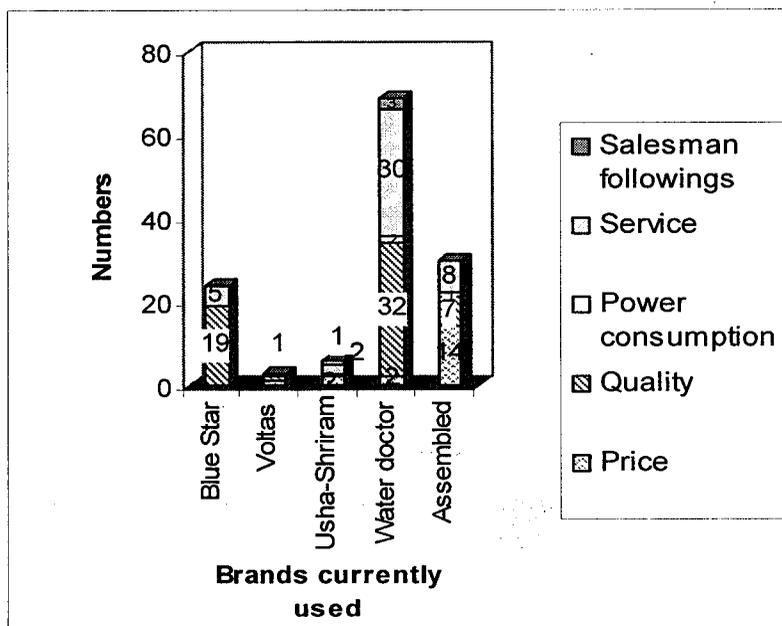
Most of the users of branded players are satisfied with the performance of their Water coolers.

Nearly half of the Assembled brand users are dissatisfied with the performance of their Water coolers.

**Table 3.5.6: Showing the reason for satisfaction among the respondents**

Particulars		Reason for satisfaction					Total
		Price	Quality	Power consumption	Service	Salesman followings	
Brands currently used	Blue Star	0	19	0	5	0	24
	Voltas	1	1	0	1	0	3
	Usha-Shriram	2	1	0	2	1	6
	Water doctor	2	32	2	30	3	69
	Assembled	14	7	1	8	0	30
<b>Total</b>		<b>19</b>	<b>60</b>	<b>3</b>	<b>46</b>	<b>4</b>	<b>132</b>

**Chart 3.5.6: Showing the reason for satisfaction among the respondents**



## INTERPRETATION

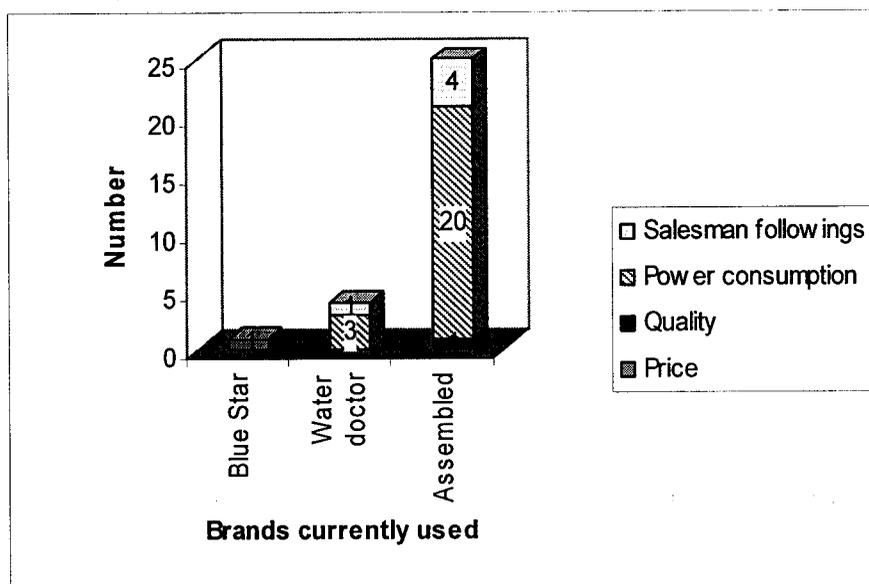
47% of the Assembled brand users are satisfied with the brand mainly because of its low Price.

45% of the users are satisfied with their brand mainly for Quality.

**Table 3.5.7: Showing the reason for dissatisfaction among the respondents**

Particulars		Reason for dissatisfaction				Total
		Price	Quality	Power consumption	Salesman followings	
Brands currently used	Blue Star	1	0	0	0	1
	Water doctor	0	0	3	1	4
	Assembled	0	1	20	4	25
Total		1	1	23	5	30

**Chart 3.5.7: Showing the reason for dissatisfaction among the respondents**



## INTERPRETATION

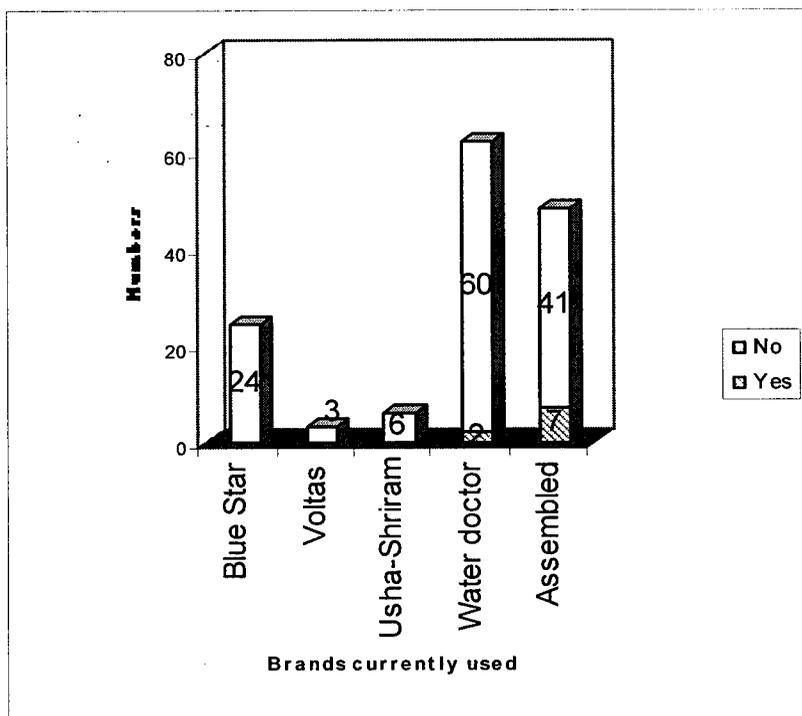
25% of Water doctor users are dissatisfied with their brand because of poor Salesman followings.

Most of the users are dissatisfied with their brand because of High power consumption.

**Table 3.5.8: Showing the number of respondents willing to change the brands**

Particulars		Willing to change		Total
		Yes	No	
Brands currently used	Blue Star	0	24	24
	Voltas	0	3	3
	Usha-Shriram	0	6	6
	Water doctor	2	60	62
	Assembled	7	41	48
<b>Total</b>		<b>9</b>	<b>134</b>	<b>143</b>

**Chart 3.5.8: Showing the number of respondents willing to change the brands**



## INTERPRETATION

Most of the users of branded players are not willing to change to other brands.

On the whole, 94% of the respondents are not willing to change to other brands.

**Table 3.5.9. Showing the brands preferred by respondents who are willing to change and the reasons for the same**

Particulars		Reason for change		Total
		Price	Quality	
Preferred brand	Blue Star	0	5	5
	Voltas	1	1	2
Total		1	6	7

**INTERPRETATION:**

From the above table, we infer that 71% of the respondents are willing to change to Blue Star and 29% are willing to change to Voltas. The main reason for changing from other brands to Blue Star is because of its Quality.

## EXTENT OF VARIATION IN THE LEVEL OF SATISFACTION DERIVED BY VARIOUS SAMPLE RESPONDENTS

The respondents were divided into five categories in according to their brands. The respondents fall Blue Star, Voltas, Usha-Shriram, Water Doctor and Assembled. 24 respondents in Blue start, 3 respondents in Voltas, 6 respondents in Usha-Shriram, 69 respondents in Water doctor and the rest 30 respondents in Assembled users.

**TABLE –3.5.10**

### Brands Used by the respondents

Brand Names	Number of Respondents
Blue Star	24
Voltas	3
Usha-Shriram	6
Water doctor	69
Assembled	30
Total	132

**Table 3.5.11 - Brand Users and satisfaction in factors considered in Performance Satisfaction - two way table**

Particulars		Reason for satisfaction					Total
		Price	Quality	Power consumption	Service	Salesman followings	
Brands currently used	Blue Star	0	19	0	5	0	24
	Voltas	1	1	0	1	0	3
	Usha-Shriram	2	1	0	2	1	6
	Water doctor	2	32	2	30	3	69
	Assembled	14	7	1	8	0	30

## INTERPRETATION:

The table indicates that the percentage of Power Consumption and Sales man follow ups respondents is the lowest and the percentage of respondents with Quality factor respondents is the higher among the Service factor respondents, Hence it can be inferred that the relationship between the satisfaction of the respondent and their level of satisfaction in Brand used factor in performance satisfaction is significant. In order to find out the association between satisfaction of the sample respondents and the brand of the water cooler in satisfaction, chi-square test is employed and the result of the test is given in the following table.

**Table – 3.5.12**

### **Experience and Employee satisfaction – Chi-Square test**

Cell	O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
R1C1	0	3.454545	-3.45455	11.93388	3.454545
R2C1	1	3.310606	-2.31061	5.3389	1.612666
R3C1	2	0.863636	1.136364	1.291322	1.495215
R4C1	2	9.931818	-7.93182	62.91374	6.334564
R5C1	14	4.318182	9.681818	93.7376	21.70766
R1C2	19	10.90909	8.090909	65.46281	6.000758
R2C2	1	10.45455	-9.45455	89.38843	8.550198
R3C2	1	2.727273	-1.72727	2.983471	1.093939
R4C2	32	31.36364	0.636364	0.404959	0.012912
R5C2	7	13.63636	-6.63636	44.04132	3.229697
R1C3	0	0.545455	-0.54545	0.297521	0.545455
R2C3	0	0.522727	-0.52273	0.273244	0.522727
R3C3	0	0.136364	-0.13636	0.018595	0.136364
R4C3	2	1.568182	0.431818	0.186467	0.118906
R5C4	1	0.681818	0.318182	0.10124	0.148485
R1C4	5	8.363636	-3.36364	11.31405	1.352767
R2C4	1	8.015152	-7.01515	49.21235	6.139915
R3C4	2	2.090909	-0.09091	0.008264	0.003953
R4C4	30	24.04545	5.954545	35.45661	1.474566
R4c5	8	10.45455	-2.45455	6.024793	0.576285
R1C5	0	0.727273	-0.72727	0.528926	0.727273
R2C5	0	0.69697	-0.69697	0.485767	0.69697
R3C5	1	0.181818	0.818182	0.669421	3.681818
R4C5	3	2.090909	0.909091	0.826446	0.395257
R5C5	0	0.909091	-0.90909	0.826446	0.909091

Calculated value	=	70.92
Table value	=	26.2
Degree of freedom	=	16
Level of significance	=	5%
Significance	=	significance

### INTERPRETATION:

As the calculated chi-square value (70.92) is HIGHER than table value (26.2) at 5% the level of significant for 16 degree of freedom and hence the result does not supports null hypothesis that the association between the respondent used brands of the water coolers and their level of satisfaction towards the Brand in Satisfaction schemes can not be accepted. Hence it can be concluded that the brands influences their level of satisfaction on the performance of the water coolers.

### EXTENT OF VARIATION IN THE LEVEL OF SATISFACTION DERIVED BY VARIOUS SAMPLE RESPONDENTS

The respondents are divided into four categories such as Hotels and Restaurants, Schools and Colleges, Industries and Marriage Halls. 100 respondents in Hotels and restaurants, 50 respondents in Schools and Colleges, 25 respondents in Industries and the rest 25 respondents in Marriage Halls category.

**Table 3.5.13. Brands used by the various category of the respondents**

Particulars	Blue Star	Voltas	Usha-Shriram	Water Doctor	Assembled	Total
Hotels & Restaurants	30	5	4	32	19	100
Schools & Colleges	9	0	0	33	8	50
Industries	6	0	0	8	11	25
Marriage halls	6	0	0	10	9	25

Table – 3.5.14.

## Category of the Respondents and Brand Selection– Chi-Square test

Cell	O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
R1C1	30	25.5	4.5	20.25	0.794118
R2C1	9	12.75	-3.75	14.0625	1.102941
R3C1	6	6.375	-0.375	0.140625	0.022059
R4C1	6	6.375	-0.375	0.140625	0.022059
R1C2	5	2.5	2.5	6.25	2.5
R2C2	0	1.25	-1.25	1.5625	1.25
R3C2	0	0.625	-0.625	0.390625	0.625
R4C2	0	0.625	-0.625	0.390625	0.625
R1C3	4	2	2	4	2
R2C3	0	1	-1	1	1
R3C3	0	0.5	-0.5	0.25	0.5
R4C3	0	0.5	-0.5	0.25	0.5
R1C4	32	41.5	-9.5	90.25	2.174699
R2C4	33	20.75	12.25	150.0625	7.231928
R3C4	8	10.375	-2.375	5.640625	0.543675
R4C4	10	10.375	-0.375	0.140625	0.013554
R1C5	19	23.5	-4.5	20.25	0
R2C5	8	11.75	-3.75	14.0625	0
R3C5	11	5.875	5.125	26.26563	0
R4C5	9	5.875	3.125	9.765625	0

$$\sum(O-E)^2/E = 20.90503$$

Calculated value	=	20.90
Table value	=	21.0926
Degree of freedom	=	12
Level of significance	=	5%
Significance	=	not significance

**INTERPRETATION:**

As the calculated chi-square value (20.90) is lower than table value (21.092 ) at 5% the level of significant for 12 degree of freedom and hence the result supports null hypothesis that the association between the category of the respondents and selection of brand used of the water coolers schemes can be accepted. Hence it can be concluded that the brands does not influences their selection of water cooler brand.

#### 4.1. FINDINGS

- On the whole, 81% of the respondents have Water coolers.
- Water doctor leads the market with 45%. It attracts many users mainly because of the In-built purifier it possesses.
- Assembled brands are preferred by 34% of Water cooler users and the main reason they attract many users is that they cost less.
- Blue Star is preferred by 15% of Water cooler users and is renowned in the market for its superior quality.
- On the whole, 54% of the respondents have come to know of the Brands through References.
- None of the respondents came to know of the brands through Hoardings, Tele-Marketing and Show rooms.
- 76% of Blue Star users have come to know of the brand through References.
- 45% of Water doctor users have come to know of the brand through References.
- 60% of Assembled brand users have come to know of the brand through References.
- 16% of Blue Star users have come to know of the Sales persons.
- 51% of Water doctor users have come to know of the brand through Sales persons.
- 24% of Assembled brand users have come to know of the brand through Sales persons.
- Only 11% of the users have come to know of the brand through Advertisements.
- The Advertisement medium was influential in making 50% of the users buy Assembled brands.
- The Sales persons of Water Doctor have been more effective than the Sales persons of other brands.
- 72% of Blue Star users have chosen the brand mainly for its superior quality.

- 64% of Assembled brand users have chosen the brand mainly for its low price.
- Most of the Usha-Shriram users have bought the brand because of its Availability.
- Lower price was influential in making 76% of the users buy Assembled brand.
- Prompt service was instrumental in making 60% of the users buy Water doctor.
- 95% of the users are satisfied with the performance of the product.
- Among the percentage of users dissatisfied with their brands, 83% are the users of Assembled brands.
- 45% of the Assembled brand users are dissatisfied with the performance of their product.
- 47% of Assembled brand users are mainly satisfied with the brand because of its Price.
- 79% of Blue Star users are mainly satisfied with the brand because of its Quality.
- Among the users who rated low price as their reason for satisfaction, 74% are using Assembled brands.
- Among the users who rated prompt service as their reason for satisfaction, 65% are using Water doctor.
- 77% of the Water cooler users are dissatisfied with their product because of high power consumption.
- Among the users who rated high power consumption as their reason for dissatisfaction, 87% are using Assembled brands.
- Most of the Water doctor users are dissatisfied because their tanks get rusted quickly and as a result they have to change the tanks frequently.
- 80% of Assembled brand users are dissatisfied because of high power consumption.
- The 0% dissatisfaction in Service shows that the customer complaints are most effectively dealt with by their current dealers.

## 4.2. SUGGESTIONS

- Blue Star can increase its customer base by also incorporating an In-built purifier into its product.
- Some of the Assembled brand users are dissatisfied because of high power consumption. Blue Star can target these disappointed customers.
- The usage of Assembled brands is high in Hotels segment and very high in Industries segment, 38% and 61% respectively. Cost is acting as a deterrent factor. Hence, even if reducing the price is impossible, the manufacturer should take steps to spread the advantages of using branded Water coolers through promotional activities.
- Blue Star can increase its preference level if it can adopt schemes like Monthly Installments.
- Additional offers like extended warranty period, free servicing etc. can also be provided at the same price.
- Most of the Water doctor users are dissatisfied because their tanks get rusted quickly and as a result have to change the tanks frequently. Blue Star can target these displeased customers.
- More promotional strategies like advertisements, hoardings must be implemented.

### 4.3. CONCLUSION

Through this project, the researcher was able to learn a lot and gain knowledge about the Water cooler market in Chennai region.

The researcher was able to gain knowledge about the major players in this market, their marketing strategies, their strengths and weakness and the level of preference among users for those brands. It is essential for any company to know the factors that influence the consumer's purchase of goods.

The following are the conclusions of the researcher

- The main reason that many users prefer Water doctor to other brands is that it has an In-built purifier.
- Blue Star attracts fewer customers because it costs more and most of the users are not willing to spend more for a Water cooler.
- Assembled brands are preferred because they cost less.
- Most of the users have come to know of the brand through References.
- All the Brands are providing prompt service to their customers and this is illustrated in the zero percentage dissatisfaction in service among the users.

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## APPENDIX

**A STUDY ON MARKET SCENARIO OF WATER COOLERS**  
**& ANALYZE THE MARKET POTENTIAL OF BLUE STAR INDIA**  
**LIMITED IN CHENNAI CITY**

Name:

Designation:

**SEGMENT TYPE**Hotels& Restaurants Industries Colleges and Schools Marriage Halls 

1). Do you have a Water cooler?

a). Yes b). No 

2). If yes, what is the brand you are using?

a). Blue Star b). Voltas c). UshaShriram d). Water doctor e). Assembled 

3). Specify the number of water coolers. ....

4). How did you come to know about the brand / product?

a). Advertisements b). Sales persons c). Hoardings d). Tele-Marketing e). Show rooms f). Others 

5). What is the reason for choosing the brand?

a). Price b). Quality c). Brand image d). Service e). Availability 

6). Rate the following features from the most important to least important.

a). Excellent cooling b). Power consumption c). Storage capacity d). Availability with purifier

7). What is the normal storage capacity you prefer?

.....

8). Are you satisfied with the product performance?

- a). Yes                       b). No

9). What is the reason for satisfaction / dissatisfaction?

- a). Price     b). Quality     c). power consumption   
 d). Service     e). Fast Cooling     f). Salesman followings

10). Given an option to change the brand, which of the following brand will you choose?

- a). Blue Star     b). Voltas     c). Usha-Shriram   
 d). Water doctor     e). Assembled

11). What is the reason for change?

- a). Price     b). Quality     c). Features   
 d). Service     e). Availability     f). Salesman followings

12). Comment on the service of the current supplier?

- a). Very good     b). Good   
 c). Fair     d). Poor

13). Are you interested in purchasing the latest type of Water cooler for exchange?                      

- a). Yes                      b). No

14). Will you recommend the current product to others?

- a). Yes                       b). No

15). Will you buy the current product in the future also?

- a). Yes                       b). No

16). If so when will you buy?

17). What are the changes you would like to see in the current product?

.....

.....