

**A STUDY ON CUSTOMER SATISFACTION OF FINETECH
HDPE PIPE USERS IN ERODE DISTRICT**

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A PROJECT REPORT

Submitted by

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(Reg. No. 0820400035)

In partial fulfillment of the requirements
For the award of the degree
of

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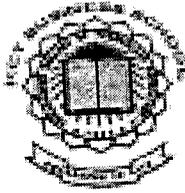
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**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project report titled "A STUDY ON CUSTOMER SATISFACTION OF FINETECH HDPE PIPE USERS IN ERODE DISTRICT" is the bonafide work of Mr.K.S.PRAVEENKUMAR (Reg. No: 0820400035) who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported here in does not from 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

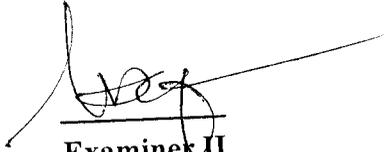

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PROJECT CERTIFICATION

THIS IS TO CERTIFY THAT MR.K.S.PRAVEENKUMAR (08MBA35) MBA, KUMARAGURU COLLEGE OF TECHNOLOGY, COIMBATORE, HAD UNDERTAKEN A PROJECT WORK IN OUR FIRM FROM 22.06.2009 TO 22.07.2009 ON THE TOPIC OF "STUDY ON CUSTOMER SATISFACTION OF FINETECH HDPE PIPE USERS IN ERODE DISTRICT" UNDER THE GUIDANCE OF MR. C.A. BAALUSWAMI M.S.c., ASST. MANAGER OF THE COMPANY.

DURING THE PERIOD OF PROJECT HE SHOWN A KEEN INTEREST IN KNOWING MARKETING ACTIVITIES. CHARACTER AND CONDUCT OF MR.K.S.PRAVEENKUMAR ARE FOUND VERY GOOD.

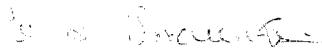
**YOURS FAITHFULLY,
For FINETECH PIPE PRODUCTS.**


PROPRIETOR.

DECLARATION

I hereby declare that the dissertation entitled “**A STUDY ON CUSTOMER SATISFACTION OF FINETECH HDPE PIPE USERS IN ERODE DISTRICT**” 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



(K.S.Praveenkumar)

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EXECUTIVE SUMMARY

Pipe industries have contributed a lot to the growth of agricultural city, Erode. There are more than 4 ISO certified pipe manufacturer in Erode district which accounts for 50% of the total pipe manufacturer in TanilNadu. For the past 12 years pipes are exported from Erode. These industries give lots of employment opportunity to the people in around the city.

Against this background, the study is conducted for Finetech Hdpe pipe industry. The objectives of the study are to determine the customer's satisfaction level on the Finetech Hdpe pipe in Erode district. Further study attempts to identify the influence of the demographic variables over the satisfaction level on Finetech Hdpe pipes. The study assumes the characteristics of descriptive research. A sample of hundred customers is selected on convenience basis and collected through questionnaire method.

The study reveals that the majorities of the respondents are having annual family income level between 1,00,000 and 3,00,000 are agriculturist .They used the pipes for irrigating agricultural lands. Satisfaction level of the customers on warrenty,price of the pipes, delivery mode and quality is high when compared with the other factors of the pipe such as the Reliability,Accessability,service center response. The findings of the study has highlighted that the demographic variables such as price of the pipe, guarantee period, awareness of the brand has the significant influence on the satisfaction level of the customers with respect to Finetech Hdpe pipes.

TABLE OF CONTENTS

CHAPTER NO	PARTICULARS	PAGE NO.
	EXECUTIVE SUMMARY	V
	LIST OF TABLES	VIII
	LIST OF CHARTS	IX
1.	INTRODUCTION ✓	2
	1.1 HDPE Pipe Industries	2
	1.2 Objectives of the study ✓	3
	1.3 Limitations of the study	3
	1.4 Scope of the study	3
	1.5 Review of Literature ✓	4
	1.6 Research Methodology ✓	7
	1.6.1 Research Design	7
	1.6.2 Sample Design	7
	1.6.3 Sample Size	7
	1.6.4 Method Of Data Collection	8
	1.6.5 Tools For Analysis	8
2.	ORGANIZATION PROFILE	9
	2.1 History	10
	2.2 Management	10

	2.3 Marketing Department	11
3.	DATA ANALYSIS AND INTERPRETATION	13
4.	FINDINGS, SUGGESTIONS AND CONCLUSIONS	41
	4.1 Findings	41
	4.2 Suggestions	43
	4.3 Conclusions	44
	ANNEXURE	45
	BIBLIOGRAPHY	47

LIST OF TABLES

S.NO	TABLE TITLE	P.NO
3.1.1	Distribution of the Respondents on the basis of Annual income	13
3.1.2.	Distribution of the respondents on the basis of age	15
3.1.3	Distribution of the respondents on the basis of Occupation	17
3.1.4	Distribution of the respondents on the basis of purpose of purchase	19
3.1.5	Years of Finetech pipe usage	21
3.1.6	Size of the pipe purchased	23
3.1.7	Quality of the Finetech pipe as compare to its price	25
3.1.8	Quality of the Finetech pipe as compare to other companies pipe	27
3.1.9	Advertising medium influences purchasing decisions of Finetech pipe	29
3.1.10	Rank of five factors that influences the purchasing decisions of a Finetech pipe	31
3.1.11	Respondents wish to recommend others	33
3.1.12	Aware of duplicate ones available in the market	35
3.1.13	Guarantee system of the company	37

LIST OF CHARTS

S.NO	CHART TITLE	P.NO
3.1.1	Distribution of the Respondents on the basis of Annual income	14
3.1.2	Distribution of the respondents on the basis of age	16
3.1.3	Distribution of the respondents on the basis of Occupation	18
3.1.4	Distribution of the respondents on the basis of purpose of purchase	20
3.1.5	Years of Finetech pipe usage	22
3.1.6	Size of the pipe purchased	24
3.1.7	Quality of the Finetech pipe as compare to its price	26
3.1.8	Quality of the Finetech pipe as compare to other companies pipe	28
3.1.9	Advertising medium influences purchasing decisions of Finetech pipe	30
3.1.10	Rank of five factors that influences the purchasing decisions of a Finetech pipe	32
3.1.11	Respondents wish to recommend others	34
3.1.12	Aware of duplicate ones available in the market	36
3.1.13	Guarantee system of the company	38

CHAPTER -1
INTRODUCTION

1. INTRODUCTION

1.1 HDPE PIPE INDUSTRIES

Pipe industries have contributed a lot to the growth of agricultural city, Erode. There are more than 4 ISO certified pipe manufacturer in Erode district which accounts for 50% of the total pipe manufacturer in TanilNadu. For the past 12 Year's pipes are exported from Erode. These industries give lots of employment Opportunity to the people in around the Erode City.

According to Mr.R.Balasundaram, former president of southern India Manufacturers Association(SIEMA) the domestic pipe industry, which is facing an slaughter from different sources, will have to re-work its strategy, if it were to survival in the new millennium. He said that the data collected from secondary sources on the performance of the pipe industry in 1999 – 2000 in the region had not given a rosy picture. Domestic segment had reported a growth but three phase agricultural pipe production had shown about 30% negative growth in 1999 – 2000 as against 1995 – 96 and there was not much improvement when compared to 1998 – 99 also.

He felt that there were only two options for survival in the industry. One was to identify an alliance to be a sub-conductor. The other was to be content with existing performance and be ready to face even worst conditions. He called for serious thought on an action plan to face challenges from multinational, foreign brands and assembled kit manufactures.

Satisfaction of the customers is an important aspect to any of the manufacture. Moreover high computation exists in the pipe industry. Therefore, this study is undertaken.

1.2 Objectives of the Study

➤ Primary objectives:

- a) To study the customer Satisfaction level and their relevant expectations towards FINETECH HDPE pipe users.

➤ Secondary Objectives:

- a) To identify the profile of the FINETECH HDPE pipes users.
- b) To understand the factors that influences the purchase decisions of customers.
- c) To provide suggestions based on findings.
- d) To Study whether the expectations of FINETECH HDPE pipe users have been met with the performance of FINETECH HDPE pipe.

1.3 Limitations of the Study

- Due to time constraint, this study is limited only to Erode District.
- Sample size is taken to 100 due to time constraint.

1.4 Scope of the Study

This research gives a broad framework of the Finetech Hdpe pipe users and problems that are faced by them. This can also be used in the future business plans and making changes in the current business activities. It gives an idea of the areas , which need emphasis and development. This study has been conducted in Erode district.

1.5 Review of Literature

The section deals with review of literature collected from different sources.

Gibert A. et.al, have conducted a study on “An Investigation into the determinants of Customer Satisfaction”. The study seeks to investigate whether it is necessary to include disconfirmation as an interviewing variable affecting satisfaction as is commonly argued, or whether the effect of disconfirmation is adequately captured by expectation and perceived performance.

Further, they model the process for two types of products, a durable and a nondurable good, using experimental procedure in which three levels of expectations and three levels of performance are manipulated for each product in a factorial design. Each subject's perceived expectations, performance, evaluations, disconfirmation and satisfaction are subsequently measured by using multiple measures fro each construct. The result suggests the effects are different for the two products. For the nondurable good, the relationships are as typically hypothesized. The results for the durable good are different in important respects. First, neither the disconfirmation experience nor subjects' initial expectations affect subjects' satisfaction with it. Rather, their satisfaction was determined solely by the performance of the durable good. Expectations did combine with performance to affect disconfirmation; through the magnitude of the disconfirmation experience did not translate into an impact on satisfaction. Finally, the direct performance satisfaction link accounts for most of the variation in satisfaction.

John R.Hauser et. Al., (1994) conducts a study on “Consumer Satisfaction Incentives”. Customer satisfaction incentive schemes are increasingly common in a variety of industries. This study offer explanations as to how and when incensing employees on customer satisfaction is profitable and offer several recommendations for improving upon current practice. Faced with

employee groups who may have shorter time horizons than the firm, such systems enable a firm to use customer reaction to monitor implicitly how employees allocate effort between the short and long terms. These systems can be used to encourage employees to make tradeoffs that are in the best interests of the firm. The study derive optimal reward systems for an equilibrium in which the firm maximizes profits, employees maximize their expected utility ,and customers choose purchase quantities based on initial reputations, employees efforts and price.

Sunder kekre et. Al., (1995) has conducted a study on “Drivers of customer Satisfaction for Software for Software products: Implications for design and Service Support”. This study investigates the key determinants of customer satisfaction with software products. This analysis, based upon a large sample of over 2,500 customers responses, suggest that capability and usability are the critical drivers of overall customer satisfaction. This study also finds that the importance of seven key satisfaction factors differs across customer and product segments. The results have significant implications for quality function segments. The results have significant implications for quality function deployment in making design and service support choices for software products.

Edvardsson et. al., have conducted a study on “The effects of satisfaction and loyalty on profits and growth: products versus services”. The study uses data from the Swedish customer satisfaction index together with performance data from competing industries to study the difference in logic in terms of customer satisfaction and loyalty can have a negative effect on company performance, while for service firms the effect is positive. The implication is that service firms must earn their loyalty but product firms can lower their prices and thus retain their customers. Ricca, Stephane (2007) have given a report on “Overall guest Satisfaction Slips in the U.S hotel and motel Industry”. The survey was conducted among in more than 47,000 hotel

guests. The report says that the decline is not a cause for concern but allows hotels to determine which areas of service needs improvement.

1.6 Research Methodology

1.6.1 Research Design

The study assumes the nature of descriptive research. The descriptive research describes the characteristics of a group in a given situation, offers ideas for future research and helps to make certain simple decisions. The study describes the profile of Finetech Hdpe pipe users, their satisfaction level and the influence of the demographic variables on the satisfaction level of the customers.

1.6.2 Sample Design

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample. The items in the population are selected deliberately. The personal element has a great chance of entering into the selection of the sample. Here convenient sampling technique has been used.

1.6.3 Sample Size

From the population the sample of 100 respondents has been selected for the study. The sample for the study is the Finetech Hdpe pipe users in the Erode District.

1.6.4 Method of Data Collection

Primary data was collected by survey method. Questionnaire survey was conducted to learn about the Customer satisfaction, personal profile and influence of demographic variables on the satisfaction level of the customers. Questionnaire with a set of questions was presented to the respondents for their answers.

1.6.5 Tools for Analysis

The statistical tools for analysis are,

- Percentage Analysis
- Chi-square Analysis

CHAPTER -2
ORGANIZATION PROFILE

2. ORGANITION PROFILE

2.1 History

Eager to mark ourselves as a renowned name in the engineering sector, Finetech pipe products Corporation is a 10 years old firm engaged in supplying a wide range of industrial pipe, industrial HDPE pipes, HDPE pipes, HDPE conduits, HDPE ball valves, irrigation fittings, etc. Pertaining to highest industrial standards, they also offer turnkey projects consultancy services in the field of pipe and fittings for meeting the demands of Flow Control.

2.2 Management

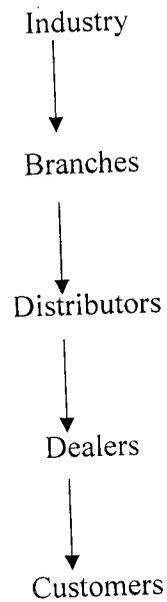
This company is being led by their visionary founder Mr.V.Periyasamy, they are active since the year 1995, and have directed all their endeavors to achieve an unshakable position in the concerned industrial sphere. Being a trader, they very-well understand the fact of establishing and maintaining a reliable vendor-base. This in turn would help them to supply their range in accordance with the specifications of their clients thus leading them to gain a recognizable name in the industry.

Expertise that their professionals hold in the concerned sector has been proven highly beneficial for their success. It is their hard work and loyalty towards their firm that they have been able to render their services in a well-planned manner. Striving hard for attaining and maintaining the maximum client satisfaction is their motto and to achieve this goal they ensure time delivery of their range at industry leading prices.

2.3 Marketing Department

The main function of this department is to deliver or to make arrangements to reach their products to the ultimate customers.

Channels of Distribution



They distributing the products there are 15 distributors and 120 dealers for selling purpose.

CHAPTER -3
ANALYSIS AND INTERPRETATION

3. DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire.

3.1 profile of Finetech Hdpe pipe users

Profile of the respondents in terms of the annual family income, age factor, occupational status and purpose of pipe usage are discussed below.

3.1.1 Annual family income of the Respondents

The table below indicates the annual income of the respondents.

Table 3.1.1

Distribution of the Respondents on the basis of Annual Income

Annual family income (Rs)	No. of respondents	Percentage
<1,00,000	34	34
1,00,000 – 3,00,000	51	51
>3,00,000	15	15
Total	100	100

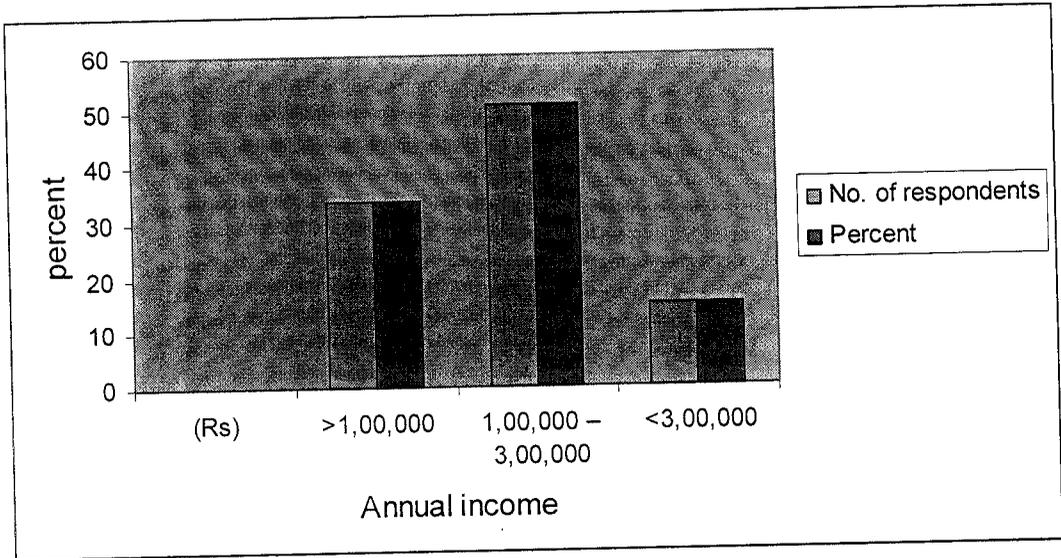
Inference:

From the table 3.1.1, it is inferred that 34% of the respondents have annual income level less than 1 lakh, 51% of the respondents have annual income between 1 and 3 lakhs, 15% of the respondents have annual income level more than 3 lakhs. It represents that mostly middle class people were going for purchase, because most of them are agriculturists.

Chart – 3.1.1

Distribution of the Respondents on the basis of Annual Income

The chart below indicates the annual income of the respondents.



3.1.2 Age of the Respondents

The table below indicates age factor of the respondents.

Table 3.1.2

Distribution of the respondent on the basis of age.

Particulars	No. of respondents	Percentage
Less than 25 years	6	6
25 to 40 years	43	43
Above 40 years	51	51
Total	100	100

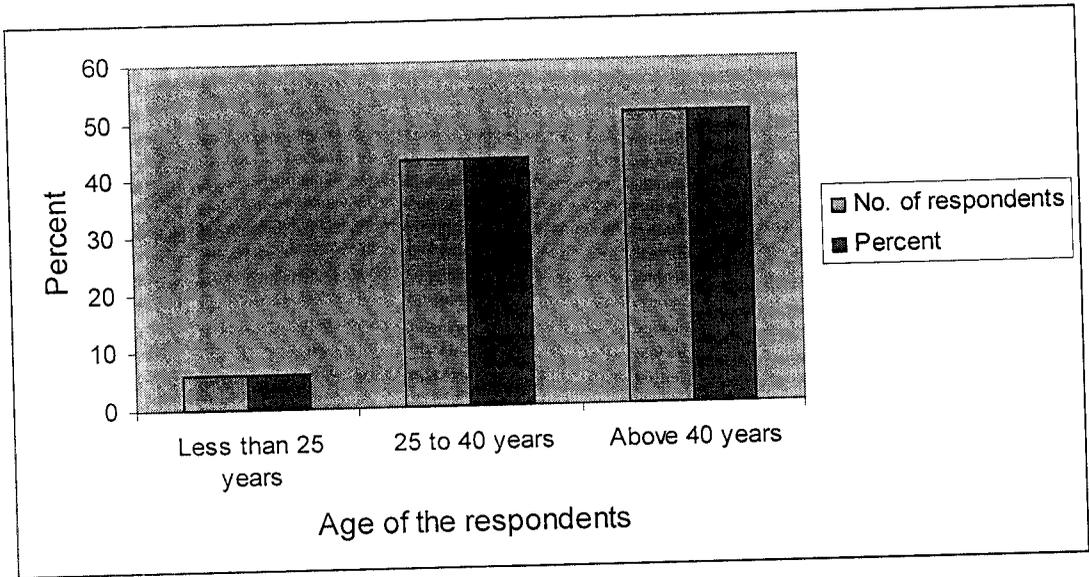
Inference:

From the table 3.1.2, it is inferred that 6% of the respondents aged less than 25 years, 43% of the respondents aged between 25 to 40 years aged and 51% of the respondents Aged above 40 years. Because mostly above 40 years people were doing agricultural business.

Chart – 3.1.2

Distribution of the respondent on the basis of age.

The chart below indicates age factor of the respondents



3.1.3 Occupation of the Respondents

The table below indicates the occupation of the respondents.

Table 3.1.3

Distribution of the respondent on the basis of occupation

Occupation	Frequency	Percent
Agriculture	53	53
Business	23	23
Others	27	27
Total	100	100

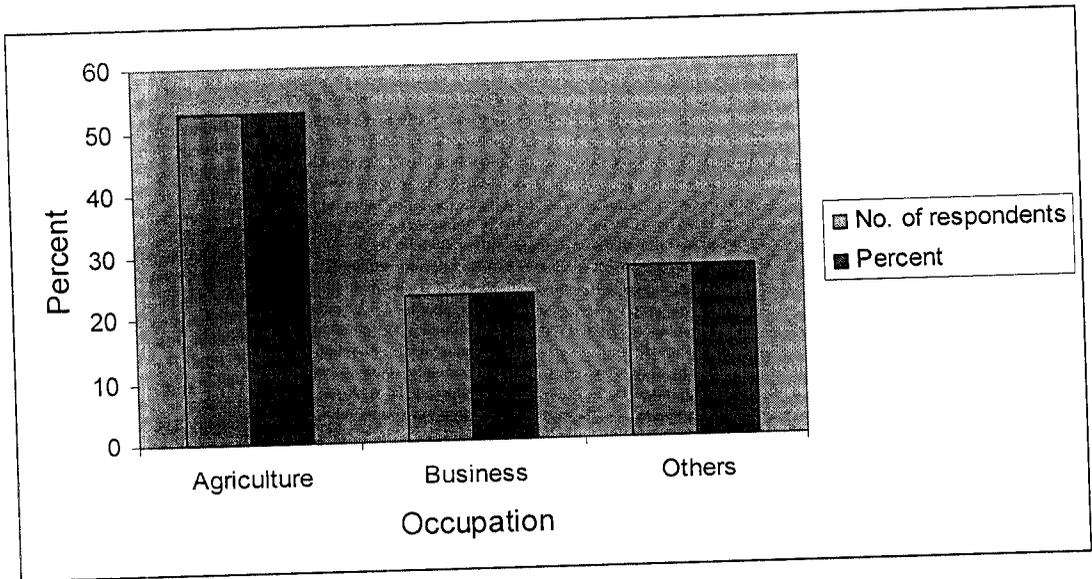
Inference:

From the table 3.1.3, it is inferred that 53% of the respondents occupation is agriculture, 23% of the respondents doing business and 27% of the respondents doing other activities. So, it represents, mostly Finetech Hdpe pipes are using for Agricultural bore wells, Wells.

Chart – 3.1.3

Distribution of the respondent on the basis of occupation

The chart below indicates the occupation of the respondents.



3.1.4 Purpose of Pipe usage

The table below indicates the purpose of Finetech pipe usage.

Table 3.1.4

Distribution of the respondent on the basis of purpose of purchase.

Purpose of usage	No. of respondents	Percent
Agriculture	54	54
Domestic	16	16
Industrial usage	13	13
Others	17	17
Total	100	100

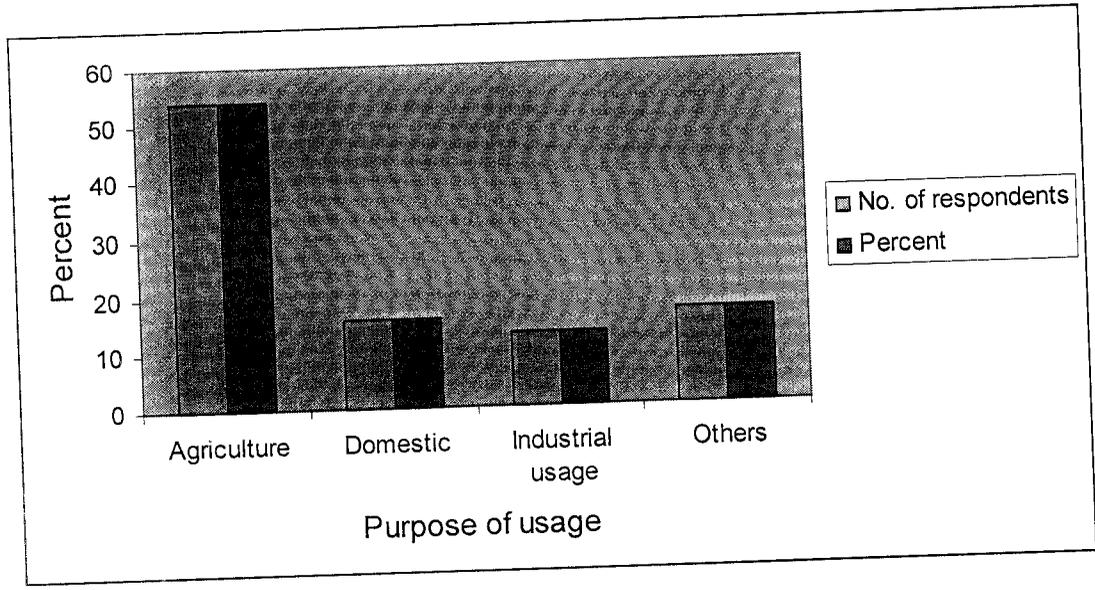
Inference:

From the table 3.1.4, it is inferred that 54% of the respondents bought the pipes for agriculture useage,16 % of the respondents bought the pipes for domestic purpose,13% of the respondents bought the pipes for industrial usage and 17% of the respondents bought the pipes for other purpose. It represents most of the customers Occupation is Agriculture.

Chart – 3.1.4

Distribution of the respondent on the basis of purpose of purchase.

The below chart indicates the purpose of Finetech pipe usage.



3.1.5 Year of Usage

The table below indicates the year of pipe usage.

Table 3.1.5

Year of Finetech pipe usage

Years of usage	No. of respondents	Percent
0 years	44	44
0 to 1 years	37	37
1 to 5 years	15	15
More than 5 years	4	4
Total	100	100

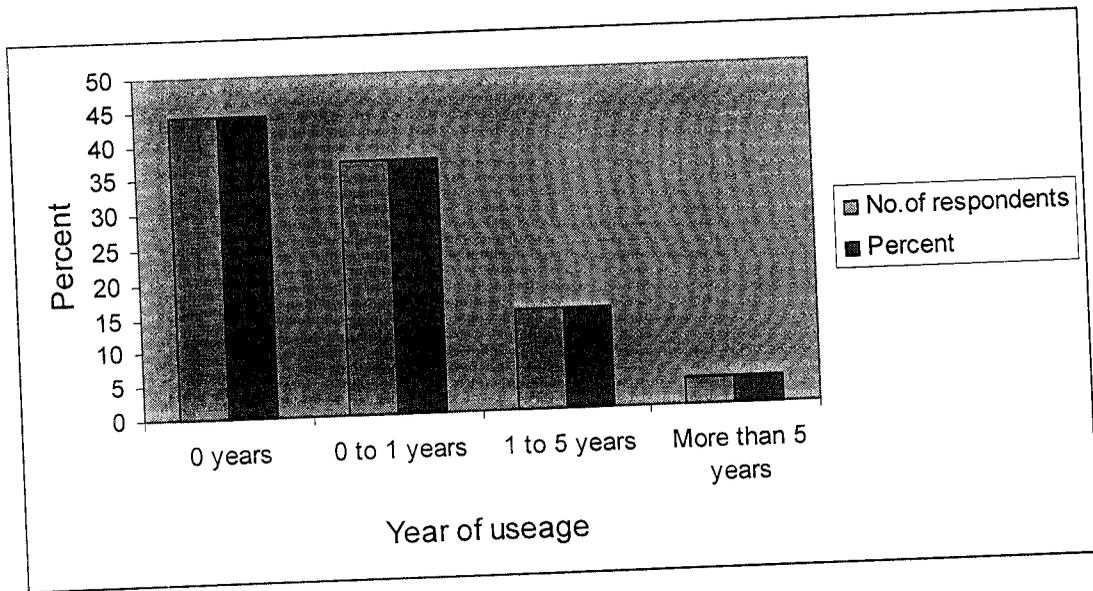
Inference:

From the table 3.1.5, it is inferred that 44% of the respondents are using it for the first time, 37% of the respondents are using it for the past one years, 15% of the respondents are using it for the past 1 to 5 years, 4% of the respondents are using it for more than 5 years. Because of, most of the respondents are new customers of Finetech Hdpe products.

Chart – 3.1.5

Year of Finetech pipe usage

The table below indicates the year of pipe usage.



3.1.6 Size of the pipes

The table below represent the size of the pipe purchased by the respondents.

Table 3.1.6

Size of the pipe

Size of the pipe	No. of respondents	Percent
½ to 1 inch	19	19
1 to 2 inch	43	43
2 to 3 inch	28	28
3 to 6 inch	10	10
Total	100	100

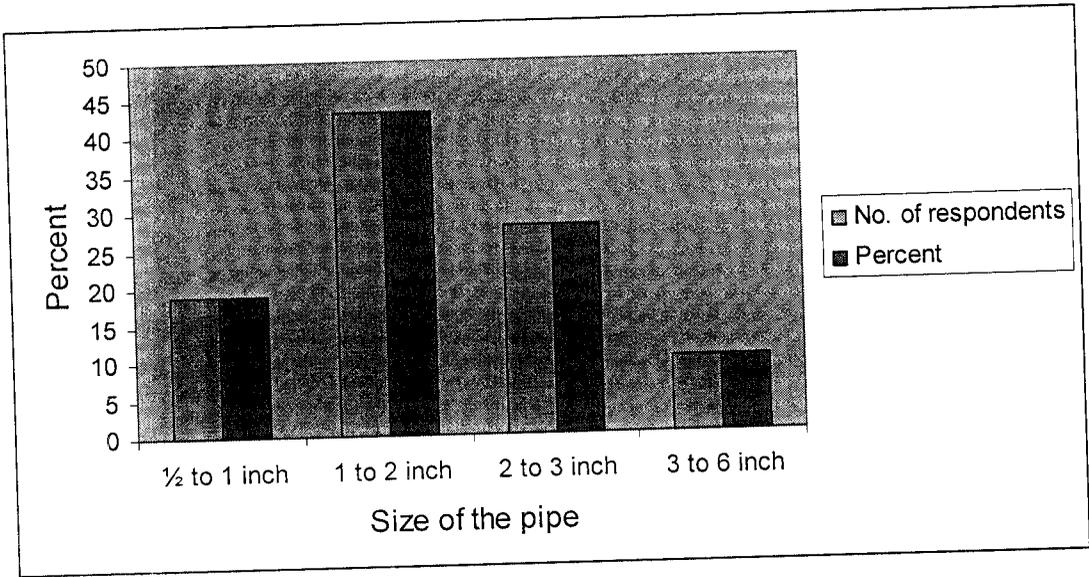
Inference:

From the table 3.1.6, it is inferred that 19% of respondents have bought ½ to 1 inch pipe, 43% of the respondents have bought 1 to 2 inch pipe, 28% of the respondents have bought 2 to 3 inch pipes and 10 % of the respondents have bought 3 to 6 inch pipes. Because of 1 to 2 inches of pipes are mostly using for borewells, domestic purpose, etc.

Chart – 3.1.6

Size of the pipe

The chart below represent the size of the pipe purchased by the respondents.



3.1.7 Quality of the pipe as it compare to its price

The table below indicates the quality of the Finetech pipes as compare to its price.

Table 3.1.7

Quality of the pipe as it compare to its price

Particulars	No. of respondents	Percent
Excellent	23	23
Good	46	46
Satisfactory	27	27
Poor	4	4
Total	100	100

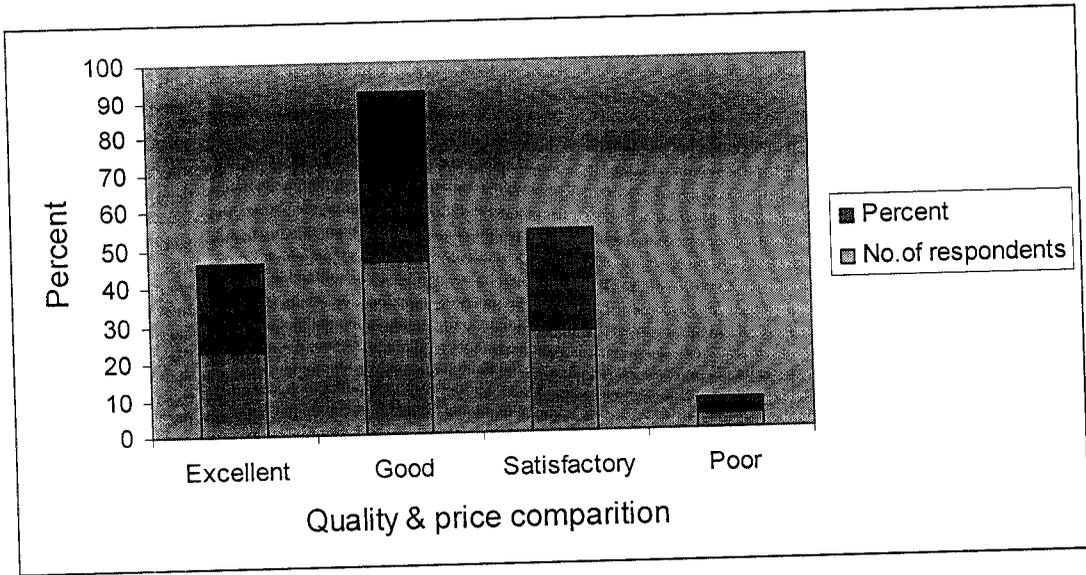
Inference:

From the table 3.1.7, it is inferred that 23% of the respondents says the quality of the pipe as it compare to its price is excellent,46% of the respondents says good,27% of the respondents says satisfied,4% of the respondents says poor. The quality of the pipe is good but the price little higher.

Chart – 3.1.7

Quality of the pipe as it compare to its price

The chart below indicates the quality of the Finetech pipes as compare to its price.



3.1.8 Quality & price of the Finetech pipe as compare to other company pipe

The table below represent the quality and price of the Finetech pipe to compare with other company pipe.

Table 3.1.8

Quality and price of the FINETECH pipe as compare to other companies pipes

Quality	No. of respondents	Percent
Excellent	19	19
Good	50	50
Satisfactory	28	28
Poor	3	3
Total	100	100

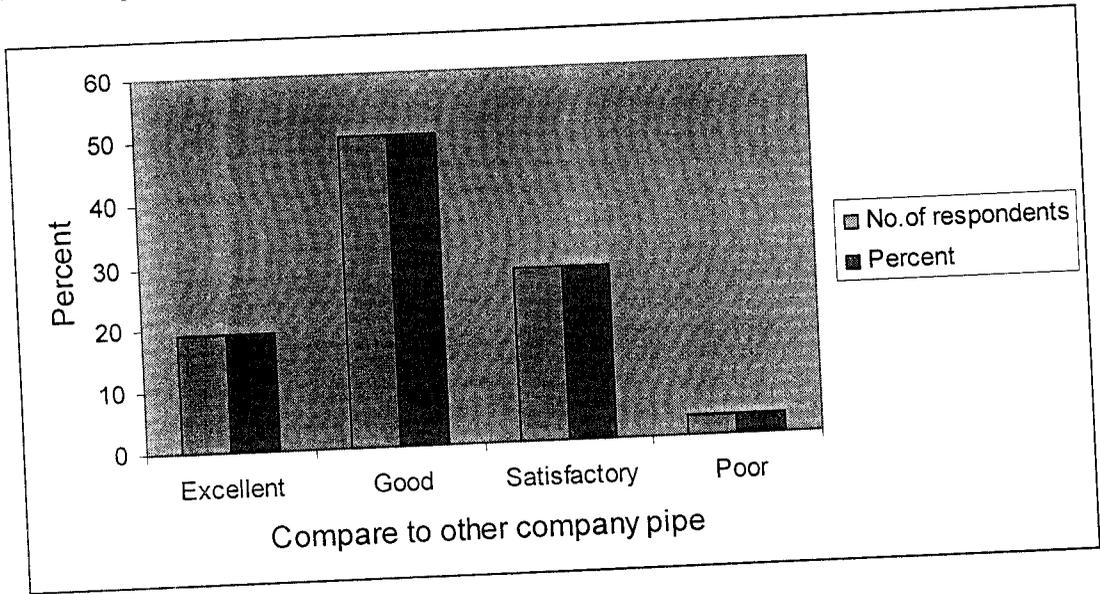
Inference:

From the table 3.1.8, it is inferred that 19% of the respondents says the quality of the pipe as compare to other company pipes is excellent,50% of the respondents says good,28% of the respondents says satisfied,3% of the respondents says poor. It repracents,the quality and price of the pipe is good to comparing with other company pipes.

Chart – 3.1.8

Quality and price of the FINETECH pipe as compare to other company pipes

The chart below represent the quality and price of the Finetech pipe to compare with other company pipe.



3.1.9 Advertising medium influences the purchasing decisions of a Finetech pipe.

The table below indicates the advertising medium indicates the purchasing decision.

Table 3.1.9

Advertising medium influences purchasing decisions of a FINETECH pipe

Particulars	No of respondents	Percent
Hoardings/posters	41	41
News papers	3	3
Others	56	56
Total	100	100

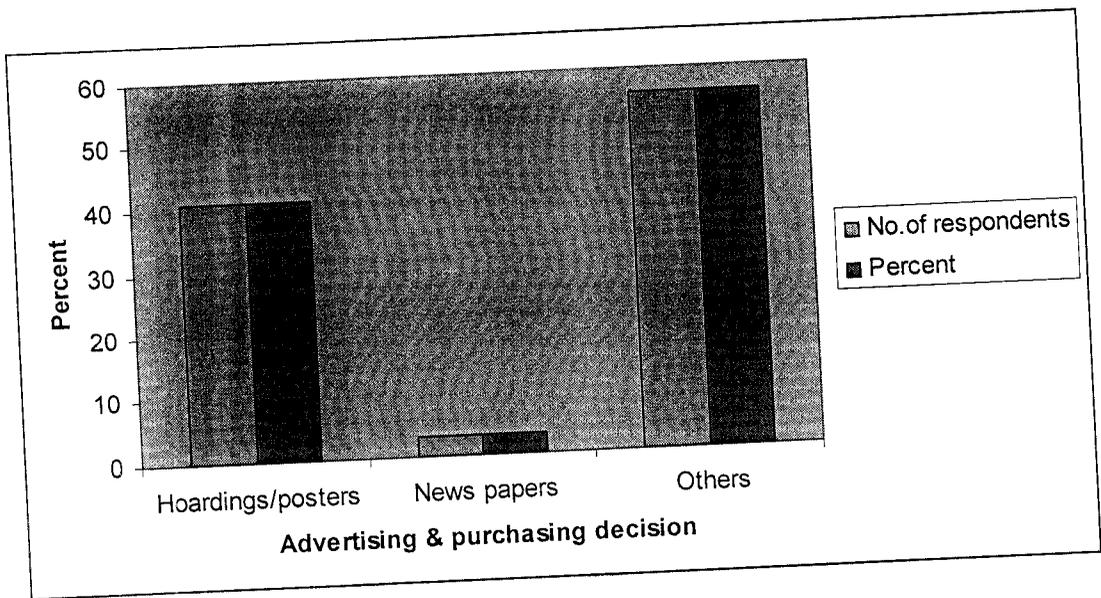
Inference:

From the table 3.1.9, it is inferred that 41% of the respondents says the hording/posters advertising medium influences Purchasing decisions of a FINETECH pipes, 3% of the respondents says news papers, 56% of the respondents says other factors. It repracents the awareness about Finetech Hdpe pipes is very low because of less advertisement.

Chart – 3.1.9

Advertising medium influences purchasing decisions of a FINETECH pipe

The chart below indicates the advertising medium indicates the purchasing decision.



3.1.10 The five factors influences the purchasing decision

The table below represent the five factors influences the purchasing decisions of

Finetech pipes.

Table 3.1.10

Rank of five factors that influences the purchasing decisions of a FINETECH pipe

Particulars	No. of respondents	Percent
Price	14	14
Quality	47	47
Advertisement	1	1
Brand name	38	38
Total	100	100

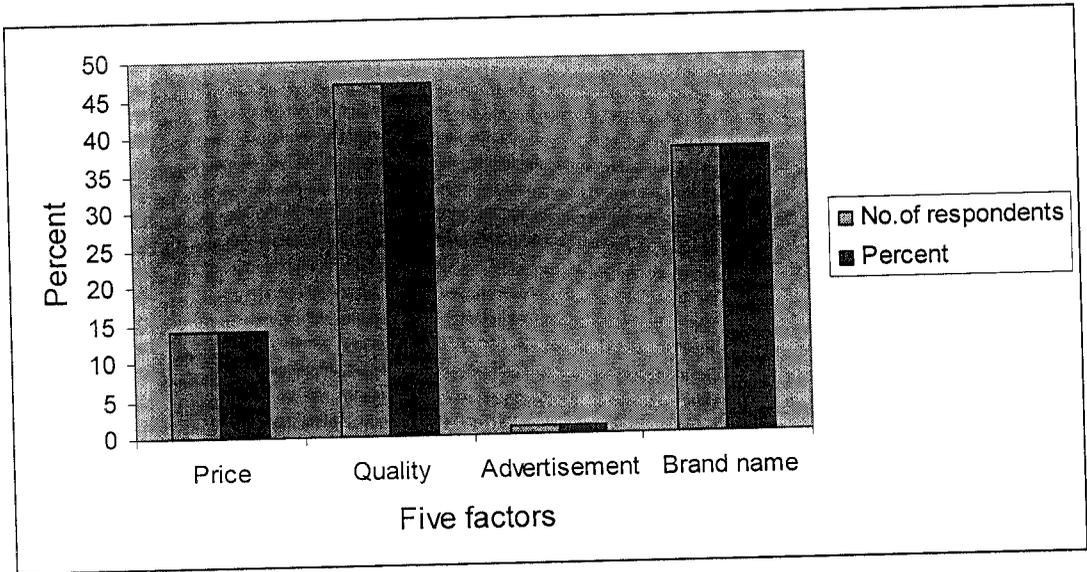
Inference:

From the table 3.1.10, it is inferred that 14% of the respondents says the price factor influences the purchasing decisions of a FINETECH pipes, 47% of the respondents says quality, 1% of the respondent says advertisement, 38% of the respondent says brand name. It represents the purchase is made because of quality and brand name.

Chart – 3.1.10

Rank of five factors that influences the purchasing decisions of a FINETECH pipe

The chart below represent the five factors influences the purchasing decisions of Finetech pipes.



3.1.11 Respondent wish to recommend other customers

The table below represent the respondents wish to recommend other customers.

Table 3.1.11

Respondents wish to recommend others

Particulars	No. of respondents	Percent
Yes	71	71
No	29	29
Total	100	100

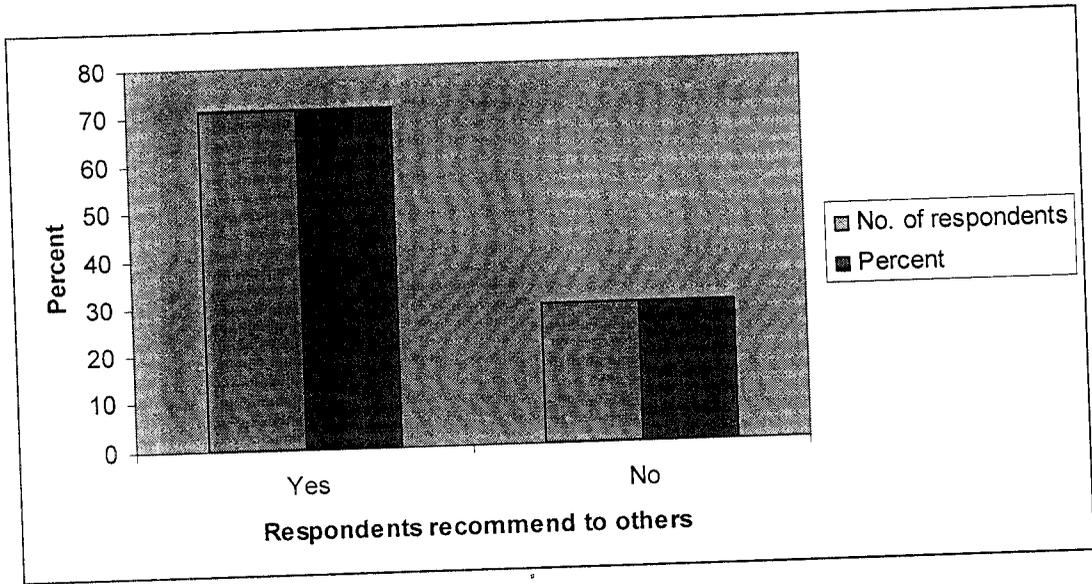
Inference:

From the table 3.1.11, it is inferred that 71% of the respondents recommend FINETECH products to some other peoples, 29% of the respondents not recommend to others. It represents most of the customers recommend about Finetech Hdpe products to other persons.

Chart – 3.1.11

Respondents wish to recommend others

The chart below represent the respondents wish to recommend other customers.



3.1.12 Aware of the duplicate ones available in the market

The table below represents the aware of the duplicated ones available in the market.

Table 3.1.12

Aware of duplicate ones available in the market

Particulars	No. of respondents	Percent
Yes	6	6
No	94	94
Total	100	100

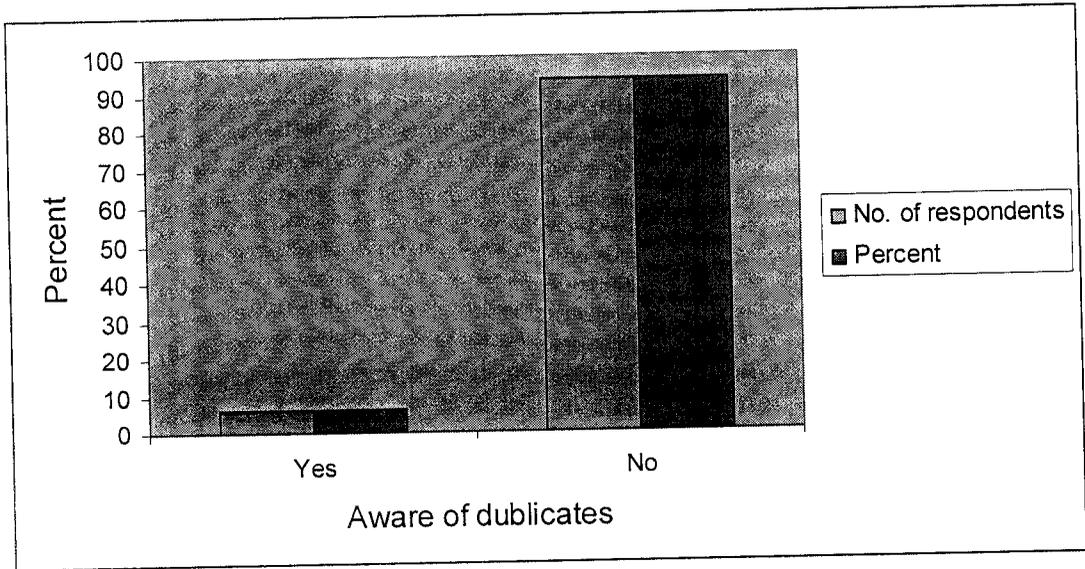
Inference:

From the table 3.1.12, it is inferred that 6% of the respondents awaring the duplicate ones available in the market,94% of the respondents not awaring the duplicate ones. It represents, most of the customers where not having awareness aboutduplicate products available in the Market.

Chart - 3.1.12

Aware of duplicate ones available in the market

The chart below represents the aware of the duplicated ones available in the market.



3.1.13 Guarantee system of the company

The table below represents the guarantee system of the company.

Table 3.1.13

Guarantee system of the company

Particulars	No. of respondents	Percentage
Excellent	2	2
Good	40	40
Satisfactory	42	42
Poor	16	16
Total	100	100

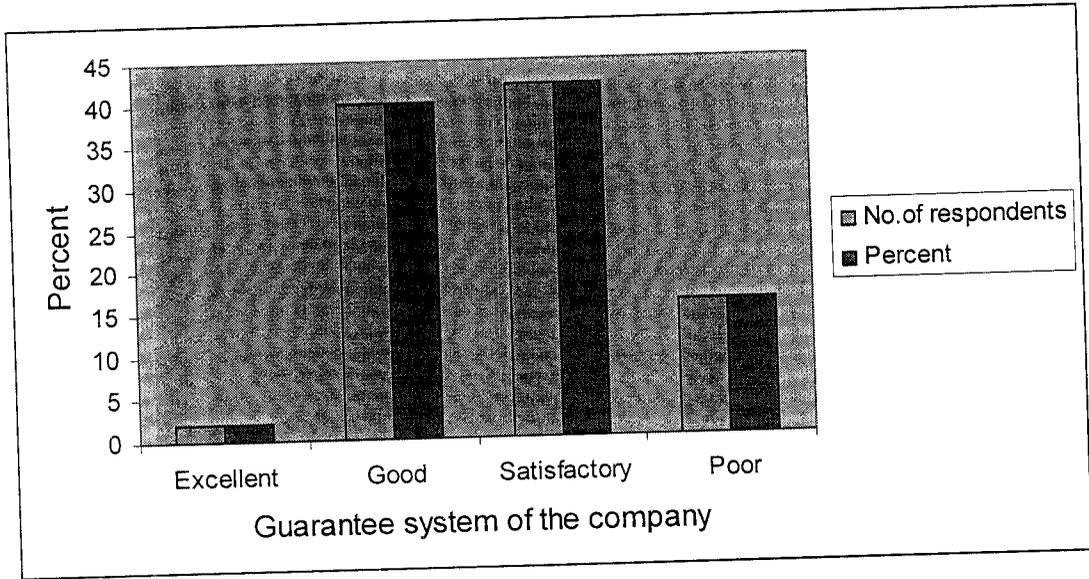
Inference:

From the table 3.1.13, it is inferred that 2% of the respondents says the guarantee system of the company is excellent, 40% of the respondents is little low to compare with other company's guarantee system, feel good, 42% of the respondents feel Satisfied, 16% of the respondents feel poor. The guarantee system of the company is little low to compare with other company's guarantee System.

Chart – 3.1.13

Guarantee system of the company

The chart below represents the guarantee system of the company.



3.2 CHI-SQUARE ANALYSIS:

Table:3.2(Quality and Guarantee System)

Quality & Guarantee System of Finetech Hdpe Products

Quality/Guarantee	Excellent	Good	Satisfactory	Poor	Total
Excellent	4	10	13	0	27
Good	1	32	10	3	46
Satisfactory	2	5	15	1	23
Poor	0	2	2	0	4
Total	7	49	40	4	100

27% of respondents said the guarantee system of Finetech Hdpe Products is Excellent and 7% of the respondents said the quality is Excellent.46% of the respondents said the guarantee system is good and 49% said the quality is good.23% of the respondents satisfied about the guarantee system,40% are satisfied the quality.4% of the respondents said the guarantee system is poor and 4% said the quality is poor. So, the above chi-square analysis represents the guarantee system and quality of the Finetech products are in same level.

Chi-square analysis:

Calculated value = 33.756

Degree of freedom = 9

Table value =16.919

Significant result = significant at 5% level

Interpretation:

It is found from the above table that the chi-square value is greater than the table value. Hence null hypothesis is rejected. So, we conclude that Quality and Guarantee system are dependent.

CHAPTER -4
FINDINGS, SUGRESSIONS AND CONCLUTION

4. FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 Findings

- Majority of the Customers said the satisfactory level of Finetech Pipes is good.
- Majority of the users have Annual family income level between 1, 00,000 to 3,00,000.
- Most of the respondents using the Finetech Hdpe pipes for Agricultural purpose.
- Most of the respondents said the quality of the Finetech Hdpe pipes is good when compare to its price.
- Most of the respondents said the quality and price of the Finetech Hdpe pipes is good when compare to other companies pipes.
- Most of the respondents are influencing by other customers, Plumbers.
- Most of the respondents said the quality of Finetech Hdpe pipe influences the purchasing decision.
- Most of the respondents said the guarantee system of the Finetech Hdpe pipes is Satisfied.
- 51% of the customers aged above 40.
- 53% of the customers are agriculturists.
- 44% of the respondents were new customers of Finetech Hdpe pipes.

- Most of the respondents buying 1 to 2 inches of pipe. So, it is mostly using for borewells, domestic purpose.
- Most of the respondents they recommends Finetech Hdpe products to others.
- Most of the respondents not having awareness of duplicate ones available in the market.

4.2 Suggestions

- Reduce the price of the product since it is too high when comparing with other companies product.
- Increase the Guarantee time period from 6 months to 1 year.
- Most of the customers were using the Finetech Hdpe pipes for agricultural purpose.
So focus towards sector.
- Create awareness about Finetech products through advertisement preferably Radio, Television.
- Company should focus on sales through contractors.

4.3 Conclusion

The customers satisfaction level of Finetech Hdpe pipe is good. Most of the customers using Finetech Hdpe pipes for agricultural purpose. So, the focus towards agricultural sector is important. So, create awareness about their products through advertising preferably, Radio, Television, Newspaper will help to improve the sales. The quality of the Finetech Hdpe pipe is good when compare with other companies products. But the price of the Finetech Hdpe pipes is little high. So, reducing the price and increasing the guarantee period will improve the sales.

ANNEXURE

A STUDY ON CUSTOMER SATISFACTION OF FINETECH HDPE PIPE USERS IN ERODE DISTRICT

1. Name of the customer _____.
2. Age of the customer?
 - a) Less than 25 years
 - b) 25 years to 40 years
 - c) Above 40 years
3. Annual income of the customer?
 - a) Less than 1 lakh
 - b) Between 1 and 3 lakhs
 - c) More than 3 lakhs
4. What is your occupation?
 - a) Agriculture
 - b) Business
 - c) Others
5. What is the purpose for your purchase?
 - a) Agriculture
 - b) Domestic
 - c) Industrial usage
 - d) others
6. For how many years have you been using this pipe?
 - a) 0 year
 - b) 0 to 1 years
 - c) 1 to 5 years
 - d) More than 5 years
7. What is the size of the pipe you bought?
 - a) ½ to 1 inch
 - b) 1 to 2 inch
 - c) 2 to 3 inch
 - d) 3 to 6 inch
8. How do you feel about the quality of the pipe as compare to its price?
 - a) Excellent
 - b) Good
 - c) Satisfactory
 - d) Poor
9. How do you feel about the quality and price of the FINETECH pipe as compare to other company pipe?
 - a) Excellent
 - b) Good
 - c) Satisfactory
 - d) Poor

10. Which Advertising medium do you think influences your purchasing decision?

a) Television b) Radio c) Hoardings/posters d) News papers

e) Others

11. Please rank the five factors that influences your purchasing decisions of a FINETECH pipe?

a) Price b) Quality c) Advertisement d) Brand name

12. Would you recommend these products to some others?

a) Yes b) No

13. Are you aware of duplicate ones available?

a) Yes b) No

14. How do you about the guarantee system they provide?

a) Excellent b) Good c) Satisfactory d) Poor

15. Any Suggestion: _____.

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