



A COMPARATIVE STUDY ON PUMPSET MANUFACTURING
INDUSTRIES IN COIMBATORE
by

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A PROJECT REPORT
Submitted

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

of

MASTER OF BUSINESS ADMINISTRATION

Kumaraguru College of Technology
(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore - 641 047

September, 2012



BONAFIDE CERTIFICATE

Certified that this project report titled "**A Comparative Study on Pumpset Manufacturing Industries in Coimbatore**" is the bonafide work of Mr **P.Aswathaman, 11MBA062** 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.

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Internal Examiner

External Examiner

iv

DECLARATION

I, **P.Aswathaman** hereby declare that the project report titled as "**A Comparative Study on Pumpset Manufacturing Industries in Coimbatore**" done at Deccan Industries pvt ltd, Ganapathy, is an original work done by me in the partial fulfillment for obtaining the degree of Master of Business Administration from the Anna University, Coimbatore. It is the record of work carried out by me during the period from 26.06.12 to 06.08.12 under the guidance of **Dr.Mary Cherian**, Professor KCTBS.

The conclusion made in this project report is based on the data collected by me and no part of this work has been submitted elsewhere for any degree.

Place:

Signature:

Date:

Name :

v

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr.N.Mahalingam** and Management for the prime guiding spirit of Kumaraguru College of Technology.

I take this opportunity to extend my sincere thanks and indebtedness to **Dr.Vijila Kennedy**, Director, KCT Business School, for her remarkable guidance.

I wish to express deep sense of obligation to **Dr.Mary Cherian**, Professor, KCT Business School, for her intensive guidance throughout my project.

I am greatly indebted to thank **Ms.S.Sangeetha**, Project Co-ordinator and all other faculty members of KCT Business School for their kind support.

I thank **Mr.R.Vivekanandhan**, Manager Sys.& Trg, Deccan Industries pvt ltd, Ganapathy for their valuable guidance throughout my project.

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CHAPTER 1

INTRODUCTION

1.1 ABOUT THE STUDY

This study is mainly focused on **brand awareness** of pump set manufacturing industries in, Coimbatore .This study discuss about the various factors influencing the customer to buy a particular brand of pump set in Coimbatore.

Customer Perception:

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

Here in this study factors such as customer behavior, service provided by the company, warranty and additional benefits of the product given by the company are taken into account.

Customer Behavior:

Customer behavior refers to the buying behavior of ultimate customer, those people who buy products for household purpose and also in business purpose like in agriculture, households, industries, hotels, etc.

Customer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to

Customer satisfaction plays major in attracting the customers towards any particular company to buy the product. There are various factors which influence the customer's satisfaction and it may vary from customers to customers.

Warranty:

Warranty is usually a written guarantee of the integrity of a product and of the maker's responsibility for the repair or replacement of defective parts. It is one of the additional benefits given by the company with the product to the customer for customer attraction and satisfaction

1.2. ABOUT THE ORGANISATION:

INDUSTRIAL PROFILE OF PUMPSETS:

Growth of Pump Industry:

Although some pumps were used in 19th century, the real growth of Pump Industry took place in 20th century.

1905: Multistage Centrifugal Pumps were developed.

1929: Considerable light was thrown on the vexing problem of pressure pulsations in large hydraulic turbines & pumps.

1932: Proper understanding of the origin and nature of pressure pulsation & the accompanying, vibratory, structural, mechanical response.

1955: Dependence of cavitations erosion on liquid was established. This led to an understanding of why high-energy pumps are more likely to suffer from this damaging phenomenon.

1956: How the thermodynamic vaporization properties of the pump liquid could lead to reduction of cavitations activity at high temperatures at the same NPSH (Net Positive Suction Head) (Liquid pressure head in excess of vapor pressure head).

understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

In recent days pump set are preferred by most of the peoples due to increase in requirement of water for agriculture, house hold use and other purposes... In accordance with this customer behavior, service provided by the company for influencing the customer to buy the product and customer satisfaction which increases the loyalty towards a particular company.

Services:

In economics, a **service** is an intangible commodity. More specifically, services are an intangible equivalent of economic goods. Service provision is often an economic activity where the buyer does not generally, except by exclusive contract, obtain exclusive ownership of the thing purchased. The benefits of such a service, if priced, are held to be self-evident in the buyer's willingness to pay for it. Public services are those societies as a whole pays for through taxes and other means.

In the market for pump set almost every day, advertisement are given in different media for increasing the sales of pump set and also creating awareness about the product among the public. Other than advertisement some of the other **services** are provided by the company in this competitive market to attract the customers.

Customer Satisfaction:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or % of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses

1994: How cavitations can cause profound instabilities in pump & inducer operation.

1990-2000: It is found that sometimes obscure fluid phenomena can produce mechanical instability in roto dynamic pumps.

Some Recent Developments in Pumps

- One supplier has developed dry industrial vacuum pump. They use claw technology with a built in roots mechanism & facilitate high speed evacuation down to an ultimate vacuum of 0.05 mbar. Peak pump capacity is 560 cubic m/hr. Despite high pumping capacity, manufacturer claims less energy consumption.
- Another has developed vertical dual-screw dry running vacuum pump. It has an electric drive control integral with pump unit & can also be remotely controlled. It meets the stringent electrical, mechanical & instrumental safety standards of legislation. (Received award in 40th International Mech. Engg. Exhibition at BRNO in Czech Republic).
- One foreign supplier has developed ultra high pressure plunger pumps (Pressure : 2500 bar & flow 15 to 20 lit/min., Temp. : 50°C) can be used for
 1. Sensitive paint stripping from metal and concrete surfaces.
 2. Surface preparation prior to painting & coating.
 3. Cutting of metals, concrete, reinforced material.
- Computational Fluid Dynamic studies are carried out by Cranfield University for:
 1. Flow prediction in pumps
 2. Three dimensional transonic flow simulations using a time marching scheme.
 3. Erosion studies during cavitations.
- **"SMART PUMPS"**: Depending on the changes in suction conditions and /or changes in the discharge requirement the pump should act accordingly by using "SMART SENSORS" which will be based on optical fibers.

- **High Efficiency Small Circulation Pumps:** The conventional efficiency of small pumps is of the order of 5 to 10%. When these pumps are used as part of solar-auxiliary system, the efficiency of pump plays a vital role. The efficiencies of the pump have improved dramatically (+80%) using permanent magnet motors & hydraulically optimized impellers.
- One supplier has developed mechanical seal (for oil service at 660°F & water at 320°F) where cooling is achieved by using extended surfaces (fins), thus cooling water requirement is eliminated.
- Enterprise Asset Management (EAM) software applications reduce energy consumption & improve pump reliability by automatic monitoring of process pumps.
- Abroad, favourable experience of variable speed drive for power conservation in high HP equipment has led to development of micro drives.

Company profile:

DECCAN PUMPS is a manufacturer of PUMPSETS in COIMBATORE district.

Name of the Firm	: DECCAN INDUSTRIES
Location	: 259,Sathy Road, Ganapathy, Coimbatore-641006
Telephone	: +91- 422- 2531141/ 2531063/ 2531242
Year of Establishment	: 1981
Total area covered	: 220,000 sq.feet
Approximate production p.a	: 100000 units/year
Managing Directors	: Mr. ARUMUGAM & Mr. K.V.KARTHIK

1.3 STATEMENT OF THE PROBLEM:

This study is focusing on comparing the various pump set manufacturing industries in Coimbatore about their brand positioning, awareness and what make people to buy Deccan Pumps.

1.4 SCOPE OF THE STUDY:

This study is focusing on finding the most popular pump set company in Coimbatore, so it can help Deccan Industries to improve certain factors that they are lagging in.

Vision, Mission & Values:

As a leading pump manufacturer and a company known for its unique product innovation and improvisation, Deccan combines the best technology with fresh ways of thinking and continues to develop better pump set, systems, services and standards for the future.

For Deccan, being number one means "being the best in terms of quality and reliability". The strategy is that if quality and performance continue to improve, volume and revenues will automatically follow and that is what it has always been in the past and will also be in the future.

At Deccan, we constantly strive to improvise on the nuances of production and when years of small improvements accumulate, they have become a revolution.

We see ourselves as creators of a highly specialized industry. With more challenges taking place in the fluid management industry, we are on the path to reinvent our capabilities in the terms of increasing our product range and innovating customized products for specific purposes. We see ourselves playing an increasing and responsible role in water conservation and recyclability.

Products:

Deccan provides reliable and efficient submersible pumps, centrifugal pumps and jet pumps for applications in Irrigation, residential, construction, industrial and water supply sectors

CHAPTER 2

REVIEW OF LITERATURE

1. Mandler 1980 In this research, brand awareness is defined as a rudimentary level of brand knowledge involving, at the least, recognition of the brand name. Awareness represents the lowest end of a continuum of brand knowledge that ranges from simple recognition of the brand name to a highly developed cognitive structure based on detailed information. Recognition is taken here to be the process of perceiving a brand as previously encountered (Mandler 1980). Thus, the distinction between awareness and recognition is a subtle one, the former denoting a state of knowledge possessed by the consumer and the latter a cognitive process resulting from awareness.

2. Bass and Clarke 1972; Bass and Leone 1983 Some studies have demonstrated a positive correlation between advertising and sales (e.g., Bass and Clarke 1972; Bass and Leone 1983). Others have found no relationship (Bogart 1986). Part of the problem is that these studies are purely correlation examinations at an aggregate level. Studies that pinpoint the impact of brand awareness on the individual-level choice process are badly needed. This article takes a first step toward filling this void by examining the nature of brand-awareness effects on the purchase of a common household product.

3. Wei Huang 2005: The study was done to find out the brand awareness of students at the Nelson Mandela University, where the study reveals various dimensions to take survey about brand awareness. The dimensions of the questionnaire for this study were framed with reference to this study.

CHAPTER 3

RESEARCH METHODOLOGY

4. Farquhar 1989: considers that building a strong brand within consumers' minds means creating a positive brand evaluation, an accessible brand attitude, and a consistent brand image, the accessible brand attitude actually referring to what the others term as awareness. Brand awareness can be depicted into brand recognition (consumers' ability to confirm prior exposure to the brand when given the brand as cue) and brand recall (consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other cues).

5. Keller, 1998 : Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set. Awareness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers' minds. In low involvement decision settings, a minimum level of brand awareness may be sufficient for the choice to be final. Awareness can also influence consumer decision making by affecting brand associations that form the brand image.

6. Kotler & Lane, 2006: Brand perception is consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance. Brand recall refers to consumer's ability to retrieve the brand from the memory. According to the improvement of measurement for brand equity, consumer-based brand equity was described for four dimensions; brand awareness, brand association, perceived quality, and brand loyalty (Pappu, et al, 2005). Brand awareness was defined as the consumers' ability to identify or recognize the brand (Rossiter and Percy, 1987). It refers to the strength of a brand presence in consumer's minds. Brand awareness has several levels starting from the less recognition of the brand to dominance (Aaker, 1991). Perceived quality was evaluated and decided by consumers. Perceived quality is another valuation of brand to push the customer to buy products.

3.1 TYPE OF RESEARCH

This research project is categorized as DESCRIPTIVE RESEARCH. A Descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The main characteristics of descriptive research are that the researcher has no control over the variables; he can only report what has happened or what is happening.

Example: visits by customers to the shop

In this project, QUESTIONNAIRE is used to collect the primary data. Questionnaire is framed by the researcher by keeping the objective of the research in mind. Questionnaire consists of questions to the respondents, several choices of answers for the question. The respondent is expected to read the question, understand and reply for the questions in the questionnaire itself.

3.2 OBJECTIVES OF THE PROJECT

- To analyze the brand awareness of different pump sets in Coimbatore based on the customers' view.
- To analyze the brand preference and the factors affecting brand choice among customers in choosing a pump set.

3.3 DATA AND SOURCES OF DATA:

The primary data is collected through a questionnaire (see appendix) .

PRIMARY DATA

Primary data is that collected for the first time. In that questionnaire was used as tool for the collection of the primary data. A questionnaire was designed and used as tool for the collection of data from the people who are using pump sets for their use. The questionnaire was administered to the user of pump sets for their needs at time of collection. It was a detailed questionnaire enlisting on brand awareness, service offered by the company, warranty & additional benefits of the products.

3.4 TIME PERIOD COVERED:

The project duration is 48 days (From 26th of June to 6th of August).

3.5 SAMPLE SIZE

This study related heavily on primary data. Data were collected from the 77 customers being in to sub urban of Coimbatore city.

3.6 SAMPLING TECHNIQUE

Random sampling method was used to select the users of pump sets for the purpose of this study. The researcher selected customers as they came to the dealers shop. Since the researcher has no control over who visits the shop.

3.7 TOOLS USED FOR ANALYSIS

- Percentage analysis and weighted average was used to summarize and analyze the data. Microsoft excel was used to code and analyze data.

3.8 LIMITATION OF THE STUDY

The study covers the pump sets users only within the city of Coimbatore due to the constraint in time and resources

CHAPTER 4
ANALYSIS AND INTERPRETATION

4.1.1 Table showing factors affecting brand preference for Texmo pumps:

S. NO	Particulars	Very Poor	Poor	Neutral	Good	Excellent	Weighted average	Rank
1	Texmo Price	0	5	22	36	14	3.76	1
2	Texmo Efficiency	5	4	33	27	13	3.70	2
3	Texmo Offers	1	13	41	20	2	3.11	4
4	Texmo Service	1	4	36	27	2	3.05	5
5	Texmo Brand Image	5	12	25	32	8	3.53	3

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences for texmo pumps is price , efficiency, brand image, offers given and service provided in that order.

4.1.2 Table showing factors affecting brand preference for C R I pumps:

S. NO	Particulars	Very Poor	Poor	Neutral	Good	Excellent	Weighted average	Rank
1	CRI Price	0	2	26	36	13	3.77	3
2	CRI Efficiency	0	1	23	42	11	3.81	2
3	CRI Offers	1	12	35	27	2	3.22	5
4	CRI Service	0	7	35	33	2	3.38	4
5	CRI Brand Image	5	3	14	51	9	4.70	1

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences for C R I pumps is brand image, efficiency, price, service provided and offers given in that order.

4.1.3 Table showing factors affecting brand preference for Deccan pumps:

S. NO	Particulars	Very Poor	Poor	Neutral	Good	Excellent	Weighted average	Rank
1	Deccan Price	0	3	17	37	20	3.96	2
2	Deccan Efficiency	0	5	14	28	30	4.07	1
3	Deccan Offers	4	16	28	23	6	3.14	5
4	DeccanService	0	6	29	34	8	3.57	3
5	Deccan Brand Image	0	3	35	33	6	3.54	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences for Deccan pumps is efficiency, price, service provided, brand image and offers given in that order.

4.1.4 Table showing factors affecting brand preference for Aqua pumps:

S. NO	Particulars	Very Poor	Poor	Neutral	Good	Excellent	Weighted average	Rank
1	Aqua Price	1	12	40	16	8	3.23	1
2	Aqua Efficiency	1	19	38	16	3	3.01	2
3	Aqua Offers	4	30	30	12	1	2.68	5
4	Aqua Service	3	34	25	11	4	2.72	4
5	Aqua Brand Image	4	24	30	16	3	2.87	3

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences for Aqua pumps is price, efficiency, brand image, service provided and offers given in that order.

4.1.5 Table showing factors affecting brand preference for Suguna pumps:

S. NO	Particulars	Very Poor	Poor	Neutral	Good	Excellent	Weighted average	Rank
1	Suguna Price	0	5	31	33	8	3.57	1
2	Suguna Efficiency	1	8	33	29	6	3.40	2
3	Suguna Offers	5	28	22	20	2	2.74	5
4	Suguna Service	3	28	27	18	1	2.81	4
5	Suguna Brand Image	2	10	26	36	3	3.36	3

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences for Suguna pumps is price, efficiency, brand image, service provided and offers given in that order.

4.1.6 Table showing overall brand preference for pumps industries:

S. NO	Particulars	Weighted average	Rank
1	Texmo	3.43	3
2	C R I	3.77	1
3	Deccan	3.65	2
4	Aqua	2.90	5
5	Suguna	3.17	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences for C R I pumps, Deccan pumps, Texmo pumps, Suguna pumps and Aqua pumps in that order.

4.1.7 Table showing pricing for overall brand preference of pumps industries :

S. NO	Particulars	Weighted average	Rank
1	Texmo	3.76	3
2	C R I	3.77	2
3	Deccan	3.96	1
4	Aqua	3.23	5
5	Suguna	3.57	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences is Deccan pumps, C R I pumps, Texmo pumps, Suguna pumps and Aqua pumps in that order.

4.1.8 Table showing efficiency for overall brand preference of pumps industries :

S. NO	Particulars	Weighted average	Rank
1	Texmo	3.70	3
2	C R I	3.81	2
3	Deccan	4.07	1
4	Aqua	3.01	5
5	Suguna	3.40	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences is Deccan pumps, C R I pumps, Texmo pumps, Suguna pumps and Aqua pumps in that order.

4.1.9 Table showing offers for overall brand preference of pumps industries :

S. NO	Particulars	Weighted average	Rank
1	Texmo	3.11	3
2	C R I	3.22	1
3	Deccan	3.14	2
4	Aqua	2.68	5
5	Suguna	2.74	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences is C R I pumps Deccan pumps, Texmo pumps, Suguna pumps and Aqua pumps in that order.

4.1.11 Table showing brand image for overall brand preference of pumps industries:

S. NO	Particulars	Weighted average	Rank
1	Texmo	3.53	3
2	C R I	4.70	1
3	Deccan	3.54	2
4	Aqua	2.87	5
5	Suguna	3.36	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences is C R I pumps, Deccan pumps, Texmo pumps, Suguna pumps and Aqua pumps in that order.

4.1.10 Table showing service for overall brand preference of pumps industries :

S. NO	Particulars	Weighted average	Rank
1	Texmo	3.05	3
2	C R I	3.38	2
3	Deccan	3.57	1
4	Aqua	2.72	5
5	Suguna	2.81	4

DATA INTERPRETATION:

In the above table, the factors affecting the brand preferences is Deccan pumps C R I pumps, Texmo pumps, Suguna pumps and Aqua pumps in that order.

4.2 Percentage Analysis

4.2.1 Table showing brand awareness

Brand of pump set	No. of respondent	%
TEXMO	17	22
CRI	15	20
DECCAN	28	37
AQUA	8	10
SUGUNA	8	11
TOTAL	77	100

FIGURE 4.2.1

PIE-CHART SHOWING THE BRAND AWARENESS:



DATA INTERPRETATION:

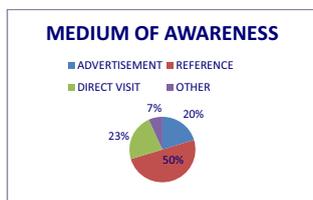
From the table, 37% of the respondents are aware of Deccan pumps and 22% of Texmo pumps, 20% of C R I pumps and 10% are only aware of Suguna and Aqua.

4.3.1 Table showing medium of awareness

Medium Of Awareness	No. of respondent	%
ADVERTISEMENT	15	20
REFERENCE	37	50
DIRECT VISIT	17	23
OTHER	5	7
TOTAL	77	100

FIGURE 4.3.1

PIE-CHART SHOWING THE BRAND AWARENESS



DATA INTERPRETATION:

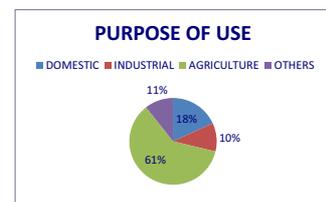
From the above, 50% of the respondents are aware of the brand through references and 23% of the respondents are aware of the brand through direct visit .

4.4.1 Table showing purpose of purchasing

Purpose Of Use	No. of Respondents	%
DOMESTIC	12	18
INDUSTRIAL	7	10
AGRICULTURE	40	61
OTHERS	7	11
TOTAL	77	100

FIGURE 4.4.1

PIE-CHART SHOWING THE PURPOSE OF USE:



DATA INTERPRETATION:

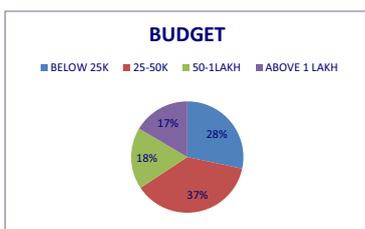
From the above, 61% of the respondents using their pumps for agricultural purpose and 10% of the respondents to industrial purpose.

4.5.1 Table showing budget of pumpset

Budget	No. of Respondents	%
BELOW 25K	19	28
25-50K	25	37
50-1LAKH	12	18
ABOVE 1 LAKH	11	17
TOTAL	77	100

FIGURE 4.5.1

PIE-CHART SHOWING THE BUDGET:



DATA INTERPRETATION:

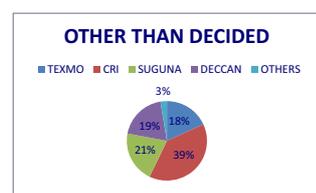
From the above table, 37% of the respondents have a budget of RS. 25000-50,000 and 17% of the respondents have more than 1 lakh.

4.6.1 Table showing the pumpset already owned by the customer

Pumpset already owned	No. of Respondents	%
TEXMO	14	18
CRI	30	39
SUGUNA	16	21
DECCAN	15	19
OTHERS	2	3
TOTAL	77	100

FIGURE 4.6.1

PIE CHART SHOWING THE PUMPSET OPTED BY THE CUSTOMER



DATA INTERPRETATION:

From the above table, 39% of the respondents already owned CRI pumps and 21% of the respondents already owned Suguna.

4.7.1 Table showing purchase of pumpset

Purchase Through	No. of Respondents	%
DEALERS	18	23
RETAILERS	33	43
WHOLESALEERS	25	33
OTHERS	1	1
TOTAL	77	100

FIGURE 4.7.1

PIE CHART SHOWING PURCHASE WAY THROUGH



DATA INTERPRETATION:

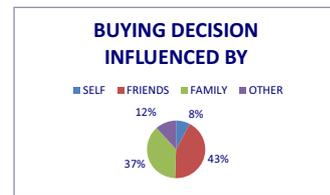
From the above table, 43% of the respondents purchased the pump sets through retailers and 33% respondents purchased through wholesalers.

4.8.1 Table showing factors influencing the buying decision

Buying Decision Influenced	No. of Person	%
SELF	6	8
FRIENDS	33	43
FAMILY	29	37
OTHER	9	12
TOTAL	77	100

FIGURE 4.8.1

PIE-CHART SHOWING THE FACTORS INFLUENCING THE BUYING DECISION



DATA INTERPRETATION:

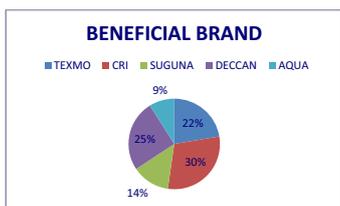
From the above table, 43% of the respondents bought the pump sets influenced by friends and 8% as by self.

4.9.1 Table showing brands giving most benefits to the customers

Beneficial Brands	No. of Respondents	%
TEXMO	15	22
CRI	20	30
SUGUNA	9	14
DECCAN	17	25
AQUA	6	9
TOTAL	77	100

FIGURE 4.9.1

PIE -CHART SHOWING BRAND GIVING MOST BENEFITS TO THE CUSTOMER



DATA INTERPRETATION:

From the above, 30% of the respondents felt that CRI pumps gives benefits and 9% of the respondents felt that Aqua pumps gives benefits to them.

4.10.1 Table showing warranty provided

S. NO	Particulars	Worst	Bad	Average	Good	Very Good	Weighted average	Rank
1	Texmo	0	2	29	20	26	3.90	3
2	C R I	0	0	8	46	23	4.19	1
3	Deccan	0	0	21	22	34	4.16	2
4	Aqua	0	9	46	13	9	3.28	5
5	Suguna	0	4	39	18	16	3.63	4

DATA INTERPRETATION:

From the above, based on the warranty provided C R I pumps ,Deccan pumps , Texmo pumps, Suguna pumps,Aqua pumps in the order.

4.11.1 Table showing offer and discount provided by the company

S. NO	Particulars	Always	Often	Sometimes	Rarely	Never	Weighted average	Rank
1	Offer provided by the company	1	3	29	24	20	2.23	2
2	Discount provided by the company	1	9	32	16	19	2.44	1

DATA INTERPRETATION:

From the above discount provided by the company has rated better than offers provided by the company.

CHAPTER 5**FINDINGS, SUGGESTIONS AND CONCLUSION****5.1 FINDINGS:**

- 22% of the respondents have the brand awareness about Texmo pumps.
- 50% of the respondents got awareness about the pump set through referral by other customers
- 61% of the respondents are using their pumps for agricultural purpose.
- 37% of the respondents purchases pump set in the budget of 25000-50,000.
- 43 % of the respondents purchases the pumps through retailers
- 43% of the respondents buys the pump set recommended by their friends
- 30% of the respondents are felt that CRI pumps provides more benefits.
- 38% of the respondents do not know the offers given by the company
- 42% of the respondents do not know the discounts given by the company

5.2 SUGGESTIONS:

- The company should give the benefits, offers to their existing customers, so that they can pull out other customers from outside.
- Company can provide products under the price range of Rs.25000 to Rs.50000 range of pump sets

- The company can use the mass media, campaign for its advertisements to make their products aware.
- The company can provide offers to the existing customers who bring new customers to the company through reference.
- The company can communicate new offers and discounts on products to the existing customers through SMS service.

5.3 CONCLUSION

From the study, the company must understand how the customers are looking forward from their pump set products. Moreover, the company must improve the areas where the customers feel dissatisfied. The company can increase its sales and thereby attain profit by adopting the suggestions given.

The updation of technology in their product and information to the customers through various media will increase the sales to the large amount. The suggestions are simpler and can be adopted by any industry to understand their customers.

5.4 SCOPE OF THE FUTURE STUDY

The current study only focuses on the pump set in and around Coimbatore. So it can be extended to various cities. And also the future study should include the requirements of customer what they want to change in the current product.

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QUESTIONNAIRE- DECCAN PUMPS

1. Rate the following brands of pumpsets according to your preference?
(Rate as 1 - Excellent, 2 - Good, 3 - Neutral, 4 - Poor, 5 - Very poor)

BRANDS	RATE				
	PRICE	EFFICIENCY	OFFERS	SERVICE	BRAND IMAGE
TEXMO PUMPS					
CRI PUMPS					
DECCAN PUMPS					
AQUA PUMPS					
SUGUNA PUMPS					

2. When you purchase pumpset what brand comes to your mind ?
 Texmo Pumps C R I Pumps DECCAN pumps Aqua pumps Suguna pumps
3. How do you came to know about pumpset brands?
 Advertisement Reference Direct visit Others

4. What is the purpose of your purchase of your pumpset?
 Domestic Industrial Agriculture others

5. Have you ever purchased the following?
 Bore well submersible pumps
 Jet pumps
 Centrifugal pumps

6. What is your budget to purchase pumpsets?
 Below 25,000
 25,000-50,000
 50,000-100,000
 Above 100,000

7. Apart from above mentioned pumpset what other brands have you purchased?
 Texmo pumps C R I pumps Suguna pumps Deccan pumps Others

8. Purchase of pumpset is made through ?
 Dealers Retailers Wholesalers Others

9. Who influenced you more in your buying decision?
 Self Friends Family members Others

10. According to you which company give the most beneficial to the customer?
 Texmo pumps C R I pumps Suguna pumps Deccan pumps Others

11. What did you perceive first while buying pumpset?
 Brand image Price Quality Service Other

12. How long do you own this pumpset?
 Less than six month One year Two year more than two years

13. What are your views about warranty provide by the following brands pumpset?

Brands	Very Good	Good	Average	Bad	Worst
Texmo pumps					
C R I pumps					
Deccan pumps					
Aqua pumps					
Suguna pumps					

14. Is that Offer provided by the company is known?
 Always Often Sometimes Rarely Never

15. Is that discount provided by the company is known?
 Always Often Sometimes Rarely Never

16. Any suggestion to make the product effective?
 a)
 b)