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A Study on Customer's Satisfaction towards Deccan Pumps Pvt Ltd. Coimbatore City.

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ABSTRACT

This study examines customer satisfaction towards Deccan Pumps Pvt Ltd in Coimbatore, focusing on factors such as product quality, pricing, after-sales service, and overall brand perception. The company's clearly defined mission and vision guide its strategic direction, while its organizational hierarchy supports efficient management and operational effectiveness. This analysis highlights how Deccan Pumps' foundational principles and structural framework contribute to its sustained growth and competitiveness in both domestic and global markets. Using a sample of 150 respondents, the research employs percentage analysis and Chi-square tests to evaluate consumer preferences and satisfaction levels. However, areas like warranty handling and service efficiency require improvement. The study concludes with strategic recommendations to enhance customer loyalty, including strengthening after-sales support, optimizing pricing strategies, and expanding service accessibility, thereby contributing valuable insights for the pump manufacturing industry and academic discourse on consumer behavior in industrial products.

Keywords: Customer satisfaction, Deccan Pumps, product quality, after-sales service, pricing strategy, industrial marketing.

INTRODUCTION

Deccan Pumps Pvt Ltd. is a leading manufacturer of industrial and agricultural pumps, renowned for its commitment to quality, innovation, and customer satisfaction. Founded with a vision to deliver reliable and efficient pumping solutions, the company has steadily grown to become a trusted name in both domestic and international markets. With a wide product portfolio catering to various sectors, Deccan Pumps has embraced technological advancements and modern manufacturing practices to meet evolving customer demands. This project aims to explore the company's operations, strategic approach, and organizational strengths, offering insights into how Deccan Pumps maintains its position in a competitive industry.

STATEMENT OF THE PROBLEM

Deccan Pumps Pvt Ltd. is a well-established name in the pump manufacturing industry. The company has earned a reputation for quality products and customer satisfaction. However, it faces increasing competition from both domestic and international players. Technological advancements are rapidly changing industry standards and expectations. Customer preferences are evolving, demanding more innovative and energy-efficient solutions. To sustain its growth, the company must consistently upgrade its processes and products. There is a need to improve operational efficiency and reduce production costs. Marketing strategies must be re-evaluated to strengthen market reach and brand presence. Identifying internal weaknesses and external threats is crucial for future planning. This project addresses these challenges and suggests strategic improvements for long-term success.

REVIEW OF LITERATURE

- **Smith & Jones (2001)** – This study investigated the link between product quality and customer satisfaction, highlighting that superior materials and craftsmanship enhance customer loyalty. It found that high-quality products reduce defects and returns, leading to increased trust. The research emphasized that customers prioritize durability and reliability when selecting industrial products. Manufacturers focusing on quality assurance tend to build stronger brand reputations. The study concluded that maintaining high product standards results in long-term customer satisfaction and retention.
- **Anderson & Kim (2010)** – The research assessed the role of energy efficient designs in influencing customer satisfaction, finding that environmentally friendly products are increasingly preferred. It revealed that consumers prioritize long-term cost savings and sustainability when choosing industrial equipment. The study emphasized that brands adopting green technologies gain a competitive advantage. It

suggested that companies investing in eco-friendly innovations experience higher customer trust. The study concluded that energy-efficient products enhance customer satisfaction and industry reputation.

- **Singh & Kumar (2014)** – This study analyzed after-sales service quality, highlighting its significant impact on customer satisfaction and brand loyalty. It found that prompt and efficient service enhances consumer trust and reduces complaints. The research emphasized that proactive maintenance services improve long-term product reliability. Companies investing in strong customer support teams experience higher retention rates. The study concluded that superior after-sales service leads to improved customer loyalty and brand reputation.
- **Kumar & Gupta (2019)** – This research highlighted that durability, efficiency, and ease of use are key factors influencing customer satisfaction in the pump industry. It found that industrial buyers prioritize product performance over price when making purchase decisions. The study emphasized the need for continuous technological advancements and R&D investments to improve pump reliability.
- **Balaji & Suresh (2021)** – This study examined how maintenance costs affect customer satisfaction in Coimbatore's pump industry. It found that high maintenance costs lead to dissatisfaction, while cost-effective and low-maintenance pumps improve retention. The research recommended predictive maintenance technologies and user-friendly designs to reduce long-term expenses. It also highlighted that availability of spare parts and extended warranties boost customer trust and satisfaction.

OBJECTIVES OF THE STUDY

- To find out the level of customer satisfaction towards Deccan Pumps Pvt Ltd.
- To analyses the factors affecting purchase of Deccan Pumps Pvt Ltd pumps.
- To analyses the level of influence of media on purchase of water pump.

RESEARCH METHODOLOGY

The primary data used in this study through questionnaire method. The secondary data were collected from previous researches, journals and websites. The sample size has been taken among 150 respondents. The random sampling technique used in this study.

STATISTICAL TOOLS FOR ANALYSIS

The following statistical tools are used in this study for the purpose of analysis:

- Chi Square
- Simple Percentage Analysis

LIMITATIONS OF THE STUDY

- ✓ The data was collected with reference to Coimbatore city.
- ✓ Only 150 respondents have participated in the survey.
- ✓ The accuracy of the study relies purely on the data provided by the participants.

ANALYSIS& INTERPRETATION OF DATA

Table showing the respondents are satisfied with the performance of Deccan pumps Pvt Ltd pumps

SATISFACTION IN PERFORMANCE	FREQUENCY	PERCENTAGE
Highly satisfied	57	38%
Satisfied	64	43%
Neutral	26	17%
Dissatisfied	3	2%
TOTAL	150	100

INTERPRETATION

The above table indicates that 43% percentage of the respondents were Satisfied with the performance of Deccan pumps Pvt Ltd pumps, 38% percentage of the respondents were Highly Satisfied with the performance of Deccan pumps Pvt Ltd pumps, 17% percentage of the respondents were neither Satisfied or Dissatisfied with the performance of Deccan pumps Pvt Ltd pumps and 2% respondents were Dissatisfied with the performance of Deccan pumps Pvt Ltd pumps.

Table showing the respondents are satisfied with the overall performance of Deccan pumps Pvt Ltd pumps

SATISFACTION IN OVERALL PERFORMANCE	FREQUENCY	PERCENTAGE
Highly satisfied	40	27%
Satisfied	78	52%
Neutral	28	18.5%
Dissatisfied	3	2%
Highly Dissatisfied	1	0.5%
TOTAL	150	100

INTERPRETATION

The above table indicate that 52% percentage of the respondents were Satisfied with the overall performance of Deccan pumps Pvt Ltd pumps, 27% percentage of the respondents were Highly Satisfied with the overall performance of Deccan pumps Pvt Ltd pumps, 18.5% percentage of the respondents were neither Satisfied or Dissatisfied with the overall performance of Deccan pumps Pvt Ltd pumps, 3% respondents were Dissatisfied with the overall performance of Deccan pumps Pvt Ltd pumps and 0.5% respondents were Highly Dissatisfied with the overall performance of Deccan pumps Pvt Ltd pumps.

Table showing the respondents Purchase of Deccan pumps Pvt Ltd product in future

PURCHASE IN FUTURE	FREQUENCY	PERCENTAGE
YES	137	91.3%
NO	13	8.7%
TOTAL	150	100

INTERPRETATION

The above table indicate that 91.3% percentage of the respondents will Purchase Deccan pumps Pvt Ltd products in future for their use, 8.7% percentage of the respondents will not Purchase Deccan pumps Pvt Ltd products in future for their use.

CHI SQUARE ANALYSIS

Table showing the level of customer satisfaction towards Deccan Pumps Pvt Ltd

Null Hypothesis:

There is no association between the level of satisfaction of customers and Types of pumps used.

Alternative Hypothesis:

There is an association between the level of satisfaction of customers and Types of pumps used.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Which type of water pumps are you using? * Are you satisfied with the purchase of Deccan pumps?	150	100.0%	0	0.0%	150	100.0%

Which type of water pumps are you using? * Are you satisfied with the purchase of Deccan pumps? Cross tabulation

Count

	Are you satisfied with the purchase of Deccan pumps?	
	Yes	No
Which type of water pumps are you using?		
Normal Mono block	55	4
Jet pump	50	1
Submersible pumps	39	1
Total	144	6

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.974 ^a	2	.373
Likelihood Ratio	1.934	2	.380
Linear-by-Linear Association	1.344	1	.246
N of Valid Cases	150		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.60.

INTERPRETATION

The value of chi-square is 0.373 is greater than 0.05 so H₀ is rejected and H₁ is accepted that There is an association between the level of satisfaction of customers and Types of pumps used.

FINDINGS OF THE STUDY**Chi Square analysis**

- The Chi-square analysis reveals a significant association between the type of water pumps used and customer satisfaction levels, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. The analysis shows that satisfaction varies based on pump type, with Normal Mono block pumps reporting the highest satisfaction (55 out of 59), followed by Jet pumps (50 out of 51) and Submersible pumps (39 out of 40). These differences are influenced by factors such as performance, durability, and ease of use. Despite overall high satisfaction, minor areas of dissatisfaction still exist. Therefore, Deccan Pumps Pvt Ltd should focus on enhancing the quality and performance of lower-rated pumps and develop targeted marketing strategies to address specific customer needs, ultimately improving satisfaction, loyalty, and market presence.

SUGGESTIONS

1. **Enhancing After-Sales Service** – Improving customer support, warranty handling, and service response time will increase customer satisfaction and trust in the brand.
2. **Focusing on Product Quality** – Ensuring durable, energy-efficient, and high-performance pumps will help meet customer expectations and strengthen brand reliability.
3. **Implementing Competitive Pricing** – Offering discounts, flexible payment options, and seasonal promotions can attract price-sensitive customers and improve sales.
4. **Expanding Service Centers and Availability** – Increasing the number of service centres and spare parts accessibility will enhance convenience for customers and boost satisfaction.
5. **Strengthening Customer Engagement** – Actively collecting and analyzing customer feedback will help identify key improvement areas, ensuring better service and long-term customer loyalty.

CONCLUSION

The study on customer satisfaction toward Deccan Pumps Pvt Ltd in Coimbatore highlights a high level of overall satisfaction, driven primarily by product quality, competitive pricing, and reliable after-sales service. However, the analysis also points to areas requiring improvement, particularly in service efficiency and warranty management. Consumers place significant importance on durability, energy efficiency, and affordability when making purchasing decisions. To enhance customer loyalty and strengthen its market position, Deccan Pumps Pvt Ltd should prioritize improving after-sales service, expanding service accessibility, and integrating customer feedback into its operational strategies. Addressing these key areas will not only boost brand perception but also help the company better meet the evolving expectations of its customer base in Coimbatore.

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