

A Study on Customer Satisfaction in Sujala Pipes at Nandyala

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Abstract:

This study focuses on analyzing customer satisfaction towards Sujala Pipes Pvt. Ltd. in the Nandyal region. Customer satisfaction is a key factor influencing business success, especially in a competitive market environment where customers have multiple choices. The study aims to evaluate customer awareness, preferences, and satisfaction levels regarding the company's products, pricing, quality, and services.

The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire from 100 respondents using a convenience sampling method. Secondary data was gathered from company sources and relevant literature. The study adopts a descriptive research design and uses percentage analysis, bar charts, and chi-square tests for interpretation.

The findings reveal that a majority of customers are satisfied with Sujala pipes, particularly in terms of durability, design, and long-term usage. Most customers use the product for agricultural purposes, and many have been loyal users for more than seven years. However, price perception is mixed, with a significant portion of customers considering the products to be expensive. Awareness is mainly generated through dealers and advertisements.

I. INTRODUCTION:

Customer Satisfaction is the Customer's fulfillment response. It is a judgment that a product or service feature or the product or service itself, provides a pleasurable level of consumption-related fulfillment".

In 21st Century, the approaches of the organization towards its customers have dramatically changed. The shift paradigm was mainly attributed to the stringent competition it is facing. Growing consumerism among the customers, who demand value from the product increased possibilities of information interchange and technologies advance pipes that made things happen, which once considered as a more dreams.

"Companies should think about the millennium as a golden opportunity to gain mind share and heart share".

II. REVIEW OF LITREATURE:

Dr.N.Chandrasekaran investigated the wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands.

Dr.S.K.Sinha &Ajay Wagh examined that India is one of the fastest growing telecommunication markets of the twenty first century. The common man, artisans, agricultural labors, vendors and workers from every walk of life are comfortably using the services provided by telecom industries. The potential of capturing market segment will surely depend upon understanding dynamics of customer's preference.

Dr. C. Annandan & M. Prasanna Mohan Raj & Mr. S. Madhu examined the new mantra of all FMCG giants is; To get rich, sell to the rural,. So they have started marketing programs to explore the untapped segment of rural markets. As far as FMCG is concerned, the market penetration and consumption in rural areas is low so there is an opportunity for marketers to utilize the market effectively. Another key positive aspect is the current government focuses on rural areas, Understanding the rural customers.

Rachel Dardis, Horacio Soberon-Ferrer investigated the consumer decision making is multinational, that is consumer choices are not base on a single product attributes, instead consumers view products as bundles of attributes. Product attributes (automobile attributes) as well as household characteristics. In both instances, the higher the value of the cost index or the Trouble Index, the more unsatisfactory the car is relative to other cars. A better educated household might be more informed about the performance properties of Japanese cars and attracted by the higher value reliability of these cars

III. OBJECTIVES FOR THE STUDY:

- To know the customer satisfaction of Sujala pipes pvt ltd in Nandyal.
- To find out the awareness of customers about Sujala pipes pvt ltd products.
- To know the customer satisfaction on price service and other factors of the Sujala pipes pvt ltd.

NEED FOR THE STUDY:

- The study has been conducted to estimate the customer satisfaction regarding sujala pipes pvt ltd.
- It helps to the marketers to collect the information required particularly on product performance.
- To know the policies and procedures of sujala pipes on customer satisfaction.
- Sujala pipes facing a high range of competition with other players on the lift and escalators.

SCOPE OF THE STUDY:

- we can recognize the market of the other competitors and consequently formulate a strategy to enhance the market.
- This study will helps us to understand customers, preferences and their needs expected from the business owners.

- This study will not only help me as a student but it also assists SUJALA PVC PIPES PVT LTD to improve their sales and service standards.

RESEARCH METHODOLOGY:

DATA SOURCE

The data that is being used in study was collected from two methods. That is:

- A. Primary Data and
- B. Secondary Data

A. Primary Data

In this project using survey method primary data is collected through questionnaire.

B. Secondary Data

In this project the secondary data is collected through company website and brochures.

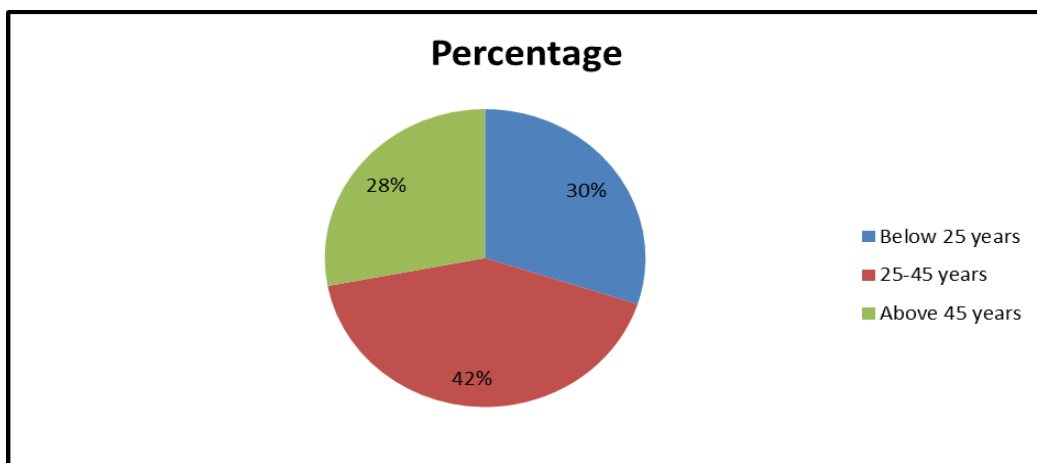
LIMITATIONS OF THE STUDY:

- The study is confined to the Nandyal region only.
- Customer purchasing strategies, which may differ from place to place in many aspects, are not covered by the study.
- Personal prejudices of the manager’s front line officials and consumers are not considered.
- Personal bias may influence the study.
- Less number of respondents are involved in the survey.

IV. DATA ANALYSIS & INTERPRETATION:

Table 1: Age distribution

Age	No of respondents	Percentage
Below 25 years	30	30%
25-45 years	42	42%
Above 45 years	28	28%
Total	100	100%

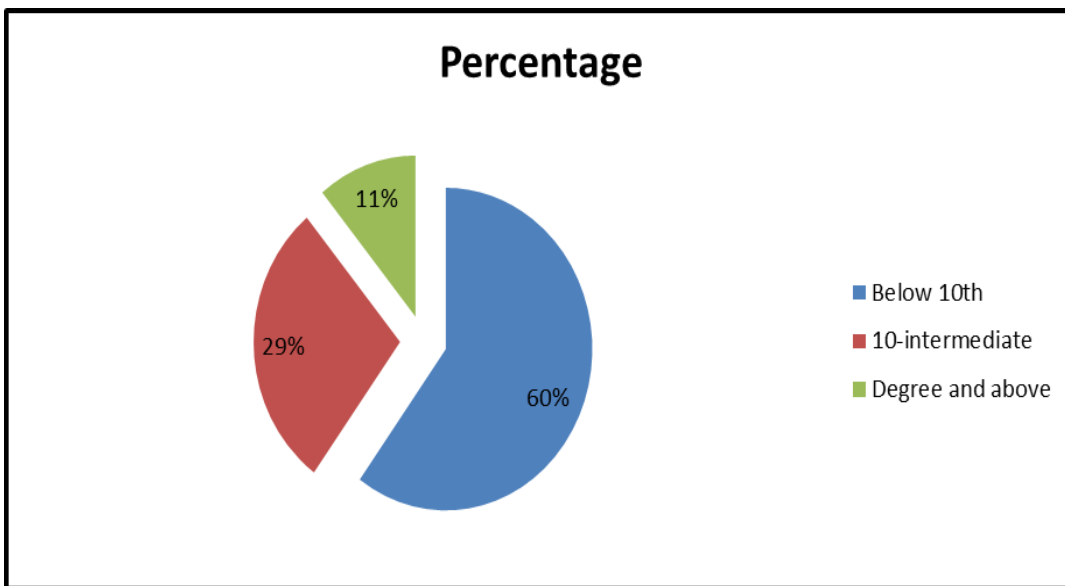


INTERPRETATION:

Table 2 : From the above table 30% of respondents are below 25years, 42% of respondents are between 25-45 years and 28% of respondents are above 45 years of age.

Table 2: Distribution of educational qualification

Qualification	No of respondents	Percentage
Below 10 th	60	60%
10-intermediate	29	29%
Degree and above	11	11%
Total	100	100%



INTERPETATION:

From the above table 60% of respondents are below 10th class, 29% of respondents are 10-inter and 11% of respondents are degree and above.

Table 3 : How many years are you using sujala pvc pipes?

particulars	No of respondents	Percentage
Less than 1 year	20	20%
1-3 years	16	16%
3-7 years	12	12%
Above 7 years	52	52%
Total	100	100%

INTERPRETATION:

From the above table 52% of respondents are using the sujala pvc pipes for more than 7 years and 12% of respondents are in between 3-7 years.

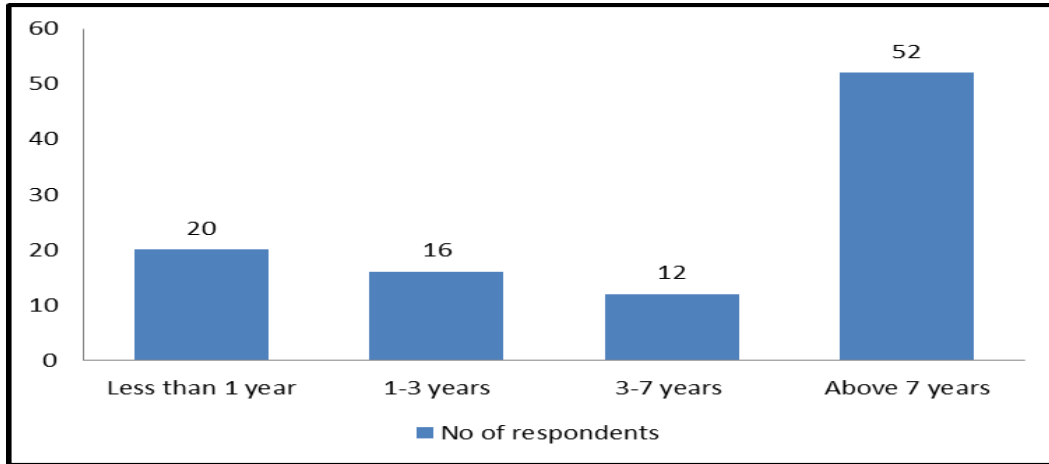
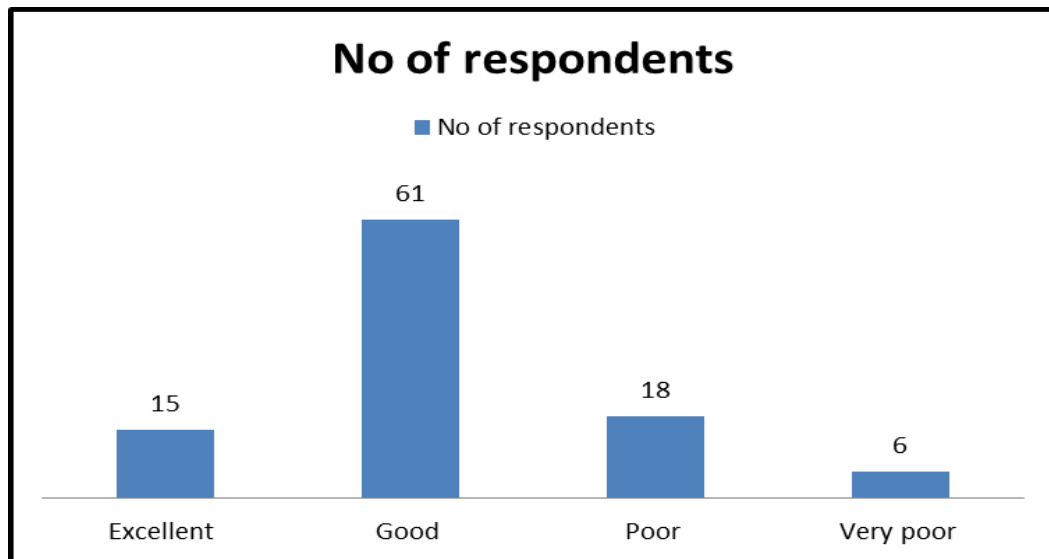


Table 4 :++Sujala pvc pipes are durable?

Particulars	No of respondents	Percentage
Excellent	15	15%
Good	61	61%
Poor	18	18%
Very poor	06	6%
total	100	100%

INTERPRETATION:

From the above table, the durability of sujala pvc pipes is 61% of respondents are good, 18% respondents are poor, 15% of respondents are excellent and 6%of respondents are very poor.



V. FINDINGS

- 30% of respondents are below 25years, 42% of respondents are between 25-45 years and 28% of respondents are above 45 years of age.
- 60% of respondents are below 10th class, 29% of respondents are 10-inter and 11% of respondents are degree and above.
- 52% of respondents are using the Sujala pvc pipes for more than 7 years and 12% of respondents are in between 3-7 years.
- 61% of respondents are purchased for cultivation, 15% of respondents are for business and 24% are from household things.

VI. SUGGESTIONS

- The company has to take steps to improve the availability of the Sujala pipes products.
- TV commercials are the best media to reach the customers. So, company give advertisement in T.V. in addition to promote the lift .
- The company has to improve its service facilities of SUJALA pipes
- The company has to conduct the regular surveys to upgrade the features of the product
- The company has to provide the different design of pipes into market.
- The company has to conduct regular meetings with the mechanics because, mechanics are primary customers.

VII. CONCLUSION

SUJALA is a very big organization with maximum Number of customers have very good satisfaction about SUJALA features, by modernizing the present features SUJALA will increasing the Number of customers & gets good profits.

Suggestions have been given to improve the performance of the company. These suggestions will help the company to retain existing customers and increase its customer's base.

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WEBSITES

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