

**A STUDY ON EFFECT OF PRODUCT QUALITY ON CUSTOMER
SATISFACTION WITH SPECIAL REFERENCE TO KOTHARI
INDUSTRIAL CORPORATION LIMITED CHENNAI**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

**LINITH P
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**SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL - 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of LINITH P (40740181) who carried out the Project Training at Kothari industrial Corporation Limited under our supervision for a period of 3 months from January 2023 to March 2023.

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DECLARATION

I LINITH P (40740181) hereby declare that the Project work done by me under the guidance of Dr. LAVANYA (Internal) and Mr. RAJESH (External) at Kothari industrial Corporation Limited Chennai. is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:29/04/2023

A handwritten signature in blue ink, appearing to read 'Linith P', with a stylized horizontal line extending from the end.

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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LINITH P

ABSTRACT

The study undergoes at kothari industrial corporation limited, Chennai. The purpose of this research is to provide an intermediate step to understanding the complex relationship between total quality management and customer satisfaction. This study presents research which examines the structural relationship between quality management and customer satisfaction in Kicl. Specifically, the effects of quality management, employee engagement, continuous improvement, and customer satisfaction are tested. We examined the research model and the research hypotheses basis for applying TQM theories.

This study examined a research model for quality management. A questionnaire was developed and survey data was collected. The sample was chosen from the total population of organizations in the Kicl.

The benefit of establishing total quality management emerges from leadership and employee commitment so that organizations are able to gain a sustainable competitive edge and performance excellence.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ON PRODUCT QUALITY

One of the important element in the business word is providing value to customers which does not only include objects that are tangible but also objects that are intangible, that is including packaging, service characteristics, brand name as well as performance quality. Customer's satisfaction and value is thus linked to a product's quality which has a significant impact towards service performance or the product (Kotler & Armstrong, 2022). However, according to Rust et al (2002), the term quality has been so overused that its meaning is not easy to determine because of the so much attention that have been devoted by academics and practitioners. Moreover, most authors accept the qualification of product quality by Zeithaml which states that, product quality is defined based on either extrinsic cues that is the external quality or the intrinsic cues which is the internal quality of a product.

Customer's perception regarding extrinsic cues such as warranty, brand, country of original price according to Teas and based on the quality externally. The dimensions of product quality according to Winder (1996) and Chavan (2003) is the totality of product characteristics that has the capability or capacity of satisfying the expectations of consumers. Clients will be highly happy and consider that a product is of higher quality and is acceptable when a product meets their expectations. Performance, Feature, Reliability, Conformance, Durability, Service Ability, Aesthetics, and Perceived Quality. Customer satisfaction: A pleasant feeling customers derived or a disappointment that occur when they compare their own expectations to a product's perceived outcome (performance) was regarded by Kotler and Keller (2012) as satisfaction. Moreover, customer satisfaction occurs when the customer's perception of received value in a transaction is equivalent with the perceived service quality relative to the client's costs of acquisition and price Though customers repurchase intentions and behaviour was seen to be influenced by customer satisfaction thereby impacting positively on the profit of the organization as well as future revenue.

Satisfaction of customers is their feedback in the form of evaluation after actual

purchasing and using a product and also comparing it with their own expectations and The extent to which product performance perception matches the expectations of buyers is what customer satisfaction is all about (Kotler and Armstrong, 2022) There are various indicators of customer satisfaction which include: repurchase interest, loyalty, small desire and intention to make a complain, satisfaction, the reputation of the company and the willingness to recommend

Customer loyalty: Customer loyalty is one of the purposes companies are marketing strategy implementation opined that the behaviour of customers who buy a product continuously and to establish customer loyalties to a particular organization is what known as loyalty. Loyalty is the commitment customers have to a certain supplier, brand or store which reflected based on their positive behaviour throughout their repeat purchase The company's main purpose in establishing as well as creating a relationship with their clients is to create or build loyalty behaviour that is very strong. Customer loyalty dimensions are four categories namely: 1) Make purchases regularly; Customers will make purchase regularly when they engage in a transaction with the organization thereby deriving satisfaction with what the process. Moreover, this will help them in forming a close and a cordial relationship with the client as well as what he or she desire. 2) Clearly demonstrate immunity to the pull of rivals; Clients are confident with the usage of the products thereby making it very hard for them to easily switch to other competitor's products because they have confidence in the company and its brand. Therefore, they refuse to acknowledge other products.3) Recommend products to others; customers will also recommend the product to others, this will make them good spokesperson to other customers and a greater asset to the organization besides recommending the products and brands of the company to others. 4) Buy inter-line products and services; Here, customers may add other items from the purchased product because they are not just purchasing one category of product after another, but they are purchasing for their product accessories as well.

1.2 INDUSTRY PROFILE



Kothari Industrial Corporation Limited is a 52 years 6 months old Public Company incorporated on 01 Jul 1970. Its registered office is in Chennai, Tamil Nadu, India.

The Company's status is Active, and it has filed its Annual Returns and Financial Statements up to 31 Mar 2021 (FY 2020-2021). It's a company limited by shares having an authorized capital of Rs 25.00 cr and a paid-up capital of Rs 9.56 cr as per MCA. 5 Directors and 2 Signatories are associated with the organization. The Key Managerial Personnel (KMP) at Kothari Industrial Corporation Limited India are Vimalanathan Sundaravel as) and Anil Kumar Pahala as Company Secretary. Jinnah Maidens Ahmed Rafiq, Thooplamudu Acropathy Rajalakshmi, Dakshina Moorthy Gunasekaran and 2 other members are presently associated as directors.

Kothari pipe Pvt Ltd is a leading Irrigation Systems and Equipment Manufacturer and Supplier in India; we supply and manufacture a wide array of Pipes, Accessories & Fittings for Irrigation. Our products are fabricated to be durable, long-lived and to fulfil immediate as well as long-term requirements of our diversified customers. The name that is well-known for its quality and endurance among a cross-section of clients, Kothari Group has carved a niche in its business of providing apt solutions for effective use of water through most reliable products range like PVC Pipes & Fittings, Cables & Fitting and Agricultural Irrigation Systems and Equipment's like Drip Irrigation Systems, Sprinkler Irrigation Systems, Automation Systems and Peripherals. Kothari Group uses leading-edge and innovative technology and machinery along with professional skills

that leverage high-end technologies thereby fabricating a product range that can withstand diverse environments.

1.3 COMPANY PROFILE



Kothari Group was founded in 1980, and we have 7 Units, 14 Warehouses, 2,200 Channel Partners, 14 State Presence in India, 1,600 Associates, 10 Countries Products Exported. Kothari pipe pvt Ltd., an ISO-9001:2015 company is principally catering to the agricultural sector with a wide array of pipes and accessories for irrigation as well as smart piping solutions for industrial domains. Kothari Group products are manufactured and energized to offer diligent life to meet every need for end-users. We operate mainly in three domains viz. Irrigation, pipes and cables by providing consultancy as well as products manufactured with impeccable precision. We have an impactful presence in fulfilling every need for smart water management. Right from extracting underground water for farming and drinking as well as disposal of sewage water, we have earned recognition because of our world-class technology and flawless production processes. With an ultra-modern manufacturing facility in Solapur (Maharashtra - India), Kothari Group caters to farmers' needs all across the nation through extremely strong and diligent distributors' network.

VISSION

"To establish global presence and enhance domestic leadership by providing ecofriendly friction solution"

MISSION

"To provide superior products and services to our customers and maintain market

leadership, ensure the highest standards of ethics and integrity in all our actions”

1.4 NEED FOR THE STUDY

Difficulty in maintaining consistency in quality. 3. Dissatisfied customers due to increased maintenance and operating costs of products/services. 4. Increased rework cost while manufacturing products/providing services. 5. Reduced life time of the products/services. 6. Reduced flexibility with respect to usage of standard spare parts. 7. Hence, controlling quality is an essential activity.

1.5 STATEMENT OF THE PROBLEM

The common causes of pipe failure are corrosion, water velocity, clogging, movement, and extreme temperatures. To prolong its use, ensure that the appropriate class, grade, and material are used before installation. Also, consider the environmental elements present on the site to prevent problems in the future.

1.6 MAIN OBJECTIVE OF THE STUDY

- To identify the factor contributing to customer satisfaction with reference to KICL.
- To study customer satisfaction towards product quality dimensions.
- To evaluate the relationship of consumer satisfaction to product quality components.
- To analyse the quality cues that are prime candidates for modification to enhance the quality image of the brand.
- To identify the statistical tools (sample size and hypothesis).

1.7 SCOPE OF THE STUDY

This study is to give a clearer view of how eight attributes of product quality namely performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality plays very important role in being influential to customer satisfaction to product which is discounted. On the other hand, this research will also determine the

effect of low pricing product with the product quality whether it play the same result of low price products produces low quality product and vice-versa

1.8 CHAPTER FRAMEWORK

CHAPTER 1: INTRODUCTION

This chapter consists of marketing strategies, industry profile, company profile, need , scope, objectives of the study and statement of the problem .

CHAPTER 2: REVIEW OF LITERATURE

This chapter consists of research paper of authors who had been conducted the research study on marketing strategies .

CHAPTER 3: RESEARCH METHODOLOGY

This chapter consists of research design, methods of data collection, sample size, sample method, period of the study, statistical tools and hypothesis of the study.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This chapter consists of analyses of data which is collected through questionnaire and percentage analysis is used as a tool to analyses the study.

CHAPTE 5: FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter consists of findings , suggestions and conclusion for the study.

CHAPTER 2

REVIEW OF LITERATURE

- 1) According to Zeithaml (2019), "quality can be defined broadly as superiority or excellence". Here, Kotler and Armstrong (2022) described that "product is anything that can be offered to a market for attention, acquisition, use, or consumption that MIGHT satisfy a want or need ",. Kotler and Armstrong (2019) assumed that product quality is "Product quality is the characteristic of a product or service that bear on its ability to satisfy stated or implied customer needs.
- 2) Kotler and Keller (2017) said that "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations". Whereas, customer satisfaction according to Jahan Shahi et al. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship
- 3) Product quality is an effort to meet or exceed customer expectations. A product that has a quality that meets the standards of quality that have been determined, and quality is a continually changing condition as the consumer's taste, or expectation of a product is always changing. So that the better quality change and improvement are meant to keep the product created to a standard that has been set for consumers to lose confidence in the product concerned. Quality is a factor in a product that causes the product to be worth the purpose of what the product is producing.
- 4) Quality is a mix of properties and characteristics that can determine the extent to which the output can meet the needs of the consumer. The quality of a product, whether goods or services can be determined through its dimensions. The dimension is called product quality dimension (Tipton, 2018). according to Garvin in Tipton and Diana (2023), there are eight dimensions of product quality. The dimensions are 1) Performance. 2) Features. 3) Reliability. 4) Conformance to

specifications. 5) Durability. 6) Serviceability. 7) Aesthetic. 8) Perceived quality

- 5) Customer satisfaction has been defined in various ways, but the conceptualization, which appears to have achieved the widest acceptance, is that satisfaction is a post-choice evaluative judgment of a specific transaction (Bastos & Gallego, 2019).
- 6) Oliver (1997) defines satisfaction as the consumer's full fulfillment response, it is an evaluation of the features of products or services, or assessment of a product or service offered and measure whether the level of its fulfillment is satisfactory or unsatisfactory
- 7) Zeithaml and Bitner (2000) defined Customer satisfaction as customers' evaluation of the product or service in terms of achieving their needs and expectations. Customer satisfaction considered as conceptualized customers' assessments about quality of service or terms the gap between expectations and perceptions of service performance level.
- 8) Quality management is an act that monitors all activities that are needed to maintain and sustain high quality output, continuous improvement of process and product to a desired level of excellence in order to create customer satisfaction (Flynn, Schroeder, & Sagamiyara, 2020, p. Nowadays, increase in globalization and international trade has led to the increase of competition in the global market. The increase of competition has forced companies to focus on the concept of quality in their business and discover that effective quality [management](#) can increase their competitive advantage in the global market (Anderson, Rungtusanatham, & Schroeder, 2023).
- 9) According to the research (Usha 2019), the concept of quality
Companies not only need to focus on the quality of the products and services,

but also the marketing strategies. In addition to the 4Ps marketing, which is product, price, place and promotion with additional 3Ps which is physical evidence, people and process is added together to form 7Ps marketing (Kotler, 2023).

- 10) Total Quality Management focuses in achieving excellence. TQM defines the continuous improvement of the organization. It applies qualitative methods and human resources to improve and surpass customer needs (Ghosh, 2018). TQM has integration of organizational activities to achieve the goal in serving customers. It imposes standards, achieve efficiencies, define roles of individuals within processes and the organization, reduce errors and defects by applying statistical process control, and to employ teams to plan and execute processes more efficiently
- 11) Quality control is a procedure for examining the problems, work processes as well as making improvements preceding to transport of products. In the global markets, the rising competition between manufacturers and producers has guided in recognizing the competitive. However, in the previous eras, the importance has been attentive on the continuous upgrading of quality for the success of several kinds of business in present and future. Employing a universal quality assurance background will help in more effective organization and improve the quality of statistical output in international organizations
- 12) Quality is a worldwide value and now has converted a universal concern. The burden of globalization has built manufacturing organizations affecting to three main competitive areas such as cost, responsiveness and quality. For the better survival, it is necessary to offer clienteles with good quality so necessary for manufacturing organizations to ensure that their procedures are constantly supervised and quality of the product is enhanced. The manufacturing company applies several techniques for quality control (QC) to increase the quality of the

progression by decreasing its variability

- 13) A variety of methods exist to control the products or process quality. Seven statistical process control (SPC) tools are included such as plan, do, check, act (PDCA), quality function deployment (QFD), acceptance sampling, failure mode and effects analysis (FMEA), a design of experiments (DoE) and six sigma. This chapter emphasizes the implementation of quality control in companies and categorizes the factors applying for quality control techniques, the techniques used in the implementation. The inspiring factors for the companies to relate quality control and tasks challenge by companies in implementing the quality control.
- 14) Quality can be described as achieving customer requirement or without any deficiency. A product is considered to be great in quality if it is working as reliable and expected. Quality control denotes to activities to confirm that produced articles are achieving the highest promising quality. Furthermost of tools and techniques to control the quality are statistical procedures. The techniques for the quality control can be categorized into the basic, intermediate and advanced level, although there is no unanimity amongst researchers about it.
- 15) Consumers always get quality products of standard specifications to their utmost satisfaction. It is a well known fact that some variations are bound to exist in the nature of production in spite of careful planning. The magnitude of variations depends upon the production process, namely, machines, materials, operations, etc. The techniques of quality control help in the study of these variations in quality of the product and serves as a useful tool for the solution of many manufacturing problems which cannot be solved so well by any other method. Thus, quality control is an important technique in the hands of management to maintain the quality of the product.

- 16) The inspection and test unit is responsible for appraising the quality of incoming raw materials and components as well as the quality of the manufactured product or service. It checks the components at various stages with reference to certain predetermined factors and detecting and sorting out the faulty or defective items. It also specified the types of inspection devices to use and the procedures to follow to measure the quality characteristics.
- 17) Inspection only measures the degree of conformance to a standard in the case of variables. In the case of attributes inspection merely separates the nonconforming from the conforming. Inspection does not show why the nonconforming units are being produced. Inspection is the most common method of attaining standardization, uniformity and quality of workmanship. It is the cost art of controlling the production quality after comparison with the established standards and specifications. It is the function of quality control. If the said item does not fall within the zone of acceptability, it will be rejected and corrective measure will be applied to see that the items in future conform to specified standards.
- 18) Quality can be defined as the degree to which product is likely to meet the desired specification & limits given by the construction agency. This control ensures that the work done must be of required quality and durability. This can be achieved by conducting inspection from the source of supply of material up to the finished production. Major items of control before and during construction are verifications of soil characteristics, drawings and designs, structural safety, durability, checking the quality of materials, specifications, testing of materials and inspection of equipment.
- 19) The aim of the study was use of SPC tools in the problem analysis. Especially to train the quality team about how to hold an effective brainstorming session and use of these data in cause-and-effect diagram construction, control chart

and Pareto analysis construction. Within short period of time the company has many constraints to implement all suggestion for improvement; the company recognized that in the long the suggestion will provide significant productivity/

20) Daniel W M Chan et al. (2020) showed the results for determining and evaluating the important factors, which caused delays in Hong Kong construction projects. They observed 83 delay factors, and then they were grouped into eight important classifications. The results showed that the five main principles and factors causing delays are: 'poor site management and needy management', 'unforeseen soil conditions', 'decision-making power was too less which involves every project members', 'diversity in client-initiated' and 'unnecessary changes of tasks'.

21) Peter Hoonakker et al. (2019) discussed the difficulties in construction industry for define quality, determined benefits quality implementation, and at barriers to implementation of quality in construction. They collected data with the help of questionnaire. They showed development which may help to overcome failure. From the finding they stated that contractors do know the value of quality but there are obstacles for implementation. [14] D. Willar et al. (2010) focused on mainly two function, the first one which represent a review of summarized literature on the basis of past studies on how to implement quality management systems .

22) Basic requirement of Quality Control :

1. All the batches of product should be analysed approved According to the requirements of the relevant authorizations.
2. It should be ensure that the finished product contain APIs that Comply with the qualitative & quantitative composition of the marketing authorization are of the required purity & are enclosed in properly labelled container [5,1].
3. Sample of starting material packaging material intermediates & Bulk finished

product should be taken by personal & by method Approved by quality control department.

4. Sufficient facilities, trained person & approval procedure for Sampling infection & testing of starting material, packaging Material, intermediates, bulk & finished product and the test Method should be validated [6].

5. Record should be maintained either manually or by using Recording instrument to ensure that all the required sampling Inspection and testing procedure were conducted. If any Deviation is found it should also be recorded & further Evaluated.

6. The result of inception & testing of material, intermediates and Bulk & finished products should be recorded & formally Evaluated against standards products should cover a Review & evaluation of relevant production documentation & an Assessment or deviation from specified procedures.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. In this survey DESCRIPTIVE RESEARCH DESIGN has been used.

3.2 SOURCES OF DATA

3.2.1 PRIMARY DATA

Primary data is the main information that is been collected specifically for the purpose of the study. In the present research questionnaire method is been adopted to collect the required data. The questionnaire refers to a set of written or printed question along with options of answers provided for the purpose of conducting an statistical study or survey. Hence in the present study questionnaire plays a major role in collection of the required data obtained by the respondents.

3.2.2 SECONDARY DATA

- The secondary data refers to the data collected by someone but not the user. This data is collected originally for other research purpose.
- Secondary data for the present study is been collected with the help of
- Information obtained from websites of company

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part designed to know the general information about employees and the second part contained to know about the

product quality and their satisfaction level.

3.4 SAMPLE SIZE

The collected data from 100 respondents is being used for research.

3.5 SAMPLING TECHNIQUE

SIMPLE RANDOM SAMPLING is adopted to collect data from the respondent. The subset which is been selected from a large set is known as simple random sampling. Whereas the random selection of individuals is done by chance, so that each individual has the same probability.

3.6 PERIOD OF STUDY

The period of study is January 2023 through March 2023

3.7 ANALYTICAL TOOLS

- The tools used in this study is percentage analysis.
- Percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100.

3.8 LIMITATION OF THE STUDY

- There is a lack of time for employees from various departments.
- In their responses to the survey, some respondents lack sincerity.
- The chosen sample size only covers a small portion of the entire population.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

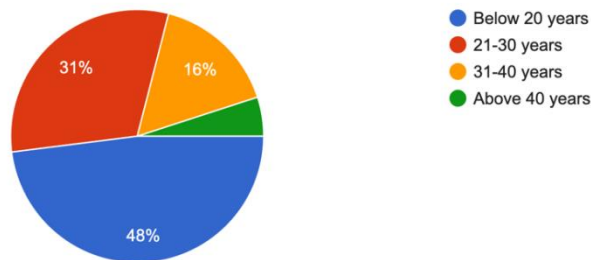
4.1 PERCENTAGE ANALYSIS

Table No: 4.1.1AGE GROUP

AGE	FREQUENCY	PERCENTAGE %
Below 20	5	5
21-30	31	31
31-40	48	48
Above 40	16	16
Total	100	100

Chart No: 4.1.1 AGE GROUP

Age
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table 4.1 Represents the demographic variable of age groups, and most of the respondent(users) ranked from 31-40 years and least is below 20

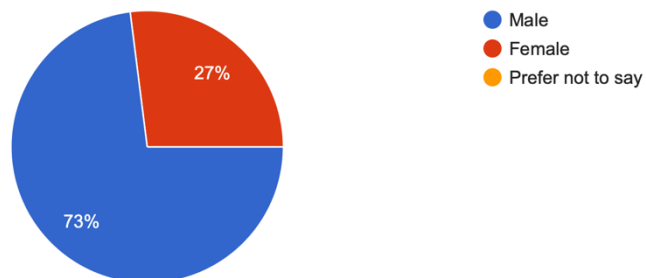
Inference:48.% of the respondents are between 31-40 years

Table No: 4.1.2 GENDER

GENDER	FREQUENCY	PERCENTAGE %
Male	73	73
Female	27	27
Prefer not to say	-	-
Total	100	100

Chart No: 4.1.2 GENDER

Gender
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

TABEL 4.2 represents the gender; male respondent is higher than female respondent. where male respondent is 73% and female is 27%

Inference:

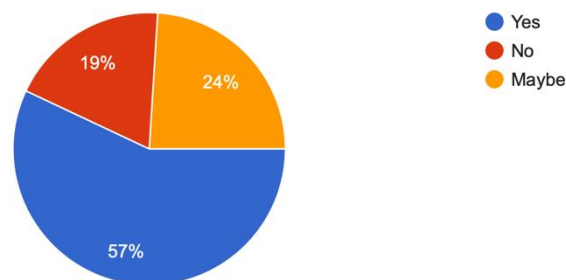
73% of the respondents are Male.

Table No:4.1.3 shows that respondents are willing to purchase again from us

RESPONSES	FREQUENCY	PERCENTAGE %
Yes	57	57
No	19	19
Maybe	24	24
Total	100	100

Chart No:4.1.3 shows that respondents are willing to purchase again from us

Are you willing to purchase again from us
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table represents, 57% of respondents are willing to purchase again from us and 19% of respondents are not willing to buy again from us.

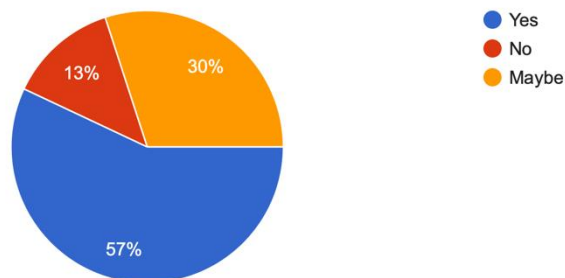
Inference: 57% of the respondents opinion are willing to purchase again.

Table No:4.1.4 shows that how our products are useful

RESPONSES	FREQUENCY	PERCENTAGE %
Yes	57	57
No	13	13
Maybe	30	30
Total	100	100

Chart No:4.1.4 shows that how our products are useful

Would you find our product useful
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table 57% of respondents are felt useful of using our product and 13% are selected no

Inference:

57% of the respondents opinion are find our product useful.

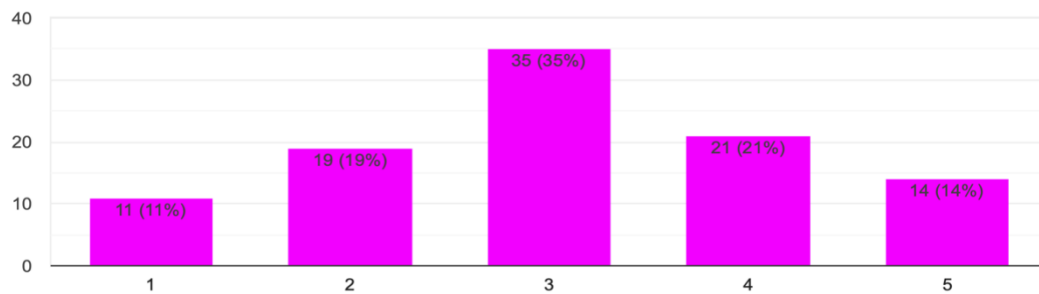
Table No:4.1.5 shows satisfaction of our product resolving in issues

RESPONSES	FREQUENCY	PERCENTAGE
Rating 1	11	11
Rating 2	19	19
Rating 3	35	35
Rating 4	21	21
Rating 5	14	14
Total	100	100

Chart No:4.1.5 shows satisfaction of our product resolving in issues

Rate you satisfaction of our product resolving in issues

100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

35% of respondents are given 3 star rating , least is 11% who gives 1 star rating.

Inference:

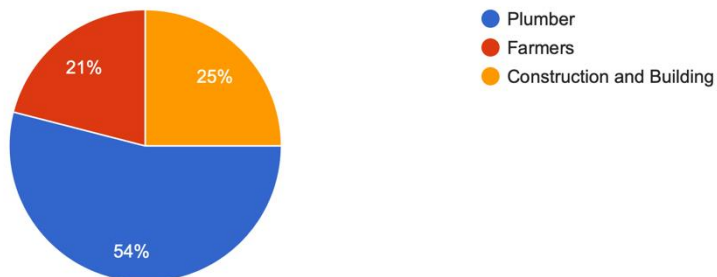
35% of the respondents opinion are satisfaction of our product resolving in issues.

Table No:4.1.6 Table shows that who could find our product most useful

RESPONSES	FREQUENCY	PERCENTAGE
Plumber	54	54
Farmers	21	21
Construction and building	25	25
Total	100	100

Chart No:4.1.6 Table shows that who could find our product most useful

Who could find our product most useful
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table represents the percentage of who could find our product useful.

Inference:

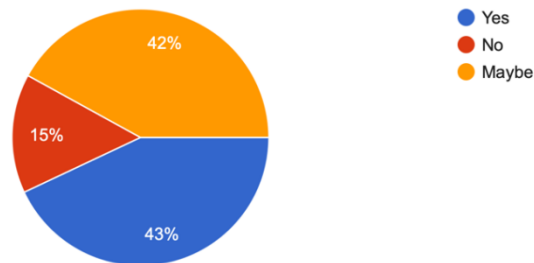
54% of the respondents are plumbers are find our product most useful

Table No:4.1.7 Table show the Satisfaction of our product resolving in issues

RESPONSES	FREQUENCY	PERCENTAGE
Yes	43	43
No	15	15
Maybe	42	42
Total	100	100

Chart No:4.1.7 Table show the Satisfaction of our product resolving in issues

Do you plan to deal with our product in future, and would you recommend us to your friends and families
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table represents the percentage of customers Sharing their satisfaction of our product resolving. It shows that people are neutral and very satisfied with our product.

Inference:

43% of the respondents are maybe they deal with our product in future.

Table No:4.1.8 Table shows who could find our product useful

RESPONSES	FREQUENCY	PERCENTAGE
Very good	23	23
Good	44	44
Not bad	29	29
Bad	4	4
Total	100	100

How likely are you recommend this product to others

100 responses

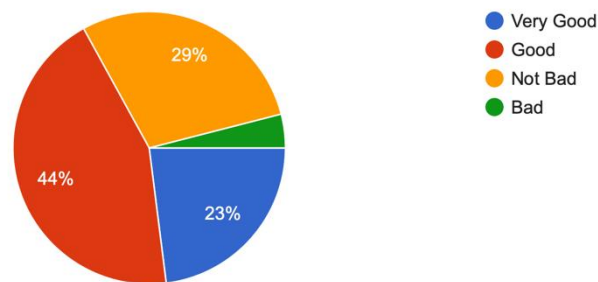


Chart No:4.1.8 shows who could find our product useful

SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table represents the percentage of customer sharing our product is used for, it shows that 54.4% are for plumbing, 21.4% are for framers and 24.4% are for construction and building.

Inference:

44% of the respondents are likely to recommend this product to others.

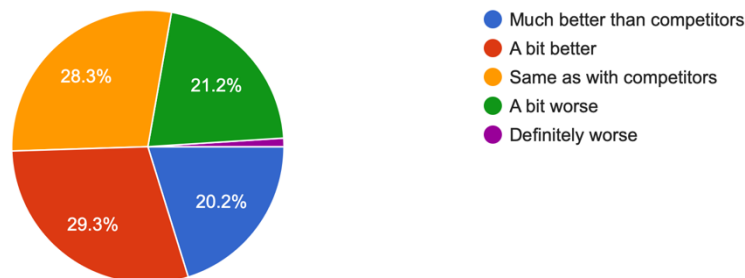
Table No:4.1.9 Table shows that responses of the customers

RESPONSES	FREQUENCY	PERCENTAGE
Much better than competitors	20	20.2
A bit better	29	29.3
Same as	28	28.3
A bit worse	21	21.2
Definitely worse	1	1
Total	99	100

Chart No:4.1.9 Table shows that responses of the customers

Please compare the conditions of dealing with our product with those of our competitors (that is, other companies from which you have purchased similar products).

99 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents 29% of respondent selected same as with competitors and 20% of respondent selected much better than competitors

Inference:

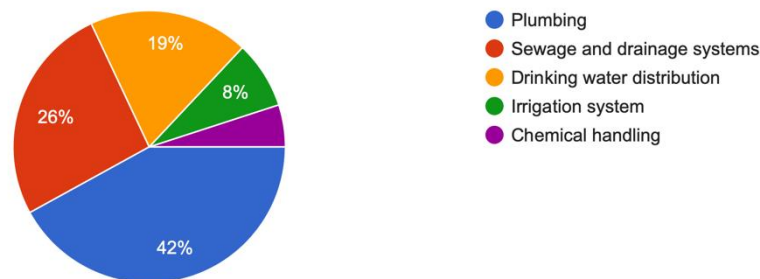
29.3% of the respondents are the bit better conditions of dealing with our product with those of our competitors.

Table No:4.1.10 Table shows that customer trying to solve by using our product

RESPONSES	FREQUENCY	PERCENTAGE
Plumbing	42	42
Sewage and drainage system	26	26
Drinking water distribution	19	19
Irrigation system	8	8
Chemical handling	5	5
Total	100	100

Chart No:4.1.10 Table shows that customer trying to solve by using our product

What are you trying to solve by using our product
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents, 42% of respondents using our product for plumbing , and only 5% of them selected chemical handling.

INFERENCE:

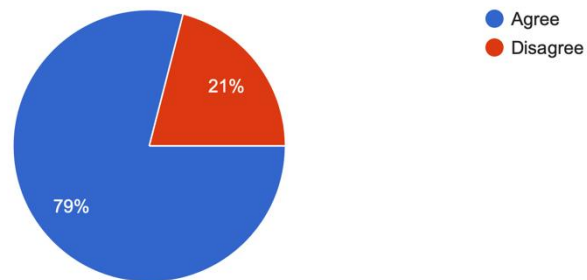
42% of the respondents are plumbing is trying to solve by using our product.

Table No:4.1.11 Table shows that your issues are effectively resolved.

RESPONSES	FREQUENCY	PERCENTAGE
Agree	79	79
Disagree	21	21
Total	100	100

Chart No:4.1.11 Table shows that your issues are effectively resolved.

Do you agree or disagree that your issues was effectively resolved
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents, 79% respondents are agree that issue resolved and 21% of respondent disagree with that

INFERENCE:

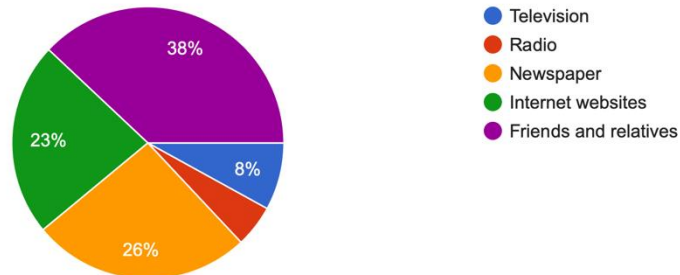
79% of the respondents are agreed that their issues was effectively resolved.

Table No:4.1.12 Table shows that how customers know about this product

RESPONSES	FREQUENCY	PERCENTAGE
Television	8	8
Radio	5	5
Newspaper	26	26
Internet websites	23	23
Friends and relatives	38	38
Total	100	100

Chart No:4.1.12 Table shows that how customers know about this product

How did you know about this product
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents, 38% of respondents know about our product through friends and relatives and 5% of them from radio

INFERENCE:

38% of the respondents are know about this product through friends and relatives.

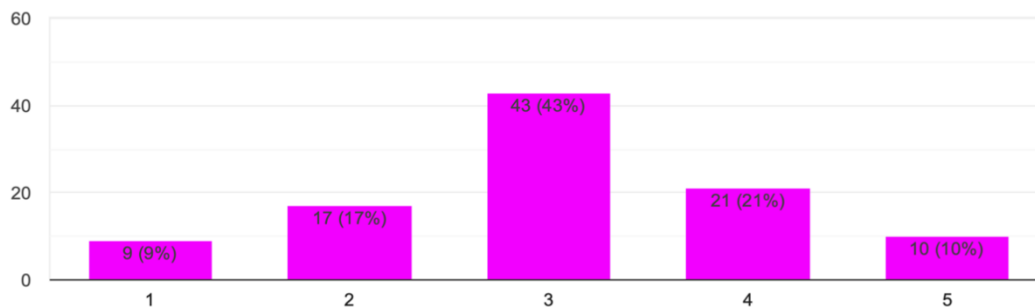
Table No:4.1.13 shows that responses of the customers

RESPONSES	FREQUENCY	PERCENTAGE
Rating 1	9	9
Rating 2	17	17
Rating 3	43	43
Rating 4	21	21
Rating 5	10	10
Total	100	100

Chart No:4.1.13 shows that responses of the customers

Absence of damage of product or its package during transportation

100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents, 43% of respondents gives 3 star rating 9% of them give only one star

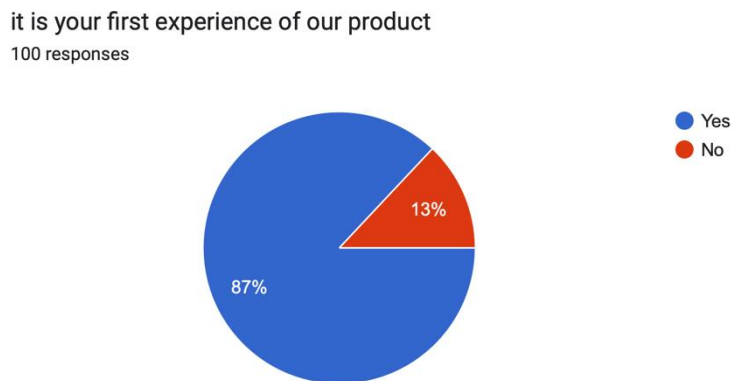
INFERENCE:

43% of the respondents are given 3 stars for package of product during transportation.

Table No:4.1.14 Table shows that it is your first experience of our product

RESPONSES	FREQUENCY	PERCENTAGE
Yes	87	87
No	13	13
Total	100	100

Chart No:4.1.14 Table shows that it is your first experience of our product



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents the opinion of customer Experience of our product . It shows that positive (87%)is higher in usage of pipes compared to negative(13%).

INFERENCE:

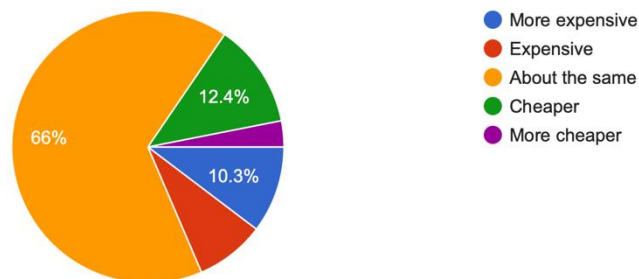
87% of the respondents opinion are it is their first experience of using our product.

Table No:4.1.15 Table shows that how expensive is this product compared

RESPONSES	FREQUENCY	PERCENTAGE
More expensive	10	10.3
Expensive	8	8
About the same	64	66
Cheaper	12	12.4
More cheaper	3	3
Total	97	100

Chart No:4.1.15 Table shows that how expensive is this product compared

How expensive is this product compared to other product
97 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table shows ,how expensive is this product compared to other product , it shows that 10.3%are more expensive,8% are expensive ,66% are about the same and cheaper is 12.4%.

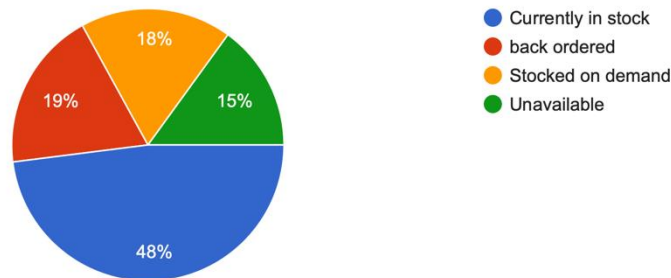
INFERENCE: 66% of the respondents are the price of our product compares to other product is about the same

Table No:4.1.16 Table shows that availability of our product in your areas

RESPONSES	FREQUENCY	PERCENTAGE
Currently in stock	48	48
Back ordered	19	19
Stock on demand	18	18
Unavailable	15	15
Total	100	100

Chart No:4.1.16 Table shows that availability of our product in your areas

Availability of our product in your areas
100 responses



SOURCE OF DATA: Primary Data

INTERPRETATION:

The above table Represents the opinion of customer regarding the AVAILABILITY OF PRODUCT in your areas . It shows that Currently in Stock (48%)is higher in Availability of pipes compared to Unavailable(15%).

INFERENCE:

- ❖ 48% of the respondents are the product availability is currently in stock.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- ✓ 42% of the respondents are between 20 – 30 years.
- ✓ 90% of the respondents are Male.
- ✓ 62% of the respondents are Intermediate (12th pass).
- ✓ 87.5% of the respondents are Temporary.
- ✓ 59.3% of the respondents are 3– 5 years experienced.
- ✓ 28% of the respondents comes under the Annual Income of 120000 – 150000.
- ✓ 82% of the respondent opinion are satisfied with the product quality
- ✓ 61% of the respondent opinion are level of pipes maintained.
- ✓ 96% of the respondent are Somewhat Satisfied with Company's pipe.
- ✓ 34% of the respondent are Somewhat Satisfied with the service factory of pipes.
- ✓ 35.8% of the respondent opinion on Safety measures of pipelines are Yearly checked.
- ✓ 30.8% of the respondent opinion are Excellent for Role of Management in implementing different kinds of pipe.

5.2 SUGGESTIONS

- Suggestions about pipe quality were given that, the quality can be better.
- The appearance quality problems of steel pipes include: external folds, cracks, splits, holes, punctures, external threads, corrections, bumps, pitted surfaces, rolling, folding.
- The product quality of pvc pipes can be improves still.
- Inspection should be done on each product twice a month for every pipe.
- Ultra sonic testing should be improved in organization for checking pipes.
- Keep a Clean Workspace.
- Hold an Unscheduled Equipment for test use in organization
- Identify Essential Spare Parts for recovering and repairing pipelines within specific time
- Create improvement goals and objectives that provide quantitative indicators of progress, which can help to show areas of quality needs.
- Control defects should be detected and maintained quickly
- A company should measure product quality and improves it if need be.
- Quality control can be increased in many ways, from testing products, reviewing manufacturing processes, and creating benchmarks.

- Pipe quality control is essential for safety, the economy, and regulatory compliance.
- Many variables should be taken into consideration during the quality control process and it should be improved.
- When it comes to pipes, detecting a problem early on can save businesses money in the long run and avoid operational disruptions.
- Quality control inspections ensure the pipe product meets specified standard, whether that would be the client's requirements or regulatory compliance.

5.3 CONCLUSION

The role of management in implementing client reviews in the organization is very effective. Most of the workers were satisfied with the product quality measures adopted in the company. Suitable ideas and suggestions should be given to production of pipe manufacturing department to avoid unnecessary activities and client review for the pipe quality is effective and useful and some activities should be improved

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<http://dspace.christcollegeijk.edu.in:8080/jspui/bitstream/123456789/1139/6/CCASBCM130.pdf>

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<http://dspace.christcollegeijk.edu.in:8080/jspui/bitstream/123456789/1139/6/CCASBCM130.pdf>

ANNEXURE-1

QUESTIONNAIRE

1) . NAME-----

2). AGE -----

Below 20

21-30

31-40

40 and above

3) . GENDER-----

A) .Male

B) Female

C) Prefer not to say

4). QUALIFICATION-----

A).Diploma

B).Undergraduate

C).Postgraduate

D).Professional.

5.) Satisfaction of our product on a scale of 1-5.

A).1

B).2

C).3

D).4

E).5

6) Will you be willing to buy from us again?

A) Yes

B) No

C) Maybe

7) Are our products useful?

- A) Yes
- B) No
- C) Maybe

8) Satisfaction of our product resolving issues on the scale of 1-5

- A) .1
- B) .2
- C) .3
- D) .4
- E) .5

9) What is the purpose of customer using these pipes?

- A) Plumbing
- B) Farming
- C) Construction or other purposes

10) Are you convenient in using our pipes?

- A) Yes
- B) No
- C) Maybe

11) How well do you find our products useful?

- A) Very good
- B) Good
- C) Bad
- D) Very Bad

12) How well would you compare our products from other products?

- A) Much better than competitors
- B) A little better
- C) Equal to Competitors
- D) Worse
- E) Much worse

13) What our products are most useful for?

- A) Plumbing
- B) Sewage and Drainage
- C) Irrigation
- D) Drinking water
- E) Chemical Handling

14) Do you think your issues are solved using our pipes?

- A) Agree
- B) Disagree

15) How did get to know about our product?

- A) Television
- B) Radio
- C) Newspaper
- D) Internet
- E) Friends and family

16) How well will you rate our packing on the scale of 1-5

- A)1
- B)2
- C)3
- D)4
- E)5

17) What is your first experience of our product?

- A) YES
- B) NO

18) What do you think about the cost of our product compared to other products?

- A) Highly expensive
- B) Expensive
- C) Equal
- D) Cheap
- E) Too low

19) How available is our product in your locality?

- A) available in stock
- B) Back ordered
- C) Stock on Demand
- D) Unavailable