

A STUDY ON CONSUMER SATISFACTION TOWARDS THE USAGE OF BRAY PRODUCT

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF COMMERCE

By

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39740085**



BACHELOR OF COMMERCE

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 AICTEJeppiaar
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MAY - 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DINESH KUMAR.P 39740085** who have done the Project work entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS THE USAGE OF BRAY PRODUCT**" under my supervision from January 2022 to March 2022

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DECLARATION

I **DINESH KUMAR .P(39740085)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER SATISFACTION TOWARDS THE USAGE OF BRAY PRODUCT**” done by me under the guidance **DR.S.JOYCE** of is submitted in partial fulfilment of the requirement for the award of Bachelor of commerce degree.

DATE:

DINESH KUMAR.P

PLACE: CHENNAI

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the 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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DINESH KUMAR.P

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	vi
	LIST OF TABLES	vii
	LIST OF CHARTS	vii
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Industry Profile	2
	1.3 Need for the study	3
	1.4 Scope of the study	3
	1.5 Objective of the study	4
	1.7 Limitation of the study	4
2	REVIEW OF LITERATURE	
	2.1 Introduction	5
	2.2 Review Of Literature	5
3	RESEARCH METHODOLOGY	
	3.1 Research Design	9
	3.2 Sources Of Data	10
	3.3 Structure Of Questionnaire	10
	3.4 Sampling Technique	10
	3.5 Sample size	10
	3.6 Period Of Study	10
	3.7 Analytical Tool	10
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage Analysis	11
5	FINDINGS, SUGGESTIONS AND INTERPRETATION	
	5.1 Findings	32
	5.2 Suggestions	33
	5.3 Conclusions	33
	REFERENCE	34
	APPENDIX –(Questionnaire)	36

ABSTRACT

The study is undergone at **Bray product** The Industrial training Which focuses towards imparts knowledge and level of the candidate wherein which they can apply practical knowledge in future carrier through thus study.

It is an extraordinary opportunity to experience partial industrial environment, work discipline, team work, time management, quality controlling and to obtain a clear understanding of the theoretical knowledge from the company.

From this study at Bray system It has been observed that Human Resources, Marketing, Finance and Internal Audit Department aims to increase productivity and to play right person in right job, through proper channel of recruitment and training an employee his I have practically noticed from this industrial training

LIST OF TABLES

Table.no	Particulars	Pg.no
4.1.1	Gender of respondents	11
4.1.2	Marital status of respondents	12
4.1.3	Age of respondents	13
4.1.4	Education qualification of respondents	14
4.1.5	Occupation of the respondents	15
4.1.6	Customer which Bray products they use	16
4.1.7	Reason of selection of Bray product	17
4.1.8	Respondents come to know Bray product	18
4.1.9	Respondents have used this Bray product	19
4.1.10	feature of Bray products is convinced respondents to use this Bray product	20
4.1.11	Bray products respondents using	21
4.1.12	Respondents spending on Bray product	22
4.1.13	Service that respondents like the most while using Bray product	23
4.1.14	Answer for the particular company doing good in this sector	24
4.1.15	Number of times respondents at customer service	25
4.1.16	Challenge with current providers	26
4.1.17	Rating of Bray product	27
4.1.18	Rating of Bray product price and quality	28
4.1.19	Rating of product plan	29
4.1.20	Rating of people over Bray product	30
4.1.21	Rating of product moving in India	31
4.1.22	Rating of packing quality	32

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4.1.10	Feature of Bray products is convinced respondents to use this Bray product	20
4.1.11	Bray products respondents using	21
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4.1.16	Challenge with current providers	26
4.1.17	Rating of Bray product	27
4.1.18	Rating of Bray product price and quality	28
4.1.19	Rating of product plan	29
4.1.20	Rating of people over Bray product	30
4.1.21	Rating of product moving in India	31
4.1.22	Rating of packing quality	32

CHAPTER- 1

1.1 INTRODUCTION:

THE HIGH PERFORMANCE COMPANY

Over 30 Years of Engineered Excellence

Bray International, Inc. was founded in 1986 with the goal to establish itself as The High-Performance Company in valve production. Since its inception, Bray International has expanded worldwide into multiple countries and improved the depth of their product line through acquisitions of companies such as Flow-Tek, RitePro Inc. and Ultraflo. Bray International's two other divisions, Bray Controls and Bray Commercial, along with its subsidiaries provide high performance valves to a number of industries including: Beverage, Chemical, Food Processing and Nuclear Power. Today, Bray International continues to be a leader in the butterfly valve and control market worldwide. Keywords—Competitor, Consumer, Easy Cooking, Satisfaction, Self-determination.

Throughout our history Bray has earned a reputation of excellence by creating products of superior value and quality, providing personalized customer service and on-time delivery. The key ingredient has always been a fully integrated product line innovatively engineered to meet the real needs of the process industry.

1.2 INDUSTRY PROFILE

The modern history of the valve industry starts with the Industrial Revolution. At 1705 Thomas Newcomen invented the first steam machine. It needed valves able to keep and regulate the steam at high pressure. As new inventors as James Watt created new machines, they also improve the design of the valves. But it was until many years later when the production of valves was at great scale, independently of particular projects.

Industrial valves are considered to be a kind of valve which are used in different industrial applications. Valves regulate the flow of slurries, liquids, gases or solid materials. To manufacture these valves various materials are used such as metal, plastic, or an exotic alloy. These are of different types like ball valve, check valve, butterfly valve, etc. Below is the

listing of verified industrial valves manufacturers, exporters and suppliers available in the industry who are offering best in class range of industrial valves to clients across the globe.

Bray provides numerous types of valves for a multitude of industries. Food and Beverage is no exception. Bray valves cover applications such as Sanitary Services, Food and Beverage, Pure Water, Antiseptic Services, Potable Water, CO2, Cleaning-In-Place (CIP), Brewing, and applications requiring taste test approval. With the numerous choices available, there is a perfect valve for every conceivable process. Superior technology and materials of construction make Bray the obvious choice for the food and beverage industry. Regardless of the particular process, Bray provides the solution. To properly service the food and beverage industry, strict sanitation standards must be met. Bray valves are engineered to meet or exceed the most stringent standards in the industry. Additionally, Bray double and triple offset valves present enormous cost savings over other types. They offer considerable space savings, usually by a third or more. Being smaller, they are much lighter, up to ten percent. Space and weight savings are oftentimes critical and Bray valves have the advantage. The Bray/MacCannalok double offset and Tri Lok triple offset valves outperform every other valve in their class. After a test of over 100,000 cycles at 720 psi, the seat remained in excellent condition, continuing to provide a bi-directional zero-leakage seal. Even after more than 878,000 cycles at 2 psi, the Bray/McCannalok High Performance Valve still sealed zero-leakage in both directions. With a fully integrated product line, food and beverage services are maintained at the highest industry standards. Bray valves are engineered to provide quality and consistency to ensure food safety. Flowing media is isolated from the valve body through a unique and innovative seat design. With a wide variety of seat and disc materials available, valves can be tailored for every application and media possible. Bray houses a state of the art Class 1000 clean room for production, assembly, cleaning, and bagging of ultra-clean valves for use in high purity applications. This facility meets the US Federal Standard 209E for

Class 1000 airborne particles. Bray valves for ultra-pure service include a fully lined body and disc which isolates all other valve parts from the media, and are available with UHMWPE trim. Extensive field research and engineering have developed state-of-the-art valves which provide excellent shut off protection (bubble-tight shut off) and high Cv values. In addition, Flow-Tek, one of Bray's many specialty divisions, produces a full line of ball valves for ultrapure water service which can be tested, cleaned and certified. Flow-Tek's technologically advanced ball valve design is the product of a highly evolved research and development program. Regardless of the particular process, Bray provides the solution. Superior

technology and materials of construction make Bray the obvious choice for the food and beverage industry. Bray provides numerous types of valves for a multitude of industries. Food and Beverage is no exception. Bray valves cover applications such as Sanitary Services, Food and Beverage, Pure Water, Antiseptic Services, Potable Water, CO2, Cleaning-In-Place (CIP), Brewing, and applications requiring taste test approval. With the numerous choices available, there is a perfect valve for every conceivable process. Superior technology and materials of construction make Bray the obvious choice for the food and beverage industry. Regardless of the particular process, Bray provides the solution. To properly service the food and beverage industry, strict sanitation standards must be met. Bray valves are engineered to meet or exceed the most stringent standards in the industry. Additionally, Bray double and triple offset valves present enormous cost savings over other types. They offer considerable space savings, usually by a third or more. Being smaller, they are much lighter, up to ten percent. Space and weight savings are oftentimes critical and Bray valves have the advantage. The Bray/MacCannalok double offset and Tri Lok triple offset valves outperform every other valve in their class.

1.3 NEED FOR THE STUDY

Most of the companies want to know about the consumer satisfaction normally. They had made a huge amount of investment to make the product known to the consumers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey. If the consumers are not satisfied they would switch over to the other products it is very difficult to bring back those consumers to make purchase and encourage them to make a word of mouth.

1.4 SCOPE OF THE STUDY

Every consumer has certain expectations, needs and a strong desire to satisfy them. To satisfy the expectations they purchase certain goods under the impression that the goods would satisfy his expectations. If they are satisfied with the product they shall become the consumer of the firm and also tell about the product to their friends and others. The advertising improves the effectiveness of the producers and other sales effort. Such factors finally lead to better volume of sales. Satisfaction is important to the consumer because it reflects a positive outcome from the outlay of scarce resources and the fulfillment of unmet needs. Today's market is consumer oriented. Consumer satisfaction is a major element to survive in the marketing field. The goods produced by the producers and the traders must satisfy the consumer. The service provided by the firms should not only satisfy the existing consumers but also attract the potential consumers. Thus, minimizing dissatisfaction and maximizing satisfaction are seen as important goals for both the firm and the consumer.

OBJECTIVES OF THE STUDY

- To study the consumer satisfaction of BRAY PRODUCT Products in CITY.
- To examine the factors, influence the purchasing patterns of consumer of the BRAY PRODUCT products in CITY.
- To offer few suggestions to improve the consumer satisfaction of BRAY PRODUCT products in CITY.

2.1 LIMITATIONS OF THE STUDY

The area of study is limited to the selected within City. This study is mainly confined to the consumer satisfaction of BRAY PRODUCT product. The primary data is collected through a structured questionnaire cum interview schedule and the sample size has limited only 150respondents.

CHAPTER- 2

2. REVIEW OF LITERATURE

2.1 INTRODUCTION:

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in automotive, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Reference and websites. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of BRAY PRODUCT mobile network service.

2.2 REVIEW OF LITERATURE

Kotler and Keller (2012) 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 Jahanshahiet al. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship - where value equals perceived service quality relative to price and customer acquisition costs". However, it is in contrast with the research of Tu et al. (2013) which indicated that "customer satisfaction is viewed as influencing repurchasing intentions and behaviour, which, in turn, leads to an organization's future revenue and profits".

Crosby, Evan and Cowles (1990) and Kim and Cha (2002) state that customer satisfaction is defined as an experience based on customer evaluations or evaluations, namely reality greater than expectations, factors that influence customer satisfaction if expectations are smaller than reality. then the customer is not satisfied, whereas if the reality is greater than expectation then said the customer is satisfied.

'The Company's authorized capital stands at Rs 5000.0 lakhs and has 97.16154% paid-up capital which is Rs 4858.08 lakhs. Bray Controls India Private Limited last annual general meet (AGM) happened on 25 Sep, 2017. The company last updated its financials on 31 Mar, 2017 as per Ministry of Corporate Affairs

according to Deng et al (2009, 289), Customer satisfaction, is very important part of the business setup because business generates much revenue from the industry when the customer is satisfied by the services being provided. Customer satisfaction refers to the customer buying behavior and the utility he obtained using the product. Customer satisfaction functions in a single manner whereby a customer compares your product with those of competitors to reach a decision. Therefore, customer 's evaluation of products and services is what customer satisfaction defines in that whether their services are meeting consumer needs or not. Through customer satisfaction, customer 's expectations are assessed in that they are being satisfied or remain unsatisfied with the quality of goods and services. Customers, sometimes, are more satisfied in case the product performance goes beyond their expectation (Kotler 2012).

Ngo & Pavelková (2017) Customer satisfaction is the outcome that customers received when the service they experienced exceed their expectation. In marketing, it is being viewed as the global evaluation of service experience over time (Lim et al., 2006). Customer satisfaction is generally known as an outcome of service quality. Numerous studies in different industries have proved this relationship. For instance, Rod & Ashill (2009), Szwajca (2018; 2016) and Ngo & Pavelková (2017) in banking, Hussain et al. (2015) in airline, Srivastava & Sharma (2013) in telecommunication and Saghier (2013) in hotel industry. Customer satisfaction portrays the quality of products or services provided to the customer in a positive manner, whereby the level of customer satisfaction enhanced along with an increased level of service quality (Bilan, 2013; Yeo et al., 2015). In other words, the more positive customers' perceived service quality, the better their satisfaction level with the service provider is likely to be.

Blackwell et al. 1995 In accordance with, et al., in their research about Consumer Attitudes Towards Counterfeit expresses that a review and Extension demonstrated that Price quality, subjective norm, perceived risk, integrity, and private gratification significantly impacted the consumers' attitude towards counterfeit products. Customer satisfaction process (adopted from (Engel, Blackwell et al. 1995), p. 143-154, 177). According to the model, the customer decision-making process comprises a need-satisfying behaviour and a good range of motivating and influencing factors.

1. **Kotler and Armstrong (2012)** defined that "customer satisfaction is the extent to which product's perceived performance matches a buyer's expectations." Customer satisfaction consists of several indicators, namely loyalty, satisfaction, repurchase interest, small desire to make a complaint, the willingness to recommend the product, and the reputation of the company (Kotler and Keller, 2012; Nguyen and LeBlanc, 1998).

Bray Controls India Private Limited is majorly in Manufacturing (Machinery & Equipments) business from last 13 years and currently, company operations are active. Current board members & directors are VARADHARAJAN LAKSHMANAN, CRAIG CARROLL BROWN, BRAD ALAN KIRCHHOFFER, BRENDA(LEE)(PERRY).

Company is registered in Ahmedabad (Gujarat) Registrar Office. Bray Controls India Private Limited registered address is 14, Alindra Savli GIDC Estate Savli GJ 391775

With our incorporation on April 23, 1986, Bray International, Inc. began an unprecedented history of success. Our goal was to establish Bray as The High Performance Company – high performance based on entrepreneurial vision. Throughout our history Bray has earned a reputation of excellence by creating products of superior value and quality, providing personalized customer service and on-time delivery. The key ingredient has always been a fully integrated product line innovatively engineered to meet the real needs of the process industry

In our first year the company structure and product line was designed. By Christmas of 1986 the first valve prototypes were produced. Additionally, all sales and technical literature were prepared. A unique network of experienced distributors, with proven track records, was well under way. A suitable factory was located in March of 1987 and the first valve production runs began in June of that year. The initial butterfly valves were the Series 20/21 Sanitary/Chemical, the Series 30/31 General Purpose and the Series 35/36 Large Diameter

In January 1988 we celebrated the opening of Bray U.K., our initial foreign location. Our third year was additionally marked by the opening of Bray Canada in July 1988 and Bray Mexico in January 1989.

Bray Continental Europe operations began in June 1990. The start up of these four operations outside the U.S. significantly expanded our customer base, and established Bray as an international company. At home, the first Series 20/21 stainless steel valve bodies were produced in June of

1988. The move to our present Bray U.S.A. factory location in September of 1990 was a significant milestone. This 61,000 sq. ft. building allowed for rapid expansion and increased production capabilities.

: Beginning in February of 1992 with the Series 50 Valve Status Monitor, several new products were introduced. The U.S. manufacture of the Series 90 Pneumatic Actuator started up in February of 1993 and the Series 22 HPV was in production later that year. The next area of international expansion was the Pacific Rim. Bray Australia opened in December of 1993.

International expansion continues with Bray China and Bray Hong Kong following in January and September of 1995, respectively. These countries represent some of the fastest growing economies in the world and offer enormous opportunities.

The series 70 Fieldbus Foundation Electric Actuator is introduced at the ISA exhibition in Chicago and was named one of "The Best Products of 1996 by Design News Magazine. That year Bray acquired the Bray/McCannalok line of high performance butterfly valves from McCanna, Inc. Bray USA was certified to ISO 9001 quality standards & the Series 40 Fire Safe was awarded API's 6074th Edition Fire Safe Certification.

Bray Valve & Controls officially became Bray Controls to reflect our increasing emphasis on control products.

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review.. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research

CHAPTER- 3

RESEARCH METHODOLOGY:

To study the consumer's perception towards existing mobile network service with specific reference to Reliance Bray product. This is a quantitative type of study, mainly this type of study is used to quantify data and generalize results from a sample to the population of interest. Random sampling as the method was used for collecting data.

In view of constraints faced by an individual researcher, the sample size is restricted to 150. The primary data was collected by incorporating a survey questionnaire delivered to respondents of specific age groups. Secondary sources of data including several research papers and articles as well as industry reports were referred to in addition to the primary data. Survey questionnaire was used as a data collection tool. Excel was used as a tool for data analysis. Queries and responses are netted and are made into one. Data is made in the form of Pie charts and Bar graphs for easy understanding.

3.1 RESEARCH DESIGN:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE:

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods of study.

A convenience sample is made up of people who are easy to reach.

3.3 SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA

Questionnaire given to 150 respondents

SECONDARY DATA:

Websites and online journals, Published reports & Review of study

3.4 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience.

3.6 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021 which us three months of study.

3.7 ANALYTICAL TOOLS:

- Percentage analysis
 - Bar chart
 - Pie chart etc...

CHAPTER – 4

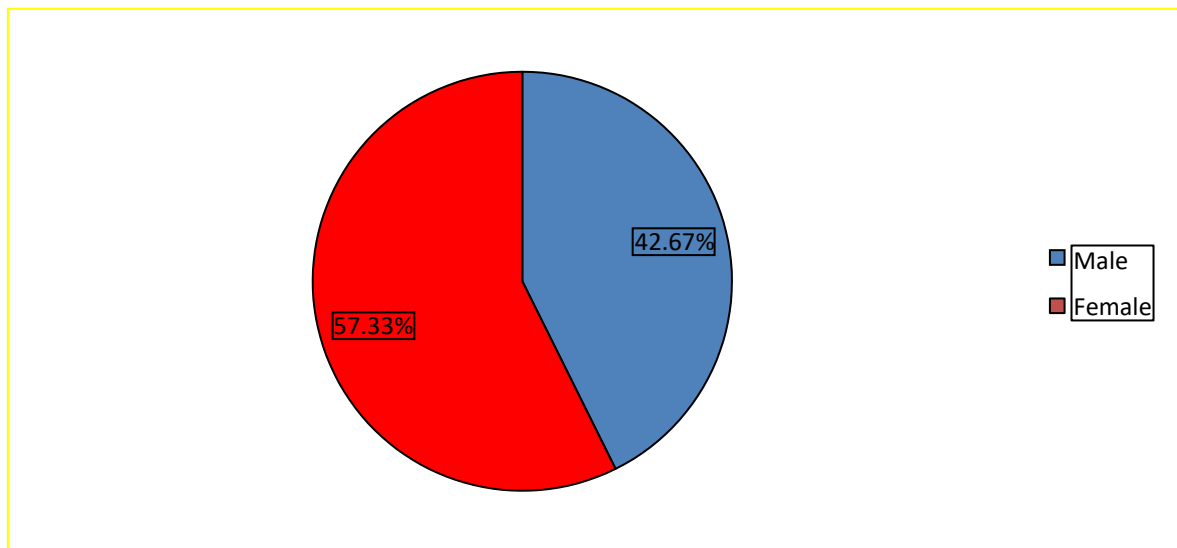
DATA ANALYSE AND INTERPRETATION

4.1 Percentage analysis:

4.1.1 Table showing gender of the respondents

Gender	No of respondents	Percentage
Male	64	42.67%
Female	86	57.33%
Total	150	100%

4.1.1 Chart showing gender of the respondents



Interpretation:

From Male the above table it is interpreted that the (57.33%) are Female of the respondents and (42.67%) are male

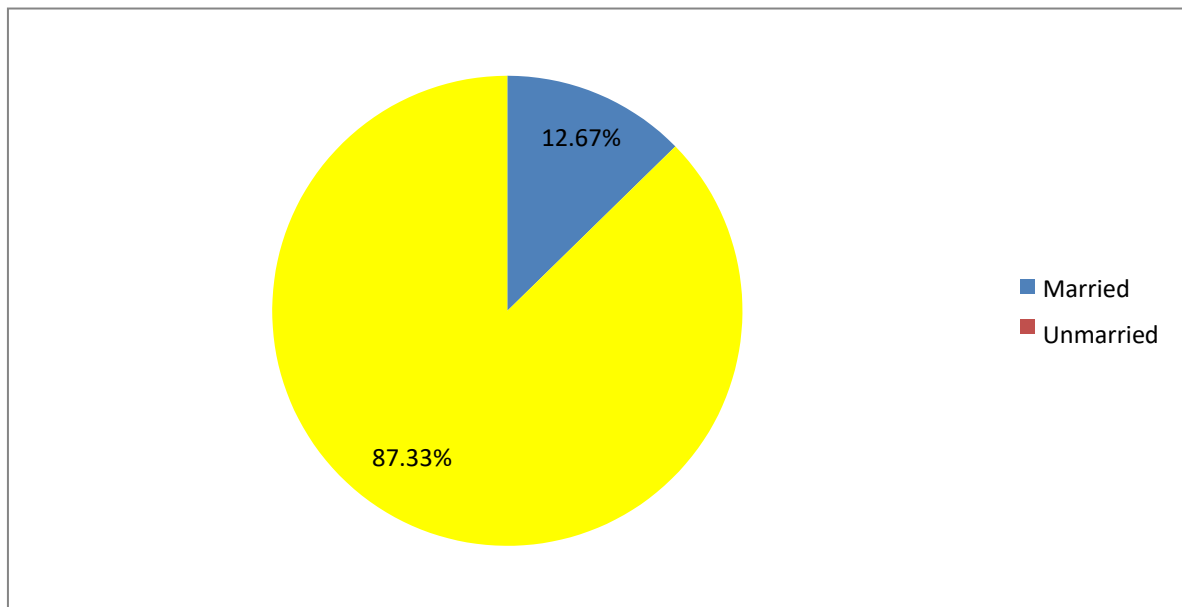
Inference:

Majority 57.33% of the respondents are female

4.1.2 Table showing marital status of the respondents

Marital status	No of respondents	Percentage
Married	19	12.67%
Unmarried	131	87.33%
Total	150	100%

4.1.2 Chart showing marital status of the respondents



Interpretation:

From the above table it is interpreted that 87.33% of the respondents are unmarried and 12.67% of the respondents are married

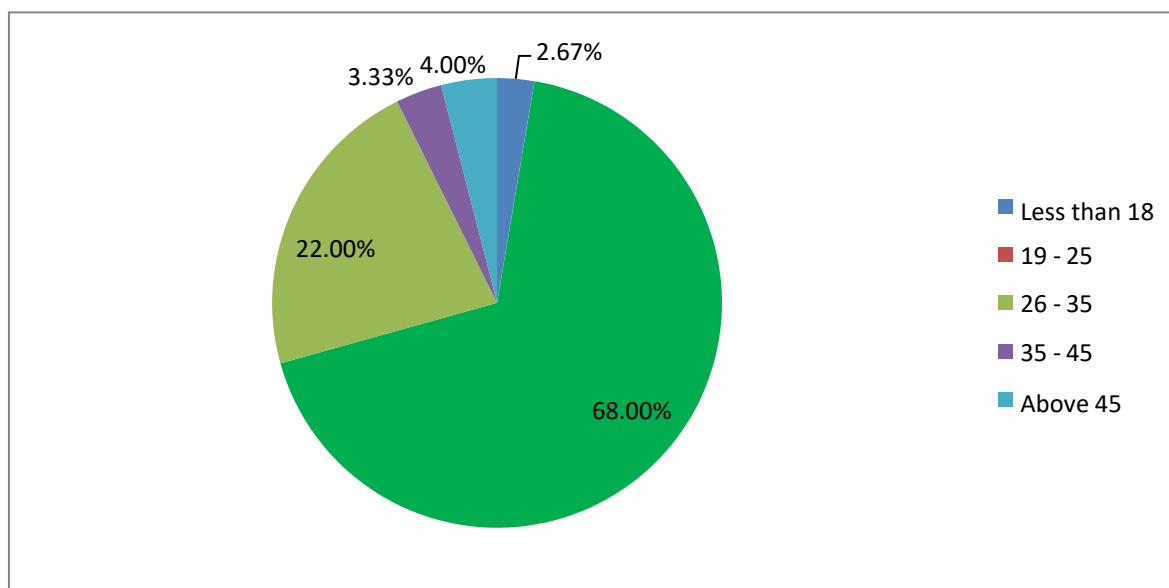
Inference:

Majority are 87.33% respondents are unmarried

4.1.3 Table showing age of the respondents

Age	No of respondents	Percentage
Less than 18	4	2.67%
19 – 25	102	68%
26 – 35	33	22%
35 – 45	5	3.33%
Above 45	6	4%
Total	150	100%

4.1.3 Chart showing age group of respondents



Interpretation

From the above table it is interpreted that 68% are 19 – 25 respondents and 22% respondents are 26-35 and 2.67% respondents are less than 18

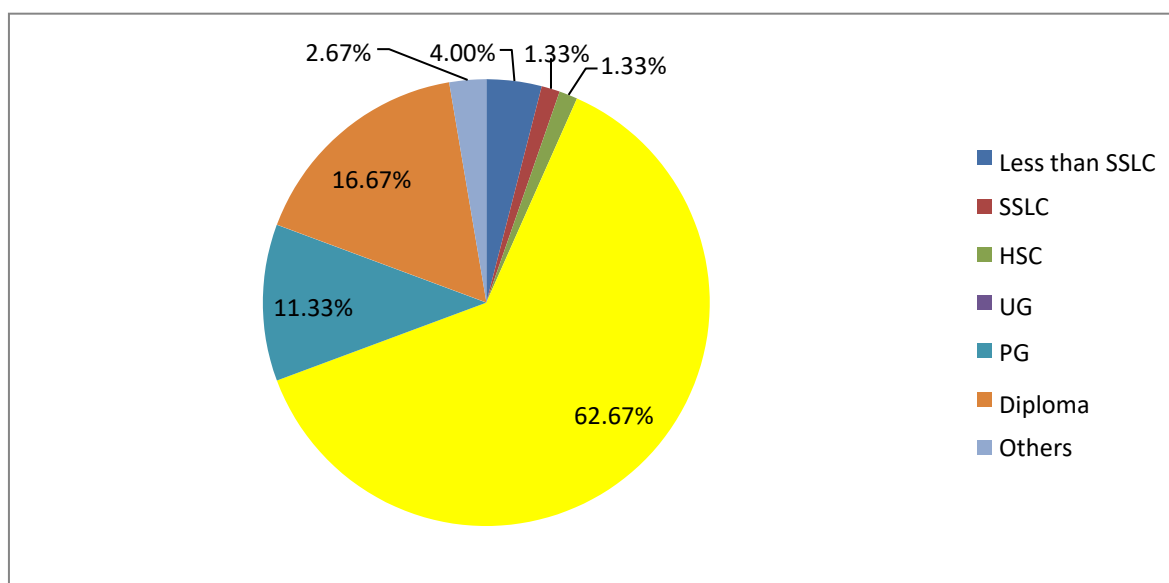
Inference:

Majority are (68%) respondents are 19-25 age

4.1.4 Table showing Education of the Respondents

Education	No of respondents	Percentage
Less than SSLC	6	4%
SSLC	2	1.33%
HSC	2	1.33%
UG	94	62.67%
PG	17	11.33%
Diploma	25	16.67%
Others	4	2.67%
Total	150	100%

4.1.4 Chart showing Education of the respondents:



Interpretation:

From the above table it is interpreted that 62.67% respondents are UG and 16.67% respondents are Diploma and 1.33% respondents are HSC and another 1.33% respondents are SSLC

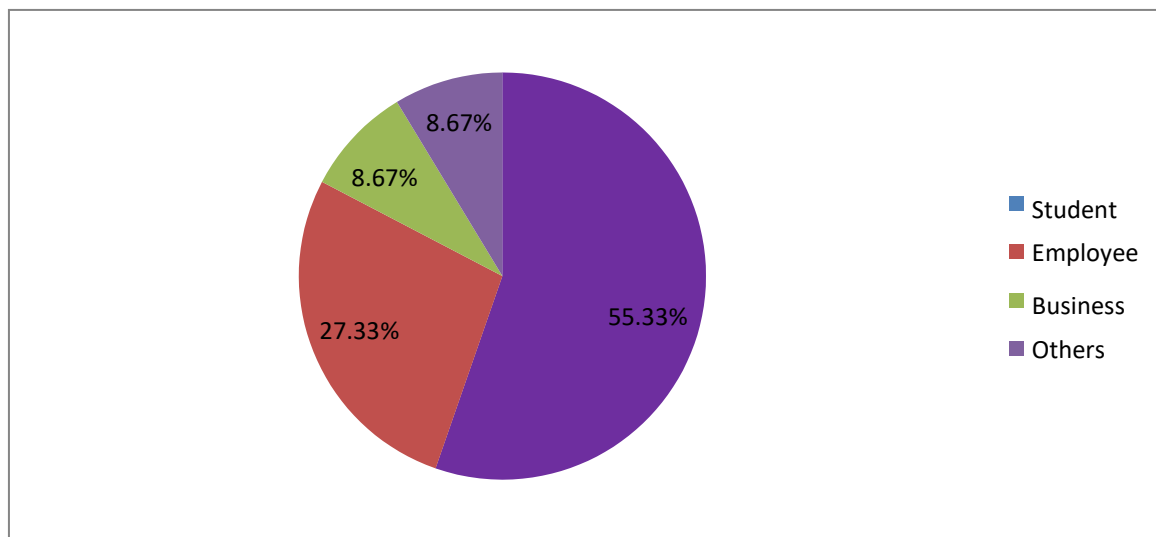
Inference:

Majority are 62.67% respondents are UG

4.1.5 Table showing occupation of the respondents:

Occupation	No of respondents	Percentage
Student	83	55.33%
Employee	41	27.33%
Business	13	8.67%
Others	13	8.67%
Total	150	100%

4.1.5 Chart showing occupation of the respondents:



Interpretation:

From the above table it is interpreted That 55.33% of the respondents were students and 27.33% of the respondents were employees, Very few respondents are business- (13%) and others are 13 with 8.67%

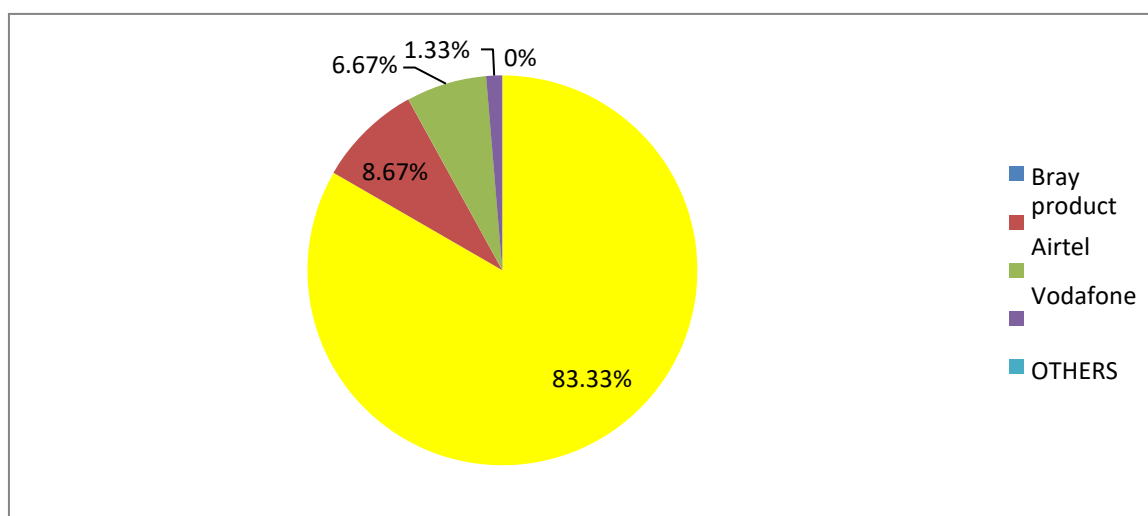
Inference:

Majority are 55.33 % respondents are students

4.1.6 Table showing customer's which bray product currently they using

Mobile network service currently they using	No of respondents	Percentage
Lh43	125	83.33%
Pvc76	13	8.67%
Hm24	10	6.67%
TKS67	2	1.33%
OTHERS	0	0%
Total	150	100%

4.1.6 Chart showing customer's mobile bray product currently they using



Interpretation:

From the above table it is interpreted that 83.33% of the respondents were using BRAY PRODUCT and 8.67% of the respondents were using Airtel and 6.67% of the respondents were using Vodafone 1.33% of the respondents were using BSNL

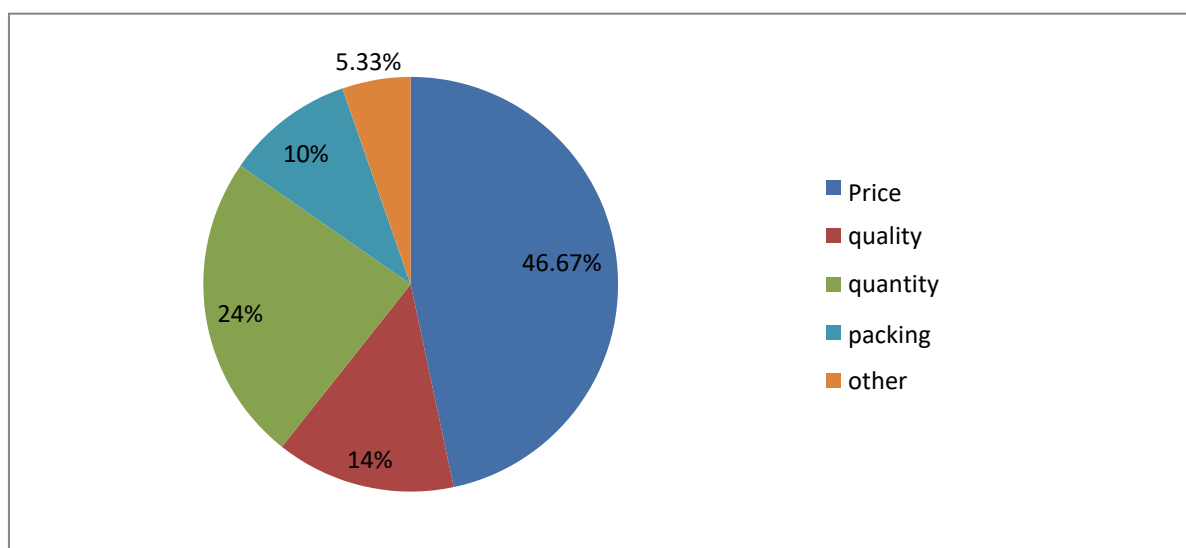
Inference:

Majority are 83.33% are using bray product

4.1.7 Table showing the reason for the selection of bray product:

Reason for the selection	No of the respondents	Percentage
price	70	46.67%
Quality	21	14%
Quantity	36	24%
packing	16	10%
other	8	5.33%
total	150	100%

4.1.7 Chart showing the reason for the selection of Bray product



Interpretation:

From the above it is interpreted that 46.67% of the respondent's reason is internet speed and 24% of the respondent's reason is data plan and 10% of the respondent's reason is call rate (STD or local charge) and 5.33% of the respondent's reason is calling clarity

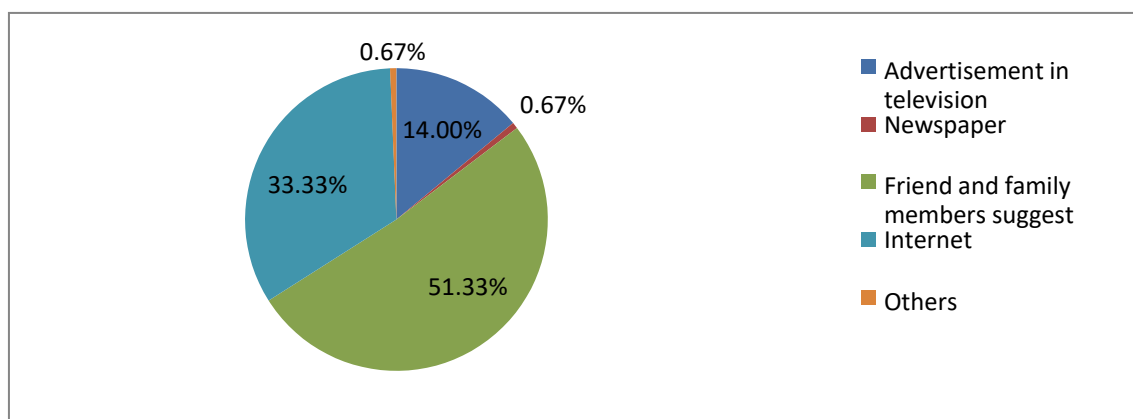
Inference:

Majority are 46.67% of the respondents reason is price.

4.1.8 Table showing from which source respondents come to know about BRAY PRODUCT :

From which source respondents come to know about BRAY PRODUCT	No of respondents	Percentage
Advertisement in television	21	14%
Newspaper	1	0.67%
Friend and family members suggest	77	51.33%
Internet	50	33.33%
Others	1	0.67%
Total	150	100%

4.1.8 Chart showing from which source respondents come to know about bray product



Interpretation:

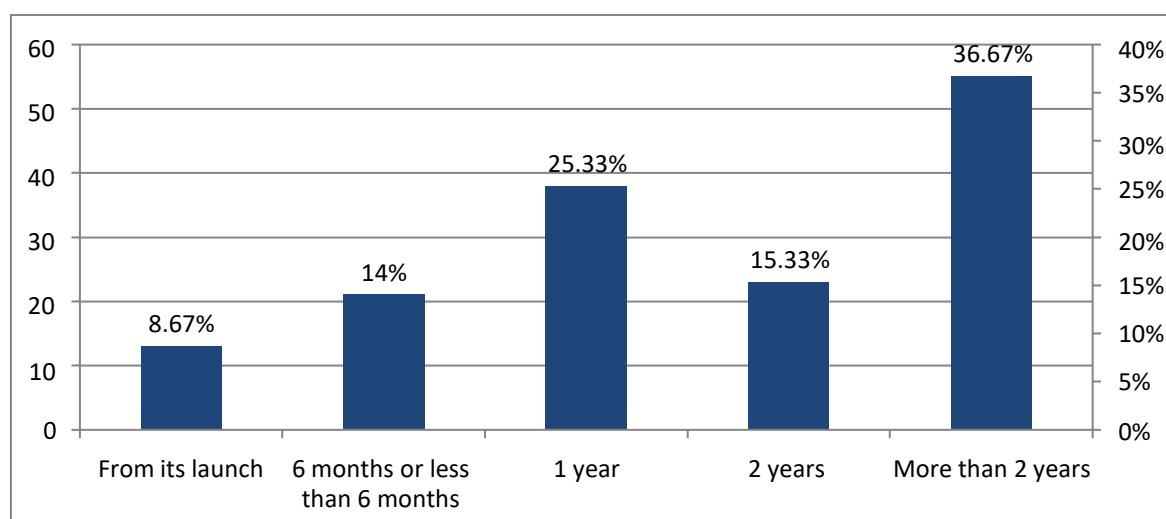
From the above table it is interpreted that 51.33% of the respondents were know about BRAY PRODUCT through friend and family members suggest and 33.33% of the respondentswere know about BRAY PRODUCT through internet and 0.67% of the respondents were know aboutBRAY PRODUCT through newspaper and 0.67% of the respondents were know about BRAY PRODUCT through others.

Inference:Majority are (51.33%) of the respondents are know about BRAY PRODUCT through friends andfamily members suggest

4.1.9 Table showing respondents have been using this BRAY PRODUCT :

How long respondents have been using sim	No of respondents	percentage
From its launch	13	8.67%
6 months or less than 6 months	21	14%
1 year	38	25.33%
2 years	23	15.33%
More than 2 years	55	36.67%
Total	150	100%

4.1.9 Chart showing respondents have been using this sim



Interpretation:

From the above table it is interpreted that 36.67% of the respondents have been using this sim more than 2 years and 25.33% of the respondents have been using 1 year and 14% of the respondents have been using 6 months or less than 6 month and 8.67% have been using from its launch.

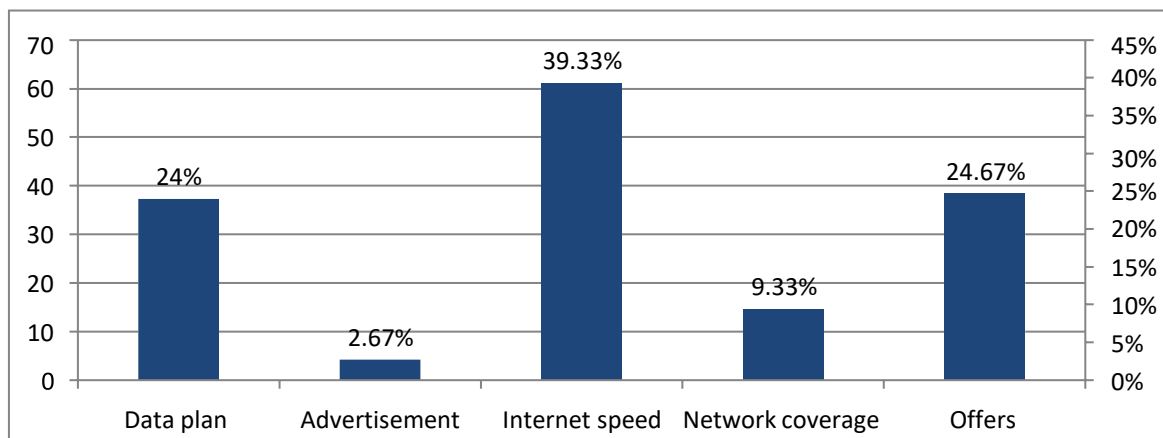
Inference:

Majority are 36.67% of the respondents are more than 2 years

4.1.10 Table showing feature of BRAY PRODUCT convinced respondents touse this quility of bray product

Feature ofBRAY PRODUCT convinced respondents to use this taste of BRAY PRODUCT	No of respondents	percentage
Quility	36	24%
Advertisement	4	2.67%
Perpere of taste	59	39.33%
Network coverage	14	9.33%
Offers	37	24.67%
Total	150	100%

4.1.10 Chart showing feature of BRAY PRODUCT convinced respondents touse this quility:



Interpreted:

From the above table it is interpreted that 39.33% of the respondents were convinced by internet speed and 24.67% of the respondents were convinced by offers and 9.33% of the respondents were convinced by network coverage and 2.67% of the respondents were convinced by advertisement.

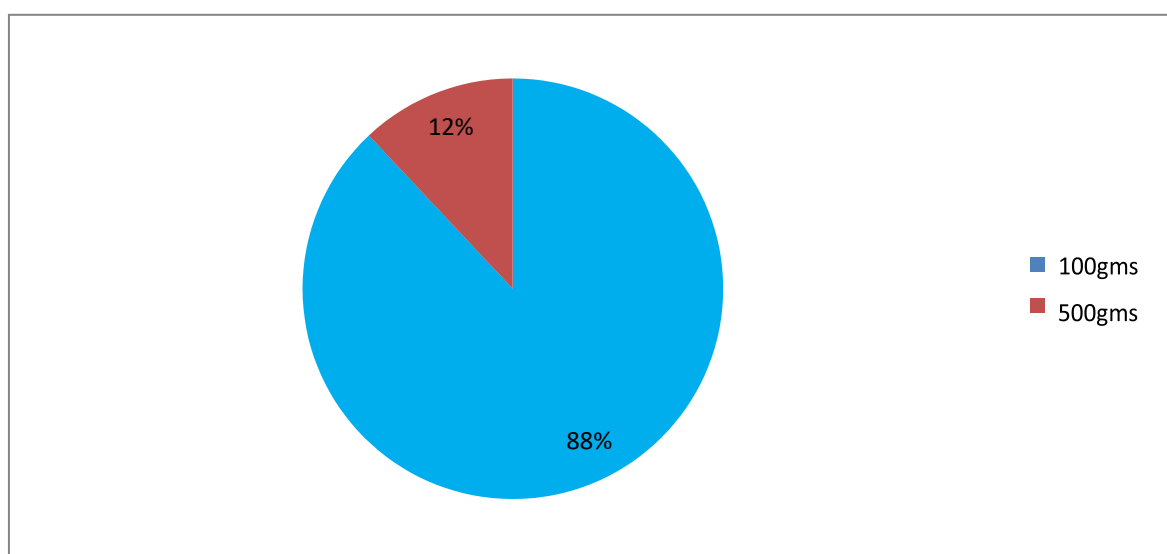
Inference

Majority are 39.33% of the respondents are convinced by quility

4.1.11 Table showing which under BRAY PRODUCT respondents are currently using

BRAY PRODUCT Plan under respondents are currently using	No of respondents	Percentage
1quility	132	88%
2 quility	18	12%
Total	150	100%

4.1.11 Chart showing under BRAY PRODUCT respondents are you currently using



Interpretation:

From the above table it is interpreted that 88% of the respondents are currently using 1 quility and 12% of the respondents are currently using 2 quility.

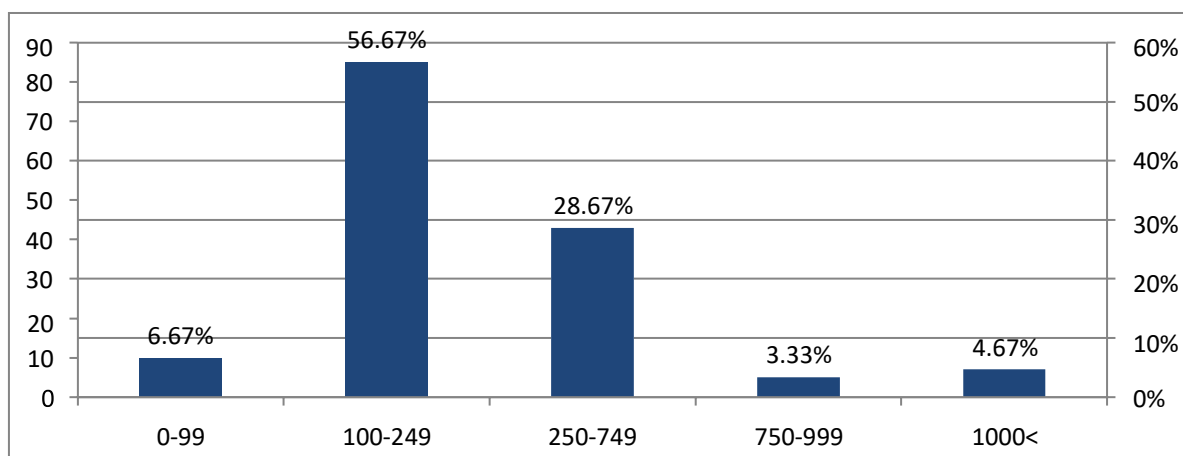
Inference:

Majority are 88% respondents are 1 quility

4.1.12 Table showing number respondents spending on current BRAY PRODUCT product

Respondents spending on current BRAY PRODUCT product	No of respondents	percentage
Butterfly vales	10	6.67%
temperature cotrolley	85	56.67%
actuators	43	28.67%
Ball values	5	3.33%
Check values	7	4.67%
Total	150	100%

4.1.12 Chart showing number respondents spending on current BRAY PRODUCT :



Interpretation:

From the above table it is interpreted that 56.67% of the respondents were spending rs.100-rs.249 on current network plan and 28.67% of the respondents were spending rs.250-rs.749 and 4.67% of the respondents were spending on current network plan and 6.67% of the respondents were spending rs.0-rs.99 on current product

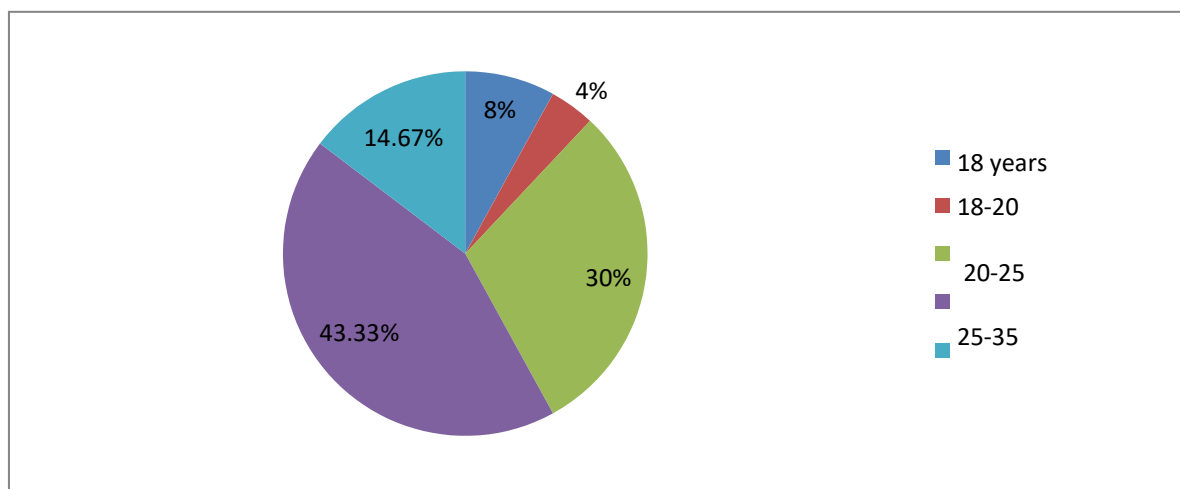
Inference:

Majority are (56.67%) respondents are butterfly values

4.1.13 Table showing service that respondents like the most while using bray product:

Service that respondents like the most while using bray product	No of respondents	percentage
18years	12	8%
18-20years	6	4%
20-25 years	45	30%
25-35years	65	43.33%
35-40years	22	14.67%
Total	150	100%

4.1.13 chart showing service that I respondents like the most while using bray product:



Interpretation:

From the above table it is interpreted that 43.33% of the respondents like internet speed the most while using BRAY PRODUCT and 30% of the respondents like data plan the most while using BRAY PRODUCT and 8% of the respondents like call rate the most while using BRAY PRODUCT and 4% of the respondents like calling clarity the most while using bray product.

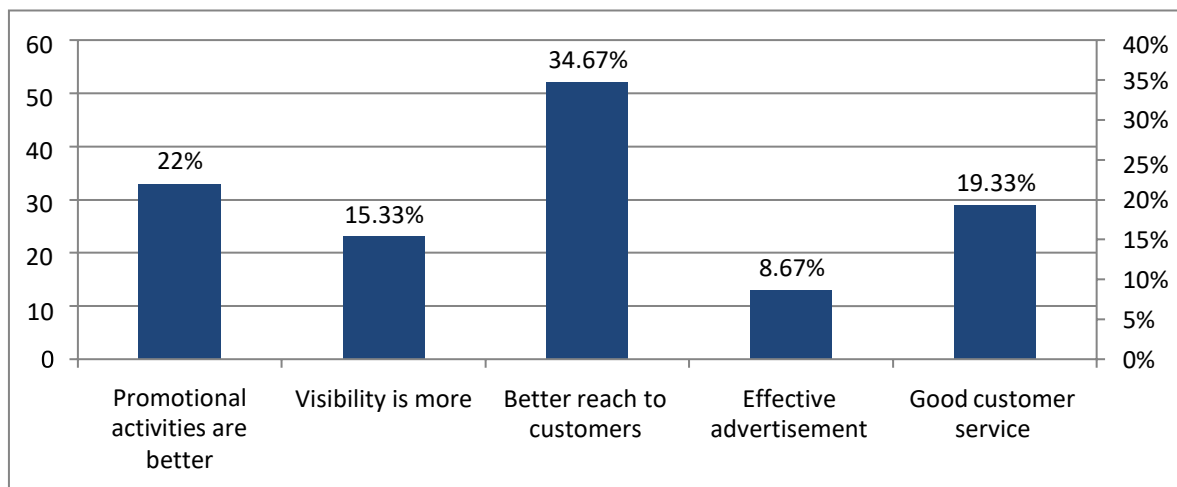
Inference

Majority are (43.33%) respondents are 25-35 years

4.1.14 Table showing respondent's answer for the particular company is doing good in this sector:

Particular company is doing good in this sector	No of respondents	percentage
Promotional activities are better	33	22%
Visibility is more	20	15.33%
Better reach to customers	40	34.67%
Effective advertisement	10	8.67%
Good customer service	20	19.33%
Total	150	100%

4.1.14 Chart showing respondent's answer for the particular company is doing good in this sector:



Interpretation:

From the above table it is interpreted that 34.67% of the respondents were answer better reach to customers and 22% of the respondents were answer promotional activities are better and 15.33% of the respondents were answer visibility is more and 8.67% of the respondents were answer effective advertisement.

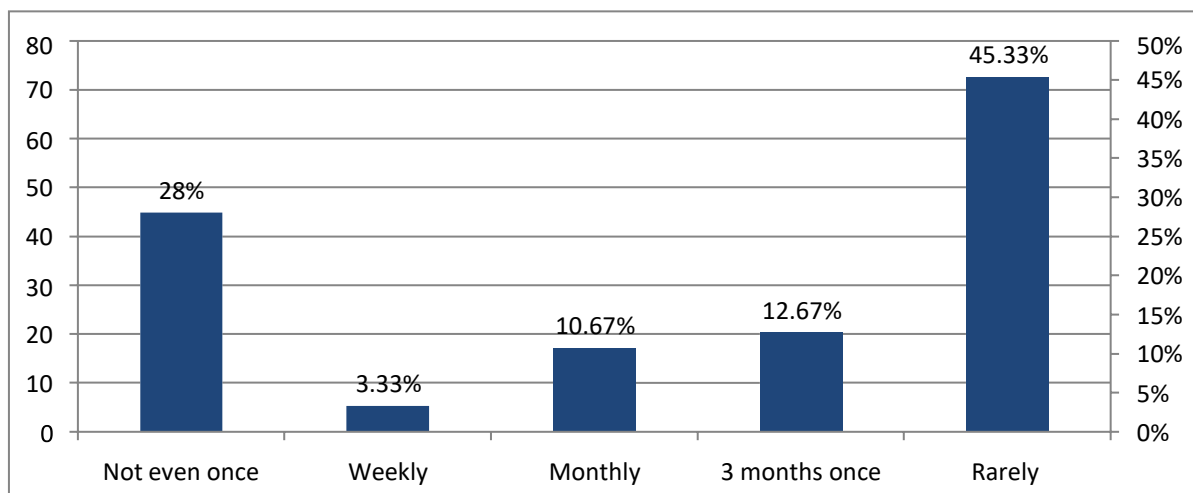
Inference:

Majority are 34.67% of the respondents answer better reach to customers

4.1.15 Table showing number of times respondents call at customer service:

Number of times respondents call at customer service	No of respondents	percentage
Not even once	42	28%
Weekly	5	3.33%
Monthly	16	10.67%
3 months once	19	12.67%
Rarely	68	45.33%
Total	150	100%

4.1.15 Chart showing number of times customers call at customer service:



Interpretation:

From the above table it is interpreted that 45.33% of the respondents were call at customer service rarely and 28% of the respondents were call at customer servicenot even once and 10.67% of the respondents were call at customer service monthlyand 3.33% of the respondents were call at customer service

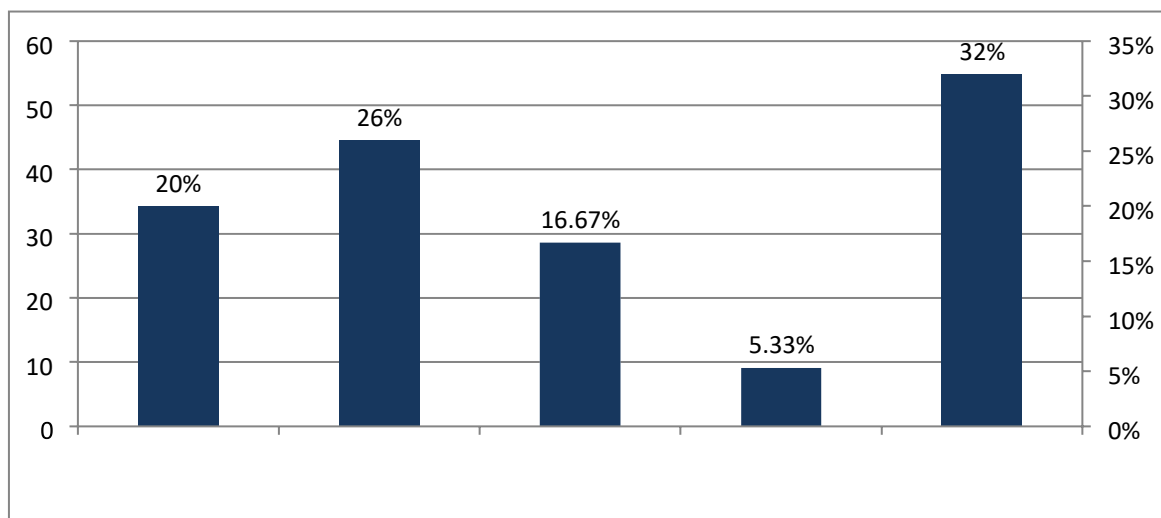
Inference:

Majority are 45.33% respondents are call at customer service rarely.

4.1.16 Table showing challenge with current providers:

Challenge with current providers	No of respondents	percentage
Direct seller	30	20%
Indirect seller	39	26%
Wholeseller	25	16.67%
Middle man	8	5.33%
None of the above	48	32%
Total	150	100%

4.1.16 Chart showing challenge with current providers:



Interpretation:

From the above table it is interpreted that 32% of the respondents facing none of the options and 26% of the respondents facing network coverage and 16.67% of the respondents facing connection problem and 5.33% of the respondents facing unnecessary balance cut

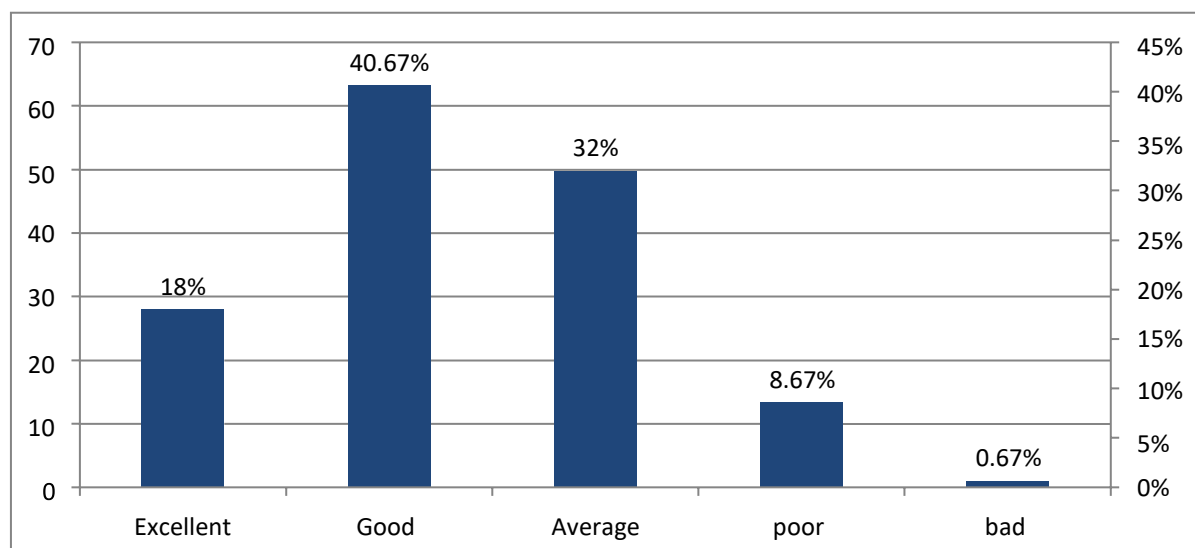
Inference:

Majority are 32% of the respondents are none of the options

4.1.17 Table showing ratings of bray product:

Bray product	No of the respondents	Percentage
Excellent	27	18%
Good	61	40.67%
Average	48	32%
Poor	13	8.67%
Bad	1	0.67%
Total	150	100%

4.1.17 Chart showing ratings of network coverage:



Interpretation:

From the above table it is interpreted that 40.67% of the respondents are gave the good as rating and 32% of the respondents are gave average as rating and 8.67%of the respondents gave poor and 0.67% were bad.

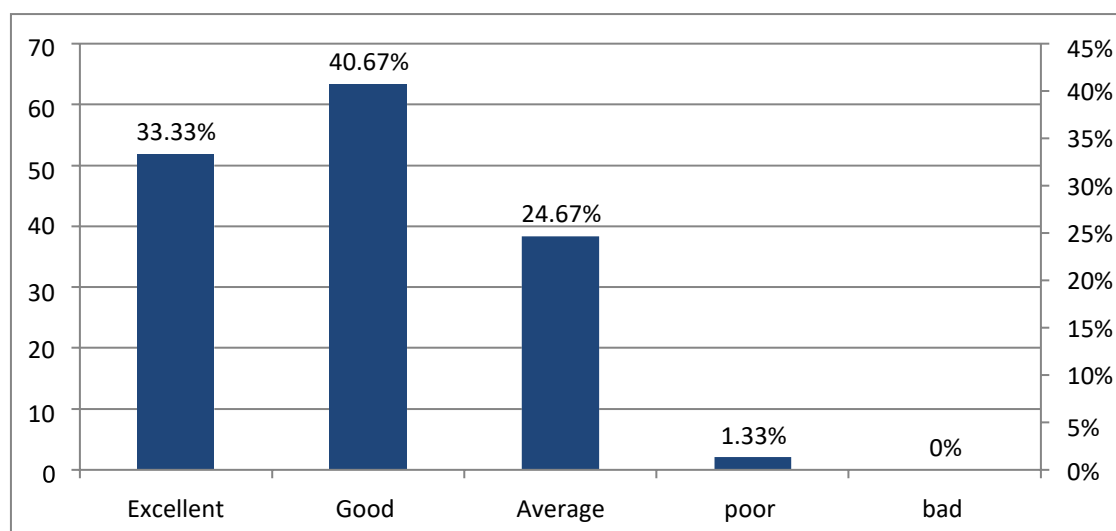
Inference:

Majority are 40.67% respondents are good as rating

4.1.18 Table showing ratings of BRAY PRODUCT price and quality

Taste and quality	No of the respondents	Percentage
Excellent	50	33.33%
Good	61	40.67%
Average	37	24.67%
Poor	2	1.33%
Bad	0	0%
Total	150	100%

4.1.18 Chart showing ratings of price and quality:



Interpretation:

From the above table it is interpreted that 40.67% of the respondents gave good and 33.33% of the respondents gave excellent and 1.33% of the respondents were given poor as rating and 0% of the respondent were gave bad as ratings.

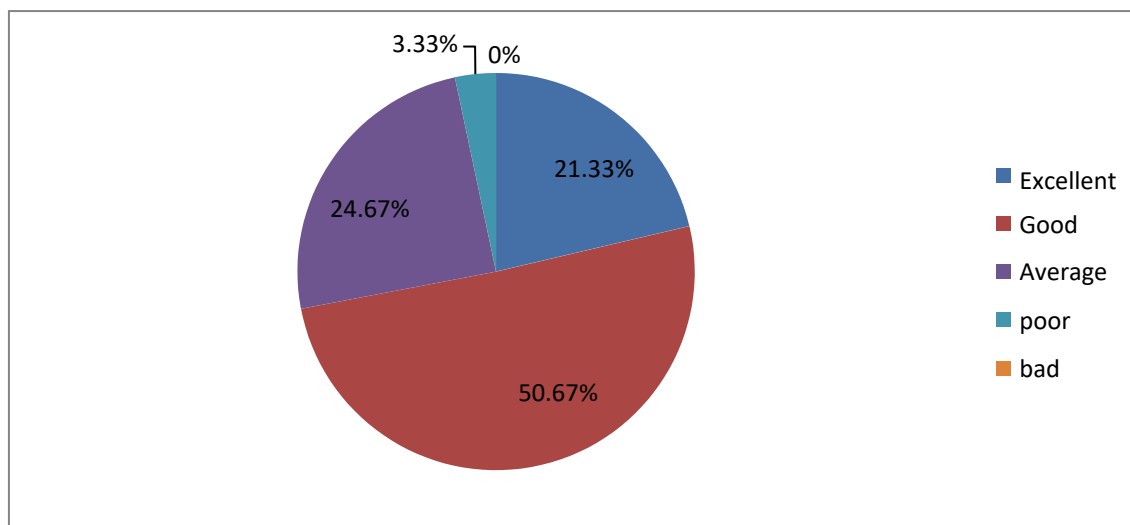
Inference:

Majority are 40.67% respondents are gave good

4.1.19 Table showing ratings of product plan

product plan	No of the respondents	percentage
Excellent	32	21.33%
Good	76	50.67%
Average	37	24.67%
poor	5	3.33%
bad	0	0%
Total	150	100%

4.1.19 Chart showing ratings of product plan



Interpretation:

From the above table it is interpreted that 50.67% of the respondents gave good and 24.67% of the respondents gave Average 3.33% of the respondents were gave poor and 0% were gave bad

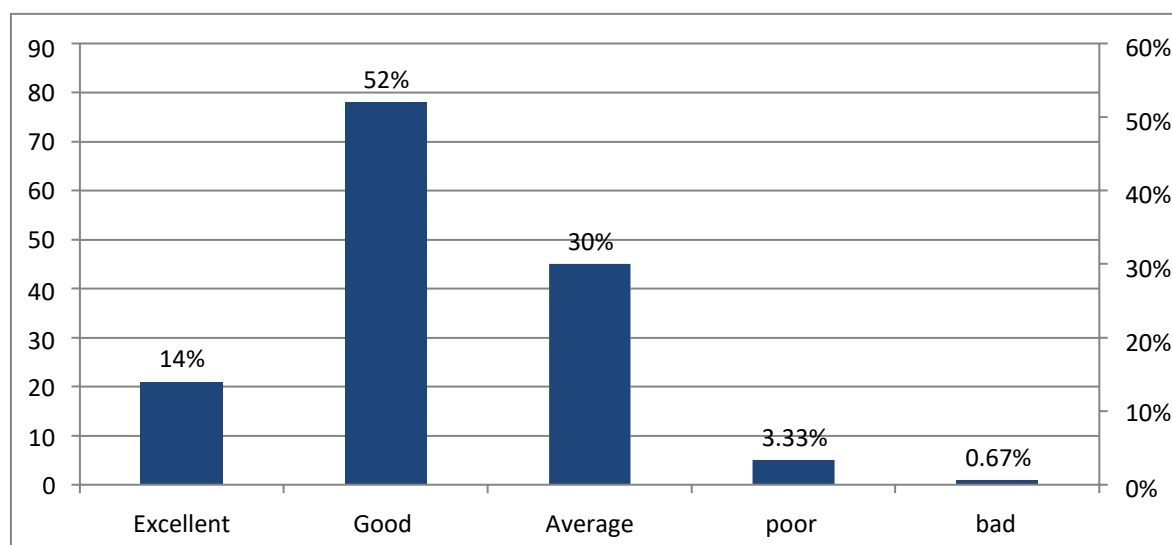
Inference:

Majority are 50.67% respondents were gave good

4.1.20 Table showing ratings of people rating over bray product:

Rating of product	No of the respondents	Percentage
Excellent	21	14%
Good	78	52%
Average	45	30%
poor	5	3.33%
bad	1	0.67%
Total	150	100%

4.1.20 Chart showing ratings of bray product:



Interpretation:

From the above table it is interpreted that 32% of the respondents were gave good and 30% of the respondents were gave average and 3.33% of the respondents were gave poor and 0.67% of the respondents were bad.

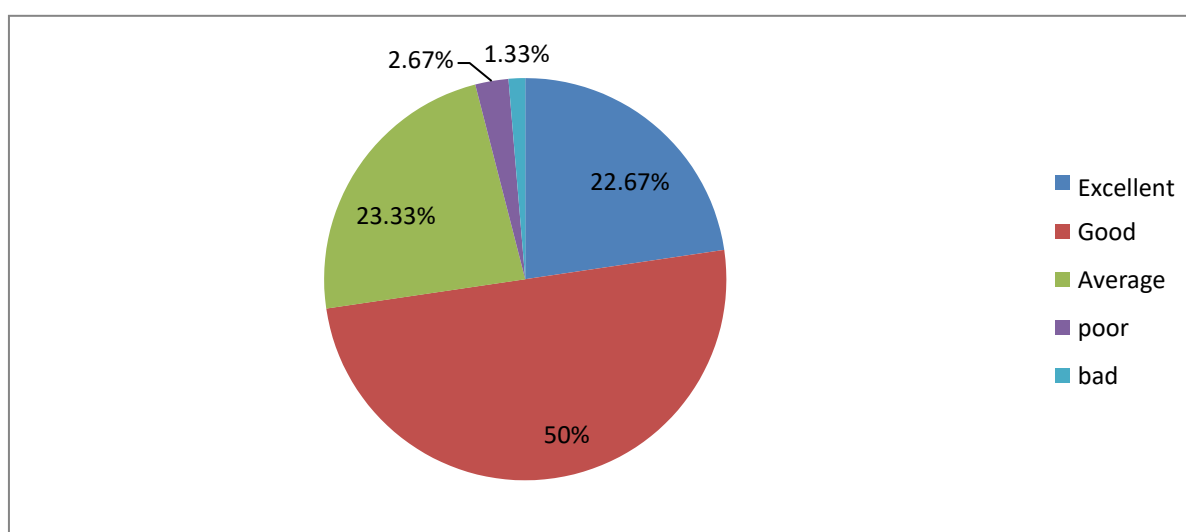
Inference:

Majority are 32% respondents are give good as rating

4.1.21 Table showing ratings of product moving in india rating:

Product rating	no of the respondents	Percentage
Excellent	34	22.67%
Good	75	50%
Average	35	23.33%
poor	4	2.67%
bad	2	1.33%
Total	150	100%

4.1.21 Cable showing ratings of movement rating:



Interpretation:

From the above it is interpreted that 50% of the respondents were gave good as rating and 23.33% of the respondents were gave average as rating and 2.67% of the respondents were gave poor as rating and 1.33% of the respondents were gave badas rating

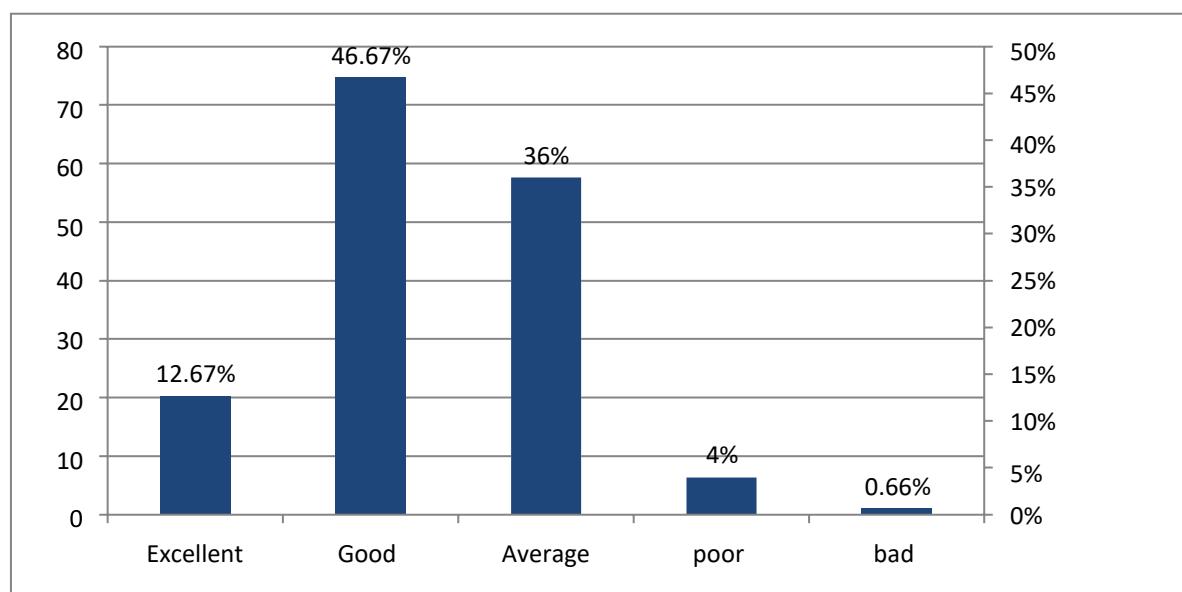
Inference:

Majority are 50% of the respondents are give good as rating

4.1.22 Table showing rating of packing quality:

Packing quality	No of the respondents	Percentage
Excellent	19	12.67%
Good	70	46.67%
Average	54	36%
poor	6	4%
bad	1	0.66%
Total	150	100%

4.1.22 Chart showing rating of packing quality:



Interpretation:

From the above table it is interpreted that 46.67% of the respondents were gave good and 36% of the respondents were gave average and 4% of the respondents were gave poor and 0.66% of the respondents were gave bad

Inference:

Majority are 46.67% of the respondents are give good as rating

CHAPTER – 5

5.1 FINDINGS:

- The following findings are prepared on the basis of on analysis.
- The majority of the customers buyers is Neither Satisfied nor dissatisfied.
- The majority of the unmarried respondents are satisfied the BRAY PRODUCT products.
- The majority of the respondents are satisfied with the age group of 20 to 30 year of the BRAY PRODUCT products The majority of the respondents are satisfied in the earning group of Rs.5000 to 8000 per month.
- The majority of the respondents are satisfied of both product
- The majority of the respondents are satisfied influenced through the advertisement for buy the Bray product.
- The majority of the respondents are purchase belong 5 members in their company with the purchase quantity of 100kg and 2500kg of BRAY PRODUCT products.
- The majority of the respondents are satisfied for purchase from the Owen Wibesit
- The following suggestions are prepared on the basis of findings on analysis.
- To supply small size packs for every day purpose to attract the buyer will reach people easily.
- The present advertisement covered is effectively in the city area so the company may consider this to promote the market size in rural areas available in all shops.
- The company may consider providing the fully natural based Bray product products.
- BRAY PRODUCT Product at present so many varieties available. But, they do not have consumer awareness about products so, if they offer awareness to their consumer manufacturer will obtain more consumers.

5.2 SUGGESTION:

- BRAY PRODUCT has to solve problem and ensure that every place has proper product supply.
- Packing is low so it should be improve as well
- It would be great if BRAY PRODUCT provide some new services
- Price cost shouldn't increase if BRAY PRODUCT want to maintain the customers now it's has.

problem has to solve and make sure BRAY PRODUCT provide stable price and quality

- Most of the people suggest BRAY PRODUCT cost of the packages.

5.3 CONCLUSION:

Bray product is a very essential and daily using commodity. It is useful to all the group's people. In City the packaged Bray product is widely used and liked by the Buyers. From the above study, it is concluded that the packaged bray product is more preferable than the loose bray product in this District. bray product is preferred by most of the users are like

Packaging, price, availability, etc., effectiveness of media has bearing an awareness of the consumer. BRAY PRODUCT products having effective marketing in all places, because most of them accepted the product in quality as well as in price is low, this project entitled that consumer satisfaction of BRAY PRODUCT Products in City The overall analysis of the study indicates that at presents so many varieties of products available even the consumer were satisfied product. So, most of them likely to buy the BRAY PRODUCT product and they prepare the company in easy manner, because save the time and also getting the product in very short time.

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APPENDIX –(Questionnaire)

1. Gender :

- a) Male
- b) Female

2. Martial status of the respondents

- a) Married'
- b)Un married

3. Age of the respondents

- a)Less then 18
- b)19 -25
- c)26-35
- d)35-45
- e)Above 45

4. Education of the respondents

- a)Less then SSLC
- b)SSLC
- c)HSC
- d)Ug
- e)Pg
- f)Diploma
- g)Others

5. Occupation of the respondents

- A)Student
- b)Employee
- d)Business
- e)Other's

6. Customer which bray product currently they using

- a)lh43
- b)Rss45
- c)Others

7. Reason for the selection of bray product

- a) price
- b) quality
- c) Packing
- d) Quantity
- e) Other

8. Respondent come to know about bray product

- a) Advertisement in television
- b) Newspaper
- c) Friends and family
- d) Internet
- e) Other's

9. Respondent have been using bray product

- a) From its launch
- b) 6 month or less then 6 months
- c) 1 years
- d) 2 year's

10. Bray product convinced respondents to use this of bray product

- a) Quality of price
- b) Advertisements
- c) Prepare of product
- d) Offers

11. Bray product respondents are currently using

- a) 1000 GM's
- b) 5000 GM's

12. How much respondents spending on current bray product product

a)

Butterfly vales
temperature cotrolley
actuators
Ball values
Check values
Total

13. Respondent like the most while using bray product

a)18 years

b) 18 -20 years

c)20 -25 years

d) 25 - 35 years

e) 35 -40 years

14Respondent particular company is doing good in this sector

a)Promotional activities are better

b)Visibility is more

c)Better reach to customer

d)Effective advertisement

e)Good customer service

15. Respondent cal at customer service

a)Not even once

b)weekly

c)Monthly

d)3 month once

e)Rarly.

16. Challenge with current providers

a)Direct seller

b)Indirect seller

c)Wholesaller

d)Middle man

e)Non of the above

17. Rating of bray product

- a)Excellent
- b)Good
- c)Average
- d)Poore)B
- ad

18. bray product and quality

- a)Excellent
- b)Good
- c)Average
- d)Poor
- e)Bad

19. Rating of products plan

- a) Excellent
- b)Good
- d)Average
- e)Poor
- f)Bad

20. People rating over Bray product

- a)Excellent
- b)Good
- c)Average
- d)Poor
- e)Bad

21. Product moving in india rating

- a)Excellent
- b)Good
- c)Average
- d)Poor
- e)Bad

22. Rating of paking quality

- a) Excellent
- b) Good
- c) Average
- d) Poor
- e) Bad