



Customer Satisfaction and Expectation Towards Aquaguard of Eureka Forbes: A Research Conducted in Kolkata

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ABSTRACT:

A consumer's decision to buy a product is the result of interplay of many factors. The market is now mostly consumer driven. Consumer has given many options to decide also. The study throws light on various features that the manufacturer should concentrate on to attract the prospective buyers. The purpose of this research is to investigate the consumer awareness, the level of preferences, satisfaction measurement and competitive analysis towards the Aquaguard water purifier of Eureka Forbes Limited (EFL). A descriptive study was conducted in Kolkata to achieve the objectives. In total 200 respondents filled a well-structured questionnaire. Results reveal that the dimensions which influence the satisfaction level of customer's are: product quality, price & size. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that the company should focus on brand awareness, proper supply & distribution of the product. In order to increase customer satisfaction and drive them to be brand loyalists, manufacturer is encouraged to develop aggressive marketing programs.

KEYWORDS: Customer satisfaction & expectation, customer preference, product quality, value for money, analysis of strengths & weaknesses of the product and competitor analysis.

INTRODUCTION: The Indian water purifier industry is on overdrive. The rapid urbanization & excellent growth in the middle class population due to good economical condition has created a stupendous upsurge in water purifier industry in India. Total market for water purifiers in India is valued at INR 9 billion in 2009 and is expected to grow significantly in near future. Market comprises of three segments Ultra Violet (UV) based Purifiers, Reverse Osmosis (RO) purifiers and storage / resin based purifiers.

Roughly 80% of diseases in India are caused by water borne micro organisms. This is true in rural as well as urban India. However, consciousness of health risks linked to unsafe water is still very low among the rural population. The few who treat water resort to boiling or use domestic candle filters. In comparison, the urban India is definitely more health conscious and understands the necessity of purifying water before it is fit for consumption. Even so, it is estimated that roughly 7% of urban Indians use non manual water purifiers. More Indians need to become aware of the importance of installing drinking water purifiers. There remains a huge untapped market.

LITERATURE REVIEW: It is estimated that around 80% of urban dwellers do not purify tap water. Many of them are from the lower income strata and cannot afford UV or reverse osmosis water purification systems. They are the potential buyers of economical but effective chemical purifiers. This is the market that Eureka Forbes and Hindustan Unilever are tapping aggressively. Chemical based purifiers, Aquasure and Pureit, together account for 20% of water purifiers sold. Both are becoming increasingly popular because they are effective and affordable. The two brands are reported to be growing at 100 percent per annum. Also, they do not run on electricity and are ideal for locations where power supply is unpredictable. Neither do they demand continuous water supply. Power and water are still scarce even in urban India.

SCOPE FOR FURTHER RESEARCH: Water purifier industry is the fastest growing industry in India. For this reason so many companies are also entering into this market segment. Naturally there are various scopes are still there for further researches. The researches are not only conducted the research for the purpose of finding the problem but also find their corresponding remedies for the purpose of effective functioning of the organization. Eureka Forbes, is a giant organization in water purifier segment, has got lot of customer base for many years. Nowadays it is mandatory that an organization remains accustomed to changes and continuous development for the purpose of survival of the organization and also for maintaining the growth. Based on this background, this research will include data collection and methodology through interviews and direct observation as a tool to identify the specific problems within the organization and trying to find out the subsequent remedies for this.

RESEARCH OBJECTIVES: The key objectives of the study are:

- Customers need and expectation towards Aquaguard.
- Customers' satisfaction measurement towards Aquaguard.
- To study the consumer awareness about different water purifiers brands available in the market.
- To study the consumer buying behavior of different water purifiers.

RESEARCH METHODOLOGY: Research is a common parlance refers to a search for knowledge. Here the research methodology followed is descriptive research. It includes surveys and fact-finding enquiries of different kinds. The descriptive research design must make enough provision for protection against bias and must maximize reliability.

With the help of the questionnaire I have collected the data through simple random sampling. Then I analyzed the outcomes and based on the result I have made the analysis report. The data collection methods, which are used for this project, are explained below.

- **Collection of data through questionnaire:** This method of data collection is quite popular, particularly in case of big enquiries. In this method, the concerned person himself fills a questionnaire. A questionnaire consist of a number of questions printed or typed in a defined order on a form or set of forms. In the project the main source of collecting data was through questionnaire. For this purpose questionnaire was designed and filled by individuals.
- **Interview:** The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal response. There are two methods of interview- personal interview and telephonic interview. Interview with the help of questionnaire was

carried on with individuals. A lot of telephonic interviews were also performed in which the response was average due to time constraints.

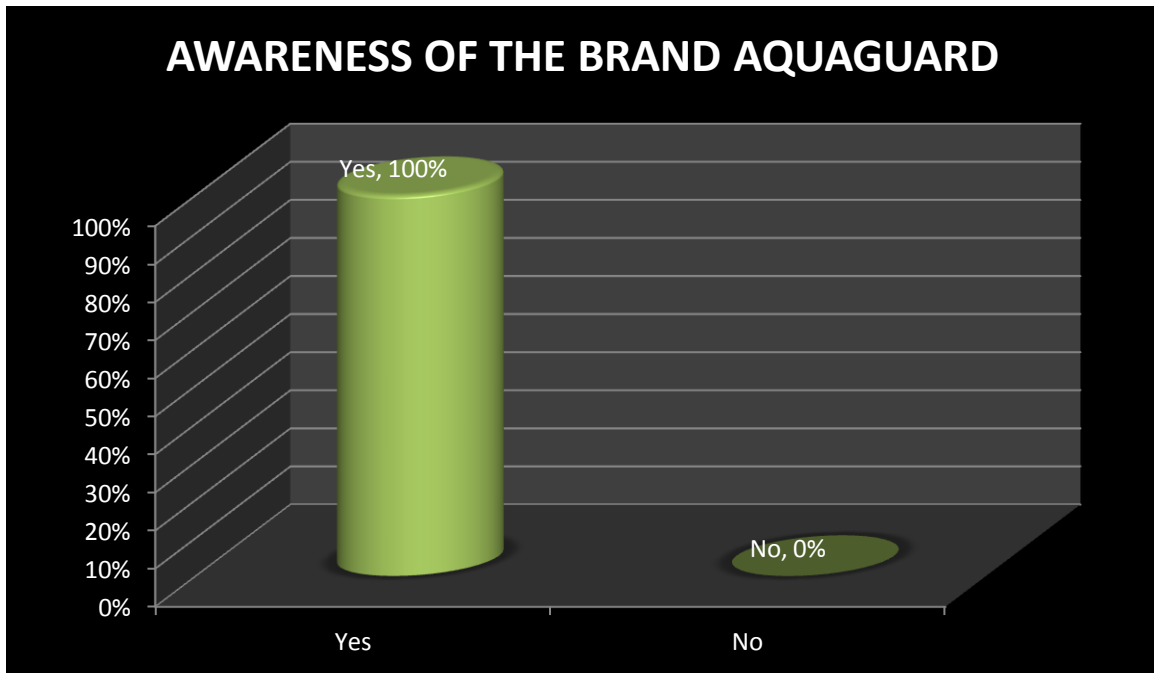
ASSUMPTIONS: During the entire project some assumptions are being made to simplify the task by reducing the variable factors as far as practicable. Some of the assumptions are as follows:

- The information gathered through the survey is authentic.
- The sample size taken for the research work is small which may not represent the actual population.
- The study was limited to only in Kolkata.
- The effect of any media has not taken place on the person’s opinion till the analysis and the computation of the report.
- All the respondents were not very cooperative at the time of providing the information.

DATA ANALYSIS AND INTERPRETATION:

1. AWARENESS OF THE BRAND AQUAGUARD:

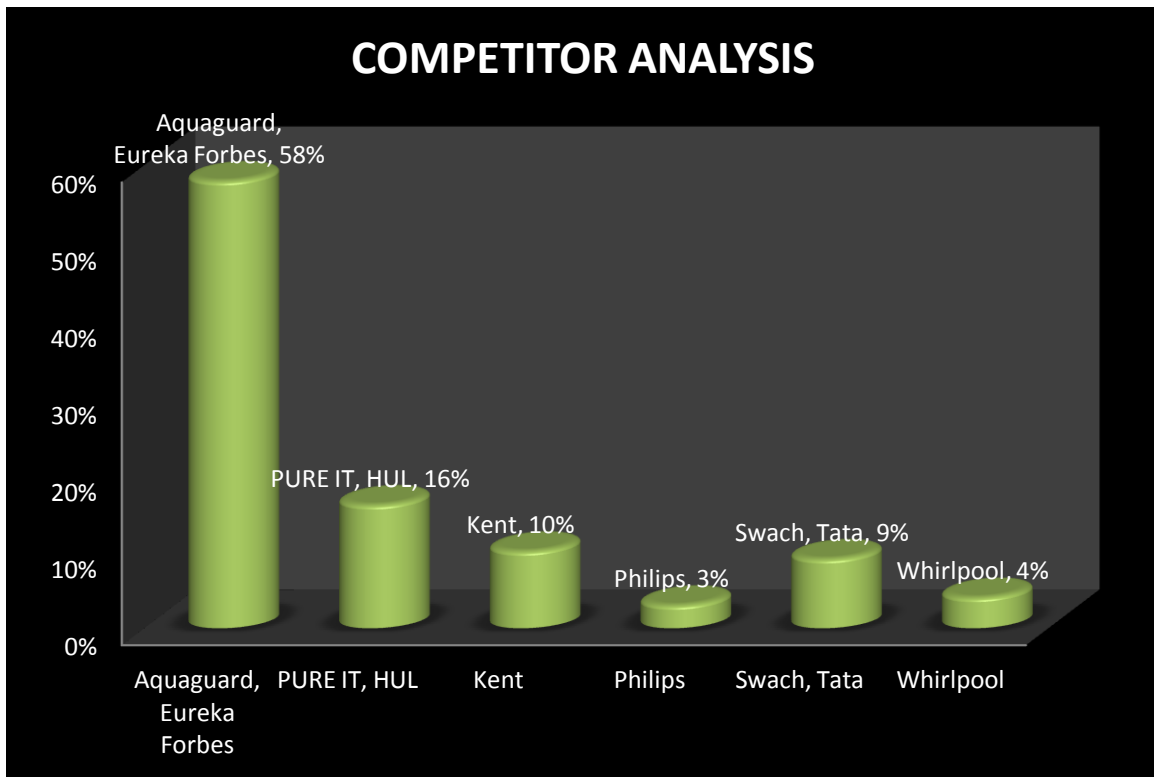
Awareness Level	No. of Respondents	Percentage
Yes	200	100%
No	00	00%
Total	200	100%



ANALYSIS: Out of 200 respondents, 100% of the customers are aware about the brand Aquaguard of Eureka Forbes Limited.

2. COMPETITOR ANALYSIS:

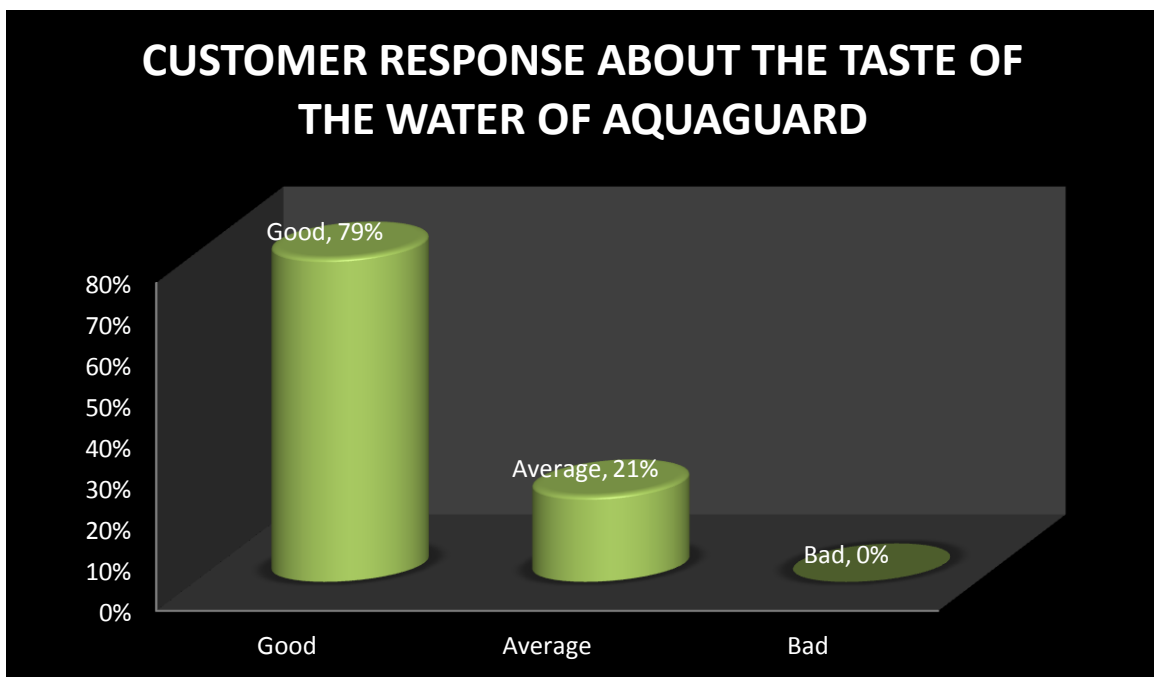
Company Name	No. of Respondents	Percentage
Aquaguard, Eureka Forbes	116	58%
PURE IT, HUL	32	16%
Kent	20	10%
Philips	6	3%
Swach, Tata	18	9%
Whirlpool	8	4%
Total	200	100%



ANALYSIS: Out of 200 respondents, 58% of the customers are using Aquaguard of Eureka Forbes Limited whereas PURE IT, Kent, Philips, Swach and Whirlpool water purifiers are using by 16%, 10%, 3%, 9% and 4% of the people respectively.

3. CUSTOMER RESPONSE ABOUT THE TASTE OF THE WATER OF AQUAGUARD:

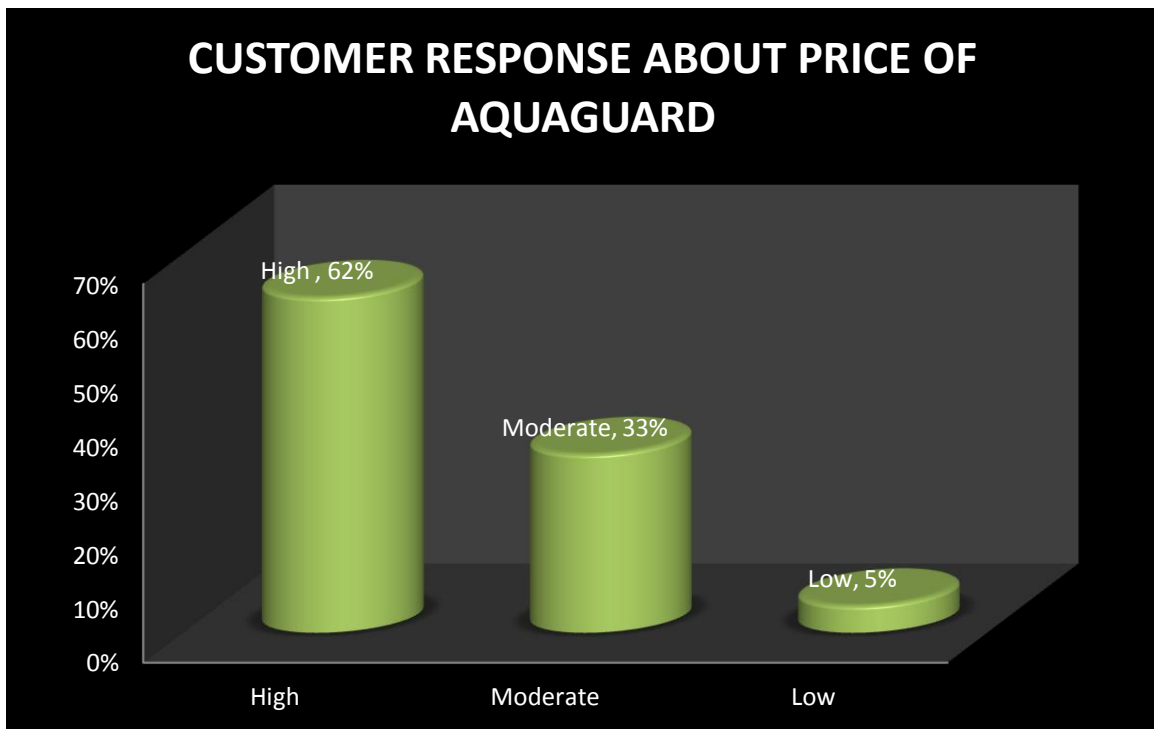
Taste	No. of Respondents	Percentage
Good	92	79%
Average	24	21%
Bad	0	0%
Total	116	100%



ANALYSIS: Out of 200 respondents, 116 respondents are using Aquaguard and to get the authentic data regarding the taste of the water of Aquaguard I have taken 116 number of respondents who are using this product for few years. 79 % of the people have said that the taste of water is good, whereas 21 % of the people have said it is average. It is good to see that none of the customers have said that the taste of the water is bad.

4. CUSTOMER RESPONSE ABOUT THE PRICE OF THE AQUAGUARD:

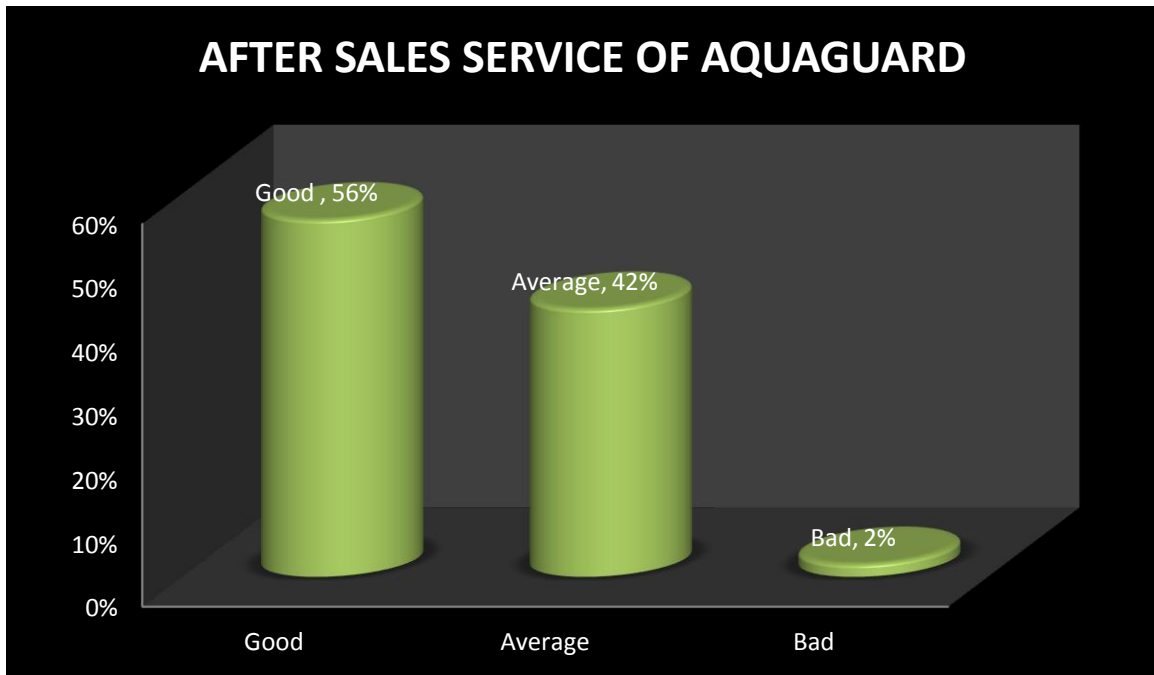
Price	No. of Respondents	Percentage
High	124	62%
Moderate	66	33%
Low	10	5%
Total	200	100%



ANALYSIS: Out of 200 respondents, 62% of the people have said that the price of the Aquaguard is high, whereas 33 % of the people have said it is average and 5% of the people have said that it is low in price.

5. CONSUMER RESPONSE OF THE AFTER SALES SERVICE OF AQUAGUARD:

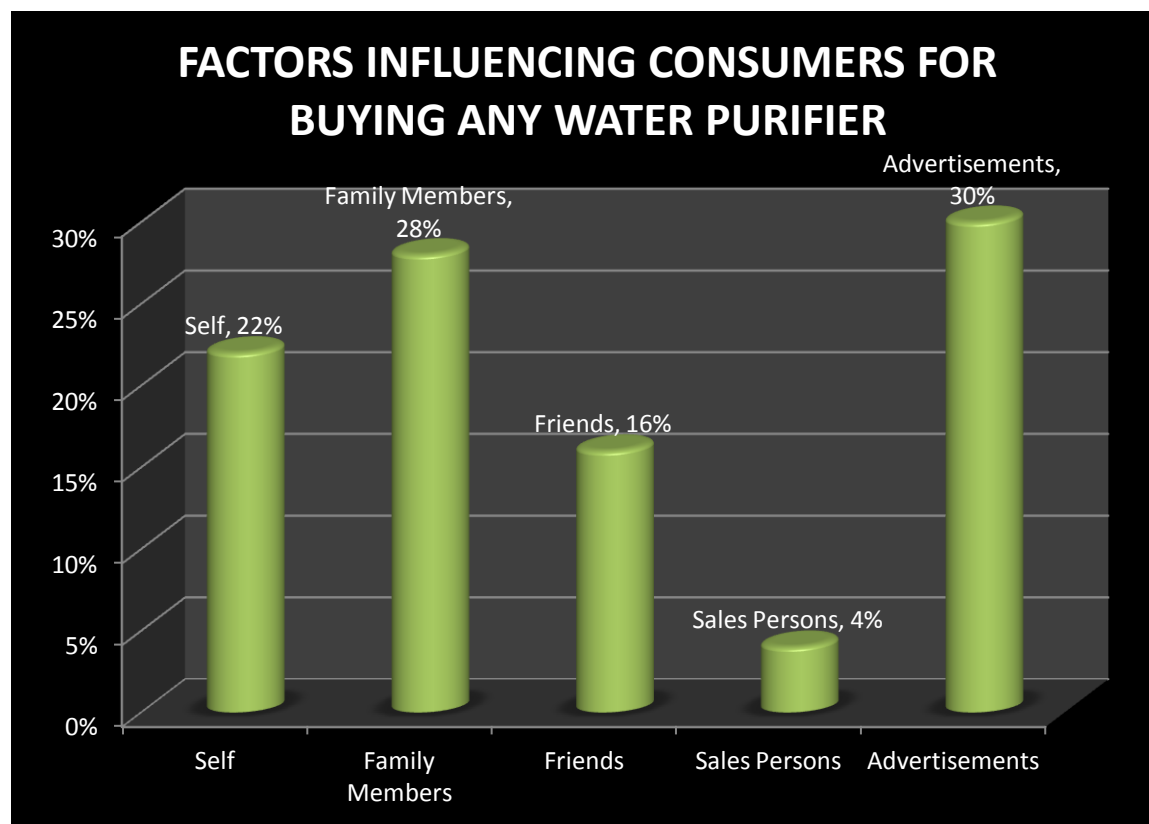
After Sales Service	No. of Respondents	Percentage
Good	65	56%
Average	49	42%
Bad	2	2%
Total	116	100%



ANALYSIS: Out of 200 respondents, 116 respondents are using Aquaguard and to get the authentic data regarding the after sales service of Aquaguard I have taken 116 respondents who are using this product for few years. 56 % of the people have said that the after sales service is good, whereas 42 % of the people have said it is average and 2% of the customers have said that the after sales service is bad.

6. FACTORS INFLUENCING CONSUMERS FOR BUYING ANY WATER PURIFIER:

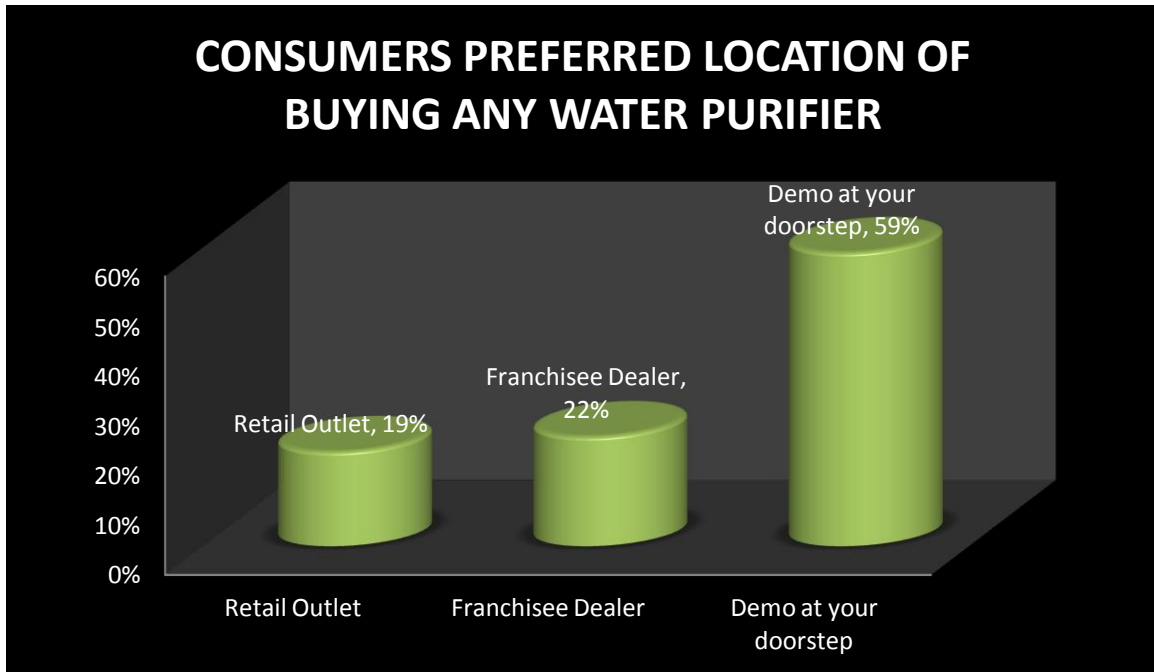
Factors influencing consumers for buying any water purifier	No. of Respondents	Percentage
Self	44	22%
Family Members	56	28%
Friends	32	16%
Sales Persons	08	4%
Advertisements	60	30%
Total	200	100%



ANALYSIS: Out of 200 respondents, 30% of the people have said that advertisement is the most influencing element of buying any water purifier. Whereas, the respondents have voted 28% for the family members, 22% for the consumer himself, 16% for their friends and only 4% for the sales peoples.

7. CONSUMERS PREFERRED LOCATION OF BUYING ANY WATER PURIFIER:

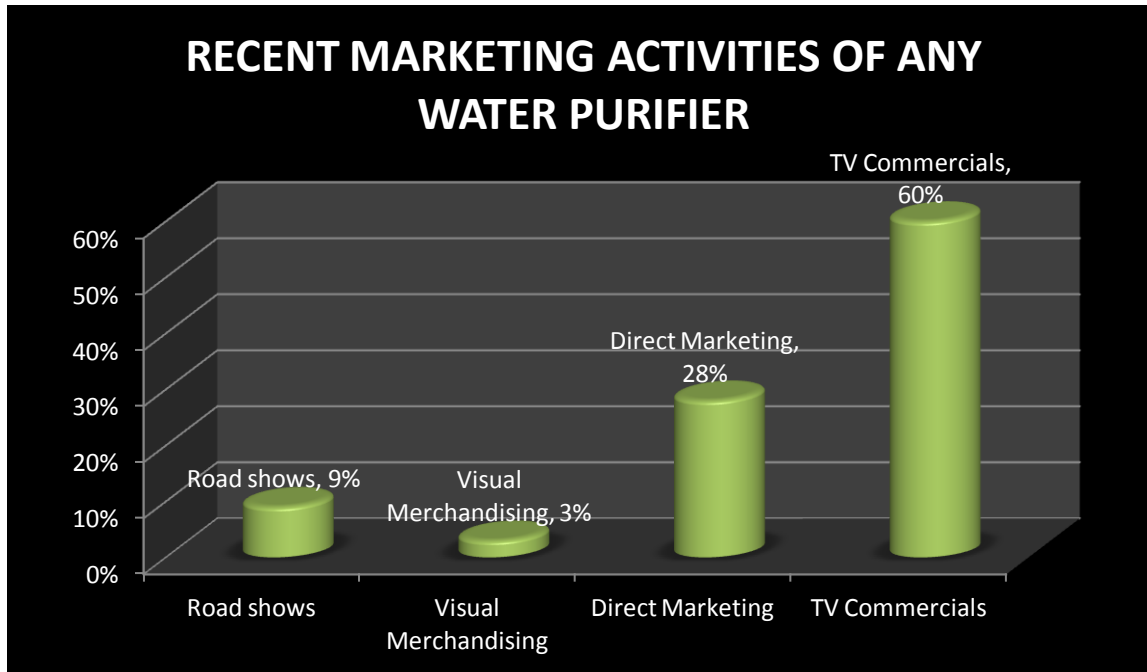
Preferred Location of Buying Any Water Purifier	No. of Respondents	Percentage
Retail Outlet	38	19%
Franchisee Dealer	44	22%
Demo at your doorstep	118	59%
Total	200	100%



ANALYSIS: Out of 200 respondents, 59 % of the people have said that the demonstration at the doorstep is the best option to buy any water purifier, whereas 22 % of the people have said the best option is franchisee dealer and 19% of the people have voted for retail outlet.

8. RECENT MARKETING ACTIVITIES OF ANY WATER PURIFIER:

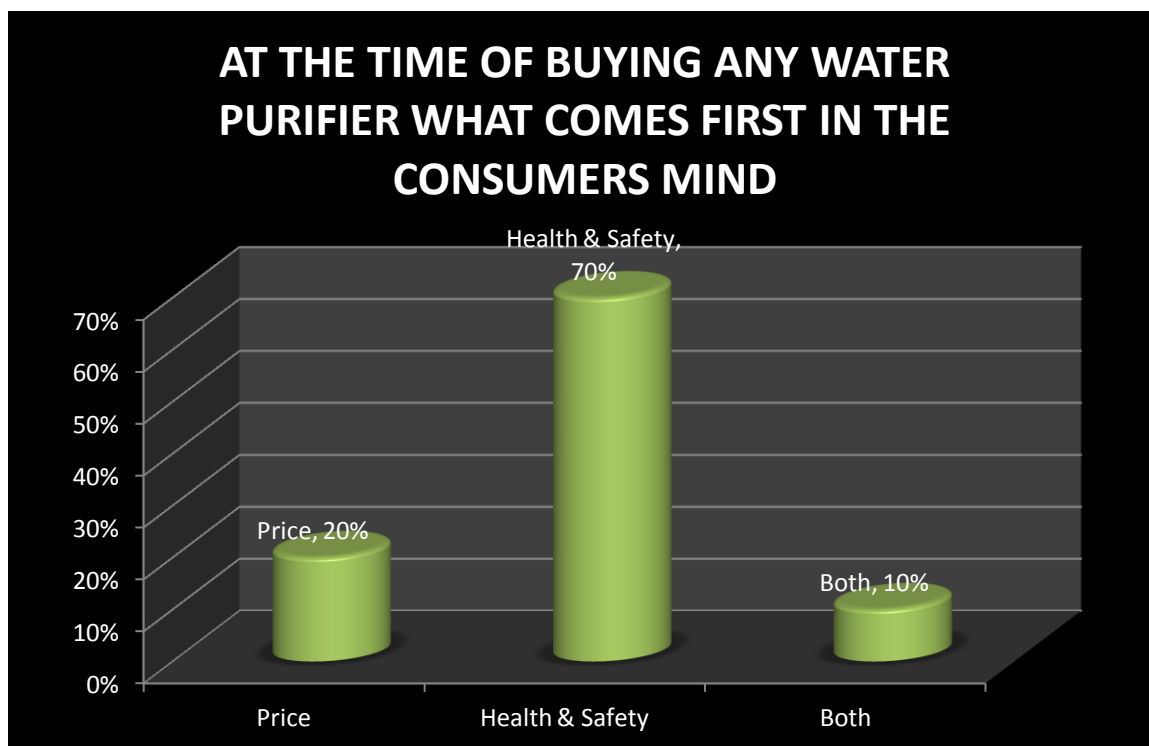
Recent Marketing Activities of Any Water Purifier	No. of Respondents	Percentage
Road shows	18	9%
Visual Merchandising	06	3%
Direct Marketing	56	28%
TV Commercials	120	60%
Total	200	100%



ANALYSIS: Out of 200 respondents, 60 % of the people have said that the TV commercials are the recent marketing activities to increase the sales of any water purifier, whereas 28 % of the people have said the best option is direct marketing, 9% of the people have voted for road shows and 3% of the people are voted for visual merchandising.

9. AT THE TIME OF BUYING ANY WATER PURIFIER WHAT COMES FIRST IN THE CONSUMERS MIND:

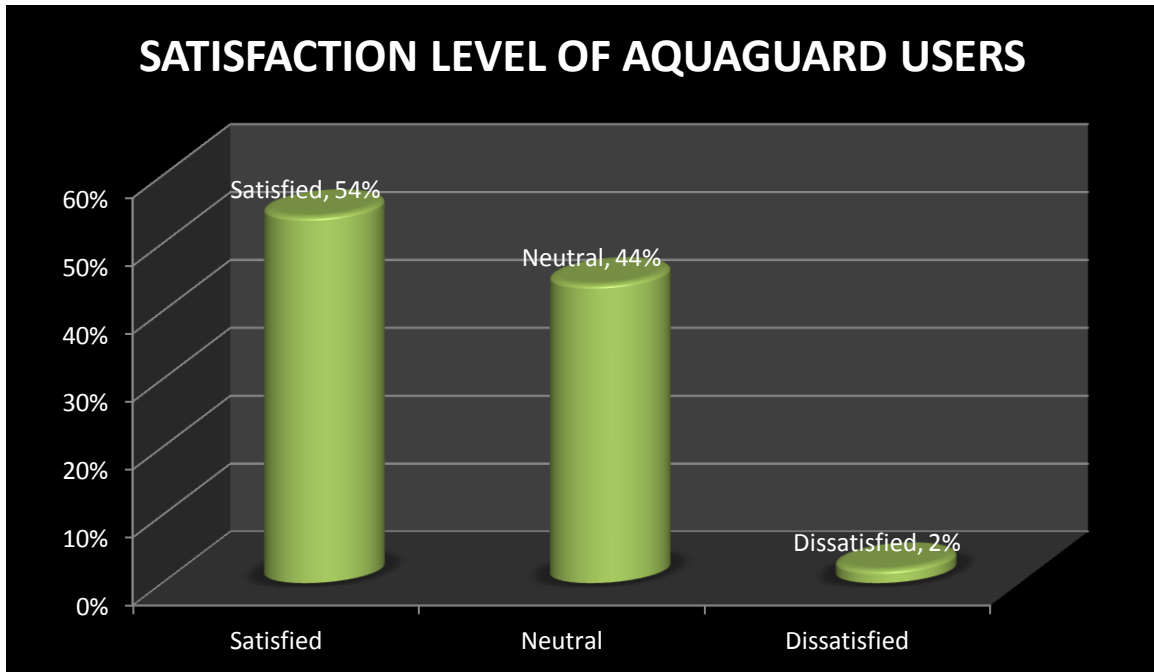
What Comes First At The Time of Buying Any Water Purifier	No. of Respondents	Percentage
Price	40	20%
Health & Safety	140	70%
Both	20	10%
Total	200	100%



ANALYSIS: Out of 200 respondents, 70% of the people have said that at the time of buying any water purifier health & safety comes first in their mind, whereas 20% of the people have said that at the time of buying any water purifier price comes first in their mind and 10% of the people are voted for both.

10. SATISFACTION LEVEL OF AQUAGUARD USERS:

Level of Satisfaction	No. of Respondents	Percentage
Satisfied	63	54%
Neutral	51	44%
Dissatisfied	02	2%
Total	116	100%



ANALYSIS: Out of 200 respondents, 116 respondents are using Aquaguard and to get the authentic data regarding the satisfaction level of Aquaguard users, I have taken 116 respondents who are using this product for few years. 54% of the people have said that they are satisfied with this product, whereas 44% of the people have said it is average and 2% of the customers have said that they are not satisfied with this product.

FINDINGS:

1. 100% of the respondents are well aware about the product named Aquaguard.
2. The most preferred brand in the market is Aquaguard. Around 58% of the respondents are using this product.
3. 78% of Aquaguard users have said that the taste of the water after purification is really good.
4. Around 62% of respondents have said that the price of the Aquaguard is high.
5. The after sales service of Aquaguard is really good. Around 56% of respondents have voted for this.
6. Advertisements and family members are the influencing factors of buying any water purifier in the market.
7. 59 % of the people have said that the demonstration at the doorstep is the best option to buy any water purifier.
8. 60 % of the people have said that the TV commercials are the most recent marketing activities to increase the sales of any water purifier.
9. 70% of the people have said that at the time of buying any water purifier health & safety comes first in their mind.
10. 54% of the people have said that they are really satisfied with this product.

RECOMMENDATIONS: As per the survey done following were the recommendations of the survey:

- Price structure should be revised.
- Customer service is something which company should pay more attention at.
- All models and brochures were not available for display in retail outlets.
- Sales person at the retails counters should have proper knowledge about the product.
- Should focus more on brand awareness.
- Technological & other aspects should be re considered and re-christened.
- Maintain long term customer relationships by providing valuable after sales service.
- Promotional events should be done in a regular basis to keep the people aware about the new technologies and products and also to prevent new companies from capturing the market.
- The company should take initiative to give maximum features and design in minimum price range.
- Price structure should be revised.
- To know about the buying behavior of customer regarding purchase of water purifier
- The company should take initiative to give maximum features and design in minimum price range.

LIMITATION OF THE STUDY: Every research is conducted under some constraints and this research is not an exception. Limitations of the study are as follows:

- The study is limited to the areas of Kolkata.
- The sample size of only 200 was taken from a large population for the purpose of study, so there can be different results of the sample from total population.
- Non availability of adequate data also limited the scope of the study to some extent.
- As the data was collected through the questionnaire, I faced the limitation that respondents were unwilling to provide information.
- Consumer was reluctant to go into details because of their busy schedules.
- Due to continuous change in environment, what is relevant today may be irrelevant tomorrow.

CONCLUSION: Through this study we understood the various perceptions of different respondents towards Aquaguard. We also found out how much they were satisfied with the overall quality & service of the product. The customer's expectation from the various segments and the problems faced by them were identified. I had conducted the market survey in the Kolkata in West Bengal with 200 respondents. I had chosen the product named 'Aquaguard' because nowadays people are very cautious about their health these days and are very particular about their drinking water. In such a scenario most of the people are using water purifier.

After the survey I came to a solution that the people of Kolkata are very much aware of the Aquaguard water purifier and maximum of them are satisfied with the product. I came across some people who are using Aquaguard water Purifier for more than 8 years. Although

maximum people are satisfied with the product but still there is a pinch of dissatisfaction among some of the consumers. But the ratios of these people are negligible.

The survey has showed and proved that Aquaguard of Eureka Forbes Ltd. is enjoying a monopoly in the market of Kolkata. Nowadays, Pure IT of HUL is competing with Eureka Forbes. I have found out from the survey that people use the word “Aquaguard” as a generic name for all water purifiers no matter to which company and brand it belongs to. Moreover my survey has showed that most of the people are using Aquaguard water Purifier in their work place as well as in their homes.

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