

# A Study on Customer Satisfaction Towards Goodwill Pumps at Ballari

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**Abstract:** The study on customer satisfaction towards Goodwill Pumps in Ballari examines consumer perceptions of the brand, focusing on product quality, durability, and efficiency key factors for consistent water supply in the region. Pricing and after-sales service, such as installation and maintenance, also significantly impact customer loyalty. While many customers express satisfaction with the pumps' performance, the research identifies areas for improvement, particularly in after-sales service and competitive pricing. Recommendations include expanding service centers, enhancing communication on warranties, and improving maintenance support to strengthen Goodwill Pumps' market position and customer loyalty in Ballari.

## **INTRODUCTION**

India's pump industry is characterized by a focus on high-efficiency products, technological advancements, and adherence to quality standards. Manufacturers prioritize aspects such as durability, low energy consumption, and environmental compliance to meet national and international requirements. The use of pumps in irrigation, water treatment, sewage management, and HVAC systems highlights their critical role in both rural and urban infrastructure.

Pumps play a crucial role in national infrastructure, supporting industries such as agriculture, water supply, construction, and more. In India, the pump manufacturing industry has witnessed significant growth due to the increasing demand for water management systems, urbanization, and industrial expansion. Companies like GoodWill Pumps are leading the charge by providing advanced solutions such as Monoblock Pumps and Submersible Pumps, which are essential for various water pumping applications.

## **STATEMENT OF THE PROBLEM**

The success of any company hinges on its ability to satisfy its customers, particularly in specialized markets such as agricultural equipment. In the context of Goodwill Pumps, understanding customer satisfaction specifically among farmers is critical. Customer satisfaction is a key metric that reflects how well a company's products, services, and overall capabilities meet the expectations of its customers. By collecting and analyzing customer satisfaction data through surveys, feedback, and ratings, companies can gain valuable insights into areas that require improvement or modification.

This study focuses on assessing the level of satisfaction among farmers who use Goodwill Pumps in Ballari. The research aims to identify the factors influencing their satisfaction, the challenges they face, and how these insights can help Goodwill Pumps refine their product offerings and services to better meet the needs of their agricultural customer base.

## **RESEARCH AIMS AND OBJECTIVES**

The primary aim of this research is to assess customer satisfaction with Goodwill Pumps in Ballari, focusing on the factors that influence purchase decisions and the overall consumer experience. To achieve this aim, the study is guided by the following objectives:

- 1. Identify Influencing Factors in Purchase Decisions:** Investigate the key factors that most significantly impact customers' decisions when purchasing Goodwill Pumps. This includes evaluating aspects such as product quality, pricing, brand reputation, and the availability of after-sales services.
- 2. Understand Consumer Challenges:** Explore the specific problems and challenges faced by consumers of Goodwill Pumps in Ballari. This objective seeks to uncover any recurring issues or common concerns that may affect customer satisfaction and product usage.
- 3. Analyze Customer Feedback and Complaints:** Collect and analyze customer feedback and complaints to identify patterns and areas where Goodwill Pumps may need to improve. This objective will provide insights into the strengths and weaknesses of the product from the customer's perspective.
- 4. Evaluate Farmers' Satisfaction Levels:** Assess the level of satisfaction among farmers who use Goodwill Pumps, focusing on how well the products meet their unique needs in agricultural applications. This includes evaluating the pumps' performance, durability, and overall value in supporting farming activities.

## **LITERATURE REVIEW**

Devakumar, G. (2023)<sup>1</sup> In today's situation, the customer has multiple alternatives to choose at various Points of Purchase (POP). Therefore, dealers and sales personnel need to know the pulse of the customer and the customer's touch points by thoroughly understanding the customers' needs and wants. Thus, creating a superior customer value and ways to increase customer satisfaction is the order of the day during the purchase, prior to

purchase, as well as post purchase process. At any point of time if the customer tends to be dissatisfied on any grounds, viz., emotional, psychological and personal ground, it will lead to customer switching behavior. In order to cater to the customers' needs and satisfy them, various strategies, viz., customer service cell with highly trained personnel, emergency services and quick after-sales service and support, etc.,

C. Ramamoorthy (2022)<sup>2</sup> Nowadays, organisations that provide good customer service, gain a competitive advantage over organisations that do not. Customer service effectiveness is a critical measure of success for all organisations. This can be evaluated through customer feedbacks which tells about the organisation's product and service that customers find valuable, and what they find useless. Customer feedbacks refer to the potential contribution of customers to organisations and help them fine-tune their business and meet their customers' needs. This paper suggests a methodology to investigate the customer satisfactions level through lean manufacturing system using customer feedback approach for taking necessary steps to improve customer values and to increase customer satisfactions. The usefulness of this approach is not only applicable for pump manufacturing industries but also various industrial segments, which would enable to cater the current and future customer demanding needs.

Stephen Potter (2022)<sup>3</sup> Consumer adoption of microgeneration technologies is part of the UK strategy to reduce carbon emissions from buildings. Domestic heat pumps are viewed as a potentially important carbon saving technology, given the ongoing decarbonisation of the electricity supply system. To address the lack of independent evaluation of heat pump performance, the Energy Saving Trust undertook the UK's first large-scale heat pump field trial, which monitored 83 systems in real installations. As part of the trial, the Open University studied the consumers' experience of using a domestic heat pump. An in-depth user survey investigated the characteristics, behaviour, and satisfactions of private householders and social housing residents using ground source and air source heat pumps for space and/or water heating, and examined the influence of user-related factors on measured heat pump system efficiency. The surveys found that most users were satisfied with the reliability, heating, hot water, warmth and comfort provided by their system.

Xuening Chu (2022)<sup>4</sup> Product-service system (PSS) design focuses on customer value and satisfaction more than traditional product or service design, and pays much attention to making improvement strategies due to the immaturity of engineering design methodology. Customer satisfaction evaluation attracts PSS providers' attentions in supporting PSS design. Importance-performance analysis (IPA) as an effective customer satisfaction evaluation tool is revised and used to identify PSS improvement strategies in this paper.

S.Murali (2022)<sup>5</sup> After sales services (ASS) are activities that take place after the purchase of the product by Consumers and are devoted to supporting Consumers in the use and disposal of goods. ASS can create sustainable relationships with Consumers and contribute

significantly to Consumer satisfaction. The purpose of this study is to evaluate the ASS quality by measuring the level of Consumer satisfaction (CS), Consumer retention (CR) and Consumer loyalty (CL) through the SERVQUAL dimensions comprising of ASS attributes and also to check which such ASS-based dimensions of SERVQUAL needs to be focused more on improving the quality of ASS with the consideration of firms involved in manufacturing the home appliances.

## **RESEARCH METHODOLOGY**

The research methodology outlines the approach used to gather information and data essential for making informed business decisions.

**Research Design:** The study employs a descriptive research design. Descriptive research is a method focused on identifying and understanding the characteristics of a specific population or phenomenon. This approach helps to establish comprehensive insights into the patterns and traits of a group, without necessarily exploring the reasons behind these occurrences.

### **Data Collection**

**Primary Data Collection:** Primary data was obtained through direct discussions with managers, employees, and company officials of Goodwill Pumps. Additionally, questionnaires were distributed to customers of Goodwill Pumps to gather firsthand information and feedback.

**Secondary Data Collection:** Secondary data was sourced from company records, official company websites, and a review of relevant books, journals, and articles.

**Sample Size:** The study involves a sample size of 100 farmers selected for investigation, representing the customer base of Goodwill Pumps in Ballari.

**Sampling Techniques:** The research utilizes stratified sampling as the chosen sampling technique. In stratified sampling, the population is divided into distinct subgroups or strata, ensuring that each segment is represented in the sample. This method enhances the likelihood that the sample is representative of the entire population, leading to more reliable and deterministic results.

**Sampling Unit:** The sampling units for this study are customers of Goodwill Pumps Company in Ballari.

### **Data analysis and interpretation:**

1. The survey shows that 82% of respondents are male and 18% are female, indicating that men are the primary decision-makers for purchasing water pumps in Ballari.
2. The age distribution reveals that 50% of respondents are in the 45-60 age group, followed by 31% in the 25-45 age range. A smaller proportion, 10%, are aged 18-25, and 9% are over 60, showing a concentration of middle-aged individuals.

3. Most respondents 55% learned about Goodwill Pumps through electronic media, while 30% relied on word of mouth, and only 6% were influenced by print media.
4. Friends 32% and relatives 31% are the main influencers in purchasing decisions, followed by dealers at 27%, and only 10% were influenced by personal choice.
5. A significant 91% of respondents are satisfied with the finance services offered by Goodwill Pumps, while only 9% expressed dissatisfaction.
6. Satisfaction with warranty period provided by the company 90% of respondents are satisfied, while only 10% are dissatisfied.
7. Satisfaction with the discounts The survey shows that 38% of respondents are satisfied with the discounts offered, 9% are highly satisfied, and 53% remain neutral. No respondents reported dissatisfaction.
8. Customer interactions were rated as good by 51% of respondents, excellent by 25%, and average by 24%, with no reports of poor behavior.
9. Satisfaction with the quality of Goodwill Pumps are 57% of respondents are satisfied and the other 24% are highly satisfied, but only 19% are neutral, with no dissatisfaction recorded.
10. The survey indicates that 54% of respondents use open well submersible pumps, 28% use borewell submersible pumps, 16% use domestic monoblock pumps, and only 2% use open well stage pumps. No respondents reported using pressure booster pumps.

## **FINDINGS**

- a. Majority of respondents 82% are male.
- b. Majority of respondents 50% are between 45-60 years old, making this the largest age group.
- c. Majority of respondents 55% learned about Goodwill Pumps through electronic media.
- d. Majority of respondents were influenced by friends 32% and relatives 31% to purchase Goodwill Pumps.
- e. Majority of respondents are satisfied with the finance services offered by the company.
- f. Majority of respondents 90% are satisfied with the warranty period provided by Goodwill Pumps.
- g. Majority of respondents 53% feel neutral about the discounts offered by the company.
- h. Majority of respondents 51% rate the behavior of company representatives as good.
- i. Majority of respondents 57% are satisfied with the quality of Goodwill Pumps.
- j. Majority of respondents 54% use open well submersible pumps, making it the most popular type.

## **CONCLUSION**

Customer satisfaction is a crucial determinant of success for both customers and the company. When customers are satisfied with a product or service, it drives the company's growth, leading to higher production volumes and improved quality standards. The survey conducted among customers of Goodwill Pumps reveals that customer satisfaction can be significantly enhanced by addressing key areas such as price reduction and extending the

warranty and guarantee periods for products and services. Additionally, the study highlights the strong relationship between Goodwill Pumps and its customers, supported by the company's commitment to providing proper guidance on product usage. By focusing on these aspects, Goodwill Pumps can continue to foster customer loyalty and achieve sustained growth

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