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EXECUTIVE SUMMARY

The heading of the project being “consumer satisfaction of Godrej’s line of locks” it will concentrate more on finding out the satisfaction level on Godrej line of locks, at the same time will find out the other problems which will helps the marketer to improve his product and bring it up to the standard of the target customers. The other aspects being the analyzing the various brands available in the market. Analyzing the different buying habit of the people and the attitude that they look while buying based on customer satisfaction

The study helped to know different categories, durability, response price perception attributes preferred etc. it also helps to know whether locks fit in to the customer’s requirement And whether the quality of locks is stated. Detailed findings, feedback and suggestions are given in the last sections. In short the project study will help to know an over status of customers view on Godrej line of locks.

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INTRODUCTION

This study is concerned about the level of satisfaction of consumers in relation with the godrej's line of locks. What are the steps taken by the company to satisfy their consumers? This study helps to know the customer's attitudes and reaction towards Godrej Locks. Customer's perception regarding satisfaction level and service level of godrej. The study also helps us to find out the level of awareness, and also helps to analyze the market potentiality of the organization.

Theoretical background of the study

As the 21st century is fast approaching, marketing is becoming more attractive and important at the company, state, national and international levels. Many organizations have involved in developing marketing activities that helps to satisfy needs and wants of a group customers.

Operational definition of the concept

Market: The set of all actual and potential buyers of a product or service. It can be understood as a place where producer and the customer come into close contact for the purpose of exchange.

Marketing: A process wherein goods and services are distributed from producer to the consumer in the process of distribution. It can be defined as a social and

managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Need: In short it can be defined as “a state of felt deprivation”. It is the desire which is primary stimulant to buy the product at a particular period of time.

Consumer satisfaction: Satisfaction according to oxford dictionary is “something that satisfies a desire or gratifies a feeling”. Consumer satisfaction means the extent to which a products perceived performance matches buy’s expectations. If product’s performance falls short of expectations the buyers is dissatisfied, if performance matches or exceeds the expectations the buyer is satisfied or delighted. Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to his or her expectation.

Product: It can be defined as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical object, services, persons, places, organizations and ideas. In other words product is a bundle of utilities consisting of various product features and accompanying services.

Motivation: It is that internal force which arouses or activates the desire or stimulation to purchase the product or service. Motivation refers to the degree of readiness of an organism to purchase some designated goal and implies the determination of then nature and locus of the forces including the degree of readiness.

Perception: The process by which people select, organize and interpret information top form a meaningful picture of the world.

Consumer delivered value: The consumer's assessment of the product overall capacity to satisfy his or her need. The difference between the total consumer value and total customer cost of a marketing offer-profit to the consumer.

Customer value: The difference between the values the customer gains from owning and using a product and the cost of obtaining the product.

Marketing

Marketing is a comprehensive term and it includes all the sources and a set of activities necessary. To direct and facilities the flow of goods and services from producers to customers in the process as a distribution. Business men refers to marketing process as a distribution process. Human efforts, finance and management constitute the primary resources in marketing.

Marketing encompasses all activities of exchange conducted by producers and middle men in commerce for the purpose of satisfying consumer demand. Marketing management is responsible for organizing directing and controlling all marketing activities included in the process of marketing.

It deals with how organization and people can improve their exchange activities to produce more income for themselves and more satisfaction for others. Marketing concept is a philosophy that says that organization should try to create genuine consumer satisfaction which usually succeeds in achieving various organizational goals.

Marketing consist of a set of principles for choosing target market, identifying consumer needs and developing want-Deliver satisfying products and services and value to customers and profit to the company. More successful companies owe their success to practicing a through

customer orientation and making consumer needs the basis of company's opportunity.

Thus marketing comprises an integrated system of business activities in order to plan, price, promote and distribute goods and services to meet consumer needs within the limits of the society.

Definition of marketing

Philip kotler defines marketing a process wherein goods and services are distributed from producer to customer in the process of distribution. It can be defined as a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others.

The American marketing association defines marketing as the performance of business activities that direct the flow of goods and services from producer consumers.

Importance of marketing

Marketing is recognized as one of the most important activities in the field of business. Our lifestyle are continuously affected a wide range of marketing activities. Marketing alone can put together goods and services we want and need at our door steps.

Marketing has achieved social importance because it has been entrusted with the task of creating and delivering a standard of living to the society.

Marketing is the vital connecting link between producers and consumers. Marketing is directly responsible to maintain equilibrium between mass production and mass consumption.

Marketing system plays a unique role in transforming the benefits of mass production in terms of raising living standards and lifestyles of all people through a better system of physical distribution.

Marketing function

Marketing functions are performed by the manufacture, middlemen, retailer and even the services person who are involved in the machinery of distribution.

Selling: It is one function of the equation of exchange. Selling helps to fulfill the demand for the product.

Buying: It is second function of the equation of exchange. It requires planning of purchases, search for probable sellers, and selection of goods to be sold.

Standardization and grading: Standardization makes sale by description possible. It ensures quality. It promotes uniformity of products.

Financing: Credit is necessary in marketing. It plays an important role in retail trade particularly in sale of costly consumer goods.

Marketing management

Marketing management may be defined as the process of management of marketing programs for accomplishing organizational goals and objectives. The process of management is a set of managerial function known as planning, directing implementation and control of programs to achieve predetermined objectives.

Marketing management seeks to influence the level, timing, character and demand in a way that will help the organization to achieve its objectives.

Marketing management performs all managerial functions in the field of marketing. It is responsible for organizing, directing and controlling all marketing activities included in the process of marketing program and conduct the marketing campaign.

Marketing mix

Marketing mix is the set of controllable marketing variables that the firm blends to produce the response it wants in the target market. The variables can be controlled into four groups known as 4P's are:

----- *Product mix*: Product is the bundle of utility. It has four components

- Product range
- After sale services
- Branding
- Packaging

--- *Price mix*: Price is the valuation placed upon the product by the offerer. It covers pricing, discounts, allowances and terms of payments. It also deals with price competition or price wars.

--- *Place mix*: Place stands for various company activities that make the product available to target customers. It includes the channel members like wholesalers and retailers, the coverage, the location, the inventory and transport of the product.

--- *Promotion mix*: Promotion is the persuasive communication about the product by the offerer to the prospect. It covers advertising, personal selling, sales promotion, publicity, public relation used for promotion. Largely deals with the non-price competition.

A company must decide on the budget to spend on the marketing effort and how to allocate the budget to the marketing mix tools. The positioning of the product provides the basis for designing a co-ordinate marketing mix

Marketing information system (MIS)

Information system is an organized way of receiving, recording, analyzing and sending information. It includes both formal flow of information as well as informal flow of information.

Any information that is required to provide better that is required to provide better results to the market and positioning of the product is called market information. Marketing information provides the manufacture or marketer with everything he wants to know about products, competition and promotional strategies of competing enterprises.

Marketing information system is an organized ongoing system for providing information to decision makers in the marketing field. Marketing information system may be defined as “a set of procedures and methods for the regular and planned analysis and presentation of information which are useful to make marketing decision”. K. Cox and R Good. MIS is a process of systematic collection of information which helps the marketer to make decision in accordance with the present environment and future prospects.

Marketing information is an ongoing and repetitive process of collection, processing and presenting of pertinent information while marketing research is an intermittent or irregular activity on a project to project basis and concerned with Soling specific and typical marketing problems.

Marketing research has wider meaning and scope. It is the systematic gathering, recording and analyzing of data about problems connected with market place, i.e. problems relating to product, price, place, and promotion of 4 P's of the marketing mix.

The American marketing association defines marketing research as follows—

Marketing research is the function which links the customer, the public to the marketer through information used to identify and define marketing opportunities and problems: generate, refine and evaluate action: monitor marketing performance: and improve understanding of the marketing as a process.

Marketing research is concerned with all those factors which have a direct impact upon the marketing of products and services. It is the study of any part of total marketing process. It concentrates on the study of product planning and development, pricing, policies, effectiveness of personal selling, advertisement and sales promotion, competition and entire area of buyer behavior and attitude in the market place.

Customer satisfaction

Customer: customer is a person who has the willingness to buy the product and possess enough financial backing in order to materialize his need. The customer purchases a product to fulfill his requirements and thus expect full satisfaction out of the product for which he is paying.

Customer satisfaction: customer satisfaction is a sum total of the provider's perceived performance and the customer's expectation.

Consumer's purchase of commodity is dictated by their mental and economic forces. Mental forces create desires and wants. But the economic force may come in the way of satisfying that want. Hence he has to choose between the wants and select the products according to his priority of the consumption. The producer has to consider both the consumer forces, before manufacturing the product. As consumption initiates production, the producer should identify the

motives which prompt the consumer to purchase. This helps him to offer a total product that can satisfy the consumer needs.

Today in the consumer driven economy, all firms are engaged in rat race to attract customers and build a long term relationship with their loyal customers. The key to customer loyalty is through customer satisfaction. A satisfied customer will act as a spokesperson of the company's product, and bring in more buyers. There is also a high correlation between the loyalty and profitability i.e. to say a small percentage of loyal customers will lend a large weight to the company's sales so marketers have to ensure customer's value satisfaction.

All the efforts of marketers at trying to understand buying motives, organizing buying behavior and working out suitable promotional strategy to develop a suitable the consumer behavior to ensure consumer satisfaction. In today's competitive environment, where companies are adopting various methods to woo the prospective consumers, marketers have to make all efforts to understand all complexities which go into the buying the behavior and frame marketing programs suitable to the target market.

Customer satisfaction is the extent to which a product perceived performance matches a buyer's expectations. If the product performance falls short of expectations the buyers is dissatisfied. On the other hand if the performance matches or exceeds expectations the buyer is satisfied or delighted.

Consumer satisfaction depends on a product's perceived performance in delivering the value relative to a buyer's expectations. If the products performance falls short of customer's expectation the buyer is dissatisfied. If the performance exceeds expectations the buyer is delighted. Outstanding marketing companies go out of their way to keep their customer

satisfied. Satisfied customers make repeat purchase, and they tell others about their good experience with the product.

Basis of buyer's expectations-buyer expectations are based on the customer's past buying experience, the opinion of friends and associates, marketer and competitor and information and promises. Marketers must be careful to set the right level of expectations.

If they set expectation too low, they may satisfy those who buy but fails to attract enough buyers. In contrast if they raise expectation too high the buyers are likely to be disappointed. Most of the successful companies are raising expectations- and delivering performance to match it.

PROFILE OF GODREJ GROUP

Godrej had its birth in india's freedom struggle for independence. He was a staunch nationalist and believed that the country's economic degradation is worse than its political subjugation.

Ardhesir Godrej gave up law and took up lock making and security equipment which competed with the finest of them in the world.

It was the year 1987 that the Godrej company started its journey in the hands of founder Ardhesir Godrej. Later on its scope and activities were expanded and given shape by his brother Pirojshaah Godrej.

Today godrej enterprise has turned out to be a multi pronged and a multinational enterprise with its centre at the sprawling township known as Pirojshanagar in the outskirts of Mumbai.

The company is one of the largest privately held diversified industrial corporations in India. The combined sales of the company and its affiliates amount to a mammoth total of Rs 40000 million.

The company's shares are held by the Godrej family situated in Mumbai.

The company is involved in a number of businesses namely:

Locks

Appliances

Furniture and interiors

Security solutions

Industrial products

Process plant equipments

Material handling equipments

Construction and real estate

Electrical and electronics devices

The main mission of the company is to provide quality products with consistency to all its customers and focuses on presenting a consistent corporate image throughout product, packaging, marketing activities and its relation with its suppliers.

RESEARCH DESIGN

TITLE OF THE STUDY

The title of the study is “A Study on customer Satisfaction of Godrej’s Line of Locks with special reference to Bangalore city”.

STATEMENT OF THE PROBLEM

Consumer satisfaction towards a particular product is extremely important from the viewpoint of the company. Consumer satisfaction is an important and indispensable part to the jigsaw of consumer loyalty. Further consumer loyalty is the essential element, which gives the company a strong hold to its product in an industry. Satisfied customers are less price sensitive, talk favorably to others about the company and its products and remain loyal for a longer period.

Consumer satisfaction is generally concerned with whether the product meets the expectations of the customers or in other words, the extent to which a product’s perceived performance matches a buyer’s expectation.

The problem of the study is to find out the level of consumer satisfaction, evaluation about the product of the company and customers preference for the product.

OBJECTIVES OF THE STUDY

Customers are attracted through competitively superior offering and retain through satisfaction so the main objective of the study is to know how satisfied or dissatisfied the customers of Godrej locks are.

Some other objectives of the study are below mentioned:-

- a) To analyze the customer's satisfaction towards Godrej locks
- b) To find out customer's perception regarding service levels of godrej.
- c) To analyze the important factors while buying Godrej locks.
- d) To know customer's preference and dislike about the organization.

SCOPE OF THE STUDY

The study encompasses a vast scope as it includes the customers of Godrej locks.

This study was carried out in order to obtain the information about the Godrej's line of locks in the market regarding the brands

- Future potential
- Comparative study of consumer preferences
- Consumer preference
- Effect on price on purchase decision

The study also extends to include the factors, which influence them to buy locks of Godrej.

Service includes all the services and facilities provided by Godrej. The study was limited to the city of Bangalore

The locks industry commands a size of approximately 250 crores in India and is rapidly increasing. In such a scenario the updating of research should always be done to know the present condition, which would pave the way for future direction for the market, and also to enforce mid-course correction to various plans and strategies of management.

Research Methodology

There are three types of research methodology when undergoing a research depending upon the problem or purpose of study. The three types are as follows:

1. Descriptive research
2. Exploratory research
3. Causal research

The study is based on descriptive research where in current situation in the market is taken into consideration.

Sample design

Sampling

Sampling procedure is a total procedure of selecting the sample size. The following steps are involved in sampling:

- Defining the population
- Identifying the sampling frame
- Specify the sampling method
- Determining the sample size
- Specifying the sampling unit
- Specify the sampling plan
- Select the sample

. These can be assumed as the characteristics of the total universe.

Methods of sampling

Generally sampling can be of two broad categories i.e. probability and non-probability sampling.

Probability sampling

Probability sample is chosen in such a way that each member of the universe has known chances of being selected for a sample. Frequently used techniques are simple random sampling, systematic sampling, stratified random sampling, cluster sampling.

Simple random sampling

In this each member of the population has a known and equal chance of being selected. For example if we have to select 20 brands of any product out of 100 then we can put 100 chits in a box and pick up 20.

Systematic sampling

In this method the members are chosen in a systematic way such that each person has a known chance of being selected. For example 25 customers of locks out of 75 in Bangalore then every 3rd customer can select. This method is simple to select the sample size.

Stratified sampling

A stratified sampling is used when the purpose of the survey asks for certain groups in the total population. This could be age, income, education etc. For example we can pick up all people within the age group of 20-30 as an education group with graduate or post graduate.

Non-probability sampling

In non-probability sampling the chance of a particular as being selected is unknown, which means the probability of selection is not clear. There are three types of non-probability sampling

1. Judgment sampling

The main characteristics of judgment sampling are those units or elements in the population which are purposefully selected.

2. Convenience sampling

In this method the sample units are chosen on the basis of convenience of the investigator.

3. *Quota sampling*

In this method the universe is divided into various strata and a particular share out of it is selected as a sampling unit.

Sampling Technique: The sampling technique used in the study is Non-probability-convenience sampling

Sample Size: A sample of 100 people has been selected for the study.

Sample Description: The sample includes business, professionals, Sales Executives

Sources of Data

One of the important tools of conducting marketing research is the availability of necessary and useful data. Data collection is done by in many ways. It is more of an art than science. Sometimes the data available readily in one form or the other and sometimes they are to be collected a fresh. In the case of marketing research the data collection may occupy only a minor part or sometime it may be most expensive and time consuming affairs. Mainly data can be collected using two methods. These are primary and secondary data.

Primary data

The data which is collected directly from the consumer by communicating with them. It helps to know the attitudes and opinion of the people, awareness and knowledge, behavior etc. conducting the sample members and then getting the required information by using observation and communication is the means by which such a data can be collected. These are some of the data collection instrument:

1. Survey method
2. Observation method
3. Experience method

The data was collected through survey method where in a structured questionnaire has been used which included close end and open end questions.

Secondary data:

These are data which can be selected from internal and external sources apart from the information collected from the field. Secondary data can be collected from the following sources

Government: records, journals, books, magazines etc

Internal sources: company sources, balance sheet, catalogues and brochures

In this project to get proper information primary and secondary data were taken. Secondary data are obtained from company information.

LIMITATIONS OF THE STUDY

The market of Godrej locks is huge and covers every possible place in the city. With such a large customer base and an extensive product line, it is very difficult to find out the consumer reaction.

Thus the study suffers from the following limitations:

1. As it was not possible to cover the entire city of Bangalore, only a small representative of the sample of customers was taken.

2. With the huge customer base of Godrej it was only possible to attend a small section of those customers, which would affect the study to a certain extent.

3. Though the respondents are supposed to provide correct information as it depends entirely on the respondents it may be biased.

CHAPTER SCHEME

Chapter 1: Introduction to the topic and review of research literature.

Chapter 2: Design of the study covering statement of problem, objectives of the study, scope, sampling, methodology, limitations, plan of analysis.

Chapter 3: Company profile

Chapter 4: Data analysis and interpretation

Chapter 5: Summary of findings, conclusions and suggestions.

Bibliography.

Annexure

PROFILE OF THE ORGANIZATION

INDUSTRIAL BACKGROUND

The locks industry in India is one of the best in the world. An extremely un-organized sector, locks manufacturers, exporters, suppliers, stockiest and wholesalers are the gateway to an extremely enterprising locks and security industry in India.

The locks are produced mainly in small-scale sector in India. The lock-manufacturing units are located in two clusters: Aligarh and Dindigul. There are about 6000 small scale units and a couple of organized sector units making various types of locks such as lever locks (pad, temple, excise, trick, mortise, auto, furniture, safe, garage, post, railways, bicycle etc.) and Pin Cylinder mechanism locks. Annual turnover of Indian lock industry is approximately Rs. 250 crores.

The industry provides direct employment to approximately 25,000 persons mostly belonging to weaker and minority sections of the society. 80% of the lock-manufacturing units are artisan based. Product designs in vogue are century old. Artisans are following hand crafting based processes.

According to an estimate, the global market of locks will touch US \$ 50 billion by 2005. The Indian lock industry can protect their share in domestic market and have share in the world market, provided cost-effective technologies are adopted and properly marketed. There is a need to protect traditional lock making.

At the same time, it is necessary to introduce some mechanization to make the industry competitive in the post WTO regime.

ORIGIN OF THE ORGANIZATION

It was the year 1897 which earmarked the birth of a dream, a history, and a revolution that took its first step by throwing of wee entrenched foreign brands from the Indian market.

He was a young man who gave up law and took up lock making. Events in the Godrej's story are only the small visible pieces of a larger continuously emerging picture – a picture alive and palpable in the mind of one man: the young lawyer turned lock maker- ARDESHIR GODREJ.

With each new product ARDESHIR changed perception about industry in India. He produced the finest security equipment and then stunned the world by creating soap from vegetable oils. He was the first Indian manufacturer to displace well-entrenched foreign brands from the Indian market. The word GODREJ, etched into the metal of his locks, became a symbol of self-reliance for the generation that followed. What started as a dream had become a moment but it was left to another man to carry it forward- PIROJSHA GODREJ.

PIROJSHAH GODREJ laid the foundation for a throbbing enterprise at a sprawling industrial garden township outside Mumbai.

It was here that the Godrej vision took concrete shape in later years. Its extension and scope was expanded greatly by his sons- BURJORJI and NAOROJI, SOHRABJI.

To this day, products that compete with the best in the world continue to come from the gates of PIROJSHA NAGAR. Godrej touches the life of millions of Indians every day. To them, it is a symbol of enduring ideals in a changing world. Every product, every new concept gives shape to their visions of tomorrow.

GROWTHS AND PRESENT STATUS OF THE COMPANY

After the restructuring of its companies sometime back, the Godrej group is now focusing on expanding. These include aerospace as well as its international operations. The privately held engineering company within the group – Godrej & Boyce – is looking at the aerospace industry as a key growth area. The company is investing considerably in the aerospace program, where they supply for the country's space program. Godrej has already been working with ISRO for almost 10 years.

Godrej & Boyce is also into furniture, locks, security, appliances and machine tools businesses. The IT and BPO boom has provided a fillip to the furniture business and the company sees it as one of the key areas for expansion. There are three operational businesses besides BPO and IT that have strong

globalization potential. One is the steel furniture business, the other is household insecticide business and the third is the hair color business.

Godrej's strategy is to expand their global operations. They would like to see it increase to 20 or 30 per cent over the next five years. Currently, the group derives 10 per cent of its revenues from outside India.

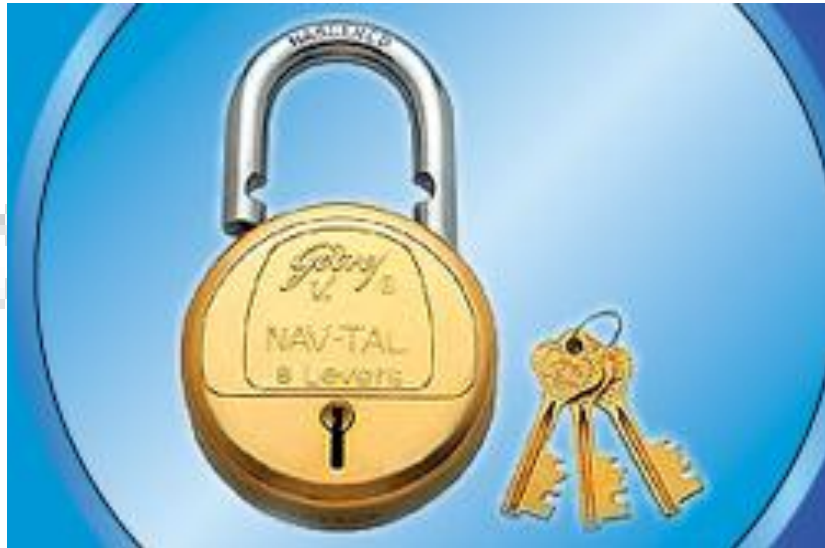
Name Godrej is inseparable from daily life in India. Seen on products ranging from safe-deposit lockers to soaps, hair dyes to edible oils and packaged foods to vacuum flasks, it represents reliability and value. The best example of this is the Godrej 'Storwel' - the sturdy steel cupboard almost every family owns or aspires to own.

Every new product strengthens the bond established in 1897 when Ardeshir Godrej made the first Godrej lock. While the original, tough "Navtal" remains popular; Godrej now manufactures a range of locks in every size and design imaginable. It is one of the few manufacturers in the world to commercialize the computer-coded dimple-key lock that is virtually impossible to duplicate or open without its own key.



LINE OF LOCKS

Padlocks



Godrej Padlocks can be seen in remote corners of India. In homes, shops, sheds, godowns, shutters ... in villages, towns and cities. Today there are Godrej Padlocks offering different levels of security and value for money!

The range of Padlocks includes:

Nav-Tal

- 5 lever
- 6 lever
- 6 lever deluxe
- 6 lever long shackle
- Hardened Navtal 7 lever
- 7 lever deluxe
- Hardened Navtal 8 lever
- 8 lever deluxe

Freedom Shakti

- 5 lever
- 6 lever
- 7 lever
- 6 lever
- 7 lever
- 7 lever

Pin Cylinder Sherlock

- 60 mm
- 70 mm

Steeloc

- 70 mm
- 90 mm

Kadi Tala Tuf1

- 200 mm
- 275 mm
- 20 mm
- 30 mm
- 40 mm
- 50 mm
- 60 mm

Combination Lock

- Gold
- Green
- Silver
- Black
- Blue
- Gold & Black
- Chrome & Black

Cylindrical locks



Smart planning begins at the door with Godrej Cylindrical Locks. From the main entrance doors to cabin doors, interconnecting doors to toilet doors, these locks are available in a wide range of elegant finishes, security levels and functions.

Everyday Everywhere

The range of Cylindrical Locks is available in two broad types:

Keyed Cylindrical Locks

- Polished Brass
- Stainless Steel
- Antique Copper
- Wooden Finish
- Bright Black
- Genuine Wood
- Polished Brass - Heavy Duty
- Polished Brass - Deadlock
- Polished Brass - Leverset
- Round Lock - Brass
- Round Lock - Stainless Steel

Keyless Cylindrical Locks

- Polished Brass
- Stainless Steel
- Bright Black
- Antique Copper
- Wooden Finish
- Round Lock - Brass
- Round Lock - Stainless Steel

Furniture locks



The range of Furniture Locks includes:

- Universal Furniture Lock
- Classic Furniture Lock
- Multipurpose Lock
- Premium Multipurpose Lock
- Multipurpose Round Lock
- Cam Lock
- Drawer Cupboard Lock
 - 75mm
 - 76mm
- Multi-Drawer Furniture Lock
- Multi Latch
- Glass Guard

Rim locks



The range of Rim Locks includes:

Night Latch Vertibolt Rim Lock (1CK) Rim Lock (2C)

- Inside opening
- Outside opening
- Night Latch Classic
 - Inside Opening
 - Outside Opening
- Inside opening
- Inside opening
- Outside opening
- Inside opening

Godrej Mortise Lock



Elegance and beauty go together in a Godrej Mortise Lock. These locks are available in a range of designs and finish that look great on the front door of houses, office cabins or 5-star hotel rooms. They are available in Keyless, Lever mechanism, Pin Cylinder mechanism and Ultra Locking mechanism.

The locks and a variety of handle sets are available in separate packs.

The range of Mortise Locks include:

Lever Mortise Locks:

- 2 Lever Mortise Lock
- 4 Lever Mortise Lock
- 6 Lever Mortise Lock
- 6 Lever 2-Way Brass Mortise Lock
- 6 Lever 2-Way Chrome Mortise Lock
- 7 Lever Mortise Deadlock
- Keyless Mortise Lock
- Hookbolt
- Keyless Mortise Latch

Europrofile Pin Cylinder Mortise Locks:

- Europrofile Mortise Lock 146
- Europrofile Mortise Lock – 146 (Brass)
- Europrofile Mortise Lock 240
- Europrofile Mortise Lock 240 (Chrome)
- Europrofile Mortise Lock 240 (Metallic Gold)
- Europrofile Mortise Deadlock-126
- Multipoint Mortise Lock

Ultra Locks



The Ultra Locking systems from Godrej are security for tomorrow, available today. They are based on multi-row 14-pair pin cylinder technology, i.e., pins need to make precision contact with the key from 3 sides instead of one. The Ultra key has high precision dimples on all four sides, of different sizes, made with sophisticated technology. The computerized dimples are available in over 1000 million combinations. Ultra key is reversible and is made of nickel silver, which resists bending. Ultra locks' inside components are made of rustproof metals like brass and stainless steel, to ensure they function smoothly for years.

The range of Ultra Locks includes:

Ultra Disc Lock

- 70mm
- 90mm

Ultra Vertibolt

- 1CK
- 2C

Ultra Latch (1CK)

- Outside Opening

Ultra Latchbolt 1CK

- Inside opening

Ultra Mortise Deadlock

- 1CK
- 2C

Ultra Mortise Lock

- 1CK
- 2C

Ultra Shutter Lock

- Powder Coated
- Satin Finish

Ultra Latch (2C)

Ultra Twin Bolt **Ultra Tribolt**

Ultra Kaditala

Ultra Sherlock – 60mm

*1CK - one side (outside) operable by key and other side (inside) by knob

*2C - both sides operable by keys

Electronic locks



Electronic lock

Code: 5109

Features

- Advanced technology of Micro Controller based Embedded System.
- Uniquely coded e-keys have over 19 trillion lakh key combinations to ensure non-interchangeability.

Applications

- Main doors and cabin doors in residential and commercial establishments
 - Right or left, inside or outside opening, single panel doors, 32 mm to 46 mm thick.
-
- Absence of keyhole eliminates lock

picking and offers
ease of operation,
even in the dark.

- Battery operated;
hence no electrical
wiring is required.
- Low battery
indicator. There is a
provision for
emergency opening if
the battery goes dead.
- 25 mm throw of
reinforced deadbolt
ensures solid
protection.
- Corrosion-free zinc-
alloy die-cast body
with superior finish.

Everyday Everywhere

BRIEF OVERVIEW OF GODREJ AND BOYCE

Godrej's All India operations are carried out through 15 branches spread across India.

The Distribution Network consists of a strong army of over 500 distributors, making Godrej's products available at the most remote retail counter.

It has secured banks and now it wants to secure homes. Godrej & Boyce wants to extend its security radius from homes, to the hospitality segment. Having a near 75 per cent market share in physical security products in India, the company is now eyeing increased institutional sales.

At present 70 per cent of Godrej's sales come from banks and financial institutions growth here is much less as the market has reached near saturation. They are therefore looking at new avenues. Increasing number of hotels and real estate projects has opened up new channels for expansion.

The Rs 110 crores Godrej & Boyce's security equipment division is also building on new brands like Godrej secure home, Avanti (video door phone), Eagle alarm system, Safire fire chest and others for the home segment.

DATA ANALYSIS AND INTERPRETATIONS

Table # 4.1 Table showing Occupation of the respondents

Occupation	Number of Respondents	Percentages
Business	17	17
Profession	34	34
Housewives	49	49
Total	100	100

Source: Primary data

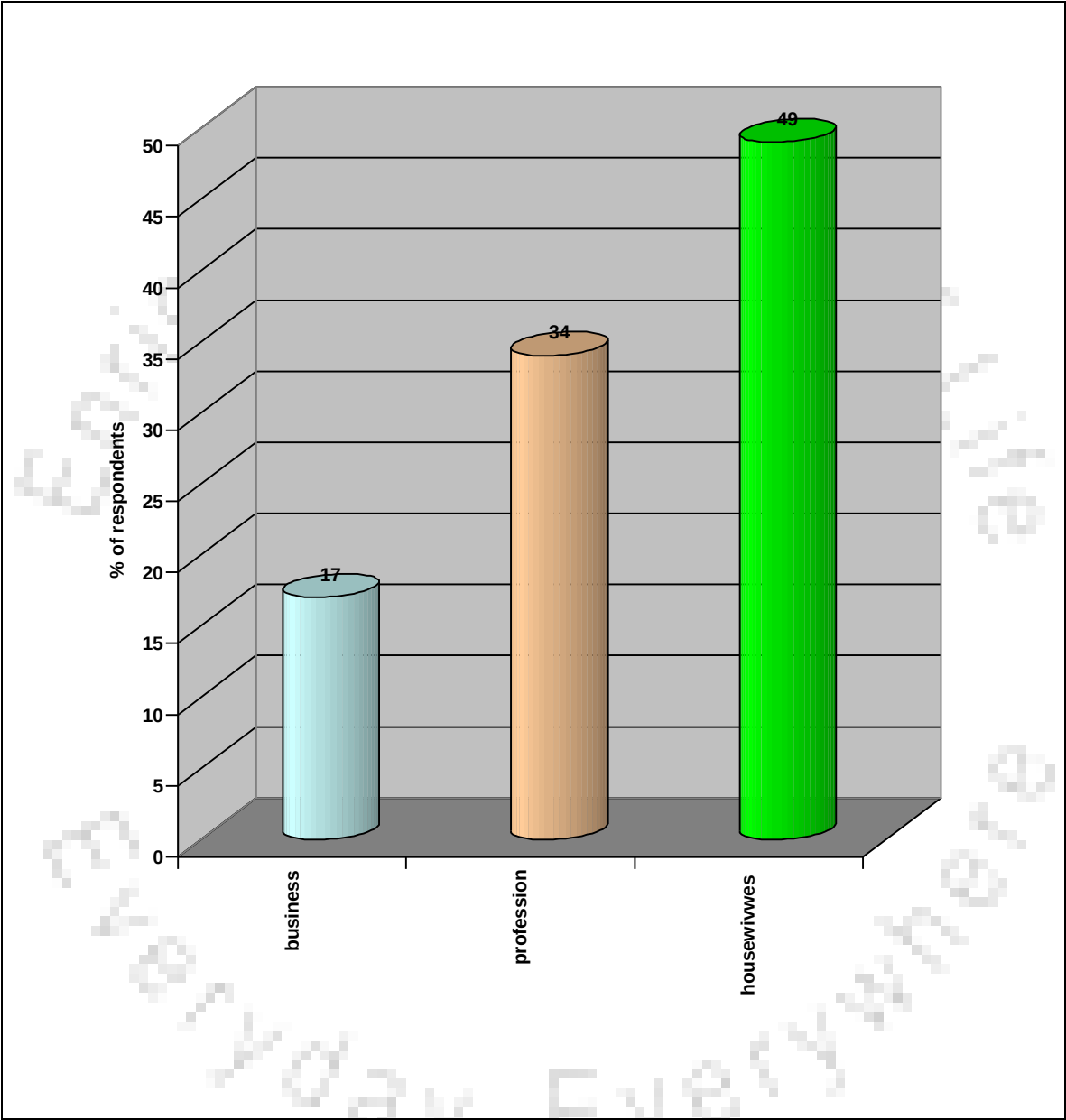
🔍 Analysis

From the above table it can be analyzed that 49% of the respondents are Housewives, 34% of the respondents are professional and only 17% of the respondents are business men.

🔍 Inferences

From the above table it can be inferred that the maximum no. Of respondents are Housewives because they are experienced and know where more security is required.

Chart # 4.1 Chart Showing Occupation of the of the respondents



Source: table # 1

Table # 4.2 Table showing Age of the respondents

Age	Number of Respondents	Percentages
20 – 30	21	21
30 – 40	36	36
40 – 50	43	43
50 & Above	0	0
Total	100	100

Source: Primary data

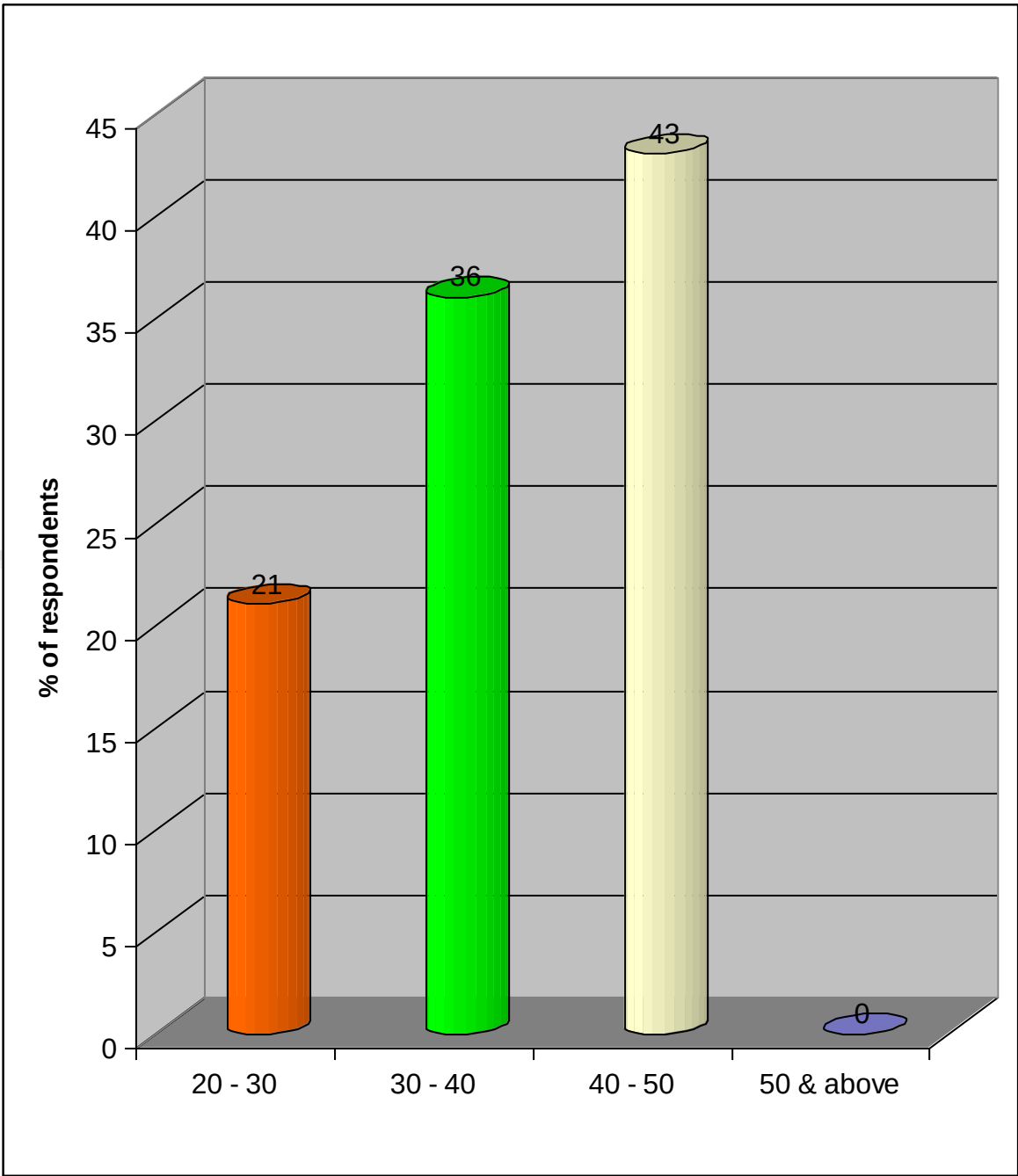
☛ Analysis

From the above table it can be observed that 21% of the respondents are of age 20 – 30, 36% of the respondents are between the age group of 30 – 40, 43% of the respondents are of age 40 – 50 and there have been no respondents in the age group of 50 and above.

☛ Inferences

From the above table it is inferred that maximum number of respondents are of the age group 40 – 50 as these are the people who are in to business and looks for security.

Chart 4.2 Chart showing age of the respondents



Source: table # 2

Table # 4.3 Table showing gender of the respondents

Gender	Number of Respondents	Percentages
Male	68	68
Female	32	32
Total	100	100

Source: Primary data

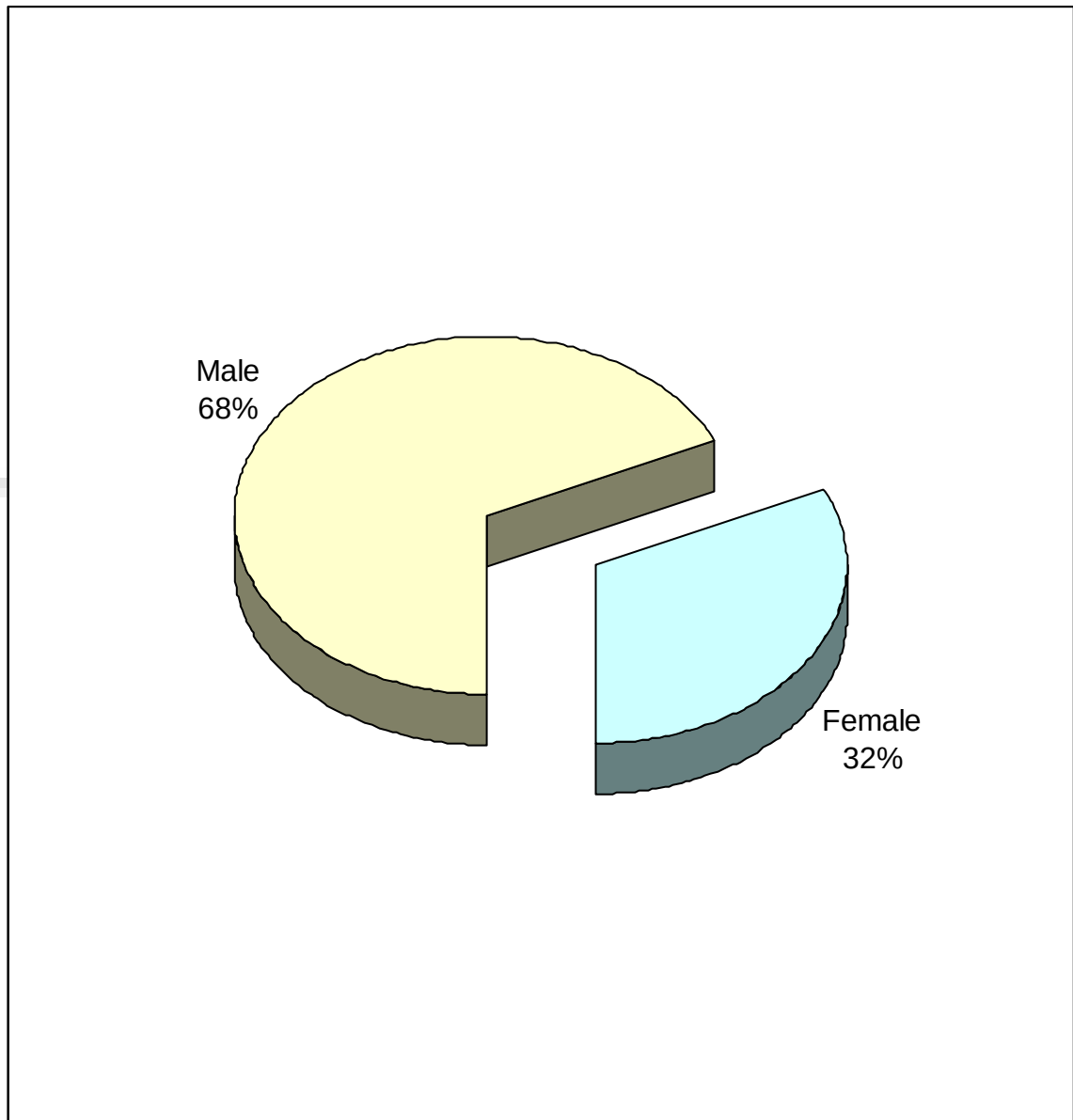
🔍 *Analysis*

From the above table it is analyzed that 68% of the respondents are male and remaining 32% of them are female.

🔍 *Inferences*

It is inferred that maximum number of respondents are male as most of the people who works and looks for security are male.

Chart 4.3 Chart showing gender of the respondents



Source: table # 3

Table # 4.4 analysis of the effective media of communication

Media of communication	Number of Respondents	Percentages
Peer Groups	51	51
Newspaper and Magazines	13	13
Internet	24	24
Others	12	12
Total	100	100

Source: Primary data

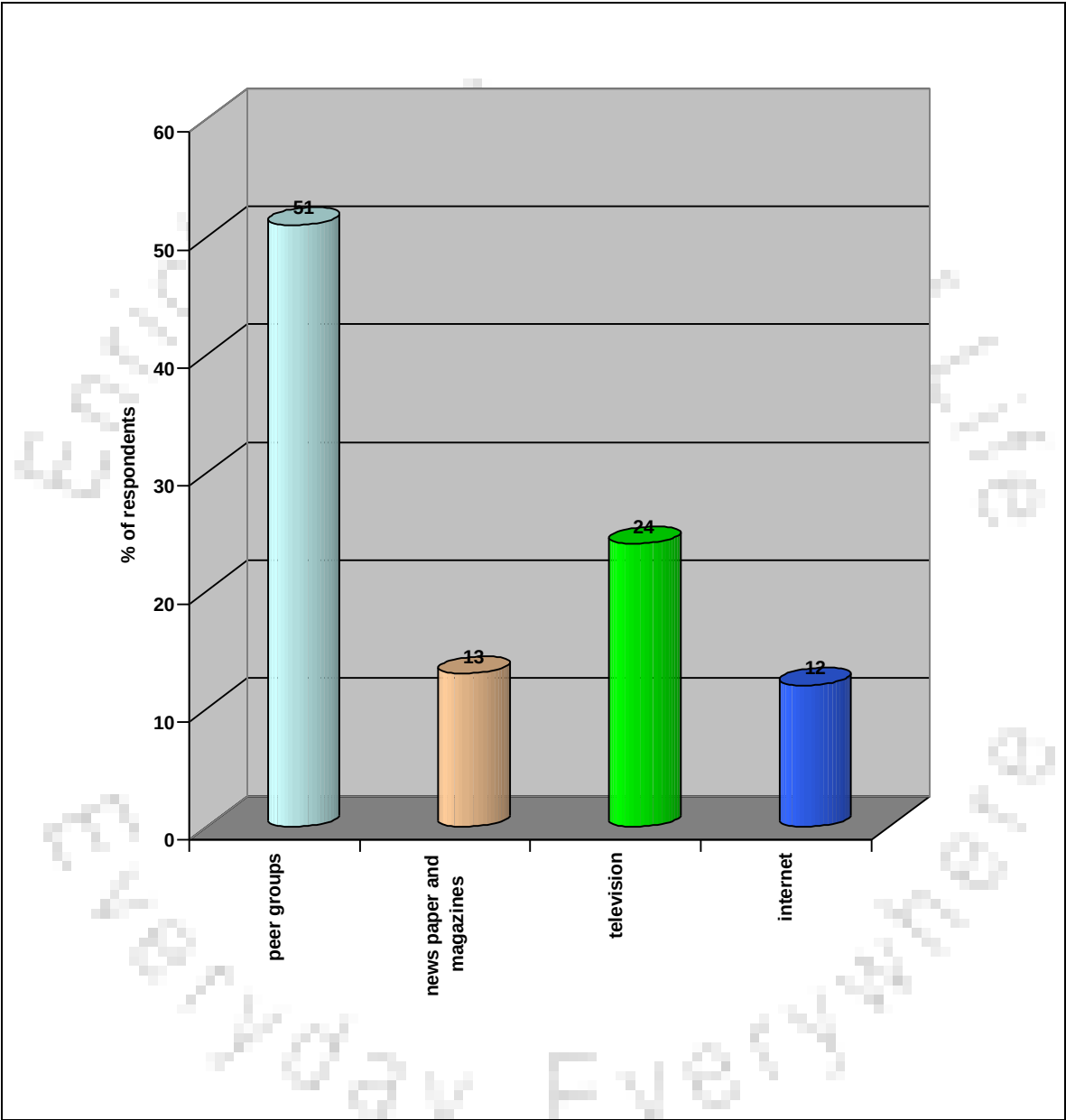
☛ Analysis

In order to make a beginning to the study, it was necessary to find out the percentage of the media of communication, which was most effective in case of Godrej locks. It was noticed that 51% of the sample surveyed came to know about Godrej locks through peer groups and 24% came to know about the locks through the internet.

☛ Inferences

From the above table it is inferred that maximum number of respondents came to know about the product from the word of mouth and it is the most effective medium of communication.

Chart 4.4 analysis of the effective media of communication



Source: table # 4

Table # 4.5 analysis of where the customers prefer to use godrej locks

Customers preference	Number of Respondents	Percentages
Office	9	9
House	13	13
Both	78	78
Total	100	100

Source: Primary data

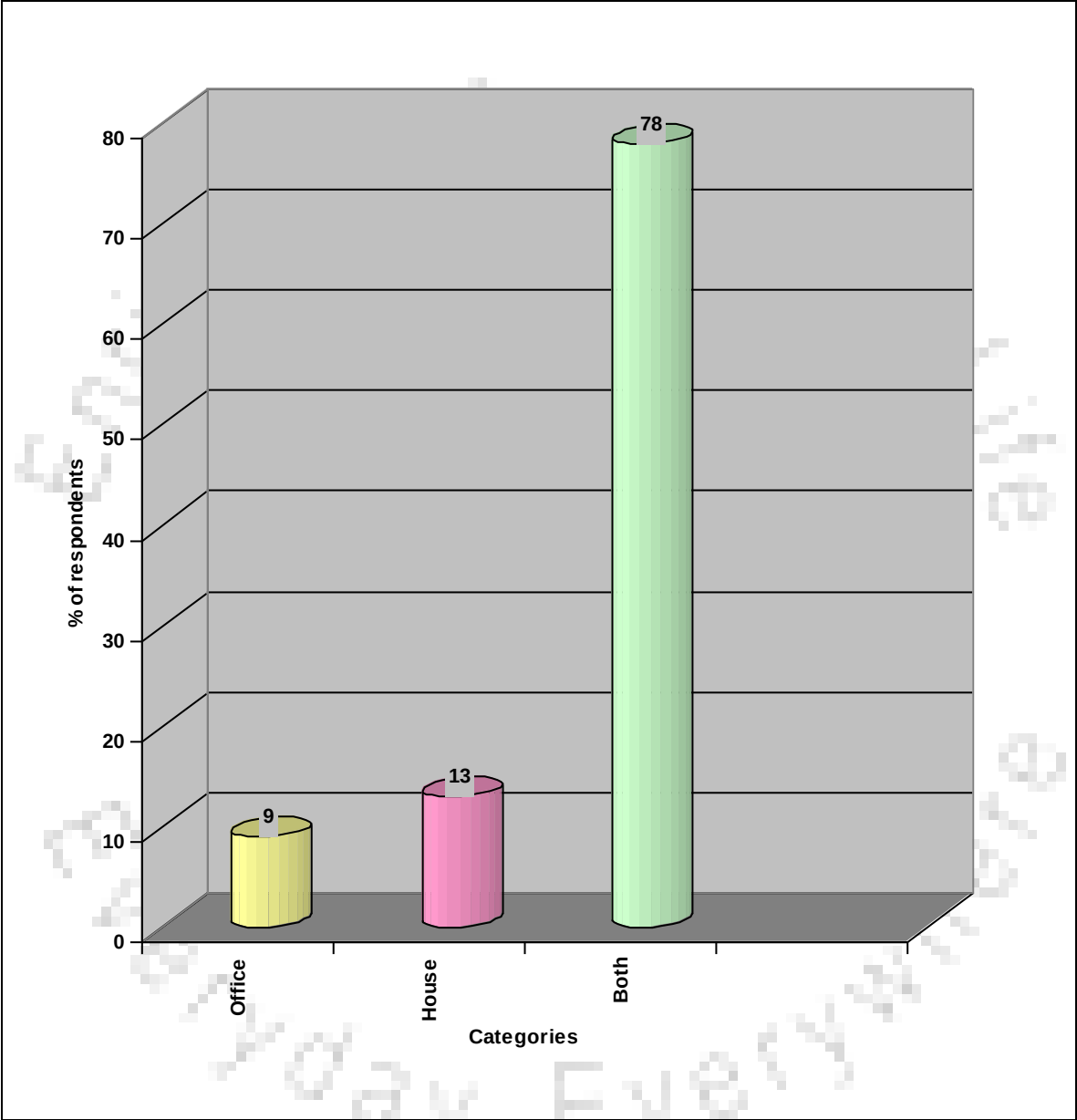
☛ Analysis

From the above table it can be analyzed that 9% of them prefer to use the locks only in office, 13% of them preferred to use it at their home and the Majority of the users of Godrej locks prefer to use the locks at both the places- at home and at office. No specific was cited for such a preference

☛ Inferences

Majority of the respondents use godrej locks both at home and office as they find godrej locks more safe and useful compared to any other locks.

Chart 4.5 Analysis of where the customer prefers to use the godrej locks



Source: table # 5

Table # 4.6 analysis of the customer's perception about the products on value for money basis

Products value	Number of Respondents	Percentages
Yes	79	79
No	21	21
Total	100	100

Source: Primary data

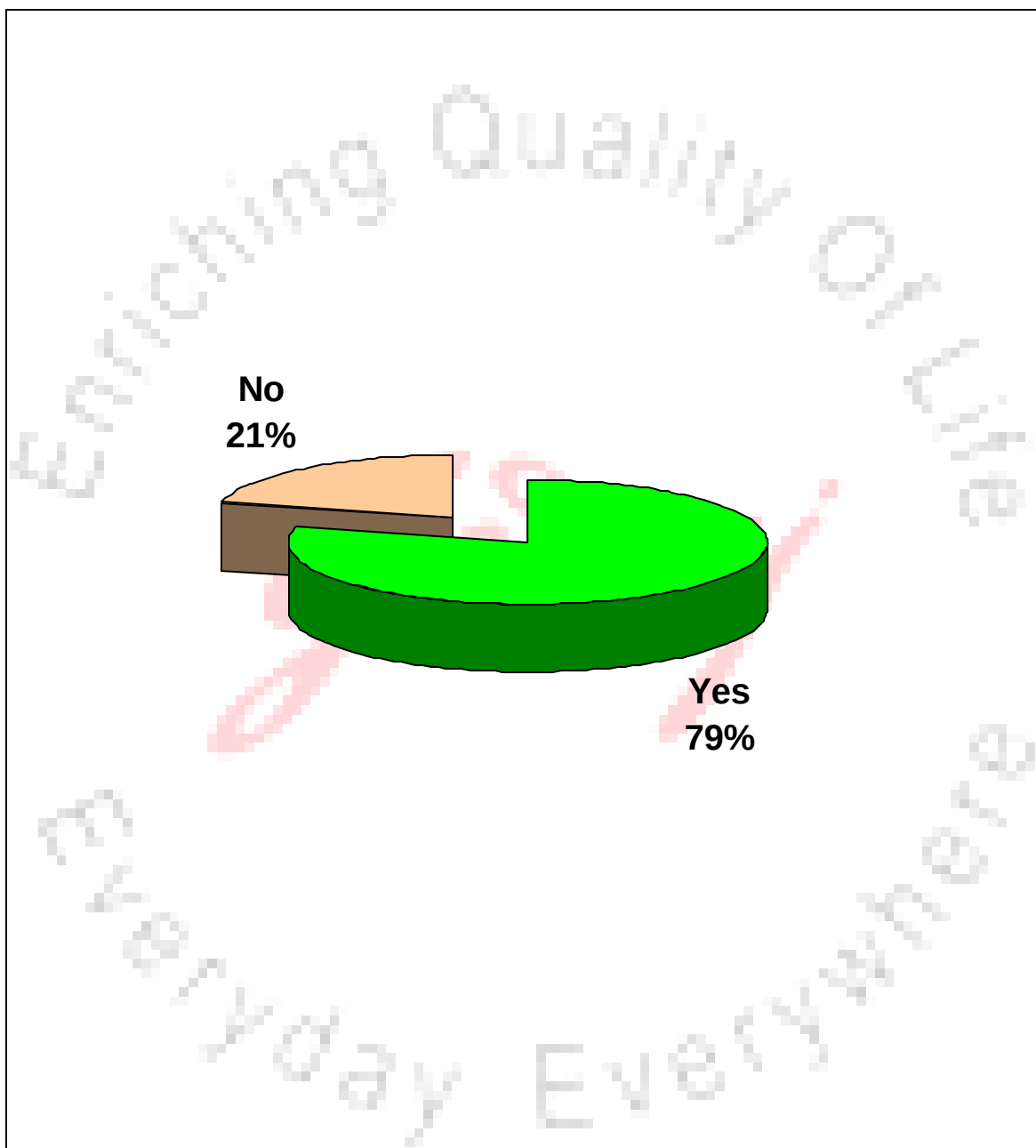
🔍 Analysis

From the above table it is analyzed that 79% of the respondents perceive that the godrej locks has value for money and 21% doesn't.

🔍 Inferences

Among the users of Godrej locks a majority of them perceived that the Godrej locks has value for money. This shows the delivery of promised product at a reasonable price. This leaves only a minority of 21% not satisfied.

Chart # 4.5 analysis of the customer's perception about the products on value for money basis



Source: table # 6

Table # 4.7 Analysis of customer's perception regarding importance of durability

Importance of durability	Number of Respondents	Percentages
Extremely important	79	79
Very important	11	11
Somewhat important	8	8
Not very important	2	2
Total	100	100

Source: Primary data

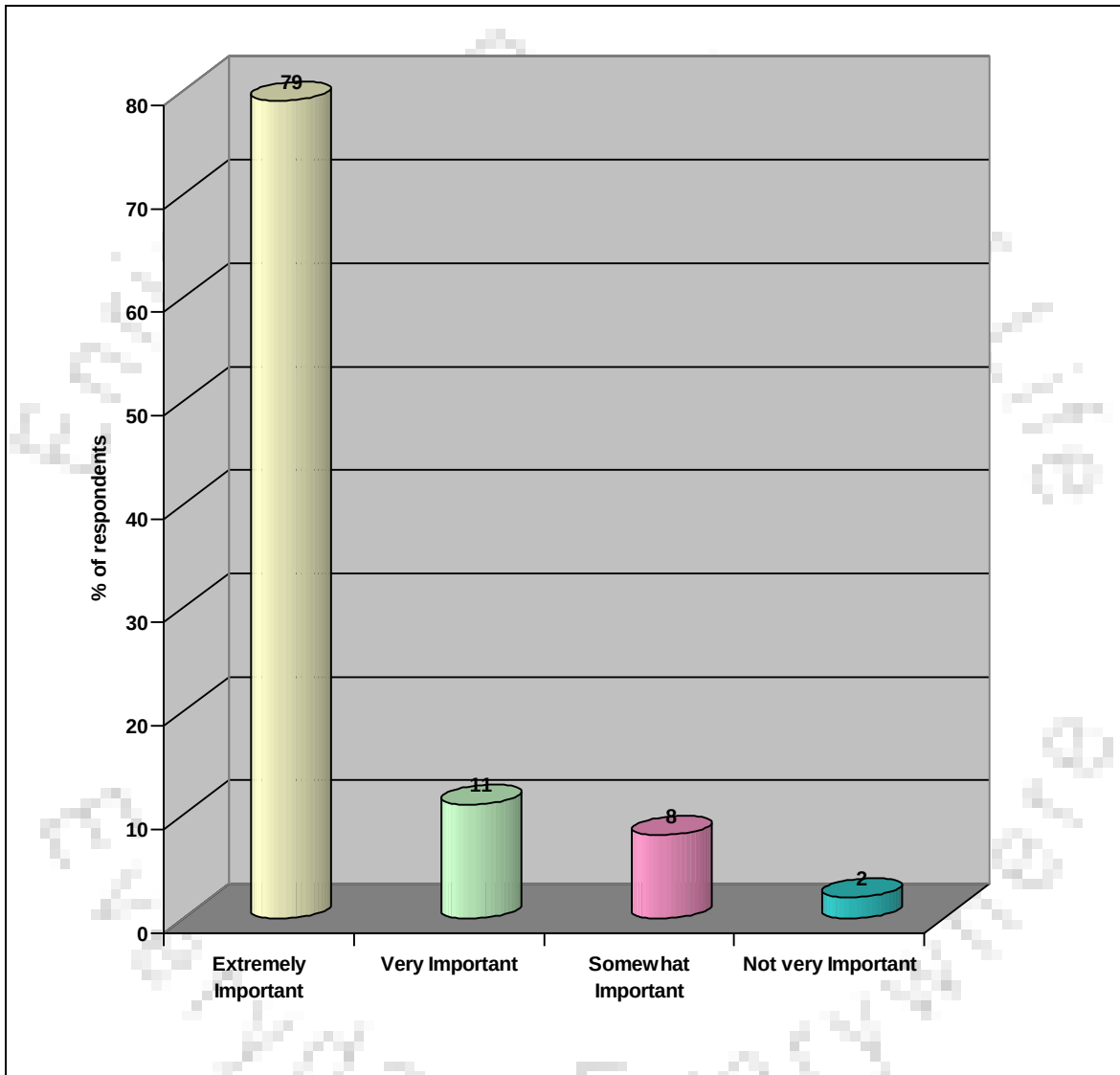
☞ *Analysis*

From the above table it is analyzed that 79% of sample believed that the durability feature is the prime feature of locks and 2% of the sample doesn't believe.

☞ *Interpretation*

The feature of "durability" is most important to locks and thus we need to know the level of consumer responses towards the durability feature of locks.

Chart # 4.7 Analysis of customer's perception regarding importance of durability



Source: table # 7

Table # 4.8 analysis of customer's response to Godrej's service

Services	Number of Respondents	Percentages
Excellent	7	7
Very good	34	34
Fair	56	56
Poor	3	3
Total	100	100

Source: Primary data

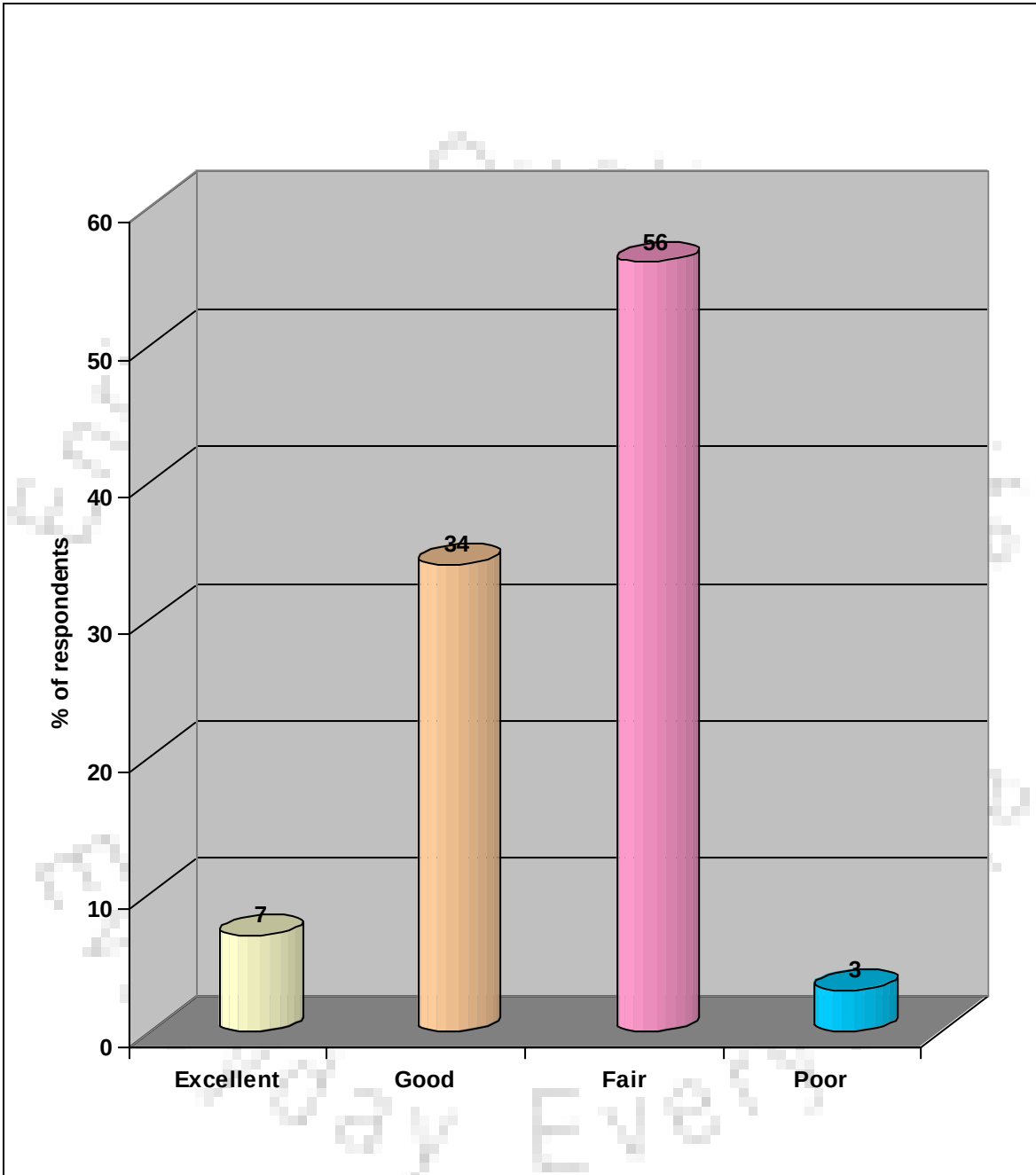
☞ Analysis

From the above table it is analyzed that 56% of the sample surveyed was not satisfied with Godrej's service where as 34% of the respondents says that godrej's services are very good.

☞ Inferences

The level of consumer satisfaction towards godrej services depends to an extent on the level of service provided by the company. The survey helped us to unearth that a majority of portion was not happy with Godrej's service.

Chart # 4.8 Analysis of customer's response to Godrej's service



Source: table # 8

Chart # 4.9 Analysis of customers' prices perception

Customers perception	Number of Respondents	Percentages
High	29	29
Reasonable	65	65
Low	6	6
Total	100	100

Source: Primary data

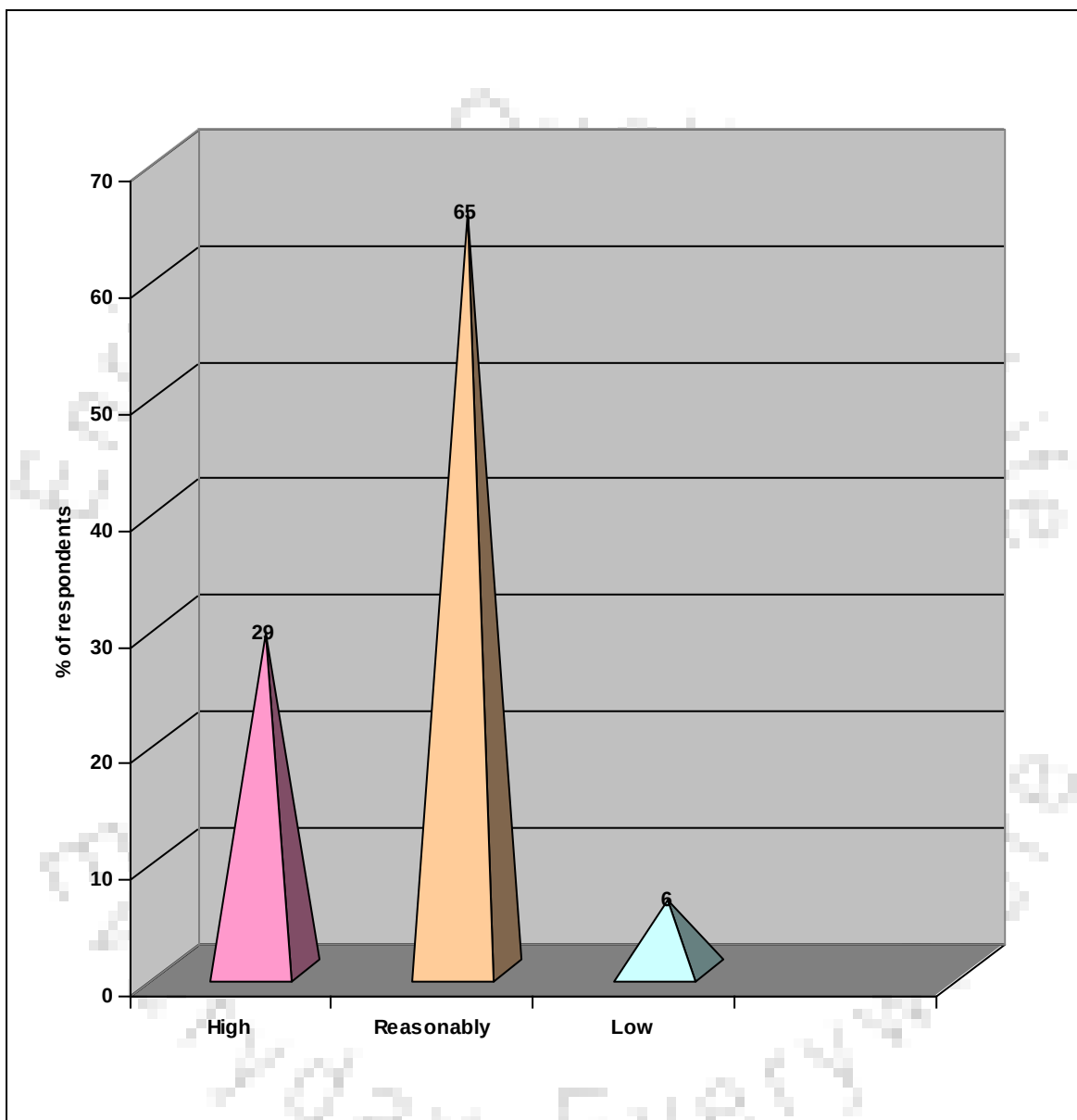
🔍 Analysis

From the above table it is analyzed that 65% of the sample found the price of godrej lockers reasonable but 29% of them pointed out it as being on the higher side.

🔍 Inferences

A consumer's perception of the product being value for money depends on the price he has to pay to procure a product. Thus prices of Godrej's locks were found to be reasonable.

Chart # 4.9 Analysis of customers' prices perception



Source: table # 9

Table # 9.10 Analysis of attributes preferred

Attributes preferred	Number of Respondents	Percentages
Durability	60	60
Prices	11	11
Company name	22	22
Others	7	7
Total	100	100

Source: Primary data

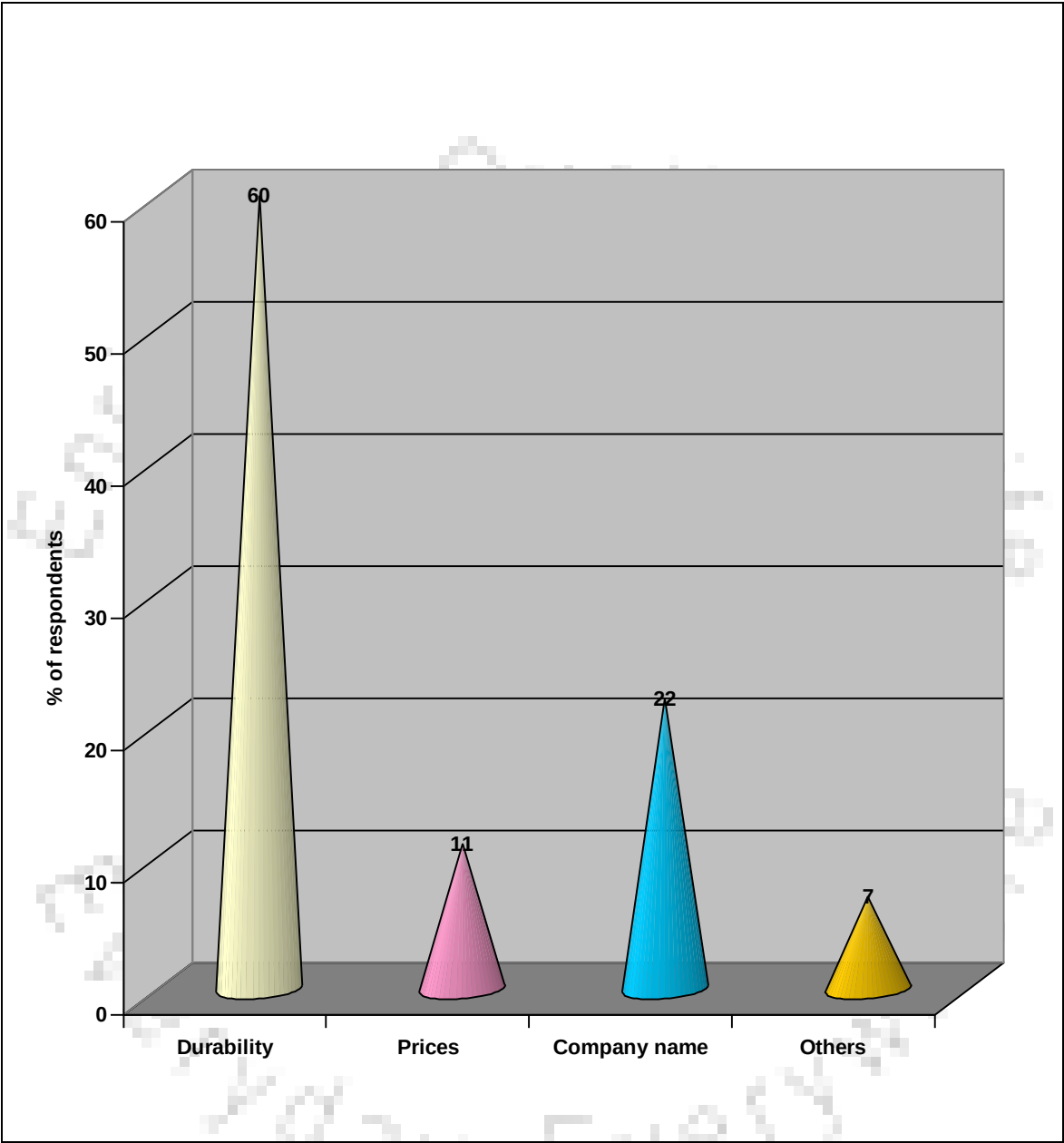
🔍 Analysis

From the above table it is analyzed that 60% of the respondents found the durability of the product as their attribute while 7% didn't

🔍 Inferences

The attribute preferred by the consumers during the purchase of the product shows the strength of the product. Many consumers pointed out more than one attribute on the preference scale. Durability of the product was found out to be front-runner followed by the brand name.

Chart # 4.10 Analysis of attributes preferred



Source: table # 10

Table # 4.11 Analysis of the responses of employee interface

Employee interface	Number of Respondents	Percentages
Yes	56	56
No	44	44
Total	100	100

Source: Primary data

☛ Analysis

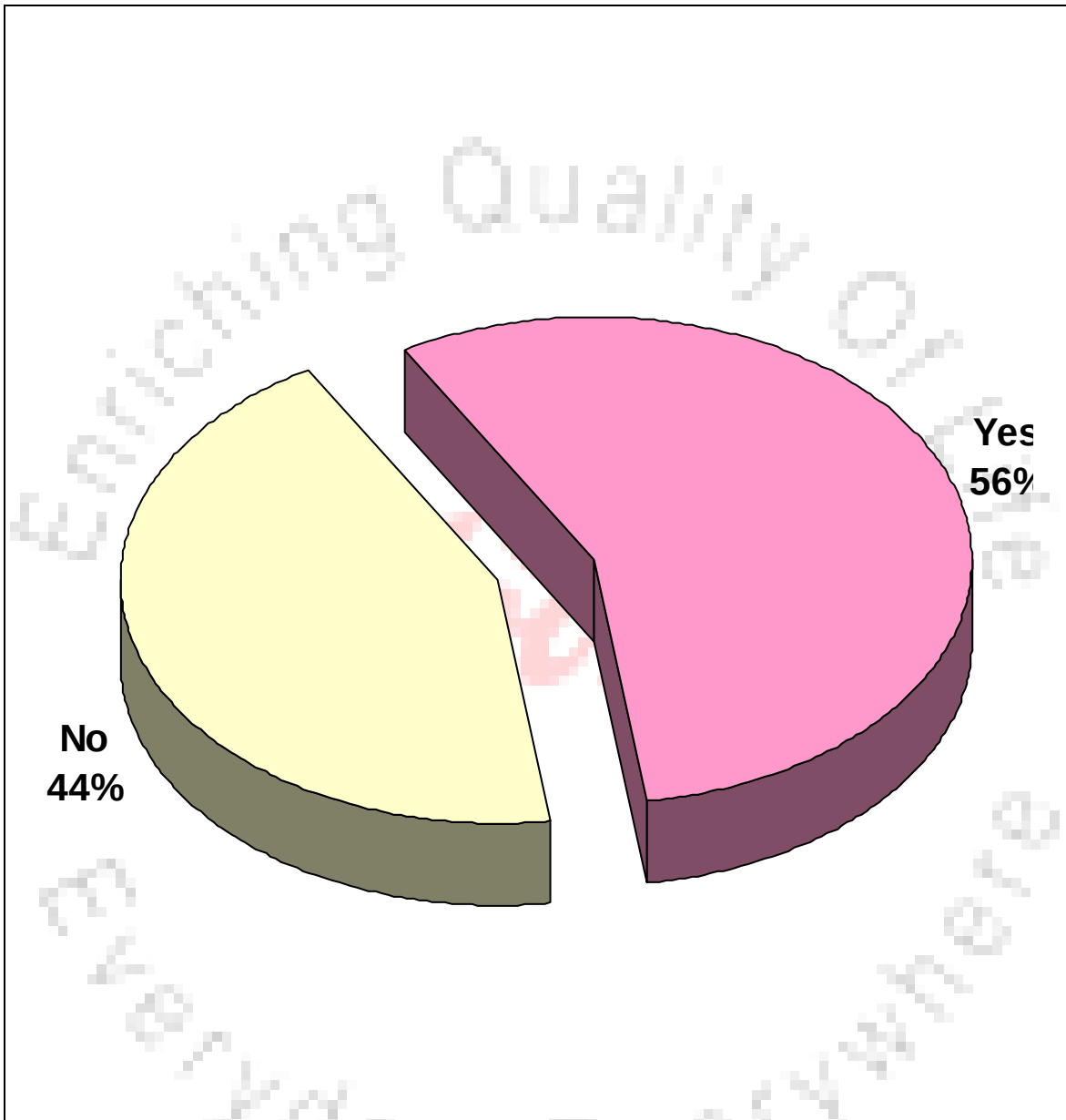
From the above table it was analyzed that 56% of the respondents are satisfied with the employees interface where as 44% are not.

☛ Inferences

Research data from some revered management journals have shown that employee interface with customers is an extremely vital point. Dissatisfaction of the customers is due to the un-congenial employee interface.

Thus to analyze consumer satisfaction this point was to be included. It was found out that generally the sample is satisfied with the employee interface. But there are also a considerable large number of samples, which is unhappy with the employee interface.

Chart # 4.11 Analyses of the responses of employee interface



Source: table # 11

Table # 4.12 Analysis of "whether the locks fit into the customer's requirement"

Lock requirements	Number of Respondents	Percentages
Excellently	11	11
Very good	29	29
Good	36	36
Not very good	21	21
Not at all	3	3
Total	100	100

Source: Primary data

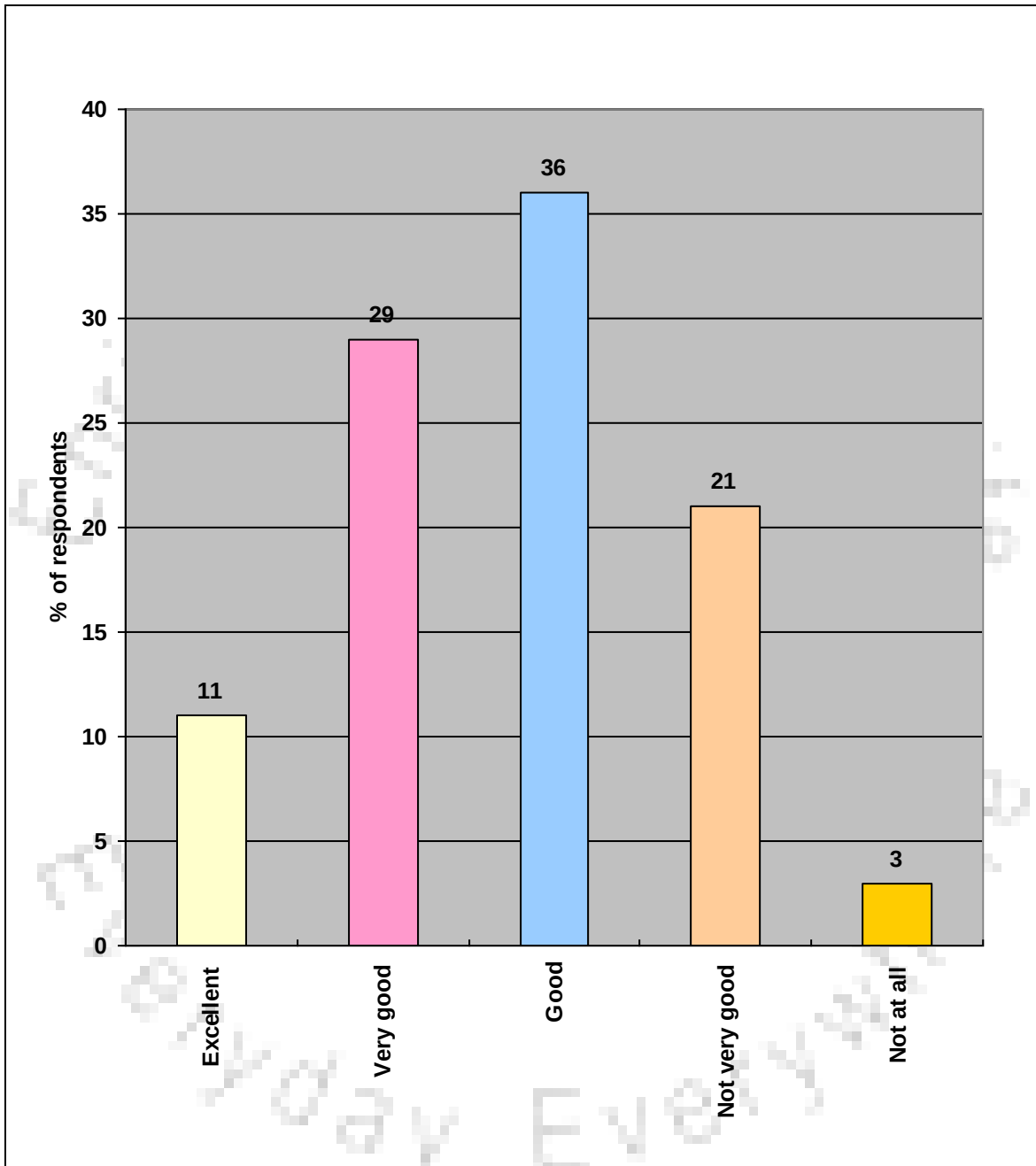
☞ Analysis

From the above table it was found out that 36% of the consumers believed that the locks were serving their purpose with minimum of problems. Yet there was 21% of the sample that were not satisfied with their service

☞ Inferences

A product in order to satisfy consumers should be in accordance with consumer's perception. It should actually serve the consumer's purpose and with minimum effort. Thus it was found out that maximum number of the consumers believed that the locks were serving their purpose with minimum of problems.

Chart # 4.12 Analysis of "whether the locks fit into the customer's requirement"



Source: table # 12

Table # 4.13 Analysis of "whether the quality of locks is as stated"

Quality of locks	Number of Respondents	Percentages
Superior	17	17
Exactly the same	54	54
Not exactly the same	21	21
Inferior	8	8
Total	100	100

Source: Primary data

🔍 Analysis

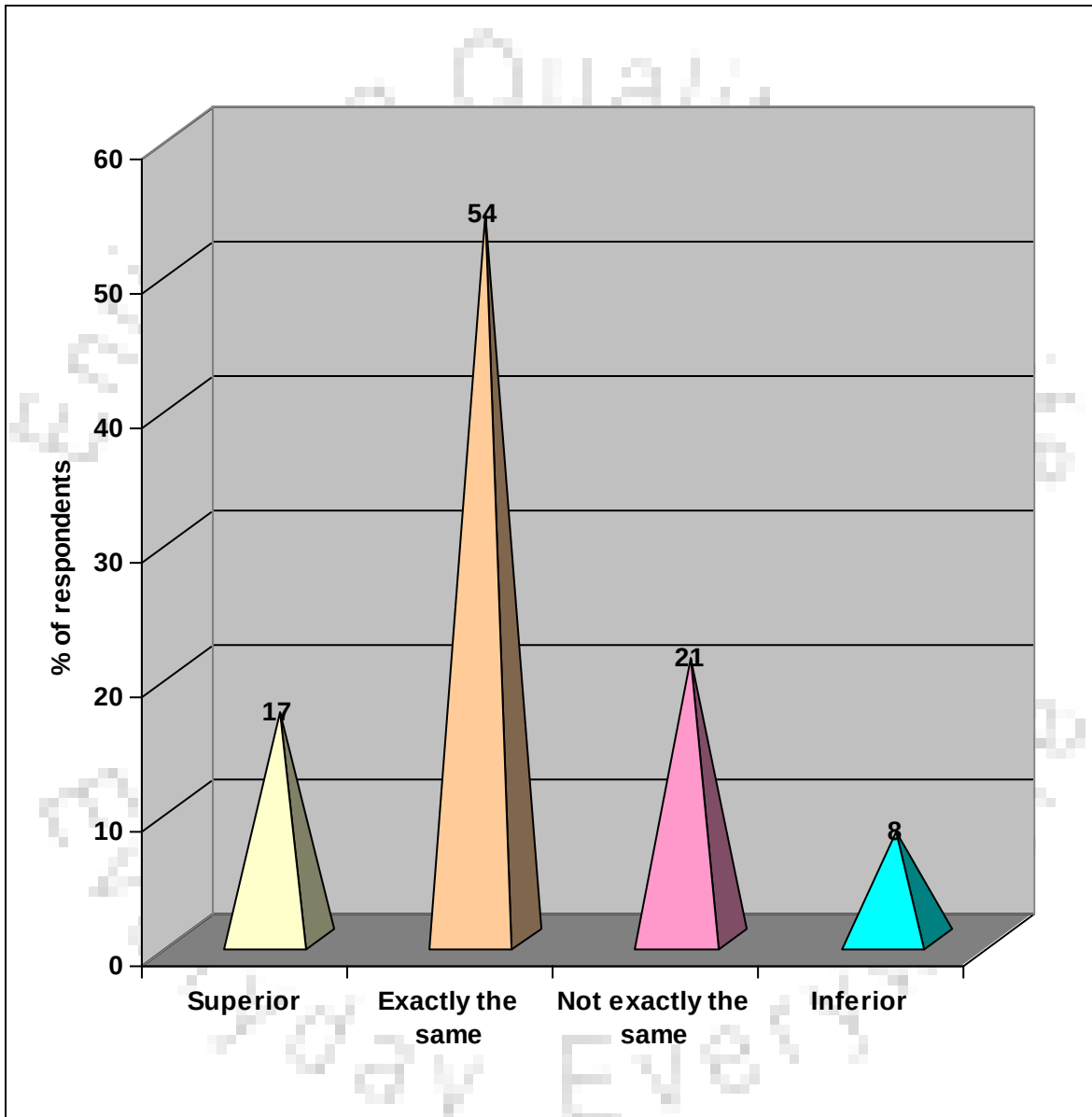
From the above table it was found out that in 54% of the cases Godrej was able to deliver the product to customer's expectations. While 21% of the sample believed that the quality of the lock was not the same or comparatively inferior in relation to the quality stated by the company.

🔍 Inferences

Marketer needs to build expectations and then deliver the same in product. Thus what a customer expects and receives should be same or similar in order to make the customer satisfied.

It was found out that in majority of the cases Godrej was able to deliver the product to customer's expectations.

Chart # 4.13 Analysis of "whether the quality of locks is as stated"



Source: table # 13

Table # 4.14 Analysis of improvement expected

Improvement expected	Number of Respondents	Percentages
Service	51	51
Quality	12	12
Price reasonability	37	37
Total	100	100

Source: Primary data

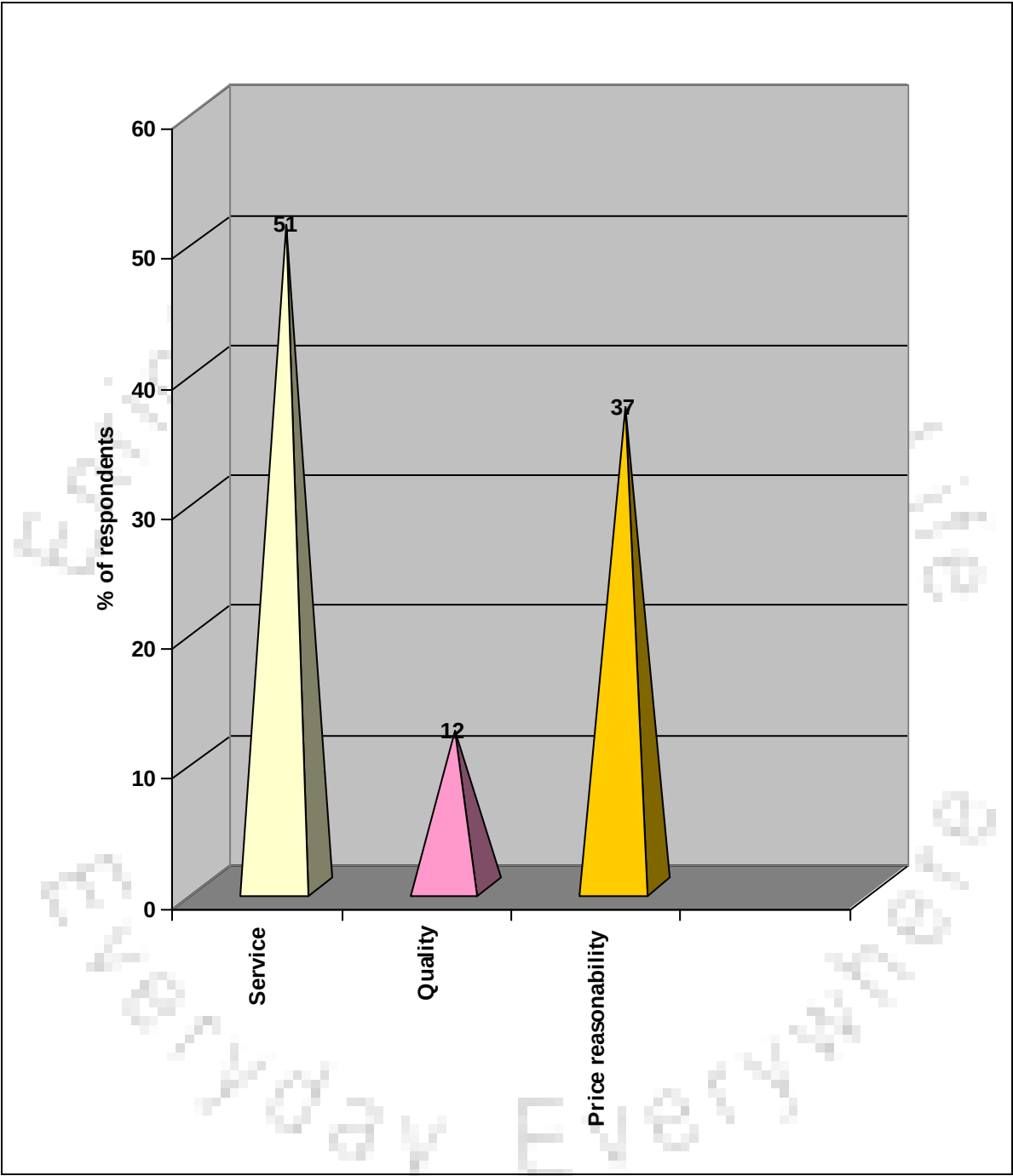
☞ Analysis

From the above table it was analyzed that 51% of them paid thrust on service and 37% of them pointed out price reasonability of the product. Only a minority of 12% pointed out the quality of locks as an area of improvement.

☞ Inferences

The sample was asked to point the area where they would like to see the godrej locks improve. A majority of them paid thrust on service.

Chart # 4.14 Analysis of improvement expected



Source: table # 14

Table # 4.15 analysis of the consumer's journey with godrej locks

Customers journey	Number of Respondents	Percentages
Extremely satisfactory	21	21
Satisfactory	25	25
Somewhat satisfactory	33	33
Not very satisfactory	19	19
Not at all satisfactory	2	2
Total	100	100

Source: Primary data

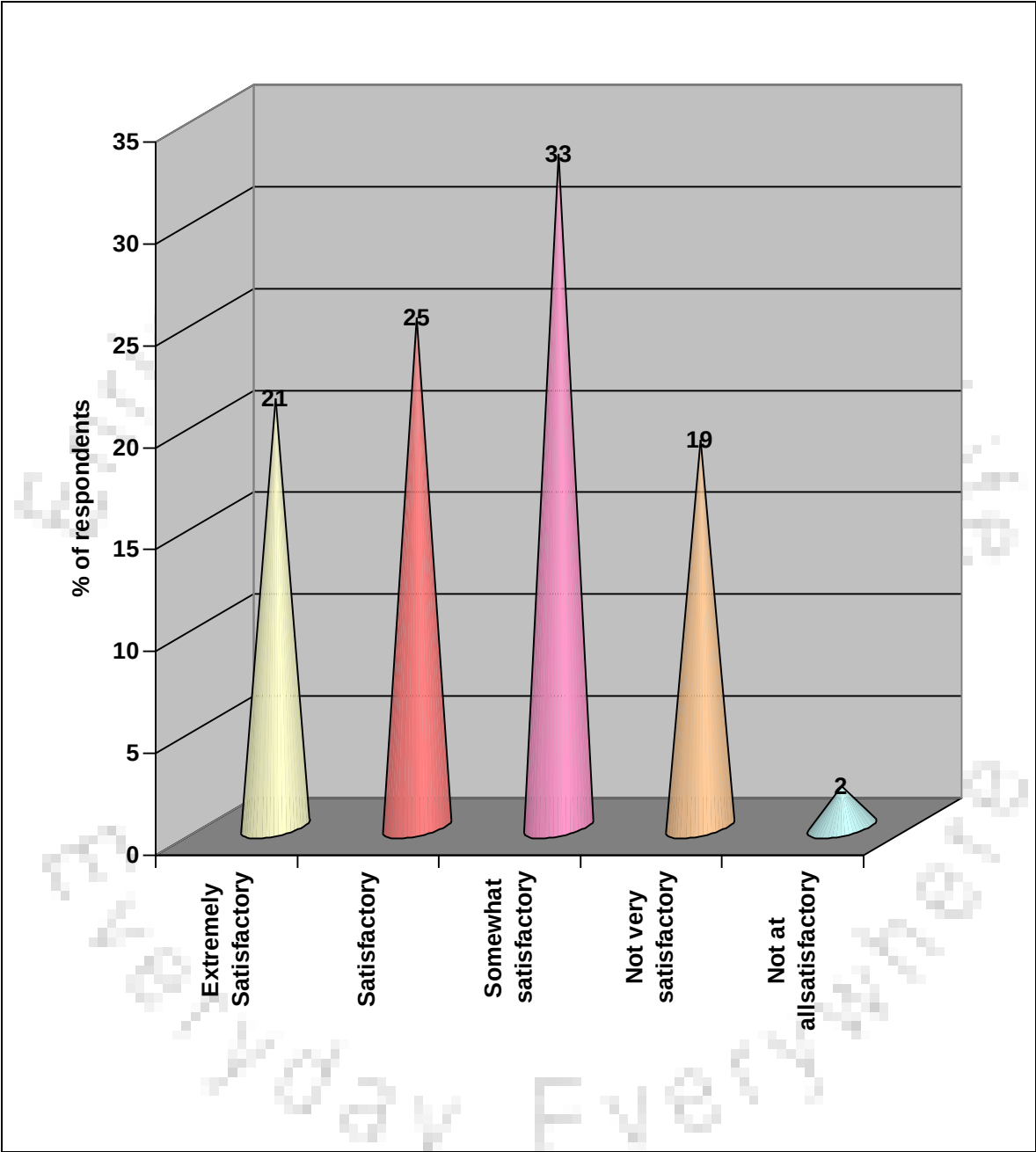
🔍 Analysis

From the above table it was analyzed that 25% of the respondents found their experience with Godrej as satisfactory. 33% of them found it somewhat satisfactory and 21% of them were not happy with their experiences with Godrej locks.

🔍 Inferences

The sample surveyed pointed out the following in relation to their journey with Godrej locks till date. From the above table it is inferred that the maximum number of respondents found there experience satisfactory.

*Chart # 4.15 analysis of the consumer's journey
with godrej locks*



Source: table # 15

SUMMARY OF FINDINGS

The base of the study was a representative sample of 100 consumers selected from different parts of the city of Bangalore who have been using godrej locks.

It has been a general observation that Godrej's locks are used and are more popular among middle and higher strata of the society.

1. Majority of the respondents to whom questionnaire was circulated were professionals and very few were from business background.
2. Majority of respondents were from the age group of 40 – 50 where as there were no respondents from the age of 50 & above.
3. Majority of the respondents were male and only a few respondents were female.
4. Majority of users of godrej locks have come to know about the product through the word of mouth media followed by that of media of television.
5. Majority of sample believes that the “importance of locks” as being a very important factor.
6. Majority of the sample prefers to use the product in office as well as in the house.
7. A majority of the sample agreed that the durability of the locks ranges from extremely important to very important.

8. Observation regarding the value for money was made and it was found out that Majority of respondents agreed that the quality and price were acceptable to them for Godrej's locks.
9. The brand name is very popular and the awareness of the product connected to the brand was very high. Brand name of the company featured as one of the most preferred attribute godrej locks as it instills confidence in the consumers. Hence Majority of samples preferred brand name as one of the core attributes.
10. Very few consumers felt that the prices of godrej are on the higher side.
11. Majority of the consumers of godrej was not happy with Godrej's service and rated it as "fair".
12. Quality of the locks received an affirmative response as Majority agreed with the quality as being good.

SUGGESTIONS

Advertising policy

The company should consider advertising in leading English and other regional newspapers and magazines. It should look forward to utilize the media of satellite channels more often. Display of materials with visual impact can also attract more customers.

Distribution network

Rural economy in country is coming up and hence it should go for better distribution network in such areas and downward stretching by increasing the product range in the lower end.

Personnel policy

Material benefits and monetary gain should be increased for sales personnel as they form the backbone of revenue earning potential of the company.

Pricing policy

The company should come up with more of innovative products and try to give the best price so that the godrej locks is at the reach of all.

CONCLUSION

From the field survey and general observation of increasingly expanding city of Bangalore, it has come to be known that the locks market is huge as well as constantly increasing. Godrej enjoys the majority of the market share in the locks market and thus generally face competition from different companies both in organized as well as unorganized sector.

Customers count the value of the money they are spending for the purpose of their security. They need optimum return and peace of mind from the product for which they are spending their valuable money. The customers should be made well aware of the different products at their disposal. The consumers generally prefer security with reasonable and increased durability.

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NEWS PAPERS

MAGAZINES AND JOURNALS

Questionnaire

Dear sir/madam

I am doing a consumer survey for gogrej's line of locks and would request you to spend time and fill the Questionnaire. Any information collected during the course of survey will be kept strictly confidential.

1. Name :

2. Occupation:

Business ()

Profession ()

Others ()

3. Age

20-30 ()

30-40 ()

40-50 ()

50 & above ()

4. Gender:

Male ()

Female ()

5. Source which you came to know about Godrej's locks?

Peer groups ()

News papers and magazines ()

Television ()

Others ()

6. Where do you prefer to use godrej locks?

Office ()

House ()

Both ()

7. Do you believe that godrej locks is worth for the money you pay?

Yes ()

No ()

8. Durability of locks to you is?

Extremely important ()

Very important ()

Somewhat important ()

Not very important ()

9. Godrej's services are?

Excellent ()

Very good ()

Fair ()

Poor ()

10. Godrej's prices are?

High ()

Reasonable ()

Low ()

11. What are the most preferred attribute of Godrej's locks?

Durability ()

Prices ()

Company name ()

Others ()

12. The behavior of suppliers/employees of the company instills confidence in you?

Yes ()

No ()

13. Do the line of fit into your requirements?

Excellency ()

Very good ()

Good ()

Not very good ()

Not at all ()

14. How do you rate the quality of locks same as stated by the company?

Superior ()

Exactly the same ()

Not exactly the same ()

Inferior ()

15. On what fronts would you like to see Godrej locks improved?

Service ()

Quality ()

Price reasonability ()

16. How do you rate your journey till date to Godrej locks?

Extremely satisfactory ()

Satisfactory ()

Somewhat satisfactory ()

Not very satisfactory ()

Not at all satisfactory ()

17. suggestions:-

THANKS