

A Study of Consumer Behaviour toward the Kent Ro in Nagpur.

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Abstract : Kent RO Systems is an Indian healthcare products company headquartered in Noida, Uttar Pradesh. It makes water purifiers based on the process of reverse osmosis purification. Over the years the company has diversified into other products such as air purifiers, vacuum cleaners, vegetable and fruit purifiers and water softeners. The company exports to SAARC countries, Middle East, and Kenya. It expects a contribution of 15% of total turnover to come from exports in the near future. The company won the Golden Peacock Eco Innovation Award for its contribution in developing innovative water purifying technology and preventing environment degradation in 2007. Kent has its manufacturing base in Roorkee (Uttarakhand) which is spread across 400,000 sq. ft and has an annual capacity of 1 million units. Its technology is validated by UNESCO and certified by other organizations such as NSF, WQA, TUV and ISO. Kent sells more than 225,000 reverse osmosis purifiers every year and holds around 40% market share in India. Its annual turnover in 2010 was Rs. 250 crore. Kent sold about 4,500,000; unit in 2015. About 80% of its revenues are from its reverse osmosis purifiers. The company has sold over a million units to date.

Keywords : Kent Ro Customer Satisfaction and Consumer Behaviour

I. Introduction

KENT RO Systems Ltd. – a brainchild of Mr Mahesh Gupta, the Innovator and Founder of Mineral RO Technology is the most dynamic water purifier company in India. But in 1998, when he started his company from scratch, things were on a different track. Competing with the leading national & international brands and outbidding them on the basis of his latest technology has always been a delightful experience for Mr Gupta. An Engineer by profession, Mr Mahesh Gupta is so passionate about his technological achievements that everything else takes a back seat.

‘Consumer risking’ – the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behavior of the consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. Researchers conducted many research in this area, and they given only few suggestion, but there is no final conclusion. As per the ideas given by the researchers, there are two factors influencing the consumers such as intrinsic and extrinsic factors. It is difficult to classify consumers by conventional demographic factors and unless their thought process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. This study mainly focus on understanding the external factors like demographic, social, cultural, price, quality, product attributes etc for buying water purifier like . The market share of any product is highly determined by the purchasing behavior of the consumers. Following study is conducted by the researcher to find out the behavior of the consumers, to analyze the preference of consumers, & consumer awareness. Descriptive research design was adopted and the data is collected through primary and secondary sources.

II. Importance and Significance of the Study.

Customer satisfaction plays an important role within every business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps you to attract new customers in competitive business environments.

‘Consumer is king’ – the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. Researchers conducted many research in this area, and they given only few suggestion, but there is no final conclusion. It is difficult to classify consumers by conventional demographic factors and unless their thought process and buying behaviour are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be

misplaced. With the inevitability of change looming large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. This study mainly focuses on understanding the external factors like demographic, social, cultural, price, quality, product attributes etc for buying water purifier like **KENT**. The market share of any product is highly determined by the purchasing behaviour of the consumers.

III. Scope

- 3.1. The scope of the project helps in analyzing the factors, which influence the referring behaviour of customers.
- 3.2. The scope is such that the study has been conducted by taking samples from different areas, which depicts the overall picture.
- 3.3. The results obtained will give an overview of the different criteria based on which an existing customer can be used to generate sufficient leads for the company.
- 3.4. The study can be helpful in taking decision so as to improve the approach towards customers for getting reference and service.
- 3.5. This project also helps to know how an organization works in real environment and under different market scenario.

IV. Objective

- 4.1. The scope of the project helps in analyzing the factors, which influence the referring behaviour of customers.
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V. Indentations And Equations

1. Research Methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

1.1 Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation, interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, journal, articles etc.

1.2 Sampling Framework

i. Population Definition:

The population for the research includes customers and retailers of Nagpur city.

ii. Sample Size:

Keeping into consideration the limitation of time, the researcher has taken the sample of 50 customers.

iii. Sampling technique:

By keeping in view the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material. Face to face interview also conduct with consumers.

VI. Figures And Tables

1.1. Data Analysis and Interpretation

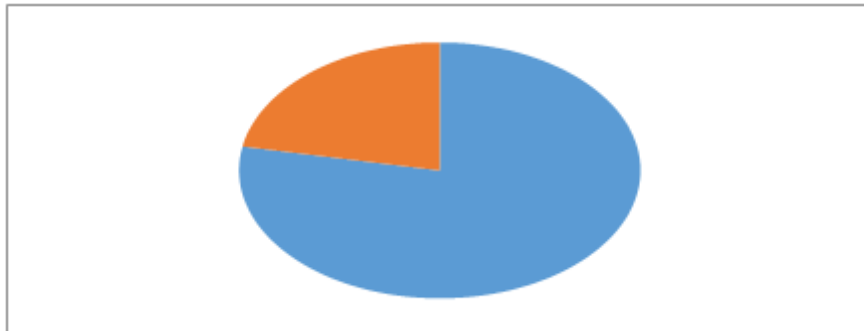
The data analysis and interpretation mainly concerns primary data collected in the form of questionnaire distributed among customers and retailers in Nagpur city. The response of data is shown with the help of graphs and charts prepared using MS-Excel 2007 software.

For Customers

Q.1 . Frequency and Percentage of the respondents who have water purifier.

Ans No22%,Yes78% ,

Interpretation:Thetotalno.ofrespondentsincludesintheresearchis100.Outof100respondents, 78% (78) of people have a water purifier and 22% (22) people have not water purifier.

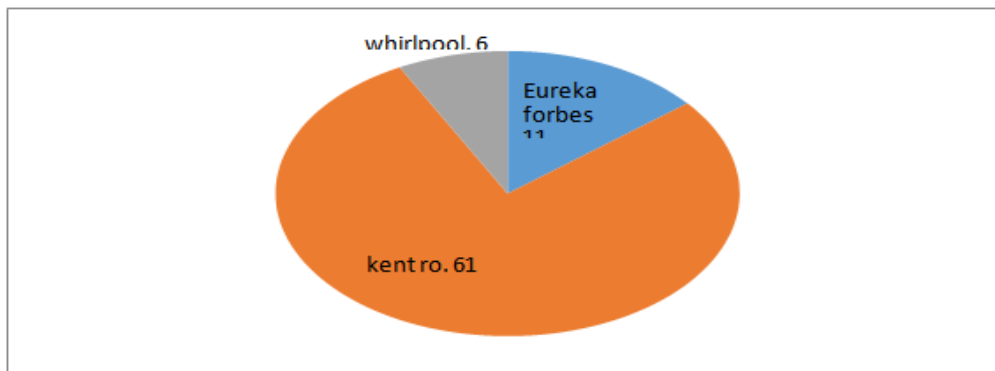


Q.2 . Frequency and Percentage of respondents “which company water purifier, you are using and will use.

Ans. whirlpool6%, Eureka forbes 11%,kent RO61%

Interpretation:-

Out of 78 respondents, the data of people are using water purifier and people are not using water purifier .Those people are not using water purifier, if they will buy ,they will buy only this company’s product like Eureka Forbes,,Kent RO,Whirlpool. (11), (61), (6), of people are using and will use Eureka Forbes, Kent, Whirlpool water purifier.



VII. Conclusion

The different information or benefits derived from the in-depth study of the above mentioned information sources are as follows:

Researcher had conducted the market survey in the Nagpur City. There are good awarenessabouttheKENTproducts.KENTROusingthelatesttechnology&tried their best to satisfy their customers.KENT RO delighted their customer with affordable price, high quality & better after sales services. There is no doubt that KENT RO have very good quality & availability of product in NagpurCity. KENT RO having strong distribution channel in Nagpur. So customer can easily access the product nearby their place.

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Books:

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