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A Study on Customer Preference Towards Fire Fighting Products With Special References To Cease Fire Industry Ltd

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ABSTRACT

The the research is "A STUDY ON CUSTOMER PREFERENCE TOWARDS FIRE FIGHTING PRODUCTS WITH SPECIAL REFERENCES TO CEASE FIRE INDUSTRY LTD" the research design used for the study is descriptive design. Descriptive research   design includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present. Questionnaire survey method was adopted for completing the data collection in this research. As a primary Source of data the researcher have filled the questionnaires from different customer who were using different brands of fire fighting products. The questionnaire is a structured one. A five point scale was used for this purpose. A sample was taken from the respondents who are all using fire fighting products. The researcher contacted the customer personally and brief summary of the nature of the study and details in the questionnaire were narrated to them.   Populations are customers who are all using fire fighting products 300 Customers from the population were taken as sample. The researcher have used is judgment sampling, which is a type of   Non probabilistic sampling. The present study had been undertaken for period of one month (May2016). Factor analysis, Percentage analysis, Correlation, Chi-square, Cross tables were used as tools for analysis based on the survey using questionnaires, certain things such as required quality, reliability, promotional strategies and after sales service provided by the organization are satisfying the needs and wants of the customers, does they get enough satisfaction by buying this product. Suggestions and improvements are also recommended.

KEYWORDS

INTRODUCTION

The research here   is   "Customer Preference Towards Fire Fighting Products With Special References To Cease Fire In-dustry Ltd." The main purpose of this research is to under-stand the Customer's Preferences towards various fire safety products with this how they take decisions, regarding their purchasing pattern it has minutely observed that customers consumption & purchasing pattern during the research. The various factors that can affect the purchasing decision like, quality of the product, brand image in the market and regu-latory in the supply etc has been analyzed. This will give op-portunity to get the brief idea of the study and the limitations in the research and they can try to cope up with them. The organization can utilize information to formulate &formulate their market strategy according to customer's expectation

Here the term "Customer" means the end user of the product who not only   consumes   the   product   but   also   gives the   feedback   to   the company. The traditional view point has been to define Customer strictly in terms of economic goods and services. This position holds the Customers are po-tential purchasers of product and services offered for sale.

Preference is a concept, used in the social sciences, particu-larly economics. It assumes a   real or   imagined   "choice" between alternatives and   the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratifica-tion,   enjoyment, utility they   provide.   More generally,   it can be seen as a source of motivation. In cognitive scienc-es, individual preferences enable choice of objectives/goals.

CUSTOMER BUYING BEHAVIOUR DURING PURCHASE FIRE FIGHTING PRODUCTS:

While buying a product, Customer displays different kinds of behaviors towards different kinds of products from a tube of toothpaste to a new car. More complex decisions usually in-volve more buying participants and more buyer deliberation.

While buying a safety product for fire extinguisher, which satis-fies a Customer's safety needs (according to the Maslow's hier-archy of needs) a Customer displays complex buying behavior.

Customers undertake complex buying behavior when they are highly involved in a purchase and perceive significant differ-ences among brands. Customers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self expressive.

This buyer will pass through a learning process, first de-veloping belief about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the informa-tion gathering and evaluation behavior pf high involve-ment Customer; they need to help buyers learn about the product- class attributes and their relative impor-tance.

RESEARCH OBJECTIVES:

To examine preference of customer in selecting the fire fight-ing products on the Basis of Price, Brand Name and Quality.

To study the influence of various factors on the purchase of fire fighting products.

To find the extent of brand loyalty that exists in the market.

To suggest measure to improve the sales of ceasefire.

LIMITATION OF THE STUDY

Some of the questionnaires were incomplete.

Hesitation of the respondent to provide information.

RESEARCH DESIGN:

The research design used for the study is descriptive design. Descriptive research   design includes surveys and fact find-ing enquires of different kinds. The major purpose of descrip-tive research is description of the state of affairs, as it exists at present.

RESEARCH APPROACH:

Questionnaire survey method was adopted for completing the data collection in this research.

SOURCE OF DATA:
As a primary Source of data the researcher have filled the questionnaires from different customer who were using different brands of fire fighting products.

QUESTIONNAIRE ADMINISTRATION:
The questionnaire is a structured one. A five point scale was used for this purpose.

SAMPLE DESIGN:
A sample was taken from the respondents who are all using fire fighting products. The researcher contacted the customer personally and brief summary of the nature of the study and details in the questionnaire were narrated to them.

POPULATION:
Populations are customers who are all using fire fighting products.

SAMPLE SIZE:
300 respondents from the population.

SAMPLE UNIT:
Sample unit is individual customer whose Preference has to be examined.

SAMPLING METHOD:
The sampling method that researcher have used is JUDGEMENT SAMPLING, Which is a type of Non Probabilistic sampling.

PERIOD OF STUDY:
The present study had been undertaken for period of one month (May 2016)

STATISTICAL TOOLS USED:
Factor analysis, Percentage analysis, Correlation, Chi-square, Cross tables.

ANALYSIS AND INTERPRETATION
Based on the survey using questionnaires, certain things such as required quality, reliability, promotional strategies and after sales service provided by the organization are satisfying the needs and wants of the customers, does they get enough satisfaction by buying this product. Suggestions and improvements are also recommended.

FACTOR ANALYSIS
Content and construct validity analysis of customer preference towards fire fighting products with special references to cease fire industry ltd.

The next stage of data analysis is to explore the customer preference towards fire fighting products with special references to cease fire industry ltd. The factor analysis should be analyzed in order to reach the underlying factors that have the most effect in customer preference. Thus doing a explorative factor analysis the results are subjected to varimax rotation with Kaiser normalization. Below the Table suggest the seven factors emerge as customer preference towards fire fighting products with special references to cease fire industry ltd. For this reason the researcher has conducted KMO and Barlett's test and results are shown in table.1.The result of .471 shows the appropriate of factor analysis for the above mentioned purpose. The appropriateness of using factor analysis depends on the number of KMO. Also the result of Bartlett's test of sphericity taken for this study is equal to significant 0.000 which conforms our method.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.471
Bartlett's Test of Sphericity	Approx. Chi-Square	172.543
	df	105
	Sig.	.000

KMO & Bartlett's test for customer preference towards fire fighting products with special references to cease fire industry ltd.

The result of rotated component matrix and total variance shown in the following table. Using the varimax rotation the researcher has divided 15 items into seven components factors of the customer preference towards fire fighting products with special references to cease fire industry ltd. The rotated component matrix shows the importance of specific factors for the customer preference towards fire fighting products with special references to cease fire industry ltd.

Rotated Component Matrix							
	Component						
Factors	1	2	3	4	5	6	7
AWARENESS	.802	.239	-.057	-.068	.012	-.023	-.111
PRICE RANGE	.728	-.352	.056	.081	.046	.112	.112
IF PRICE INCREASES	.079	.637	.070	-.108	-.084	-.154	-.001
SWITCH OVER BRAND	.024	-.121	.257	.167	.096	.645	-.176
ANOTHER BRAND	-.142	.636	-.094	.240	.111	.122	.078
SATISFIED QUALITY	.185	-.045	-.683	.217	.133	-.134	.102
BUY AT LESS PRICE	-.015	.064	.073	-.104	-.101	.115	.844
HIGH AWARENESS	.111	-.035	.719	.151	.056	-.005	.109
COMPARE WITH CEASEFIRE	.122	-.182	.120	-.201	.618	-.152	-.169
QUALITY AND RELIABILITY	-.088	.055	-.257	-.050	.730	.219	-.033
BRAND IMAGE CEASEFIRE	.036	.034	-.091	-.048	-.037	.717	.250
WIDE VARIETY	-.179	.085	.107	.513	.048	.140	-.234
SALESPERSON WELL TRAINED	.132	-.012	-.045	.705	-.178	-.008	.033
DELIVERY ON TIME	-.082	-.413	-.101	.409	.104	-.322	.390
AFTER SALES SERVICE	.085	.267	.326	.244	.445	-.073	.178

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 15 iterations.

Component Transformation Matrix								
Component	1	2	3	4	5	6	7	
1	.617	-.654	-.295	.051	.120	-.282	.093	
2	.446	-.050	.671	.147	.239	.519	-.003	
3	-.190	-.251	.161	.543	-.551	.035	.525	
4	-.377	-.166	-.226	.590	.634	.140	-.100	
5	.459	.631	-.443	.309	.003	.152	.277	
6	.141	.264	.380	.410	.019	-.715	-.295	
7	-.107	.107	.213	-.265	.472	-.311	.736	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

FACTOR ANALYSIS II
The factor analysis should be analyzed in order to reach the underlying factors that have the most effect in customer preference. Thus doing a explorative factor analysis the results are subjected to varimax rotation with Kaiser normalization. This table suggest the three factors emerge as customer preference towards fire fighting products with special references to cease fire industry ltd. For this reason the researcher has conducted KMO and Barlett's test and results are shown in table.1.The result of .750 shows the appropriate of factor analysis for the above mentioned purpose. The appropriateness of using factor analysis depends on the number of KMO. Also the result of Bartlett's test of sphericity taken for this study is equal to significant 0.000 which confirms our method.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	427.571
	df	45
	Sig.	.000

KMO & Bartleett's test for customer preference towards fire fighting products with special references to cease fire industry ltd.

The result of rotated component matrix and total variance shown in the following table. Using the varimax rotation the researcher has divided **10** items into three components factors of the customer preference towards fire fighting products with special references to cease fire industry ltd. The rotated component matrix shows the importance of specific factors for the customer preference towards fire fighting products with special references to cease fire industry ltd.

Rotated Component Matrix			
Factors	Component		
	1	2	3
AVAILABILITY	.699	.008	.036
AFTER SALES SEER-VICES	.678	.250	-.051
TECHNOLOGY	.668	-.103	.148
PROMOTIONAL STRATEGIES	.625	.072	.236
APPROACH OF SALESMAN	.614 .068	.442 **.796**	-.067
QUALITY			.083
PRICE	.081	.764	.192
RELIABILITY	-.147	.201	**.686**
EASY TO USE	.233	-.132	.650
BRAND NAME	.169	.271	.610
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 5 iterations.			

Component Transformation Matrix			
Component	1	2	3
1	.797	.488	.355
2	-.603	.619	.504
3	.027	-.616	.788
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			

INTERPRETATION

As in the table 1 KMO and Bartlett's Test value is 0.750 which is greater than 0.7 so the factor is adequate.

FINDINGS

65% of the respondents are running medium scale companies.

48.7% of the respondents are running their business in semi urban area.

30% of the respondents are preferred universal fire fighting products.

52.3% of the respondents have little awareness towards fire safety.

51.3% of respondents are satisfied with the price range of preferred brand.

34% of respondents will normally switch over the brand in case of dissatisfaction on existing fire safety products.

COMPARISION OF GENDER AND PRICE INFLUENCE OF THE PRODUCT

125 of the respondents are male and they thought price is highly influensive one while purchase the product. 6 of the respondents are female and they thought price is highly influen-sive one while purchase the product.

COMPARISION OF NATURE OF THE BUSINESS AND QUALITY INFLUENCE OF THE PRODUCT

32 of the respondent's nature of the business are manufacturing and they thought quality is influensive one while purchase the product. 6 of the respondent's nature of the business are trading and they thought quality is highly influensive one while purchase the product. 9 of the respondent's nature of the business are entertainment and they thought quality is influensive one while purchase the product. 7 of the respondent's nature of the business are boarding & lodging and they thought quality is neither or nor influensive one while purchase the product. 100 of the respondents are comes under any other category and they thought quality is influensive one while purchase the product.

COMPARISION OF NATURE OF THE BUSINESS AND TECNOLOGY INFLUENCE OF THE PRODUCT

23 of the respondent's nature of the business are manufacturing and they thought technology is influensive one while purchase the product. 6 of the respondent's nature of the business are trading and they thought technology is uninfluensive one while purchase the product. 8 of the respondent's nature of the business are entertainment and they thought technology is neither or nor influensive one while purchase the product. 9 of the respondent's nature of the business are boarding & lodging and they thought technology is influensive one while purchase the product. 70 of the respondents are comes under any other category and they thought technology is influensive one while purchase the product.

COMPARISION OF COMPANY LOCATION AND AWARENESS OF THE FIRE FIGHTING PRODUCT

29 of the respondent's company locations are comes under rural area and they have little awareness of the fire fighting products. 66 of the respondent's company locations are comes under semi urban area and they have little awareness of the fire fighting products. 62 of the respondent's company locations are comes under urban area and they have little awareness of the fire fighting products.

COMPARISION OF PREFER BRAND AND SATISFIED QUALITY OF THE FIRE FIGHTING PRODUCT

29 of the respondent's prefer brand is cease fire and they are satisfied with the quality of the fire fighting products. 30 of the respondent's prefer brand is usha fire and they are somewhat satisfied with the quality of the fire fighting products. 36 of the respondent's prefer brand is universal and they are somewhat satisfied with the quality of the fire fighting products. 14 of the respondent's prefer brand is ace fire & safety and they are somewhat satisfied with the quality of the fire fighting products. 5 of the respondent's prefer some other brands and they are somewhat satisfied with the quality of the fire fighting products.

THE SIGNIFICANCE OF NATURE OF THE BUSINESS WITH INFLUENCE OF EASY TO USE THE PRODUCT

The chi-square value is .025 which is less than 0.5. So, H_0 is accepted. Therefore, there is no significant difference between nature of the business and influence of easy to use the product.13 cells (52.0%) have expected count less than 5. The minimum expected count is .42.

THE SIGNIFICANCE OF DIFFERENT SCALE OF THE COMPANY WITH DIFFERENT PRICE RANGE OF THE PREFERRED BRAND

The chi-square value is .011 which is less than 0.5. So, H_0 is accepted. Therefore, there is no significant difference between scale of the company and different price range of the preferred brand.6 cells (40.0%) have expected count less than 5. The minimum expected count is .76.

THE SIGNIFICANCE OF DIFFERENT COMPANY LOCATION WITH HIGH AWARENESS TOWARDS CEASE FIRE PRODUCT

The chi-square value is .876 which is greater than 0.5. So, H_1 is accepted. Therefore, there is significant difference between company location and awareness towards cease fire product.3 cells (20.0%) have expected count less than 5. The minimum expected count is 2.

THE SIGNIFICANCE OF NATURE OF BUSINESS WITH RELIABILITY OF THE PRODUCT

The chi-square value is .001 which is less than 0.5. So, H_0 is accepted. Therefore, there is no significant difference between nature of the business and reliability of the product.10 cells (40.0%) have expected count less than 5. The minimum expected count is .24.

SATISFIED WITH THE PRICE RANGE OF PREFERRED BRAND AND IF THE PRICE OF PREFERRED BRAND INCREASES WILL PURCHASE AGAIN THAT FIRE SAFETY PRODUCTS

The correlation value is -.141. This means there is negative correlation between satisfied with the price range of preferred brand and if the price of preferred brand increases will purchase again that fire safety products.

SATISFIED WITH THE QUALITY OF PREFERRED BRAND AND BUY THE PREFERRED BRAND AT LOWER PRICE WITH NEGLIGIBLE QUALITY

The correlation value is -.019. This means there is negative correlation between satisfied with the quality of preferred brand and buy the preferred brand at lower price with negligible quality.

QUALITY AND RELIABILITY WISE CEASEFIRE BRAND IS GIVEN GOOD VALUE AND CEASEFIRE BRAND IMAGE REFLECTS OWN PERSONALITY

The correlation value is .030. This means there is positive correlation between Quality and reliability wise Ceasefire brand is given good value Ceasefire brand image reflects your own personality.

FACTOR ANALYSIS- I

The extracted factors are

1. Awareness towards fire safety.

2. If the price of preferred brand increases will purchase again that fire safety products.

3. High awareness level towards Ceasefire fire fighting products.

4. Sales persons of the Ceasefire Company are well-trained and knowledgeable.

5. Quality and reliability wise Ceasefire brand is given good value for your money.

6. Ceasefire brand image reflects your own personality.

7. Willing to buy the preferred brand at lower price with negligible quality.

FACTOR ANALYSIS- II

As in the table 1 KMO and Bartlett's Test value is 0.750 which is greater than 0.7 so the factor is adequate.

The extracted factors are

availability

quality

reliability

SUGGESTIONS AND RECOMMENDATIONS

The company shall concentrate more on increase quality based on customer needs. Because most of the customer wants **"Quality for Their Money"**.

Most of the respondents are not aware of the price level of various fire fighting products of ceasefire. Because of that they (especially upper middle class customers) perceive ceasefire is too costly to afford. This reason mainly influences some customers to go for competitor's brand. So proper communication can be given to the public and proper positioning (price) can be done in order to remove the constraint.

The company can also think on providing low price models in order to cover all the class of customers from middle class to upper middle class customers and also to compete with existing players in the market. The middle class segment is the segment, where the company can see maximum sales. This will be more effective to maintain stability in Indian Economy for a long time.

The company should try to solve the customer quarries without any delay to establish its own loyalty.

The company can go for providing plus 1 service to the customers in order to make the loyal customers to the delighted customers.

Care should be taken to improve the service efficiency that aids to retain the existing customers.

The company shall make hindrance free arrangement for its customers make any feedback or suggestions as and when they feel.

Efforts to be taken to popularize the product, product variants, product prices, product differentiation, service, service differentiation through appropriate business development measures.

Perform a detail demand survey at regular interval to know about the unique needs and requirements of the customer.

CONCLUSION

CEASEFIRE is most popular amongst its users mainly because of its QUALITY, RELIABILTY, and BRAND IMAGE. Thus it should focus on quality so that it can capture the major part of the market. But most of the consumers prefer price as their 1st preference, and then CEASEFIRE. The visibility affects the sales of project in a very special way. After acquiring a new customer, there is lot of importance of its retention also. This can be done only by providing new kind of fire extinguisher In today's scenario, customer is the king because he has got various choices around him. If the company is not capable of providing him the desired result he will definitely switch over to the other provider. Therefore to survive in this cutthroat competition, the companies need to be the best. Customer is no more loyal in today's scenario, so the companies need to be always on their toes. The researcher feels that there is cutthroat competition between Cease fire, Usha fire, so to be on top of mind of the customers and they need to do something outstanding every time.

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