

# A Study on Consumer Perception of Hindware Sanitary Ware & Industries Ltd's Wares

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**Abstract** - For the company to manage and please customers by offering goods according to their demand, it's critical to know what they think of the products they sell by conducting research on their perception of Hindware sanitary ware & industries Ltd's wares. The study helps to identify the possible strategic initiatives and decisions that the company should take in order to expand its market share in the sanitary ware sector.

**Key Words:** Hindware Sanitary Wares, Consumer Perception.

## I. INTRODUCTION

Customers' impressions, awareness, and/or consciousness of a company or its product are all included in the marketing concept known as brand awareness. Consumer perception is influenced by a variety of factors, including advertising, reviews, public relations, social media, and firsthand knowledge.

- Process of selecting and organizing inputs through which individuals construct a meaningful and coherent worldview for themselves.
- Incorporating it into their reality by giving it significance.
- This is a step in the overall "information processing" process.

### CONSUMER PERCEPTION OF INFORMATION'S: -

- Exposed
- Attention.
- Comprehension-working memory.
- Acceptance.
- Retention-permanent memory.

**Perception deals with the first two steps.**

### EXPOSED INFORMATION: -

- Consumers are exposed to virtually an infinite amount of information.
- Non – marketing.
- Marketing
- Consumers self-select the information for them to come into contact.
- Some consumer's new watch CNN-will never be in contact commercials (marketing stimuli) that run on this network.
- Is it difficult to achieve exposure?
- What percentage of individuals watching t.v actually watch the commercials?

- viii. Estimate range from 20% to 80% (best guess is 40%)
- Radio estimates are even slightly lower (i.e., about 40% listens actually listen to commercials).

### ATTENTION INFORMATION: -

**DEFINITION-** Allocation of processing capacity to an incoming stimulus.

- Dimensions
- Direction-object of focus
- Intensity-amount of capacity.
- Importance-use of humor (or emotion) in an ad.
- C's may be intense but intense but be directed to the emotion ("Mikey").
- A'd clutter- even when focus on ads, c's best remembers first & last ads in a post, well, best, remember standalone ads.
- Does attention guarantee success?
- Shadowing experiment result-say not necessarily
- C's could tell that humans were talking.
- C's could detect male and or female voice
- C's could not tell content of the message.
- Key is not to trade off direction for intensity.

## II. SANITARY WARE INDUSTRIES IN INDIA

### A. HINDWARE SANITARY & INDUSTRIES LTD.(HSIL) -OVERVIEW

With a population of over one billion people and a burgeoning economy, India is a massive and densely populated country. In 1995, India had an estimated 125 million houses, yet there were 200 million households, according to the study. This shows that there is a severe lack of housing. The United Nations expects a population growth rate of 1.6 percent each year. 27 percent of the population resides in urban regions, compared to 20 percent in 1971, as a result of the gradual migration from rural areas. The rural and urban populations have quite distinct needs when it comes to facilities. 70 percent of the urban population had appropriate sanitation in 1994, however just 14 percent of the rural population had acceptable sanitation at that time. In 1991, 64 percent of urban families had a toilet, compared to just 9 percent of rural households. The gap between the rich and the poor is expanding across the country.

| YEAR | RURAL | URBAN |
|------|-------|-------|
| 1997 | 0.7   | 28.4  |
| 1985 | 2.4   | 45.9  |
| 1990 | 6.4   | 49.3  |

Sanitation is essential for everyone in today's world. More than half of the metropolitan population lacks access to sanitation facilities, according to government figures. It's so bad out in the country that barely a fraction of the population has access to sanitation.

Major players have more than doubled their manufacturing capacity in India's sanitary ware business in the last six to seven years. The enterprises have also introduced battery casting, beam casting, and the latest imported quick burning cycle kiln technology to their manufacturing process. Furthermore, these businesses have improved their product quality and offered higher-priced items to the market, which have been well received. In India, demand for high-quality sanitary gear is on the rise. High-value manufacturing demands are being satisfied by enterprises, and as a result, the realisation per metric tonne is quite good, resulting in good profitability.

With the goal of persuading Indian consumers to buy only high-quality goods, corporations have launched an intensive advertising campaign. There has been an increase in the number of corporations offering showroom incentives and opening their own retail locations in key cities, as well. In India, the demand for sanitary products is increasing at a rate of 15% to 17% each year.

#### Sanitary ware industry statistics:

|   |   |
|---|---|
| <b>World production:</b>  | <b>187 million pieces</b>   |
| <b>Indian's share:</b>  | <b>6.7 million pieces</b>   |
| <b>World ranking (in production):</b>   | <b>Not in the top 10(Indian A/c for 3.30%)</b>  |
| <b>Global industry growth rate:</b>   | <b>5-7%</b>   |
| <b>Growth rate (India domestic market):</b>   | <b>10%</b>  |
| <b>Organized sector:</b> <ul style="list-style-type: none"> <li>% Share of production:</li> <li>No of units:</li> <li>Production capacity:</li> <li>Actual production:</li> </ul> | <b>43%</b><br><b>6</b><br><b>103300 M.T. per annum</b><br><b>95000 M.T. per annum</b> |
| <b>Unorganized sector:</b> <ul style="list-style-type: none"> <li>% Share of production:</li> <li>Production capacity:</li> <li>Actual production:</li> </ul>                     | <b>57%</b><br><b>136700 M.T. Per annum</b><br><b>120000 M.T. per annum</b>            |

### III. RESEARCH METHODOLOGY

#### PROBLEM STATEMENT

The sanitary ware business is playing a significant part in the rapid growth of the real estate industry in India. Knowing what customers want and need is essential to gaining a larger piece of the market. So that the company is able to meet their needs and gain a larger part of the market. The customer's perception and attitude toward the company is vital to know.

#### SCOPE OF THE STUDY

Limited to Hindware sanitary ware and industries Ltd., the scope of the study is focused on this particular segment. The study's goal is to find out how consumers in Hyderabad feel about Hindware sanitary ware & industries ltd's sanitary ware.

#### OBJECTIVES OF THE STUDY

##### 1. PRIMARY OBJECTIVE

To find out the consumer's perception towards the sanitary wares of the Hindware sanitary ware & industries ltd.

##### 2. SECONDARY OBJECTIVE

- To know the customer's preference towards the Hindware sanitary ware & industries ltd product.
- To know the company's image in the consumer's mind.
- To know the consumer's expectation from the sanitary wares.
- To know on what basis consumers, purchase the sanitary wares.
- To know consumer perception regarding product price, quality, design, usability, of the current product.

#### RESEARCH TYPE

Research is basically of two types:

- Basic Research
- Applied Research

**BASIC RESEARCH:** For the advancement of knowledge, basic research is carried out. It's just for the sake of research, therefore there's no direct upside. To answer questions such, "What causes things to happen?" What drives these shifts in society? It is, in reality, where the newest theories, principles, and concepts originate. The findings of this research have no commercial value.

**APPLIED RESEARCH:** Basic research is applied research, which is the application of prior information and methods to solve a current problem. It focuses on real-world issues. Pure research, on the other hand, doesn't have a specific goal in mind. Because of overpopulation and dwindling natural resources, applied research is becoming increasingly important in today's world. We used "Applied Research" because it recognized that the product's market would be limited and hence placed an emphasis on reducing costs, reducing weight, and facilitating long-distance communication. It is expected that the study's findings will be employed in future research and the study's implication of the findings will take place in the near future.

**RESEARCH DESIGN:**

If you've ever wondered about the sanitary-wares market or what people think about your company, you've employed Descriptive Research to get the answers you've been looking for. The survey and observation method has been applied in our descriptive research thus far. A cross-sectional design, in which subjects are evaluated at a specific point in their lives, was also used to assist us better grasp the problem. A cross-sectional study is a quick and inexpensive way to investigate a large number of people.

**PRIMARY DATA:** First-time market data and first-time data gathered and used in the study are considered main data. To gather primary data, a questionnaire was designed, and the primary data is presented in a table.

**SECONDARY DATA:** Secondary data refers to data that has already been gathered for another purpose and is now being used in the current research. In the context of a research study, secondary data includes previously published articles and other sources of information. Research Paper, newspaper, and the internet are only a few examples of secondary sources. We gathered data for this study from print and online sources. We've also taken advantage of the extensive library at our university.

**RESEARCH APPROACH:**

In order to gain practical knowledge, we used a survey approach, which is best suited for descriptive research. As part of that process, I met with the advisers in person and completed the survey they provided.

**RESEARCH INSTRUMENT:**

Our research is based on structure Questionnaire. We have used open ended and close ended questions.

**SAMPLING TECHNIQUE:**

It was decided to employ non-probability sampling for the project study, because it was advantageous in terms of time, cost, and location, as well as for data analysis.

**SAMPLE PLAN:**

**Sample Area:** we have conducted our survey in Hyderabad city.

**POPULATION DEFINITION:**

A person staying in Hyderabad city and using Hindware sanitary ware & industries Ltd.

**SAMPLING ELEMENT:**

Male or female, a person who is using Hindware sanitary ware product is the sampling element of our research.

**SAMPLING UNIT:**

The samples units of our research are a customer who have purchased Hindware sanitary ware product.

**SAMPLE SIZE:**

We have taken sample size of 266 respondents. The sample size of respondents is decided by considering 95% significance level and 6% probable error.

**SAMPLE METHOD:**

we have used Quota Sampling (Non-probability Sampling) method in our research.

**RESEARCH DESIGN:**

we have used Descriptive and single Cross Sectional research design in ours.

**SCALE USED:**

In the research we have used Nominal Scale, Rank order scale, Likert scale.

**TYPE OF DATA COLLECTED:** In the research there is two types of research method for data collect.

**1 PRIMARY DATA SOURCES:**

We have used structured questionnaire (Open ended and close ended) in our primary data collection.

**2 SECONDARY DATA SOURCES:**

There are different source are used in project work.

1. Books
2. Internet
3. Magazines
4. Newspaper
5. Library

**3 CONTACT METHOD:**

We personally meet the respondent and collect the information and fill our questionnaire.

**4 ANALYTICAL TECHNIQUES AND SOFTWARE USED:**

1. Techniques
2. Factor analysis
3. Mean score
4. Normality Test
5. Reliability Analysis
6. Anova (hypothesis)
7. Independent t test (hypothesis)

**5 LIMITATIONS OF THE STUDY:**

Despite the fact that this study has gone into great detail, the following limitations remain: Only the city of Hyderabad is included in this investigation. Because of this, the findings may not be applicable to other places.

**IV. CONSUMER PERCEPTION**

The buying habits of customers can be explained in terms of both social and sociological processes. In addition, it shows that consumers are aware of their own power use habits. Prof. Phillip Kotler proposes the following model to explain consumer behavior.

**SOCIOLOGY FACTORS****1. MOTIVATION**

Sociology can shed light on how a customer first heard of a brand and how his or her memories shape his or her purchasing decisions. Abraham Maslow. As a result, we may gain insight into consumer behavior by studying how and why people acquire various items and services.

**2. PERCEPTION**

The process by which the mind of a consumer receives, organises, and interprets physical inputs is known as

perception. Color, size, and brand are just a few examples of the many variables that go into it.

### 3. LEARNING

Knowledge, competence, and intention are three key behavioural attributes that are closely linked to learning. Knowledge and intention appear to be learned through experience, while practise appears to be the means through which one acquires expertise. This shows that liking and learning are linked, but that behaviour places a greater distance between the two notions. There are two primary methods of acquiring knowledge.

- Conditional Approaching:** Consumers who have been trained to react to certain stimuli may benefit from the learning process. This could be the consequence of an unintentional action on the part of the consumer, or it could be the result of an intentional one.
- Cognitive Learning:** It is the consumer's job to engage in diverse behaviours, utilising the sum total of their knowledge and experiences in an effort to solve their problems and gain satisfactions.

### Attitudes

To have an attitude is to have a propensity to react in a particular way toward certain products. Because so many consumer actions are influenced by attitude, marketing executives benefit from having a firm grasp on this concept. The cognitive, the effective, and the behaviour all go into making up one's attitude.

### PERSONALITY AND SELF-CONCEPTS

Consumers are interested in personality as a marketing tool since it speaks to a person's consistent response to a wide range of situations. Are some products more likely to be purchased by persons with specific personalities? Consumers are drawn to products and services that align with their own ideas about who they are as people. Everyone has a mental match for their target market's self-image that they carry with them at all times. If one's actual self-concept differs from one's ideal self-concept, that is perfectly fine. The marketing of products that greatly contribute to one's self-concept (hair styling, shoes, perfumes, jewellery, and eyeglasses) needs to examine the self-concepts of their clients in order to better serve them.

### SOCIO-CULTURAL INFLUENCES

There is a lot going on in a consumer's world. Depending on the culture in which they were raised, individuals may have a preference for certain products and services. according to their age and income, as well as their social status, the people they know and the groups they belong to. Among socio-cultural aspects, the following are included.

#### 1) CULTURE

Cultural values, ideas, attitudes, and other meaningful symbols are characterised by A.I. KROEBER and T. PARSONS as complex values, ideas, attitudes, and other meaningful symbols that affect human behaviour and the objects of that conduct. Alternatively, the greatest single grouping of individuals with a distinct and unique social legacy might be defined as the largest single grouping of

people. When examining consumer purchasing habits in any community, it's important to remember that products are more than just physical objects; they represent a culture's culmination of abstract values, attitudes, and related symbolism.

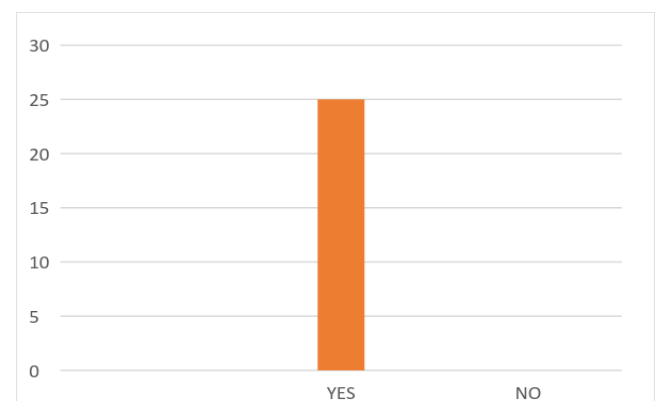
## V. DATA ANALYSIS

### 1. AWARENESS OF SANITARY WARE PRODUCTS?

Table 1

| Particular | No of Respondents | Percentage |
|------------|-------------------|------------|
| Yes        | 25                | 25%        |
| No         | 0                 | 0%         |
| Total      | 25                | 25%        |

Graph 1



### INTERPRETATION

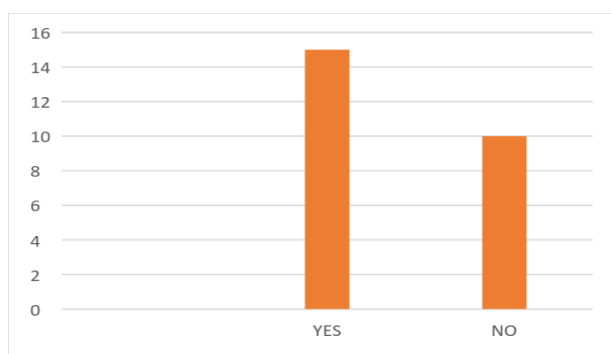
From the above table 5.1 and graph 5.1 we are observed that all 25 respondents known the brand name of Hindware sanitary ware products.

### 1. PURCHASE % OF HINDWARE SANITARY WARES PRODUCT?

Table 2

| Particulars | No of Respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 15                | 15         |
| No          | 10                | 10         |
| Total       | 25                | 25         |

Graph 2



#### INTERPRETATION

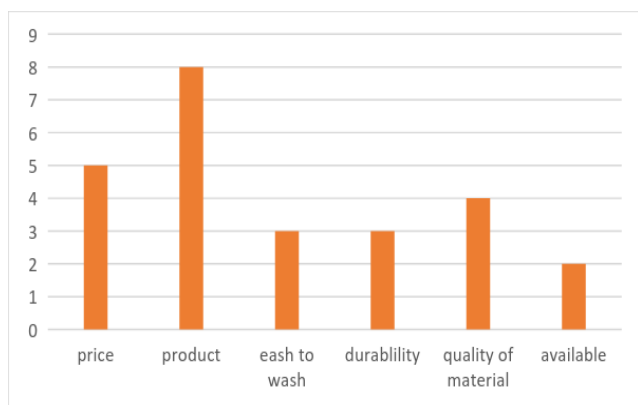
From the above table and graph we are observed that 15 percentage of respondents responded that they are using Hindware products and 10% of responds are not using.

### 2. FACTOR TO PURCHASE PRODUCT OF HINDWARE SANITARY WARES?

Table .3

| Factors             | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Price               | 5                 | 5          |
| Product             | 8                 | 8          |
| Easy to wash        | 3                 | 3          |
| Durability          | 3                 | 3          |
| Quality of material | 4                 | 4          |
| Available           | 2                 | 2          |
| total               | 25                | 20         |

Graph 3



#### INTREPRETATION

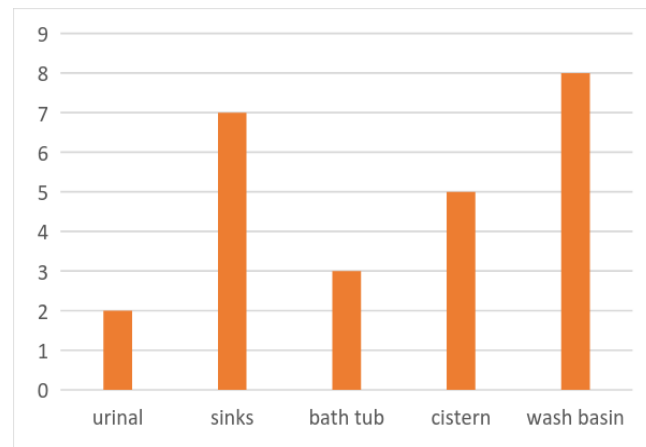
From the above table and graph we is observed that the customer buys the Hindware products due to 4% of price & 8% due to product and 3% due to easy to wash and durability and 4% of quality of material and 2% of available of products.

### 3. HINDWARE PRODUCT YOU HAD PURCHASE?

Table 4

| PRODUCT S  | NO OF RESPONDENTS | PERCENTAGE |
|------------|-------------------|------------|
| Urinal     | 2                 | 2          |
| Sinks      | 7                 | 7          |
| Bath tub   | 3                 | 3          |
| Cistern    | 5                 | 5          |
| Wash basin | 8                 | 8          |
| Total      | 25                | 25         |

Graph 4



#### INTERPRETATION

From the above table and graph we is observed that 2% of urinal, 7% of sinks, 3% of bath tubes, 5% of cistern, 8% of wash basin were purchased.

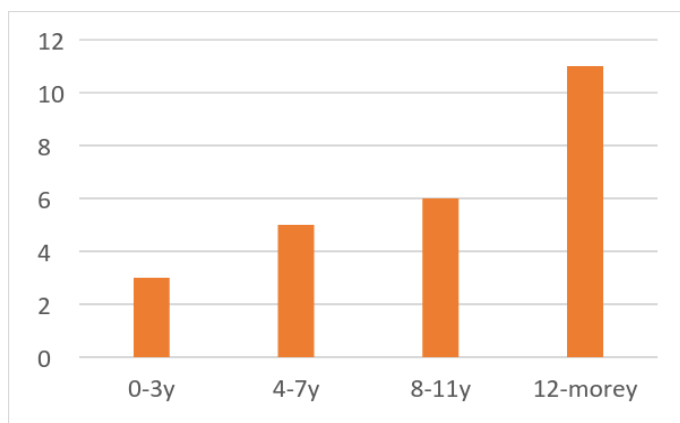


#### 4. NO OF YEARS USING HINDWARE PRODUCTS?

Table 5

| NO OF YEAR | NO OF RESPONDENT | PERCENTAGE |
|------------|------------------|------------|
| 0-3Y       | 11               | 11         |
| 4-7Y       | 6                | 6          |
| 8-11Y      | 5                | 5          |
| 12-MOREY   | 3                | 3          |
| TOTAL      | 25               | 25         |

Graph 5



#### INTREPRETATION

From the above table and graph we observed that between 0-3y there are 11% users and in 4-7y there 6% users, 8-11y there are 5% of users and 12and above there are only 3%.

#### VI. FINDINGS

1. We found that 100 percent of respondents have purchased sanitary ware, which indicates that the sanitary ware business in India has a promising future.
2. The purchasing of Hindware sanitary ware products is found. As a result, the Hindware Sanitary Wares Product is well-known to all of the survey participants.
3. According to 266 samples, 57.11 percent of the customers of Hindware sanitary wares ltd consider price while purchasing the goods, while 42.11 percent of the customers do not.
4. Customers of Hindware consider design to be an important component in their purchasing decisions, with 92.11% citing this as a factor. Out of 266 samples, 7.89% of customers said they don't care about design.

5. From 266 samples, 80.83 percent of Hindware customers consider usability while purchasing the product, while 19.17 percent of customers do not consider usability.
6. Out of 266 samples, 79.70 percent of Hindware sanitary wares ltd customers consider Durability aspect to purchase the goods and 20.30 percent of customers do not consider Durability factor.
  - i. percent of customers of Hindware sanitary wares ltd consider availability when purchasing the goods, while 24.06 percent of customers do not consider availability while making a purchase.
7. Customer satisfaction with Hindware's products is 50.00 percent, whereas customer satisfaction with the company's products is 50.00 percent, based on 266 samples of the company's products.
8. Sinks and toilets are purchased by nearly half of the customers of Hindware sanitary ware ltd.
9. Out of 266 samples, 51.50 percent of customers did not purchase a sink.
10. There are 45.49 percent urinal customers and 54.51 percent non-purchased customer samples out of 266 taken from Hindware Sanitary Wares Limited (Hindware).
11. In 266 tests, 45.11 percent of customers of the Hindware company purchased a wash basin, while 54.89 percent of customers did not.
12. Out of 266 samples, 14.66 percent of customers of Hindware sanitary products Ltd. purchased cisterns, whereas 85.34 percent of customers did not.
13. 32.71 % customer of the Hindware sanitary wares ltd are use the product since 0-3 Years.
14. 18.80 % customer of the Hindware sanitary wares ltd are use the product since 8-11 years.
15. 4.14 % customer of the Hindware sanitary wares ltd are use the product since 12 Or more years.

#### VII. SUGGESTIONS

##### WASH BASIN:

The wash basin's design and durability have the greatest impact on perception and attitude. The customer's purchase decision is also influenced by the wash basin. So, the corporation should put a lot of effort into it and keep it in the market, as well as offer a variety of discount options. As a result, sales of the product will rise as more people become interested in it. Do some public relations work for the washbasins, too. As a result, the public's knowledge of the wash basin will rise.

##### BATH TUB:

Perception and attitude toward the bath tub are largely shaped by its design and durability, and this in turn has a considerable impact on the purchasing decision of the consumer. Companies should put more effort into this. And to keep it on the market, conduct some advertising for the bathtub to raise the bathtub's degree of recognition.

**SINK:**

So, company should focus on it. And sustain it in market also do some advertisement of the sinks. So, awareness level of the sink will increase.

**URINALS:**

As far as perception and attitude go, urinals have a big impact on customers' purchasing decisions because of their usability and availability.

**VIII. SUMMARY**

A competitive analysis of customer perceptions and attitudes regarding Hindware Sanitary Ware Ltd. in Hyderabad CITY was completed as part of this training over the summer. The goal of this study is to learn how consumers feel about Hindware sanitary wares and what factors they should take into account when making a sanitary ware purchase. Hindware sanitary ware Ltd's primary goal is to understand customer perceptions and attitudes toward their sanitary wares, while the project's secondary goals are to understand customer preferences, company reputation, purchasing motivations, and perceptions of product value, as well as customer expectations of the company's current offering.

For this project, we used a questionnaire to collect data, and a non-probability sampling plan to select participants. For this purpose, we gathered 266 samples from the Ahmedabad city and analysed their perceptions and attitudes concerning Hindware.

For the Independent T-test, we examined the relationship between gender and award, as well as the design's usability and the product's overall quality. When asked why people choose Hindware sanitary ware ltd's products, our research indicated that the most common responses were "design," "durability," "crack proof," "easy to wash," and "availability."

For the sake of the product, the company should offer a variety of discount options, focusing on the product's utility and longevity as well as its design features, such as its capacity to be simply washed.

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