

# Periodic Research

## Purchase Cognate Factors of households Fixating on Water Purifiers A Special Case For (R.O.) in Greater Noida Region: A Factor Analysis Approach

### Abstract

This research tries to identify the factors responsible for purchase behavior of consumer- durable product concerning water purifiers as a special case with reverse osmosis household plants. Water purifiers are the essential consumer durable product that is the main requirement for every house old in urban areas. Overhead storage water facilities present in housing societies that strains the urbanities for purchasing water purifier equipment as an inevitable home appliance in Greater Noida. Factor analysis is introduced for suggesting the factors responsible for the purchase of water purifiers in Greater Noida region.

**Keywords:** Water Purifier, Factor Analysis, Purchase Behavior, Consumer Durables.

### Introduction

Improvise drinking water is now the prime apprehension for health. Urban living societies do not have the concepts of traditional separate centralized well systems for water fulfillment. Societies water management system used to dispense the water from the central tank to separate buildings or blocks of societies. There are lakhs of thirsty people on this planet are deprived of an improvised drinking water sources. According to UNICEF WHO report sources, 92% of Indians now have admittance for improvised drinking sources. According to reports water Aid India, 2017 47 % of urban houses acquire water connections others get a hold of other sources of water supplies. India is land of nine major rivers and variety of other water resources. Drinking water is used not only for drinking but also for cooking. Greater Noida is now an upcoming modern city with all its amenities in attendance with residential societies. Customers have superior buying power, and the literacy rate is additionally very excellent.

### Review of Literature

According to (Shaban & Sharma, 2007) identifies that to a large extent usage of groundwater and its massive drawing out leads to amplifying the presence of contamination in water. According to (Brown, Sobsey & Loomis, 2008) investigated that porous ceramic candles in Cambodia have been second-hand as an apparatus for procuring safe drinking water but also helps in scheming diarrheal infections. (Gupta, et.al. 2008) A study conducted in Bangladesh on Chulli water purifier is equipment operated on the fundamentals of sand filtration, and heating concept eradicates microorganisms from water in water purification process. Historical evidence suggested by (Sklivaniotis & Angelakis, 2006) highlighted the existence of two archeological places for water management in the period before 500 b.c. in Minoan society. Suggested by (Carrington, Neville & Whitwell, 2010) there is a need for planning to assist the customers who are having an idle and honest buying intentions so that the implementation plan can fill the difference between the principled purchase objective and buying performance. The signaling theory-based submission approach suggested by (Wells et al., 2011) communicates that signaling theory and its utility for know-how products because it is a combination of prepurchase scarcity of information and post-purchase informational clearness. A study conducted by (Kumar & Rao, 2012)

**Gurvishal Sinha**  
Assistant Professor,  
Deptt. of Management,  
Sharda University,  
Greater Noida, India

E: ISSN No. 2349-9435

exemplify for water purifier specifications that they are of three categories UV, RO, and Chemical and essentials obligatory are natural conditioning in water, following proper standards, companion, price affordability & water reservoir. Suggestions recommended by (Thilagavathi & Ramya, 2015) focuses on lack of consumer awareness about products and reduction in charges of maintenance. Literature review coincides with a variety of product, consumer behavioral, ancient tracks and efficiencies in societies and deficiencies in marketing the product. Literature review necessitates for factor appraising the sales and purchase decisions by customers to generalize the research thoughts and marketing realities for water purifiers.

#### Research Objective

Translating consumers perceptual questions of pre-purchased behavior in transforming independent factors for attaining meaningful insights for perfection in market analysis.

#### Research Methodology

This research gathers support from Primary and secondary both types of data. This study uses both the methods. Use of resources of digital databases in conducting the research. Exploratory research is selected to consider the insights for detailing the research problem. Personal interviews were conducted with a self-administered questionnaire. Survey coverage area is a small market (Jagat Farm) Greater Noida. Families are contacted as samples. Operationalizing the Likert scale for gauging the attitude of customers. Data collection time is evening. Data are collected on six-days. Monday is an off day for the market, so data is not received on this day. Factor analysis as a statistical technique used for synthesizing the statistical outcomes in the research for further recognizing the factors.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.770
Bartlett's Test of Sphericity	Approx. Chi-Square	360.560
	df	66
	Sig.	.000

#### Statistical Tables And Analysis

A measure of sampling adequacy (MSA) value (.770) is in an acceptable range. Acceptable range suggests that the variables are now satisfying for principle requirements, assembling of the further statistical analysis. In the table of measure of sampling adequacy and anti-image correlations, all the variables are suggesting significant values and appropriate for factor analysis except for one variable (purchasing of water purifier requires discounting (.428)). In the table for total variance explained extraction sum of squared loading are representing cumulative % of (58.551). Analysis for rotated component matrix and generation of factors are as follows:-

# Periodic Research

## Component 1

Purchasing of water purifier requires qualified salesperson for a product (.502), the presence of service dealers of product (.636), efficiency testing before installation (.747), internet information for the product (.623), Requires TV advertisements for information (.731).

Coining the first factor as **Product Information factor**. This factor reflects the primary imperative need for product performance and maintenance as the first requirements from customer side while purchasing.

### Suggestion for Companies for Factor 1

Complete information on sales training, servicing methods and toll-free numbers must be available. Product demonstration must highlight the Product performance with an alignment for supplementing the health

## Component 2

Purchasing of water purifier requires personal selling (.789), suggestions from family and friends (.526), requires EMI facility for purchasing the product (.602).

Coining the second factor as **Facility Involving factor**. This factor communicates for supporting needs in a final purchase decision.

### Suggestion for Companies for Factor 2

Feedback mechanism must be used after purchase so that satisfying word of mouth can be organized and managed on the website. It is necessary for 24 by 7 analysis by customers and prospects. Customers are looking forward to reviews and secure purchase mechanism.

## Component 3

Purchasing of water purifier requires technical demonstration of product (.833), exchange facility from old to new (.526), sales presentation at least for one hour (.563).

Coining the third factor as **Time insisting factor**. This factor highlights for time spend on old models of product and presentation of technical aspects for new ones. Product requires time involvement for purchases.

### Suggestion for Companies for Factor 3

Companies must focus on time devoted in a single sales call. Secondly which model of the product is serving more to customers and proving worth for customers. This qualitative and quantitative data generation will lead to market analytics reporting for future research and development of new products.

## Conclusion

Safe water is the soul of life. The modern world is now lacking with all the natural resources one day. Water is one of them. Every engineering and market effort projected in the market as a water purifier a product for healthy life must be recognized and supported by customers.

## References

Carrington, M.J., Neville, B.A. & Whitwell, G.J. (2010), *Why ethical consumers don't walk their talk: towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically*

- mind consumer. Journal of business ethics, Springer, pp:139-158.*
- Brown, J., Sobsey, M.D. & Loomis, D.(2008), *Local drinking water filters reduce diarrheal disease in Cambodia: A Randomized controlled trial of the ceramic water purifier*, *American Journal of tropical medicine and hygiene*, pp. 394- 400.
- Gupta, S.K., Islam, M.S., Johnston, R., Ram.P.K. & Luby, S.P.(2008), *The chulli water purifier: acceptability and effectiveness of an innovative strategy for household water treatment in Bangladesh*, *American Journal of tropical medicine and hygiene*, pp:979-984
- Kumar, N.S. & Rao, D.V.(2012), *Competitor analysis of water purifier an empirical study with special reference to PURE-IT (Hindustan Lever Ltd) at Warangal-Andrapradesh*. *International Journal Of Marketing, Financial Services And Management Research*, Vol.1, Issue. 8, August, 2012,ISSN 2277 3622.pp:187-195.
- Sen, R(2017), *Drinking water quality in India*, *Water Aid 2017, national conclave on drinking water quality on 7<sup>th</sup> July 2017, New Dehli.*

# Periodic Research

- Shaban, A. & Sharma, R.N.(2007), *Water Consumption Patterns In Domestic Households In Major Cities*, *Economic And Political Weekly*, pp. 2190-2197..
- Sklivaniotis, M. & Angelakis, A.N.(2006), *Water for human consumption through the history, international symposium on water and wastewater technologies in ancient civilizations*, Iraklio, Greece, pp:660-666.
- Thilagavathi, P. & Ramya, S.(2015), *A study on consumer attitude towards water purifier with special reference to Erode City*, *International Research Journal Of Social Sciences*, VOL(4)6, ISSN 2319-3565, pp:1-6.
- Website searo.who.int, Topic, drinking water.
- Wells, J.D., Valacich, J.C. & Hess, T.J.(2011), *What signals are you sending? How website quality influences perceptions of product quality and purchase intentions*, *MIS Quarterly*, vol35, No 2, pp:373-396.