

**CUSTOMER SATISFACTION FOR PLASTIC MOULDED
FURNITURE PRODUCTS OF
KISAN MOULDING LIMITED, BANGALOURE**

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INTRODUCTION:

Consumer Satisfaction can be understood better by viewing it with its interdisciplinary dimensions. Consumer Satisfaction study is said to be moulding of all those bodies of knowledge concerned with human behaviour. The managerial prospective that consumer Satisfaction discipline was considered to be an applied marketing science Consumer Satisfaction is "The study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." The new trends and lifestyle is making an important factor among consumers on their buying behaviour

"Kisan group of companies" was established in 1982 with head quarter at Mumbai is one of the leading manufacturer's processors of plastics in India. The group has grown into a multi-location company from single unit, single product company. Today the company is manufacturing a wide range of semi-urban products like PVC pipes & fittings, SWR pipes & fittings for plumbing & sanitary applications, PVC casing pipes, submersible rising main pipes & ABS/PP molded flushing cisterns and seat covers under the brand name "kisan".

Recently the group has diversified into the manufacturing of plastic molded furniture's

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household wares & custom molding articles & has launched the molded furniture in the Indian market under the brand "crest" .

The aim of marketing is to meet and satisfy target customers needs and wants. The field of consumer Satisfaction studies how individuals, groups and organization select, buy, use and dispose of goods, services, ideas of experiences to satisfy their need and desires.

Factors Influencing Consumers

ATTITUDE:

Consumer attitudes are a composite of consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some "object" - within the context of marketing, usually a brand, product category, or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will reach to the object.

BELIEFS:

The first component is beliefs. A consumer may hold both positive beliefs toward an object(e.g., coffee is easily spilled and strains papers). In addition, some beliefs may be neutral (coffee is black), and some may be differ in valance depending on the person or the situation.

Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs (e.g., a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings, which are relatively independent of beliefs. For example, an extreme environmentalist may believe that cutting down trees is morally wrong, but may have positive affect toward Christmas trees because he or she unconsciously associates these trees with the experience that he or she had at Christmas as a child.

BEHAVIORAL INTENTION:

The behavioral intention is what the consumer plans to do with respect to the object (e.g., buy or not buy the brand). As with affect, this is sometimes a logical consequence of beliefs (or affect). But may sometimes reflect other circumstances

STATEMENT OF THE PROBLEM:

The study is to find out the consumer preferences of plastic moulded furniture. There is a

gradual change in the preference of consumers towards the plastic moulded furniture. KISAN had a very good reputation over its quality and brand image. Even then they're seen a decrease in sales of some of their MII-established models, the preference of consumers are very much related to the lifestyle.

As far as the plastic moulded furniture brands, both local and international brands are introducing new design and innovative models, in order to withstand the present stage KISAN would like study the consumers preference towards their plastic moulded furniture available in the market. There by identify the current market scenario

OBJECTIVE OF THE STUDY:

1. To study the buying behaviour of customers giving more importance to the choice criteria.
2. To examine availability of different brand of plastic moulded furniture and hence to find out the fast moving brand in the market

RESEARCH METHODOLOGY:

The study focused the buying behaviour of consumers in Bangalore city. The preference of consumers towards plastic moulded furniture changing drastically, therefore the analysis of consumer lifestyle becomes an essential part of the study. Also the study tries to find out consumers attitude towards different brands and models of plastic moulded furniture. All these information stem from the social as well as esteem need of the consumer. Here also the researcher study among the dealers of KISAN to find out the different factors and attitude of customers toward different brands. In preparing a suitable research plan the researcher interacted with company officials and many; related websites.

RESEARCH DESIGN

The researcher has followed Descriptive research methodology to study the dealers as the study selected only on the KISAN dealers. Also to study the consumers there has

RESEARCH APPROACH

The approach is by conducting survey on customers to know their attitude towards the KISAN CREST brand..

RESEARCH INSTRUMENT-QUESTIONNAIRE

The instrument used in the research is the questionnaire which is structured with multiple choice questions on various attributes with the rating scales from excellent-not satisfactory level.

No question in the questionnaire is disguised from the customers. It is the one where the listing of questions is in pre-arranged order and where the object of inquiry is revealed to the respondent.

SAMPLING PLAN

Sampling unit

The units of sampling in the research are the customers who purchase plastic moulded furniture .

Sample size

The sample size is limited to 50 as the customers are only buyers in plastic moulded furniture .

SAMPLING METHOD

The sampling method used are random sampling, systematic random sampling,- been used the Sample survey method because the consumers have been selected on the basis of people who are using plastic moulded furniture's.

"A research design is the specification of methods and procedures for acquiring the information needed. It is overall an operational pattern or framework of the project that stipulates what information is to be collected from and from which source with what procedures."

DATA SOURCE

Data was collected from two sources namely primary and secondary source:

PRIMARY DATA

Refers to the fresh data collected. It is collected by doing survey on "Customer preference for plastic moulded furniture "through questionnaire on customers.

SECONDARY DATA

The collection of information is gathered through the company's records and websites.

STATISTICAL TOOLS

The data collected were coded and processed.

Percentage analysis

The percentage analysis is used for comparing two or more series of data. It is used to classify the opinion of the respondent for different factors.

NEED OF THE STUDY:

- The customer preference toward any product is very vital to any industry as the customer plays an key role in identifying and utilizing the product
- To measure the customers perception and satisfaction towards the products and services.
- The main need of the study is to access how KISAN CREST brand stands in the market and the various aspects like services, communication delivery etc.

SCOPE OF THE STUDY:

The consumer preferences on plastic moulded furniture with reference to brands. The research is specifically guided to limit the study at Bangalore as it has got economically, socially and literally all the classed of consumers. This is evident from the fact that Bangalore has a number of global brands competing each other's. Thus the study examines the consumer preferences towards choosing particular brand of plastic moulded furniture. This study also covers the role of in buying process of consumers and to know the preference of retailers towards the plastic moulded furniture. The researcher tries to analyse the changing profile of Bangalore consumers in the plastic moulded furniture market.

LIMITATIONS OF THE STUDY:

1. Since the number of shops in one location was not pre decided for dealer's survey a bit number of shop from one or more area was included in the study. Therefore he results may be biased.
2. Since all dealers are from middle level plastic moulded furniture stores the opinion cannot be generalized about the company and the company owned outlets are excluded from the study.
3. Sometime due to non-co operation of customers the researcher was unable to get appropriate data.
4. The study is confined only to kisan group of companies, and the results of the study may not be applicable to any other firm.
5. Due to Time constraint an in-depth study could not be done.

COMPANY PROFILE:

A significant event in the history of Indian industry was the rise of the kisan group of companies to a multicore conglomerate. The founder Mr.Ramesh agarwal strongly believed that a company's progress was determined by the integration of man and his intellect with the technological growth and environment.

"Kisan group of companies" was established in 1982 with head quarter at Mumbai is one of the leading manufacturer's processors of plastics in India. The group has grown into a multi-location company from single unit, single product company. Today the company is manufacturing a wide range of semi-urban products like PVC pipes & fittings, SWR pipes & fittings for plumbing & sanitary applications, PVC casing pipes, submersible rising main pipes & ABS/PP molded flushing cisterns and seat covers under the brand name "kisan".

Recently the group has diversified into the manufacturing of plastic molded furniture's household wares & custom molding articles & has launched the molded furniture in the Indian market under the brand "crest". The present range includes molded chairs, stools etc, with further range of lifestyle products to be added to it in the future. Today, Kisan is a market leader in the field of UPVC pipes and fittings and has established its reputation for product excellence and quality standards. The group has steadily grown into a large multi location company with 11 manufacturing units and over 1000 employees. A vision, enthusiasm and reliability are what enable the group to continue to grow successfully.

It has 7 branch offices at Ahmedabad, Bangalore, Delhi, Indore, Hyderabad, Jaipur, and Mumbai cater and control the network. It also has 11 manufacturing facilities located at Roha and Tarapur in Maharashtra state, Pithampur in M.P state and Silvassa in Diu and Daman a union territory.

STRENGTHS:

The advantages that Kisan possesses compared to the others in the field are due to various reasons. The organization can boast of producing wide range of products less than one roof. Also it has a large product mix to cater to the needs of Building & Construction, Rain water & Irrigation Management.

Excellent & wide dealer network throughout the country gives another edge to the company to deal with logistics issues. The Kisan brand enjoys enviable reputation in the market having over 1600 dealers spread throughout the country. Over 30% of the dealers from the network are exclusive to us. And we enjoy an excellent rapport with them. This strong network of dealers is the backbone of Kisan & has always been the source of inspiration & growth at Kisan. Being extremely quality conscious, adds to the company's reputation with dealers & the end customers. Excellent quality standards & a fair value for money to the customers have put the distinct image of Kisan as the "Mark of Excellence" in all areas of activity.

Wide range of products under one roof.

1. Large product mix to cater to the needs of Building & Construction, Rain Water & Irrigation Management.
2. Excellent & wide dealer network throughout the country.
3. Quality Consciousness.

BUSINESS PHILOSOPHY

OUR FOUNDATION

The trust built up over the years

OUR TRADITION

Excellence that propels us ahead

OUR INSPIRATION

Our valued customers

OUR MISSION

Creating products to enhance living

OUR VISION

Looking beyond the obvious

INDUSTRY PROFILE:

What Is Plastic?

A plastic is a type of synthetic or man-made polymer; similar in many ways to natural resins found in trees and other plants. Webster's Dictionary defines polymers as: "any of various complex organic compounds produced by polymerization, capable of being molded, extruded, cast into various shapes and films, or drawn into filaments and then used as textile fibers" Plastics are used because they are:

- Attractive
- Hard
- Soft & Rubbery
- Easy to Clean
- Flexible
- Good insulators of heat or electricity
- Light weight
- Hygienic
- Easy to Shape & Color
- Economical

Apart from some of the properties of plastics mentioned above, one important feature of plastic is that it is a non-rusting material, which makes it a very usable commodity especially in coastal areas where there is a lot of humidity.

As stated earlier, the use of plastics is increasing all the time as they replace materials such as metal, wood, paper, ceramics and glass in a wide variety of uses. More over the overall demand and local supply gap that prevails in the market remains largely unmet which also provides opportunities for entering in to

this business

PLASTICS INDUSTRY - A GLOBAL PERSPECTIVE:

The plastics processing industry is prominent in every aspect of modern life. As new polymers and composite materials are introduced by the chemical industry, so the industry is constantly refining and adding products to those that have been made over many decades. In its early years, the plastics industry greatly benefited from the substitution of plastic for other materials including various metals, wood, paper, glass, cardboard and natural fibers, etc. However, as a mature industry, the possibilities for substitution are limited, leading to greater dependence on economic growth and the expansion of demand in plastic's existing markets. The industry is also vulnerable to volatility in the global price of oil and gas feed stocks, used by the chemical industry to produce its raw and semi-finished materials.

The leading markets for plastics are in packaging, building and construction and the automotive/transport industries, all of which have generally been buoyant. However, a number of other industries which use some form of plastic, e.g. the textile, clothing, electrical, electronic, mechanical engineering and agricultural industries, have experienced a profound downturn in demand, as they struggle to adjust to changes in the market for their products and against a rising tide of imports.

Overseas competition from the advanced developing countries is having an impact on domestic demand, as cheap imports of relatively low added-value products are causing some parts of the world's plastics industry to restructure. A number of companies have relocated their manufacturing facilities to these low-cost countries and have themselves become importers.

The rising cost of the polymers used by the plastics processing industry has made many of its customers resist the inevitable price increases that follow and led them to seek alternative sources of supply, wherever possible. Plastic processors are also seeking cheaper material suppliers and this downward spiral has led to the closure or suspension of production at several plants. Acquisitions and Consolidation continues to play an important role in plastics businesses all around the World.

International Trade Statistics:

For 2003, United Nations trade statistics show exports of plastics in primary form to be more than \$ 72 billion. Seventy countries reported trade in plastics in 2003. The top exporting countries were the United States, Germany, Belgium, China (Hong Kong SAR), France, Canada, Italy, Singapore, Sweden, and Malaysia. The United States is the largest exporting country; the Peoples Republic of China is the

largest importer. The value of exports in 2003 is below the levels for the previous three years due to the worldwide economic downturn. Exports for 2000-2002 averaged more than \$ 90 billion. Other supplier countries are South Korea, Saudi Arabia, Thailand, Japan, Germany, Hungary, China and Belgium, which dominate the import market because of lower prices, transport costs and shipment time. However, the respective share of each country has varied. For example, the market share of Hungary has fallen from 11.4 percent to 3.2 per cent. Similarly, the share of Thailand has jumped from less than 1 per cent to over 7 per cent during the period of six years.

THE BRIEF DETAILS OF OUR PRODUCT RANGE AS UNDER :

➤ KISAN RIGID UPVC IPES FOR AGRICULTURE FITTINGS

Available range -20mm to 315 mm dia and working pressure rating from 2.5 to 10kg/cm² conforming to IS 4985 with Latest amendments.

➤ KISAN INJECTION MOULDED AGRICULTURAL FITTINGS

Available range -20mm to 250 mm dia and working pressure rating from 6kgf/cm², to 10kgf/cm² conforming to IS per IS 7894/75

➤ KISAN CLASSIC SWR SYSTEM (SWR 'O' RING AND PASTING TYPE)

Pipes and fittings for soil, waste and rainwater drainage systems conforming to IS 13592/1992 and as per BS 4514, BS 4660, DIN 19531.

SWR PIPES - available in 75mm, 90mm, and 110 mm and 160mm dia.

SOR FITTINGS - available in 75mm,90mm, and 110mm dia.

➤ KISAN BLUE (THREADED) PLUMBING PIPES AND FITTINGS

Available range - 20mm to 110mm as per ASTM D 1785 standards in schedule 40 and 80 specifications tested for portable water supplies as per IS:4985 suitable for plumbing and sanitary applications.

➤ KISAN CASING PIPES(plain and slotted both types)

Available range - nominal dia 40mm to 200 mm for CM(medium casing) and nominal dia 150 to 200 for CS(shallow casing) type wells.

➤ KISAN CABLE DUCT PIPES

Available range - 110mm and 50mm and as per specification and rate contact. Presently being supplied to premier institutions viz DOT, MTNL, and TCIL for their various projects in India.

➤ KISAN SUBMERSIBLE RISER MAIN PIPES WITH C.LADAPTER

Mainly used with casing pipes for bore well applications for installing submersible pumps.

➤ KISAN'0' RING JOINT TYPE PIPES

Mainly used for water supply as per ISO 8061/62 upto 315mm dia, with spigot end.

➤ KISAN SOLVENT CEMENT

Mainly used for jointing purposes of UPVC pipes and fittings.

Available range 25ml to 200 Ltrs in suitable packing

➤ RUBBER LUBRICANTS

Mainly used for jointing purpose of SWR pipes and fittings

➤ KISAN CLASSIC FLUSH TANKS MADE OF ABS AND TOILET SEAT COVERS

ISI market KIT for smoother operations. Also available in pp in various colours to match with ceramic tiles colours.

➤ Kisan pvc ball valves

Available sizes -20mm to 90mm in both plain and threaded version and socket threading dimensions for various applications in agricultural use and water supply.

➤ KISAN HDPE PRE LUBRICATED PIPES

Mainly used for ducting purposes of optical fiber cables for telecom services available in sizes of 32 mm and 40 mm in lengths of 1000 mtrs or as per requirement.

➤ KISAN HDPE PIPES

Confirming to IS 14151 and IS - 4984 for supply of portable water sprinkler irrigation and other industrial applications, available in sizes from 20mm to 110mm in all pressure rating.

➤ KISAN NYLON BRAIDED PVC HOSES

Available in various sizes and pressures rating for a wide range of applications.

- KISAN SUCTION HOSES Available in green and grey colours in sizes varying from 3\4 to 4 diameter.
- KISAN CREST MOULDED FURNITURE Plastic moulded furniture in our range of products launched under the brand "CREST:" which includes several models of chairs, stools, centre tables etc. There are multi-purpose \ multi -utility consumer durable articles for which we are getting good response from the market.

➤ KISAN COMPOSITE PIPES & FITTINGS Unique and versatile new generation plumbing system Kisan composite pipes are manufactured from a high grade polymer effectively bonded in the inside and outside of an aluminum core by melt adhesive. This aluminum layer is 100% gas \ oxygen tight and the resultant structure provides the advantages of both metal and plastic pipes

This system is corrosion resistant, scale free, insert to acids and chemicals, smooth flow and malleability are its unique features. Long term durability and performance make these composite pipes are ideally suited for .

The life span of these pipes is more than fifty years. This system conforms to ISI5450:2004 & ASTM F1282-95

KISAN PPR-C PIPES

KISAN PPR-C plumbing pipe is the right choice for hot and cold water distribution, proven world due to its combining performance durability, reliability, safety with cost saving. Kisan PPR-C pipes have superior corrosion resistance low friction loss due to smooth bore which results in lower pressure loss and low bacterial growth..

ii KISAN DRIP AND ASRINKLER IRRIGATION SYSTEM

Kisan manufactures drip and sprinkler systems suitable for any type land, crop and weather conditions. It is manufactured as per BIS standards. This system is designed by most increase in yield and quality produce. The farmers all over India have widely accepted since decades.

KISAN AGRICULTURAL AND INDUSTRIAL GHAMELA

Kisan manufactures ghamela product has multi purpose utility, widely used in agriculture, industry and for house hold utility at large. This product is mainly non corrosive, unbreakable, more durable and very hard in resistance.

KISAN GROUP SIX MANUFACTURING SITES ARE KISAN IRRIGATION LIMITED

Located at Roha and silvasa Maharashtra and it produced UPVC pipes for water supply, submersible rising main pipes, H>D>P>E pipes, blue threaded UPVC and fittings, UPVC casing pipes for Bore well Tube well.

KISAN MOULDING LIMITED

Located at Tarapur Maharashtra and products are all types of fitting, flush tank and toiled seat covers and rain water - harvesting systems.

GAUROV AGRO PLAST LIMITED

Located at Tarapur and Silvasa and products are Crest molded furniture table, dinning tables, storage drums.

KISAN had positioned it as a brand, which is good in quality and price. But as the market grows competition increases both from the local brands and international brands with globally accepted brands, consequently KISAN was compelled to change their marketing strategies and the range of models against the local and global brands.

RESULTS AND DISCUSSION

- From the study is found that 40% of the respondents look for durability.
- It is Found that 36% respondents prefer Nilkamal furniture where as only 24% prefer KISAN CREST.
- From the study it is found that 32% respondents prefer grey colour, furnitures.
- Another major finding of the study is that 50% respondents define KISAN CREST plastic furnitures as durable.
- The study found that 48% respondents rate the price of KISAN CREST plastic furniture as worth for money.
- Another major finding is that chair and tepoy sets of KISAN CREST are sold the most
- Other major finding is that supply of KISAN CREST plastic moulded furniture is good.
- The study found that there is less demand for KISAN CREST plastic moulded furniture.
- Poor promotions are the main reason for the lack of demand of KISAN CREST plastic moulded furniture.
- The study found that 64% respondents prefer single colour furniture.

- From the study it is found that 76% people buy KISAN CREST plastic moulded furniture for family purpose.
- It is found that 32% respondents are neither satisfied nor dissatisfied with the durability of KISAN CREST plastic moulded furniture.
- Another major finding is that 48% respondents think that aggressive promotion can increase sales of KISAN CREST plastic moulded furniture.
- According to the study we can interpret that 62% respondents say that they receive complaints about KISAN CREST plastic moulded furniture from the customers.
- According to the study we can interpret that 48% respondents say that softening of chair's legs the major complaint.

SUGGESTIONS

- Product quality is one of the important criteria in satisfying customers. Hence the company should look forward to improve on it continuously putting efforts in product development, material procurement, inspection etc, to bring up quality level high in view of competition with foreign companies. Bench marking, TQM and other tools can be employed in this area.
- KCMP should innovate and bring new technologies / method of cost minimization.
- The company should be necessary to give adequate information, more details and to bring up confidence in customer to purchase the product.
- The overall co-operation level of the company with the customers should be considered for the improvement to develop a mutual beneficial relationship with each other.

CONCLUSION

The researcher should conclude about the customer satisfaction towards product of KISAN moulding limited, Bangaloure. The maximum of people gives importance to durability and money worth to products. In future the same research should be made for comparative study between kisan and other company products.

Expectations of consumers

Feature	No. of respondents	Percentage
Brand	10	20
Price	16	32
Durability	20	40
Colour	4	8
Total	50	100

Source: Primary data

Preference of consumers among Brands

Brand	No. of respondents	Percentage
KISAN CREST	12	24
Nilkamal	18	36
Supreme	14	28
Prince	6	12
Total	50	100

Source: Primary data

Consumer's Preference on Colour

Colour	No. of respondents	Percentage
Black	8	16
Grey	16	32
Red	12	24
Brown	14	28
Total	50	100

Source: Primary data

Opinion of the consumers on KISAN Brand

Feature	No. of respondents	Percentage
Comfortable	10	20
Stylish	70	14
Durable	25	50
Affordable	8	16
Total	50	100

Source: Primary data

Opinion of the consumers on Price of KISAN CREST

	No. of respondents	Percentage
Expensive	8	16
Less expensive	12	24
Worth for money	24	48
Not worth for money	6	12
Total	50	100

Source: Primary data

Ranking of furniture sold on shops.

Variety	No. of respondents	Percentage	Rank
Stools	8	16	4
Chairs	10	20	2
Tepoy	7	14	5
Chair and Tepoy set	12	24	1
Dining Table	9	18	3
Baby Chairs	4	8	6
Total	50	100	

Source: Primary data

Supply of KISAN CREST furniture

Rating	No. of respondents	Percentage
Very good	16	32
Good	20	40
Average	10	20
Poor	4	8
Total	50	100

Source: Primary data

Specific Request for KISAN CREST furniture

	No. of respondents	Percentage
Yes	15	30
No	35	70
Total	50	100

Source: Primary data

Reason for lack of demand

Reason	No. of respondents	Percentage
Poor promotions	26	52
Poor designs	7	14
Price factor	5	10
Quality factor	12	24
Total	50	100

Source: Primary data

Consumer preference for single colour (or) Multi colour

Preference	No. of respondents	Percentage
Single Colour	32	64
Multiple Colour	18	36
Total	50	100

Source: Primary data

The major buyers of KISAN CREST plastic moulded furniture

Buyers	No. of respondents	Percentage
Family people	38	76
Business people	12	24
Total	50	100

Source : Primary data

Satisfaction with the durability of KISAN CREST plastic moulded furniture

	No. of respondents	Percentage
Highly satisfied	9	18
Satisfied	14	28
Average	16	32
Dissatisfied	8	16
Highly Dissatisfied	3	6
Total	50	100

Source: Primary data

The sales of KISAN CREST plastic moulded furniture

	No. of respondents	Percentage
Aggressive promotion	24	48
Competitive pricing	9	18
Better designs	12	24
Offers	5	10
Total	50	100

Source: Primary data

Complaints about KISAN CREST plastic moulded furniture

	No. of respondents	Percentage
Yes	31	62
No	19	38
Total	50	100

Source: Primary data

Reasons for complaints on KISAN CREST plastic moulded furniture

	No. of respondents	Percentage
Breaking	15	30
Fading of colour	11	22
Softening of chair's legs	24	48
Total	50	100

Source: Primary data