

Project Dissertation

AN ANALYTICAL STUDY TO UNDERSTAND THE CONSUMER PURCHASE PREFERENCE FOR HOUSEKEEPING PRODUCTS IN B2B SEGMENT

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Certificate from the Institute

This is to certify that the Project Dissertation titled An Analytical study to understand the consumer purchase preference for housekeeping products in B2B segment is a bonafide work carried out by Mr. Vipul Maheshwari of MBA 2014-2016 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfillment of the requirement for the award of Degree of Masters of Business Administration.

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I Vipul Maheshwari, student of MBA 2014-2016 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi - 110042 declare that Project Dissertation on An Analytical study to understand the consumer purchase preference for housekeeping products in B2B segment submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the dissertation is authentic to the best of my knowledge.

This dissertation is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

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Acknowledgement

The satiation and euphoric that accompany the successful completion of the task would have been incomplete without the mentoring of the people who made it possible. After all, success is the epitome of hard work, severance, undeterred missionary, zeal, steadfast, determination and most of all encouraging guidance. So, with immense gratitude I acknowledge all those whose guidance and encouragement served as a beacon light and crowned my efforts with success.

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Abstract

The study aims at analyzing the consumer purchase preference of housekeeping products in B2B segment. Housekeeping department is the only department which essentially deals with the cleanliness, neatness and healthier atmosphere and all secondary activities that support the primary operation of housekeeping department.

The purchase preference of housekeeping products by the purchase manager of Hotels, Restaurants, Offices, Hospitals, Schools, Colleges, Universities, Banks depend on various factors. These factors are price to purchase, brand image and market value, quantity of the purchase, odor of the various cleaners, quality of the purchase, tender value allotted for the purchase, after sale services, billing cycle, relationship with the purchase manager, and period of contract.

As the competition is becoming severe day-by-day it has become very important for the industries to understand the actual need of the customers of various business units and strategically plan their moves according to the needs of customers.

The success and failure of the organization depends on the loyalty and buying pattern of the consumer towards the products or service offered by the organization. It is important to create relevant goods as the consumer's purchase intention towards the product itself. People differentiate themselves as their views for different things which finally differentiate from each other.

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Chapter 1: Introduction

1.1 Overview of Housekeeping Department

Housekeeping department is the only department which essentially deals with the cleanliness, neatness and healthier atmosphere and all secondary activities that support the primary operation of housekeeping department. It is the most needed department in and for every premises to maintain the hygienic ambience like in Hotels, Restaurants, Hospitals, Schools, Colleges, Universities, Offices, Banks etc. In all of these areas it is not easy to manage the housekeeping department because of its complexity which is needed to be handle with care. The major challenge is to maintain the neatness and cleanliness to a specifically good standard and should be in budget allocated for housekeeping. It is important for these units to choose the good quality housekeeping products at right price and from the right supplier for the purpose of cleaning and use efficiently. The other major challenge for this department is to manage the type of work it deals with and to maintain the quality of the product up to the desired standards. The most unseen challenge for the housekeeping department is while cleaning the dirt and dust tends to accrue on other things or dirt may stuck to hand which may become a cause of many diseases or problems.

1.2 5S Pillars of Housekeeping Department

The 5S pillars of housekeeping environment is a methodical approach of keeping the workplace in an organization (Gapp, Fisher, Kobayashi, 2008). This 5S term was coined in Japan to highlight the importance of those materials and products that you need and is available at your workplace and also as a designated area for everything, for doing things and to maintain the discipline within the organization. The 5S's are:

1. Seiri as sort, it means to remove all unneeded items from the workplace improve the productivity of the current system of business by identifying all required items for work, by differentiating between required and not required items, by

placing any unwanted item in the non-working area, by checking regularly that only necessary items are in their workplace.

2. Seiton as set in order, it is required by the workers to organize and placing things at the appropriate places to make the system easy to use and label them if required so that the tools and equipments can be easily find and thereby use in time.
3. Seiso as shine, it comes with bringing up the workplace back to adequate position by the end of the workday. It also requires timely cleaning, identification of responsible persons for cleanup, placement of restocking method and timely inspection and supervision.
4. Seiketsu as standardize, it means to develop a single best method to trim variation so that the outcomes from the processes would become more predictable.
5. Shitsuke as sustain. it requires discipline because without it, it would be impossible for the organization to maintain the consistency in the standard of the quality, standard of cleaning, and ensure of safety.

1.3 Need of Housekeeping in day-to-day life

Consumer behavior for housekeeping products in B2B segment is the study to understand the purchase preference of housekeeping products by the purchase manager of respective organizations which is based on various factors. It helps the businesses to understand the buyer decision making process and also to understand the various reasons which affects the preference of consumer in purchasing their products. Only understanding the purchase intention of the consumers is not sufficient to convert the deal in actual purchase of the housekeeping products therefore consumer behavior is really important to understand.

Various areas which are needed to be taken care for any business unit like

1. Restrooms
2. Kitchen area in hotels & restaurants
3. Classrooms in schools, colleges & universities

4. Lobby area in hotels
5. Stairwells
6. Hallways

In case of such products which are related to services like housekeeping, hospitality the market research becomes more challenging as the judgment of those products is hard due to lack of inspection before purchasing the products. The importance of housekeeping department is to manage and maintain the standard of the business organization.

Various housekeeping products used in the industry for various types of cleaning purposes are:

Dust picker	Hand Mop	Wet Mop
Dry Mop	Glass Wiper	Floor Wiper
Air Freshener	Glass Cleaner	Cobweb Brush
Toilet Cleaner	Floor Duster	Table Duster
Micro Fiber Cloth	Soft Broom	Hard Broom
Phenyl Disinfectant	Liquid Hand Wash Soap	W C Brush
Plastic Brush	Wire Brush	Vacuum Cleaner

Table 1.1 : List of Housekeeping products

Outsourcing in hospitality sector for housekeeping product is of two types that are partial outsourcing and full outsourcing (Jones, 2008). It says that partial outsourcing is using the outsource organization which involves the services from the service provider while full outsourcing is using the outsource organization which involves the services and products from the same organization which is being outsourced for housekeeping. These outsourcing techniques have a direct impact on various areas like services, quality, profits in monetary terms, brand image, brand value and hotel customers (Lockyer, 2007).

1.4 Role of Purchase Manager

The role of purchase manager of various business units in purchase of housekeeping products can be determined amount of product consumed, product attributes, product quality, brand image of product, labeling, odor etc (Kovacs, D.C., Small, M.J., Davidson, C.I. Fischhoff, B., 1997).

As the competition is becoming severe day-by-day it has become very important for the industries to understand the actual need of the customers of various business units and strategically plan their moves according to the needs of customers. All housekeeping products come under the category of FMCG products so it becomes important to bring those products which require minimum efforts but could be able to reach among masses. The purchase manager does not want to waste his time in searching various options available to him rather he will just focus on what prices are the company is offering, what variety of product is it offering and what is the quality of product is it offering. It becomes very important to map the marketing strategy for housekeeping products so that the company would be able to deliver to the business unit what it is actually promised to deliver. Companies has to give a wide focus on some important factors like marketing mix concept, current status of the company in terms of brand image, product quality, requirement of the customer, and many more aspects which a company has to take care of.

1.5 Significance of study

This study helps in understanding the consumer behavior in B2B segment but in B2B segment the consumer need exclusive products of good quality and quantity at reasonable price so one needs to understand the psyche and requirements of consumers regarding housekeeping products. This study aims at understanding the levels of expectation and satisfaction of the purchase managers at various business entities.

Chapter 2: Literature Review

2.1 Consumer Purchase Preference

Consumer is someone who buys a product or avails a service from a store for personal use or professional use and therefore can be suggested as the most important asset of any organization to generate the business for the organization. The success and failure of the organization depends on the loyalty and buying pattern of the consumer towards the products or service offered by the organization. Consumer purchase intention could be defined as what consumers think about the product which he is going to buy which may depend on price, quality, brand image and style of the product (Kotler and Armstrong, 2013). There are various factors which influences the buying pattern of any customer towards purchasing the product or service offered by the organization. Customer knowledge is the important and most relevant factor which influence the buying pattern of customer and thereby supporting the customer in decision making process of buying the product or availing the services (Alba, J.W., Hutchinson, 1987).

Consumers are better educated, discriminating and individualistic in tastes now to understand the sensitivity and importance of their needs to the business of companies.

Consumer purchase preference can also be referred as a intended plan planned by an individual or marketer to build up an effort so that consumer can purchase a brand (Essay, UK, 2013). Consumer purchase intention can be characterized as a tendency that consumer would buy the product or not and thereby can be used to analyze the effectiveness of the consumer purchase preference (Monroe & Krishnan, 1985). Purchase intention of the consumer can be used to determine customer attitude towards the brand, various subjective norms in terms of customer satisfaction and customer delight and control of perceived behavior.

2.1.1 Division of customer satisfaction

The satisfaction of customer can be divided into four sections.

1. Intellectual concept of rewarding consumer for payment.
2. Evaluation of the customer on the basis of expectation with various alternatives present for the selection.
3. Response of customer after purchasing the product.
4. Judgments towards satisfaction which are influenced by emotional responses and intellectual disconfirmation.

It is important to understand that consumer knowledge towards brand recognition is significant to know what consumer thinks about the brand and can accordingly understand the perception of consumer towards the brand (Keller, 1993). Various studies have shown strong relationships between brand perception and purchase intention and between marketing activities and brand perception.

2.1.2. Effect of culture and technology on Consumer Purchase Preference

The culture of any country or of any organization is the reflection of the evolution of civilization of the human beings which can be analyzed through the perspective of the living behavior of the public. Therefore the evolution of new culture can be treated as the new scenario to the community of civilization that can be prevailed in the upcoming or ongoing community can be regarded as a new challenge which may bring an impact to the future development of the community.

The adopted technology of the internet in the commercialization has brought up a new significant culture of the business. Now-a-days internet has become an important instrument of doing business that will reach the consumers at national and international levels efficiently and effectively. In fact the online transactions have made the transferring of payments between two parties through credit card and debit card is so easy. So the attitude of consumer perception towards the offline and online shopping can be distinguished on the basis of positive or absolute negative feelings of the customers with respect to the consumer purchase behavior through online websites. So it is

important to understand the characteristics of consumers who are typically involved in the online shopping and their respective attitudes towards the online shopping activities to know the consumer attitudes.

It is important to create relevant goods as the consumer's purchase intention towards the product itself. People differentiate themselves as their views for different things which finally differentiate from each other. To manage and to design a proper communication channel to bring the most important characteristics of product in front of the customer so that he could believe that this is the best part of this good so that he should buy that product. For example, when we talk about the appearance of the product then some customer will think of it as crucial attribute, some of them think it as some efforts to be made to assure the customer that this product is desirable and feasible for the customer's need and demand.

A customer is always driven by variety of needs and wants which keeps him motivating to buy a desired product which itself can be defined as a supporting force within person to person that forces them to convert into action. This whole process of motivation is built around the needs of human which can be treated as the feeling of lack of certain things but the ultimate goal is to suppress the needs of human which generates motivation.

2.1.3. Effect of sales promotion & personal selling on consumer purchase preference

Consumer perception towards the buying of a product is highly dependent on the sales promotion which are being focused by the marketers now-a-days and it is also important to note that it is one of the major institutional techniques in the marketing mix of any product. Because of the rough competition and some important major developments that are being taken place in the whole world as development in various techniques globally and technically. Therefore we could simply understand the fact that sales promotion is a beautiful tool which ultimately supports the major marketing efforts to attract consumers through advertising.

Personal selling is a major tool which aims to create brand awareness, then create an awareness among the consumers and thereby could be able to change the attitude of customer towards buying the product which aims at making a connection with the customer either by persuading them or educating them or informing them about the product. Sometimes communication at point of purchase also becomes an important tool to attract the customer towards purchasing various products and services.

The sales promotion is the technique used by the various marketers so that they could be able to influence the consumers towards purchasing the product and thereby encouraging the consumer for the same product. Therefore sales promotion has a very short influence on the consumers and on sales. It is being found in various analysis and researches that sales promotion which are based on price are more important to influence customers to buy more products for trial purpose.

2.2 Housekeeping Department: Its need & scope

2.2.1 Introduction of housekeeping department

Housekeeping is the system which includes cleanliness and with cleanliness it also includes to maintain the work area neat and properly ordered. It also includes maintaining the halls and building floors free of trip and slip hazards, and proper taking off of waste materials from the working zone. So we can relate the goodness and wellness of housekeeping of the system becomes the important part of prevention from fire and accidents.

A better housekeeping system includes planning and managing the tidy storage and proper movement of various things from one point to other point. This proper plan includes a proper flow plan of the materials to ensure least handling of those materials. There are various elements which are essential for the housekeeping to be effective are dust and dirt removal; employee facilities; surfaces; maintain light fixtures; aisles and stairways; spill control; tool housekeeping and waste disposal.

2.2.2 Importance of housekeeping department

Housekeeping is the systematic and most important process of keeping a home, office, building, hospital, school, college or any other institute neat and clean. It could also be treated as household management and an act of supervising the organizational, daily operations at house, and managing the other concerns. An effective housekeeping can be able to reduce or eliminate some hazards that could occur during the progression of the job and therefore it could help the system to get the job done in a proper way and in safety manner. Various safety and health hazard can be taken and accepted if the location of clutter and debris is not taken care of (UK essays, 2015).

There are various jobs which may fail to collect dirt and dust chips effectively and adequately. Vacuum cleaners, special fittings for ceiling, specialized machineries to clean hard-to-reach places are used widely for housekeeping mechanism in the system.

1. Facilities and washrooms for the employees and customers need to be clean, tidy, properly maintained and adequate for the use.
2. Inadequate floor conditions can cause severe and hazardous accidents which could occur due to oil spilling on the floor while if there are some areas which can't be cleaned easily should have anti-slipping floor tiles.
3. Spill control is a must doable part of the housekeeping procedure and it should be stopped before it occurs. The one way for controlling it is regular maintenance and cleaning of the work areas and another could be using special agency guards and drip pans to keep an eye check who is spilling and fine accordingly.
4. The maintenance of home, building premises, offices and in fact various tools and equipments required for cleaning purposes can be the most important part of housekeeping mechanism. Maintenance involves various activities like keeping various tools and equipments at their proper place to ensure the safety and availability of products on time, sanitary facilities and ongoing painting of walls on a regular basis.

During the period of some organizational change in the system there could be a problem arise to maintain the housekeeping services provided by the organization as it is used to

provide, so to maintain the same it is required a keep a standard of housekeeping process which could be checked and relate with the ongoing criteria of housekeeping. Maintenance can be defined as a work which is done or required to be done in order to keep the various facilities to a standard that is acceptable (Lawson, 1995). There is a study according to which it was demonstrated that if an organization is willing to improve the motivation of employees and also their ability to attain the goals (Hayes and Ninemeire, 2008).

There is an another study which suggests that it is the responsibility of a manager for the development of ongoing procedures of department, the training of the interns and supervision is required, and the finally proper scheduling and staffing of the trained employees with the horizontal and vertical communication among the management and the employees (Jones, 2007).

Housekeeping department in any organization is highly and solely responsible for the cleaning of guestrooms, restrooms and lobby areas for the general public. The housekeeping department consists of a large no. of staff, as assistant housekeeper, attendants of linen areas, inspectors of rooms' cleanliness, a house person and in-charge for employee uniform to distinguish housekeeping department from the rest of employees of the same organization. We can therefore say that housekeeping aims at providing services to the customer to a great extent to satisfy his demands. Most of the times housekeepers have straightforward contact with the customer who play a major role in upgrading the quality of services provided by the housekeeping department employees to customers. The housekeeping team includes cleaners, chef, cook, bell boy, laundry, security guards, dishwasher, waiter, contract food suppliers, team member and team lead.

2.3. Marketing patterns in business

2.3.1 Types of marketing patterns

The various types of marketing patterns enables a business to grow through various channels and through various platforms, these could be

1. Business to Business,
2. Business to Customer,
3. Business to Government,
4. Government to Business,
5. Government to Customer,
6. Government to Government.

Business to business marketing pattern can be described as the marketing of various product and services to an another business entity, government organization and other various non-profit organization for use in the products and services that they are and in return can have an ability to produce the product and services for resale to other industrial players of the same market.

2.3.2. Features of marketing pattern

These marketing pattern has various features with it like

1. One-to-one marketing nature, for being easy for the seller to find out a customer and to build up a strong bonding with the customer, it also considers purchase of products and services of high value.
2. B2B marketing is the decision taken for purchasing raw material and any other services is taken by a group of people.
3. Buying and selling of any product and services is an important task for any business organization as with a such complexity it comes out as a various-stage process.
4. Selling activities includes of prospection of customers, finding a customer on the basis of its qualification, preparing and releasing a tender, and developing

various strategies for negotiations at the time of contact with the other business entity.

The business marketing consists of all organizations that buy various products and services for their in the production of other goods and services or for the other purposes like reselling of those bought products and services, renting those products and services to the other institutions to generate a profit. The major difference between consumer marketing and business marketing is that the number of customers in business markets are very few if we compared with the consumer marketing. In business marketing various customers are involved in deciding which product and service to be taken and in what quantity and from whom but there is only a single customer involved in case of consumer marketing. The decision making in business marketing is very complex and logical as compared to the consumer marketing.

2.3.3 Tendering

Tendering is a process undertaken by a purchasing organization to purchase various products and services and thereby deciding to choose a perfect supplier who can supply all of its requirements. Sometimes it becomes important for the organization to obtain and organize a bidding process from the competing supplier and to choose the best supplier who are offering the best offer.

Tender request documents; also referred to as invitations to tender, Requests for Tender (RTF), Requests for Proposal (RFP) etc outline what is required, that is, what the requesting organization's needs are. These documents also outline the particular requirements, criteria, and instructions that are to be followed.

2.3.4 Common ways to build up relations with the institutes

There are so many reasons and ways by which a business organization can build up a relation with the organization and can finalize a deal of supplying of its produce. It can be done through

1. Building up contacts and relations with the potential customers,

2. Advertisements through local newspapers and national newspapers, in trade and professional business magazines which covers the organization's area of business,
3. A business organization can also produce other contracts which may be the substitute or complementary of its latest produce, continuous following up various contract notices which are published are in various newspapers and business magazines and in fact can be checked online.

There are some set of rules which are important to be followed like focus on the client in respect of their needs and how can these needs be satisfied, to help the clients by suggesting them of doing various things, it is important to include everything an organization wants from the supplier in the tender document.

2.3.5 Nature of market

It is important to know that all of the markets exists in this world are heterogeneous in nature which can be taken as evidence from the procreation of various famous books which describes the nature of heterogeneity of world-wide markets. When we talk about the nature of market it is important to understand that consumer behavior and various competing activities towards various goods and services offered by the organization would be different from area to area, country to country, person to person and society to society. So segmentation of such market for B2B sales becomes a major task which can be done by

1. Horizontal segmentation, a horizontal market can be so diversified and differentiated that its goods and services are more than enough to meet and mitigate the needs of various small scale and large scale industries. With the scope of these markets the efforts put in marketing of these products and services support the organization to increase the reach and spectrum of the repeat buyers.
2. Size segmentation, When we talk about the size segmentation of B2B then we can analyze the demands of the customers as being so polarized and reversed

which make it compulsory to think more over various strategies which are different for different segments of business units in terms of size.

3. Vertical segmentation, A vertically segmented market comes into existence when a product is seen as fulfilling the common need and demand across a particular industry. A vertically segmented market can be an effective marketing strategy when a company is targeting a niche segment for the niche product as with the help of this type of segment will help in analyzing the latest end function for most of the markets by telling them how and till what level a product of an organization can be used in the supply chain.
4. Geographical segmentation, Any organization uses geographic segmentation to influence customers who live in small regions, businesses with capacity limitation and in fact those companies who often use various geographic criteria to target various prospects.

2.3.6. Customer Relationship Management

Customer Relationship Management is a very important concept for building up the relationship with the customers even in the B2B segment so that the B2B customers would not feel neglected and not even poorly served. For lead generation in B2B segment trade magazines were used to be primary source of enquiries for most of the companies in the B2B segment. As the life of every lead for B2B segment is low so it becomes important for any organization to maintain awareness with what new things need to be purchased from vendors by short listing some of the selected vendors. It is very important for any organization to set up a marketing communication campaign to establish and continuing the relationship with the B2B customers because it becomes impractical and a challenging task to contact each and every for various prospects on a timely basis.

The purchase of any product in B2B segment is very complex as it involves and affects many parts of the company, various representatives from the concerned department the organization because it requires the participation of these representatives for evaluating

and selecting the product and selection of committee to recommend the purchase of the product.

2.4. Factors affecting the buying pattern of housekeeping products

The various dimensions along which the consumer judges the product are perceived magnitude of risk, brand familiarity, product familiarity, perceived benefits from the product and risk factors along with uncertainty associated with it (Vaubel and Young, 1992).

Odor has become an important factor to encourage the avoidance of housekeeping product if it does not smell pleasant (Beinfang, 1946; Cain and Turk, 1985). There is an inverse relationship between odor of cleaner and indicators of risk (Knasko et al., 1990; Hatem and Lehto, 1995). If a product is perceived as pleasant odor may encourage the use of product but unpleasant odor may decrease the purchase and use of product.

The pattern of consumer behavior differs may be in terms of the quantity of purchase, quality of the products, brand image of the product, market value of the business unit, influence of relative products purchased by the purchase manager of other competitive business unit and net worth of quantity to be purchased. Social influence is an important factor which effects the buying pattern of housekeeping products and has an adverse impact on brand preference (Stafford, 1966).

The concept of brand value is being used in wide range of distinct disciplines like finance, marketing, production and strategy (Wilson and Jantrania, 1994). This brand value factor can be directly linked with the consumer's purchasing perception of purchasing housekeeping products.

2.4.1. Color & Odor of the offerings

The products being offered by the organization to an industrial institute is highly dependent on the factor that what color and odor of the product is being offered. For example if the product is toilet cleaner then the norm of the color of toilet cleaner is blue but if some organization is offering toilet cleaner in some different color then it could be

seen as a either positive or negative side of offering which might convert the tender of the institute or could be an only reason for the rejection from the tender.

2.4.2 Touch & Feel of the offered products

The touch and feel of any product offered by a company to an industrial institute is again highly responsible for the conversion of tender of that particular industrial institute. If the touch and feel of any product can be a deciding factor to select a product if its touch and feel seems good in comparison of similar products offered by some other company.

2.4.3. Quality of the products offered

It is the most important factor that affects the purchase intention and purchase preference of industrial and institutional customer towards any housekeeping product. The quality of any housekeeping product comes with the cleansing power of the product, durability of the product in terms of usage, thickness in terms of density of all liquid based products and comparison with the already existing product in the market.

2.4.4. Quantity of the products offered

After deciding quality of the product the purchase manager of any industrial institute purchases the product or passes the tender to a company on the basis of quantity being offered by the company to the respective industrial institute.

2.4.5. Brand Image of offered products

This is again a very important factor which decides the purchase of product by the purchase manager of any industrial institute. A purchase manager looks into this factor of brand images and may ask the vendor about how many more industrial institutes are being serviced by the product of their company. A purchase can even asks the vendor for the list of variety of industrial institutes so that he could make up an image about the brand and the feasibility of the company for being providing and fulfilling the needs of purchase manager.

2.4.6. Market Value of the organization

Brand value of the organization in the industry may depend on several factors like the quality of products are being offered by them to the industry, on-time delivery of product to the industrial institutes, regular service provider at a particular site which is itself a brand location, how long the organization is providing services to the respective industrial institute, customer support and customer relationship engagement face of the organization towards its customer and many more. With the good brand value of the organization it becomes higher chances of getting converting the tender in its favor.

2.4.7. Relationship with the Purchase Manager of Respective Institute

This factor holds a very great importance along with the quality and quantity of product are being offered by the organization. It is important for any organization to build-up and maintain a relationship with the purchase manager of the client institute. The reasons is that if the organization has everything at its best but does not have a healthy relationship with the purchase manager then it would not be easy for the organization to convert the tender in their favor.

2.4.8. Products offered at best Price

Price is being the most important factor which comes with the quality of product offered. It also becomes an important and major factor to attract the customer or purchase manager by providing them best rates with the best quality of product.

2.4.9. Fulfilling tender requirements

A tender from any industrial institute requires a vendor who can fulfill all of their demands completely and is being capable of fulfilling the worth of tender in case if it fails to fulfill the demand of the client institute. A list of products with what quantity is released in a form of general notice to public can be understood as tender and whichever organization gets converted the tender it becomes its responsibility to provide everything to the client whatever there in the tender.

2.4.10. Providing assortment or Variety of products

It is important for any organization to provide an assortment of products to the client institute so that it would become easier for both parties to compensate and negotiate on the basis of what others are offering for the same. If a company A has more range of product than company B then surely it will have an edge over that company because it could be a possibility the requirement of client is for that product which is not in the list of product offered by company B.

2.4.11. After sale service

Once the products are being provided to the client institute does not mean that story ends here. In fact story starts from this very point so the organization needs to check on a regularly basis what are the other requirements or repeated requirements of the client institute. Even after providing the organization with every product which it required it is the duty of organization to ask for feedback of the cleansing power of each and every product.

2.4.12. Billing Cycle

Billing cycle is the time during which no payment is made to vendor for the services provided to the client institute but after completion of that period payment is paid to the vendor by the client. There is no Cash-based system in dealing and making payment to the vendors in case of converting tender in fact this industry works on credit-based system in which the client asks you to provide the material to them but after using or after a particular time period the billing will be done. Generally, in this case billing cycle is from 30 days to 60 days so sometimes it becomes a mark of insecurity for the vendor to provide the products to the client. So to convert a tender in one's favor it is important for the vendor to understand and follow the deed of this billing cycle criteria.

Chapter 3: Research Methodology

3.1 Need of the study

With the help of this study one could predict that what could be the possible reasons and factors are there which may affect the consumer purchase preference and intention for housekeeping products in B2B segment. B2B segment includes various hotels, restaurants, institutions, modern retail outlets, stores, hospitals, schools, colleges, offices and various public utility areas where the purchase manager of any respected institution passes on the tender to the public and then select the most suitable vendor on the basis of various factors.

As this study focused on the suitable factors on which the purchase intention for housekeeping products depends so it would also help new businesses to understand that what could be the possible areas where they need to focus initially to increase the reach of its products.

This study also help the existing businesses to understand various new factors with they could enter into a new segment of selling products and thereby increasing their mode of operations and hence affecting the area of selling its product.

3.2 Scope of study

This study is covering various factors and reasons that could affect the purchase intention of customers in institutes or in B2B segments for the purchase of housekeeping products. This study also covers various hotels, resorts and restaurants of Delhi-NCR area where interviews are conducted with the purchase managers of those hotels, resorts and restaurants. The various dimensions along which the consumer judges the product are perceived magnitude of risk, brand familiarity, product familiarity, perceived benefits from the product and risk factors along with uncertainty associated with it.

3.3 Research Design

Qualitative research has been done for the study to understand consumer purchase preference for housekeeping products in B2B segment. Qualitative research is a broad methodological approach that encompasses many research methods. Qualitative methods examine the why and how of decision making, not just what, where, when, or who, and has a strong basis in the field of sociology to understand government and social programs, and is popular among political science, social work, and special education and education majors.

3.4 Research Instrument

An Interview questionnaire was designed and personal interviews were undertaken with the purchase managers of various hotels and restaurants who has a positive goodwill in the industry. A questionnaire is an instrument of conducting research which consists a series of variety and interlinked questions for the purpose of collecting information and responses from the respected respondents

3.5 Sample Size

Personal interviews were taken with 50 purchase managers of various hotels, resorts and restaurants and their responses were recorded. These responses were taken as the concrete primary data for the research and an analysis in accordance with the responses was done.

Chapter 4: Research Analysis

Various analysis has been done in order to understand how consumer purchase preference affects the purchase of housekeeping products in institutional sales and B2B segment.

The responses were recorded against a designed questionnaire after having some personal interviews with the purchase managers of various hotels/ restaurants and resorts.

A1: The term of contract for the housekeeping service with a vendor varies from organization to organization

60% of the organizations give contract to vendor for a period of 1 year while 26% of the organizations give contract to vendor for a period of 6 months.

Only 1% of the restaurants give contract to vendor for a period of 1 year while 60% of the restaurants give contract to vendor for a period of 6 months.

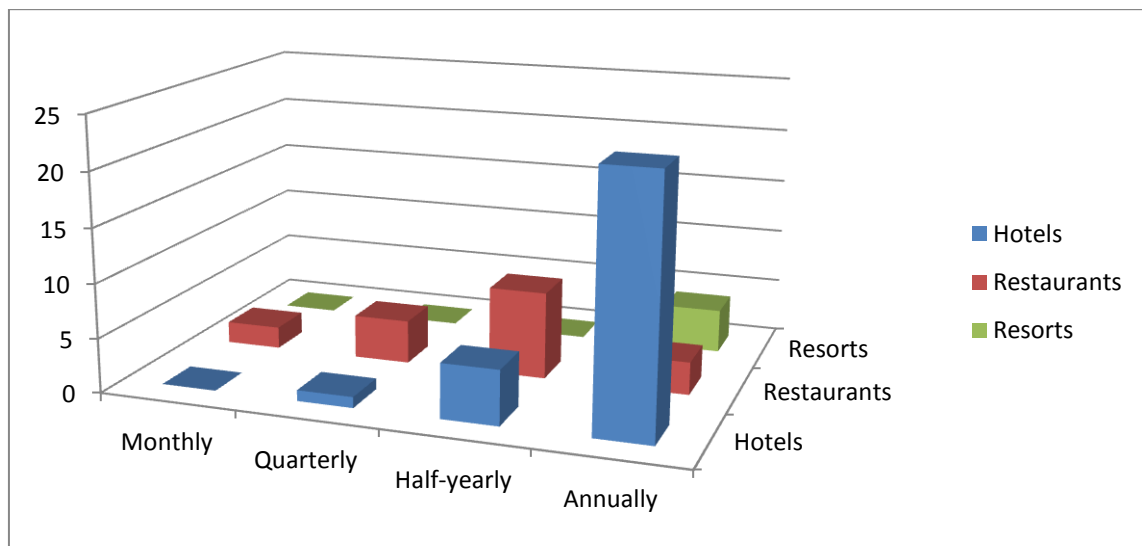


Figure 4.1: Number of organizations provide contract to vendor for various time-periods

A2: This analysis states that minimum time limit for the commencement of supply of housekeeping products from vendors to various organizations.

Almost 28% of organization expect that vendor should commence the supply purchase from them within 15 days.

31.03% purchase managers of hotels expect that vendors should commence the supply within 15 days while 23.52% purchase managers of restaurants expect that commencement of supply should be within 15 days.

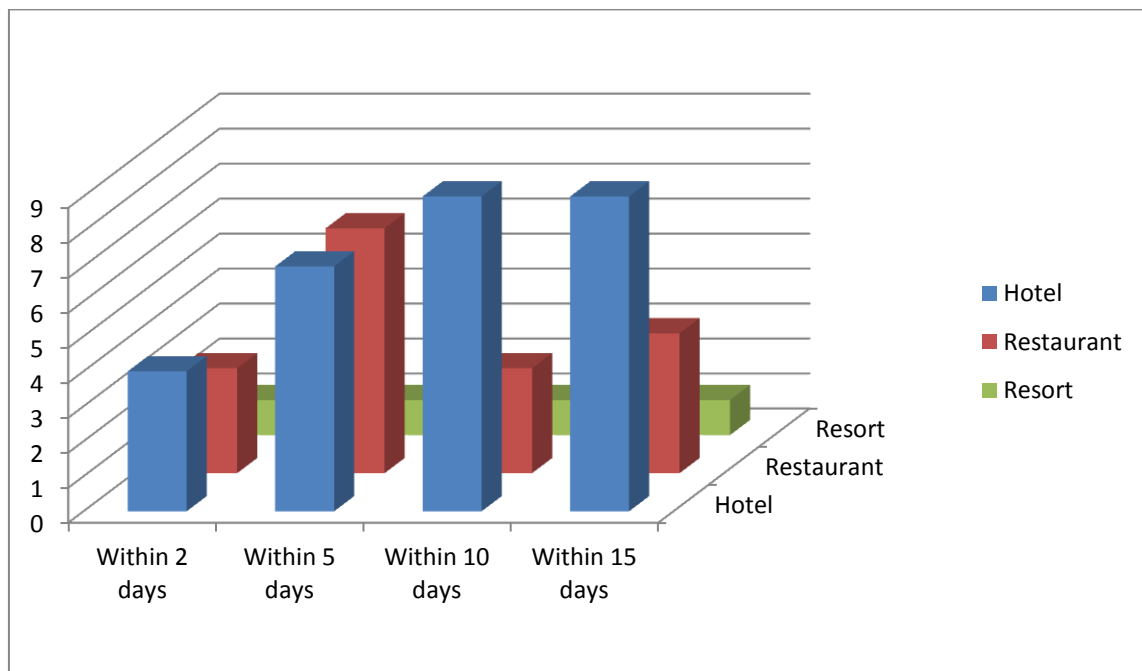


Figure 4.2: Number of respective organizations expecting commencement of supply of purchase within respective time period

A3: This analysis discusses about the billing cycle period of various organizations for the purchase of housekeeping products

58% of organizations has their billing cycle of a time period of 60 days while 38% of the organizations has their billing cycle of a time period of 30 days.

68.96% of hotels has their billing cycle period of 60 days while 100% of resorts has their billing cycle period of 60 days.

Only 23.57% of restaurants have their billing cycle period of 60 days while 58.82% of restaurants have it of 30 days and the reason is that the restaurants do not purchase housekeeping products in bulk quantity as compared to hotels and resorts.

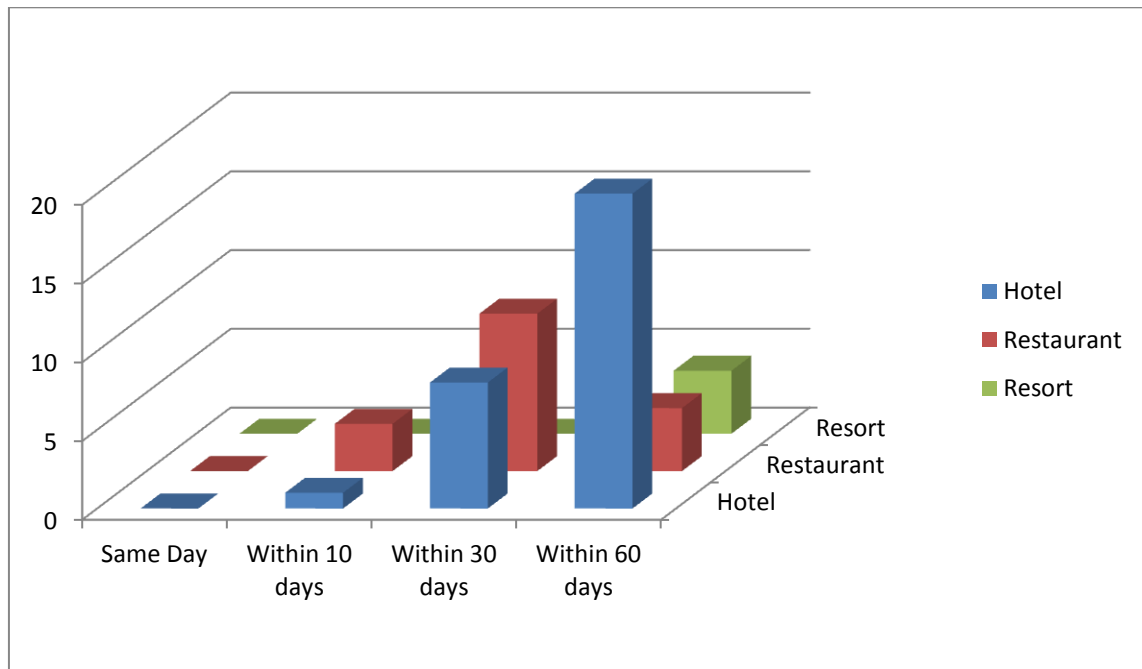


Figure 4.3: Number of organizations has their respective billing cycle period

A4: This analysis discusses about that how many organizations purchase the housekeeping products on the basis of the quality of products offered by the vendor to them.

26% of the organizations are strongly agreed with the fact that their purchase is highly dependent on the factor that the products offered to them are good in quality while 30% of the organizations have a neutral say in respect of purchasing the product depends on the quality offered.

Out of those 30% organizations who have a neutral attitude towards purchasing the product on quality offered almost 46.67% organizations are restaurants while 53.34% are hotels.

75% of resorts are strongly agree with the fact that their purchase is dependent on the quality offered because they have their standards in respect of every area of housekeeping and they have to meet these standards.

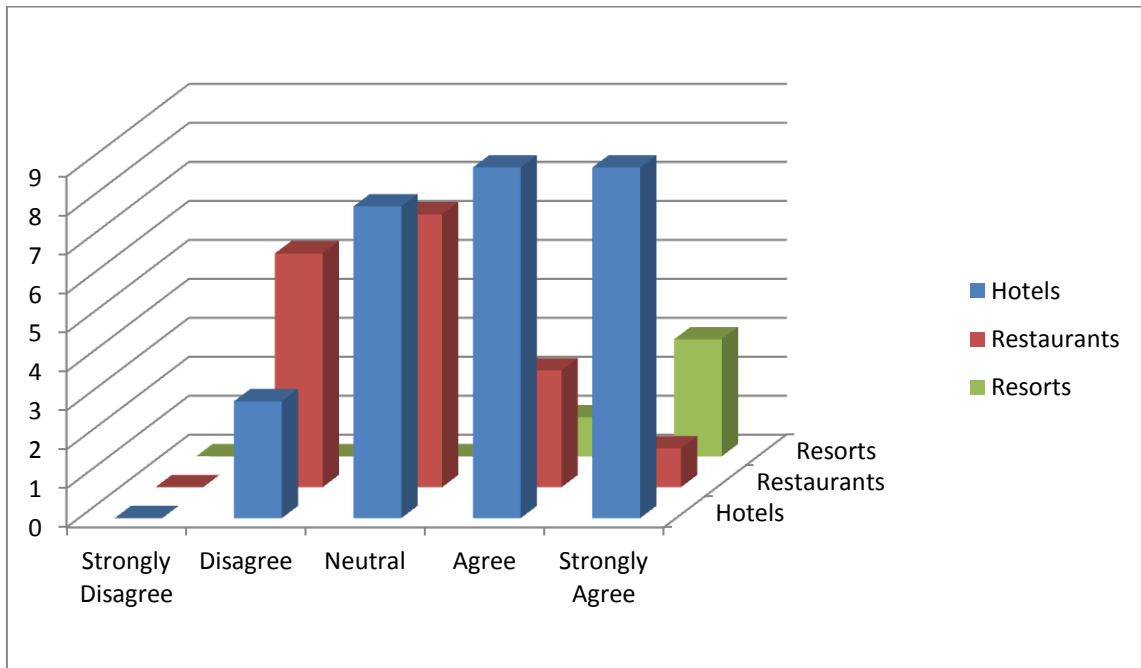


Figure 4.4: Number of organizations has their respective view of purchasing housekeeping product with respect to quality

A5: This analysis states about that how organizations can make their purchase decisions of purchasing housekeeping products if the products are of good fragrance and soothe the environment of surrounding.

Only 4% of the organizations can make their purchase decision dependent on the factor of getting good fragrant material while 40% of the organizations think that this fragrant factor barely bothers to their purchase.

But 44.82% purchase managers of hotels and 75% purchase managers of resorts consider it as a factor of purchasing product from the vendor while only 5% of restaurants consider it as a deciding factor of their purchase.

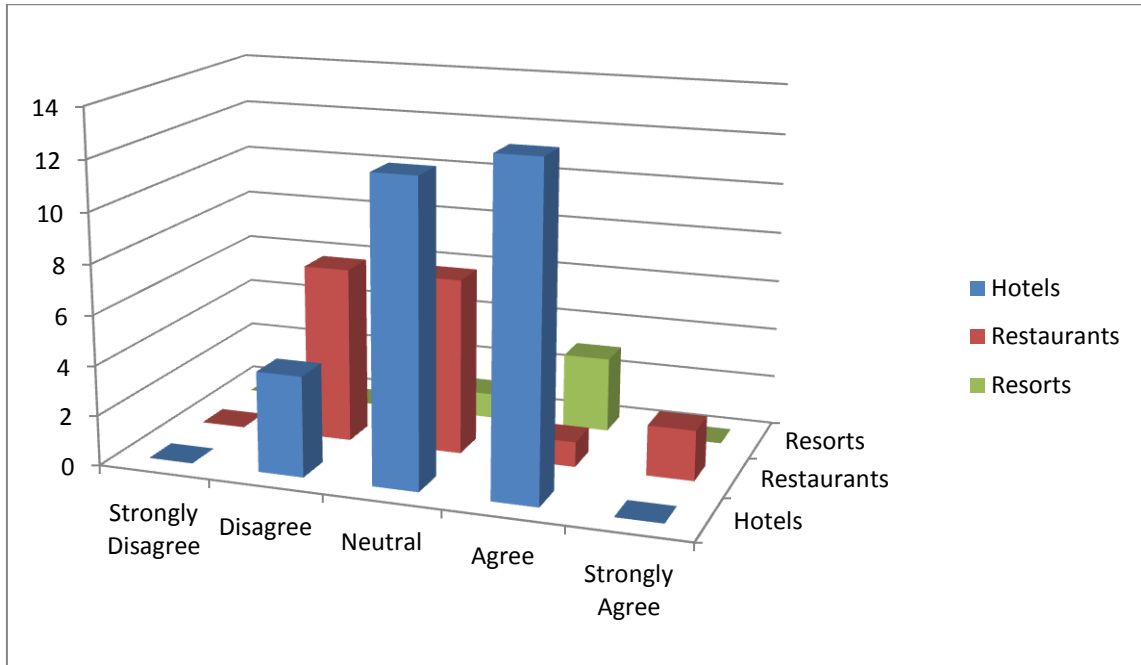


Figure 4.5: Number of organizations purchase managers consider fragrance as a deciding factor of their purchase of housekeeping products from vendor

A6: This analysis depicts that how many organization consider cleansing power of the products offered by the vendor plays a vital role of providing contract to vendor

28% of the organization strongly agree with the fact that cleansing power of products offered by the vendor plays an important role in getting selected for the contract while only 12% disagrees with the fact.

37.93% of purchase managers of hotels select the vendor for housekeeping material on the basis of cleansing power of the products while only 5.8% of purchase managers of restaurants select the vendor on the basis of cleansing power of the products.

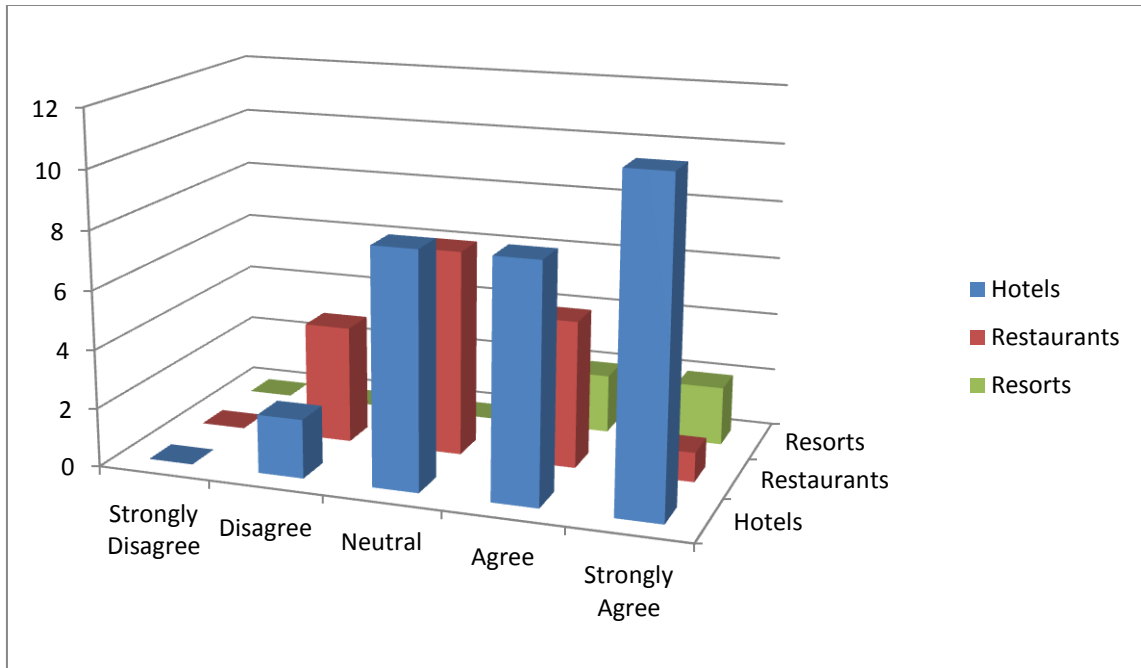


Figure 4.6: Number of organizations consider cleansing power as a deciding factor of purchasing the product and selecting the vendor for contract

A7: This analysis describes the fact that purchase managers look into the date of expiry of the products before purchasing the product or qualifying the vendor for the contract.

34% of purchase managers have neutral concern about the fact of purchasing product from the selected vendor while only 10% of purchase managers strongly agree with this fact.

29.41% of purchase managers of restaurants strongly agrees with this fact of selecting vendor on the basis of durability of product while NO purchase manager of hotel and resort strongly agrees with this fact.

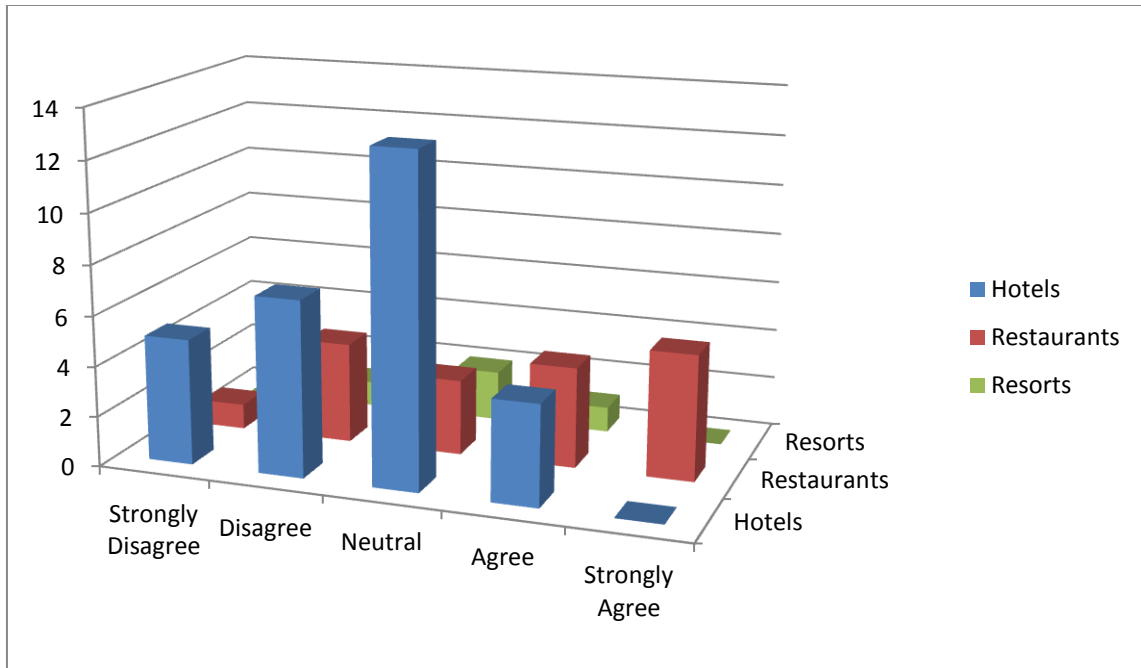


Figure 4.7: Number of purchase managers of organizations considers the fact of purchasing product or qualifying vendor for the contract on the basis of expiry date of the product.

A8: This analysis of the recorded data depicts that the purchasing decision of housekeeping products made by the purchase manager depends on the standard of product whether it is hazardous to skin or not.

46% of purchase managers of organizations strongly consider the issue of sensitiveness of housekeeping product to the skin as an important factor in making decision of purchasing housekeeping products while only 2% of them strongly disagree with the same fact.

Almost 58.62% of hotels, 17.64% of restaurants and 75% of resorts strongly agrees with the fact that housekeeping product should not react with the skin and hence it strengthens their purchase decision.

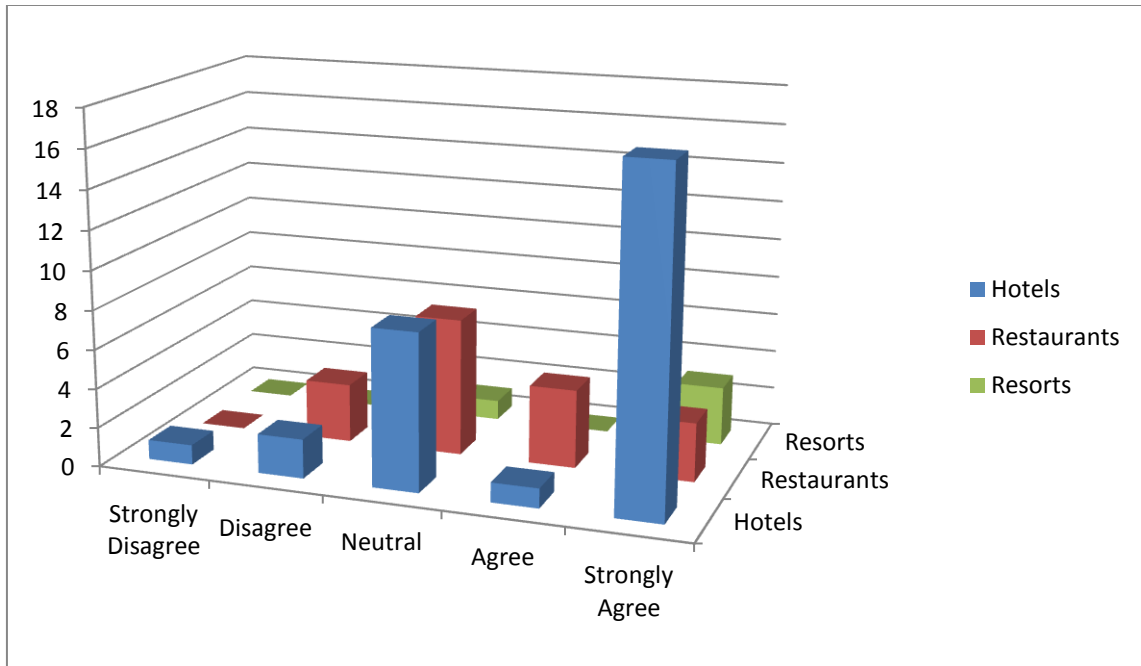


Figure 4.8: Number of purchase managers consider the fact of skin-sensitivity of housekeeping products as a deciding factor of the selection of vendor for the contract

A9: This analysis depicts that if the vendor provides the housekeeping material in quantity then it will definitely affects the selection chances of the vendor for the contract.

Only 30% of organizations agrees with the fact that if vendor provides the housekeeping material in bulk quantity then chances of getting selected for the contract will get increased while 10% of organizations strongly disagrees with the fact.

24.31% of purchase managers of hotels takes this fact as a normal factor for selection of vendor for the contract but 29.41% of purchase managers of restaurants strongly agrees with this fact.

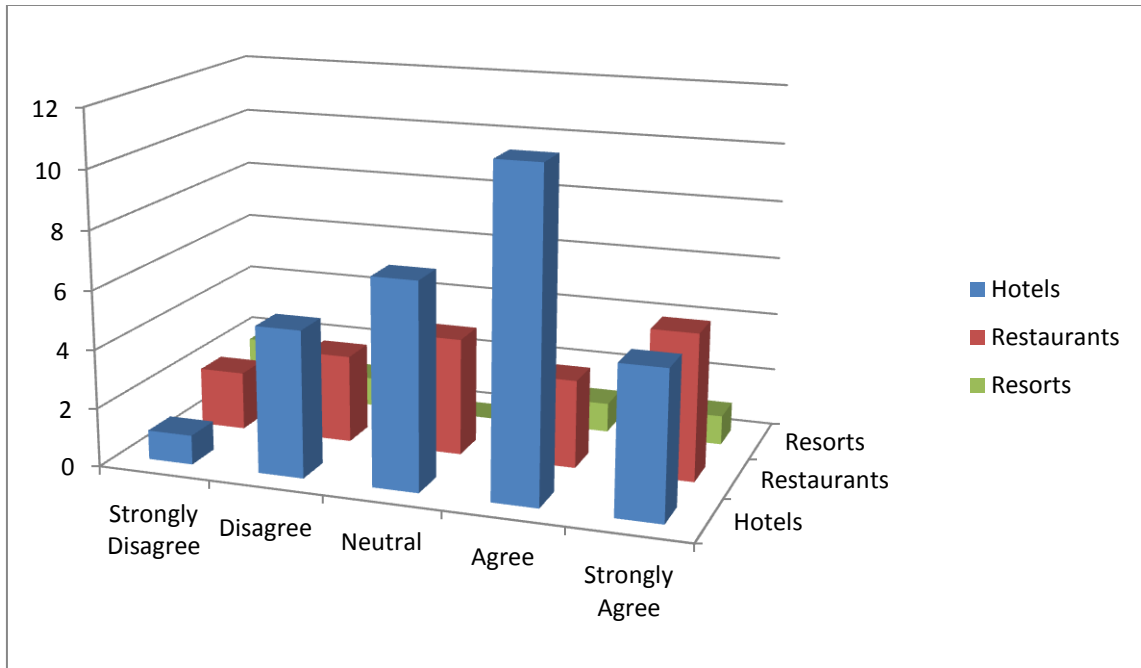


Figure 4.9: Number of purchase managers considers the selection of vendor on the basis of their supply in bulk quantity

A10: This analysis decides that how the brand image & market value of the organization related to each other and affects the chances of selection of vendors for the contract.

46% of the purchase managers strongly agree with the fact that purchase decision is highly dependent on the brand image of the products while 54% of the purchase managers agree with the fact that purchase decision depends on the market value of the organization.

The analysis also depicts that 48.27% of purchase managers of hotels purchase the product on the basis of brand image of the product while 51.72% of them purchase on the basis of market value of the organization.

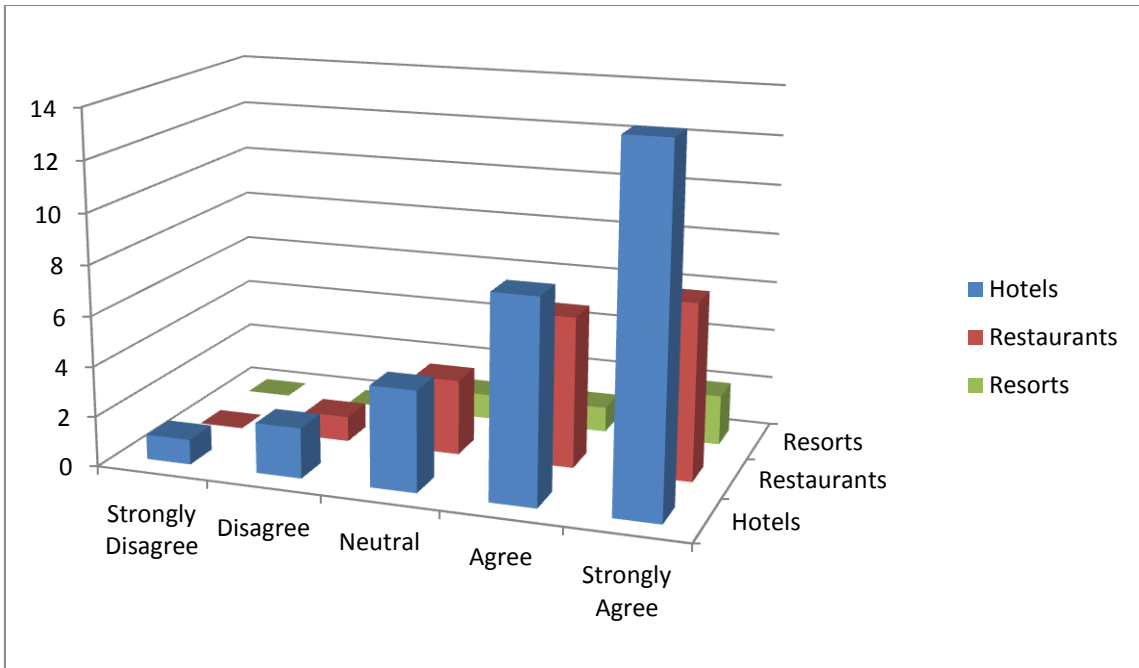


Figure 4.10: Number of purchase managers of organizations considers brand image of the product as a deciding factor of their purchase

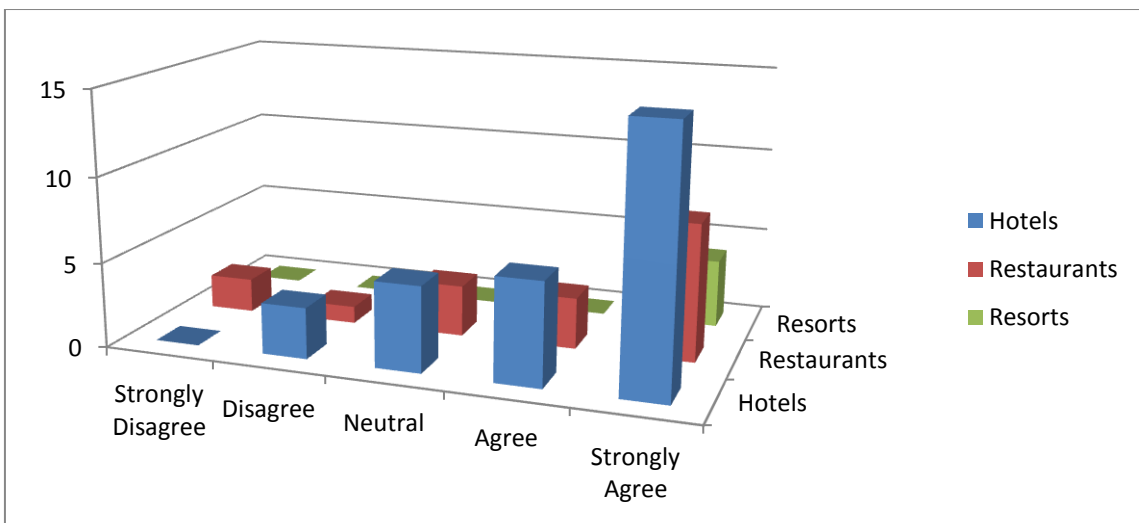


Figure 4.11: Number of purchase managers of organizations considers market value of the organization as the deciding factor of their purchase

A12: This analysis states about the fact that how relationship among the parties involved help the purchase managers to select the vendor for the contract.

Only 4% of the purchase managers of organization strongly disagree with the fact that healthy relationship is necessary to make the purchase decision while 54% of the purchase managers strongly agree with the fact.

Only 5.8% of the purchase managers of restaurants disagrees that their purchase decision is highly dependent on the factor of the strength of relationship built up between two parties while NO hotel and resort disagrees with the fact.

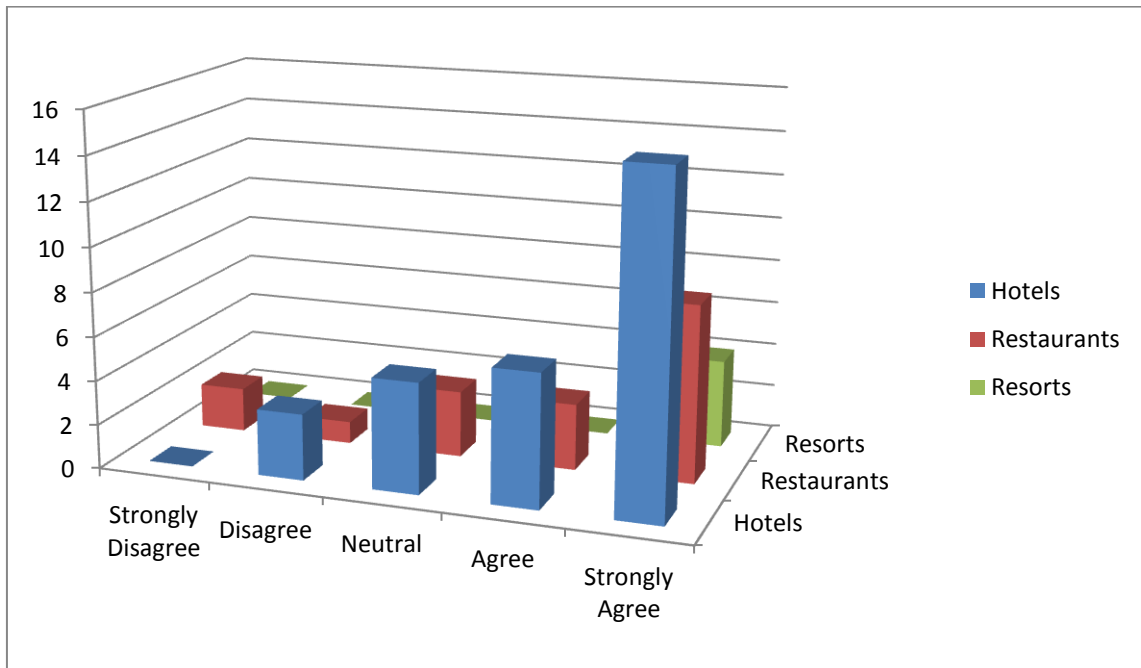


Figure 4.12: Number of purchase managers of organization considers relationship as a major factor of deciding their purchase of housekeeping products

A12: This analysis states the fact that how price become a very major factor for managing the purchase decision of housekeeping products with the prices offered from different vendors.

None of the organization strongly disagree with the price offered to the purchase managers from the vendors becomes an important factor for their purchase while 30% of them strongly agrees with the fact.

Only 20.68% of purchase managers of hotels strongly agrees with the fact while 48.27% of them considers it as a neutral factor for their purchase.

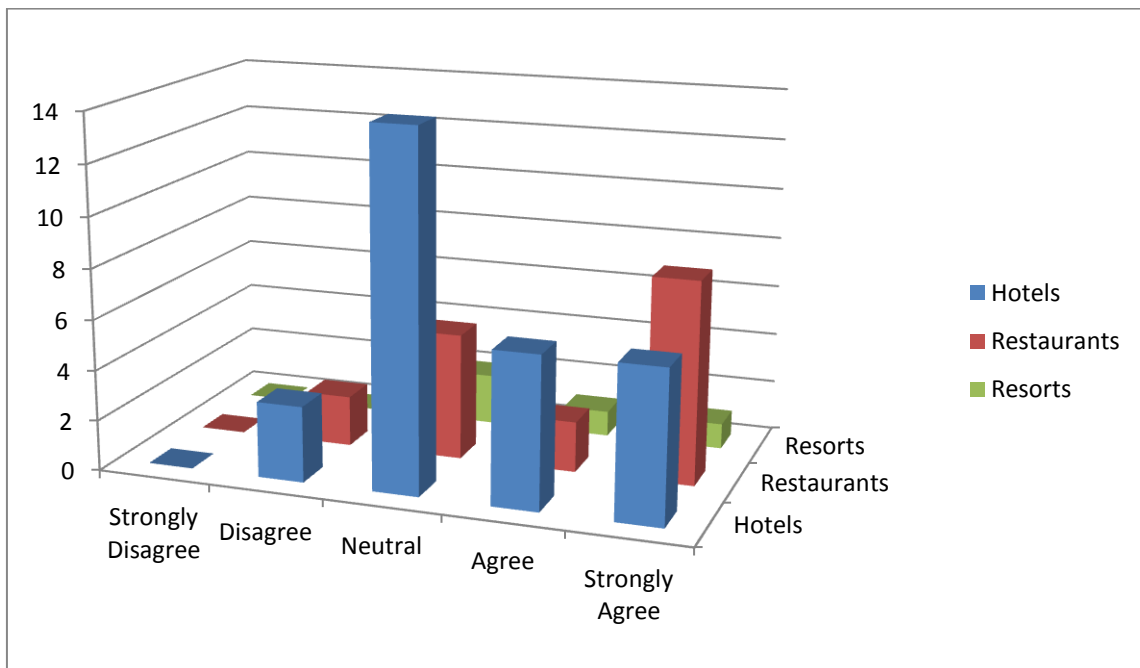


Figure 4.13: Number of purchase managers of various organizations consider price as a deciding factor for their purchase

Chapter 5: Conclusion

After analyzing the data, the study tells about that how purchase managers purchases the housekeeping products from the vendor and what could be the possible factors which may affect the decision regarding selection of vendor for the contract.

1. The quality of the products offered to the purchase managers of different organizations has their respective affect on the purchase decision but it varies with the prices offered to them against the products.

There are some highly rated hotels, restaurants and resorts which do not compromise with their standards of managing daily activities. For such organizations quality seems to be a matter of taking decision in terms of purchasing housekeeping products otherwise it is just a factor of consideration in purchasing housekeeping products.

2. The brand image of the offered products and market value of the vendor in the industry highly affects the decision of purchase managers in purchasing the products from those vendors. It means these factors are directly proportional to the purchase decision taken by the managers in respect of purchasing housekeeping products.

3. The next important factor is the quantity of products and variety of products offered by the vendor to the organization. As it can be seen some organizations have single vendor for all things and some manage their purchase from various vendors according to the quantity and variety offered by the vendor to the organizations.

4. A healthy relationship between the parties involved in the contract becomes a major factor in deciding the selection of vendor for next contract. It could also depends on another factor that is services offered by the vendor during previous contract.

5. A vendor is also selected for the contract on the basis of that whatever is the vendor providing to the organization should fulfill the requirements of the organization. If it does not happen then chances of getting selected for the contract of the vendor reduces.

6. Billing cycle of the purchase affects the selection of vendor for the contract. As the billing cycle of the organization generally varies from 45 days to 60 days then it becomes a challenging issue for the vendor to stick with the organization because of the credit-based service. So it is important for the organization to look into the profile of vendor in a way that whether the vendor is capable for the contract or not.

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