

A study on customer profiling towards pump industry

P. Rajan ^{a*}, L. Gopalakrishnan ^b

^a Research Scholar, Department of Management Science, PSG College of Arts and Science, Coimbatore, Tamilnadu, India.

^b Department of BBA Logistics, PSG College of Arts and Science, Coimbatore, Tamilnadu, India.

Corresponding author.

Correspondence: P.Rajan

E-mail: rajanp@skasc.ac.in

Article info

Received 12th June 2024 Received

in revised form 26 July 2024

Accepted 19 August 2024

Keywords

Customer Profile, Pumps,
Demographic

[https://sajet.in/index.php/
journal/article/view/290](https://sajet.in/index.php/journal/article/view/290)

Abstract

Customer profiling is an essential feature of modern marketing since it helps businesses develop targeted strategies by knowing the specific needs and preferences of their target market. This research looks at how customer profiling is used in the pump business, which stands out for having many different uses in the residential, commercial, and industrial spheres. This study clarifies the various client profiles—from individual homeowners to large-scale industrial consumers—by analyzing several pump types and the industries they serve. By recognizing these segments and analyzing their specific characteristics, the study seeks to offer insights that will help pump industry companies create more focused marketing strategies, enhance distribution networks, and design innovative products tailored to meet the unique needs of different customer groups in India.

INTRODUCTION

Customer profiles are one of the primary sources of information about customers. Through consumer engagement, the corporations obtain tacit knowledge about their customers by analyzing their profiles using information technology. This experiment's outcome shows that using customer profiles enhances consumers' perceptions of the quality and efficacy of the goods. Additionally, through perceived profile, customer participation can increase customers' perceptions of the quality of the goods and boost performance. The outcome shows that customer profiles are essential for businesses to keep their client relationships.

Businesses must comprehend consumer behavior and preferences in today's fiercely competitive market in order to effectively customize their goods and services. As a strategic technique in marketing, customer profiling entails obtaining and

evaluating customer data to produce comprehensive profiles that assist companies in better meeting the needs of certain clientele. Through customer relationship management, product optimization, and client base segmentation, this strategy helps businesses enhance customer happiness and loyalty.

The diverse client base of the pump sector poses a unique challenge, since it encompasses a wide range of applications from domestic water pumps to huge industrial pumping systems. Pump suppliers and manufacturers need to conduct effective customer profiling because customers differ greatly in terms of size, needs, and purchasing habits.

NEED FOR CUSTOMER PROFILING IN PUMP INDUSTRY

The pump industry serves a broad spectrum of sectors, from large-scale industrial and agricultural uses to smaller household and commercial usage. Despite this diversity, many pump manufacturers and dealers struggle to locate and establish a relationship with the right customer base. Customer profiling is essential due to the industry's complexity, as customer needs vary based on application type, regional market conditions, technological improvements, and environmental concerns. In order to optimize marketing strategies, product development, and customer relationships, companies need to implement a tailored approach that considers these differences.

Pump makers have historically relied on a broad range of marketing and sales techniques, considering their customers to be a single, cohesive group with similar needs.

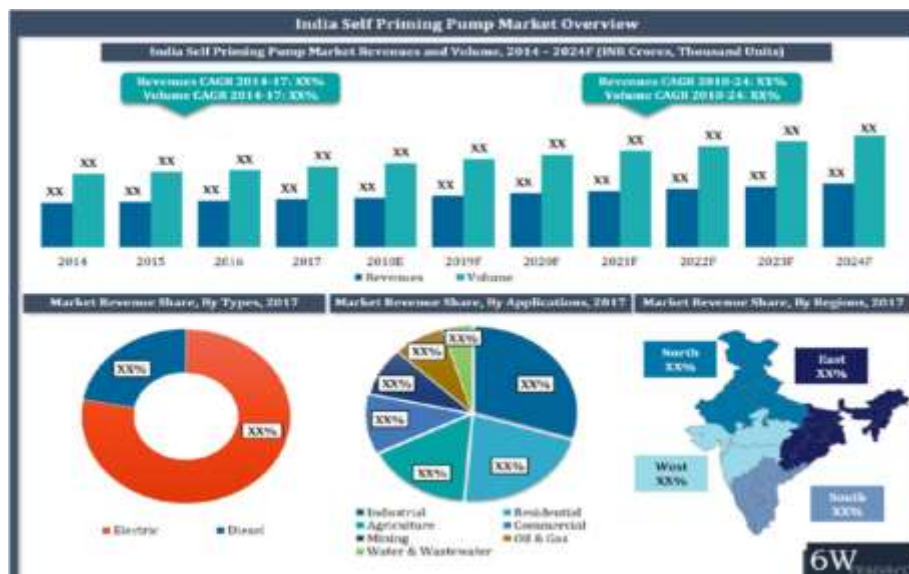


Fig-1

Source: <https://www.6wresearch.com>

A wide number of topics are covered in detail in the India self-priming pump market study, including as pump types, applications, head and HP ranges, and geographical distribution. In order to help stakeholders create and align their strategies with the current and predicted market dynamic, this outlook research provides an impartial and thorough analysis of the market trends, high-growth opportunities, and key drivers.

REVIEW OF LITERATURE

A seminal work by Frost & Sullivan (2019) on market segmentation in the pump industry highlighted the critical role of understanding different customer groups based on their industrial applications. This research emphasizes the need for precise customer profiling to better target marketing strategies and tailor product offerings to specific industries.

Research by the International Journal of Engineering Research & Technology (IJERT) (2020) explored customer preferences regarding energy-efficient and technologically advanced pumps. The study found that industrial buyers prefer pumps that integrate smart technology for remote monitoring and control, while agricultural users prioritize cost efficiency and durability.

A study conducted by GVR Research (2021) emphasized the importance of psychographic and behavioral profiling in the pump industry. The research showed that industrial customers tend to value long-term reliability, while small commercial users often prioritize cost-effective solutions. Research by the Journal of Industrial Engineering and Management (2021) investigated how environmental regulations and sustainability trends influence customer behavior in the pump industry. The study found that stricter environmental standards in Europe and North America have led to a growing demand for eco-friendly pumps, particularly in industries such as water treatment and agriculture.

PROFILING OF CUSTOMERS:

In the pump sector, demographic variables are critical in forming the consumer profiles. Comprehending these variables facilitates the development of focused marketing tactics and product customization by manufacturers and suppliers to cater to the distinct requirements of various consumer segments. The following are the main demographic variables that affect the pump industry:

- **Industrial Clients:** Major industrial uses, including mining, chemical processing, oil and gas extraction, and electricity production. These clients need strong, high-performing pumps that can work continuously under challenging conditions.
- **Commercial Customers:** Companies that use pumps for water supply, wastewater management, HVAC (heating, ventilation, and air conditioning), and retail complexes, hotels, and office buildings.

- **Residential Clientele:** Individuals seeking pumps for swimming pools, drainage, lawn irrigation, and residential water supply. These clients usually place a high value on accessibility, economy, and usability.
- **Agricultural Customers:** Pumps are used by farmers and agricultural businesses for water management, irrigation, and animal watering. For this group of consumers, longevity and affordability are essential.

Place of Geographical Origin

- **Developed Markets:** Customers frequently require cutting-edge technology, energy-efficient solutions, and adherence to strict environmental requirements in areas like North America, Europe, and Japan. Higher budgets and environmental consciousness have led to an increase in the use of digitalization and smart pumps.
- **Emerging Markets:** The main issues in nations like India, China, and portions of Africa and Latin America are frequently price and basic functionality. These areas could have different infrastructural requirements, necessitating the use of pumps that can function in a range of environmental circumstances.
- **Rural vs. Urban:** Rural clients, especially those in agriculture, are more interested in heavy-duty, dependable pumps for irrigation and drainage, while urban customers frequently require high-efficiency, space-saving pump solutions for commercial and residential structures.

Business size

- **Big Businesses:** Big businesses, especially those in the industrial sector, frequently have larger budgets and need specially designed pumps to satisfy specialized operational and regulatory requirements. Predictive maintenance services and after-sales support are also given top priority.
- **Small and Medium-Sized Businesses (SMEs):** SMEs could need more economical and standardized pump solutions. They usually care more about cost and choose simplicity of upkeep and installation over sophisticated features.

Age Range

- **Younger Decision-Makers:** In many firms, the younger generation of decision-makers is more receptive to embracing new technologies, including IoT-enabled solutions and smart pumps. They are fond of digitalization, sustainability, and innovation.

- **Older Decision Makers:** Those with greater expertise or age may place a higher value on reputable brands, usability, and dependability. They might be less likely to use cutting-edge technologies unless there is an obvious financial advantage.

Level of Income

- **High-Income Segments:** clients with high incomes are more inclined to purchase sophisticated, energy-efficient, and technologically integrated pumps. This group includes wealthy residential clients as well as huge industrial buyers. These clients place a high priority on luxury features, environmental effect, and long-term savings.
- **Low-Income Segments:** Customers with lower incomes, especially those in rural or emerging economies, prioritize reasonably priced, long-lasting pumps with fundamental features. Price-sensitive consumers, these people could favor regional or less expensive brands.
- **Gender Male-controlled industries:** Historically, technical competence has influenced purchasing decisions in industries like oil and gas, mining, and heavy manufacturing, which are controlled by men. Nonetheless, the demographic picture is gradually shifting as a result of initiatives to diversify these businesses.
- **Female Decision Makers:** Women are increasingly making decisions in a variety of areas, including residential, agricultural, and water treatment. This group may be attracted to marketing tactics that emphasize energy efficiency, simplicity of use, and sustainability.

Level of Education

- **Highly educated Professionals:** Highly educated professionals with engineering or technical backgrounds frequently make pump purchasing decisions in industries with a high degree of technological complexity, such as chemical processing or energy. Technical details, performance information, and adherence to industry standards are their main concerns.
- **Less Technically Oriented Customers:** When making selections about what to buy, customers in less technical fields—like home or small-scale business applications—may place more value on user-friendly features, brand reputation, and customer service.

Knowledge of Technology

- **Tech-Savvy Customers:** Businesses or industrial purchasers with a working knowledge of cutting-edge technology are more likely to purchase pumps equipped with sensors, data analytics, and the Internet of Things for remote monitoring and predictive maintenance.

- **Low-Tech consumers:** On the other hand, consumers who are less tech-savvy—typically found in rural or developing areas—preferred basic mechanical pumps that are easy to maintain and operate without requiring complex controls.

CONCLUSION:

The varied range of sectors and markets served by the pump industry is reflected in the demographic variables. Pump manufacturers and suppliers can create more specialized plans to cater to the unique requirements of various consumer groups by taking into account industry segment, geographic location, income levels, age, and technological literacy. Gaining a competitive advantage, raising customer happiness, and growing market share in the pump sector all depend on having a solid understanding of these demographics.

Acknowledgement

Nil

Funding

No funding was received to carry out this study.

REFERENCES

1. Frost & Sullivan. (2019). *Global Pumps Market—Market Overview, Trends, and Forecasts*. Frost & Sullivan Research.
2. IJERT. (2020). *Customer Preferences in the Adoption of Energy-Efficient Pump Technologies*. International Journal of Engineering Research & Technology, 9(7), 672-678.
3. GVR Research. (2021). *Psychographic and Behavioral Segmentation in the Global Pump Market*. GVR Research Report.
4. Journal of Industrial Engineering and Management. (2021). *Sustainability and Environmental Impact: Changing Customer Preferences in the Pump Industry*. 14(2), 256-268.
5. McKinsey & Company. (2020). *Digital Transformation in the Pump Industry: Harnessing Data for Customer Insights*. McKinsey Report.
6. Journal of Business and Industrial Marketing. (2018). *After-Sales Services and Customer Loyalty in the Pump Industry: A Global Perspective*. 33(9), 1254-1265.