

Buying Behaviour of MCB/RCD

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ABSTRACT:

In the research paper on “**Buying Behaviour of MCB/RCD Products**” the main objective is to understand most demanded product in the market, features liked by them, fastest moving model, no. of models displayed of each company, margins given to them by various companies, their reaction on different company names and whether they are price conscious or quality conscious.

LITERATURE REVIEW:

The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants.

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics.

STANDARD BEHAVIORAL MODEL:

The standard model of consumer behaviour consists of a methodical and structured process. Let's take a brief look at each step.

Problem recognition - The first step is problem recognition. During this step, the consumer realizes that she has an unfulfilled need or want. Let's use the example of a consumer who has just been informed by her mechanic that fixing her car will cost more than it's worth. Our consumer realizes that she now has a transportation problem and wants to fulfil that need with the purchase of a car.

Information search - The next step is to gather information relevant to what you need to solve the problem. In our example, our consumer may engage in research on the Internet to determine the types of vehicles available and their respective features.

Evaluation - After information is gathered, it is evaluated against a consumer's needs, wants, preferences, and financial resources available for purchase. In our example, our consumer has decided to narrow her choices down to three cars based upon price, comfort, and fuel efficiency.

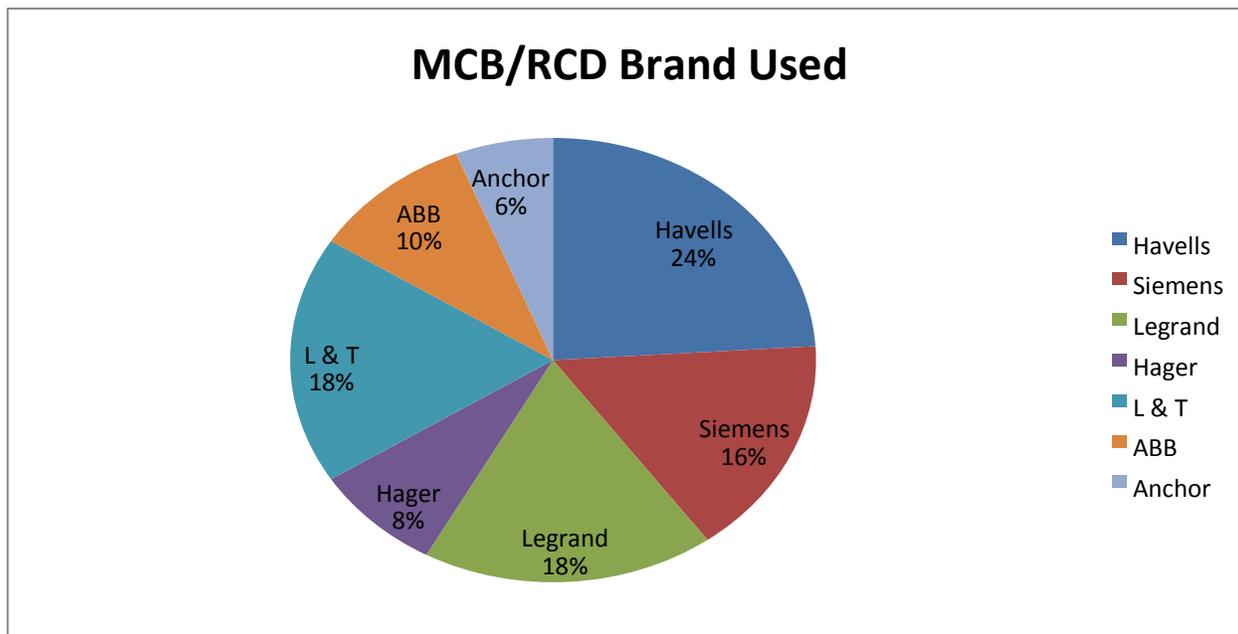
Purchase - At this stage, the consumer will make a purchasing decision. The ultimate decision may be based on factors such as price or availability. For example, our consumer has decided to purchase a particular model of car because its price was the best she could negotiate and the car was available immediately.

Post-purchase evaluation - At this stage, the consumer will decide whether the purchase actually satisfies her needs and wants. Is our car purchaser happy with her purchase? If she is not satisfied, why isn't she?

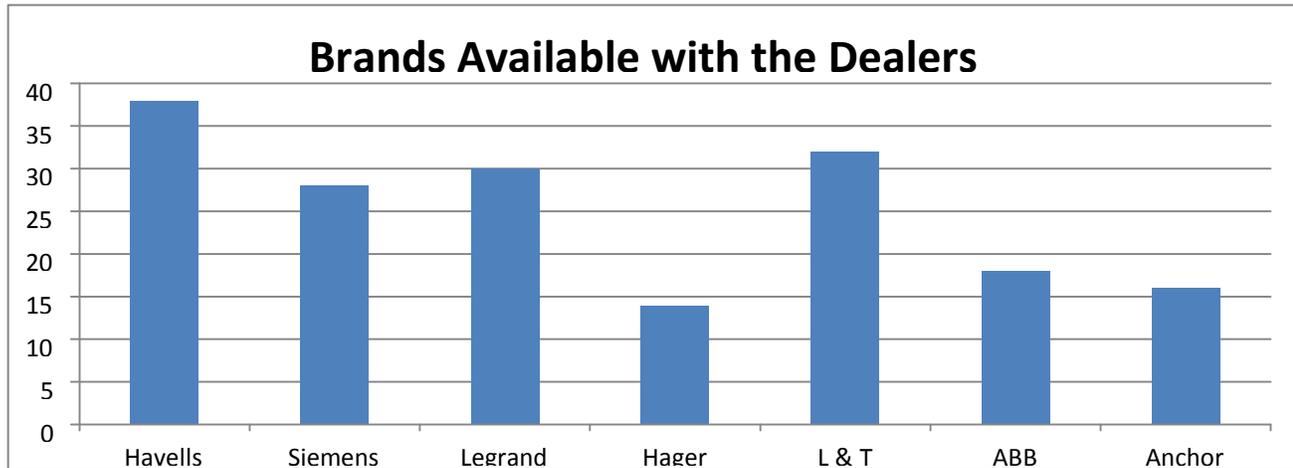
COMPANY PROFILE:

India is identified as a strategic country by the group, with objectives to double its sales revenues and build up a strong industrial base, by 2015. Aligned to this, Hager has set up a manufacturing unit in Pune in 2007, and a sales/ marketing team to fuel sales growth. Active sales and promotional activities, leveraging the best available platforms are being conducted to communicate Hager value propositions. Hager's product/ solution offerings in India include the LV final distribution products like MCCBs, MCBs, RCDs, Distribution boards, control devices for lighting management and Home automation.

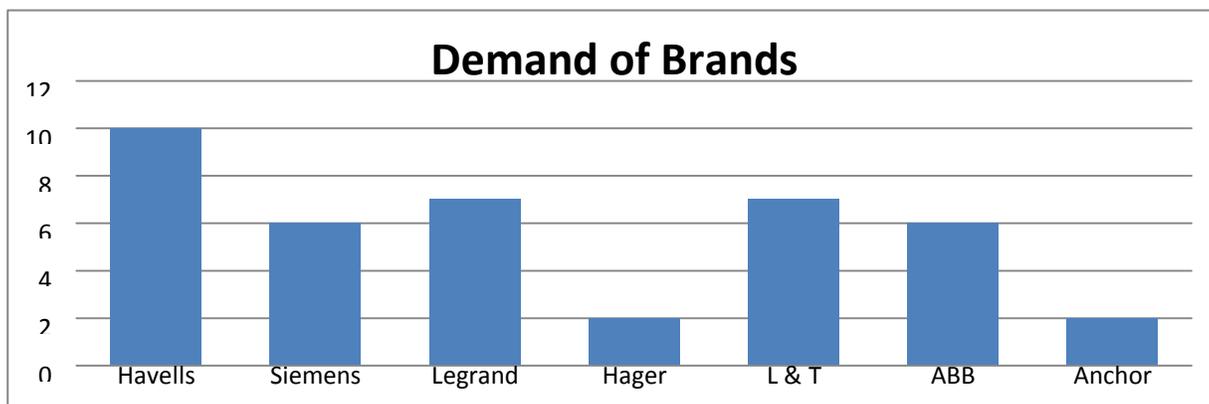
Hager being a world renowned electronic equipment company which has its head office in Blieskastel, Germany. It came to India joining hands with Larsen & Turbo Ltd but in 2012 they exited from the distribution pact with L&T and have set in motion a strategy to grow its business all alone in India. Hager is now expanding its base in terms of opening offices in key markets as well as enhancing manpower, product range and the number of distributor to build volume. The company, which so far has been focusing on the premium market, is expanding into the midmarket segment. They have targeted a 40% growth for which they have established a network of over 250 channels partners in India, and will open sales offices in many locations to achieve their target.

DATA ANALYSIS:

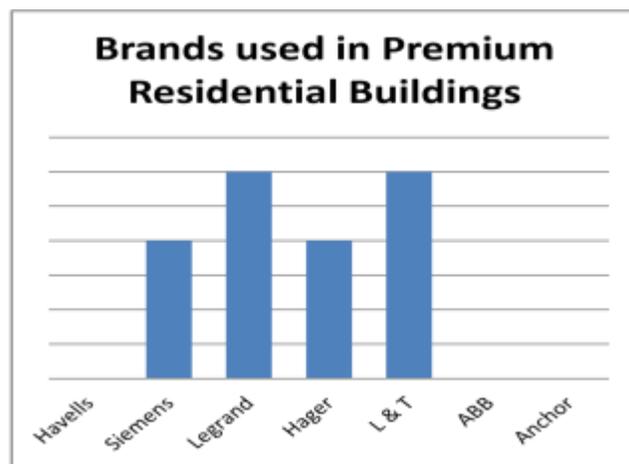
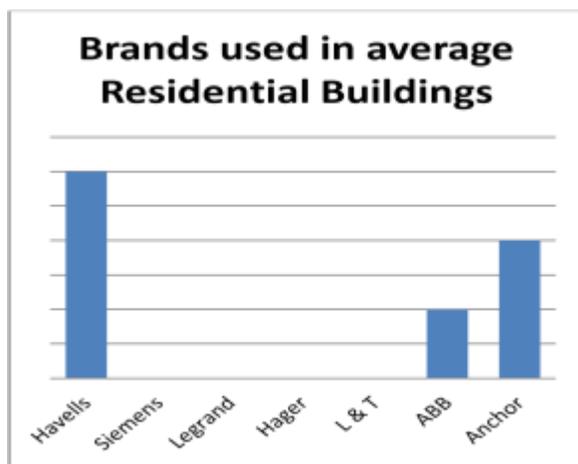
The graph shows the percentage of Residential Buildings out of 150 Residential Building surveyed having MCB/RCD products. Out of 150 Residential Buildings surveyed, 36 Residential Buildings had Havells, 27 Residential Buildings had Legrand and L&T, 24 Residential Buildings had Siemens, 15 Residential Buildings had ABB, 12 Residential Buildings had Hager, 9 Residential Buildings had Anchor. This shows that Havella, Legrand, L&T and Siemens are highest demanded brands whereas Hager, ABB and Anchor had to work more in order to serve better to the customers.



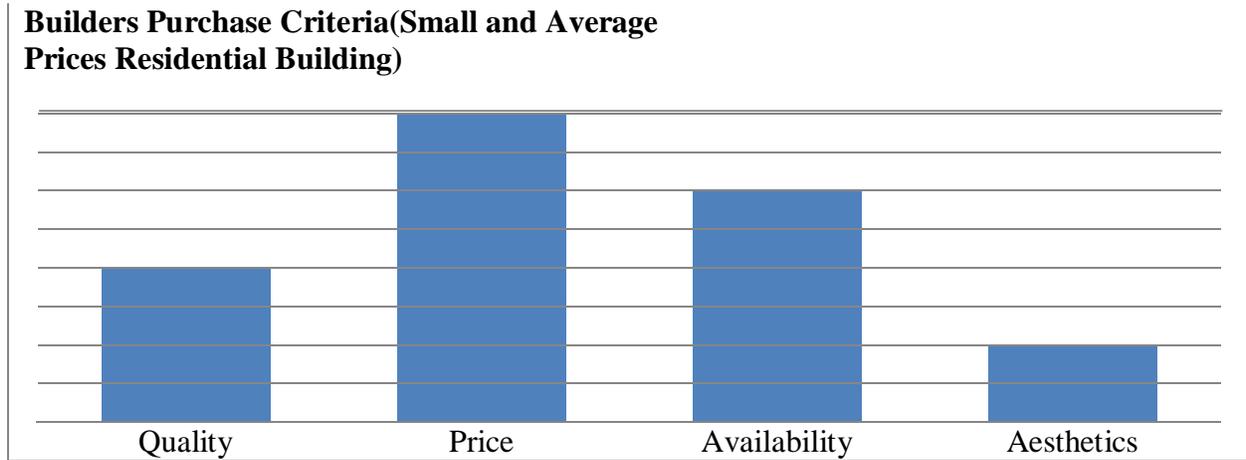
This graph shows the presence of MCB/RCD brands in the stores surveyed. There were total of 40 stores surveyed in which Havells MCB/RCD were available in 38 stores, L&T was available in 32 stores, Legrand in 30 stores, Siemens in 28 stores, ABB in 18 stores, Anchor in 16 stores and Hager in 14 stores.



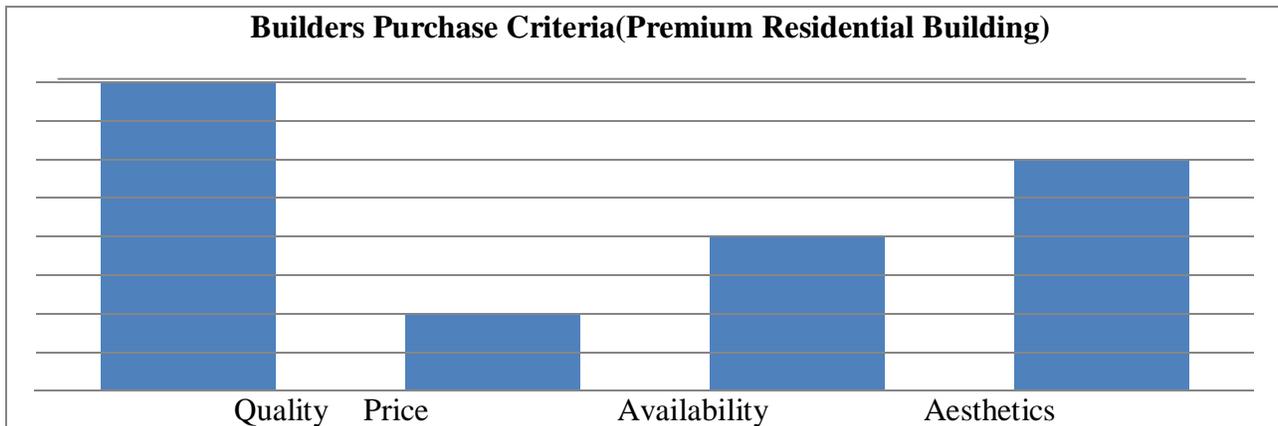
Havells MCB/RCD is highest demanded in 10 stores. Legrand and L&T MCB/RCD are highest demanded in 7 stores. Siemens MCB/RCD is highest demanded in 6 stores. ABB MCB/RCD is highest demanded in 6 stores. Hager and Anchor MCB/RCD are highest demanded in 2 stores.



Havells is mostly used in Average Priced Residential Buildings followed by ABB and Anchor is mostly used for Small Residential Buildings On the other hand, in Premium Residential Buildings Lergand and L&T are mostly used followed by Siemens and Hager.



There are different purchase criteria according to the targeted customers, if there is a small or averaged priced Residential Building which are targeted for middle class people than the Price comes as the first priority and then the Availability of the particular brand followed by Quality and Aesthetics.



In case of premium Residential buildings, the targeted customers are upper class people than the Quality comes as the first priority and then the Aesthetics followed by Availability and Price



Architect and Interior Designer have different purchase criteria, they give first priority on Aesthetics than the quality followed by Availability and Price

FINDINGS:

Following are the findings that I came to know

- The choices of MCB/RCD brand in residential building are done by the Builders/ Architect/ Interior Designer so they should be taken into consideration than the consumers
- Common people are unaware of Hager Products.
- Havells has a good range of products, they have all kinds of home Electrical Equipment's from switchgears, cables, lightings, fans etc. and they have opened Havells Galaxy (one _stop_shop for the entire range of Havells products to meet the various electrical goods needs of the end customer) so they are ruling the Indian Electronic Equipment market, they are known by both customers and consumers.
- The promotional activities done by Hager are very less.
- The availability of Hager products is very less in number as compared to its competitors.
- As survey stated the Hager customer never switches over to any other company's product.
- Hager is still lagging behind of many competitors in Indian MCB/RCB market especially in Kolkata.

CONCLUSION:

After being a part of Hager (India) Pvt. Ltd. For two months as summer trainee, I came to following conclusions

- The biggest positive point of Hager is their innovativeness in the products and it is highly liked by Indian public.
- Hager products are limited to few numbers of customers who are brand loyal.

SUGGESTION:

On the basis of Findings and Conclusion, my suggestions and recommendations to Hager are as follows

- Promotional activities should be increased and should be more efficient.
- A good discounts and offers should be offered to the Builders/ Architect/ Interior Designer so that they will use Hager Products in there Projects
- High margin should be offered to the dealers so that they can promote Hager products in place of competitors.(push strategy)
- Sales promotional schemes should be given in regular intervals to Builders/ Architect/ Interior Designer and dealers.
- Products of Hager should be made available in at least all major Dealers/stores.
- New innovative products should be launched in the market with effective promotions so that it could be made popular in common public, though residential buildings age ruled by the Builders/ Architect/ Interior Designer but single resident build by an individual is ruled by a common public to Hager should also target those customers.
- Timely visit to Residents where Hager products are used to check whether everything is working properly this will make people feel safer.
- They can provide some training activates in the Residential Buildings where Hager products are used on how electricity is very dangerous, how fire can cause and how it can be overcome. This will help Hager to gain word of mouth publicity which is very effective.

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