

Summer Internship Project Report

Comparative Analysis of Customer Buying Behavior of Hitachi with its Competitors

**Submitted in partial fulfillment of the requirements for the award of
Post Graduate Diploma in Management**



Submitted by

Santanu Bhukta

Roll-PGFA1345

SUBMITTED TO: DR. POONAM SHARMA

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DECLARATION

I hereby declare that the Summer Training Report entitle “Comparative Analysis of Customer Buying Behavior of Hitachi with Its Competitors” is an authentic record of my own work as requirements of 8 weeks Summer Training during the period from May to July for the award of degree of PGDM (Post Graduate Diploma in Management), Jaipuria Institute of Management, Noida under the guidance of Dr. Poonam Sharma.

Date

Signature of student

Name of Student

Roll No.

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EXECUTIVE SUMMARY

In partial fulfillment of requirement of Post Graduate Diploma in Management, a summer internship of 8 weeks is required to be undertaken at an organization. Because of this requirement, I undertook an “On-the-Job” internship on “Comparative Analysis of Customer Buys Behavior of Hitachi with Its Competitors” during April- June 2014.

Hitachi, Ltd. is a Japanese multinational engineering and electronics conglomerate company headquartered in Chiyoda, Tokyo, Japan. Hitachi is a highly diversified company that operates eleven business segments: Information & Telecommunication Systems, Social Infrastructure, High Functional Materials & Components, Financial Services, Power Systems, Electronic Systems & Equipment, Automotive Systems, Railway & Urban Systems, Digital Media & Consumer Products, Construction Machinery and Other Components & Systems.

The main objective of this study was to better understand the policies and procedures of Hitachi, an attempt has been made to gain an insight into the air conditioner and refrigerator industry, to study various parameters involved in the air conditioners and refrigerator, to study retailers' and customer perception about various parameters like price, brand image, after sales service etc.

This project has been carried out in three phases. In the first phase, in an attempt to gain insight into the air conditioning and refrigerator industry as to how it works, what all-competing brands are there, this study gave a fairly good idea about the industry and the perception of retailers towards different brands. This study helped to identify various parameters involved in the air conditioner and refrigerator. A good amount of qualitative information is gathered from this study. In the second phase, gathered a good idea of sales and customers behaviors in the retail outlets. Some part of my project also included handling customer's calls, stock handling, demonstrations and installations booking. In the third phase, a structured questionnaire was generated to find out the brand awareness of the customer and their most preferred brands in those two particular segments and along with their buying behavior, which was also a part of the study.

The major findings that emerged from the analysis were that Hitachi ranked second when it comes to brand preference in air Conditioners but ranks lower in after sales services. In addition, price, quality and brand image emerged out as significant factors for air Conditioner and refrigerator purchase. Most the customers who prefer Hitachi, they are mostly premium customers. Customers prefer Hitachi as a brand because Hitachi gives some value addition in retail selling compared to its competitors.

Based on above findings it can be conclude that Hitachi has improved in brand awareness among retailers and customers but it is yet to surpass Voltas in the competitive market. Also sales team visits, ordering and after sales are a matter of concern that can cause great loss to the company in future, if not corrected. The actions recommended broadly include strengthening distribution network. Improving incentives to sales forces and strengthening retail network of Hitachi.

CHAPTER 1: INTRODUCTION & COMPANY PROFILE

1.1 INTRODUCTION

Today Indian consumers are not limited to a set of needs. Products are today customized keeping in mind various consumer's likes and dislikes. The consumer durables industry, which mainly comprises home appliances, is highly influenced by the prospect in order to produce the right product for the customer. Previously air conditioners were not perceived as white goods due to large price difference between air conditioners and other white goods. Now, thanks to Liberalization and growing technology, the air conditioner market a decade back and that of today are entirely different.

Be it price or technology, consumer demand has seen a sea change. Today buyer has plenty of options to choose from and different companies are trying their best in luring the customer. This is mainly due to entry of foreign players after globalization.

Air conditioner purchase involves a high involvement decision; customers thought a lot before buying a new ac as investment are comparatively higher as compared to say FMCG. This even complicates the task of various companies involved in ac business. Last but not the least, since technological differences between brands of similar price range are not significant, marketing is the only tool left for competitive advantage.

1.1.1 HISTORY OF AIR CONDITIONERS

On July 17, 1902, Willis Havilland Carrier installed the first air conditioner at a printing press at Brooklyn N.Y. It was not to help the workers at factory though. It was to keep paper cool and dry so it would not curl in the mid-summer heat and humidity. That way, the printing press could apply the ink properly. Mr. Carrier started a revolution by doing that. Air conditioning allowed cities to develop in deserts. It changed the designs of houses and skyscrapers.

It took pioneering genius of Willis Carrier to work out the basic principal of cooling and humidity control and it took innovation by thousands of engineers before air conditioners became a real benefit to average person.

Carrier's invention made many technologies possible, especially in fields that required highly controllable environment such as medical and scientific research, product testing etc. Carrier claimed that while he was standing in a Pittsburgh train in 1902, he realized that saturating it with chilled water to induce condensation could dry air.

Willis Carrier is known as the father of air conditioners. In 1928, Carrier developed first residential "Weatherman", an AC unit for private houses.

1.1.2 INTRODUCTION OF AIR CONDITIONER

Air conditioning is the conditioning of air within a defined space, usually a residence or a place of business. Conditioning usually involves heating or cooling, humidifying or dehumidifying, and filtering or cleaning air. In a central air conditioner, the system cools and dehumidifies the defined space. Heating is accomplished by an add-on to the system (such as an electric heat strip) or by a separate unit, such as a furnace.

There are four basic air conditioner types: window units, through-the-wall units, portable units and completely house/central air units. Window units come in models made for double-hung windows, sliding windows and casement windows. Through-the-wall and central air units require professional installation. Portable units are not typically as effective as window air conditioners and are best used only in situations where fitting into a window is not an option.

Window air conditioners are very simple appliances. They operate on the exact same principles as a refrigerator, freezer, or dehumidifier.

Cooling: All residential window air conditioners have a cooling system made up of four primary components, a compressor, an evaporator, a metering device, and a condenser. Air conditioner cooling systems are better understood if you think of them as devices that remove warmth from the air rather than cooling the air.

Blower fan: When the unit is running, the circulating fan and compressor are running simultaneously. The fan motor has two fan blades attached to it on either end. The fan blade on the inside part of the unit continually draws room air over the evaporator coils, which are cold. The fan blade on the outside part of the unit continually draws fresh outside air over the condenser coils, which are warm. Because the evaporator coils are cold, they cause moisture in the room to collect on them, much like a cup of ice water on a warm, humid day. When the amount of moisture increases, it begins to drip down off the coils into the bottom pan of the air conditioner.

Thermostat Control: The thermostat on a window air conditioner works by sensing the air temperature entering the air conditioner. As the air, entering the unit reaches the set temperature it will cause the compressor to turn off. The blower may continue to run depending on the selection chosen on the control panel. Digital thermostats work on a similar principle but display a more precise temperature.

Selector switches: The air conditioner selector switches allow the user to choose the fan speed. The compressor always runs at the same speed regardless of the settings. If low cool is, choose, for example, the fan runs at a slower speed but the compressor still offers the same cooling capacity

Central air conditioners are split systems: an outdoor unit (the condenser unit) and an indoor unit (air handler). The function of an air conditioner is to transport heat from one station to another. The vehicle your system uses to carry the heat is called a refrigerant, commonly referred to as Freon. The compressor in outdoor unit changes the refrigerant (or "Freon") into a high temperature, high pressure gas. As that gas flows through the outdoor coil, it loses heat and condenses into a high temperature, high pressure liquid. This liquid refrigerant travels through copper tubing into the evaporator coil. There the refrigerant expands. Its sudden expansion turns the refrigerant into a low temperature, low-pressure gas. This gas then absorbs heat from the air circulating in the ductwork. The cooled air is then distributed back through your house or place of business. Meanwhile, the heat absorbed by the refrigerant is carried back outside through copper tubing and released into the outside air.

Consumers' profile: Air conditioners

The room air conditioners can be divided into two categories

1. Window air conditioners
2. Split air conditioners

Consumers for room air conditioners can be divided as

A. Household consumers: If any segment of consumer durables industry has seen rapid growth in India in last decade, it is room air conditioners industry. With growing incomes and higher standards of living, the demand for air conditioners has been rising in household segment. The consumer profile is upwardly mobile urban population living in metropolitans and cities. The household market accounts for 60 % of the window A.C. market and 40% of the split A.C. market.

B. Industry Consumers: Government sector has been a major buyer of air conditioners in past but demand from household sector is also increasing. A sustained GDP growth, increased government spending and industrial activity, cheaper consumer credit etc. are driving the demand for AC products in industrial sector.

1.1.3 ANALYSIS OF AIR CONDITIONER INDUSTRY

AC industry is operating in an environment, which has changed a lot during last few years. Industry operates in a dynamic and complex environment. Complex, because there are numerous factors affecting the business like government budgetary policies, eco friendliness of operation and product part, changing lifestyles of consumers, demographics etc. On the other hand, it is dynamic because due to rapid changes in technological front and aspects related to environment are changing.

Political environment:

- Liberalization of economy in nineties saw the entry of a number of foreign player
- Fair amount of political stability.
- Consensus on target of higher growth of economy.
- Political consensus on economic reforms.

Economic environment:

- Abatement from retail price for levy of excise duty on air conditioners lowered from 35 to 30%
- Increase in excise duty of raw materials like steel from 12% to 16% will adversely affect air conditioner manufacturers.
- With lowering of duties on newer product categories, air conditioners are now position as a retail product. Earlier with retail price of nearly 40,000, it stood no chance against say a CTV costing Rs15, 000.
- Industry has been seasonal in nature with four months (March to June) generally accounting for 60-65% of total annual sales.

Social environment:

- Rising disposable income and reducing prices are slowly making ACs a necessary utility as opposed to being view as a luxury item.
- Increased spending on lifestyle related products and the increasing SOHO segment are increasing the demand for ACs.
- Increasing concern for environment and health consciousness will make people buy more eco-friendly products.

Technological environment:

Product technology: The key component of air conditioners, compressor (30% of cost) is of two types i.e. reciprocating and rotary. Rotary compressors accounting for 66% of the total market Split ACs are major users of rotary compressors now dominate the Indian Ac market.

Rotary compressor has the advantage of being energy efficient, less noisy and abuse proof India has two manufacturers, Tecumseh India and Kirloskar Copeland for reciprocating compressors.

Rotary compressors are presently imports from China, Malaysia, Japan and Thailand. Window ACs range from 0.6T to 2T. They are ideal for small space like individual rooms in an office or residence. Split Air Conditioners have good aesthetic features and indispensable in rooms without windows.

Process technology: The industry intrinsically is highly capital intensive and has massive appetite for capital cost as well as working capital while a normal 0.1-0.15 Million assembly plant costs 500 Million (without compressor line), working capital cycle is 90 days. With high operating costs (around 800-1000), technology especially on power savings is a key advantage and market differentiator.

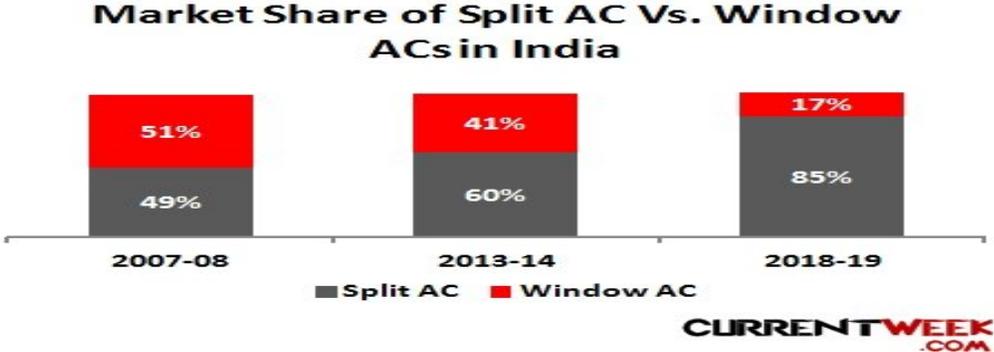


FIGURE 1: MARKET SHARE OF SPLIT AC VS WINDOW AC IN INDIA

1.1.4 INTRODUCTION OF REFRIGERATOR

A refrigerator (colloquially fridge) is a common household appliance that consists of a thermally insulated compartment and a heat pump (mechanical, electronic, or chemical) that transfers heat from the inside of the fridge to its external environment so that the inside of the fridge is cooled to a temperature below the ambient temperature of the room. Refrigeration is an essential food storage technique in developed countries. Lower temperatures in a confined volume lower the reproduction rate of bacteria, so the refrigerator reduces the rate of spoilage.

A refrigerator maintains a temperature a few degrees above the freezing point of water. Optimum temperature range for perishable food storage is 3 to 5 °C (37 to 41 °F). A similar device that maintains a temperature below the freezing point of water is calls a **freezer**. The refrigerator replaced the icebox, which was a common household appliance for almost a century and a half prior. For this reason, a refrigerator is sometimes referring to as an icebox.

Players Wise Market Share in Refrigerator Industry, India 2012-13

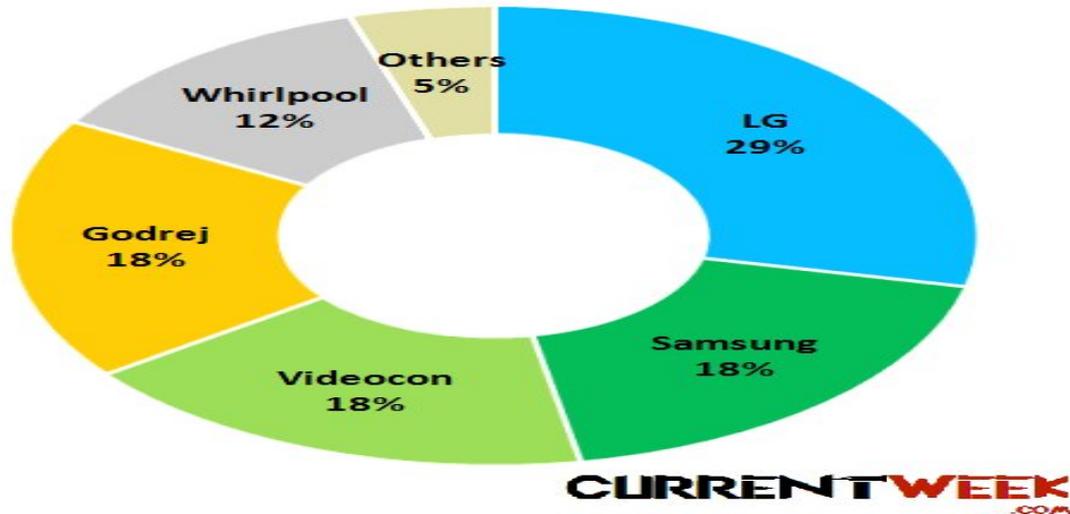


FIGURE 2: PLAYERS WISE MARKET SHARE IN REFRIGERATOR INDUSTRY, INDIA 2012-13



1.2 COMPANY PROFILE:

Hitachi Home & Life Solutions (India) Ltd (HHLI), a subsidiary of Hitachi Appliance Inc., Japan, is a listed company at BSE & NSE exchanges. Since its inception, HHLI has focused on developing and supplying high-quality products and technology that contribute to the overall prosperity of the society. HHLI manufactures various kinds of products, including Room Air-conditioners, Commercial Air-conditioners, and Chillers and into trading of VRF Systems, Rooftops and Refrigerators.

Headquartered in Ahmadabad, Gujarat, the company's manufacturing facility at Kadi, Gujarat, is among the ten Hitachi air conditioner facilities worldwide. With a total installed capacity of 230,000 units (in a single shift) a year HHLI is amongst the top air-conditioning companies in India. It has a strong nationwide distribution consisting of 5 regional offices, 21 branch offices

and over 200 exclusive sales and service dealers and over 1,500 sales points 33 company owned service centers (HCS) and 600 other service points including multi brand S&S and franchisees. HHLI has a company owned and operated 24x7-customer care Centre. At Hitachi, we believe in simplifying life, which is why, we constantly innovate, bring in excellent technology, newer concepts and incorporate advanced features in our products to make life comfortable.

The word "inspire" has as its etymology, the Latin preposition in and the Latin verb "spirare", meaning, "to breathe." As well as meaning "to breathe in," and "to encourage," it also has various meanings associated with life itself, such as "to uplift the spirit" and "to invigorate."

Nothing was put after the word "Next" in order to inspire our stakeholders and all those that read our Corporate Statement to imaginatively fill in the blank that follows with a word like "Era," "Society," "Idea," "Product," "System" or "Solution."

Having others share in the composition of our Statement is one its primary aims.

1.2.1 SWOT ANALYSIS

Strengths:

1. Diversified product portfolio and balanced revenue streams.
2. Strong focuses on research and development.
3. Strategic acquisitions to strengthen market position.
4. Good Focus on sustainability and marketing.
5. Excellent global presence and top of the mind recall.

Weakness:

1. Over dependent on Japanese economy for revenue generation.
2. Due to intense competition and changing customer preference, market share is limited.
3. No promotion undertakes to target the lower class of the society.
4. Poor after sales service- very few service centers in India.

Opportunity:

1. Growth in Air conditioners, Refrigerators, LED, Washing machine markets.
2. Acquisition of smaller brand and global tie-ups to increase reach.

Threats:

1. Rapid technological changes and evolving industry standards.
2. Stringent government regulations.
3. Fluctuations of exchange rate.

As a Student Promoter, we have certain responsibilities in our assigned job and the responsibilities are

- Understand customer requirement on the Product.
- Actively demonstrate Hitachi Products.
- Handle Customer queries related to Products/Pricing/Schemes etc.
- Deliver the desired shopper experience to the consumer.
- Convert customer requirement into demand, hence sales conversion.
- Communicate daily status to Coordinator about Sales & Attendance.

CHAPTER 2: JOB DESCRIPTION

JOB REQUIREMENTS OF SALES PERSON:

In home appliances, sales person performs face-to-face sales and customer service at a retail store. She/he is responsible to provide each new and returning customer with all information needed to make an educated purchasing decision. An air conditioner/refrigerator sales professional usually reports to the store manager of that particular store. As a technical promoter, the person should have a sound knowledge about the technologies that has been use in the air conditioner and refrigerator. Therefore, as a student promoter who has a zeal for latest technologies in air conditioner and refrigerator segment, we are supposed to have a clear-cut knowledge about the technologies that has been use by the Hitachi's differentiators.

2.1 JOB DUTIES AND TASKS

- 1) Demonstrate and explain products, methods, or services in order to persuade customers to purchase products or utilize services.
- 2) Identify interested and qualified customers in order to provide them with additional information.
- 3) Keep areas neat while working, and return items to correct locations following demonstrations.
- 4) Practice demonstrations to ensure that they will run smoothly.
- 5) Prepare and alter presentation contents to target specific audiences.
- 6) To be capable in Story-Telling and to identify key differences of competitor's claim.
- 7) Provide product samples, coupons, informational brochures, and other incentives to persuade people to buy products.
- 8) Record and report demonstration-related information such as the number of questions asked by the audience.
- 9) Sell products being promote, and keep records of sales.

- 10) Set up and arrange displays and demonstration areas to attract the attention of prospective customers.
- 11) Wear costumes or signboards and walk in public to promote merchandise, services, or events.
- 12) Work as part of a team of demonstrators to accommodate large crowds.
- 13) Suggest specific product purchases to meet customers' needs.
- 14) Instruct customers in alteration of products.
- 15) Learn about competitors' products and consumers' interests and concerns in order to answer questions and provide more complete information.
- 16) Recommend product or service improvements to employers.
- 17) Fully be aware of Target and track weekly achievement Vs. Target in both Unit and Amount.
- 18) Work with customers to present them the benefits and competitive advantage of products.

2.2 JOB ACTIVITIES

- 1) Performing for or Working Directly with the Public -- Performing for people or dealing directly with the public. This includes the Retail Selling Solutions:
 - Build Relationship
 - Connect
 - Explore
 - Create Experience
 - Close
- 2) Selling or Influencing Others -- Convincing others to buy merchandise/goods or to otherwise change their minds or actions.
- 3) Communicate with Persons outside Organization -- Communicating with people outside the organization, representing the organization to customers, the public, government, and other

external sources. This information can be exchange in person, in writing, or by telephone or e-mail.

- 4) Establishing and Maintaining Interpersonal Relationships -- Developing constructive and cooperative working relationships with others, and maintaining them over time.
- 5) Interpreting the Meaning of Information for Others -- Translating or explaining what information means and how it can be uses.
- 6) Organizing, Planning, and Prioritizing Work -- Developing specific goals and plans to prioritize, organize, and accomplish your work.
- 7) Handling and Moving Objects -- Using hands and arms in handling, installing, positioning, and moving materials, and manipulating things.

2.3 JOB SKILLS

- 1) Speaking -- Talking to others to convey information effectively.
- 2) Persuasion -- Persuading others to changes their minds or behavior.
- 3) Active Listening -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- 4) Social Perceptiveness -- Being aware of others' reaction and understand why they react as they do.
- 5) Instructing -- Teaching others how to do something.
- 6) Critical Thinking -- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- 7) Active Learning -- Understanding the implications of new information for both current and future problem-solving and decision-making.
- 8) Learning Strategies -- Selecting and using training and instructional method and procedure appropriate for the situation when learning or teaching new things.
- 9) Complex Problem Solving-- Identifying complex problems and review relates information to develop and evaluate options and implement solutions.
- 10) Service Orientation -- Actively looking for ways to helps customers.

2.4 JOB ABILITIES

- 1) Speech Clarity -- The ability to speak clear, so others can understand you.
- 2) Oral Expression -- The ability to communicate information and ideas in speaking so others will understand.
- 3) Oral Comprehension -- The ability to listen to and understand information and ideas presented through spoken words and sentences.

2.4.1 JOB KNOWLEDGE, EXPERIENCE, EDUCATION

- 1) Sales and Marketing -- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- 2) English Language -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. Knowledge of the National language “Hind” & other regional languages can also be helpful for promotion and selling of the product.
- 3) Education and Training -- Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
- 4) Communication and Media-- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

2.5 JOB DESCRIPTION AT HITACHI

Pre SIP Induction:

Before going to the job, the student promoters were given training for 1 days regarding the specifications of each and every air conditioners and refrigerators of Hitachi. The trainer was an experienced trainer from Hitachi India Pvt. Ltd. who also made us to perform role-plays to have a better understanding of the roles & responsibilities of a promoter in a retail outlet.

Week 1:

On the job in very first week, my head promoter helped me to understand more about the Hitachi products. He also taught me to how to give a demo to a customer. My senior helped me in selling “Summer QC” window AC, as it was my 2nd day in store. I sold 15 AC in 1st week.

Week2:

The sales in 2nd week was not dramatically increase as on that particular week Hitachi launched free installation skim with free stabilizer with Hitachi AC. And it really effected the sales of Hitachi AC . I managed to sold 15 air conditioner only in the weekend and totally 25 AC in the 2nd week including the model of window AC like “Summer TM”, “Summer QC”, “Kaze plus” and split AC like “Ace cutout”, “Kaze plus”.

Week 3:

In the 3rd week, I changed the showroom as my HR ordered me. I was shift from “**Sargam Electronics**”, Adaarsh Nagar to “**Lamba Electronics**”, Kalkaji. It was a “Hitachi Home”. Therefore, products option of Hitachi was more than previous one. In Hitachi Home most of the Hitachi products available. It was again a new learning for me. My responsibilities in **Hitachi Home** were more than previous ones. Here, I took care of installation, customers complain and stocks. The sales in 3rd week were not that good. I managed to sell 18 AC in that week.

Week 4:

In 4th week again sales was not good. However, in that week I sold one of Hitachi’s most upgrade AC “Ace Followme” worth of Rs47500 and I sold a refrigerator i.e. “French Bottom Freezer Series” worth of Rs59000. It was my first sale in case of Refrigerator. I was highly appreciated by

the Store Manager and the Head Promoter. This week I practically learnt how to manage under uncertainty as I was handling 3 to 4 customers at a time. In 4th week, I managed to sell 15 air conditioner and 1 refrigerator.

Week 5:

From 5th week, the sales again gradually started moving up. The demand became so high that even our store was running out of stock in some of the models especially like “Ace cutout”, “Ace inverter”, “Kampa”, “Kampa Inverter”, “Ace Reidan”. Therefore, we started taking advance booking for those models so that we do not lose our potential customers. In that week, Hitachi launched one of its upgrade models i.e. “Kaze Alpha” which was Hitachi’s only Display AC. So demand of “Kaze Alpha” model growing dramatically. In that week I also managed, sold some new model of AC like “Kampa”, “Kampa Inverter”, “Ace Inverter” and “Ace Reidan”.

Week 6 & Week 7:

From the 6th week, the sales never looked back and it continuously started moving up. Once again I sold the two higher end refrigerator under “French Bottom Freezer series” that is R-WB480PND2 & “Solfege series” that is R-SG37BPND. By this time, I was perfectly able to apply the retail selling solutions to each. This time I attended phone call and handled customer complain. This was inspiring as because I was able to build customer relationship for my work place. During the 7th week, I was able to sell more than 30 AC.

Week 8:

As this was the last week of my summer internship program I started preparing my report based on my experienced and potential learning from the entire 8 weeks. In the 8th week, I sold 25-air conditioner and 2 refrigerators that made a grand more than 200 AC and 10 Refrigerators in 8 weeks’ period.

CHAPTER 3: ANALYSIS OF JOB DONE

ANALYSIS

3.1 AIR CONDITIONERS

TABLE 1: PREFERRED BRAND OF AIR CONDITIONER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Voltas	16	40.0	40.0	40.0
Hitachi	9	22.0	22.0	62.0
Samsung	2	5.0	5.0	67.0
LG	2	5.0	5.0	72.0
O General	5	13	13.0	85.0
Others	6	15.0	15.0	100.0
Total	40	100.0	100.0	

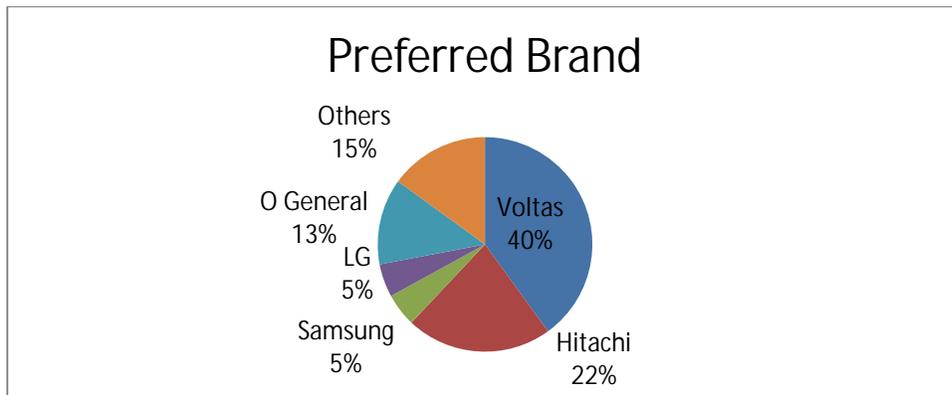


FIGURE 3: PREFERRED BRAND OF AC

This figure shows the strongest point of Voltas i.e. brand preference. Voltas scored a whopping 40% points when it came to brand preference.

The other two brands, which are faring well in terms of brand preference, are HITACHI (22.5%) and O GENERAL (12.5%). Voltas has always stressed on aggressive marketing and have hefty advertising budgets and now Voltas has its new game plan of Big Bang strategy. Hitachi high score can be attributing to innovative advertisements and high-end technological features.

TABLE 2: PREFERRED PRICE RANGE WHILE BUYING AN AC

	Frequency	Percent	Valid Percent	Cumulative Percent
Rs.15000-25000	6	15.0	15.0	15.0
Rs.25001-35000	19	47.0	47.0	62.0
Valid Rs.35001-45000	11	28.0	28.0	90.0
Rs.45001 and above	4	10.0	10.0	100.0
Total	40	100.0	100.0	

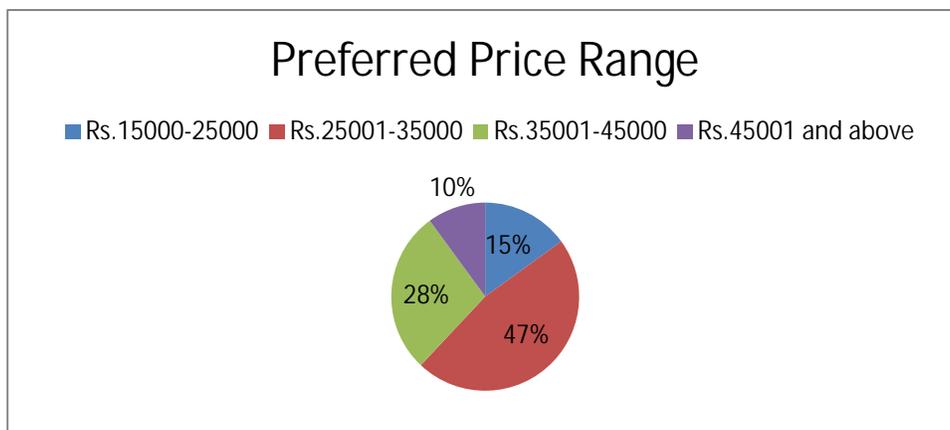


FIGURE 4: PREFERRED PRICE RANGE IN TERMS OF BUYING AN AC

Most of customer prefers Rs. 25001-35000. In these price ranges most of option available for Voltas that is main reason customer are mainly prefer Voltas compare to other brands. In case of Hitachi, price range is quite high compare to its competitors.

TABLE 3: TYPE OF AC PREFERRED

	Frequency	Percent	Valid Percent	Cumulative Percent
Window	22	55.0	55.0	55.0
Valid Split	18	45.0	45.0	100.0
Total	40	100.0	100.0	

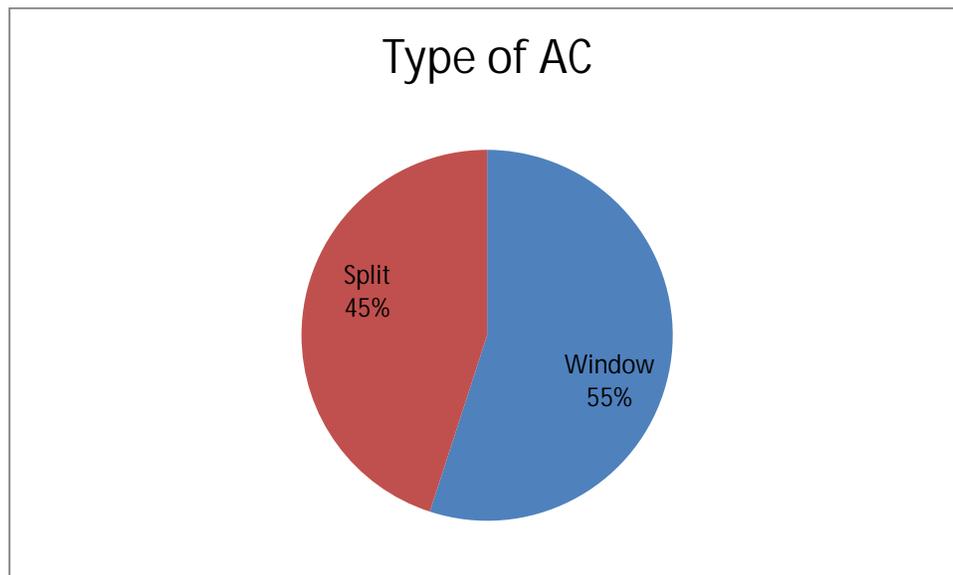


FIGURE 5: PREFERRED TYPE OF AC

Mainly in Delhi customer are prefer window ac compare to split ac. In earlier days ratio of window to split was quite high, but in current scenario people are also prefer split. This figure shows that different of window AC (55%) and split AC (45 %) is not too high.

TABLE 4: PREFERRED CAPACITY OF AC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Less than 1 ton	1	2.5	2.5	2.5
1.0 ton	8	20.0	20.0	22.5
1.2 ton	4	10.0	10.0	32.5
1.5 ton	22	55.0	55.0	87.5
2.0 ton	5	12.5	12.5	100.0
Total	40	100.0	100.0	

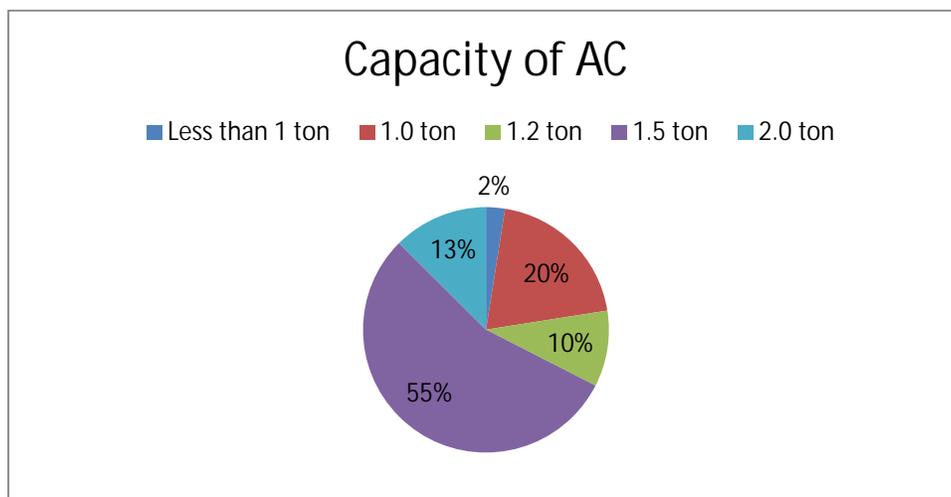


FIGURE 6: PREFERRED CAPACITY OF AC

People of Delhi mainly prefer 1.5 tonnages AC because of room size. Customer gets most of the products option in 1.5 tonnage class AC.

Tonnage Class	Efficient in Square ft. area
Less than 1 ton	Less than 100 square ft. area
1 ton	Around 100 square ft. area
1.2 ton	Around 120 square ft. area
1.5 ton	Around 150-180 square ft. area
2.0ton	Around 200 square ft. area

TABLE 5: KEY FACTORS CUSTOMERS LOOKS FIRST WHILE BUYING AN AC

	Frequency	Percent	Valid Percent	Cumulative Percent
Features	9	22.5	22.5	22.5
Price	8	20.0	20.0	42.5
Design	6	15.0	15.0	57.5
Color	4	10.0	10.0	67.5
Service	13	32.5	32.5	100.0
Total	40	100.0	100.0	

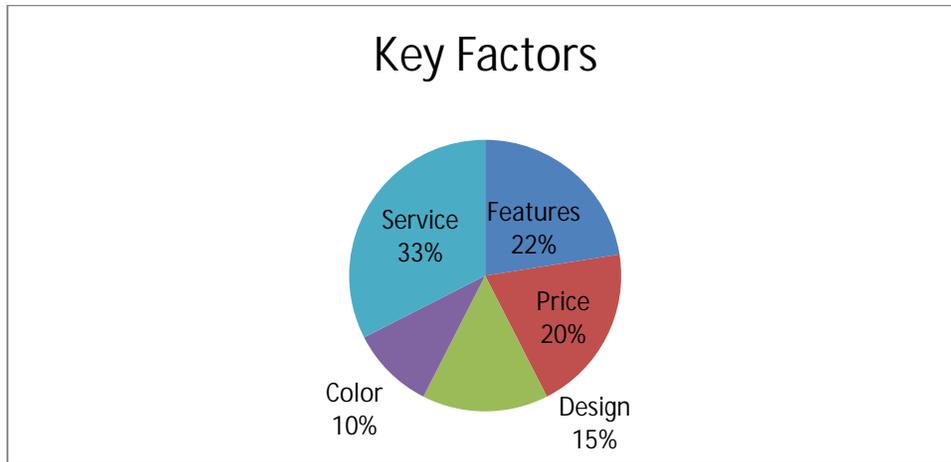


FIGURE 7: KEY FACTORS WHILE BUYING AN AC

This figure clearly suggests that people are more concern about service. People are mainly looking for after sales service. Features and price are also two important issues while buying air condoners.

TABLE 6: RELATIONSHIP BETWEEN GENDER AND KEY FACTORS WHILE BUYING AN AC

		Key factor Customers looks first while buying an AC					Total
		Features	Price	Design	Color	Service	
Gender	Male	7	7	3	3	9	29
	Female	2	1	3	1	4	11
Total		9	8	6	4	13	40

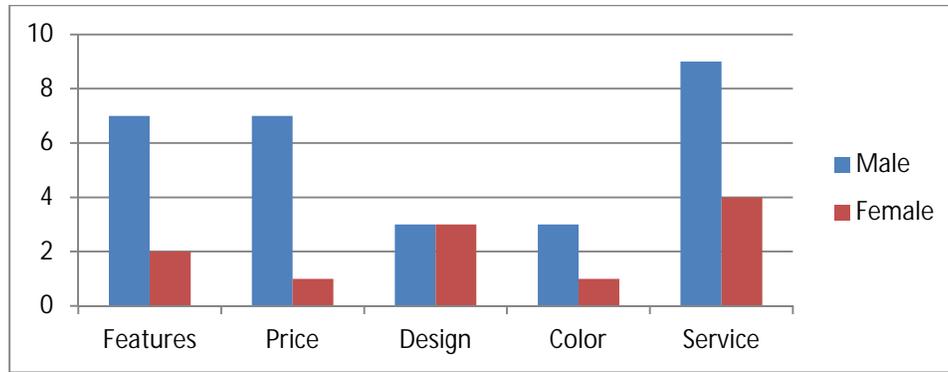


FIGURE 8: RELATIONSHIP BETWEEN GENDER AND KEY FACTORS WHILE BUYING AN AC

Chi-Square Tests

	Value	Degree of freedom	Asymptotic Significance(2-sided)
Pearson Chi-Square	2.634 ^a	4	.621
Likelihood Ratio	2.626	4	.622
Linear-by-Linear Association	.413	1	.520
N of Valid Cases	40		

This figure suggests that female customer is mainly concern about design and colors. On the other hand male customers mainly concerns about features, price and service while buying air conditioners. Here Chi square value $.621 > .05$, so there is no significant relationship between key factor and gender.

TABLE 7: RELATIONSHIP BETWEEN PREFERRED BRAND OF AC AND ITS PERFORMANCE

		Rate of customer preferable brand compared to its nearest competitors on basis of performance		
		Poor	Satisfactory	Good
Preferred Brand	Voltas	1	11	4
	Hitachi	0	6	3
	Samsung	0	1	1
	LG	0	2	0
	O General	0	3	1
	Others	2	4	0
Total		3	27	9

		Rate of customer preferable brand compared to its nearest competitors on basis of performance	Total
		Excellent	
Preferred Brand	Voltas	0	16
	Hitachi	0	9
	Samsung	0	2
	LG	0	2
	O General	1	5
	Others	0	6
Total		1	40

Chi-Square Tests

	Value	Degree of freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.173 ^a	15	.309
Likelihood Ratio	14.744	15	.470
Linear-by-Linear Association	.858	1	.354
N of Valid Cases	40		

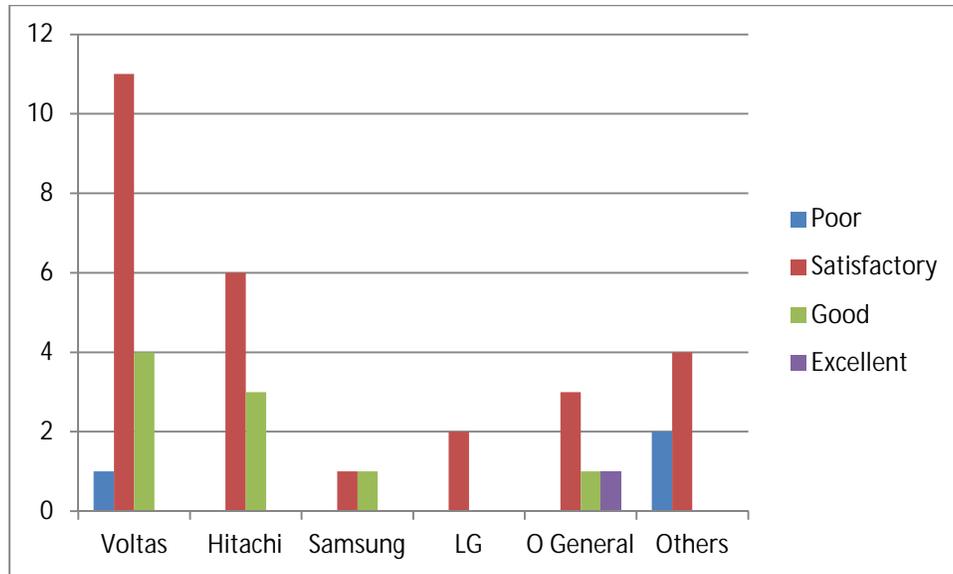


FIGURE 9: RELATIONSHIP BETWEEN PREFERRED BRAND OF AC AND ITS PERFORMANCE

Performance level of Hitachi is good compare to its competitors. Customers are mainly prefers Hitachi as a brand because of performance. Performance of O General is also good compare to its competitors. Chi square value $.309 > .05$, so there is no significant relation between preferable brand and performance rate of that brand.

TABLE 8: RELATIONSHIP BETWEEN PREFERRED BRAND OF AC AND ITS VALUE
ADDED SERVICES

		Value added services			
		Services	Product option	Price range	Extra features
Preferred brand	Voltas	2	2	11	1
	Hitachi	0	0	4	5
	Samsung	0	1	1	0
	LG	0	1	1	0
	O General	0	0	2	3
	Others	0	1	5	0
Total		2	5	24	9

Chi-Square Tests

	Value	Degree of freedom	Asymptotic Significance(2-sided)
Pearson Chi-Square	22.468 ^a	15	.096
Likelihood Ratio	23.675	15	.071
Linear-by-Linear Association	.595	1	.440
N of Valid Cases	40		

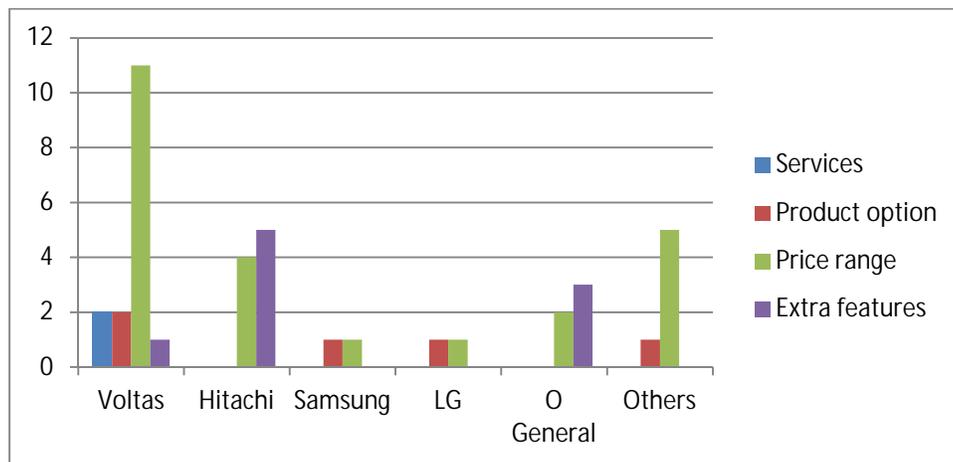


FIGURE 10: RELATIONSHIP BETWEEN PREFERRED BRAND OF AC AND ITS VALUE ADDED SERVICES

Here customers been asked to rate the brands in terms of features or technology. As is very clear, Hitachi is enjoying a clear sweep as far as this parameter is concerned. There is no significant difference among the scores of other brands. That is why Hitachi is consider for income group

Rs.20000-30000 and is a high product with features like auto climate and digi-logic. It can easily make out from this figure that product features are not an order winner today.

Barring Hitachi, they are more or less same. As far as Samsung and L.G. scoring above Voltas, are concern it can be attribute to more spending on advertisements and marketing gimmicks. Compare this figure with the sales one, it can be safely inferred that other factors like brand awareness, price are enjoying more weight age in the purchase decision of customers. That is why companies like L.G., Voltas etc. are beating them in sales due to low price and more penetration.

TABLE 9: COMPARATIVE RANKING OF AC COMPANIES

Parameters	RANKS...1,2,3,4
After sales service	L.G. Samsung, Voltas, Hitachi
Brand preference	Voltas, Hitachi, Samsung, L.G.
Product features	Hitachi, L.G, Samsung, Voltas
Margins	Hitachi, Voltas, Samsung, L.G.
Order servicing	L.G, Samsung, Voltas, Hitachi
Sales team visit	L.G, , Hitachi, Voltas, Samsung

3.2 REFRIGERATOR

TABLE 10: PREFERRED BRAND OF REFRIGERATORS

	Frequency	Percent	Valid Percent	Cumulative Percent
IFB	1	5.0	5.0	5.0
Hitachi	2	10.0	10.0	15.0
Samsung	7	35.0	35.0	50.0
LG	4	20.0	20.0	70.0
Godrej	2	10.0	10.0	80.0
Whirlpool	3	15.0	15.0	95.0
Others	1	5.0	5.0	100.0
Total	20	100.0	100.0	

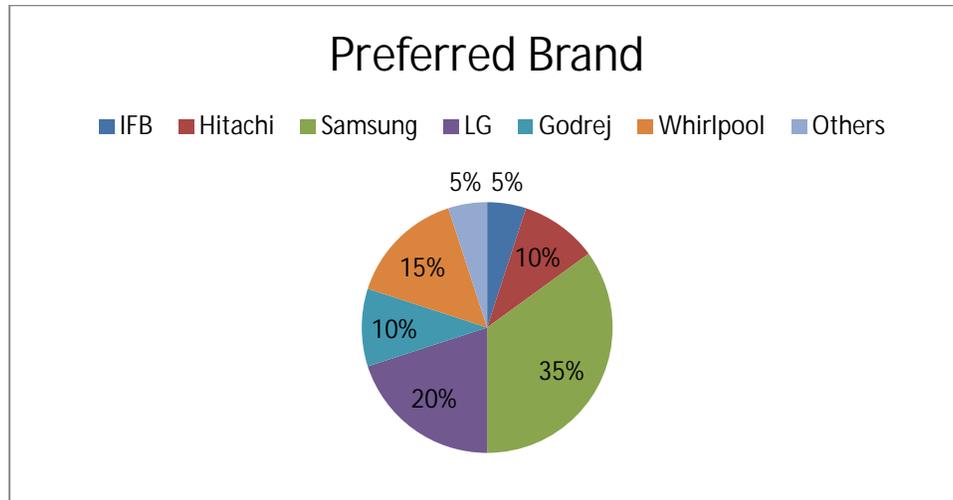


FIGURE 11: PREFERRED BRAND OF REFRIGERATOR

This picture clearly shows that Samsung dominates refrigerator markets with 35%. LG (20%) and Whirlpool (15%) are doing quite well in refrigerator markets. As a brand, Hitachi (10%) still needs improvement to survive in refrigerator markets. Most people are still not aware about Hitachi refrigerators.

TABLE 11: PREFERRED PRICE RANGE WHILE BUYING REFRIGERATOR

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than Rs. 15000	3	15.0	15.0	15.0
Rs. 15001-45000	11	55.0	55.0	70.0
Rs. 45001-75000	2	10.0	10.0	80.0
Rs. 75001-1000000	4	20.0	20.0	100.0
Total	20	100.0	100.0	

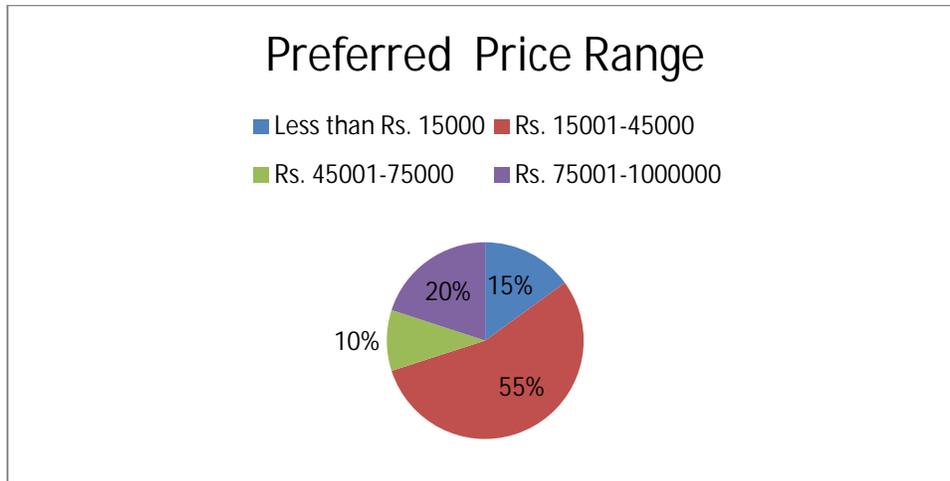


FIGURE 12: PREFERRED PRICE RANGE WHILE BUYING REFRIGERATOR

Most of people are looking for price range of Rs. 15001-45000. That why most of the products options are available for most of the company. Moreover, it is affordable price range for middle class customers.

TABLE 12: PREFERRED TYPE OF REFRIGERATOR

	Frequency	Percent	Valid Percent	Cumulative Percent
Single Door	4	20.0	20.0	20.0
Double Door	11	55.0	55.0	75.0
Valid Triple Door	1	5.0	5.0	80.0
Four Door	4	20.0	20.0	100.0
Total	20	100.0	100.0	

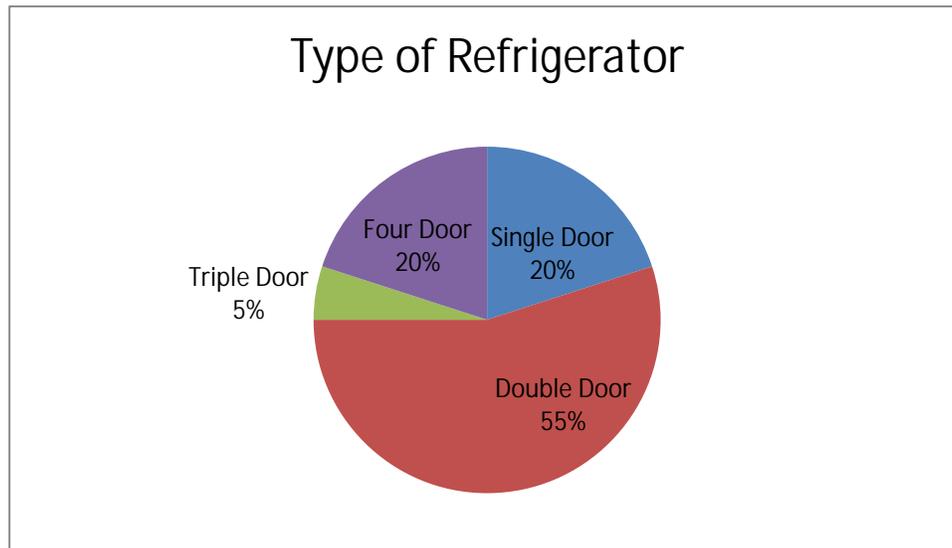


FIGURE 13: PREFERRED TYPE OF REFRIGERATOR

Double door refrigerators are preferred by the customers .And most of products options are available in this segment. In case of Hitachi, very few products options are available in this segment. Customers who wants triple door or four door Refrigerator, generally they prefers Hitachi as a brand.

TABLE 13: PREFERRED CAPACITY OF REFRIGERATOR

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 150 liters	3	15.0	15.0	15.0
151 lites-350 liters	8	40.0	40.0	55.0
Valid 351 liters-550liters	6	30.0	30.0	85.0
551 liters and above	3	15.0	15.0	100.0
Total	20	100.0	100.0	

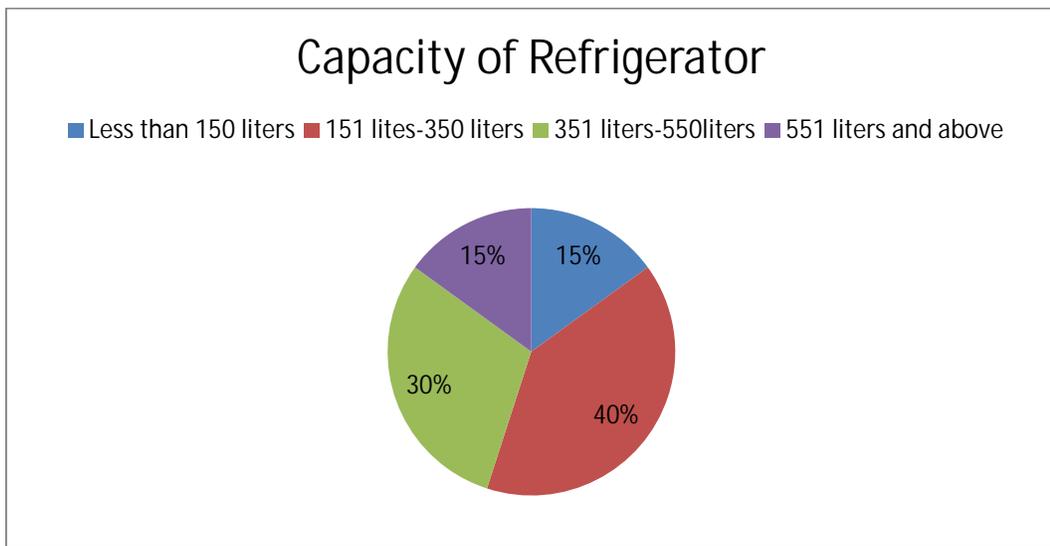


FIGURE 14: PREFERRED CAPACITY OF REFRIGERATOR

Most of the customers use capacity of 151 -350liters refrigerators. Most of products options are available in this segment. In addition, this segment, price is comparatively low which is affordable for all.

TABLE 14: KEY FACTORS CUSTOMERS LOOKS FIRST WHILE BUYING A REFRIGERATOR

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Features	8	40.0	40.0	40.0
Price	4	20.0	20.0	60.0
Design	3	15.0	15.0	75.0
Service	5	25.0	25.0	100.0
Total	20	100.0	100.0	

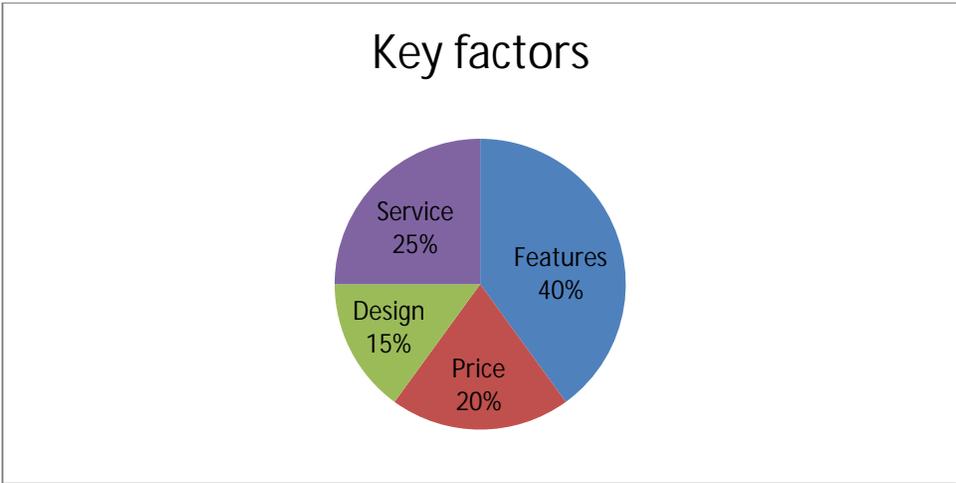


FIGURE 15: KEY FACTORS WHILE BUYING A REFRIGERATOR

Customers are mainly looks for feature and service while purchasing a refrigerator. Price is also a sensitive issue while buying a Refrigerator. In case of any home appliances, customers mainly look for after sales service.

TABLE 15: RELATIONSHIP BETWEEN GENDER AND KEY FACTORS WHILE BUYING A REFRIGERATOR

		Key factor customers looks while buying a Refrigerator			
		Features	Price	Design	Service
Gender	Male	8	2	1	1
	Female	0	2	2	4
Total		8	4	3	5

Chi-Square Tests

	Value	Degree of freedom	Asymptotic Significance(2-sided)
Pearson Chi-Square	9.722 ^a	3	.021
Likelihood Ratio	12.552	3	.006
Linear-by-Linear Association	7.761	1	.005
N of Valid Cases	20		

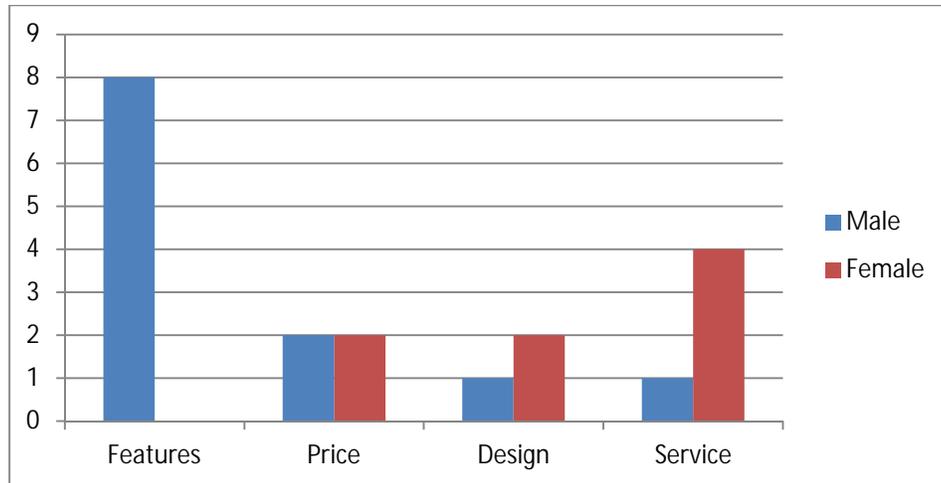


FIGURE 16: RELATIONSHIP BETWEEN GENDER AND KEY FACTORS WHILE BUYING A REFRIGERATOR

In case of refrigerators, female customers are also concern about design and colors. On the other hand male customers mainly concerns about features, price and service while buying air conditioners.

Here Chi square value $.021 < .05$, so there is a positive relationship between gender and key factors a customer looking for while buying a refrigerator.

TABLE 16: RELATIONSHIP BETWEEN PREFERRED BRAND OF REFRIGERATOR AND ITS PERFORMANCE

		Performance Rate			Total
		Poor	Satisfactory	Good	
Preferred Brand	IFB	0	1	0	1
	Hitachi	0	0	2	2
	Samsung	1	4	2	7
	LG	3	1	0	4
	Godrej	0	2	0	2
	Whirlpool	0	2	1	3
	Others	0	1	0	1
Total		4	11	5	20

Chi-Square Tests

	Value	Degree of freedom	Asymptotic Significance(2-sided)
Pearson Chi-Square	17.891 ^a	12	.119
Likelihood Ratio	18.193	12	.110
Linear-by-Linear Association	.370	1	.543
N of Valid Cases	20		

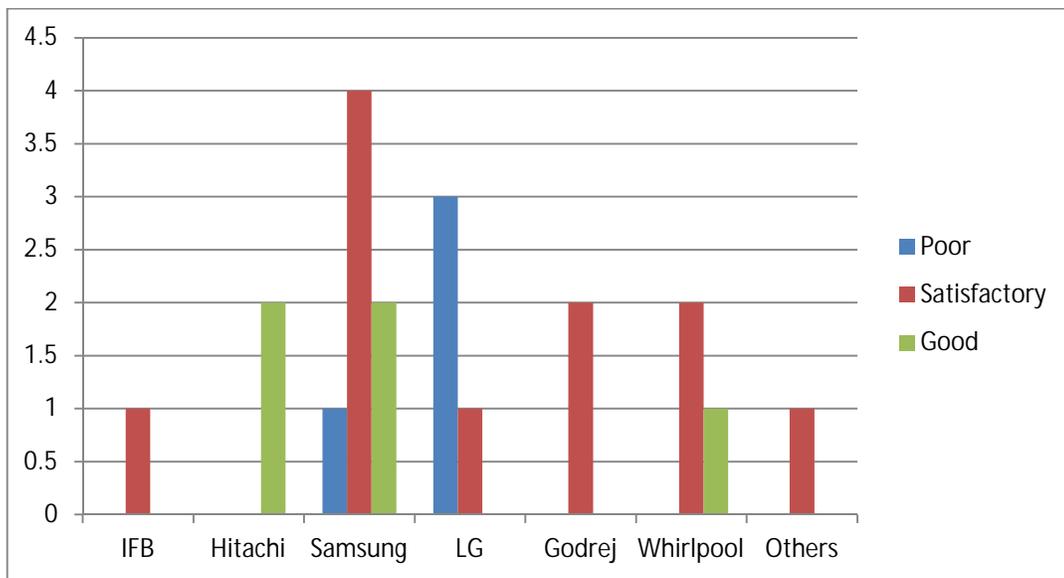


FIGURE 17: RELATIONSHIP BETWEEN PREFERRED BRAND OF REFRIGERATOR AND ITS PERFORMANCE

Performance rate of Hitachi refrigerator is quite good compare to its competitors. It is the one of reason to choose Hitachi refrigerators by customers.

Here, chi square value $.119 > .05$, so there is not positive relationship between preferable brand and performance rate of that brand.

TABLE 17: RELATIONSHIP BETWEEN PREFERRED BRAND OF REFRIGERATOR AND ITS VALUE ADDED SERVICES

		Value added services			
		Services	Product option	Price range	Extra features
Preferred Brand	IFB	0	1	0	0
	Hitachi	0	0	0	1
	Samsung	0	1	4	2
	LG	1	1	2	0
	Godrej	0	0	2	0
	Whirlpool	0	0	1	2
	Others	0	0	1	0
Total		1	3	10	5

Chi-Square Tests

	Value	Degree of freedom	Asymptotic Significance(2-sided)
Pearson Chi-Square	27.143 ^a	24	.298
Likelihood Ratio	22.802	24	.531
Linear-by-Linear Association	.002	1	.962
N of Valid Cases	20		

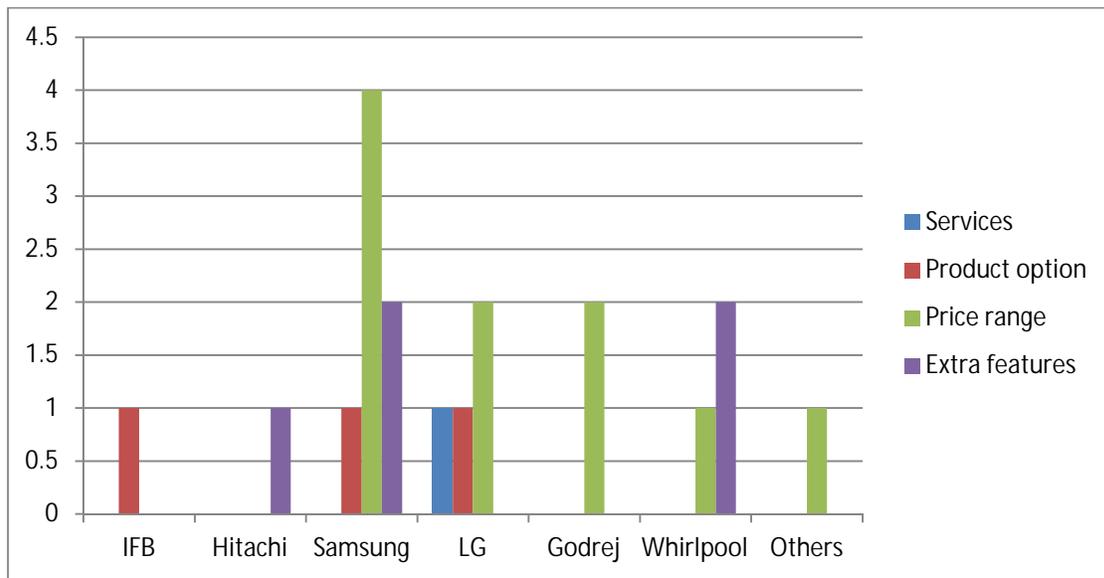


FIGURE 18: RELATIONSHIP BETWEEN PREFERRED BRAND OF REFRIGERATOR AND ITS VALUE ADDED SERVICES

Hitachi gives most of the value added service compare to its competitors. Hitachi gives extra features as value added. Samsung is mainly concentrate on price range and product option. Among those brands, service of L.G. is quite good compare to its competitors.

Here, Chi square value .298>.05, so there is no significant relationship between preferable brand and Value added services that its gives.

TABLE 18: COMPARATIVE RANKING OF REFRIGERATOR COMPANIES

Parameters	RANKS...1,2,3,4,5
After sales service	L.G., Samsung, Whirlpool, Hitachi, Godrej
Brand preference	Samsung ,L.G., Whirlpool, Godrej, Hitachi
Product features	Hitachi, IFB, Samsung, L.G., Whirlpool
Order servicing	L.G, Samsung, Whirlpool, Hitachi, IFB
Sales team visit	L.G., Hitachi, Samsung, IFB, Whirlpool

CHAPTER 4: LEARNING OUTCOMES

LEARNING OUTCOMES

- On-the-job training helped me to know about the air conditioners and refrigerators industry and in particular Hitachi Company. Hitachi is one of the top brands in India. This industry truly inspired me to work upon this project.
- On-the-job training helped me to improve upon my inter-personal skills and has really boosted up my confidence level to speak to the unknown customers and even to a higher authority people from the society.
- How to handle stock and customer's calls is also the major learning from the project.
- How to handle more than four or five customers at a time and to answer their query at the same time taught me a lot regarding how to handle customers efficiently.
- Details of the product: This training gives me enough understanding regarding the specifications of each and every product, which helped me a lot in comparing Hitachi with other brand whenever asked by any of the customer.
- During my summer internship, it gives me many chances to learn various things regarding consumer behavior in retail outlets while selling an AC or Refrigerators.
- Summer internship gave me the opportunity to relate all my theoretical learning to the practical aspects which was indeed great and fruitful.

CHAPTER: 5
RECOMMENDATIONS &
FINDINGS

5.1 FINDINGS

After interacting with customers, it can be analyze that though Hitachi has improved in certain areas, like top of the mind recall, distribution network and brand awareness still a lot of work needs to be done.

- The major findings that emerged from the analysis were that Hitachi ranked second in brand preference in case of air conditioners but ranks lower in after sales service, ordering and sales team visit.
- In case of refrigerators, people are still not aware of the brand.
- Most of the customers who prefer Hitachi, they are mostly are premium customers.
- Customers prefer Hitachi as a brand because Hitachi gives some adding features compare to its competitors.
- In Home appliances, industry service is the most important thing, because most of the customers look for after sales services.
- Retailers as well as customer were also not satisfied with the sales force visit of Hitachi.
- After Sales Service of Hitachi is rate as poor by most of the customers.

5.2 RECOMMENDATIONS

- Supply side can be improve by keeping a proper capacity cushion especially in March to June since 60-65% of sales occur in this period. Company need to make sure that there is no dearth of supply, which will also help organization to shred its laid-back image.
- Attractive displays should be place at the retail outlets to create a distinction with other brands. This will help Hitachi build strong brand equity at store level.
- The number of retail counters should be increase substantially to increase Hitachi's penetration.
- Company can organize a retailer meet regularly, which will increase their interaction with company officials.
- The frequency of sales team, which visits to the outlets, should be increase substantially so that things can be sort out on the spot.
- Proper margins and incentives should be giving, so that intermediaries can facilitate long-term relations.
- Make Service/ franchisee networks stronger.
- Company should launch some lower price range product, which can be affordable by all.

LIMITATIONS & CONCLUSIONS

LIMITATIONS

- Duration of two months was not enough for an in-depth study of issues.
- Biases might have crept up on the part of the customers while giving answers.
- Absolute sanctity of data can be a cause of concern as many retailers did not ponder much over giving points, ranks etc.
- The sample size for customers was small due to time constraint
- The analysis, findings and results are limited to Delhi market only that might not have reflected true picture of entire Indian market.

CONCLUSION

Based on above findings you can conclude that Hitachi has improved itself in brand awareness among retailers and customers but it is yet to surpass Voltas in that respect. Also sales team visits, ordering and after sales are areas of concern that can cause great loss to the company in future. Hitachi also need to redesign its marketing strategies and improve its pricing strategy for dealers in order to make a success in India .If Hitachi improves the services & incentive scheme for dealers, then there are good chances of a grand success, as the Indian air conditioner market is growing very fast . Finally we can conclude that the success (or Sales) of Hitachi AC is dependent on after sales service & incentives provided to dealers as they are the ones who push your brand. Indian customers will not buy it just because it is their brand; but they expect value for money and satisfaction.

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ANNEXURE

Survey

Research Survey on Air conditioner comparison

Name

.....

Gender

- Male
- Female

Which brand do you prefer in terms of buying an air conditioner?

- Voltas
- Hitachi
- Samsung
- LG
- O General
- Whirlpool
- Others

What is your preferable price range?

- Rs15000-25000
- Rs25001-35000
- Rs35001-45000
- Rs45001 and above

Which type of AC you prefer to buy?

- Window
- Split
- Cube
- Others

What capacity of AC do you prefer?

- Less than 1 ton
- 1 ton
- 1.2 ton
- 1.5 ton
- 2 ton
- More than 2 ton

How do you place an order?

- Online
- Offline
- Other

What is the key factor you look first while buying an AC?

- Features
- Price
- Design
- Color
- Service
- Others

How would you rate your brand compared to its nearest competitors on basis of performance?

- Very poor
- Poor
- Satisfactory
- Good
- Excellent

What value added services does your brand gives?

- Services
- Product options
- Price range
- Extra features
- No idea

Does your brand give EMI option while buying an AC?

- Yes
- No

Does your brand give any extended warranty options?

- Yes
- No

Survey

Research Survey on Refrigerator comparison

Name

.....

Gender

- Male
- Female

Which brand do you prefer in terms of buying a refrigerator?

- IFB
- Hitachi
- Samsung
- LG
- Godrej
- Whirlpool
- Others

What is your preferable price range?

- Less than Rs. 15000
- Rs. 15001-45000
- Rs. 45001-75000
- Rs. 75001-100000
- Rs. 100001 and above

Which type of refrigerator you prefer to buy?

- Single Door
- Double Door
- Triple Door
- Others

What capacity of refrigerator do you prefer?

- Less than 150 liters
- 151 liters-350 liters
- 351 liters-550liters
- 551 liters and above

How do you place an order?

- Online
- Offline
- Other

What is the key factor you look first while buying a refrigerator?

- Features
- Price
- Design
- Color
- Service
- Others

How would you rate your brand compared to its nearest competitors on basis of performance in case of refrigerator?

- Very poor
- Poor
- Satisfactory
- Good
- Excellent

What value added services does your brand gives?

- Services
- Product options
- Price range
- Extra features
- No idea

Does your brand give EMI option while buying a refrigerator?

- Yes
- No

Does your brand give any extended warranty options?

- Yes
- No

WITH HEAD PROMOTER & STORE MANAGER:

