

A STUDY ON BRAND AWARENESS IN HAVELLS

Vivek Singh, Assistant Professor

Mechanical Engineering

J.K.Institute of Engineering, Bilaspur, Chhattisgarh, India

Email: vivek1814@gmail.com

Abstract

The Indian electrical equipment industry is one of the most flourishing and extremely diversified sectors. This sector has been growing at a rapid pace during the last few years with the invention of innovative technologies and an ever increasing customer inclination towards more sophisticated and safe electrical products. Havells India Ltd. is one of India's leading retail lighting equipment manufacturers and owns some of the most prestigious brands with the aim of providing the best lighting solutions throughout the country.

This research work has undertaken to understand the brand awareness in towards Havells' lighting products. Also included in the study is the comparative analysis of perception of customers towards the products of Havells competitors.

Keywords: Havells, Brand awareness, Data analysis

Introduction

Havells India Limited is one of the largest electrical equipment companies in India. In business since 1958, the company has products ranging from home and kitchen appliances, lighting for domestic, commercial and industrial applications, LED lighting, fans, modular switches and wiring accessories, water heaters, industrial and domestic circuit protection switchgear, industrial and domestic cables and wires, induction motors, and capacitors among others.

Havells India owns some Indian brands like Havells, Lloyd, Crabtree, Standard Electric, and Promptest. The company has 23 branches / representative offices with over 6,000 workers in over 50 countries. As of 2016, it has 11 manufacturing plants.

Havells India Limited is a \$1.4 Billion leading Fast Moving Electrical Goods (FMEG) Company with a strong global footprint. Havells enjoys enviable market dominance across a wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Pumps, Fans, Lamps&

Lamps for Domestic and industrial Applications.

The LED (Light Emitting Diode) division of Havells deals in lamps, which are manufactured for both domestic and industrial use. Like other LED brands, Havells also manufactures its LED lamps to be energy efficient; however, it also designs them to be of a far superior quality than that of its competitors.

Today, Havells owns some of the most prestigious brands like Havells, Lloyd, Crabtree, Standard and Prompted. Its network constitutes of 4000 professionals, over 7575 dealers and 40 branches in the country. Our products are available in 40 countries. The company has 12 state-of-the-art manufacturing plants in India located at Haridwar, Bade, Sahibabad, Faridabad, Assam, Alwar and Neemrana, manufacturing globally acclaimed products, synonymous with excellence and precision in the electrical industry. Havells along with its brands, have earned the distinction of being the preferred choice of electrical products for discerning individuals and industrial consumers both in India and abroad. Havells offers same quality products for both Indian and

International markets. It is committed to keep powering the world with its state-of-the-art innovations and energy-efficient solutions. Currently over 90% of its product offerings are energy efficient and manufactured in-house.

Objective of the study

The main objective of acquire larger market share, or higher percentage of sales in the Industry; this could be only achieved by building a higher percentage of brand awareness in havells.

- ❖ To find out the Havells brand image in comparison to rival firms to find out Hamels's growth and standing in the minds of the customers and dealers.
- ❖ To Understanding the awareness to level of hovels green CFL
- ❖ To know how satisfied and customer they purchase and the services provided by the company.
- ❖ To find out customer and retailer wants from hovels quality.
- ❖ To examine the liquidity position and analyse of liquidity.
- ❖ To suggest the appropriate steps to improve liquidity and efficiency of Indian Electronics and Electrical Industries.
- ❖ Where to find out the financial position of Electronics and Electrical Industries in India.
- ❖ To make suggestions for improvement of financial soundness.
- ❖ There is no significant difference in liquidity of selected Electronics Companies in India.
- ❖ There is no significant difference in liquidity of selected Electrical Companies in India.
- ❖ There is no significant difference in short-term financial efficiency of selected Electronics Companies in India.
- ❖ There is no significant difference in short-term financial efficiency of

selected Electrical Companies in India.

- ❖ There is no significant difference between liquidity management of selected Electronics and Electrical Industries in India.
- ❖ There is no significant difference between actual and computed variable on the regression line in selected electronics and electrical industries. If the calculated value

Strengths -:

- Huge demand forecasted for all types of lighting products.
- Large distribution network, with a huge number of retail outlets.
- Strong Brand Image.
- Large range of products in terms of cost, power etc.

Weakness -:

- Low capability for domestic production of electronics.
- Increase in short term debts.
- Heavily Indebted.

Opportunities -:

- Fast growing Indian infrastructure.
- Potential to create greater demand for LEDs via ban of inefficient Halogen Lamps.
- Scope for more environment friendly products and their disposal.
- Growing Demand for Energy Efficient products.

Threats -:

- Low quality, cheap imports (e.g. from China) flooding the market and competing with locally manufactured product.
- Highly Competitive Markets
- Forex volatility, leading to volatility in cost of raw materials for LEDs, most of which are imported today.

Research Methodology

The problem of statement is a creating in research methodology in various methods and tech inquest for conducting research.

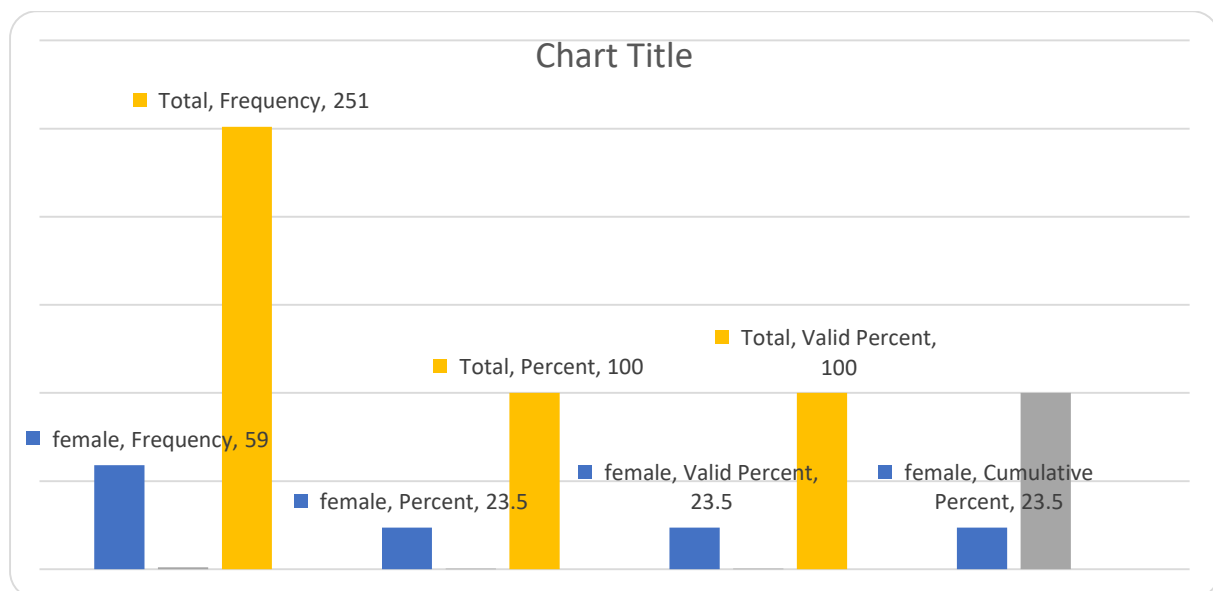
“Marketing research is a systematic design collection, analysis. Research methodology is a way to systematically solve the research problem. The research methodology included various methods and techniques for conducting research. Data and finding relevant solution to a specific marketing situation or problem. Sciences define research as “ the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge,

whether that knowledge aids in construction of theory or in practice of an art.” Research is thus, an original contribution to the existing stock of knowledge marketing for its advancement, the purpose of research is to discover answers to the questions through the application of scientific procedure. My research project has a specified framework for collecting the data in an effective manner. Such framework.

Data Analysis and Interpretation

Table-1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	59	23.5	23.5	23.5
Male	191	76.1	76.1	99.6
Prefer not to say	1	0.4	0.4	100
Total	251	100	100	



Interpretation: -It is to observed that frequency of that 59 of responses are belonged to 23.5% of the gender respondents are 23.5 of age in the probability of offender. I again split the

dataset accuracy I was able to achieve was around **75.4% accuracy**. I did not spend much time tweaking hyper-parameters for b.

Table-2 Education background

	Frequency	Percent	Valid Percent	Cumulative Percent
Under Graduation	37	14.7	14.7	14.7
Intermediate	79	31.5	31.5	46.2
SSC	26	10.4	10.4	56.6
	1	0.4	0.4	57
PG, PHD	85	33.9	33.9	90.8
Below sac	16	6.4	6.4	97.2
none of this	7	2.8	2.8	100
Total	251	100	100	

Interpretation: It is observed that the from the above the table 32% of are P.G in under graduate in sum of 45% of the people in a greater number of in level of

Qualification level of people age group other qualification.

Table-3 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	72	28.7	28.7	28.7
Business	95	37.8	37.8	66.5
Employee	53	21.1	21.1	87.6
Agriculture	30	12	12	99.6
Other	1	0.4	0.4	100
Total	251	100	100	

Interpretation: -

From above tale it is clear that 33% of the respondents are employee, 26% of the

respondent's student,26% of the the respondents are business and 15% of the respondents are others.

Table-4 Have you aware of havells products

	Frequency	Percent	Valid Percent	Cumulative Percent
	4	1.6	1.6	1.6
Yes	118	47	47	48.6
Maybe	61	24.3	24.3	72.9
No	67	26.7	26.7	99.6
	1	0.4	0.4	100
Total	251	100	100	

Interpretation: -

From the above table it is observe that 72.7% of respondents are in havells in product which the above table from 23.3%

Conclusion

The topic of brand awareness in havells products is one of the massively studied topics by the researchers and marketers in the past and still being studied. The aim of marketing is to meet and satisfy target consumer's needs and wants. The field of consumer behaviour studies how individuals, Groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. The ultimate objective of any business is to earn profit

of not yet from the table given in are you aware of hovels product which mostly preferred to total of frequency.

by satisfying and retaining customers. The marketer should identify and map consumer's behaviour and then try to develop marketing strategy to satisfy customers and retain them for longer period of time. The findings were in consonance with the literature. On the other hand, because of the diffuse nature of and ambiguity how to measure purchase decision impact on the tangible results, it was difficult to determine whether marketing factors such as price, quality etc.

References:

1. Review, Engineering. "Havells Industrial on an overdrive and launches a product lounge on wheels". Missing or empty |url= (help)Retrieved 19 May 2016.
2. Singh, A. "Havells | Press Kit". www.havells.com. Havells India Ltd. Retrieved 1 November 2013.
3. Havells India looks for acquisitions in China, Africa". The Times Of India. 11 June 2012.
4. [Havells India Stock Price](#)". www.moneycontrol.com. Retrieved 6 November2015.
5. How a smart turnaround strategy helped Havells to make a comeback". Retrieved 19 May 2016.