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A Study on Customer Awareness and Their Expectations on Amara Raja Electric Panels

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Abstract: *The present study has made an attempt to understand the Awareness and Expectations of Customers towards Amara Raja Electrical Products such as Electric Panels. The study was conducted using a Questionnaire which includes collection of data from 50 respondents in the areas of Hyderabad and Rangareddy in Telangana State. The study has analyzed certain key elements with respect to pre-sales, post-sales, execution and also certain features related to the product. The collected data was analyzed using tables and graphical representation only. The result of the study shows that most of the electric panel customers were aware and satisfied towards Amara Raja Electrical Products and Services, and have expectations mainly on best quality and emergency features in electric panels.*

Keywords: *Awareness, Expectations, Satisfaction, Electric Panels.*

I. INTRODUCTION

“Customer expectations” refers to the perceived value or benefits that the clients are seeking for while shopping a good or availing a service. They are the end result of the ‘learning’ process and can be shaped right away due to the fact even first impressions rely a lot. Once established, those expectations can maintain extensive effect on choice-making strategies and may be very hard to alternate. For instance, branded items are frequently associated with quality. Most customers assume that well-known brands are highly exceptional and therefore examine their performance higher than that of an identical product from a little-acknowledged brand. This is one of the reasons new manufacturers find it tough to make it to the consideration set even when they have superior merchandise than modern brands.

“Customer awareness” may be defined as the understanding by an individual of their rights as a customer concerning available products and services being marketed and sold. The concept includes 4 classes such as safety, preference, records, and the right to be heard.

Customer awareness is a part of an organization’s marketing & communications plan. It is a process that helps an entrepreneur educate customers about his/her company, its performances and the products or services his/her company delivers.

The 5 stages of Customer Awareness

- 1) *Most Aware:* The prospect is aware of the product, knows what it does and desires it.
- 2) *Product Aware:* The prospect is aware of the product however doesn’t yet need it.
- 3) *Solution Aware:* The prospect needs what the product does. But doesn’t realize there is a product to be able to do it for him.
- 4) *Problem Aware:* The prospect doesn’t have a desire, however a need.
- 5) *Unaware:* The prospect is completely unaware of the need.

A. Need and Importance of Customer Awareness

It has been discovered very regularly that a consumer does not get proper items and services. They are charged a completely excessive fee or adulterated or low nice items are offered to him. Therefore it's miles essential to make him aware.

- 1) To achieve satisfaction
- 2) Protection towards exploitation
- 3) Control over consumption of harmful goods
- 4) Motivation for saving
- 5) Knowledge regarding solution of issues

II. OBJECTIVES OF THE STUDY

- A. To know the customer awareness about ARPSL products and services.
- B. To know the customer satisfaction towards ARPSL products and services.
- C. To identify the expectations of customers towards ARPSL products and services.

III. NEED FOR THE STUDY

There is a need for this study due to following reasons:

- A. Automation systems are being introduced for power supply and distribution process.
- B. Increase in customers and their expectations on new technology systems.
- C. Growing competitors like Schneider, Seimens, L&T, ABB and BHEL.

IV. SCOPE OF THE STUDY

The study focuses on analyzing the factors that influence the customer towards the purchase of Electrical products. Customers move through a variety of steps as they buy products. The study focusses on the new and existing customers who are using electrical products such as HT/MV panels and Battery chargers. Market Analysis is carried out in Hyderabad and some areas in Rangareddy district.

V. RESEARCH METHODOLOGY

Sources of Information: The study is based on primary data and secondary data. The primary data is collected using a questionnaire. The questionnaire starts with some basic questions like name of the customer/ organization, mobile number and address. Customers are asked about usage of electric panels and chargers in their organization. They are asked questions on, expectations towards cost and quality of products. Similarly, a series of formal questions were asked for to customers and their response is noted to analyze the demand of Amara Raja Electric products.

The secondary data sources adopted from different articles and publications. The data analysis is done by using suitable statistical tools and techniques wherever necessary.

- 1) *Sample Size*: It represents the data collected through questionnaire from 50 organizations.
- 2) *Statistical Tools*: Data is analyzed using graphical representation.

VI. REVIEW OF LITERATURE

- A. Dr. R.Mohanasundari and Nirmala Devi - 2018, studied about the consumer awareness on solar energy products. From the study, it can be concluded that Customer's attitude towards Solar energy products is definitely changing due to many valid reasons and also there has been a significant increase in the awareness and benefits of using Solar energized products over electrical products in Tirupur district of Tamilnadu.
- B. Monica Das (Faculty) and Jack McElgunn (student) - 2018, studied about the relationship of electric vehicle consumer awareness on the subsequent purchasing patterns of consumers across the globe, in conjunction with other macroeconomic variables. The findings of this study suggest that a method to increase the purchases of EVs would be to increase consumer awareness.
- C. Masurali.A and Surya P - 2018, studied the awareness level of potential customers of Electric cars. The study concludes that education of people has significantly higher influence over their awareness level on electric cars as the people who are school drop outs have very low awareness about the benefits offered by electric cars.
- D. Ayodele, Adeola Adetola, Panama, Amos Ejiro, Akemu, Eguononefe (2017), studied the effect of green awareness on consumers purchase intention of environmentally-friendly electrical products in Anambra State. Our study provided empirical support that environmental concern; brand strength and social influence have significant effects on consumer purchase intention for environmentally-friendly electrical products in Anambra state.
- E. Rahul Dasharath Mahajan, Dr. Kalpana Nandawar - 2015, studied the significance of influencer on consumer affecting purchase decision of branded wires and cables and to observe consumer awareness & importance about different branded wires and cables available in jalgaon market. The study concludes that consumers of electrical wire and cable is unaware about brands available in market.

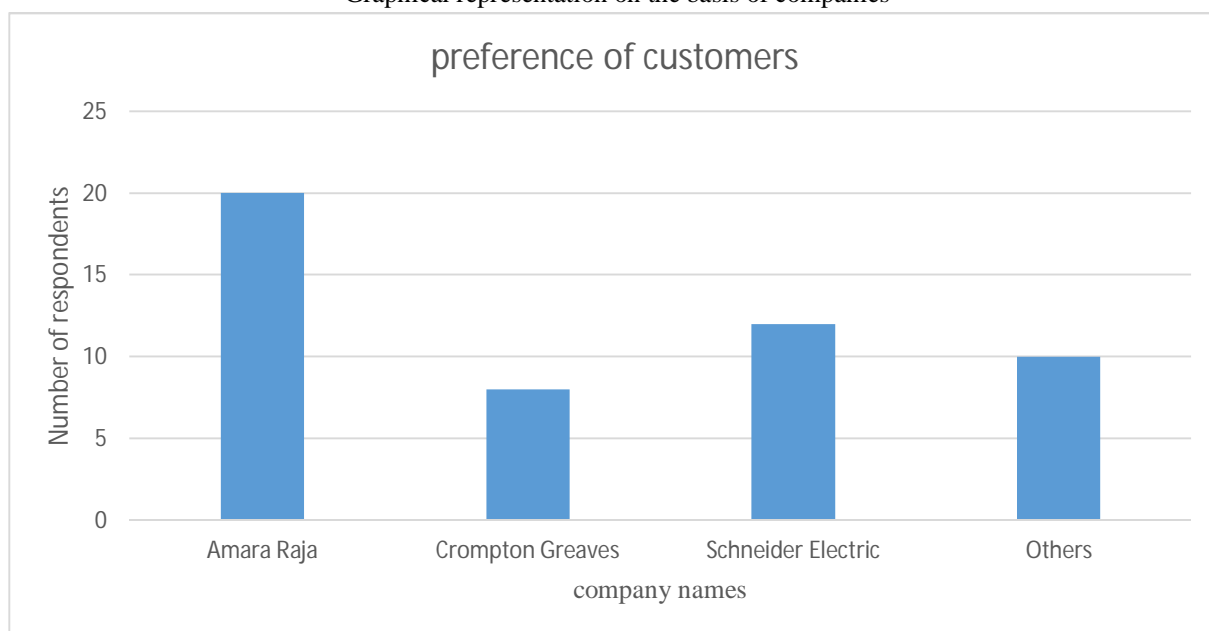
VII. DATA ANALYSIS

- 1) *Objective:* To know the customer awareness about ARPSL products and services.
- 2) *Question:* Which of the following company do you prefer for batteries or electrical panels

Companies

Company name	No. of respondents	% of respondents
Amara Raja	20	40
Crompton Greaves	8	16
Schneider Electric	12	24
Others	10	20
Total	50	100

Graphical representation on the basis of companies

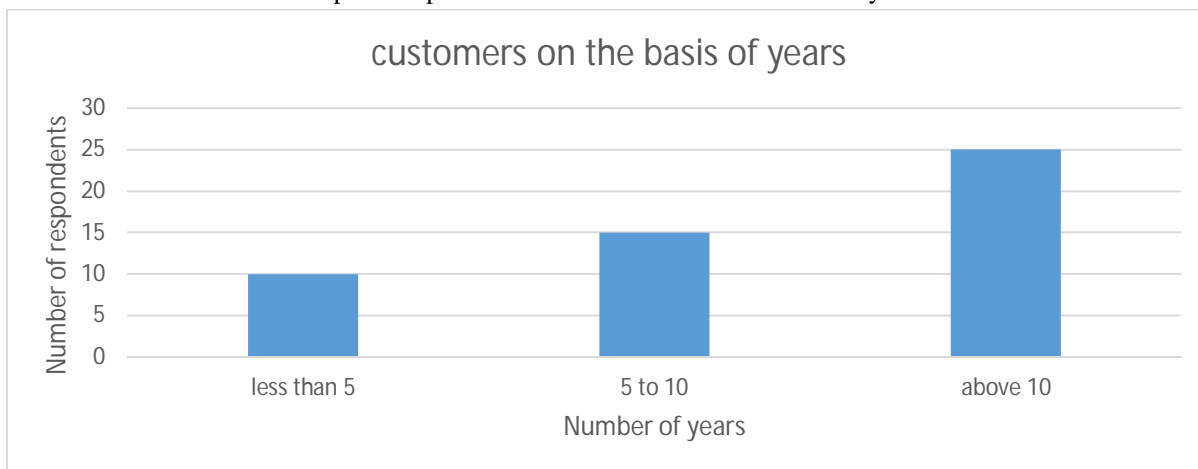


- a) *Interpretation:* Above graph shows list of companies which uses power control and distribution products. The number of respondents are 50, of which 40% preferred Amara Raja and 24% respondents preferred Schneider Electric. It indicates that ARPSL products are preferred by most of the customers.
- 3) *Question:* Since how many years are you using these products

Number of years

Number of years	No. of respondents	% of respondents
less than 5	10	20
5 to 10	15	30
above 10	25	50
Total	50	100

Graphical representation of customers on the basis of years

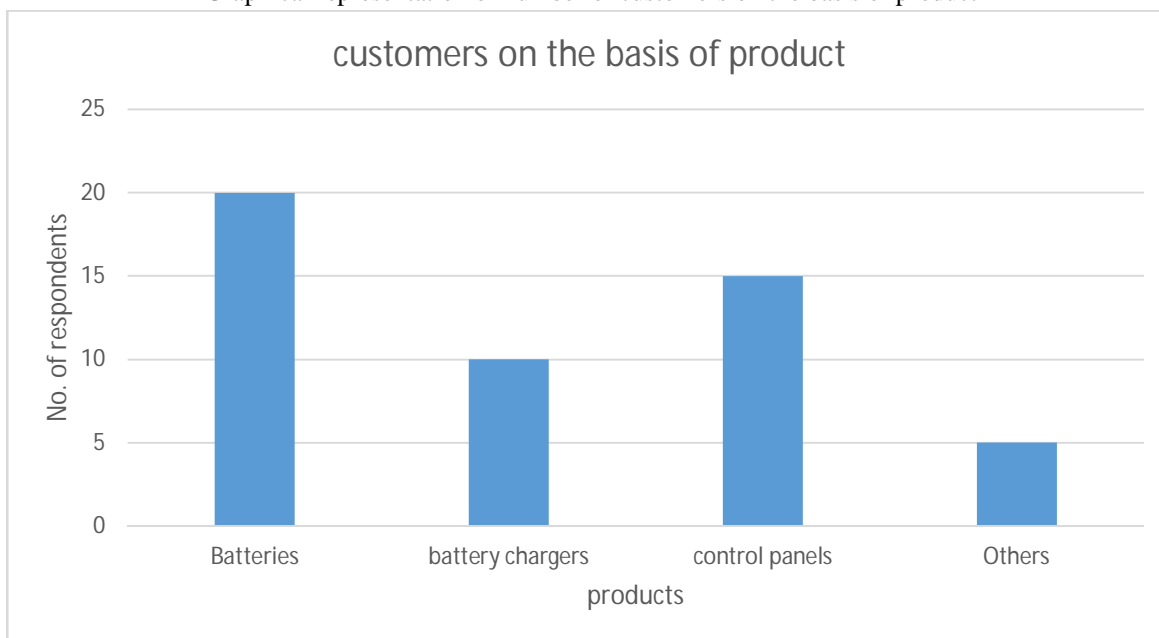


- a) *Interpretation:* The above graph clearly shows that 50% of the respondents are using power control and distribution products for more than 10 years, which indicates high customer dependency on these products.
- 4) *Question:* Which of the following products are used by your organization

Number of customers using each product

Products	Number of respondents	% of respondents
Batteries	20	40
battery chargers	10	20
control panels	15	30
Others	5	10
Total	50	100

Graphical representation of number of customers on the basis of product



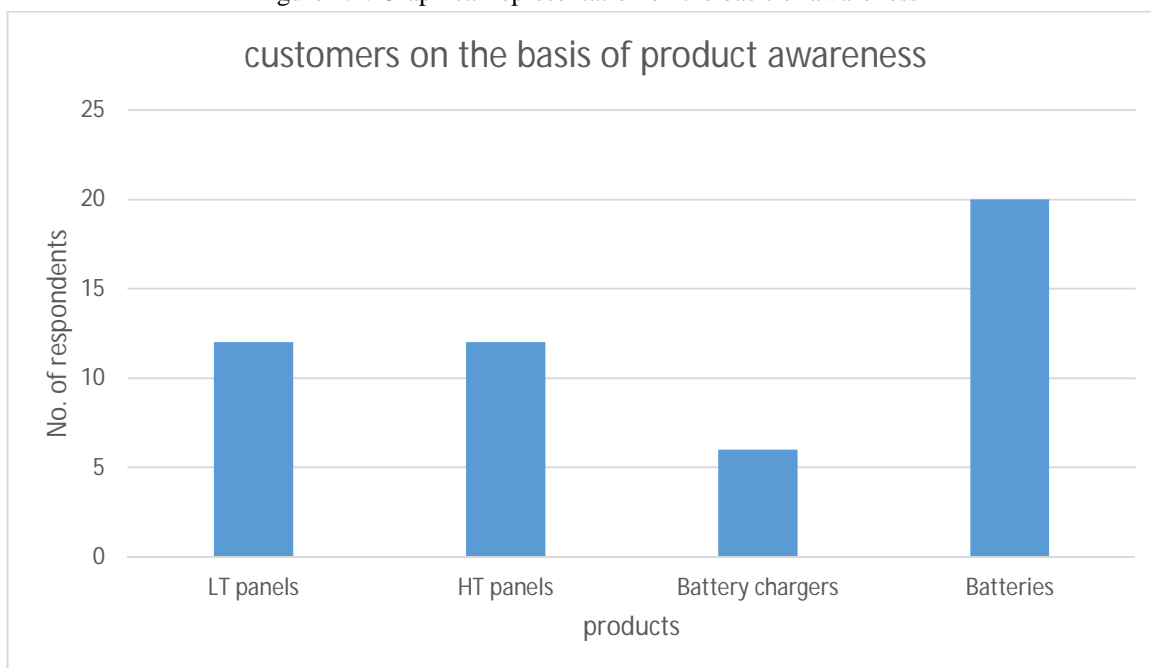
- a) *Interpretation:* The graph clearly shows that customers using batteries are high i.e. 40% followed by control panels are 30% .

- 5) *Objective:* To know the customer awareness about ARPSL products and services.
- 6) *Question:* Are you aware of the following products by Amara Raja

Number of customers aware of each product

Products	No. of respondents	% of respondents
LT panels	12	24
HT panels	12	24
Battery chargers	6	12
Batteries	20	40
Total	50	100

Figure 4.4: Graphical representation on the basis of awareness



- a) *Interpretation:* The graph shows that 40% of the respondents are aware of Amara Raja through batteries followed by panels which is 48% and battery chargers about 12%.
- 7) *Objective:* To identify the expectations of customers towards ARPSL products and services.
- 8) *Question:* Kindly rate your expectations for these products: batteries & electrical panels

Importance towards quality

Quality	No. of respondents	% of respondents
Highly important	30	60
important	20	40
Neither important nor unimportant	0	0
unimportant	0	0
Highly unimportant	0	0
Total	50	100

Graphical representation of customer expectations on quality

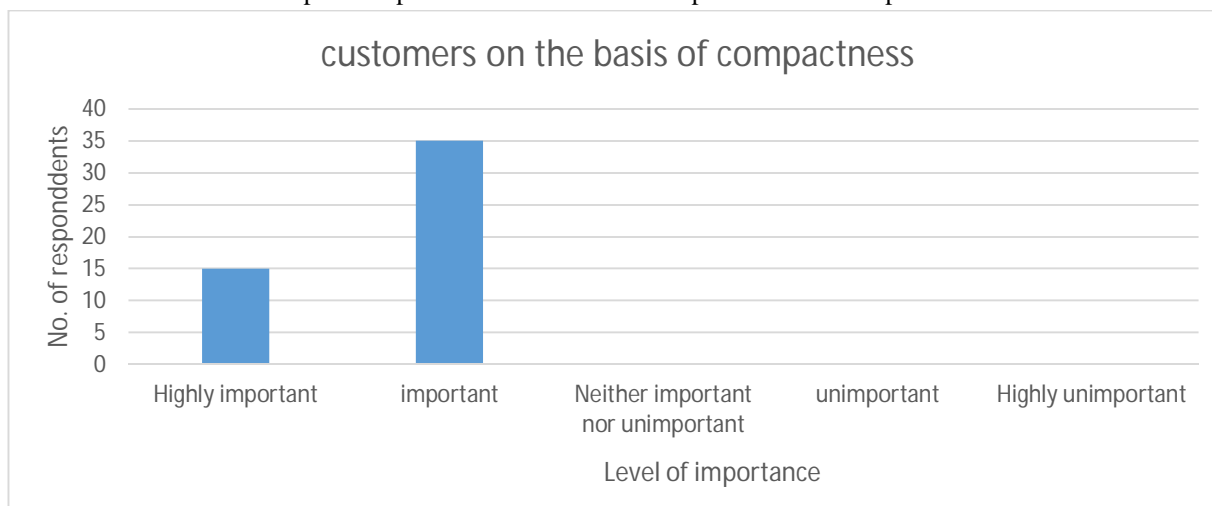


- a) *Interpretation:* The above graph represents, quality is highly important for 60% of respondents. 40% of respondents felt it as important.
- 9) *Objective:* To identify the expectations of customers towards ARPSL products and services.
- 10) *Question:* Kindly rate your expectations for these products: batteries & electrical panels

Importance towards compactness

Compactness	No. of respondents	% of respondents
Highly important	15	30
important	35	70
Neither important nor unimportant	0	0
unimportant	0	0
Highly unimportant	0	0
Total	50	100

Graphical representation of customer expectations on compactness



- a) *Interpretation:* The graph shows that compactness is important to 70% of respondents. The other 30% respondents felt it highly important.

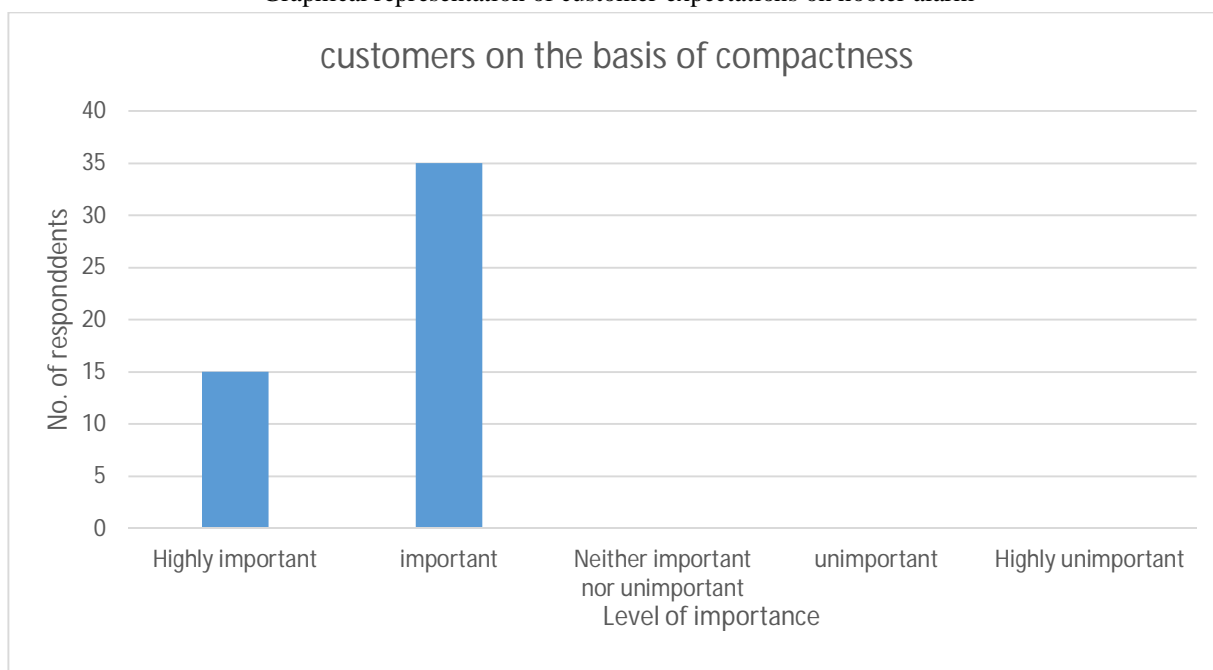
11) *Objective:* To identify the expectations of customers towards ARPSL products and services.

12) *Question:* Kindly rate your expectations for these products: batteries & electrical panels

Importance towards hooter alarm

Hooter Alarm	No. of respondents	% of respondents
Highly important	15	30
important	35	70
Neither important nor unimportant	0	0
unimportant	0	0
Highly unimportant	0	0
Total	50	100

Graphical representation of customer expectations on hooter alarm



a) *Interpretation:* The graph shows that hooter alarm is important to 70% of respondents and the rest 30% feel it as highly important.

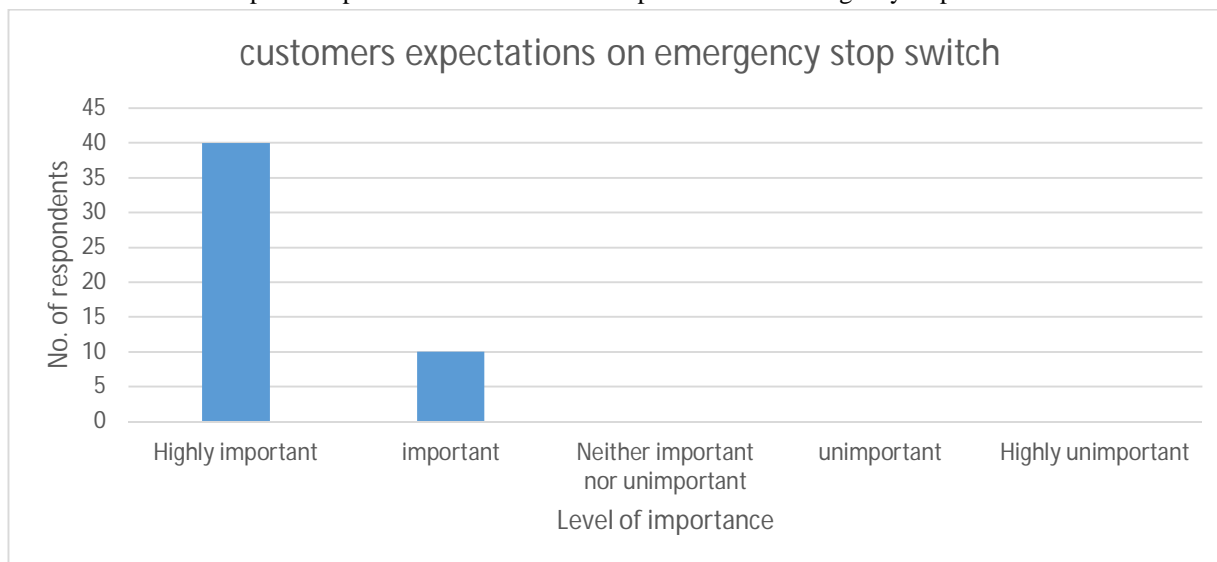
13) *Objective:* To identify the expectations of customers towards ARPSL products and services.

14) *Question:* Kindly rate your expectations for these products: batteries & electrical panels

Importance towards emergency stop switch

Emergency stop switch	No. of respondents	% of respondents
Highly important	40	80
important	10	20
Neither important nor unimportant	0	0
unimportant	0	0
Highly unimportant	0	0
Total	50	100

Graphical representation of customer expectations on emergency stop switch



a) *Interpretation:* The graph shows that 80% of respondents felt emergency switch is highly important for panels and the rest 20% felt it as important only.

15) *Objective:* To know the customer satisfaction towards ARPSL products and services.

16) *Question:* Kindly Rate the satisfaction with the services provided

Satisfaction towards on-time response for pre-sales

On-time response	No. of respondents	% of respondents
Highly satisfied	10	20
satisfied	40	80
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on-time response



a) *Interpretation:* The graph shows that 80% of respondents felt satisfaction for on-time response whereas, the rest 20% felt it highly satisfied.

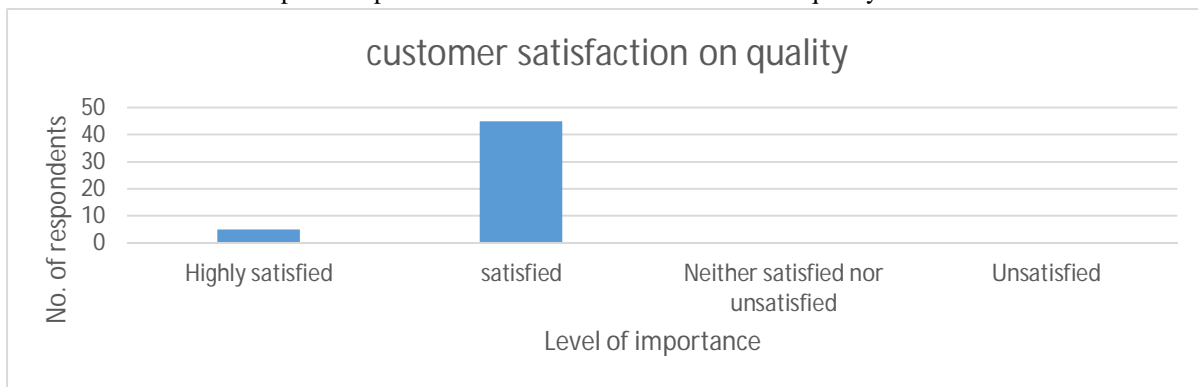
17) *Objective:* To know the customer satisfaction towards ARPSL products and services.

18) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards quality of offers for pre-sales

Quality of offers	No. of respondents	% of respondents
Highly satisfied	5	10
satisfied	45	90
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on quality of offers



a) *Interpretation:* The graph shows that 90% of respondents felt satisfied on quality of offers whereas the rest 10% felt highly satisfied.

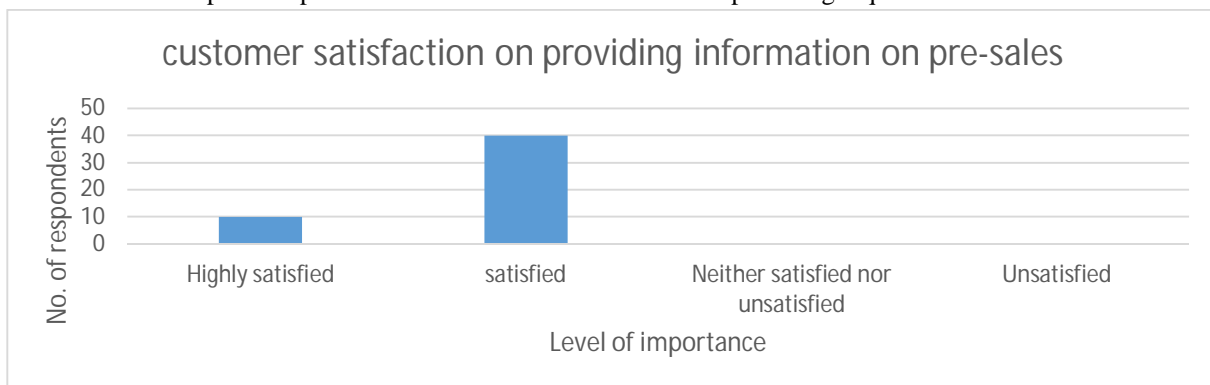
19) *Objective:* To know the customer satisfaction towards ARPSL products and services.

20) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards providing information on pre-sales

Providing required information	No. of respondents	% of respondents
Highly satisfied	10	20
satisfied	40	80
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on providing required information



a) *Interpretation:* The graph shows that, 40% of respondents felt satisfied for providing required information whereas the 10% of respondents are highly satisfied.

21) *Objective:* To know the customer satisfaction towards ARPSL products and services.

22) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards dealing personnel for pre-sales

Competence of dealing personnel	No. of respondents	% of respondents
Highly satisfied	5	10
satisfied	45	90
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on competence of dealing personnel



a) *Interpretation:* The graph illustrates that 90% of respondents are satisfied about dealing personnel whereas the other 10% felt it highly satisfied.

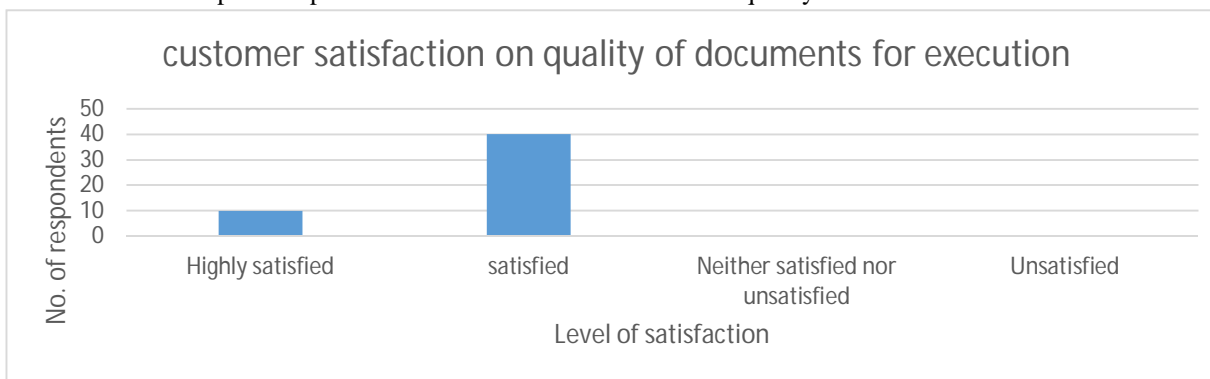
23) *Objective:* To know the customer satisfaction towards ARPSL products and services.

24) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards quality of documents for execution

Quality of relevant documents	No. of respondents	% of respondents
Highly satisfied	10	20
satisfied	40	80
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on quality of relevant documents



a) *Interpretation:* From the graph it can be observed that 80% of respondents are highly satisfied about the quality of documents whereas the other 20% felt it highly satisfied.

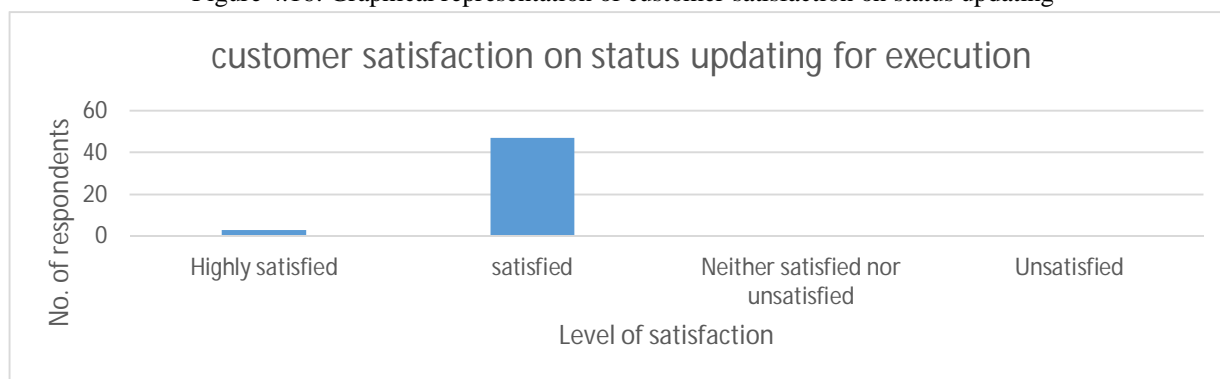
25) *Objective:* To know the customer satisfaction towards ARPSL products and services.

26) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards status updating for execution

Status updating	No. of respondents	% of respondents
Highly satisfied	3	6
satisfied	47	94
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Figure 4.16: Graphical representation of customer satisfaction on status updating



a) *Interpretation:* The graph shows that 94% of respondents were satisfied about status updating whereas, the 6% only felt it highly satisfied.

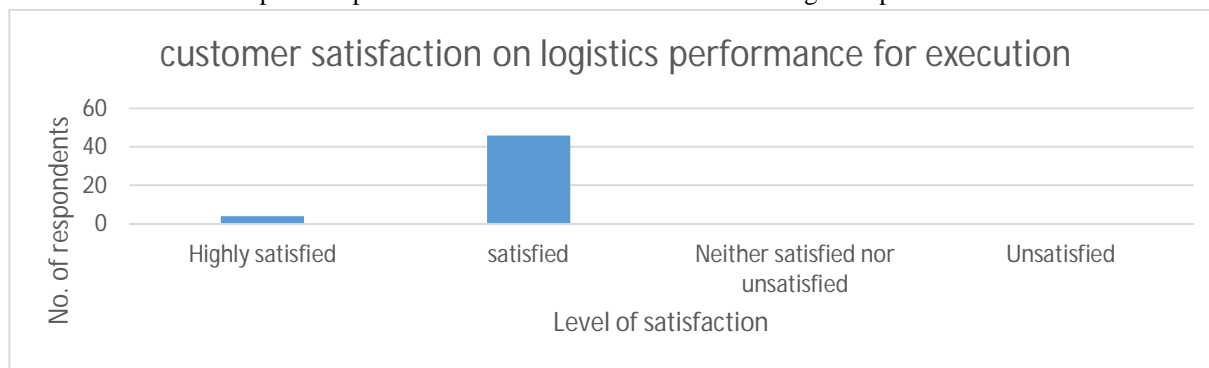
27) *Objective:* To know the customer satisfaction towards ARPSL products and services.

28) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards logistics performance in execution

Logistics performance	No. of respondents	% of respondents
Highly satisfied	4	8
satisfied	46	92
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on logistics performance



a) *Interpretation:* We can observe from the above graph that 92% of respondents are satisfied with logistics performance whereas only 8% of respondents felt it highly satisfied.

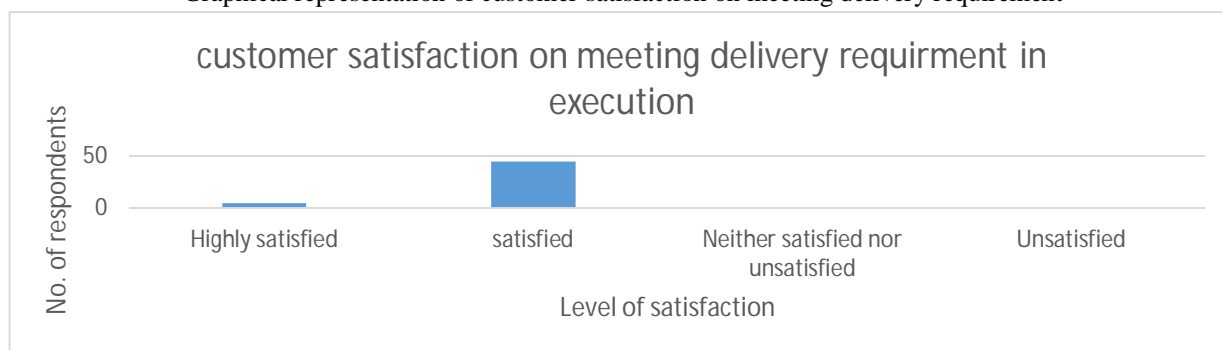
29) *Objective:* To know the customer satisfaction towards ARPSL products and services.

30) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards Meeting delivery requirement in Execution

Meeting delivery requirement	No. of respondents	% of respondents
Highly satisfied	5	10
satisfied	45	90
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on meeting delivery requirement



a) *Interpretation:* From the following graph it can be seen that 90% of respondents were satisfied for meeting delivery requirement whereas only 10% felt it highly satisfied.

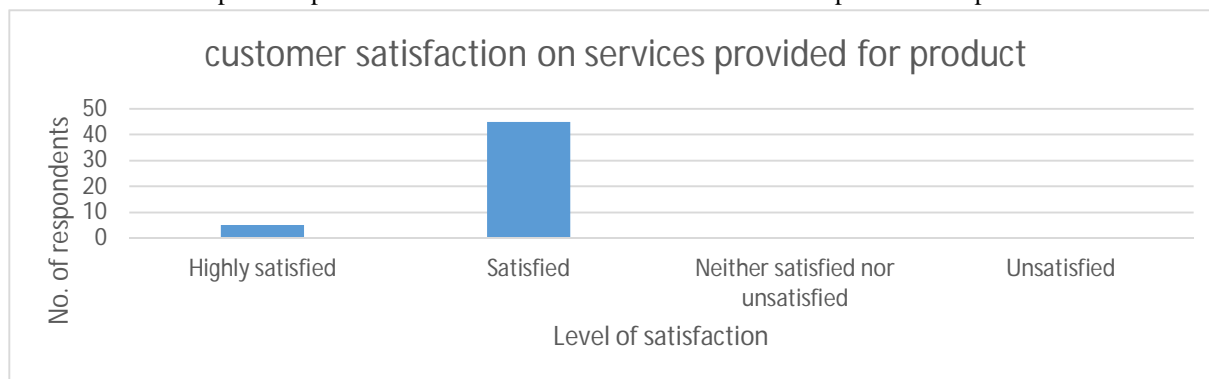
31) *Objective:* To know the customer satisfaction towards ARPSL products and services.

32) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards services provided for product

Ease of storage / installation	No. of respondents	% of respondents
Highly satisfied	5	10
Satisfied	45	90
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on services provided for product



a) *Interpretation:* The graph shows that 90% of respondents were satisfied for ease of storage services but only 10% customers felt highly satisfied.

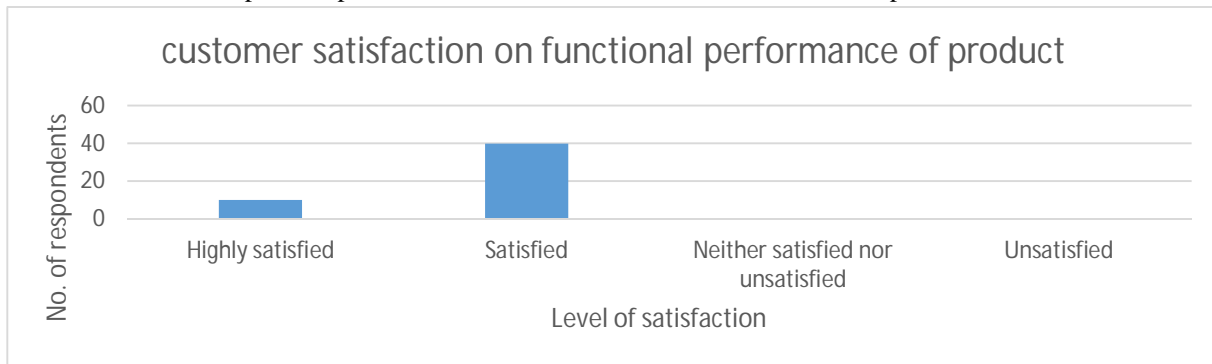
33) *Objective:* To know the customer satisfaction towards ARPSL products and services.

34) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards Functional performance of product

Functional performance	No. of respondents	% of respondents
Highly satisfied	10	20
Satisfied	40	80
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on Functional performance



a) *Interpretation:* From the following graph it can be observed that 80% of respondents were satisfied with functional performance of product but only 20% respondents were highly satisfied.

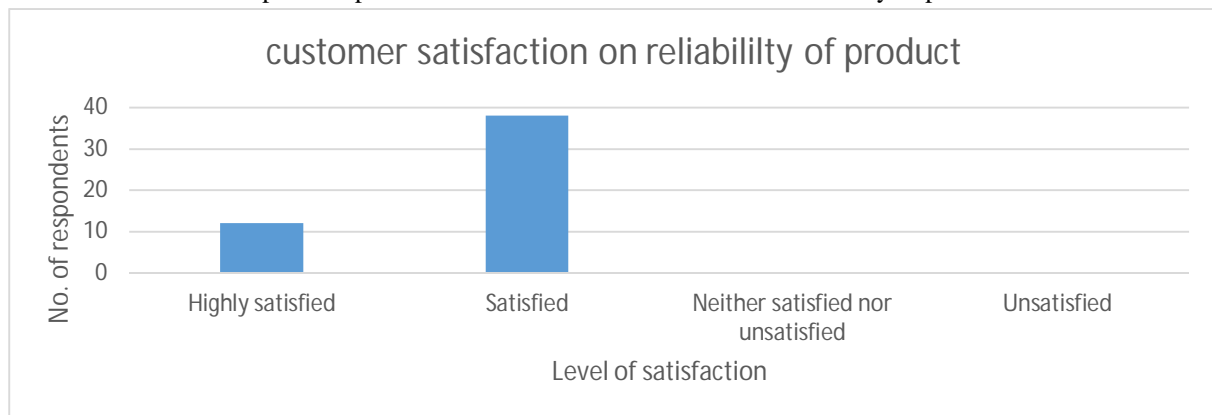
35) *Objective:* To know the customer satisfaction towards ARPSL products and services.

36) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards reliability of product

Reliability of product	No. of respondents	% of respondents
Highly satisfied	12	24
Satisfied	38	76
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on reliability of product



a) *Interpretation:* The graph shows that 76% of respondents were satisfied about the reliability of product whereas only 24% respondents felt it highly satisfied.

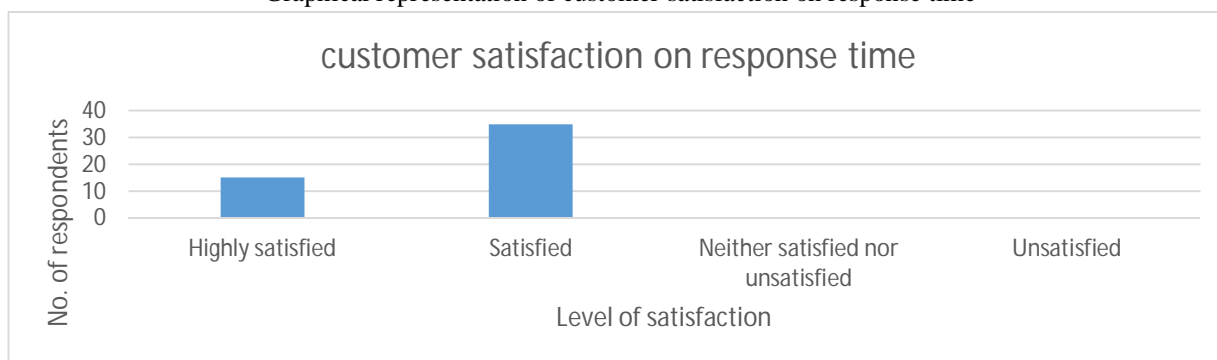
37) *Objective:* To know the customer satisfaction towards ARPSL products and services.

38) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards response time for after sales-service

Response time	No. of respondents	% of respondents
Highly satisfied	15	30
Satisfied	35	70
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on response time



a) *Interpretation:* The graph shows that 70% of respondents are satisfied with response time whereas only 30% of respondents felt highly satisfied.

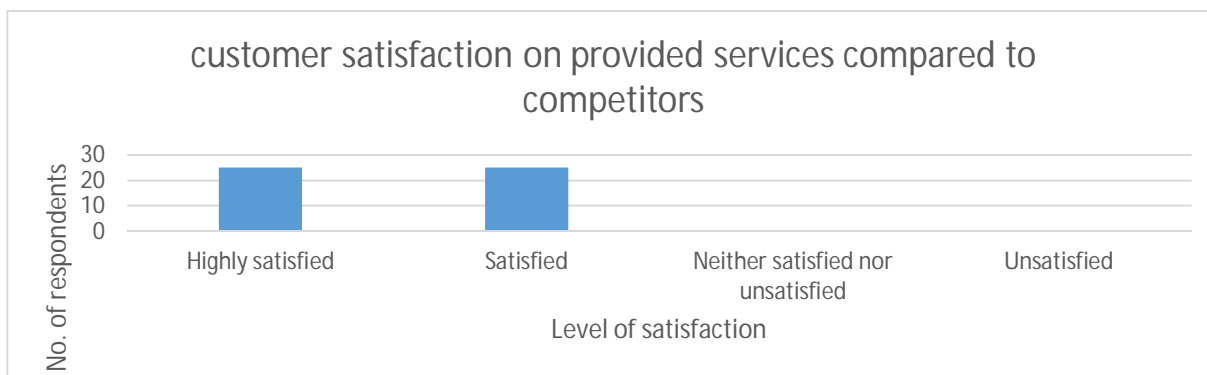
39) *Objective:* To know the customer satisfaction towards ARPSL products and services.

40) *Question:* Kindly rate the satisfaction with the services provided

Satisfaction towards services compared to competitors in after sales-service

Services compared to competitors	No. of respondents	% of respondents
Highly satisfied	25	50
Satisfied	25	50
Neither satisfied nor unsatisfied	0	0
Unsatisfied	0	0
Total	50	100

Graphical representation of customer satisfaction on provided services compared to competitors



a) *Interpretation:* The graph shows that respondents who are highly satisfied and satisfied are equal for after sales-services when compared with competitors.

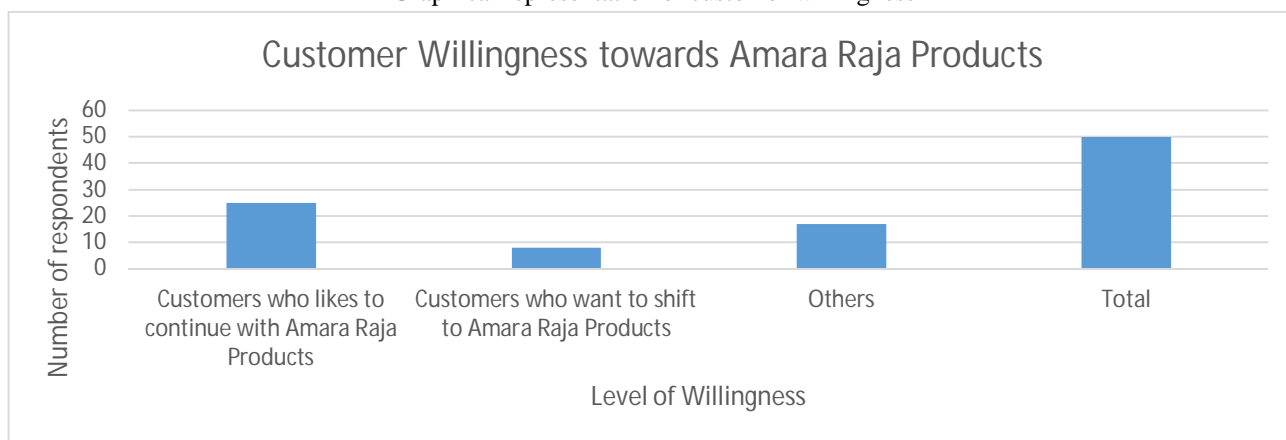
41) *Objective:* To know the customer satisfaction towards ARPSL products and services.

42) *Question:* Would you be willing to continue / shift to Amara Raja Products

Customer willingness towards Amara Raja Products

Customer Groups	No. of respondents	% of respondents
Customers who likes to continue with Amara Raja Products	25	50
Customers who want to shift to Amara Raja Products	8	16
Others	17	34
Total	50	100

Graphical representation of customer willingness



a) *Interpretation:* The graph shows that 50% of total respondents want to continue with Amara Raja products whereas 16% of respondents want to shift to ARPSL products and about 34% of customers are interested towards other company products.

VIII. FINDINGS AND CONCLUSION

A. Findings

- 1) Out of 50 respondents, most of them are using these products i.e. batteries and power control and distribution panels for more than 10 years.
- 2) Based on my study, it is noted that most of the customers use batteries and electrical panels in their organizations.
- 3) The study also reveals that customer’s give more importance to safety systems and quality than other features of the product.
- 4) Customers like the product with new technology and more features, so that they can use the product with more reliability.
- 5) From this study it is understood that most of the customers are using only branded electrical products which are manufactured by well-known companies only
- 6) The study indicates that customers having awareness about Amara Raja Batteries are in large number compared to Power control panels.
- 7) The study reveals that most of the customers for Batteries and Electrical panels in Hyderabad, prefer to buy from Amara Raja Company.
- 8) It can be analyzed from the study that, Most of the Amara Raja Customers are satisfied with the services like pre-sales, execution and after sales-services.
- 9) From the study it can be analyzed that more number of customers are interested towards Amara Raja Products.

B. Conclusion

The population and their consumption of power utilities are increasing on a daily basis. Hence, there is a need to implement new products for better control and distribution of power. A study is performed to analyze the expectations and awareness of Amara Raja Power control and distribution panels in Hyderabad. The study concludes that large number of customers are aware of Amara Raja products and the company is successful in meeting the expectations of the customers.



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