

# Customer Insights Mapping of water pumps

A Qualitative study

Aug-Oct '24

## The Team

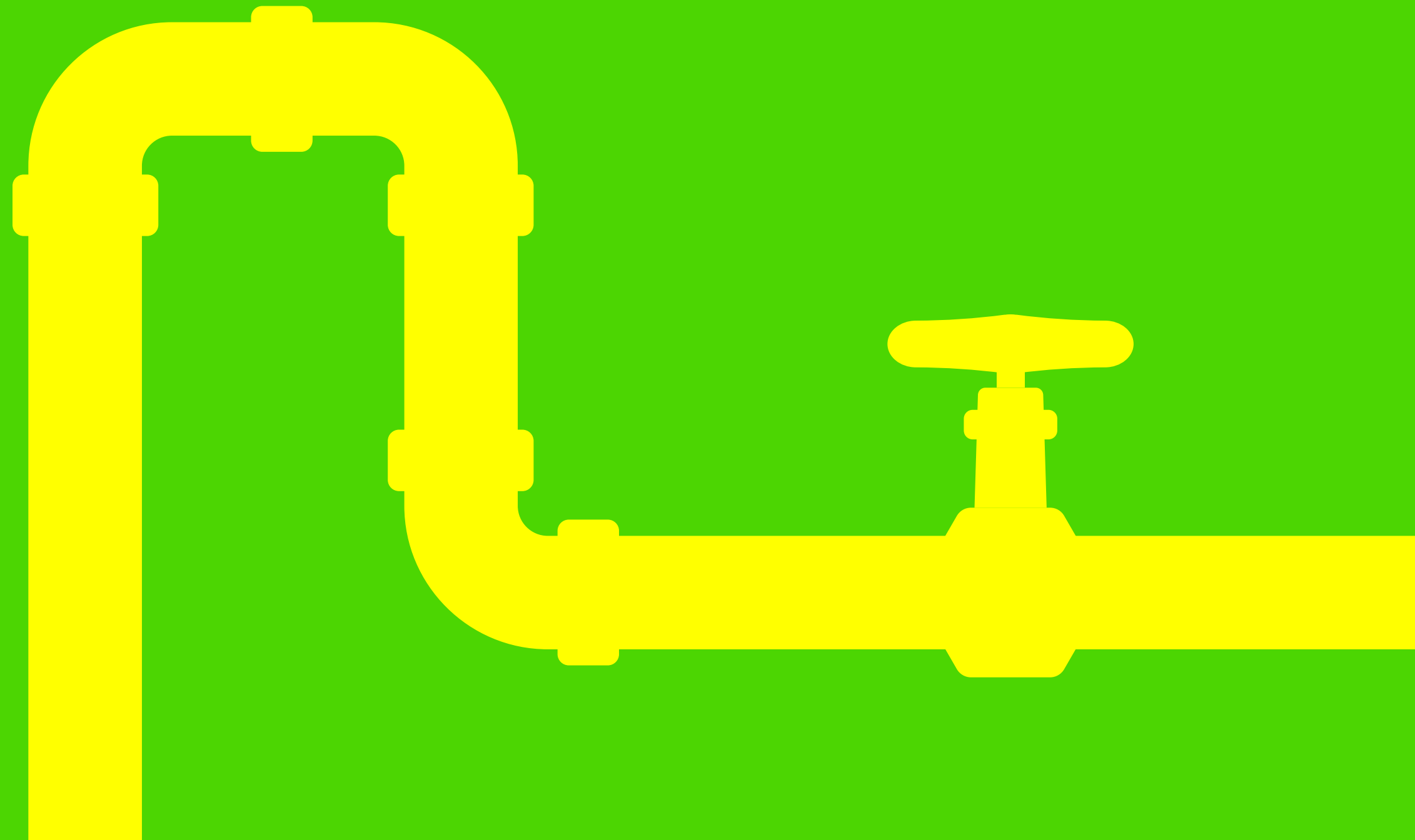
Shardul Gupta

Nidhi Sancheti

Piyush Pandit

Andrew Silveira

Mohammed Choonawala



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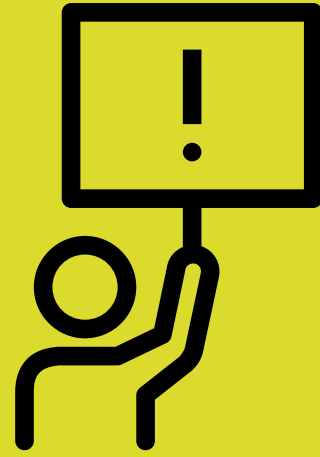
**We want a better  
understanding of who buys  
our pumps, when and why...**

**”**



**1**

**Detailed  
Customer  
Profiling**



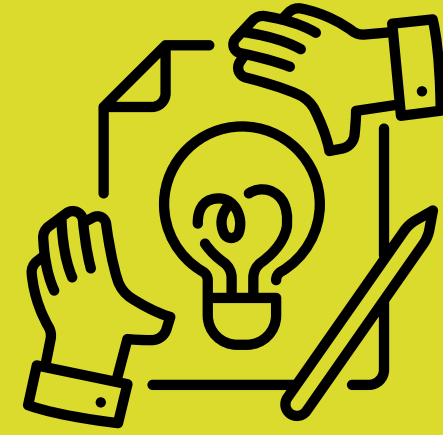
**2**

**Need  
Recognition  
and Purchase  
Triggers**



**3**

**Decision-  
Making  
Process  
Analysis**



**4**

**Role of Brand,  
Service, and  
Digital  
Influence**

**OBJECTIVES OF THE STUDY**

# TIMELINE

## Phase A

Kickoff & Initial research



## Phase B

Self-initiated interviews



Distributor & retailer interviews



Plumber interviews

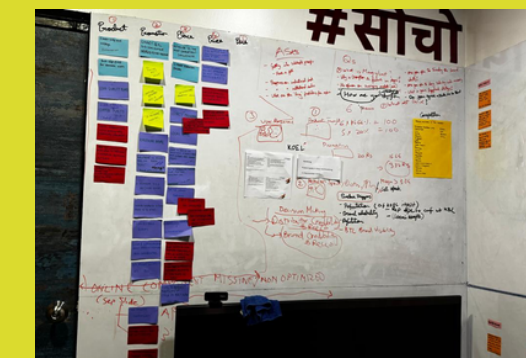


Customer interviews



## Phase C

Insight gathering & categorization



## Phase D

Presentation



**05**

**Distributor Interviews  
Conducted**

**13**

**Plumber Interviews  
Conducted**

**6**

**Domestic customer  
Interviews  
Conducted**

**36**

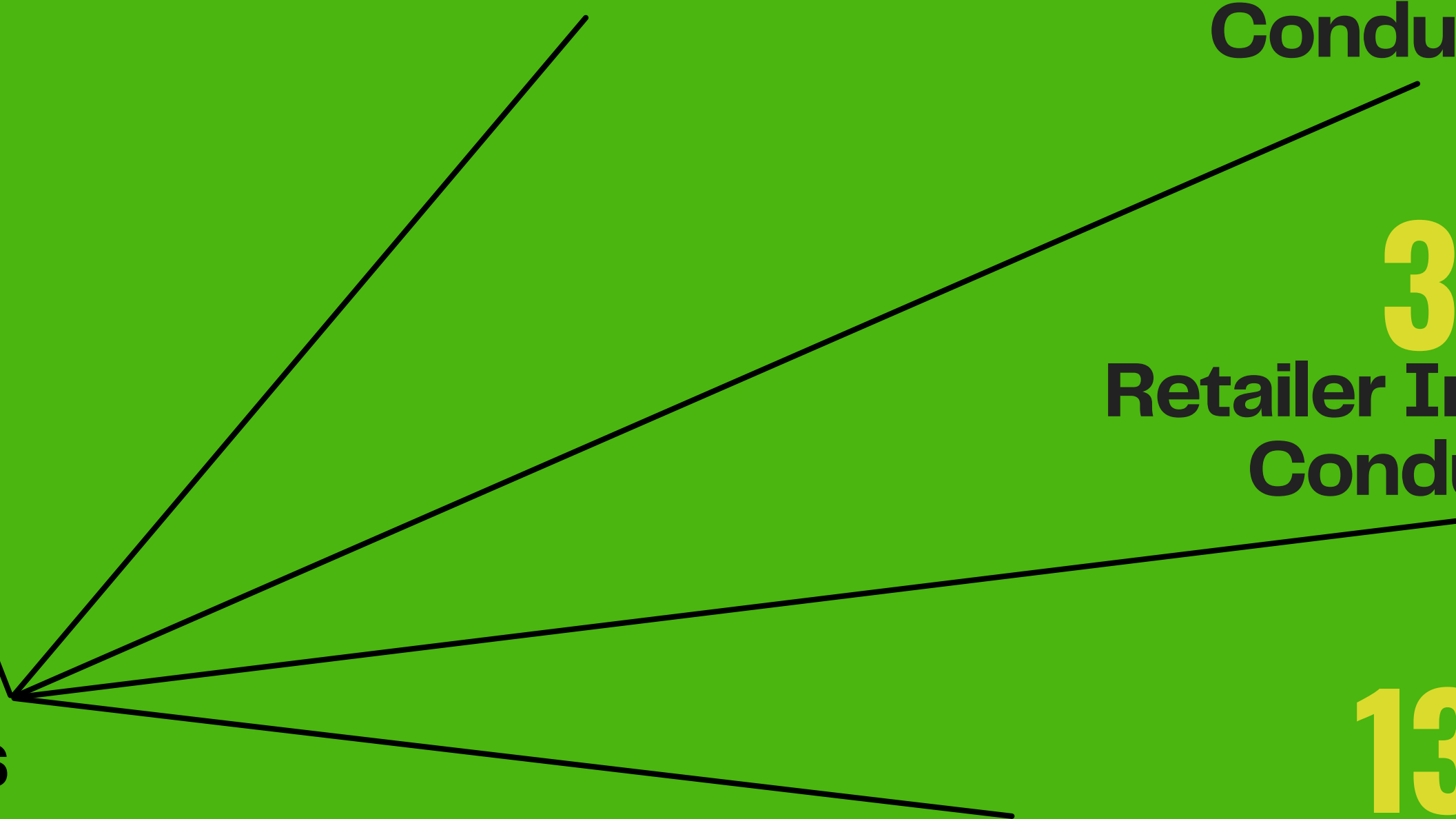
**Retailer Interviews  
Conducted**

**73**

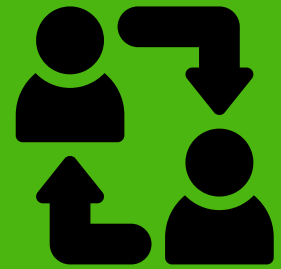
**Total interviews  
conducted**

**13**

**Agricultural customer  
Interviews Conducted**



Customers usually have a long-standing relationship with their retailer



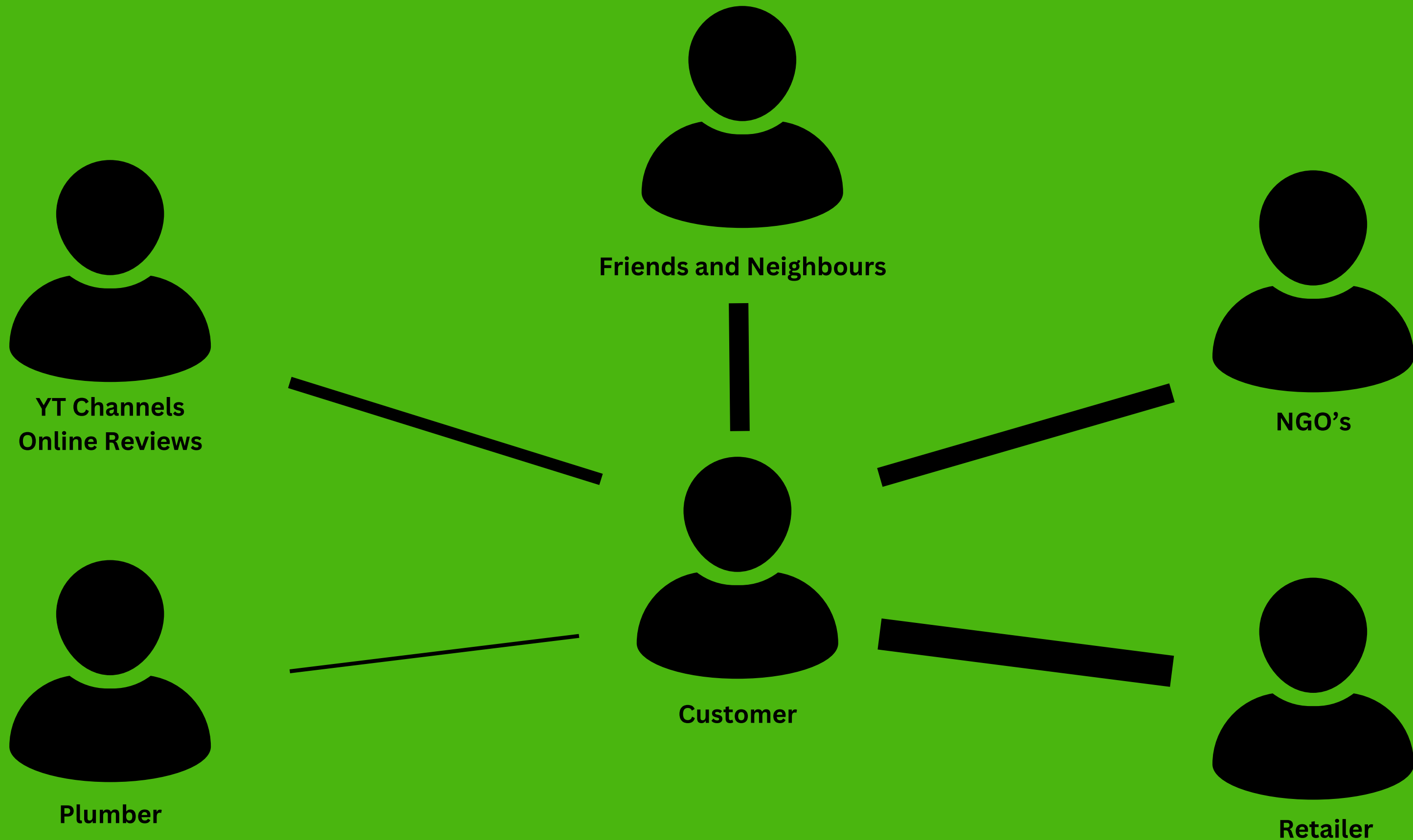
Most customers trust their local retailers



Customers don't trust plumbers completely

# OBSERVATIONS

# INFLUENCING FACTORS



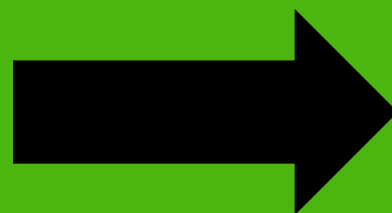
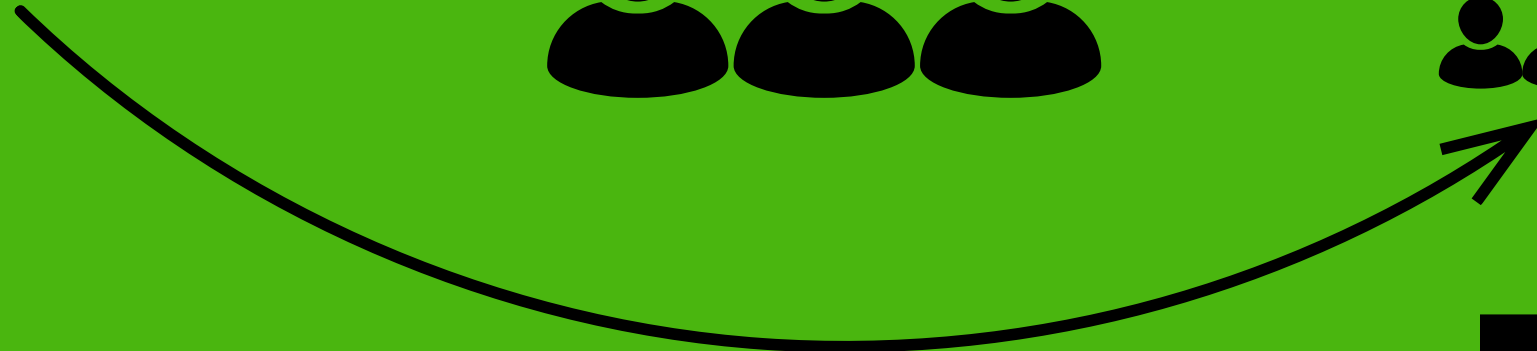
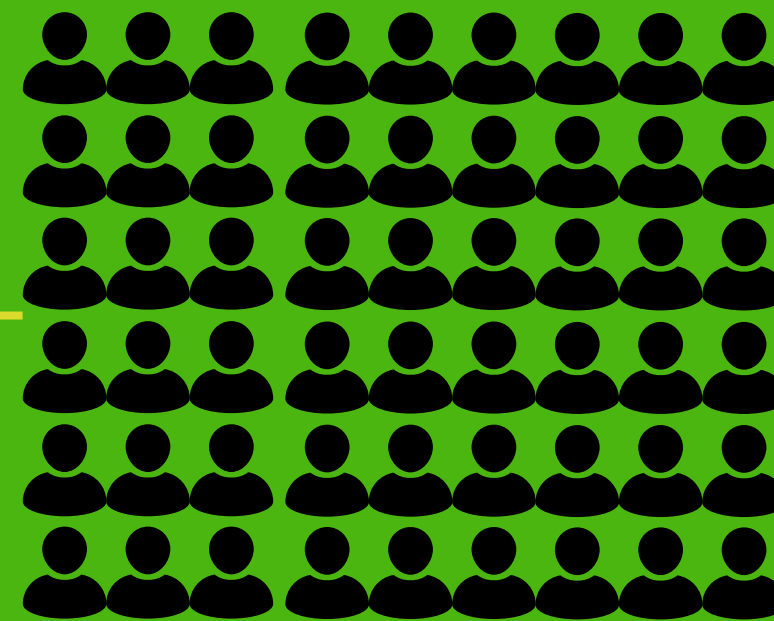
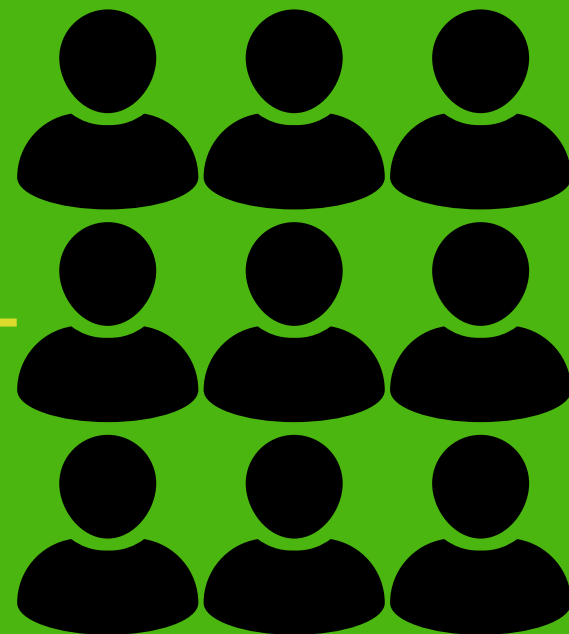
# How retailer connection affects the value chain

Company

Distributor

Retailer

Consumers



- Meet-ups
- In-store collaterals

What else can  
be done?



# Change in rural information seeking behavior

(Kumar and Ahmed 2018)

## TRADITIONAL

Word of mouth

Local knowledge

Personal interactions



## DIGITAL AGE

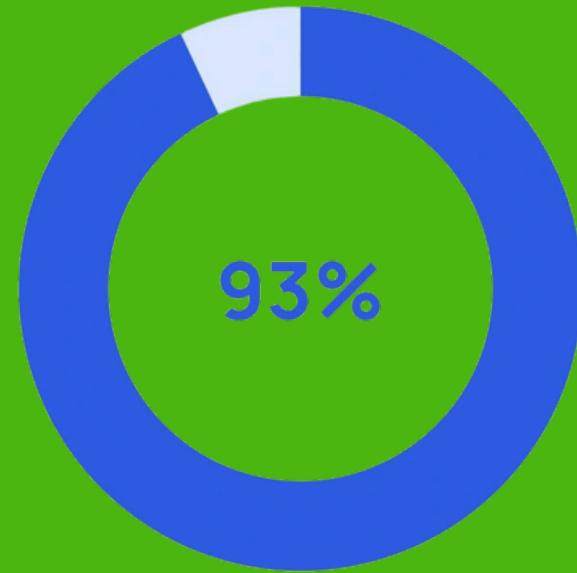
Online reviews

Product selection

Social influencers

Rural consumers are increasingly turning to digital platforms for product information and reviews. The implications of this change are profound. It not only affects how rural consumers gather information but also presents businesses with new avenues for engaging with their target audience. Understanding these evolving information-seeking patterns is crucial for businesses looking to navigate the rural market effectively.

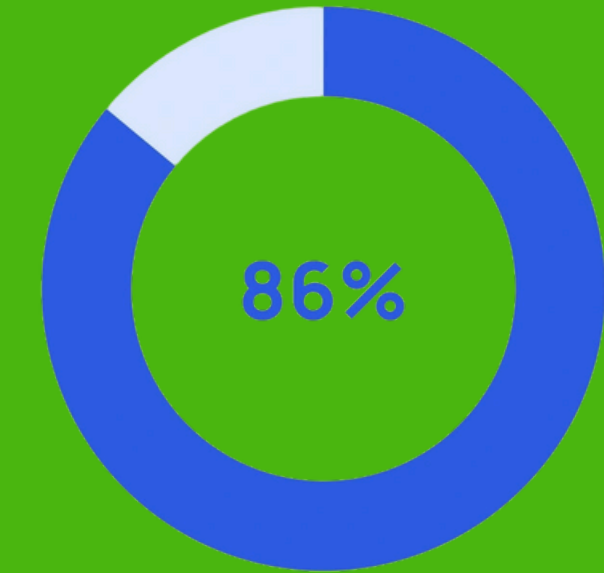
93% of users have made buying decisions based upon an online review



Consumers are 50% more likely to be motivated by an online review than by a discount offer



86% of users will think twice about buying from a company with negative reviews



Rural India accounts for 53% of internet consumption

It is estimated that 56% of all new Internet users in India by 2025 will be from rural areas, with only 6% growth in urban areas.

**57% of rural consumers use online platforms for product research**

“Customers get highly influenced by the reviews they see about pumps on YouTube”



Plumbers

“All farmers have a smartphone in our village, and are active on social media platforms”



Farmers

“We see reviews of pumps online to see which is the best for us”



Domestic customers

**“The revolution that KOEL can bring apart from product innovation is sales and services.”**

**Robust designs and technologies that can withstand challenging electrical conditions**

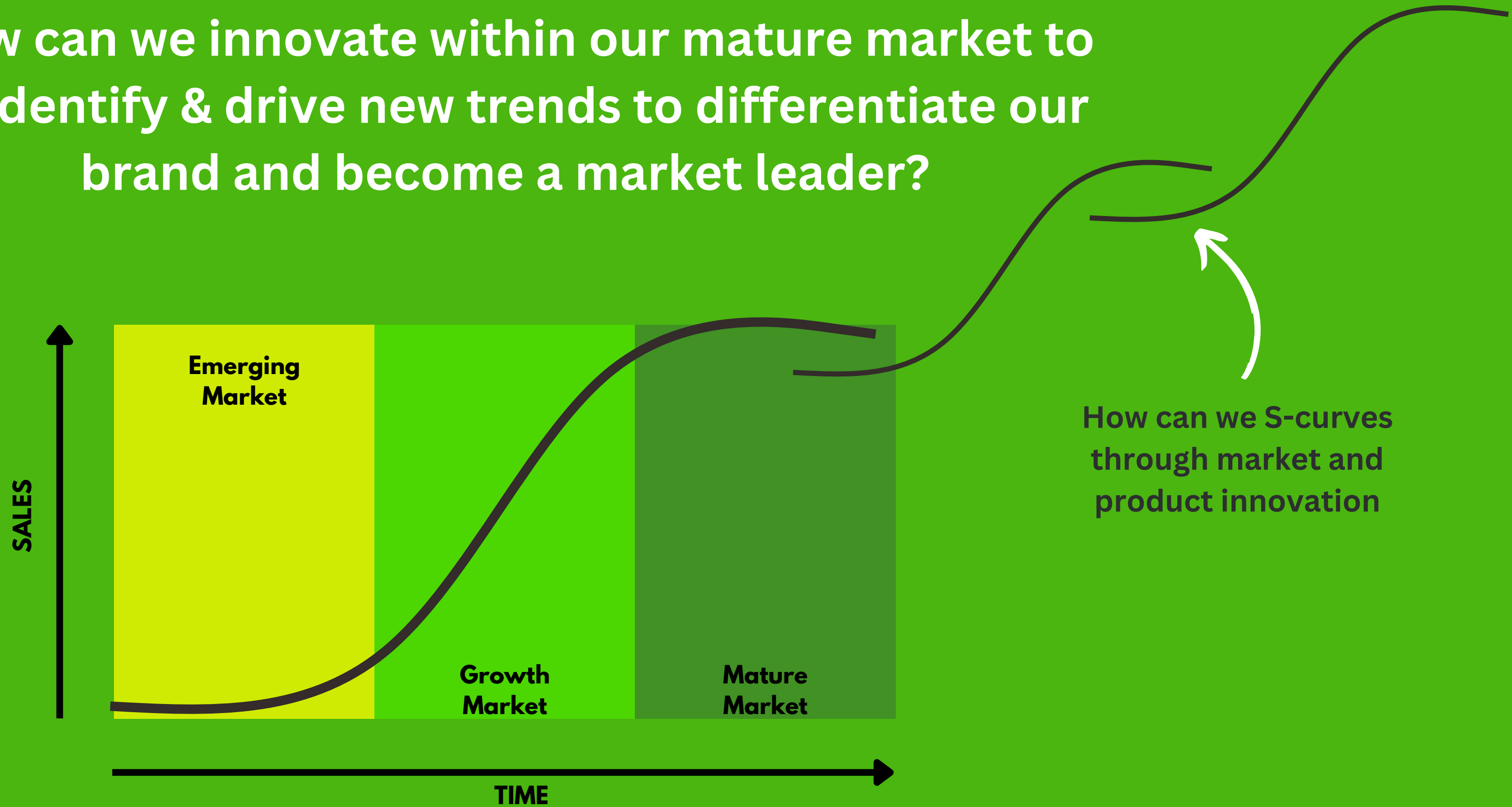
# **“POWER TO CHANGE LIFE”**

**“Kirloskar can be used for 15 years without a problem”**

**“KOEL has masters in the R & D Team, if they don't do it, who will?”**

**Farmers’ goal is to expand their farm as much as they can and become a big level farmer**

How can we innovate within our mature market to identify & drive new trends to differentiate our brand and become a market leader?



How can we S-curves through market and product innovation

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THANK YOU!

