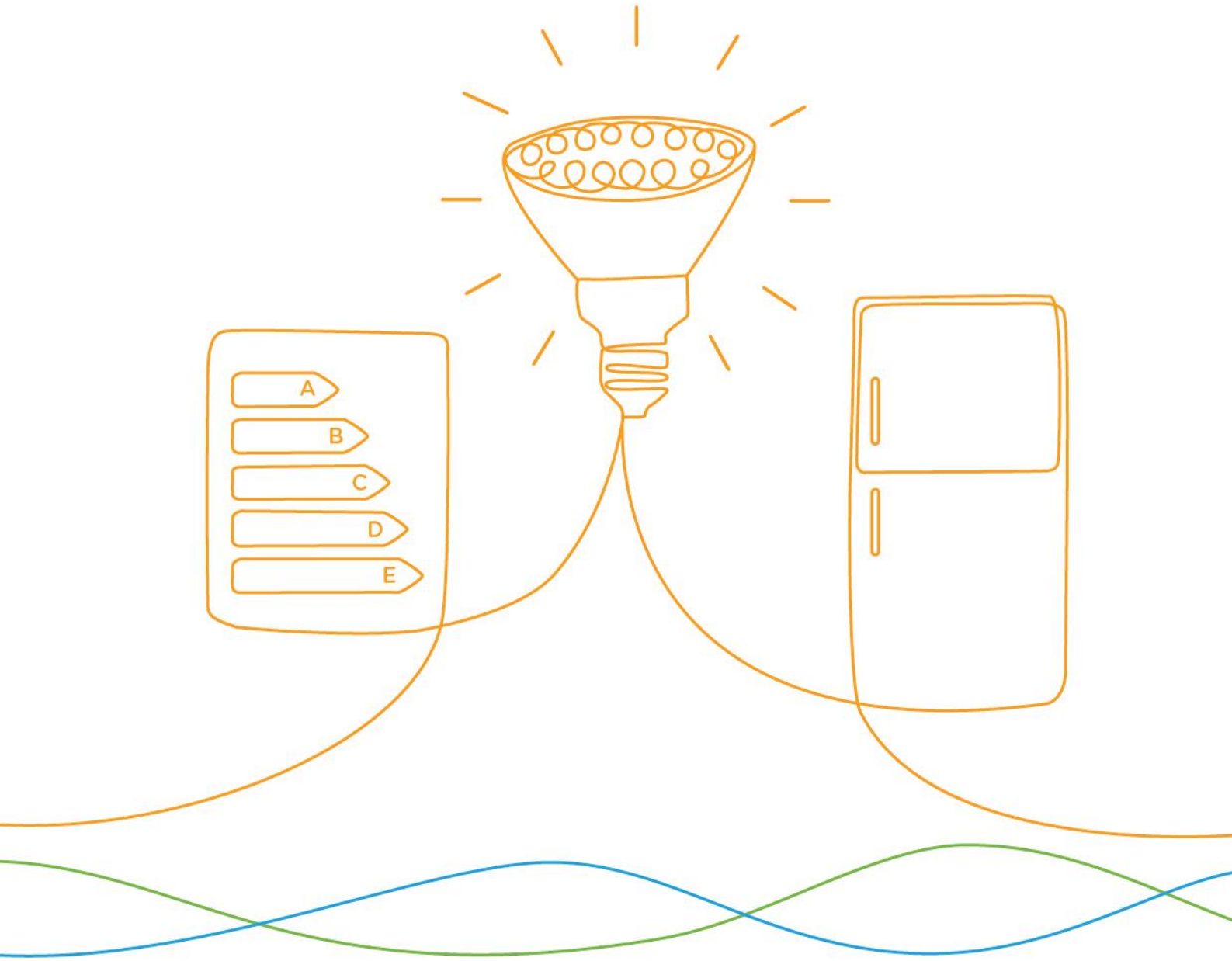
RESEARCH REPORT: DESIGNING A SUPER-EFFICIENT APPLIANCE (SEA) LABEL FOR SUPER-EFFICIENT EQUIPMENT PROGRAM (SEEP)

10 October 2013

Market Xcel Data Matrix Pvt. Ltd.



Acknowledgements

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The work presented in this report represents our best efforts and judgments based on the information available at the time this report was prepared. Our sincere gratitude and heartfelt thanks goes to the respondents interviewed for their active participation and contributions in the research survey.

About CLASP

CLASP's mission is to improve the environmental and energy performance of the appliances and related systems we use every day, lessening their impacts on people and the world around us. Founded in 1999, CLASP develops and shares transformative policy and market solutions in collaboration with global experts and local stakeholders.

CLASP is the leading international resource and voice for improved energy efficiency in commonly used appliances, lighting, and equipment. CLASP works on the ground, policy by policy and market by market, providing technical advice and strategic guidance to decision makers on how to effectively prioritize resources and activities for the most impacts. CLASP's international programs identify, distill, and compare international best practices, convening decision makers to replicate those practices and catalyze transformative actions. Activities at each level build off and inform each other to maximize societal benefits, policy impacts, and energy savings.

Foreword

Energy efficiency is often called the low hanging fruit of climate change. Each unit of electricity saved is considered a unit less generated, which means less greenhouse gases released into the atmosphere.

Under the 11th Five Year Plan, programs on promoting energy efficiency aim to save five per cent of energy consumption, or avoiding a 10,000 MW addition in generation capacity.

With growing concerns about climate change and India's energy security, there is an increasing recognition of the benefits of energy efficiency (EE) in addressing these concerns.

Salient benefits of the energy saving are shown in Figure 1.
The reduction in energy consumption will be beneficial for society at large as efficient use of the energy will reduce the current demand hence the equal amount of energy would be less produced in future.

Benefits of Energy Saving

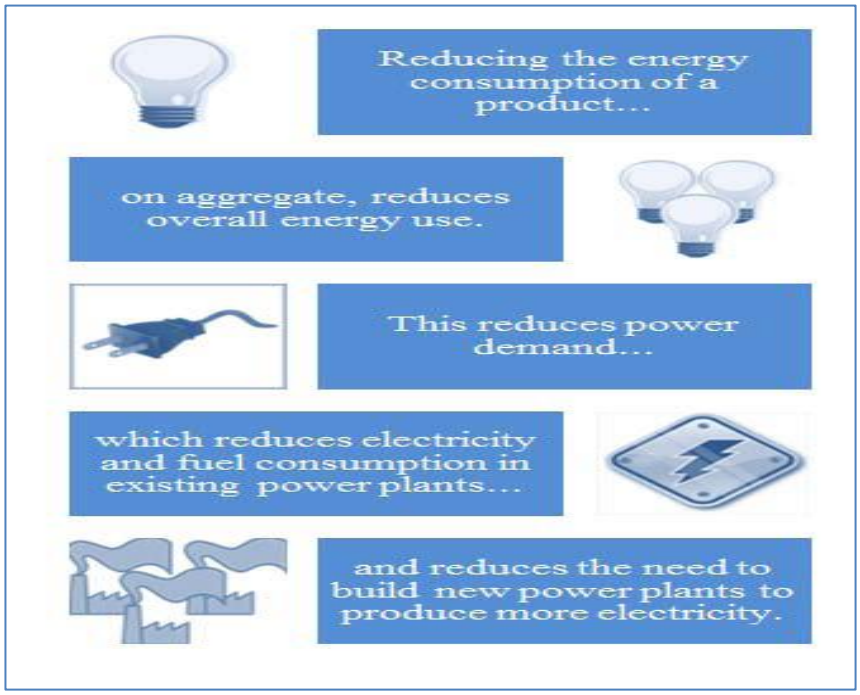

Figure 1: Benefits of Energy Saving

The need to design energy efficient appliances is felt across the nations due to dearth of energy as natural resource. The increased cost of energy generation which increases the burden on consumers has also induced people to go for energy efficient appliances.

Government, Regulatory bodies and associations across countries are working towards the goal to save environment by conserving energy for future.

Considering the vast potential of energy savings and benefits of energy efficiency - In 2001, the Government of India (GoI) passed the Energy Conservation Act, 2001 (EC Act) and the following year established the Bureau of Energy Efficiency (BEE) under the provisions of this act.

The Act identifies Standards & Labeling (S&L) as one of the major program area for improving energy efficiency in the residential, commercial and public sectors. BEE launched the S&L program in May 2006. As part of the implementation design, the products covered under the S&L program carry energy labels to help consumers make informed decisions when purchasing energy efficient products. BEE uses a star rating system in form of comparative labels for indicating the energy efficiency of labeled products with 5 stars being the most efficient and 1 star the least efficient and endorsement label for some of the products.

While for some appliances there is an encouraging shift to more efficient models, for many others new buyers still buy inefficient and less expensive models.

Ceiling fans is one of the largest selling electrical appliances for household and similar use in India. With the rapid growth in the number of fans that is projected for the near future, it is important that attention is focused on improving the EE of fans. A national level Demand Side Management program for super-efficient fans is being developed by BEE. As technology evolves and super-efficient fans become widely available, the energy savings will be even higher.

Even though ceiling fans are probably the most common electrical appliance after electric lights in Indian households and offices, not much importance were given, energy efficiency was not the priority etc. This omission results in the loss of an opportunity to realize significant savings in energy. Fans consume about 20% of the electricity in Indian households, and their numbers are growing rapidly. Production of all types of fans in India is about 40 million units per year.

Discounting 20% to reflect sales of table and pedestal fans, and 10% for exports, we get annual sales of about 29 million for ceiling fans within India. With a growth of 10% per year in sales, we can expect that of all the ceiling fans in Indian households in 2020, about 70% would have been added just since 2009. Fans are rarely replaced, implying this new stock will have a long life. Therefore, it is important that this new stock be Energy efficient.

Market transformation refers to the process of increasing incentives or reducing market barriers to support the adoption of cost-effective, energy efficient and clean energy products in a sustainable manner. Policies can transform markets sustainably by

encouraging incentives and addressing barriers to the point at which clean or efficient products become normal practice in appropriate applications.

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Preface

This report is the culmination of Market Xcel's work over the period of four months towards designing Super-Efficient Appliance (SEA) label for Super-Efficient Equipment Program (SEEP).

The study was done in close consultation with CLASP team under the mentorship of BEE. It commenced in the month of May 2013 with a brainstorming session which gave us precise idea in terms of core objectives, client's expectations, vital stakeholders and key information areas. A clear understanding of design and technical elements was also drawn.

The initial iterations to SEA label were designed keeping the environmental scenario in mind. We were very much concerned about awareness and motivational level of respondents. The other important factors were market preparedness, understanding and involvement of energy labels amongst retailer's consumers and manufacturers in energy labels.

The objective was met by conducting a Pan India survey reaching every possible consumer group along with retailers, manufacturers, policy makers and energy consultants.

Past experience of Market Xcel (MX) staff, inputs from key stakeholders associated with the category and client team led to generation of certain hypothesis, which acted as a starting point for design of labels. At the end of May 2013, the initial iterations on the basis of the shared thoughts and opinion of key stakeholders including initial feedback from consumers, retailers and, manufacturers were generated.

Within the framework of this study, commissioned by CLASP to Market Xcel, the focus is on the response of the end consumer to these labels. Fundamental to the way the consumer responds to the visuals and information on the energy label and, inter alia, understanding of the labels, trust on the label and implementing agency, the importance of energy/environment in purchasing decisions, and willingness to pay. This has been done through market research in multiple locations (Mature, High growth, emerging cities along with rural areas) across India.

The details of the research methodology are discussed in the main body of the report, a mixture of qualitative and quantitative market research techniques were designed to extract the maximum amount of information in an unbiased and non-leading research plan.

During the course of research, we found that customers reciprocate to the idea of energy saving and showed utmost interest in designing of labels. Though Energy saving is motivated largely by high electricity bills, there is an underlying concern towards environment too. Customers expressed their anxiety that over-consumption of energy

sources now, may lead to scarcity in future. Therefore, our initial designs were inspired by:

- Care for Environment
- Earth, leaves
- Recognizing an individual's effort towards energy saving- Badge shape of the label (The idea of keeping the labels round also emerged from here)
- Global
- A badge of approval
- Equity of stars generated over time resonating with efficiency

The design of the labels were driven by simple philosophy that the consumer or the end user must understand and decode what the label stands for without any aid. All the designs were kept simple and bold so that the consumer identifies and comprehends the new SEA label in a flash.

Consequently, as the discussions moved forward new ideas emerged from stakeholders' end (Particularly those who assumed an accountability of bringing in energy demand reduction). The labels were tweaked accordingly. This time the labels talked about:

- Symbolic portrayal of "Energy Saving"
- Diversity of shapes
- A catchy slogan
- Use of Vibrant colors
- Synergy with existing star labels (The existing energy star labels have already established over time itself as an informatory label from BEE that helps consumers in making the decision while purchasing a product.

The designs went through a number of revisions, post which we could come up with final versions with arguments (Consumer, retailer, manufacturer and stakeholders' opinion) in support of it.

Elements in the Initial Prototypes

The terms used in the initial label designs-

- Super Energy Saver
- Energy Saver
- Super-Efficient Appliance
- Most Efficient Appliance
- No. 1 Energy Saver
- Super Power Saver
- Super-Efficient Equipment Program

Shapes

- Oval
- Round
- Stars
- Semi-Circle

- Leaf
- Bulb
- Rectangle
- Ribbon-shape
- Trophy or badge shape

Colors

- Combination of Light/Dark Green shades
- Golden
- Blue
- Red
- Brown
- Yellow

At an overall level, the impression said that the labels contained an element of uniqueness. They were deemed to be aesthetically pleasing and simple. The document contains detailed findings on consumer purchase behavior, general attitude towards energy efficiency, take on Super-Efficient Equipment Program and feedback on label designs, across cross spectrum of stakeholders.

Abbreviations

Abbreviations commonly used in this report are:

AC	Air Conditioner
ATL	Above the Line
BEE	Bureau of Energy Efficiency
BHK	Bedroom Hall Kitchen
BTL	Below the Line
BLDC	Brushless Direct Current
CCE	Cost of Conserved Energy
CWE	Chief Wage Earner
DSM	Demand Side Management
EE	Energy Efficient
FGD	Focus Group Discussion
GDP	Gross Domestic Product
hr	Hour
IDI	In-Depth Interviews
MTEE	Market Transformation for Energy Efficiency
MW	Mega Watt
NMEEE	National Mission on Enhanced Energy Efficiency
POS	Point of Sale
SEA	Super-Efficient Appliance
SEAD	Super-efficient Equipment & Appliance Deployment
S&L	Standards & Labeling
SEEP	Super-Efficient Equipment Program
SEC	Socio Economic Classification
TL	Team Leader
TV	Television

Glossary

Explanation of Terms and Definitions used

Socio Economic Classification
SEC is defined as the function of occupation and the education level of the CWE (Chief Wage Earner) of the household. The CWE is defined as the member who contributes most to the household expenditure. SEC A1 and A2 represent the upper and upper middle stratum of Indian society. A1+ is the group of people that represent a good lifestyle (The definition of A1+ is subjective and used for Market Xcel's internal communication). SEC B1 and B2 represent the middle and lower middle stratum of society whereas SEC C corresponds to the lower stratum of the society.

Tier Cities
The Classification of Indian cities comprises a ranking system used by the Government of India to allocate House Rent Allowance (HRA) to public servants employed in different cities in the country. There are several definitions of city tiers. However, as per market research industry definition of tiers for city selection:
Metros are those cities whose population is more than 4 million

TIER 1 are those cities whose population is between 1 million to 5 million

TIER 2 are those cities whose population is between 0.5 million to 1 million

TIER 3 are those cities whose population is between 0.1 million to 0.5 million
TIER 4 are those small towns where population less than 0.5 million

Ownership Profile
We have used following criteria for respondent selection:
Owners – Those who are using fans for more than 2 yrs.
Recent buyers – Those who have purchased fan in last six months
Intenders – Those who plan to purchase a fan in next six months (A mix of new as well replacement purchases were ensured). Additionally, all intenders were owners of category products for at least a year now to generate rich insights.

Boxed comments

Throughout the focus group and interview sessions, participant comments were collected. In many instances in this report, examples of these comments are presented in boxes that may be read for extra insight or detail, but are not essential reading.

Report Structure

This report is divided into six parts:

1. **Executive Summary**

A concise overview of the key findings

2. **Environmental Scan – Situational Analysis**

A holistic view on energy scenario in India with saving potential of ceiling fan segment has been studied with special emphasis on SEEP (Super-Efficient Equipment Program).

3. **Detailed Research Findings**

A detailed finding of the research, and its implications

There are 4 data sources from which the results and recommendations are drawn:

- Consumers
- Retailers
- Manufacturers
- Other Stakeholders

The two formats that were followed to acquire the information:

- **Qualitative:**

Focus group discussions

In-depth interviews

- **Quantitative:**

Structured face to face interviews

Harmonization of Labels

4. **Branding and Marketing**
5. **Conclusion & Way forward**

Executive Summary

With advent of modernism and materialism, the dependency on energy is on the rise. The growing penetration of devices in modern households, has led to growth in energy consumption.

Energy efficiency standards and labels for appliances, equipment, and lighting products are an especially cost-effective policy for conserving energy. Standards and labels force a shift to energy efficient technology and drastically improve national energy efficiency scenario. Information on labels helps the consumers make an informed choice of appliance and in selection of energy efficient models. Though the awareness and uptake of appliances with labels is high however a significant percentage of consumers are yet to be educated on energy efficiency and the benefits derived from such programs.

It has been observed that Standard & Labeling program in India has made significant progress over the last few years. An increase in awareness level can be prominently noticed among the customers about energy efficient products.

Consumers generally show a concern for the energy performance of products, mainly for those which attribute major share of their electricity bills (e.g. Air Conditioners).

Apart from benefiting consumers, such labels provide a common energy efficiency benchmark to the companies to offer energy efficient products. The labels thus act as a "norm" for energy efficiency for the various appliances. The genesis has fuelled the transformation and entailed the need to design labels resonating higher benchmarks of efficiency in the form of Super energy efficient labels.

- The methodology employed in relation to this research has been appropriate and has elicited useful cross sectional information. In particular, interviewing different groups of stakeholders has enabled us to get useful insights to help us to reach the critical aspect of the study to emerge with a universally accepted design
- The central role in this research of consumers, the end beneficiary has revealed transformation towards good practices, from pure money saving thought to concern for environment
- Survey data demonstrates implementation of SEEP label garner positive support in theory, but there is clearly a long way to go before audience at large could be educated and engaged in buying SEEP appliances
- The super-efficiency concept is well received by the consumers and the stakeholders as well. However people want the concept to be implemented in high energy consuming appliances (eg. Air Conditioner)
- Consumers have affinity for saving energy. Energy remains in consumer context though largely at aided levels. The emerging trend revolves around money, social and environmental reasons. Awareness of current comparative labels is high,

understanding is good though elements recalled and what they stand for is not spelled much, beyond stars

- Importance of energy saving is directly correlated with reduced energy bills and consumers lay high hopes on SEEP program
- The findings suggest, of the total consumers who are willing to pay premium for EE products, not many are willing to pay more than 10 percent premium for efficient appliances.
- The concept of super-efficient appliance drew much appreciation and consumers found it highly relevant with mean scores o, 9/10 on inclination to buy super-efficient fans and 9.07/10 on other super-efficient appliances.
- 60% of all the retailers studied, stock labeled fans. Retailers' scores are not much deviated from that of consumers. A mean score of 9.2/10 on the relevance of super-efficient fans, 8.9 on inclination to buy super-efficient fans and 9.0/10 on buying of other Super-Efficient Appliances is a good indication of category endorsement of the proposed SEEP label.

Awareness of 5 stars labeled Appliances

The total awareness for comparative label emerged to be 62% with the studied audience. The same was comparatively low with the SEC C and rural people. The biggest benefit or value derived was the equipment with the label save power. 49% citations resonate that it provides information on energy saving, though 17% stated that the label talked about the fact that savings are more important than electricity consumption.

The major source of awareness for these labels happens to be advertisement on television(45%.However, within the retailer group 80% of the retailers studied were aware of the comparative label, significant as these retailers do not represent the group selling labeled appliance essentially.

Connotations of Energy Efficiency

Energy is described in diverse forms, some of the key manifestations being- Solar, Thermal, Physical, it was also connected with power, money and physical strength. Electricity was all the more treated as indirect form of energy. 64% cited familiarity with the term energy efficiency and 76% of the said audience equates it with saving energy/power.

The term super in the context is decoded as very good (55%) and saving energy (25%).

The term super-efficient had two major connotations-saving energy (65%) and more efficient than other (35%).

The respondents could easily associate with energy efficient labels and stars depicted on the labels. The use of icons such as stars and language neutral imagery works for majority of users in most instances.

The current study shows a desire for super energy efficient products.

At the initial phase of the study, not everybody was disposed to the idea of super-energy efficient labels for fan as a category on account of following –

- Low consumer awareness
- Manufacturer's sales not indicative of demand for such fans as of now. Just 5% sales attributed to star labeled fans.
- As the volume is huge hence it is believed to be a difficult thing to implement and then to control. The manufacturers felt that at first the consumer has to be educated and constant messaging has to be there for consumers to actively demand, therefore success to them is determined on the basis of pull strategy than push strategy. They say that the pull factor is to be bought by constant communication.
- Also, there is the perception that air delivery for efficient fan is low.

Elements deemed important to be a part of SEEP label

- Endorsing Agency - Bureau of Energy Efficiency was deemed a trustworthy agency with more endorsements on account of awareness in metro cities. The awareness was high due to ongoing "Star label Program". There were minor suggestions with regard to placement of BEE logo as it occupied a significant portion of initial label designs which might give an impression that the label endorses BEE rather than "Super-Efficient Appliance". With the presence of stars in the current 5 star label the equity of star is very high. People across zones do not read the information written on the label but they understand that if label on the appliance has more stars, it saves more energy. 65% of the audience suggested the need for logo of endorsing agency in the label design followed by star 55% of the audience. Therefore we designed various illustrations keeping these two elements or above two in mind. Overall, the study showed us the complexity and challenge of developing strong, effective visual images to convey message targeted towards masses.

Reaction to Labels

The research process leading to this final phase effectively produced three labels with varied iterations that performed very well and at an almost equal level. Consumers found them appealing, understandable, simple without any confusion and persuasive. However, following insights guided us to recommend final label designs:

- Consumers appreciate the message "Super Power Saver" as power showed direct connect with the electricity
- The presence of star in the design induce confidence in the customers with legacy of stars assume to be retained
- Consumers can connect the gold (coin) with savings
- Consumers find the single golden star a Mega star, equated to Pole star, hence best in class

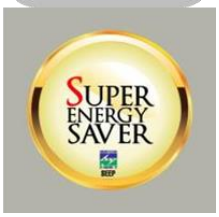
- The BEE logo at the center of the star draws attention and trust for the appliance

The process

Initial prototypes received lukewarm response as stakeholders opined that the labels highlight the idea of eco-friendliness more than energy saving. However, as we progressed with the study, few of the designs received highly positive response. The transition of labels at different phases-

The above iterations were shown to the audience at large and the designs that emerged to be at the top are shown below-

The selected designs were tweaked on the advice of stakeholders wherein new iterations were designed-

	Most Liked	Followed By
Rank-1		
Rank-2		
Rank-3		

The overall impression said the labels contained an element of uniqueness. Consumer durables are not often seen with pleasing labels as these ones. The strengths were: soothing color combination, badge or circle shape (A very common shape yet ignored in other existing labels), non-complexity of designs, nothing to read (A relief to mind- The consumer/end user is often confused and not able to comprehend so much information at one time when a purchase decision has to be made), though some desired to see the information in units (energy saved per year). The presence of star and endorsing agency in the label acted as the most desirable element by the audience at large hence design ranked 1 had both these elements projected in accordance to consumer liking. People across spectrum had high affinity to stars, they knew that good performers get stars, be it in hotels, schools or elsewhere. Also the stars had become symbol to be associated with the energy saving program, people equate it to ISI mark and hallmark.

As gold is a precious metal, people across spectrum understood and knew the value of gold. It was treasured everywhere. Golden stars communicated the value the product commands. Here the golden stars depicted better than best. Many called it a unique star equivalent to pole star. The phrase “Super Power Saver” has high connect with the audience as compared to “Super Energy Saver”. Across zones power was associated with electricity as they have been in habit to hear the word power cut or power house for electricity rather than energy.

Key take-away

Study reveals that the only element noticed or considered by a larger audience in the comparative labeling is the star rating, people know more stars means more savings,

that is how the communication has established and this forms the basis of product selection. Very few people and more so in case of air conditioners weigh the saving potential. Neither the retailers harp on details nor does the consumer want to get into intricacies. The fact established is taken on the face value. People have faith and repose trust in the endorsing agency the BEE, hence the mark is equated to that of a hallmark for jewelry or ISI mark for products other than jewelry. In true sense people now want a label that is close to endorsement. Though at initial level people talk and show curiosity to knowing the saving potential, but on detail diagnostics it is revealed that hardly people notice or know of what levels of savings could be achieved by deploying a 5 star vs. a 4 star product.

- The language through which the message has been communicated is the most important tool to induce and influence the customers towards that concept. So while designing the marketing strategy, extra emphasis has to be laid on the language of communication.
- Language should clearly connect with the meaning of the concept and should have a universal appeal.
- Endorsement of BEE was believed to impart high credibility to the program.
- Broad themes should be similar (Stars, BEE, more stars…, mega star) and the design and labels should be in line with already established ones.
- So the implementing agencies should not play much with the selected and proposed label. The labels should in all cases retain its visual appeal as it will attract the consumers and they can connect easily rather than descriptive ones.
- Consumers, retailers and manufacturers are united in their preference of Label.
- A multi-media campaign is a must for promoting awareness of labels as well as BEE.

Buying Behavior- Key insights

As far as buying decision is concerned, ceiling fan certainly is a low cost involvement purchase.

The key important information sources considered by consumer while buying ceiling fan happen to be brand reputation (76%) and advertisement on TV and radio (61%). Spouse (77%) acted as the most important member to get consultation while making any purchase of ceiling fan. With advent of fans for kid's category, the role of kids in purchase process has gained some prominence.

Good brand emerges as the top factor for purchase, followed by the premium features and wide range of colors. Despite being an important factor at the aided level, electricity consumption featured in low prominence as the fans are believed to be low consumer of electricity.

Of the 22 factors studied as considerations for category purchase good brand (75%), price (67%) and good air flow (66%) emerged as they key parameters. Energy Efficiency as a measure stood at 8th slot while buying the product, thus if communicated properly the position is bound to go up.

Electricity is not important criteria for some. 17% of the studied group cited the reason that fan doesn't consume much energy and good products & brand are more important criteria influencing purchase decision of fans.

Retailers endorsed consumers view. Within the framework of parameters studied, for retailers electricity consumption was at 7th rank (7%) preceded by overall good brand (92%). Other factors in consideration list were price (81%), style & looks 76%) and warranty 76%).

1. Introduction

1.1 Study Background

Globally, energy efficiency standards and labeling program for appliances have been one of the most important ways to achieve energy savings. India has also made significant progress by creating a sustained demand for energy efficient products through its Standards and Labeling program. Consumers are steadily realizing the need for affordable energy efficient products of mass consumption and the benefits associated with them.

Energy Efficiency Labels and their Benefits

Energy efficiency labels which are affixed on manufactured products provide information to consumers and buyers about their efficiency rating or estimated consumption of energy. This enables consumers to make an informed purchase. Appliance labeling programs in the West have been instrumental in eliminating low-cost, inefficient appliance models and replacing them with efficient technologies, thereby improving the countries' overall energy efficiency levels.

For instance, in the United States, for every $1 of taxpayer's money spent by the government on existing standards is said to result in $350 to $440 investment by consumers in energy efficiency and $610 to $760 net savings from fuel reductions. By the year 2020, standards are expected to reduce annual energy consumption by US households by an estimated 8 to 9 per cent. This would further lead to saving a cumulative total of 25 to 30 quads of energy and 422 million metric tons of carbon by the year 2015[1].

It is believed that the appliance labeling program in India will yield similar benefits and lead to significant lowering of electricity consumption at a national level. To accelerate the shift to super energy efficient appliances, the Bureau of Energy Efficiency (BEE) is in process of launching the Super-Efficient Equipment Program (SEEP). SEEP forms a part of Market Transformation for Energy Efficiency (MTEE) initiative, one of the four initiatives of the National Mission on Enhanced Energy Efficiency (NMEEE).

Ministry of Environment and Forest expects the number of fans to increase to 729 million by the year 2020. Table 1 depicts the predicted Population of heating/cooling appliances from year 2006 to 2031.

[1] http://www.un.org/esa/sustdev/publications/energy_casestudies/section3.pdf

Heating / Cooling		2006	2011	2016	2021	2026	2031
Electric Water Heater	Urban	27.0	38.9	55.7	78.1	103.9	132.4
	Rural	0.0	0.0	0.0	0.0	0.0	0.0
	Total	27.0	38.9	55.7	78.1	103.9	132.4
Fans	Urban	123.1	179.7	254.7	344.7	435.5	527.3
	Rural	105.8	174.2	270.3	384.3	482.4	564.3
	Total	228.9	353.9	525.0	729.1	917.8	1,091.7
Air cooler	Urban	17.6	28.3	43.1	61.8	83.2	107.8
	Rural	4.9	10.1	19.5	33.5	48.2	61.1
	Total	22.5	38.5	62.6	95.3	131.4	168.9
Air-conditioning	Urban	1.7	4.0	8.9	17.5	28.5	40.0
	Rural	0.3	0.6	1.3	2.6	4.8	8.0
	Total	2.0	4.7	10.2	20.1	33.3	48.0

Table 1: Population of Heating/Cooling Appliances (millions)

Source: http://moef.nic.in/sites/default/files/Residentialpowerconsumption.pdf
According to the same source, 40 million fans were sold in the year 2011 and the number is anticipated to be 72 million in 2021. Therefore, covering fans is ideal to Super-Efficient Equipment Program (SEEP).

An important aspect of SEEP is to design label for Super-Efficient Appliance. The purpose of SEA label is to clearly convey to the consumer that the SEA labeled product saves significant amount of energy compared to other products (BEE star labeled or unlabeled) in the market. The energy saved due to SEA labeled products will directly reduce electricity bills for consumers.

The current emphasis is to initiate with labeling of fans which may further spread into other products.

Market Xcel has been assigned the task of conducting a comprehensive research, with consumers at the core and giving due representation to a set of stakeholders including Policy makers, organizations working towards mitigation of energy use, manufacturers, retailers and consultancies engaged in similar projects in the past. The broad objective therefore was to emerge with a design, a label that has a universal acceptance and appeal yet servicing the core function of inducing the purchase of a SEEP labeled appliance.

In this regard, we are pleased to present final report towards meeting the stated objectives.

1.2 Research Objectives

The broad objectives that the current study addressed were to understand the consumer category construct and to come up with a label design that could easily be

opted to communicate the message of super efficiency and be a part of large number of appliances that may feature in the list of SEEP appliances.

To achieve the stated objectives, Market Xcel was assigned the task of:

1) Assisting CLASP and BEE with SEA label design
2) Assessing consumer, manufacturer and retailer reaction to the iterations formulated at different stages of the Research process and emerge with the most opted design, proposed as the SEA label
3) Create cues for effective messages for the SEA label
4) Gathering some baseline awareness data on consumer approach about the selection of appliances and related sales
5) Assessing parameters that consumers attach with quality
6) Collecting baseline understanding of appliance market and other factors of relevance to SEEP program (Range of product capacity, technical competency, penetration, key manufacturers insights)

Further understand the interaction of the new SEA label and the existing comparative and endorsement label of BEE.

Thus draw an understanding from the wide spectrum of audience, the connotations and associations of "energy", "savings", "label scheme" and on the basis of all this formulate designs that could work as labels to communicate the super-efficient proposition.

The design of the SEA label was tested and ensured for:

- Ease of understanding
- Ability to influence decision making with respect to purchase of Energy Efficient Appliances
- Interest and Appeal
- Perceived additional benefits
- Relevance
- Distinctiveness
- Persuasiveness
- Credibility

- Thereby gauging how effective these designs would be in influencing different groups to choose a 'Super-Efficient Fan'
- Identifying strengths and weaknesses of each of the proposed design
- Identifying key elements which are of importance for each design of the label and also those elements which are not so relevant
- Identifying cues that should be included to make the label more appealing and relevant
- Help develop an effective label for Ceiling Fans, one that has better understanding and appeal

2. Research Approach

2.1 Research Methodology

Research is best designed to follow an iterative process with the dual and contrasting aim of allowing the maximum number of design concepts to be explored at each stage and progressively narrowing down the sets of viable design concepts by successive exclusion of the least successful concepts. Based on the client's needs, Market Xcel first briefed graphic designers having proficient skills in designing labels for the corporate sector. Their task was to come up with label designs that would convey the key elements of energy efficiency and power-saving that could be easily understood by a large cross-section of constituents.

A multi-method design to elicit feedback from consumers, policy makers, manufacturers, and retailers is optimal.

Approach – A multi-pronged approach is adopted to explore the themes.

Qualitative research - Focus group Discussion & In-Depth Interviews
Focus groups and In-Depth interviews (IDI) are generally useful at the outset of label design efforts to gather broad feedback on the range of labels under consideration. The goal of a focus group is to rank each initial label design and to establish which elements of each label are likely to be successful and the reasons thereof. Focus groups were also used as a last check before selecting the designs that gained traction in quantitative research.

In total, there were 22 focus group discussions and 33 in depth interviews undertaken in various stages as described in the report.

Quantitative research – Face-to-Face structured interviews
Individual interviews shed light on in-depth views of key audiences for labels and are particularly useful for gathering responses to visual information to be used on labels and in marketing.
However, because of the limited number of respondents generally involved in qualitative research, these studies should be regarded as exploratory and the results used to generate hypothesis for later verification using quantitative methods. The non-statistical nature of qualitative research means the results cannot be generalized to the greater population with a known level of statistical precision; hence the quantitative module was included for sound outcomes.

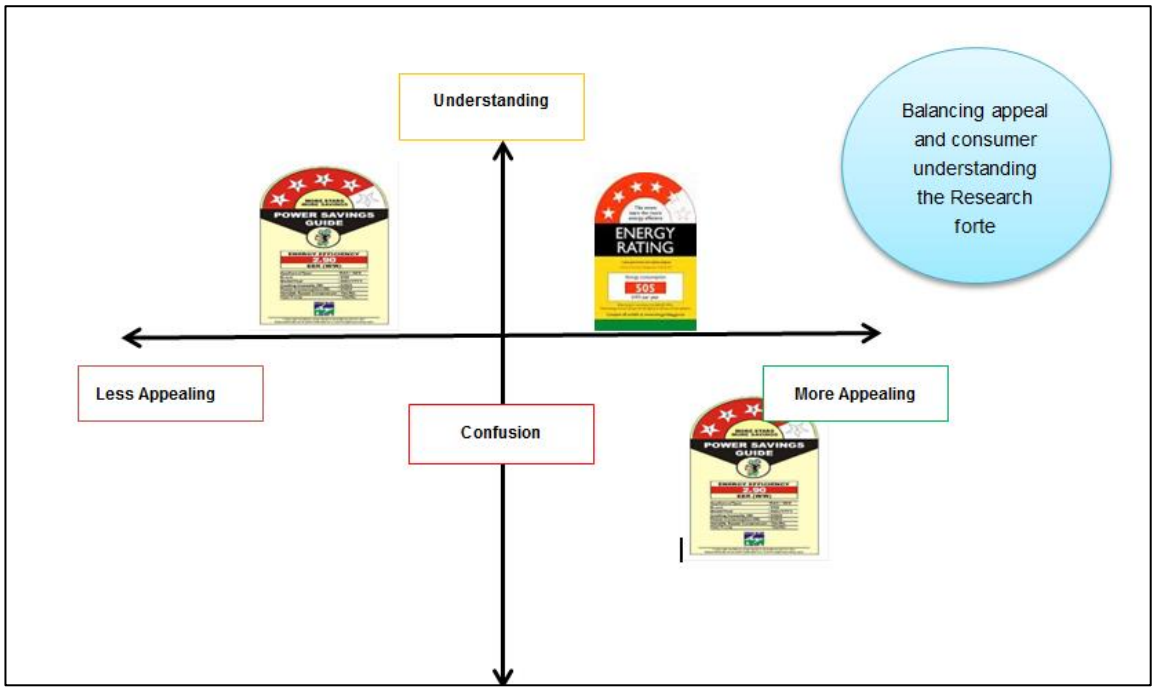


Figure 2: Balancing appeal and consumer understanding

The total number of structured interviews were 1952.Of the interviews undertaken 1711 were consumer' interviews and 241 retailer interviews, he details of which are described in the report.

2.2 Study Centres

As the energy efficient products concern all people across India in both small and large cities as well as rural areas, we have maintained all India sample distribution covering both urban and rural areas.

The survey was conducted in all 4 regions of the country viz. **North, East, West and South**. In each region representative sample is drawn from:

- **Mature cities**: - These markets are highly entrenched and have high populations; they are way above other Indian cities in terms of organized retailers, propensity to consume and consumer awareness. These cities accommodate large one-stop, specialty malls catering to well-known/popular brands, city hypermarkets, small neighborhood malls and "big box" retailing. These have a high influx of population, multiple earning members, much higher than the rest.
- **High Growth cities**: - These cities are classified as high growth cities due to growing middle class population resulting in increasing consumer demand, considerable latent demand for branded goods and lower property cost. These are characterized by high consumer spending power and rapidly growing employment opportunity.

- **Emerging cities**: - These cities are characterized by factors like growing income, rising aspirations, scarcity of branded stores and growing corporate activities.

The following centers from the four regions were selected for study based on their status:

- **North India:** Delhi, Chandigarh, Kanpur
- **East India**: Kolkata, Patna, Bhubaneswar
- **West India**: Mumbai, Surat, Nasik
- **South India**: Bangalore, Kochi, Coimbatore

2.3 Steps of Research

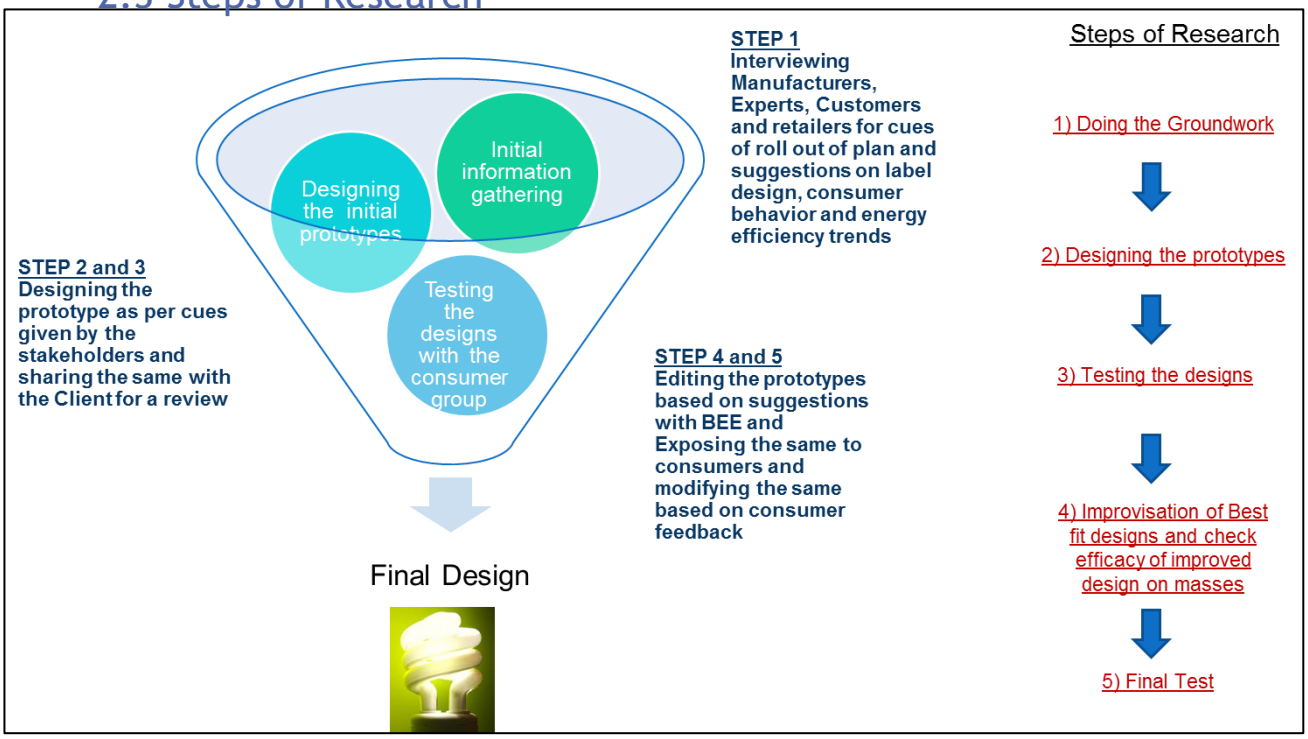


Figure 3: Broad steps of research

Step 1 – Hypothesis Generation & Obtaining Cues

Within this stage, In-depth interviews were conducted with stakeholders including manufacturers, experts with respect to energy and fan industry and Retailers to determine their understanding and opinion on super-efficient appliances and decoding how the selection of appliances within the category happens, with cues to taking the said program forward.

Further, obtaining views to develop some hypothesis as to how the labels should look and what elements are integral for SEA labels.
Cues and suggestions obtained initially from a set of stakeholders including the BEE, World Bank, and Prayas along with initial consumer FGDs were utilized in designing the initial prototypes.

Apart from vital inputs from stakeholders, in the preliminary stage we had conducted 4 retailer interviews and 2 FGDs with consumers. Table 2 depicts the sample construct of In-depth interviews done with retailers.

Name of the Retailer	Years of Establishment	Location	Products Available
Delhi Electric Company	1972	Delhi	ACs, Coolers, Fans, lamps/lights, Geysers, Irons, Microwave, Submersible Pumps and Ovens etc.
Khanna Electrical	1978	Delhi	Coolers, Fans, Lights, Geysers, Irons,
Ranco Electric Co.	1985	Kolkata	Fans, lights & Geysers
Saurabh Electronics	1989	Mumbai	Fans, Lights, Coolers, Switches, Geysers and Exhaust fans

Table 2: Sample Construct – Preliminary Interactions

Group Composition

Two consumer FGDs were conducted with customers in Delhi and Mumbai to obtain cues on the important points to be kept in mind while designing the initial prototypes of labels.

SEC*	Age in yrs.	Gender	Ownership	City	Format	Sample
A1 +	27-35	Mixed Group	Recent Buyers	Delhi	FGD	1
B1/B2	36-55	Working Men	Intenders	Mumbai	FGD	1

Table 3: Focus Group Composition (First two FGDs)

Step 2 – Designing the Prototypes

Based on these cues (Cues from Client team during the kick off meeting and suggestions received during semi-structured interviews from stakeholders and consumer FGDs), graphic designer was briefed to design prototypes. Few specimens of the prototype labels suggested by the designer are shown in Fig. 3.

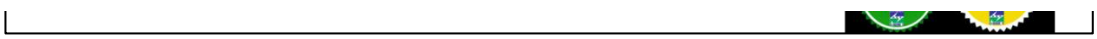


Figure 4: Initial Prototypes

Brief Description – Initial Prototypes

- The design of the labels has been driven by simple philosophy that the consumer or the end user must understand and decode what the label stands for without any aid
- All the designs have been kept simple and bold so that the consumer identifies and comprehends the new SEA label in a flash
- The existing energy star labels have already established over time itself as an informatory label from BEE that helps consumers decide the purchase of consumer electronics and home appliances
- The consumer must be able to distinguish the new SEA label being different from the rest of the BEE labels, however the label should interact with them; avoid contradictions
- Therefore a common synergy between the existing energy BEE star labels and new SEA labels must exist for the consumer to decode that they are of the same family
- The most recognizable factor in the existing energy star labels are the **stars** and the **BEE logo**. Both these mnemonics have been extensively used in the SEA designs to communicate message of Super Efficiency.

Design Description

Design 1

Version 1

- This design is green discoid with bold typography of SUPER EFFICIENT APPLIANCE. There are three leaves which stem from the word efficient and rest on the branding.
- Energy Efficiency is given a dimension and meaning with the leaves. The branding “Super-Efficient Appliance” needs to stand for something visually. The green mnemonic of the leaves gives the SEA branding a dimension of eco friendliness. This signifies that the efficient appliance is green and hence efficient.
- The shape of the unit has been kept round. The round shape resembles a badge. Considering the label is of an endorsement nature a badge shape brings out the intent of the label better than any other shape.

Version 2

- Everything else remaining the same as this color option has an earthen feel to with the base which resembles soil and the leaves remaining green.

Version 1

- This design is discoid with bold typography of SUPER EFFICIENT APPLIINCE. There are leaves which hold a singular Golden star with the BEE logo etched at the center.
- The olive leaves world over resemble winning. The information within the leaves describes the laurel or the award.
- The star and the SEA typography connote that the appliance on which this label appears is a winner amongst all the efficient appliances.
- The bold BEE logo at the center of the star has been placed with the intent that this golden star is from the BEE which establishes the legitimacy of the star.
- The shape of the unit has been kept round. The round shape resembles a badge. Considering the label is of an endorsement nature a badge shape brings out the intent of the label better than any other shape.

Version 2

- Everything else remaining the same as this color option with green and golden which establish care for environment.

Version 3

- Everything else remaining the same as this color option is meant to establish a color linkage with the existing energy star label.

Design 3

Version 1

- The design has half a globe connected to a green backdrop with SEA branding imposing on the globe. The BEE logo is placed on the top so that the label reads as BEE SEA.
- This design uses the half green globe as a mnemonic of energy and efficiency. The globe has been given a texture of hand painting which gives an organic feel to the whole label.
- The design also used green as the overpowering to connote that the SEEP labeled appliance is eco-friendly.

Version 2

- This option optimizes the design with bolder branding.

Design 4

Version 1

- This design is a badge with a colorful star in the center and at the center of the star is the BEE logo.
- The design also contains an alternate branding of SUPER ENERGY SAVER in an attempt to make the branding more universal and comprehensible.
- The multi colors connote a very powerful star, almost like the most shining star in the universe. The different colors connote strength and multiple faceted strength of the single star.
- The design has energy saver highlighted for heightened emphasis on the energy saving dimension of the label.

Version 2

- Everything else remaining the same this color and branding option is meant for synergy with the color green and blue in the BEE logo. The word Super has been taken off to keep the message even simpler.

Version 3

Design 5

Version 1

- This design is a green crown with SEA branding from which a leaf stem emerges.
- The leaves and the color green are intended to connote eco friendliness and with 2 stars establishing connect with the energy star labeling.
- The BEE logo sits boldly on the bottom establishing the defining connect of this endorsement being from the house of BEE which is synonymous with energy saving.
- The crown shape with a ribbon connotes winning and immediately establishes the Super aspect of the label. Also the ribbon part of the label allows it to be stuck on to narrow surfaces like slim TV bezels without occupying much space.

Version 2

- Everything else remaining the same as this color option which helps the label stand out due to the bright nature of the lime color.
- Lime is traditionally a color that is well accepted in the Indian cultural context.

Market Xcel checked the initial prototypes for their clarity, effectiveness and synchronization with existing labels.

Step 3 – Testing the Designs through the qualitative survey

During this stage we exposed the initial prototypes to the stakeholders and consumers for their feedback.

At the initial stage Set-A designs were exposed to 5 focus groups of consumers, 2 stakeholders, 2 manufactures and 6 retailers. Based on the feedback and suggestions, few designs were discarded and some new designs were introduced (Set-B). New designs were roped in because a need was felt by initial stakeholders.

Set - A

The initial prototypes were exposed to the following target audience-

Stakeholders:

- **BEE**
- **World Bank**

Retailers

- **Bindra Electric Company (Delhi)**
- **Mahavir Trading Company(Delhi)**
- **Fanzart (Mumbai)**
- **Mateshwari Lights & Décor (Mumbai)**
- **Madeen Electricals (Lucknow)**

Customers

- **Bhubaneswar**
- **Kolkata**
- **Chandigarh**
- **Patna**
- **Bangalore**

Recommendations that led to creation of new designs were:

- Try out different and unique shapes- leaf, oval, rectangle and square etc.
- Simpler themes
- Make use of green color
- Use of symbols such as: Stars, leaves, bulbs
- Not much of text in the label
- Different font sizes
- Labels to promote the program "Super-Efficient Equipment Program"
- Inclusion of catchy words: energy efficient, energy, environment, green, super energy saver and super saver etc.

Set – B

Subsequently, the new set of designs were developed and exposed to customers, stakeholders, retailers and developers for further feedback.

Stakeholders

- **Prayas Energy (Pune)**
- **TPDDL (Delhi)**

Customers

- **Delhi**
- **Mumbai**
- **Kanpur**
- **Surat**
- **Kochi**

Manufacturers:

- **Orient**
- **Havells**
- **Ambika Mouldtech Pvt. Ltd.**
- **Usha**
- **Lazer**

Retailers

- **Kalara Electricals (Delhi)**
- **Vinod Traders (Lucknow)**
- **Jain & Sons Electricals (Chandigarh)**

Developers

- **Ascent Buildtech (Delhi)**
- **Peninsula Land Ltd (Mumbai)**

Group Composition

Ten consumer FGDs were conducted to obtain feedback on the prototypes. (Table 4 gives a location wise status of which all designs were exposed at each location).

SEC	Age in yrs	Gender	Ownership	City	Designs Exposed
B2 / C	36-55	Working Men	Intenders	Delhi	Set A and B
A1/A2	27-35	Working Women/housewives	Intenders	Chandigarh	Set A
A1 +	27-35	Working Men	Intenders	Kanpur	Set A and B
B1/B2	36-55	Working Men	Owners	Kolkata	Set A
A2 / B1	27-35	Working Men	Owners	Patna	Set A
A2 / B1	27-35	Working Men	Recent buyers	Bhubaneswar	Set A
C	36-55	Working Men	Owners	Mumbai	Set A and B
A2 / B1	36-55	Couples	Recent buyers	Surat	Set A and B
A2 / B1	36-55	Working Men	Owners	Bangalore	Set A
B2 / C	36-55	Working Men	Intenders	Kochi	Set A and B

Table 4: Focus Group Compositions

Focus Group Procedure

The focus groups were conducted using a discussion guide (Discussion Guide is document for moderators containing outline of important points to be discussed and flow of discussion). The initial round of focus group discussions entailed drawing individual opinions before the commencement of discussions. The duration of focus group discussion was around 1.5-2 hours.
Participants were first exposed to the developed labels to gauge instant reactions. At the stage they were asked to just give their feedback on appeal and overall look at first glance. Subsequently each label was individually evaluated on key elements of Likeability; Relevance; Comprehension (understanding) and Persuasiveness.

In addition to discussing their impressions of the labels, participants were asked for suggestions that would make the concept more favorable- that will lend more credibility to the label and would score high on acceptance.

Selection and Felicitation

The Respondents of FGDs were selected on the basis of their demographics and relevance to the study. The selection was undertaken resorting to a structured protocol with the help of a structured questionnaire. The group composition and criteria were pre-defined and selections were performed accordingly. The selection process started at least one week prior to the actual focus group discussion date. To ensure a minimum participation of 8 respondents, Market Xcel invited 12 people for participation. Each of the respondents was invited in a batch to a designated venue and a fixed time.

For selection of In-depth interviews, database of each of the relevant stakeholder group (Industry associations, Manufacturers, Policy makers, power utilities, energy consultants, retailers, and developers) was generated and prior-appointments were sought from them over the phone. Our executives met the stakeholders and conducted In-depth interviews.

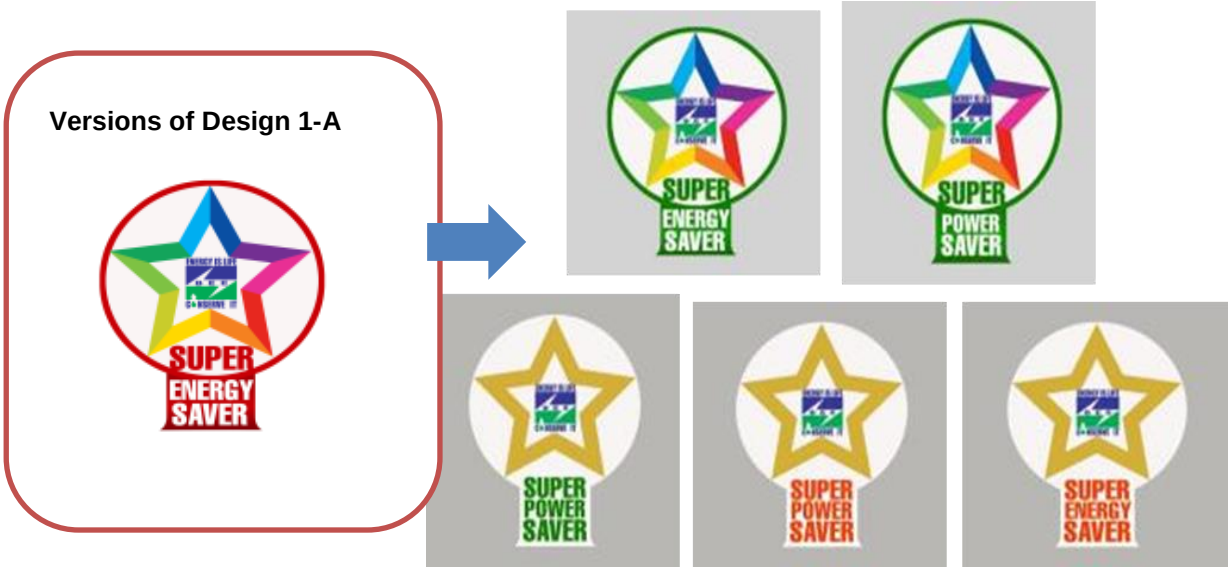
Two set of teams worked at tandem – one team was assigned the responsibility of ensured participation of selected respondents whereas the other team took care of moderation.

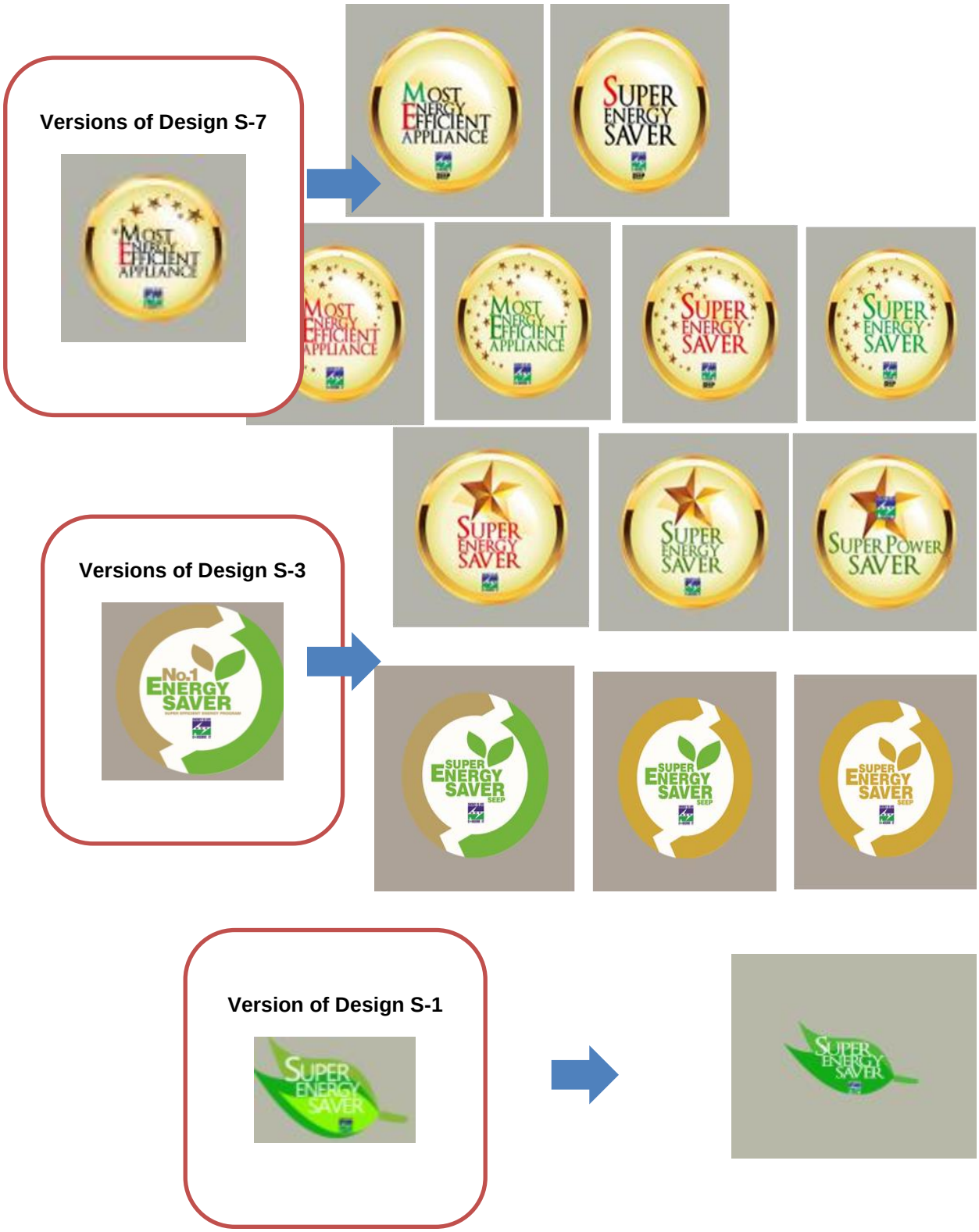
People were motivated to participate in focus group discussions after explaining the cause of research and convincing them how their participation will help us in achieving our aim. They were told that they represent a particular group of people and they have the opportunity to voice their concerns. Some people participated in the Focus groups discussions out of interest in the subjects.

Step 4- Testing the Design through Quantitative Survey

Based on feedback from the stakeholders in In-depth interviews and Focus group discussions, few Label themes with sub options were shortlisted. The shortlisted designs were exposed to the major Stakeholders for suggestions during the Stakeholder's meet held on 26th June 2013. The iterations in the shortlisted prototypes were inculcated based on the suggestions after the stakeholder's meet. The options were drawn on color combinations and textual elements or as per Customers, retailers and stakeholder's feedback (27th June to 5th July).

After the stakeholders meet the graphic designer was asked to incorporate the suggestions on the selected prototypes. The options were drawn on color combinations and textual elements.





The shortlisted designs after discussions and interviews were exposed to masses through a survey with Retailers and customers. Table 5 contains details of sample construct.

Zone	City	Classification	Consumer interviews			Retailer Interview
			Owners	Recent Byers	Intenders	
North	Delhi	Mature	50	50	50	30
	Chandigarh	High Growth	43	43	44	30
	Kanpur	Emerging	32	32	31	
East	Kolkata	Mature	50	50	50	30
	Patna	High Growth	43	43	44	30
	Bhubaneswar	Emerging	32	32	31	
West	Mumbai	Mature	50	50	50	30
	Surat	High Growth	43	43	44	30
	Nasik	Emerging	32	32	31	
South	Bangalore	Mature	50	50	50	30
	Kochi	High Growth	43	43	44	30
	Coimbatore	Emerging	32	32	31	
	Total		**1500**			**240**

In addition, we conducted 200 customer interviews in rural locations

Classification	Sample
Rural	200

Table 5: Sample construct for Quantitative Survey

Profile of Respondents

Consumers

The study covered both men and women that were involved in the decision-making while purchase of target products. The study was conducted among male and female audience of:

- Age- 27-55 yrs
- SEC A, B and C
- Owners- Those who were using fans for more than 2 yrs
- Recent buyers- Those who had purchased fan in last six months
- Intenders- Those who own a fan for at least 1 year and had plan to purchase a fan in next six months
- Market Xcel targeted people from different education, occupational and income profiles.

Retailers

Retailers had been traditionally instrumental in influencing the purchase decision and behavior of consumers; also they represented the various brands available in market to the consumer.

Market Xcel targeted Retailers:

- Engaged in sale of fans through multi-brand outlets
- Present in business for at least past 5 yrs.

Sample Calculation

For the quantitative module, we conducted a total of 1952 consumer interviews both rural and urban areas. We assessed awareness of efficiency labels in general and perception towards super-efficient fans at 95% confidence level per zone with an acceptable margin of error of 5%, we need a sample of 384 (Rounded value 375) per area (Level at which we wanted to estimate – Zone). Keeping this in mind a total of approx. 400 consumer interviews were done in each zone and the total sample size was 1711. The rural sample was selected only from large villages i.e. villages with a population of 2000 or above. The total consumer sample in villages becomes 241.

A total of 240 interviews were conducted with retailers (30 in each city- Minimum number to be a statistically significant sample. High growth and emerging cities were treated as one unit with combined sample size of 30).

Representation of SEC, Age and Gender was maintained however, not binding in a nested quota. Owners, recent buyers and intenders were covered in the ratio of 60:20:20in each center, the major consideration product being fans; however additional information was captured for Refrigerators, Room Air Conditioners and LED lamps.

Rural Areas

Villages that were governed by Panchayat and located within the vicinity of 15 kms from Tier 1 and 2 towns were covered in the survey. Assuming that in rural areas the overall awareness was low, a sample size of 50 interviews per zone was proposed for the rural areas. The rural samples was selected only from large villages i.e. villages with a population of 2000 or above.

Questionnaire Deployment

The quantitative phase followed the exploratory research, undertaken with different age groups and segments. Certain hypotheses were drawn on the basis of the findings of the qualitative research conducted in phase 1.

The same is incorporated in the quantitative research instrument which delves on the following key elements:

- Demographic profiling
- Factors considered for target product purchase with emphasis on electricity savings
- Awareness of the comparative label
- Current label diagnostics
- Improvement cues

The Pilot

A pilot exercise was deemed relevant to ensure ironing out inconsistencies and enabling universality in execution. The questionnaire was pre-tested. This also helped us to observe interviewers in action and gauge their understanding of the instrument. Prior to undertaking the pilot, thorough briefing and mock-sessions were undertaken. The pilot gave insights on how the instrument is working with the target group and how they responded. Minor tweaking was undertaken with respect to framing of questions to make it easier to comprehend and respond to.

Fieldwork

Each investigator was thoroughly briefed and participated in mock-sessions before executing the actual work in the field. The investigators carried a field kit which had a leaflet detailing the broad study purpose. Apart from the questionnaire they carried stimuli in colored prints and relevant aid material in the form of show cards. The field activity started on 10th July 2013 and a total of 1952 successful interviews were carried out on the field.

Data Preparation

Coding: All responses in the open questions were checked and they were each allocated a code (**every survey questionnaire has questions and options here the respondents fill the same, once the respondents fill the entre questionnaire the responses are coded that means a unique identity is provided to each option which is followed during the data entry**). At the end of this process, a large number of responses were clustered under a few heads. The disparate number of responses that were not significant enough in numbers to warrant the creation of new codes were allocated to an unspecified or open ended responses.

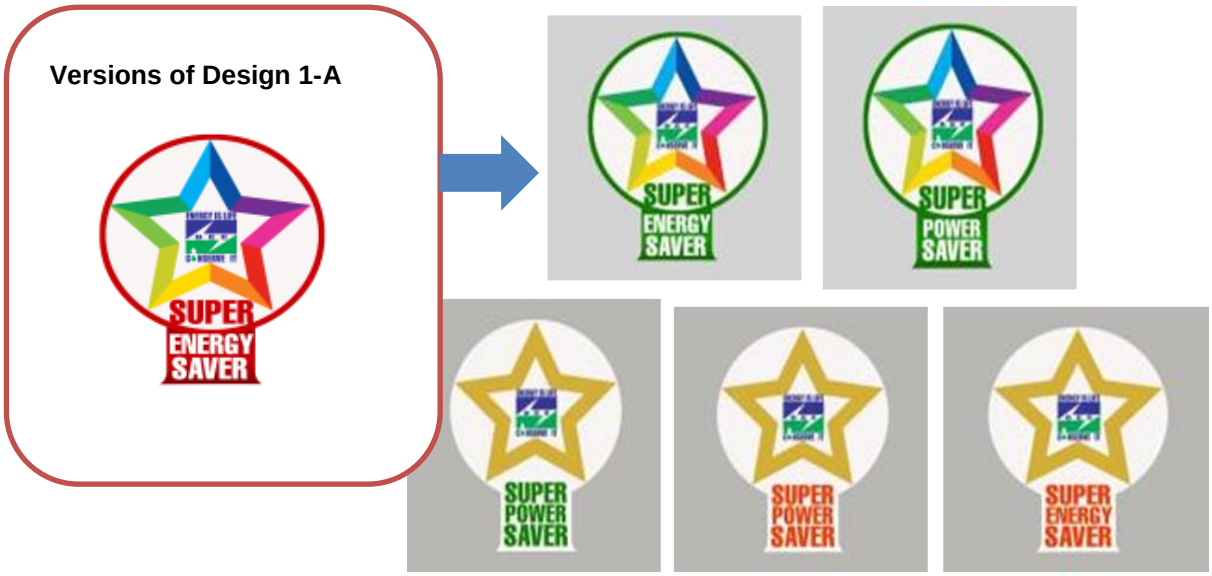
Analysis: We made an inventory of data for each objective/study population to generate frequency tables, figures, means and proportions.

Reporting: The reporting has been done keeping the relevance and significance of each bracket. For instance when it is deemed important to reflect response by Zone, segment, (all together), the same has been taken care of.

Section 1 details the profiling & the buying behavior of the product category and depicts the factors that are considered important while buying/selling a product with an emphasis on electricity consumptions. Section 2 evaluates the awareness and understanding of the current Comparative label. Section 3 evaluates the drawn endorsement labels to gauge acceptance levels. Section 4 details the perception and attitude towards energy conservation.

Step 5 – Final Test via Qualitative Survey

After the completion of quantitative phase, same set of designs was exposed to consumers to draw the final conclusion. The designs exposed during the final qualitative phase are illustrated below:



Versions of Design S-7

Versions of Design S-3

Version of Design S-1

10 FGDs were conducted. Table 6 contains details of Focus Group Discussions:

SEC	Age in yrs.	Gender	Ownership	City	Sample
A2 / B1	27-35	Working Women/housewives	Recent buyers	Delhi	1
B1/B2	36-55	Working Men	Recent buyers	Chandigarh	1
B2 / C	27-35	Couples	Recent buyers	Kolkata	1
A1 +	36-55	Working Men	Intenders	Patna	1
A1/A2	27-35	Working Women/housewives	Intenders	Mumbai	1
C	27-35	Working Men	Intenders	Surat	1
B1/B2	36-55	Working Men	Recent buyers	Nasik	1
A1/A2	27-35	Couples	Recent buyers	Bangalore	1
A1 +	27-35	Working Men	Intenders	Kochi	1
A1/A2	36-55	Working Men	Intenders	Coimbatore	1

Table 6: Sample construct for Focus Group Discussions

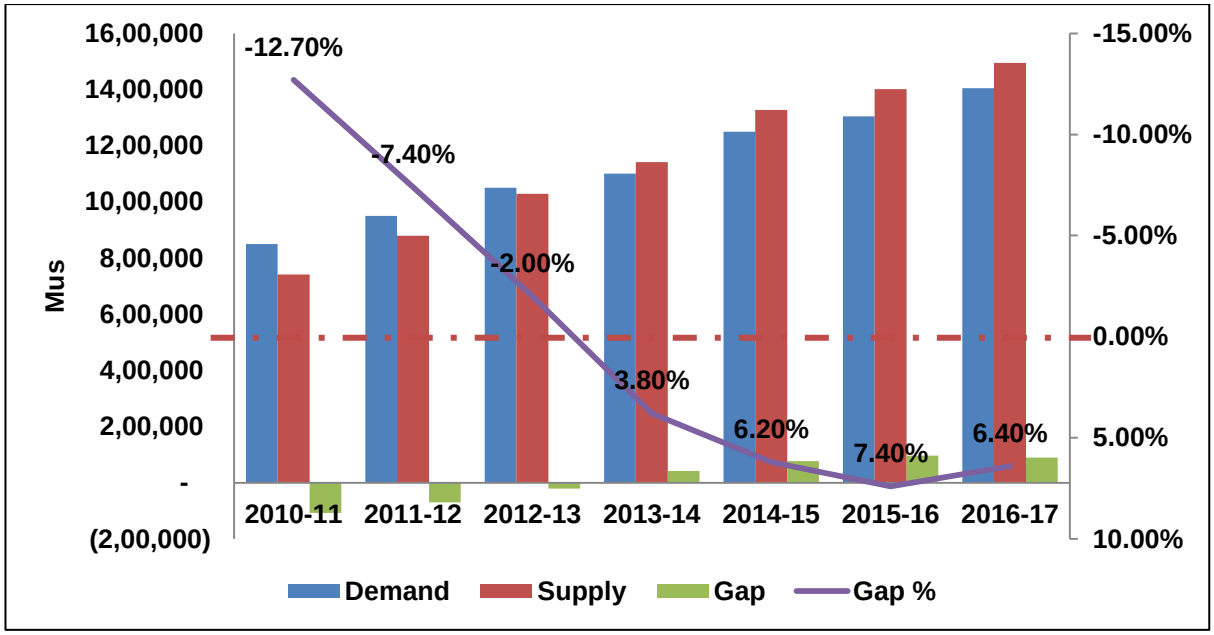
3. Environmental Scan – Situational Analysis

3.1 Energy Scenario in India

Electricity Demand and Supply Trends

India's energy demand has been increasing at one of the fastest rates in the world due to population growth and economic development. However, resource augmentation and growth in energy supply have not kept pace with increasing demand and, therefore, India continues to face serious energy shortages. The availability of power has increased but demand has consistently outstripped supply and substantial energy and peak shortages of 10.1% and 12% respectively prevail in India in the year 2009-10.

Forecasts by Mercados EMI of the energy demand and supply situation indicates reduction in deficits and even periodic surpluses as is indicated in Figure below.



Graph 1: All-India Power Supply Position (Energy), 2010-17

Source: Mercados Analysis

*Mus- Metric units in the graph

The electricity saving potential from the following appliances in 2013 described below-

Appliances	Savings in 2013 (TWh)
Tube Light	8.43
Refrigerator	6.16
Fan	5.48
Television	5.04
Air Conditioner	4.24
Water Heaters	3.22
Total	32.57

Table 7: Electricity saving potential of appliances

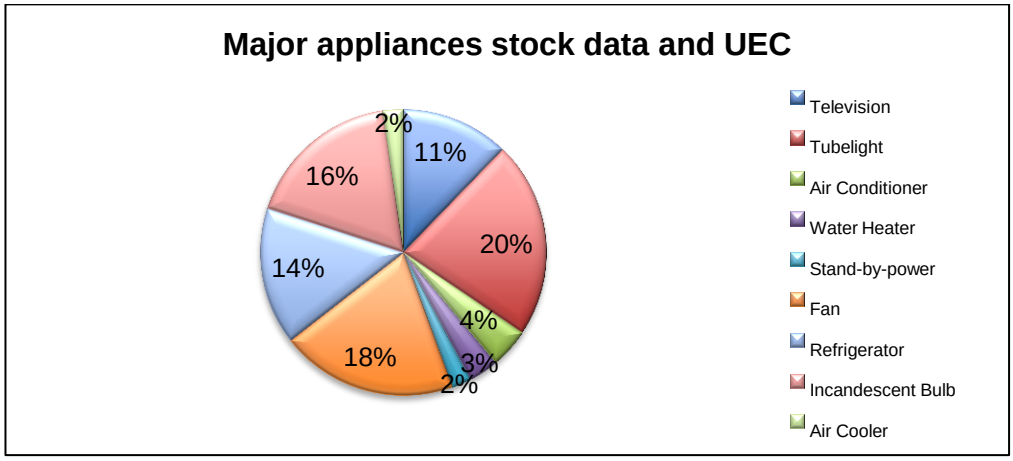
Electricity Consumption in Residential Sector

The table below depicts that major part of electricity consumption comes from residential sector: fans, lighting (incandescent bulbs and tube lights), refrigerators, ACs, air coolers, electric water heater, televisions (active mode) and stand-by power (incl. Set-Top-Boxes, DVD Players, TVs, and Computers).

Type of appliance	Number Per HH	Saturation %	Year for Saturation Data	Stock in million	kWh/year	Total TWh
Fan	1.78	51.55	2004	246	112	27.6
Refrigerator	1.04	12.73	2004	37	588	21.95
Television (TV)	1.02	37.87	2004	99	175	17.27
Tube light	NA	NA	-	280	107	30.08
Air conditioner	1.2	1.08	2004	5	1199	6.05
Electric Water Heater	1.00**	2.64	2002	10	438	4.58
Washing machine	1.01	3.58	2002	15	185	2.77

Table 8: Electricity Consumption in Residential Sector

Graph below shows the share of the total consumption of the nine appliances. It can be seen that just four appliances/end-uses- lighting (incandescent bulbs and tube lights), fans, refrigerators and TVs - contribute 80% of the household electricity consumption.



Graph 2: Major appliances stock data and UEC

Source Shakti Sustainable Energy Foundation report May- 2013

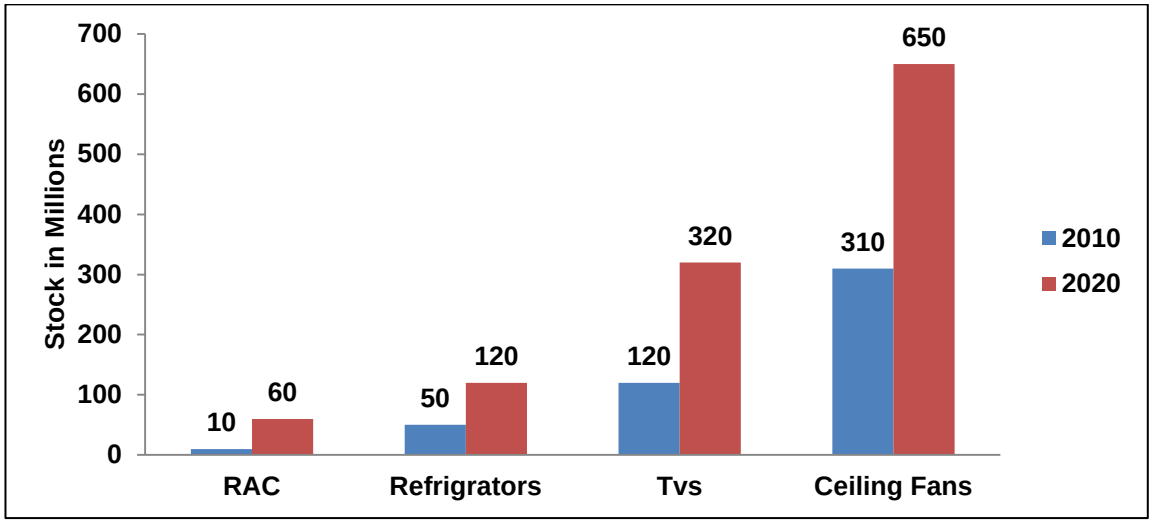
The estimated sales for the year 2013, which clearly shows that the growth rate of appliances like fan, refrigerator, television, Air conditioner and geyser are equal to or more than 10%. The percentage sale in household sector of mentioned appliances is going to be high.

Category	Sales in 2008	Sales in 2013	Growth Rate	% of Sales HH Sector
Fan	30	48.32	10%	85%
Incandescent bulb	734	774.12	1%	80%
Refrigerator	5.46	10.99	15%	85%
Television	16.5	31.08	14%	85%
Tube Light	186	196.46	1%	66%
Air Conditioner	2.63	8.01	25%	60%
Electric Water heating (Geyser)	1.7	3.12	13%	85%

Table 9: Percentage Sales in Household Sector

Source:
http://www.prayaspune.org/peg/media/k2/attachments/energy_saving_potential_from_indian_households_from_appliance_efficiency_108A01.pdf

Ownership of appliances in India growing rapidly



Graph 3: Ownership of appliances in India

Source:
http://www.clasponline.org/en/Resources/Resources/SLHeadlines/~/media/Files/SLHeadlines/IndiaWorkshop/2012-02-06_Session2_SEEP_Prayas_DSingh.pdf

By 2020, more than 70 % of the stock of appliances will have been added just after 2010.Hence a need to improve efficiency to avoid being stuck with inefficient stock.

Energy Efficiency & Need for Energy Efficiency in India

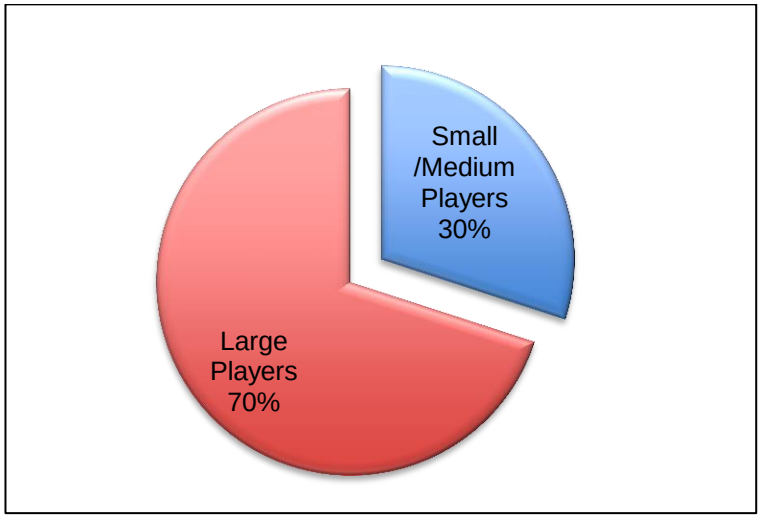
Energy efficiency is of utmost urgency in India. The country needs to adopt more viable energy options which are supplemental, environmentally positive and cost competitive. To improve energy efficiency in various sectors of the economy, policy measures, institutional development and an integrated and coordinated approach towards technological improvements is necessary. Nearly 25000 MW equivalent of capacity creation through energy efficiency in the electricity sector alone has been estimated in India.

To promote energy conservation or efficiency, the Government of India initiated the National Mission on Enhanced Energy Efficiency (NMEEE). The purpose of this mission is to establish policies and regulations that will strengthen energy efficiency for smart grids, industries, buildings and appliances.

3.2 Ceiling Fans market in India

Market Size in terms of Volume
The Indian domestic ceiling fan market is around 393 lakh units in year 2012-13. The graph below provides a break-up of market for large and small/medium size players.

Base: 393 Lakh Units



Graph 4: Ceiling Fan Market

Source: Shakti Sustainable Energy Foundation report May- 2013

Considering larger players sales, household segment contributes to the maximum sales as compared to the institutional segment. In case of institutional sale both the modes of direct as well as channel sales are used.

Type of Consumer	% Contribution in sales	Remarks
Household	Around 80-95% of sales	Maximum sales happen from February to July
Institutional	10-15% of the sales	No effect of season

Source: Shakti Sustainable Energy Foundation report May- 2013

Organized Vs. Un-organized Players

Today the market is divided into three segments:

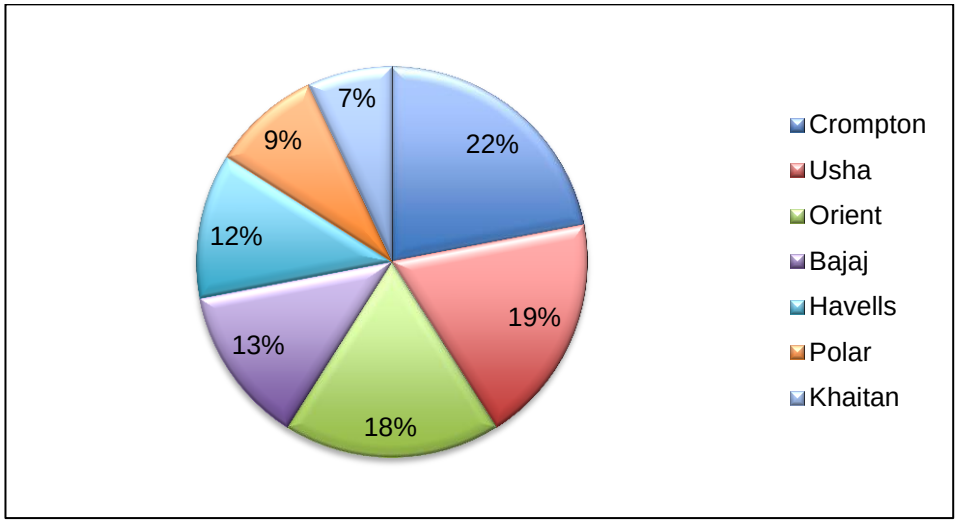
(1) Seven leading brands - Bajaj, Crompton-Greaves, Havells, Khaitan, Orient, Polar, and Usha - together have a market share of about 70%, known as organized market;

(2) About a hundred lesser known brands have a market share of about 20% which is also known as **Semi-Organized market**; and

(3) A large number of very small manufacturers have the remaining market share of about 10%. A large fraction of the demand for fans for the organized sector is outsourced by the clusters in HP and Uttarakhand.

The graph below provides an estimated market share for 2012-13 for large players-

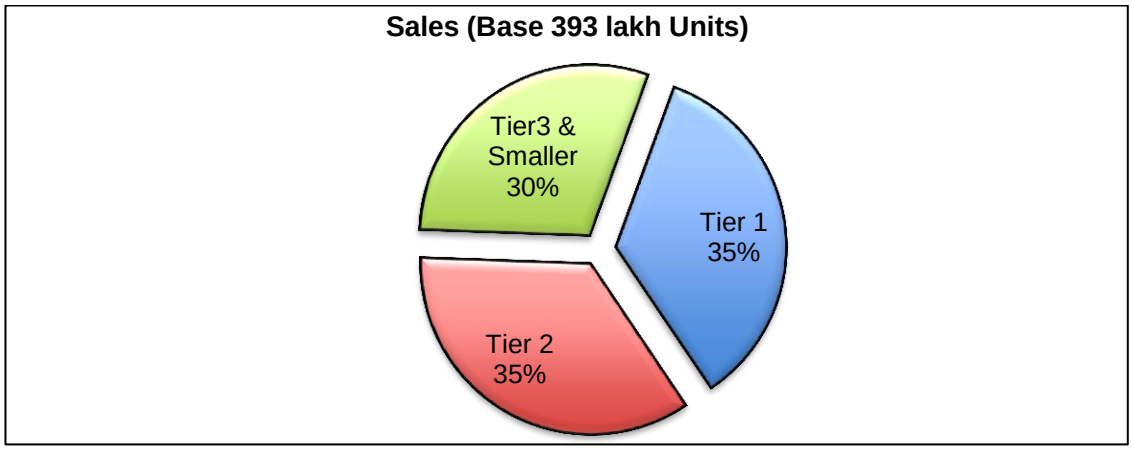
Base: 278 Lakh Units



Graph 5: Ceiling Fan Brand Market Share

Source: Shakti Sustainable Energy Foundation report May- 2013

Indian Ceiling Fans Market – By types of Cities



Graph 6: Ceiling Fan Market

Source: Shakti Sustainable Energy Foundation report May- 2013

Indian Classification for Tier 1, Tier 2, & Tier 3 cities is as follows:

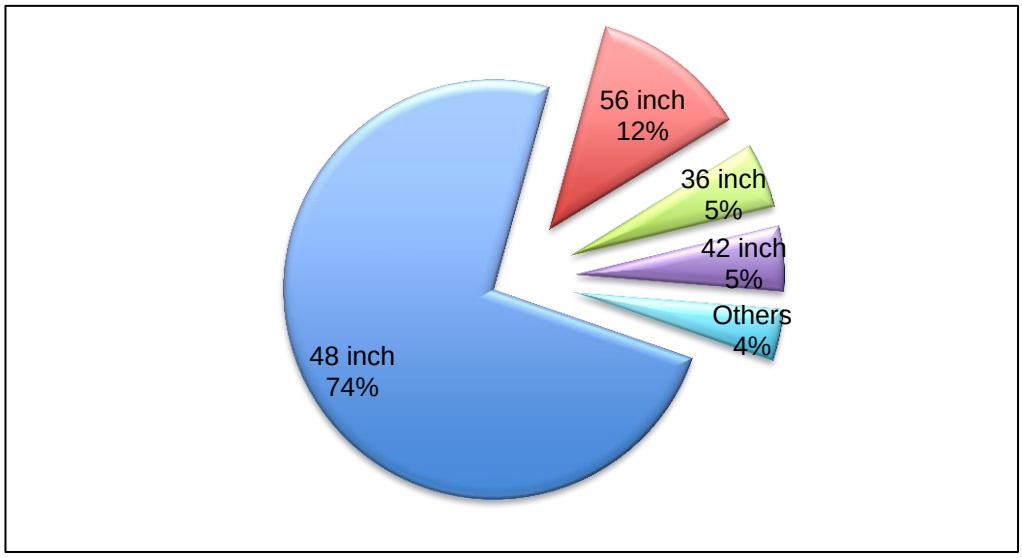
- Tier 1: Population equal to or more than 4 Millions
- Tier 2: Population more than 1 Million & less than 4 Millions
- Tier 3: Population more than 0.5 Million & less than 1 Million

Ceiling Fan Market – By sizes

Ceiling fans are available in various sizes such as 36, 42, 48, 56 inches and others but 48 inch models dominate the ceiling fans market because of the standard Indian room

size. The graph below provides a break-up of Indian ceiling fans market for year 2012-13 for different sizes (Based on data of large players only).

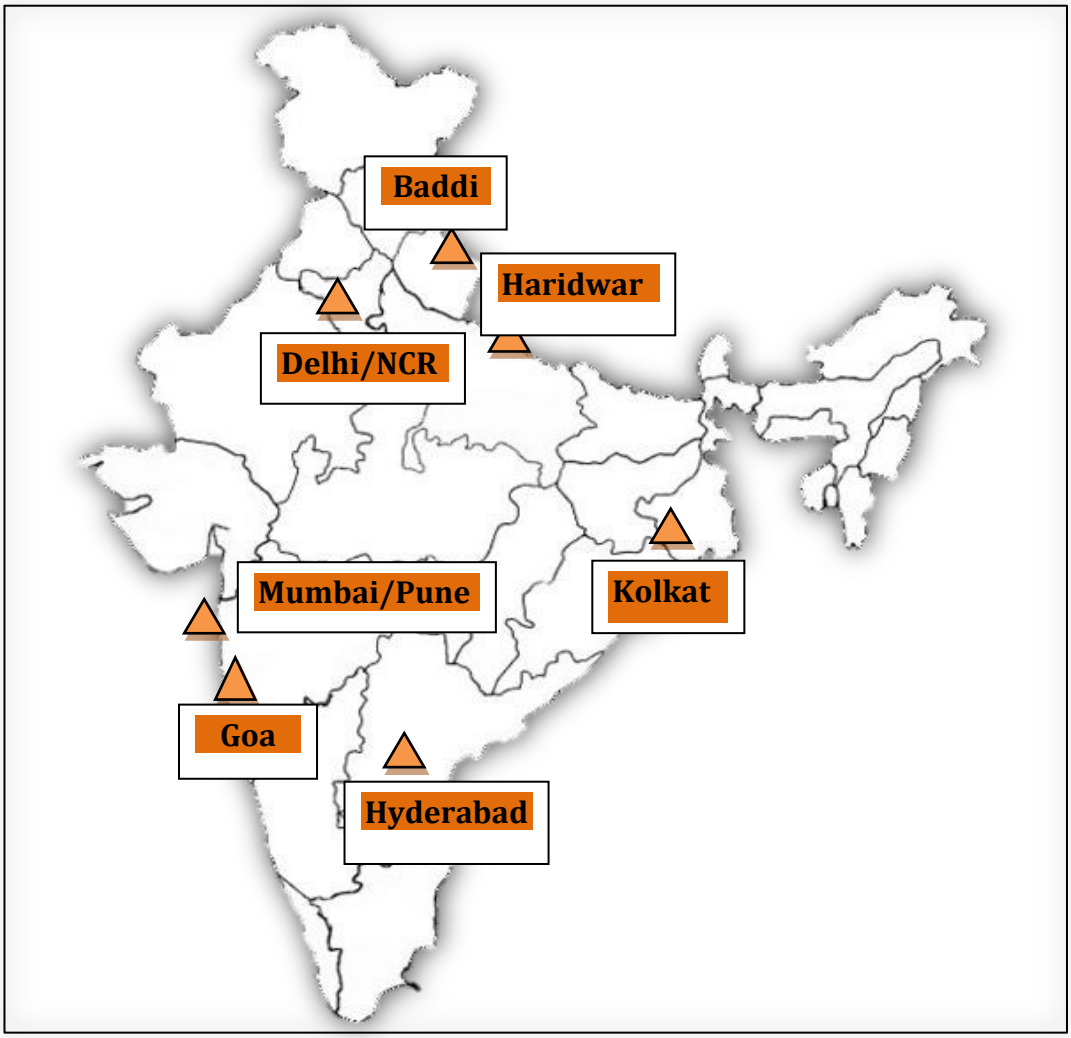
Base: 278 Lakh Units



Graph 7: Ceiling Fan Market

Source: Shakti Sustainable Energy Foundation report May- 2013

The map below highlights the prominent manufacturing locations and Clusters of ceiling fans in India.

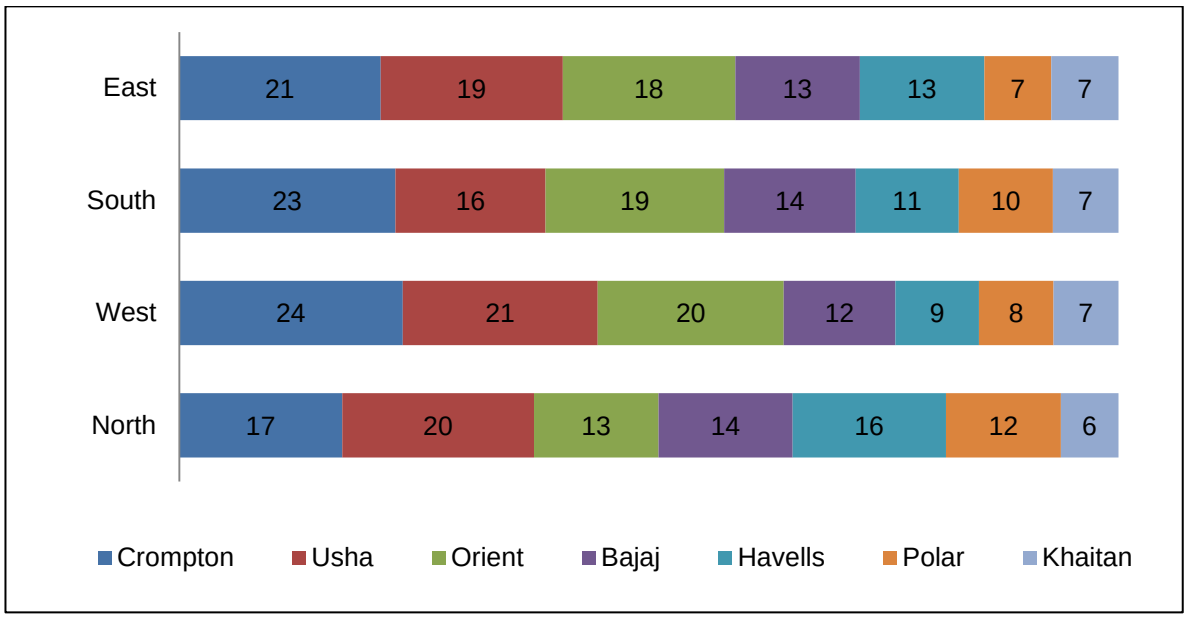


Source: Shakti Sustainable Energy Foundation report May- 2013

Ceiling Fans Market – By Regions

The graph below provides break-up of Indian ceiling fans market for year 2012-13 for different regions across India (Based on data of large players only).

Base: 278 Lakh Units (Fig in %)



Graph 8: Ceiling Fan Market

Source: Shakti Sustainable Energy Foundation report May- 2013

3.3 Energy Efficiency Measures

Standards and Labeling Program

Standards and labeling (S&L) program has been identified as one of the key activities for energy efficiency improvements. A key objective of the scheme is to provide the consumers an informed choice about the energy saving and thereby the cost saving potential of the relevant marketed product.

The scheme is currently invoked for 15 equipment/appliances, i.e. Room Air Conditioners, Tubular fluorescent lamps, Frost Free Refrigerators, Distribution Transformers, Induction Motors, Direct Cool Refrigerator, Geysers, Ceiling fans, Color Televisions, Agricultural pump sets, , Washing machine, Ballasts, Computers and Office Equipment of which the first 4 have been notified under mandatory labeling other appliances are presently under voluntary labelling phase . . The STAR rating ranges from 1 to 5 in the increasing order of energy efficiency. In addition to the objective of informed choices to consumers, the program leads to huge energy savings and there by reduction in the energy bill reduces capital investment in energy supply infrastructure. It also enhances the product quality, strengthens the competitive markets, builds position for domestic industries to compete in such markets where norms for energy efficiency are mandatory, removes indirect barriers to trade, reduces carbon emission and helps meet climate change goals.

The Government has implemented Standard and Labeling (S&L) scheme working towards efficient use of electricity. In order to further conserve energy SEEP (Super-Efficient Equipment Program), one of the initiatives by BEE ((Bureau of energy Efficiency) is in the process to be implemented for ceiling fans which will help to save almost half of the energy presently consumed by fans.

SEEP (Super-Efficient Equipment Program)

SEEP aims to transform the global market by increasing the penetration of highly efficient equipment and appliances. SEEP partners work together in voluntary activities to: (1) "raise the efficiency ceiling" by pulling super-efficient appliances and equipment into the market through cooperation on measures like incentives, procurement, and awards; (2) "raise the efficiency floor" by working together to bolster national or regional minimum efficiency standards and labels; and (3) "strengthen the efficiency foundations" of programs by coordinating cross-cutting technical analysis to support these activities.

Super-efficient appliances being commercially feasible are significantly more efficient than those available in–markets in terms of energy saving, or for efficient use of energy. This framework is implemented by Bureau of Energy Efficiency, which is an agency by Govt. of India under Ministry of Power. The agency's function is to develop programs which will increase the conservation and efficient use of energy in India, the program is called as Super-Efficient Equipment Program (SEEP). The core idea of SEEP is to provide financial incentives essentially to manufacturers, so that they can develop, produce and sell super-efficient equipment and appliances at prices in line with a normal appliance available in the market. The same could however be offered to consumers directly in form of rebates.

Bureau of Energy Efficiency (BEE), the nodal government agency in India to implement energy efficiency policies and programs, to start with has initiated SEEP at national level for ceiling fans and will be implemented in 12th five year plan. The primary goal of the program is to accelerate the market transformation to super-efficient appliances and equipment in India. The program will be voluntary for manufacturers and will incentivize 5 million super-efficient fans in the first phase over a three year period. The super-efficient (SE) fan will consume about 35W as compared to the current market average of 70W. The SE fan is also significantly more efficient than the 5 star rated fan (most efficient fan) which consumes about 52 W. The performance of both the fans as measured by air delivery must be same at 210 cubic meters per minute (cmm)[2].

[2] Source: A guidebook on SEEP by Prayas Energy Group

Criteria for Selecting Products for SEEP

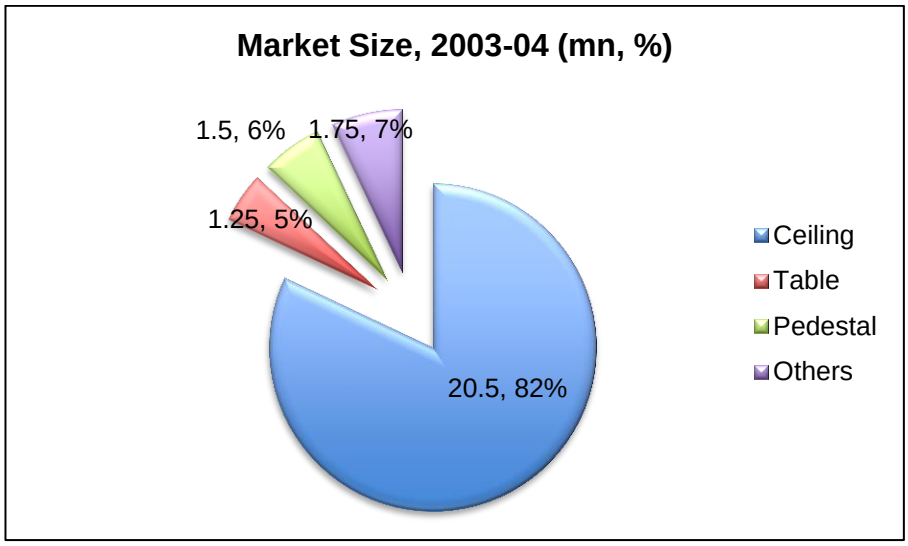
- **Appliances**
  - That consume a significant amount of energy
  - That are present in most households or where rapid growth is predicted
  - For which energy efficient technology exists but is not being used by manufacturers
  - For which there is a significant variation in the energy efficiency of different units

Fans: Unique opportunity for India

- Super-Efficient Appliances: Ceiling Fans
  - Power consumption as low as low as 35W, compared to current load of 70W consumed by the fans available in the market.
- The market for all types of electric fans is estimated to be growing at an annual rate of 12%, with domestic sale of ceiling fans being around 25 million in 2010

Source: http://www.sustainabledevelopment.in/pdf/events/day1/Jyoti_Arora.pdf

SEEP program implementation for ceiling fans



Graph 9: Ceiling Fan Market Size

Source: IFMA Annual Report 2003-04

The above chart shows that ceiling fans have maximum share i.e. 82% out of the total market size, which clearly depicts the idea of choosing the ceiling fans as the first Super Energy Efficient appliance commercially available product in the Indian market

What does Super-Efficient Fan technology include?

There are 3 things that have been done to improve the efficiency of super-efficient fans:

1. Improving the induction motor efficiency – to enhance performance
2. Use of BLDC (or Brushless DC technology)
3. Improving the design of the blades

The above implementations involve replacing some electrical components with electronic components thus allowing for a smoother control of the fans.

As per BEE specifications, these changes should allow super-efficient fans to give:

1. Higher air delivery at full speed
2. Low noise through the use of better quality blades
3. In order to be more suitable for Indian conditions:
    a. Negligible effect on performance or very low degradation in performance at lower voltages
    b. Reliable even under high ambient temperature
4. Lowest power consumption

Monetary Savings on account of various energy efficiency improvement measures in India

Efficiency Improvement Option	Average Power Savings (W)	% reduction from baseline power	Average incremental manufacturing cost($)	CCEm ($/kWh)	CCEc ($/kWh)
Improved AC Induction Motor (A)	25	36%	$1.50	$0.003	$0.005
BLDC Motor (B)	35	50%	$10.50	$0.014	$0.027
Efficient Blades (C)	10	15%	$3.50	$0.015	$0.031
A+C	32	45%	$5.00	$0.007	$0.014
B+C	40	57%	$14.00	$0.016	$0.032

Table 10: Cost of Conserved Electricity in India

Source: Lawrence Berkeley National Laboratory

CCEm – Cost to the manufacturer of conserved electricity

CCEc – Cost to the consumer of conserved electricity

Comparison of all the 3 types of fans

	Regular Fan	BEE 5 Star rated Fan	Super-Efficient Fans
Wattage	75	50	35
Yearly Units Consumption (assuming 8 hrs usage everyday)	219	146	102
Yearly Electricity Cost (at Rs 5 per unit)	Rs. 1095	Rs. 730	Rs. 511

Table 11: Fan Types in India

Source:http://www.superefficient.org/~/media/Files/SEAD%20Technical%20Analysis%20Reports/SEAD%20Ceiling%20Fan%20Analysis/Final%20SEAD%20Ceiling%20Fans%20Report.pdf

Since super-efficient fans are meant for saving significant amount of energy, therefore energy saving potential by the help of national fan program projected for the year 2020 is illustrated below:

Potential Savings from National Fan Program in 2020

Power Savings per Fan (W)	15	W
Usage	1350	hours/yr.
Energy Saved per Fan	20.25	kWh/yr.
Power purchase cost saved per fan per year	60.75	Rs./yr./fan
Fan additions 2010-2020	537	Million
Energy Saved at Grid Bar in Year 2020	13603	GWh
Fraction of fans on during summer peak hours	50%	
Reduction in Summer Peak Capacity Reqmt in 2020	5930	MW

Table 12: Potential saving from National Fan Program

Source:
http://www.prayaspune.org/peg/media/k2/attachments/ceiling_fans_the_overlooked_appliance_107A01.pdf

- Fans most common electrical appliance in Indian households and offices after electric light
- Fans consume about 20% of the electricity in Indian households
- Sales of ~30 million per year; growing at ~10%
- An increase of 70% of fan sales been projected till 2020
    - Rapid accumulation of new stock with long life - should be efficient

4. Detailed Findings

In the qualitative phase, the group discussion with consumers revolved around following areas:

- Media habits of participants
- Ownership pattern of Electronic appliances and role of upgraded technology in the lives of participants
- Product purchase and decision-making process. The key factors that are assessed when buying a ceiling fan and the relevance of energy consumption, if at all
- Attitude towards Energy and Energy Conservation
- Awareness and perceptions about the current 5 star label
- Reaction to the SEEP concept
- Cues to Label Design
- Associations with the concept: participants were drawn into an association exercise and asked to draw pictures or write down words that came up in their minds in response to energy labels.
- Spontaneous Response to multiple labels.
- Responses on a variety of parameters including appeal of the design, comprehension of the message, relevance of the label to the concept, persuasiveness.
- Perceptions about the preferred labels and suggestions regarding the same.

The in-depth-interviews with the retailers were aimed at understanding the following:

- Market Scenario
- Key Brands
- Purchase Criteria
- Cues to Label Design
- Spontaneous reactions to initial prototypes
- Responses on a variety of parameters including appeal of the design, comprehension of the message, relevance of the label to the concept, persuasiveness.

Stakeholders Meet was organized to take feedback on the selected prototypes after completion of first qualitative phase on following:

- Key concerns of stakeholders
- Suggestion from Stakeholders on selected designs
- Prototypes of next phases

4.1 Consumers Insights

4.1.1 Profiling:

This section is compiled on the basis of quantitative information obtained from consumers and retailers. The sequence of representing data is viz. consumers and retailers.

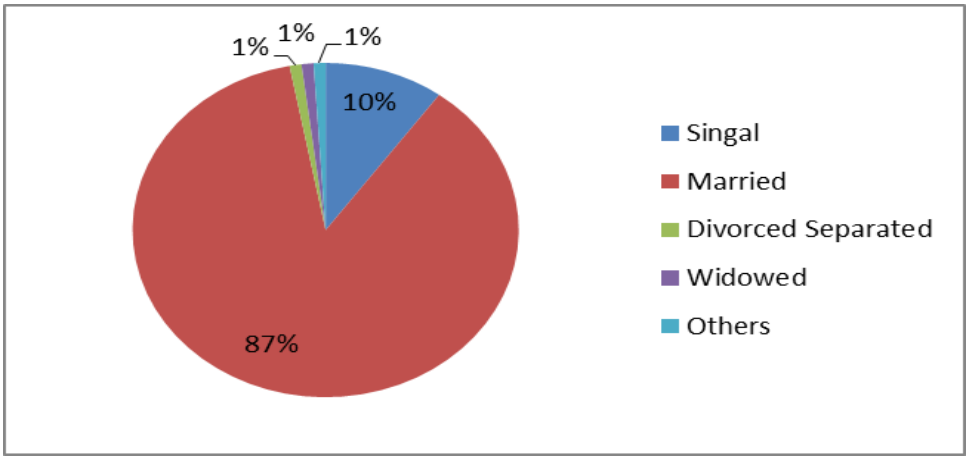
General Profile Consumer Insights:

Profiling: Age Group

Base: N=1711 (All respondents) Data represented in %

Looking at the data in two broad verticals of 27 years to 35 years and 36 years to 55 years, the spread is equally divided in both the age groups.

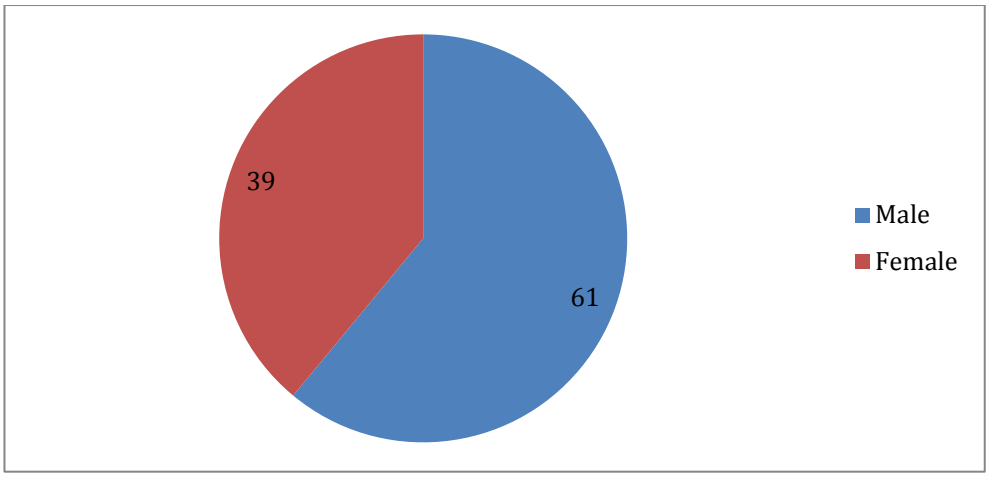
Base: N=1711 (All respondents) Data represented in %



Graph 10: Profiling- Marital Status

The studied age band resonates with the settlers in life hence a significant 87% of all respondents correspond with “married”. Further the married consumers found to be more active in the purchase process of household appliances, especially the fans.

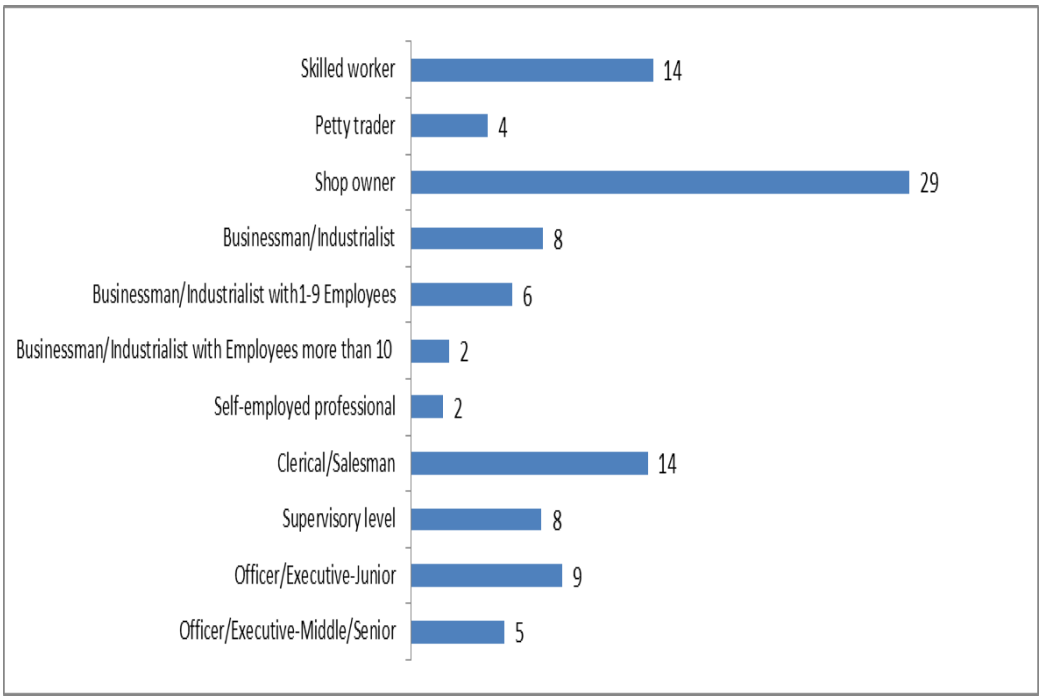
Base: N=1711 (All respondents) Data represented in %



Graph 11: Profiling- Gender

The core response group comprised of decision makers and influencers in purchase of household appliances and electrical equipment including fan. The gender representation is a natural fall. Slight skew towards male is observed, this is evident of continuing societal trend of males being the key decision-makers for certain product categories.

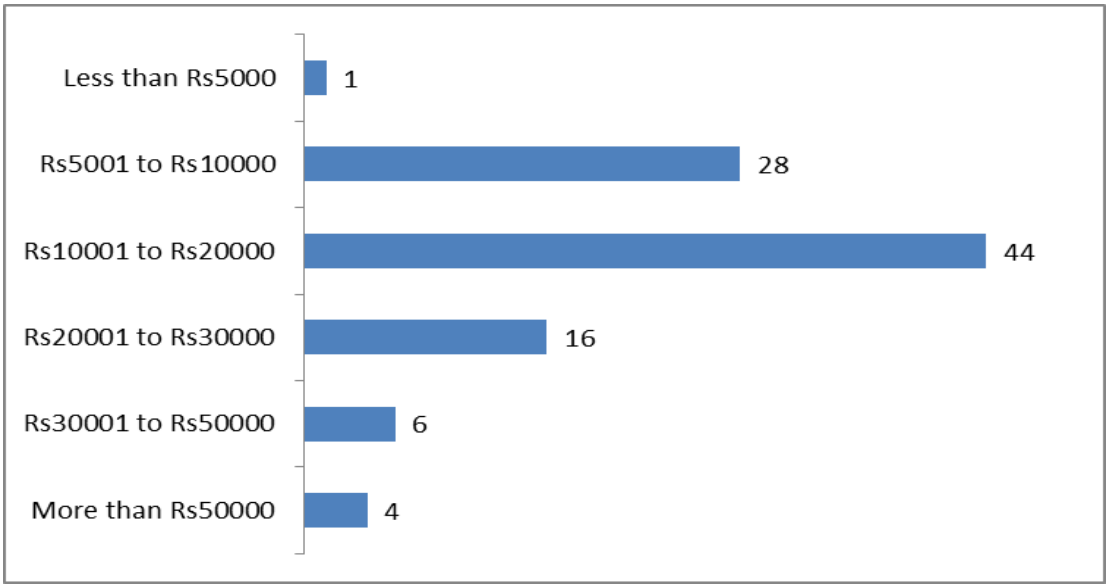
Base: N=1711 (All respondents) Data represented in %



Graph 12: Profiling- CWE Occupation

A fair representation of professions was achieved. There were no pre-set quotas on the same. 29% of the respondents were shop owners and a good 14% were into clerical or sales work, CAs, lawyers and doctors.

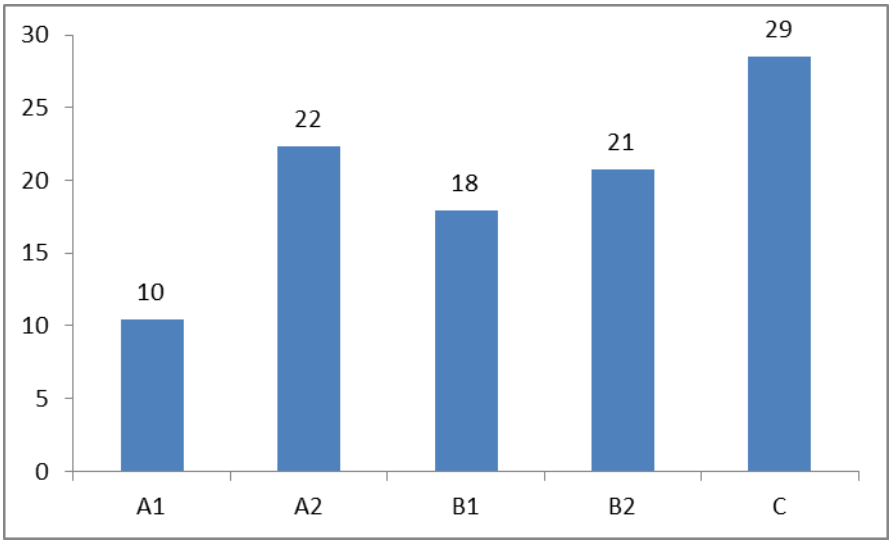
Base: N=1711 (All respondents) Data represented in %



Graph 13: Profiling- Income

Nearly 44% of the target audience has income ranging between Rs. 10001 to Rs. 20000 per month.

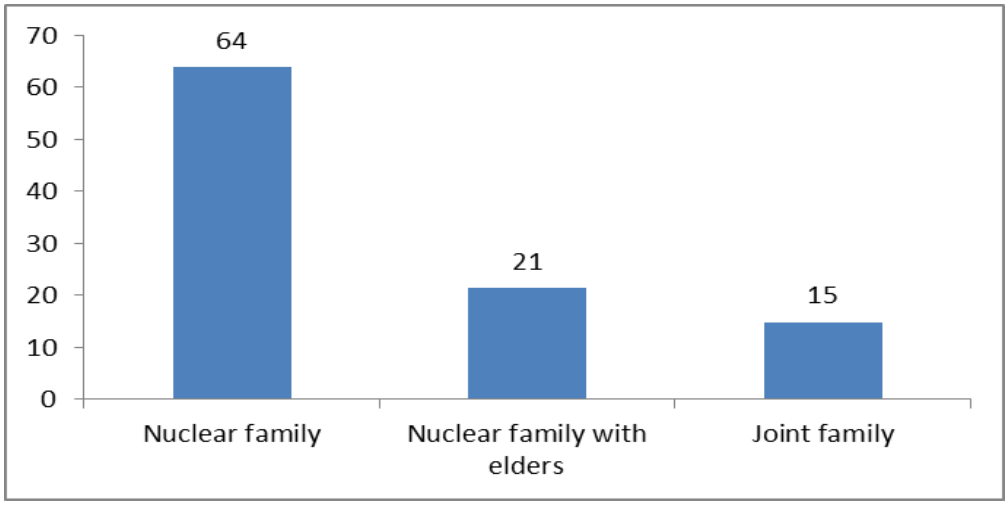
Base: N=1711 (All respondents) Data represented in %



Graph 14: Profiling- SEC

Aggregating the slices of SEC into broad spectrum of A, B, C reflects fair representation of the three classes.

Base: N=1711 (All respondents) Data represented in %



Graph 15: Profiling- Family Structure

The current trend in metros and major cities for nuclear families is reflected in the survey findings with 64% of the respondents belonging to nuclear family.

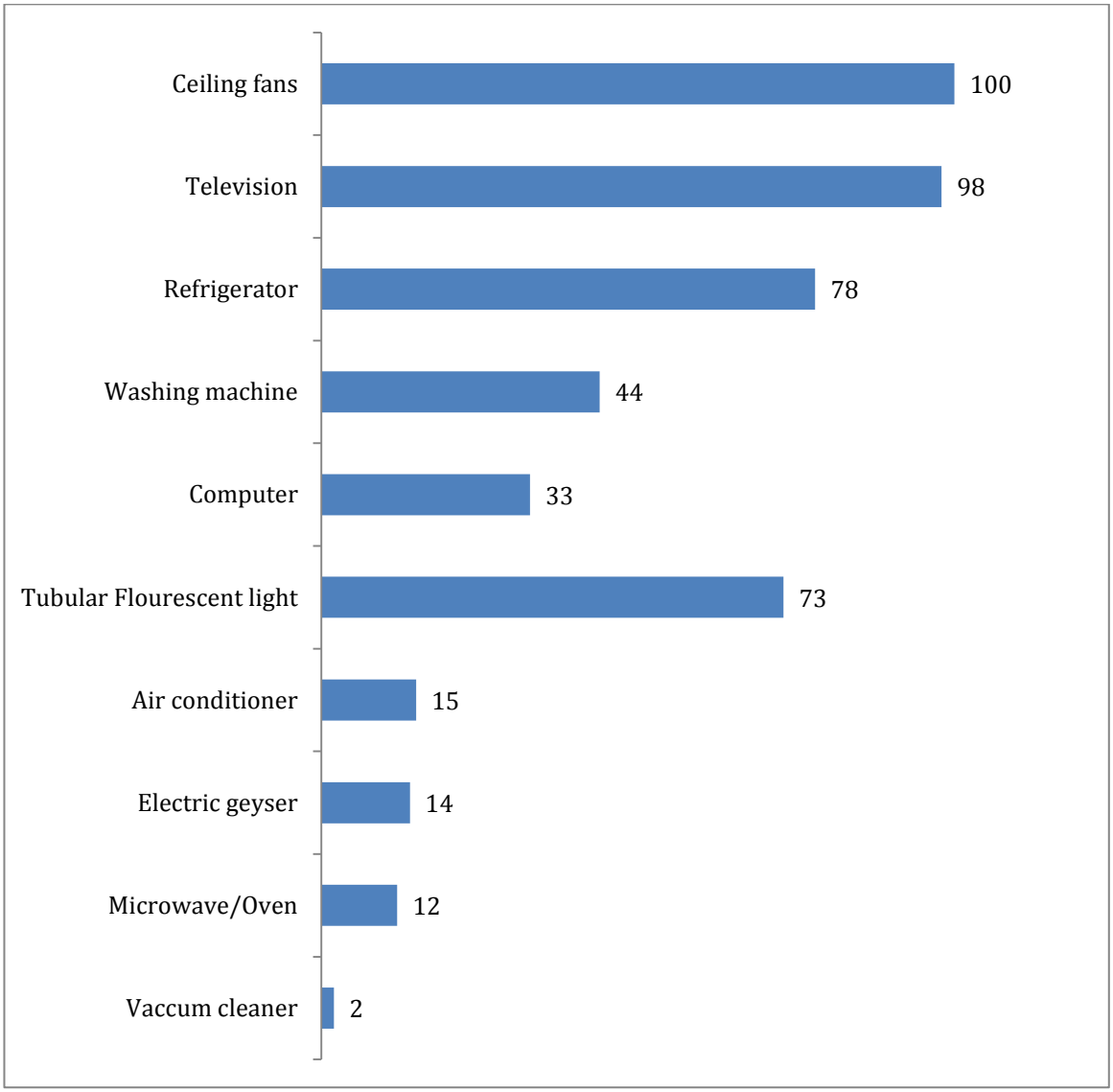
4.1.2 Ownership Pattern for Electronic Appliances

Electronic appliances have become an important aspect of consumers' lives as they are perceived to be of great functional value in terms of saving time and leading to a more comfortable lifestyle.

The commonly owned appliances include refrigerators, televisions, washing machines, home theatres, set-top boxes, microwaves, mixer-grinders, mobile phones, iron etc. Smartphones, digital cameras, Air conditioners, laptop, tablets computer ownership is moderate but consumers across all cities aspire to owning these as well.

New technological innovations are regularly happening each day; it not only enhances the social status but also makes the work easier and faster. LED televisions, laptops, smartphones, tablets and digital cameras are no more a luxury but turning into a necessity with time. Ceiling fans and televisions emerge to be the products with almost cent percent penetration.

Base: N=1711 (All respondents) Data represented in %



Graph 16: Purchase- Ownership Patterns

The cent percent ownership of ceiling fan is on account of purposive targeting also Ceiling fan as a category is highly penetrated in the Indian Households, the other major appliance happen to be Television as evinced by 98% of respondents. This gives a sign of huge potential for electricity saving through introducing super-efficient Program for appliances viz- Ceiling fans, Television, Refrigerators and Washing Machines.

4.1.3 Role of upgraded technology

People talk about all appliances with latest technology. The spontaneous citation for buying a particular product at unaided level revolves around brand. A typical consumer of today comes from a context wherein the interaction with appliances is high and the consumer is interested in and inclined towards gadget use.

Over the years, consumers' views with regard to appliances and technology have changed. Consumers across locations believe that technological up-gradation have made work simpler and faster. The palpable changes in lifestyle and living conditions have also ensured and established the role of appliances in the lives of consumers.

Consumer Nuances

"With restriction in usage of maximum nine LPG cylinders in an year, introduction oven have been beneficial" **Owners- Kolkata**

"Technology reduces human efforts" **Intenders-Kanpur**

"Nowadays people cannot manage without technology" **Owners-Mumbai**

"Computers enabled with latest technologies, help us to work much easily than it was before, so we look into what all is still coming into the market" **Owners- Bangalore**

"Technology saves time, suppose if there is shortage of gas one can cook food in induction cooktop" **Owners-Patna**

"Life has become easier and more comfortable with technology" **Intenders-Delhi**

"Smartphones, Tablet, Digital cameras are innovation in technology" **Recent Buyers-Surat**

"The life style has changed drastically, we are in a fast mechanical life where electricity does everything for us" **Recent buyer-Surat**

We have become more dependent on the gadgets, we feel helpless without them" **Intenders-Delhi**

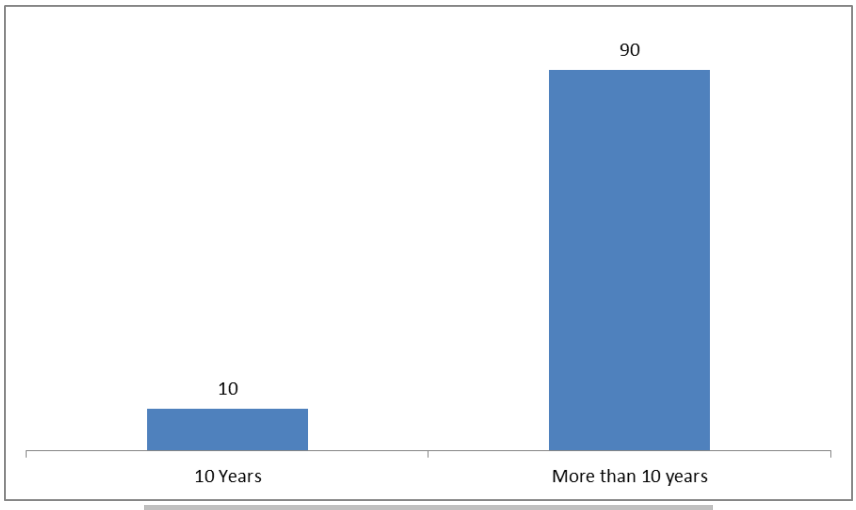
4.1.4 Retailer General Profile and Insights

4.1.4. Retailer Profiling

Retailers play a major role in influencing the appliance purchase decision. For the retailer interviews, we selected all the major markets concerning the product. Due care was taken to cover different types of outlets in the form of electrical appliances stores, Hardware sellers who deal in fans as a category (A trend much prevalent in West Zone).

Though there was no predefined quota on outlet size, type etc. but to ensure that the sample is robust small, medium and large shops were included and to give richness to responses, multi brand outlets were studied.

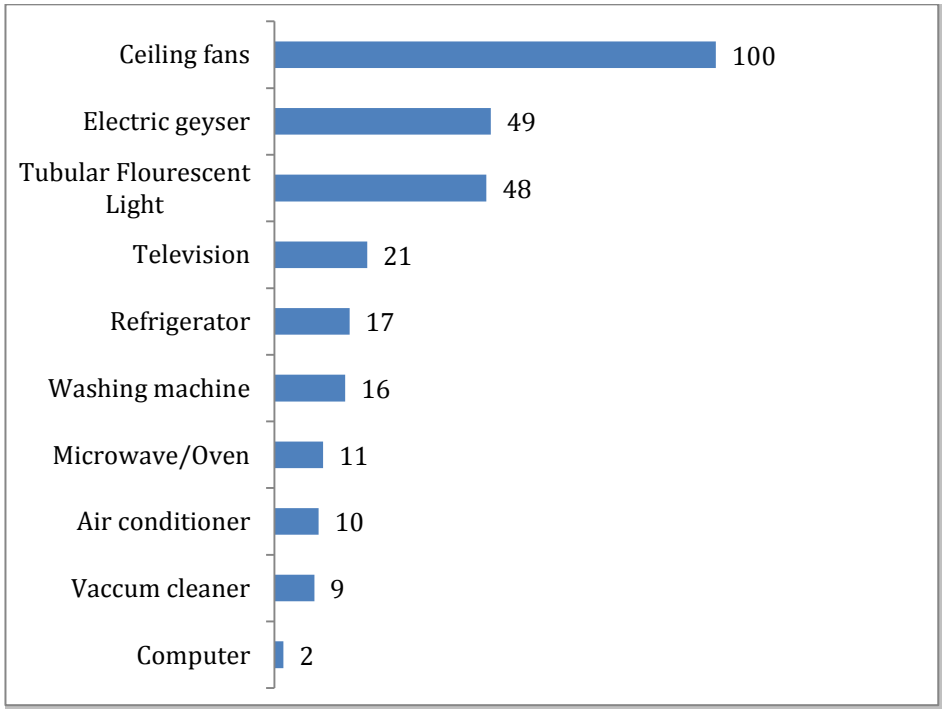
Base: N=241 Data represented in %



Graph 17: Profiling- Number of years in trade

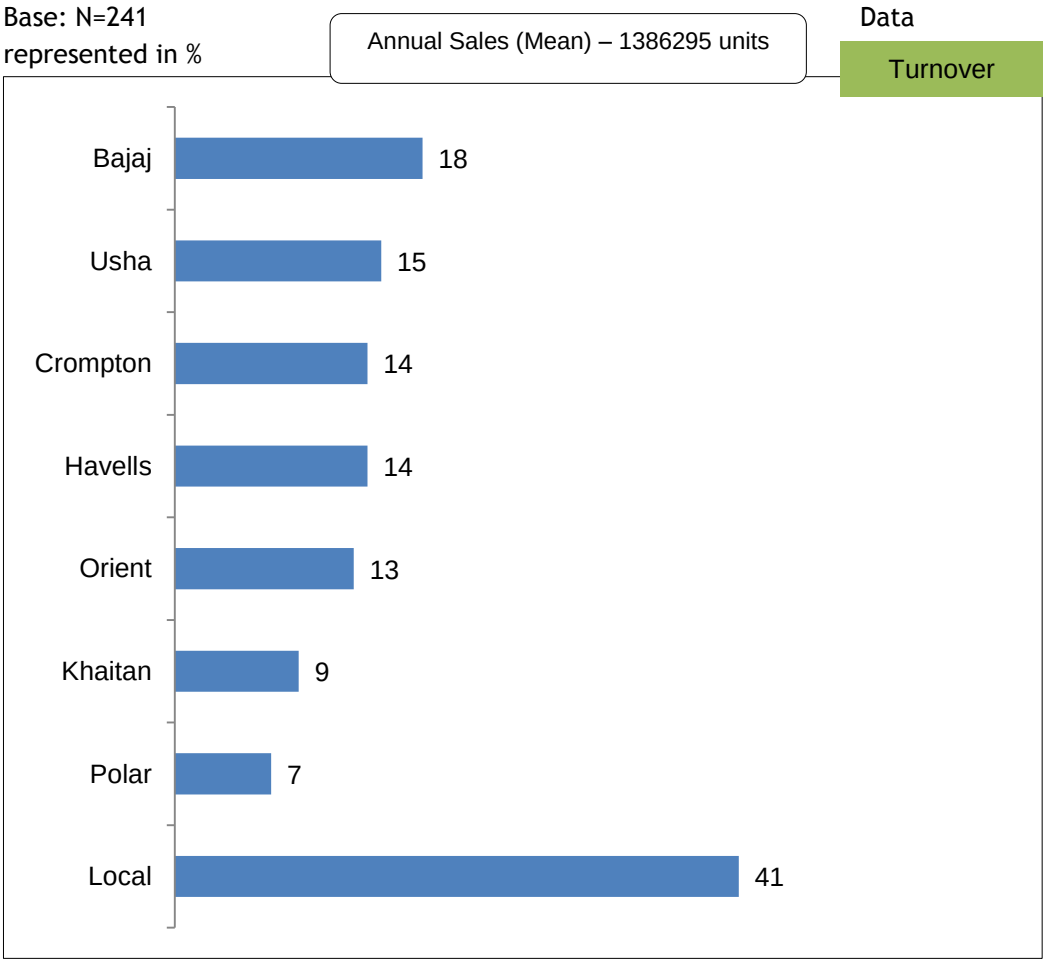
The majority of the target group had been in the business for more than 10 years. As a result, they had a fairly good understanding of their consumers and the market dynamics.

Base: N=241 Data represented in %



Graph 18: Items stocked by Retailers at their Shops

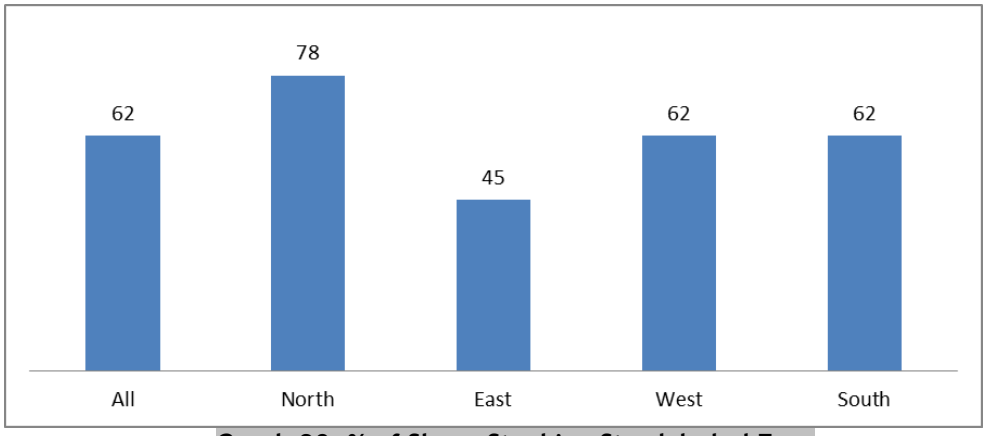
Ceiling Fan as a category is being sold and stocked by all the retailers as per the criteria however, nearly 50% of retailers also stock electric geyser and TFL. The stocking patterns of the shop varied by region and area. For instance in Mumbai the category evinced selling Hardware products



Graph 19: Fan Brands stocked by Retailers at their Shops and Annual Sales

Retailers stock both the popular/well known leading brand and local brands in ceiling fan category. Almost all the national brands are stocked by retailers in similar fashion where 2-3 brands are stocked in prominence. More than 40% of the retailers additionally stock regional/local ceiling fans. This indicates a high market share of regional/local players in Ceiling fan category.

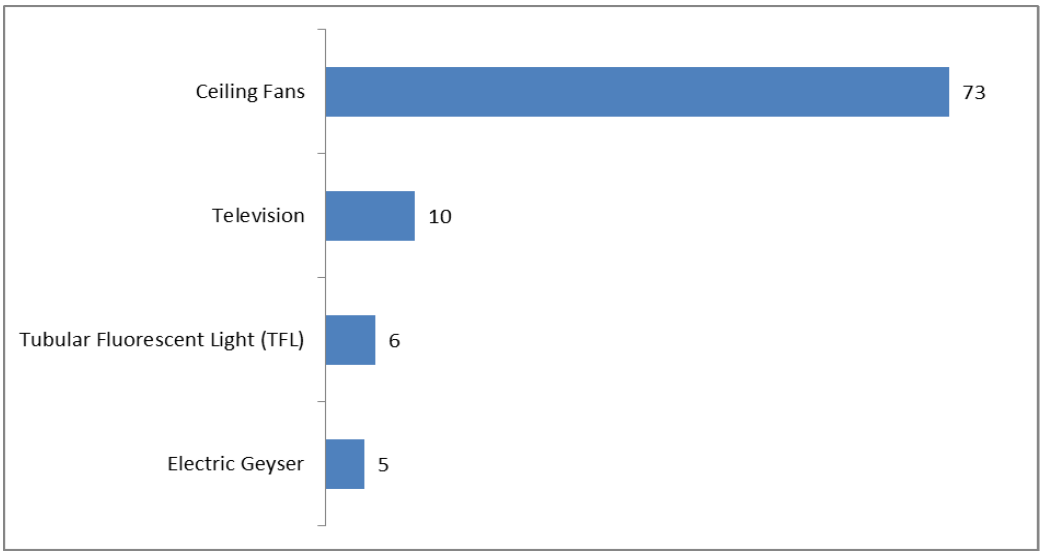
Base: N=241 Data represented in %



Graph 20: % of Shops Stocking Star labeled Fans

At an overall level, within the framework of the studied sample more than 60% retailers claim to stock star labeled fans. Such stores are highest in North (78%) followed by West (62%) and South (62%) whereas East (45%) has minimum inclination towards star labeled fans.

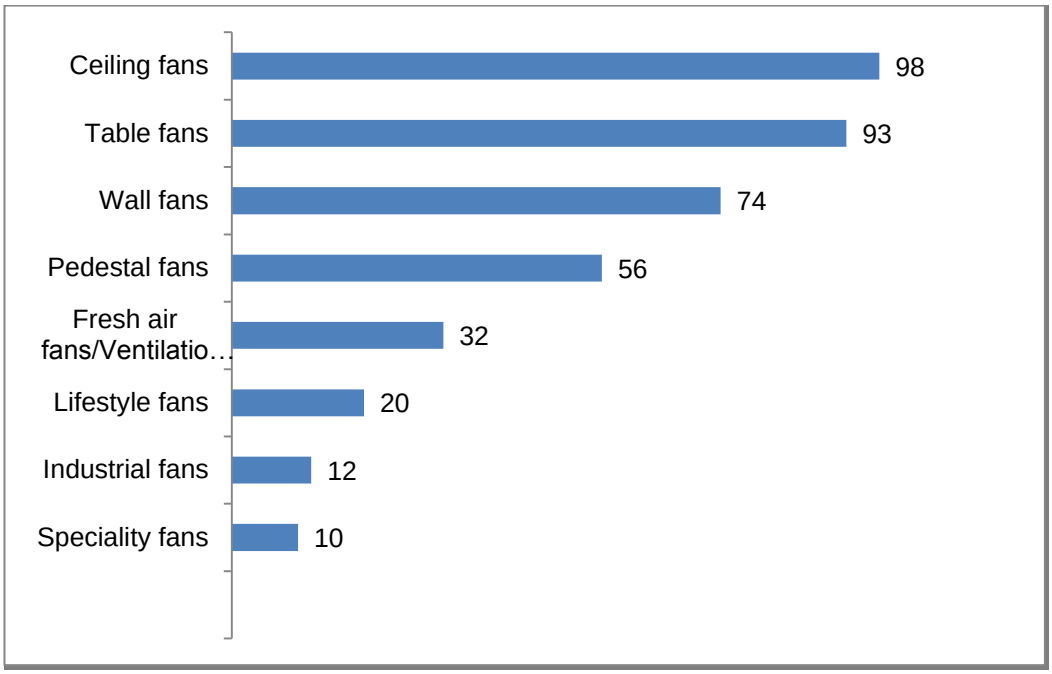
Base: N=241 Data represented in %



Graph 21: Highest selling items in shops (Retailer Insight)

The study design effect entailed covering Ceiling fans sellers. However it is observed that from within the framework 73 percent of all studied outlets had fan as the highest selling product followed with Television (10%).

Base: N=241 Data represented in %



Graph 22: Types of Fans Available in store (Retailer Insights)

Ceiling fan (98%) is the most selling type of fan sold at retailer end. Table fans (93%) stand second in the row followed by Wall fans (74%).

4.1.5 Market Structure and Sales

Retailers have myopic idea of Ceiling fan sales. The information given on sales figure is confined to one's own outlet. Sales vary with:

- Size and popularity of retail outlet- Average seasonal sales vary from 10 fans to 1000 fans (dependent on scale and location of operation)
- Season- Sales increase by 50% at the maximum during the summer. Fans have turned into round the year selling product category with increasing construction and city expansion. New purchases are high even in the well-entrenched centers and cities on account of vertical expansion (Floor system coming in the cities)

Key Clientele includes residential customers, architects, interior designers/decorators or electricians. Government organizations are the major buyer.

Fans are rarely replaced without a reason, the possible reasons for replacement are change in interiors of room or product breakdown which is uncommon as fans are easily repaired and efficiency levels of fans decline substantially after rewinding of the motor. Moreover, not much advancement has happened in technology (except that

decorative fans have come up) which would motivate customers to replace existing fans.

Generally, only the leading brands are prominently displayed in multiband outlets. In addition, some local brands are displayed but not as prominently. Low cost brands are available more so in rural areas. Generally, customers come up with pre-decided mind on brands (often the recently encountered brand or the one last used). Retailers recommend brands only when customer is undecided about brand or confused between the two. Local brands are recommended either to price-conscious customers or the ones who are not brand conscious.

The low recommendation behavior is driven by the fact that a) celling fan is low profit margin category b) the starting range of most of the brands is affordable c) fans have longer shelf life.

Low margins are also the reason that **organized retail** has not shown interest in ceiling fans so far.

Therefore, fans are more predominantly available in standalone stores which deal either in lighting and decorative solutions or electronic outlets (electric products like coolers, fans, geysers, heaters, electric wires, cables and wiring accessories etc.) rather than consumer durables. The lower margins in fans are compensated by high uptake. The figure below shows the category of retailers who deal with ceiling fans.

Retail Landscape of Ceiling Fans

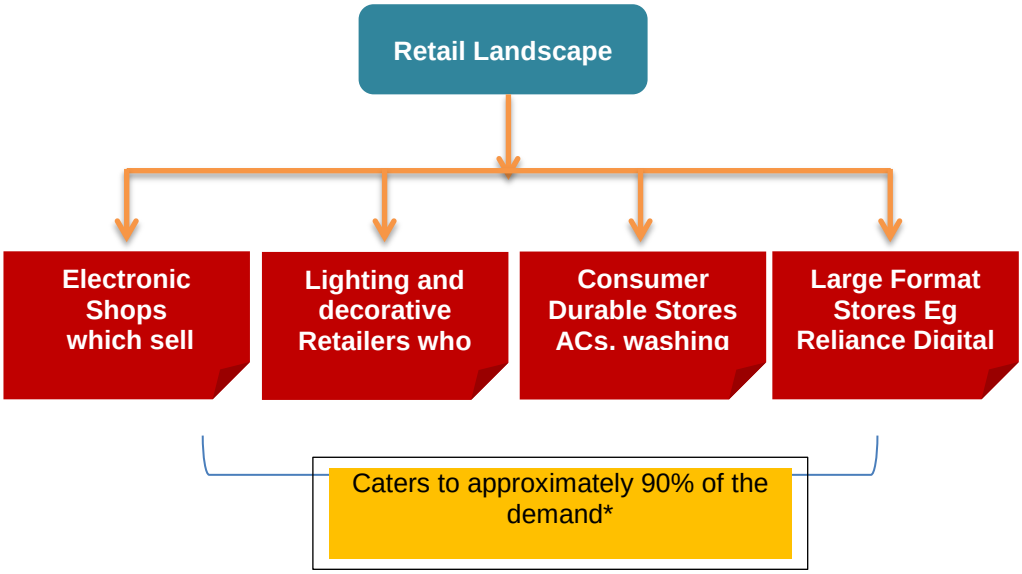


Figure 5: Retail Landscape of Ceiling Fan

Market Xcel Analysis, Retail Conversational Insights

Product availability is high throughout locations with electrical markets. Besides, large wholesale markets (For example, Bhagirath Palace in Delhi, Lohar Chawl in Mumbai Ezra Street in Kolkata) account for significant portion of retail sales.

These are attractive destinations for retail customers as these markets offer better bargain and huge variety of conventional and decorative fans.

4.1.6 Key Brands

The market is being catered by a number of brands. The leading brands capture a major share of market.

There key 7 major brands were most commonly found at the stores visited by us:

1. Crompton
2. Orient
3. Bajaj
4. Usha
5. Havells
6. Polar &
7. Khaitan

The ratio of branded to unbranded fans across the retail segment is 65% and 35% respectively.

Retailers/Dealers usually deal in 2-3 brands of fans for apart from 1 or 2 local ones. No instances of single brand retailers were found.

The market is dominated by branded fans but the changing trend is that consumers look forward for fans that gel with the décor of the house. Buyers increasingly look forward to have designer branded fans which enhance the interiors of the house. Earlier fans were considered to be the basic need but with change in time it has assumed importance of a lifestyle product with some segments of the society.

The retailer idea of consumer is that energy efficiency is gaining importance amongst the consumers. Buyers are enthusiastic to purchase appliances that save energy & money. After the launch of star label appliances, consumers understand that higher the star, higher the energy saving hence lower electricity bill. Therefore star label appliances are on the top of mind of the consumers, but the importance attached varies by the appliance type.

4.1.7 Manufacturers Insights

Today the market is divided into three segments:

(1) Eight leading brands - Bajaj; Crompton-Greaves; Havells; Khaitan; Orient;

(2) Otrem Polar; and Usha - together have a market share of about 60%.;

(3) About a hundred lesser known brands in the organized sector have a market share of about 25%; and most of the fans manufactured in small and unorganized sectors are a BIS certified fan which proves the conformity of the standard and are therefore five star.

(4) A large number of very small manufacturers have the remaining market share of about 15%.

The primary interventions revealed market for fans in the region of 5000 crores with ceiling fans accounting to 3600 crores.

Unorganized vs. Organized Market

During 90s the market was dominated with unorganized players, essentially termed as local manufacturers, but at present the scenario is very different. The market share of organized players has significantly gone up. The market share of branded and unbranded fans falls in the ratio of 65:35. The reason for the small scale industries, still sustaining in the market is attributed to not paying taxes are due to government policy to support SSI units, which in turn makes the selling price of the product less compared to the branded one.

The consumer trust on brand is high as compared to non-branded products. The basis of this trust is the premise that brands use advanced using highly efficient machines, skilled and trained personal managing the production and good marketing strategy as compared to unorganized players.

4.1.8 Consumer Media Habits

Television viewing seems to be enjoyed by both men and women and does bear an impact on their decision making pattern. The purpose of viewing television has shifted from mere entertainment to infotainment. There is a high listenership of radio across centers. Therefore, electronic media is highly recommended to propagate awareness of program. Internet chatting along with social networking is highly followed phenomenon in mature and high growth cities.

Most consumers also enjoyed reading newspapers and magazines - they are perceived to be a window to the world and a source of both entertainment and information.

In North region consumers are addicted to television (nearly 3-4 hours a day) and watch all programs - including comedy shows, daily soaps, discovery channels and news programs whereas in East, consumers prefer to watch news and sports channels and reality shows but are not keen on serials. People are more attuned to watching regional channels particularly in South. In West, consumers are more inclined towards watching reality shows and news programs.

In south and west consumers prefer to read the newspapers in their own mother tongues.

Reading is a common phenomenon amongst males and females, the difference lies in the taste of magazines. Women oriented and Fashion magazines are preferred by females whereas males orient themselves towards sports, technology and business magazines. Women in North India show a preference for Hindi magazines.

Consumer Nuances
"We watch television not more than an hour in a day" **Owners- Kolkata**
"Watching television is the main form of entertainment" **Intenders-Delhi**
"Zee TV, Star TV, Sony and Colors are the channels that we regularly watch" **Intenders-Chandigarh**
"I like to watch comedy serials, thriller movies and reality shows on TV" **Owners-Patna**
"It is mostly sports channel or news that we watch" **Recent Buyers-Bhubaneswar**
"In television there might be something to learn from, to some extent I feel the lessons are from real life" **Recent Buyers – Mumbai**
"Reading newspapers-that is a normal regular habit in the morning" **Owners-Bhubaneswar**
"I go through the global news, I don't go very deep into it but I have it covered, current happenings of around the world" **Owner- Bangalore**
"If no newspaper in the morning, don't feel good entire day" **Intender-Kochi**
"In the morning, we read newspaper at night time we watch entertainment programs, comedy programs, reality shows or sports channels" **Intender-Kanpur**

4.2 Purchase decision making process

Fans being a low involvement category, consumers do not show high concern for electricity consumption as compared to other home appliances like ACs, washing machine, refrigerators and water heaters where power consumptions is too high. The consumers across the centers use fans for about 8-10 hrs. a day almost throughout the years operate fans year but especially in Northern region where winters are too cold, usage of fans is negligible for 2-3 months (Mid December-Mid February) else the usage is high across the year.

The purchase process of fans is simple, straightforward and short spanned. It is usually provoked by break down of existing fan, fan for a newly constructed room and buying a new property.

Unlike other devices rarely a family member accompanies the buyer. However, retailer's suggestion is sought once and if liked for a particular reason, buyer goes with retailer's opinion.
Purchase point- Information search plays a very limited role here. The key deciding factor is proximity and familiarity with retail, also the disposition is towards the retailer that offers best discount irrespective of sales format (small or large retailer).

None of the respondents mentioned making an online purchase. However, internet is used to collect feedback on brands and online catalogues are also looked in before going for the actual purchase.

Consumer Nuances

"Family accompanies when we have to buy ACs, Mobile phone and other high technology gadget but not fans" **Intenders- Delhi**

"Product that consume less electricity or reduces electricity bill are beneficial for all" **Recent Buyers-Surat**

"Husband take the final decision for purchase of fan but after discussing with wife" **Recent Buyers-Surat**

"Take advice from friends and relatives" **Owners-Mumbai**

"We were using the old fan for long time, its speed reduced hence we replaced the fan" **Owners-Kolkata**

"I have built a new house hence bought new fans" **Owners-Patna**

"Purchase decisions are made in consideration with family members, kid's demand also play important role during the purchase of fans for kid's room" **Owners-Kolkata**

"TV advertisements also influence the decision" **Owners-Mumbai**

"We are influenced by the ads, discussion with the family members, as per the looks of the walls and house and then we decide" **Owners-Kolkata**

"Sales person also plays important role, we trust him because it is the local shop and he would not cheat regular customer" **Intenders-Kochi**

Factors influencing consumers Purchase decision (e.g., labels, advertisements, selling technique, information sources)

Key factors that influence consumer's choice while making a fan purchase are:

Looks- Matching the interiors of room, attractive yet subtle color. Looks and colors play an important role during purchase of fans for affluent consumers only, whereas they rarely matter to SEC C consumers across the centers.

Brand- Many are pre-decided about the brand to be purchased. It is often the brand which the person already owns and sometimes the one recommended by a friend or other trustworthy person. This indicates that manufacturers have so far been successful in maintaining loyalty.

Moreover, there are many who believe that almost every good brand offers same quality and features. Definition of good brand is "Any brand which is known for a time for any good reason- be it excessive publicity, word of mouth or generally visible in neighboring houses."

Retailers also do not push brands much because there is not much of the difference in profit margins.

Branded vs. Unbranded

So far, people try to go for branded fans over unbranded ones as 1) Branded fans are affordable 2) The replacement cycle is long enough (Any decent fan works minimum 3 years without problems) - Hence, it is a onetime yet small expense 3) Price of fan is proportional to aesthetical benefits and not functional benefits. Therefore, one can make a very clear choice. Unbranded ones are often picked for Kitchens, Wash rooms and areas of low visibility.

Price- Price is admitted to be very important factor. The difference here is of few hundreds therefore, people tend to trade off price with brand. For SEC C price plays important role as compared to brand, hence at times the choice is swayed for a cheaper product.

Warranty- With increasing consumer awareness, elements such as warranty, customer service are gaining importance. Some people tend to go for brands that offer longer warranty period.

Recommendation- Retailer is treated both like a source of information and an assurer for a hassle free service.

Consumer Nuances

"Prefer good quality fan, at reasonable price" **Owners – Patna**

"Brands are trustworthy therefore prefer branded fans" **Indenters-Delhi**

"Brands give the extra value and make us feel proud" **Intenders-Chandigarh**

"Price plays important role because at times the budget is Rs. 1500 but brands are available above Rs. 2000 hence we switch to other brands as per the pocket" **Owners-Patna**

"Retailer gives information about all the fans and based on that we compare which is good and which is bad for us" **Recent Buyers-Bhubaneswar**

"Branded products are long lasting and good quality" **Recent Buyers-Surat**

"If the engagement with the brand in the past is good the trust is automatically built for a brand" **Recent Buyer-Surat**

"Prefer fan that consumes less electricity" **Intenders-Kanpur**

"Color and design are important" **Intenders-Kochi**

"Now many companies have come up with many colorful fans, color is a big factor" **Owners-Kolkata**

"Life period of fan is also important" **Owners-Bangalore**

"Look and price are both important" **Intenders-Chandigarh**

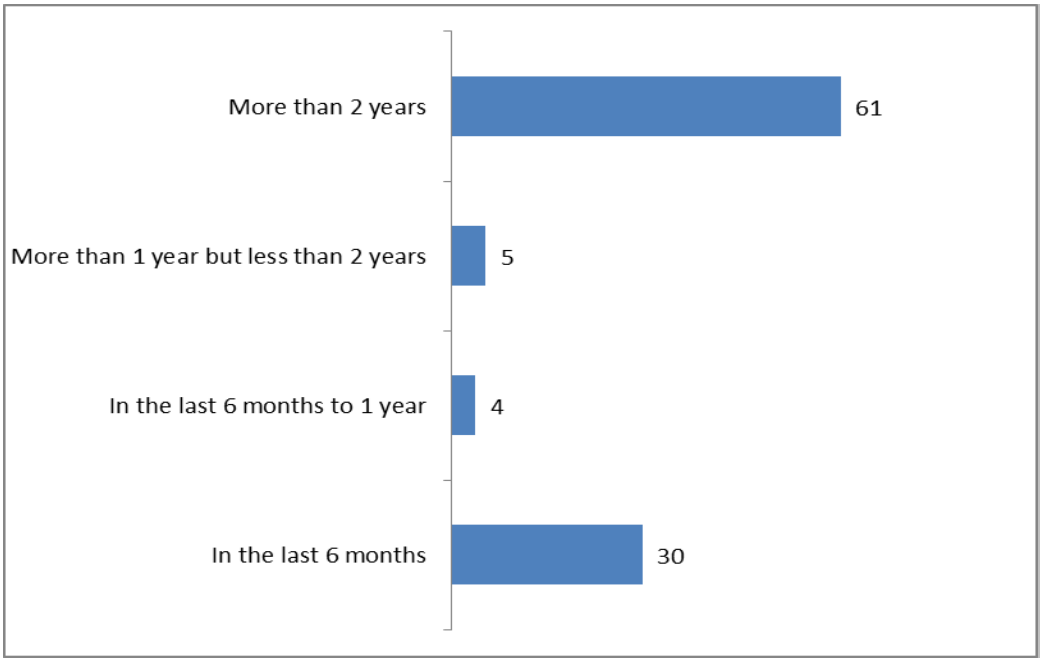
"Dark color fans will camouflage the dust" **Owners-Kolkata**

"Blades should not be thick as it circulates less air" **Recent Buyers-Bhubaneswar**

"Fan only means how efficient it is in giving air and how long lasting it is" **Owners-Patna**

The Purchase Process

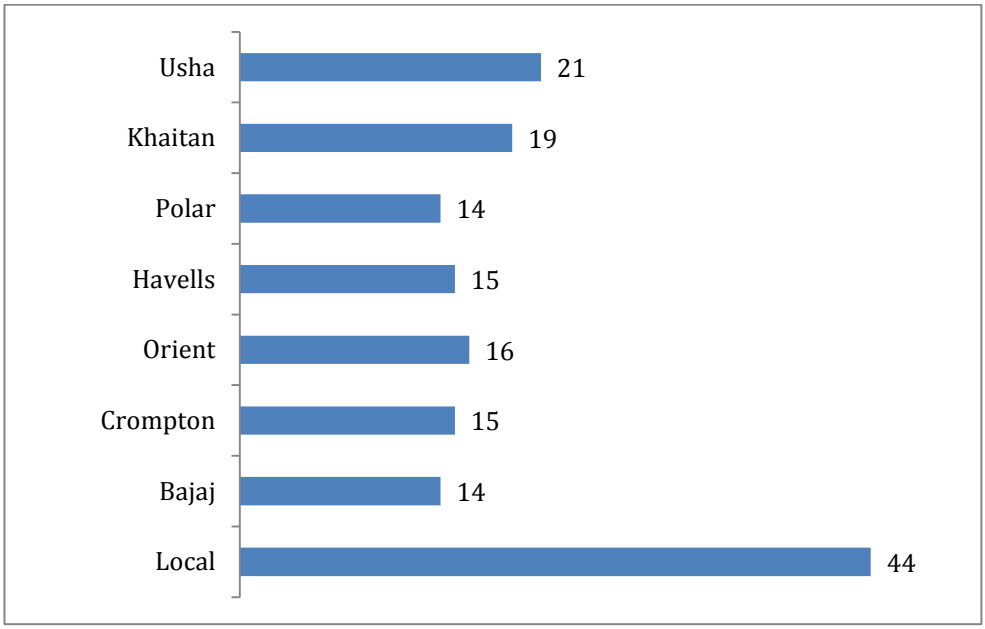
Base: N=1711 (All respondents) Data represented in %



Graph 23: Purchase- Ceiling Fans - Last Purchase (Tenure)

Ceiling fan is a low involvement category and undergoes change only with structural changes in household and or when the earlier one gives trouble. It is evident from the data collected where 61% of the surveyed universe cited to be using the same for over 2 years.

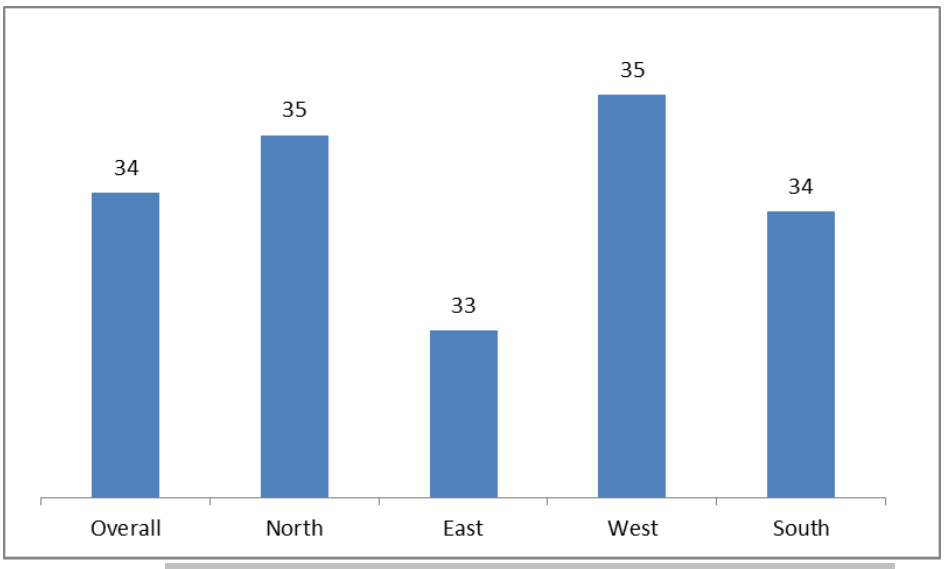
Base: N=1711 (All respondents) Data represented in %



Graph 24: Purchase- Ceiling Fans - Brands Owned

44 percent of the audiences owned local brands; the said is high on account of wide coverage spanning tier 3 cities and rural locations.

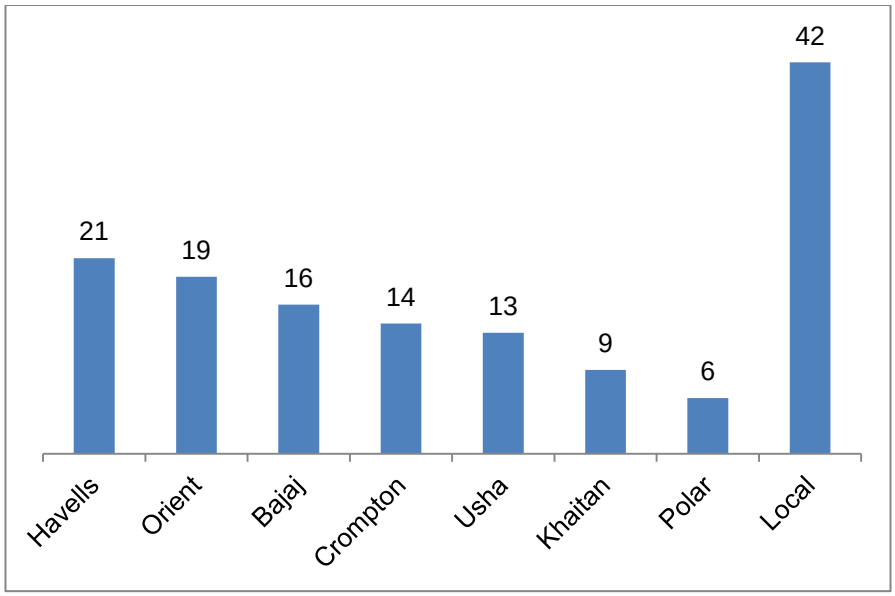
Base: N=1711 (All respondents) Data represented in %



Graph 25: Buying Behavior- Intention to Buy (Ceiling Fans)

At an overall level, 34% population intends to buy a ceiling fan within next 6 months which is similar across zones.

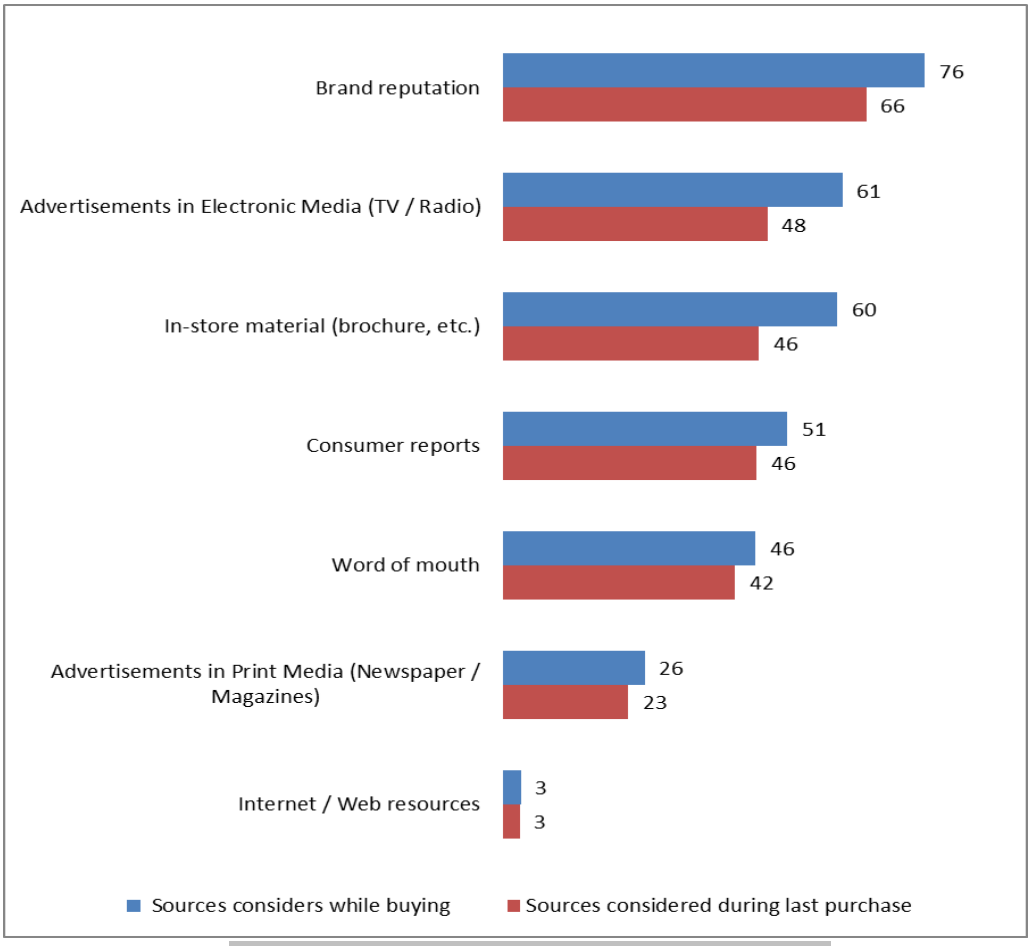
Base: N=1711 (All respondents) Data represented in %



Graph 26: Buying Behavior- Brands Intend to Buy (Ceiling Fans)

The future buying trends are not much deviated from the current possessions, which find favor with local brands.

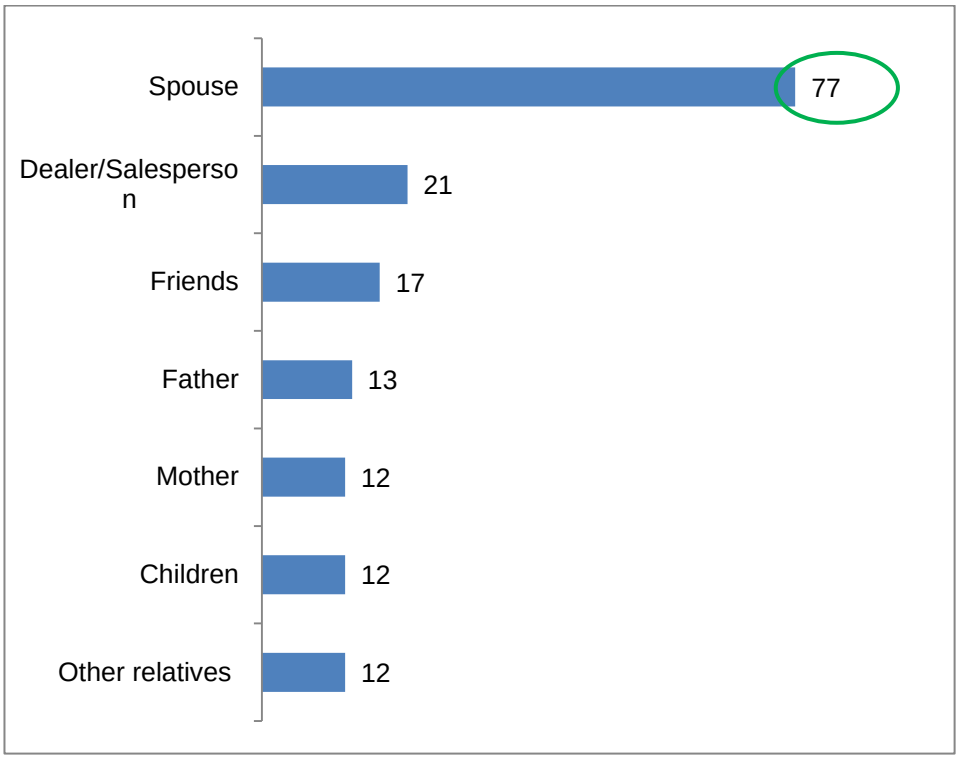
Base: N=1711 (All respondents) Data represented in %



Graph 27: Buying Behavior- Information Sources

Brand Reputation, Advertisements in Electronic Media (TV/Radio) and In Store Materials are the main information sources considered by consumer while buying ceiling fans which is also true in case of last purchase. Besides Brand reputation, both ATL and BTL activities impose a great impact on purchase decision of ceiling fans.

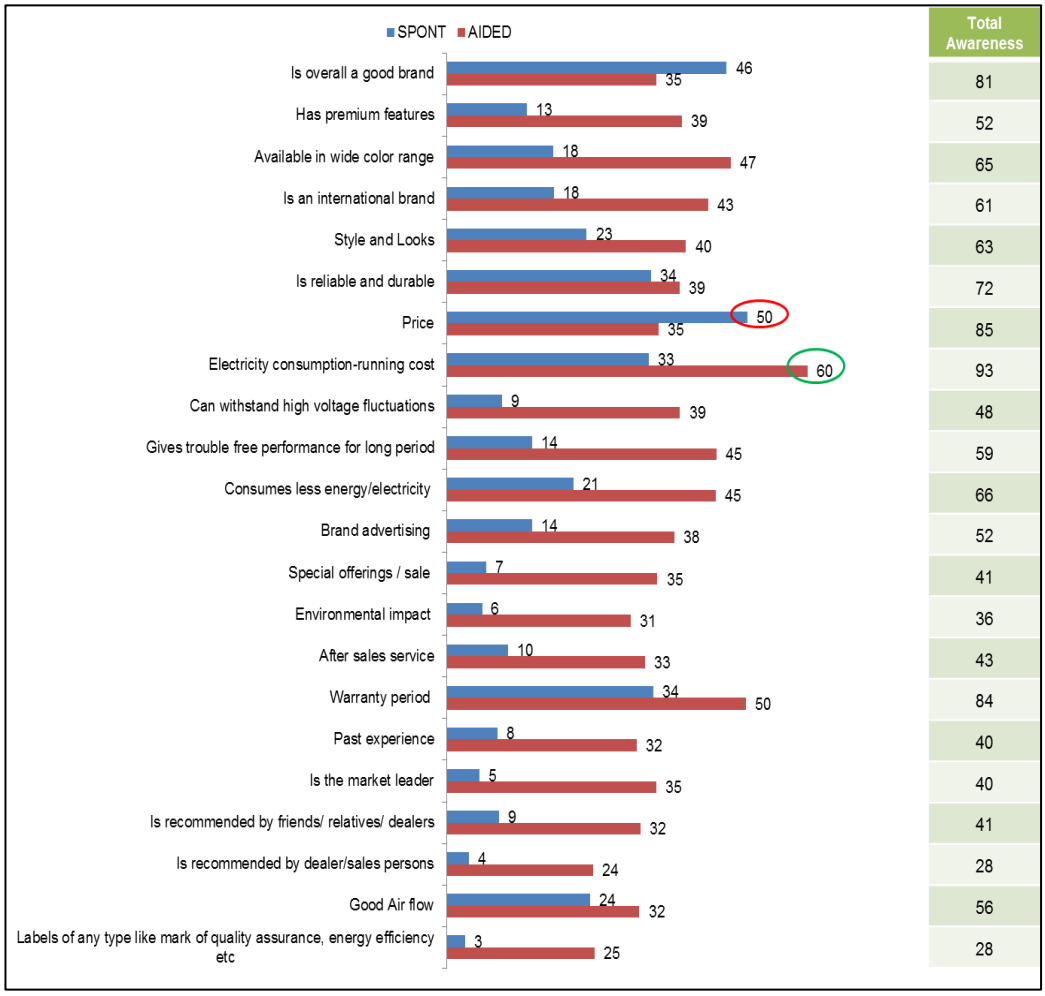
Base: N=1711 (All respondents) Data represented in %



Graph 28: Buying Behavior- Members Consulted While Buying

Spouse (77%) is the most important member to get consultation while making any purchase of ceiling fan followed by dealer/salesman (21%), friends (17%), and father (13%). Possibly the biggest consumer group for ceiling fans appears to be the married couples, with nuclear families on the rise the wife and husband mutually decide, however within Lower SECs and in Rural settings men dominate. Kids are increasingly targeted by brands with offering fans centered on them like Chhota Bheem fan.

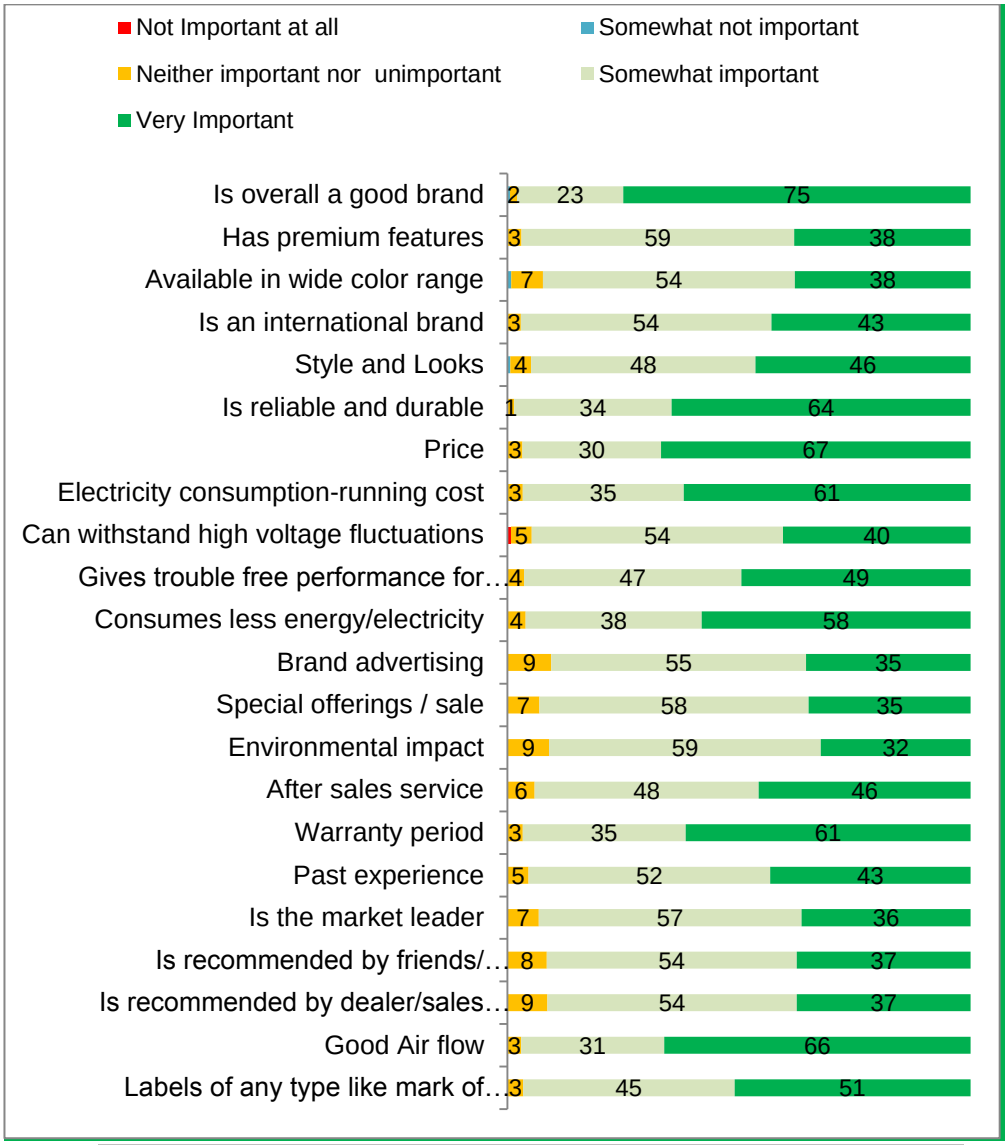
Base: N=1711 (All respondents) Data represented in %



Graph 29: Buying Behavior- Key Factors Considered

At an unaided level the top priority is attached to price followed with brand, though during conversations consumers' first talk of brand and not the price. Electricity consumption features as important criteria at an aided level (60%) citations. In fact the combined score for the parameter "Running cost "draws highest attributions at 93 percent followed with Brand (81%).

Base: N=1711 (All respondents) Data represented as %

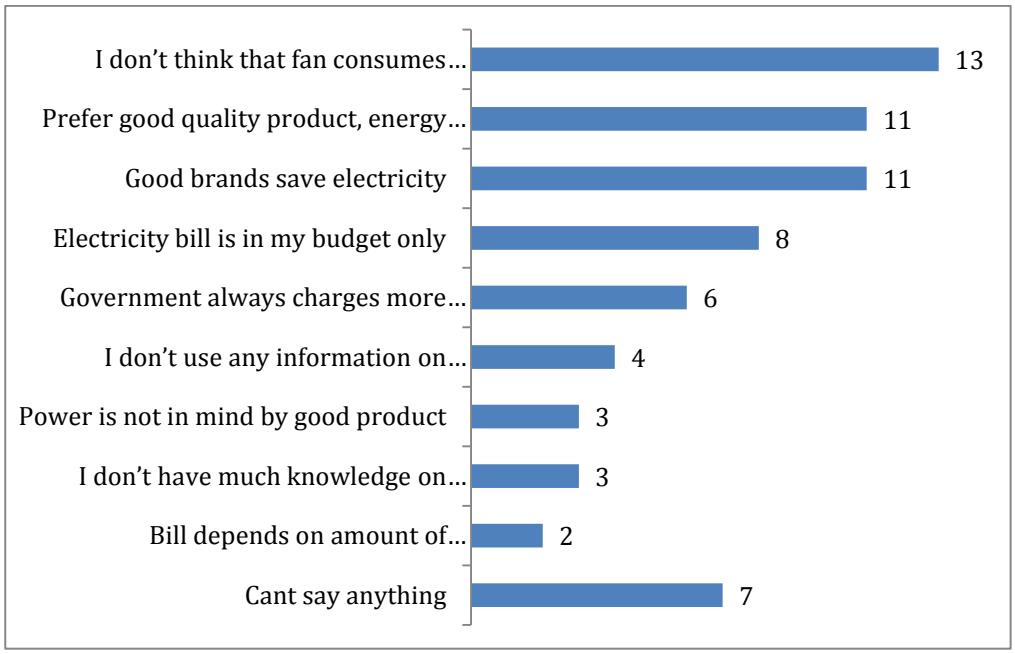


Graph 30: Buying Behavior- Importance Attached – Consumer Insights

The prime importance attached by consumers as cited "Very important" is to the brand 75 % endorsements. The said is followed with price 67% attributions and the functional benefit of Air Flow emerges at number 3 with 66% attributions.

Base: N=116 Data represented in %

(Asked from those not mentioning Electricity Consumption as their key consideration factor for buying Ceiling Fan)



Graph 31: Buying Behavior- Electricity Consumption not a criterion for product selection

Of those attaching low importance to electricity as a criteria,13% population perceive that fan doesn't consume much electricity whereas 11% stated that they only prefer quality product no matter how much electricity it consumed. Similarly 11% of the said population believed that good brand always saves electricity, hence an intrinsic value.

4.2.1 Purchase criteria – Retailer's insights

Retailers are the first point of contact with customers. Therefore, their views are crucial in understanding the buying behavior.

According to retailers, there are few critical observations and experiences with respect to customers:

Ceiling Fan is certainly a low cost purchase.

1) Buyers come alone - This happens mostly when purchase criteria is a functionality and brand; 2) Accompanied by the electrician - Generally, when the electrical renovation/complete fitment occurred. . The demand for fan is often accompanied with lights, wires, switches etc. 3) Wives or kids - This happens when a decorative fan is being purchased for a specific room or purpose.

Customers often come with a pre-decided mind. Many a time's customers mention the brand name and expected price range. Once shown the desired piece basic comparison is drawn between one or two products of similar price range and decision is taken.
Retailers have a limited say in purchase process.
Retailers abstain from making recommendations until required. Best way to sell the product is showing a catalogue.

Purchase factors
Customers are driven by

Looks- Customers often go for the fans that match the interiors of rooms. The decision is made based on color, finishing and synergy with decorative lighting

Brand- Branded fans are preferred over unbranded ones.

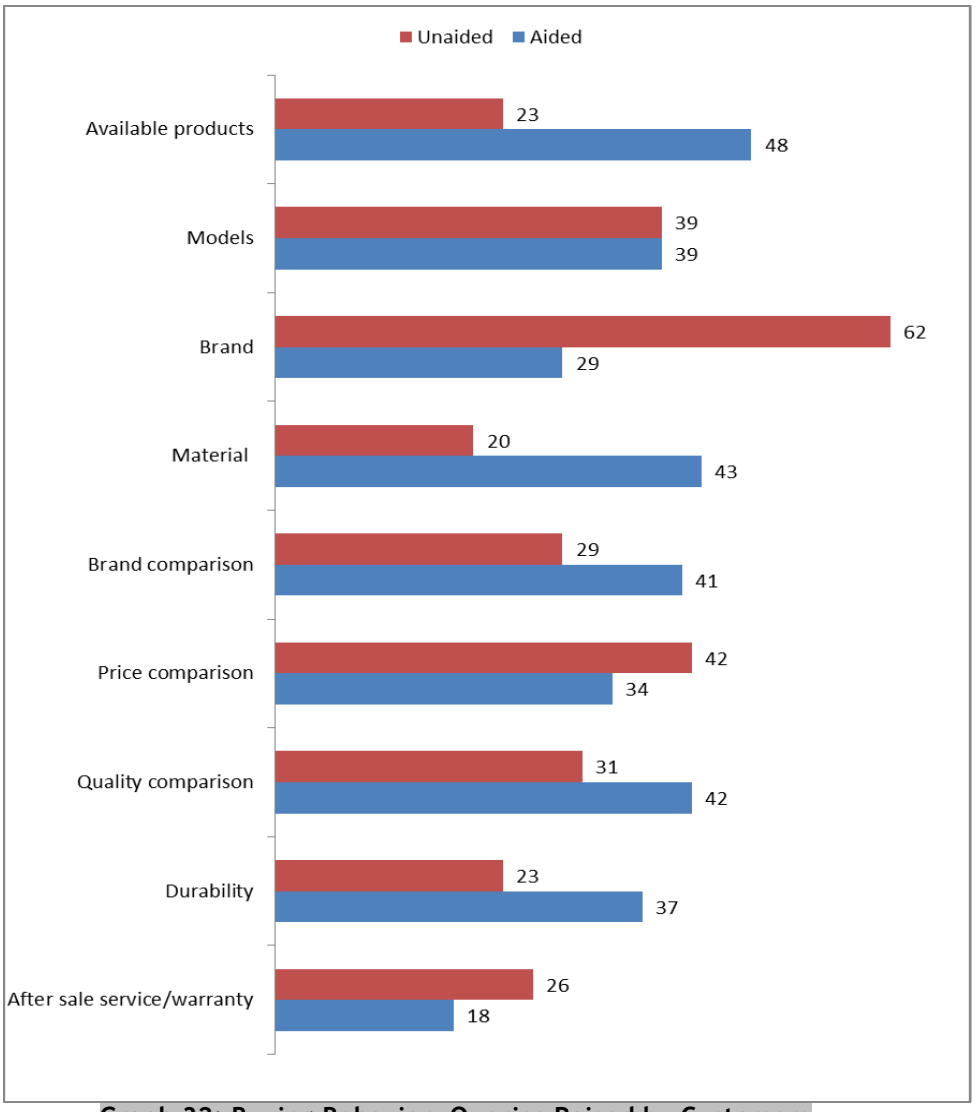
Price- As per the retailers interacted with, not all visitors are price conscious. Most are often driven by looks, brand name and assurance of good after sales service by the retailer.

Availability- Customers make instant purchases; nobody is willing to wait for something which is not available at the moment with retailers. Therefore, catalogues of promising brands are shown first. Retailers also prefer to show catalogues which match exactly with the actual product.

Air flow- Air flow is the most commonly raised query by the customers. This is very significant while deciding the size of fan to be purchased. Most commonly available fan size is 48 inches.

Source of Information – Word of mouth is the key source of communication. Customers are influenced mostly by their peers, friends and family members. Electronic and print media play significant role in building brand awareness amongst the buyers.

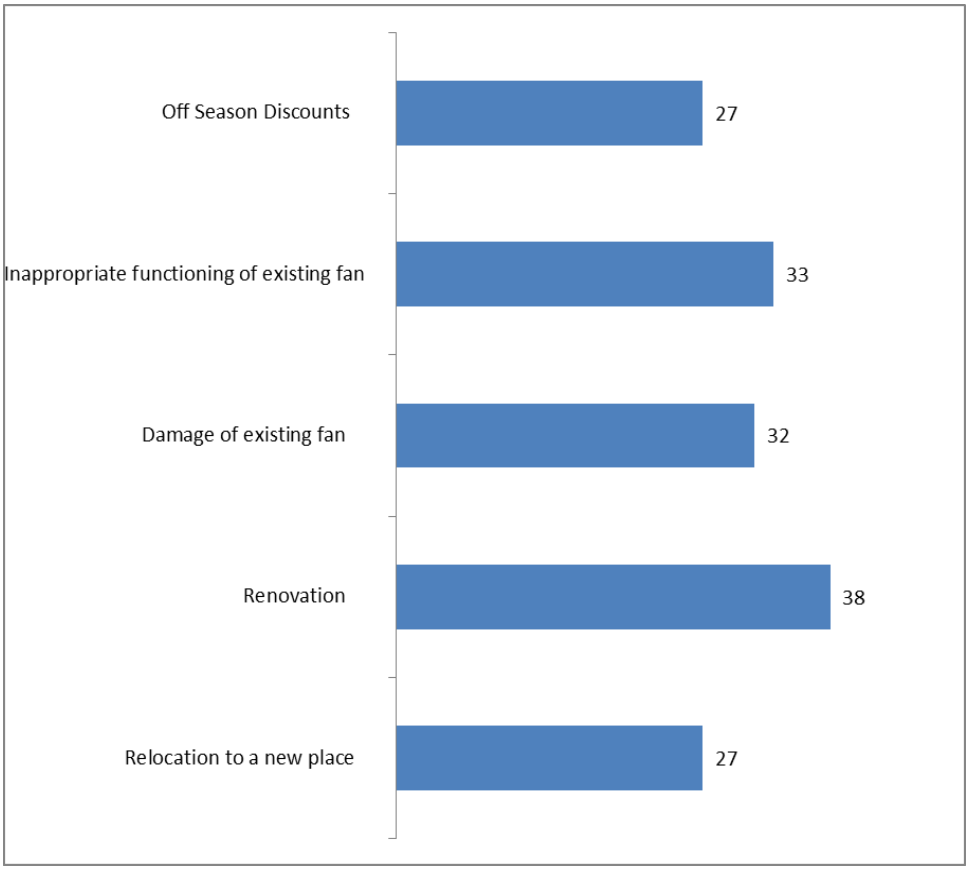
Base: N=241 (All respondents) Data represented in %



Graph 32: Buying Behavior- Queries Raised by Customers

Retailers echo the consumer sentiment where Brand plays the most important role in influencing the buying decision of the customers, followed by price variations. The price centric consumers opt for local brands.

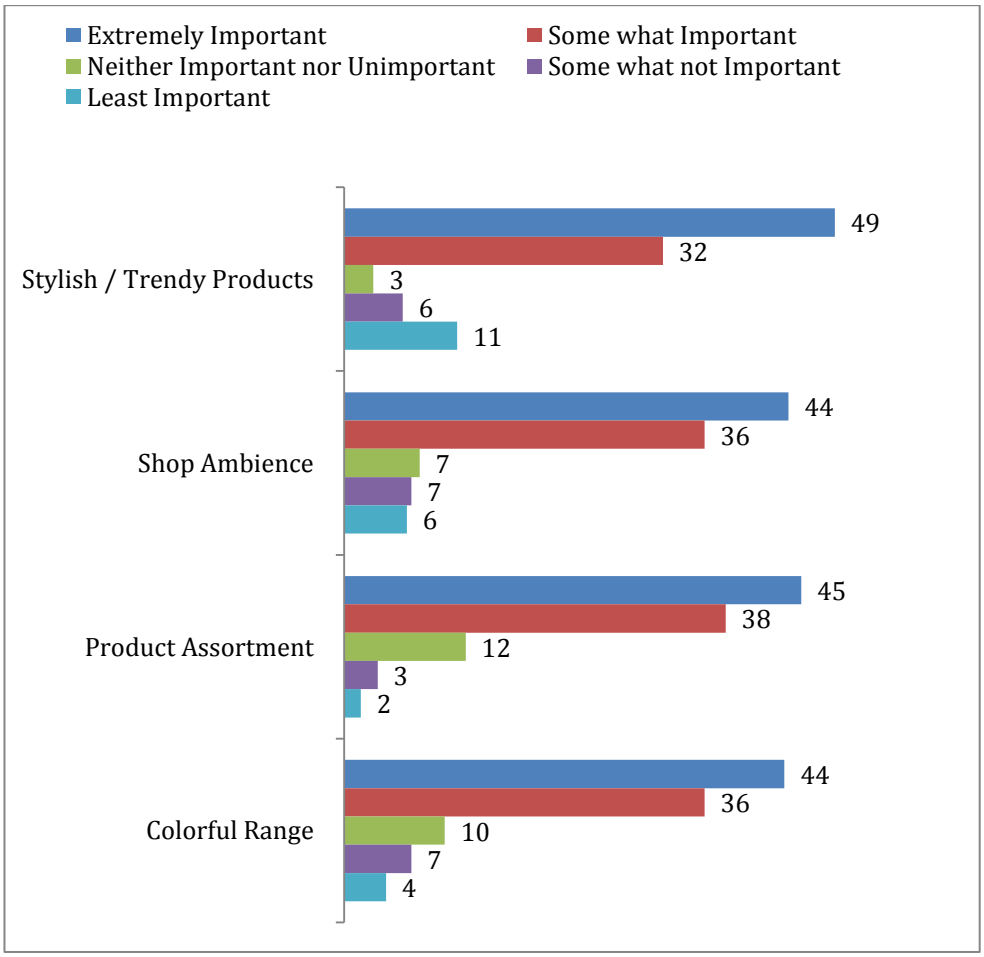
Base: N=241 (All respondents) Data represented in %



Graph 33: Buying Behavior- Key Drivers for Buying a Fan

Renovation of house (38%) is the most important driver for ceiling fan sale. Mostly retailers are of the view that new ceiling fans purchase take place at the time of renovation. Damage of existing fan (32%) and inappropriate functioning of existing fan (33%) also induce the selling of new fans.

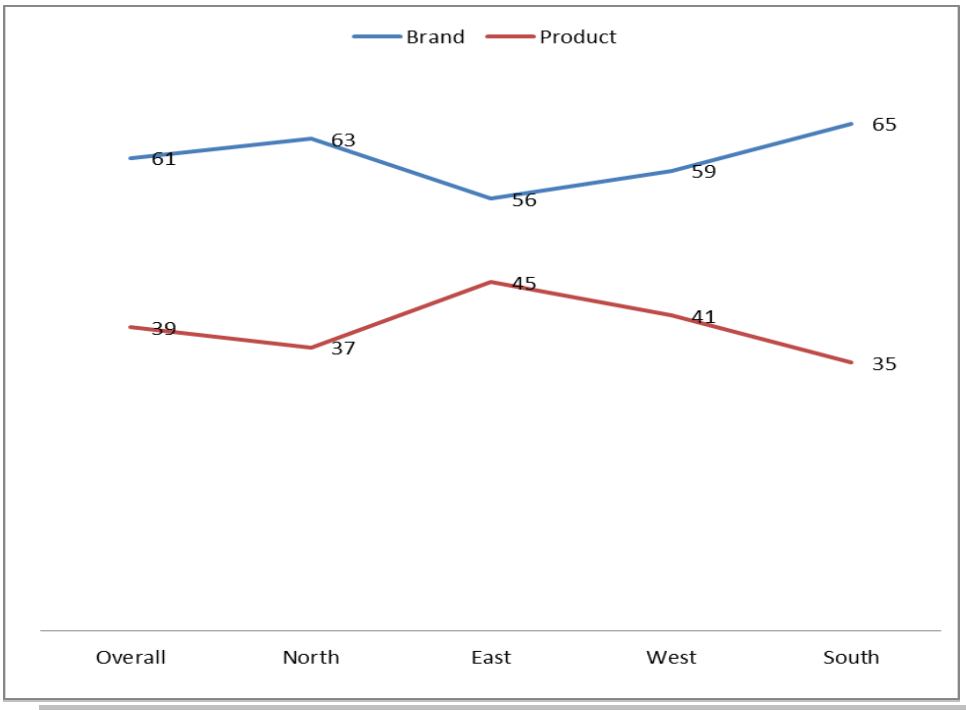
Base: N=241 (All respondents) Data represented in %



Graph 34: Buying Behavior- Triggers for Sales

People demand more stylish/trendy ceiling fans nowadays. Thus it is crucial that the SEEP labeled fans be introduced with more stylish design to boost up the sale. Shop ambience, Product assortment and colorful range also emerge out to be important sales triggers.

Base: N=241 (All respondents) Data represented in %



Graph 35: Buying Behavior: Customers with Predetermined Brand and Product Models

At an overall level, 61% customers come with pre-determined brand of ceiling fans in mind and 39% are pre decided on the models they need to purchase. It shows that nearly 40% of the customers decide the brand after coming to the shop and the retailers play a significant role in that decision making process by promoting different options available as per the brand preference and budget of the consumers. The trends vary by region though.

Base: N=241 Data represented in %

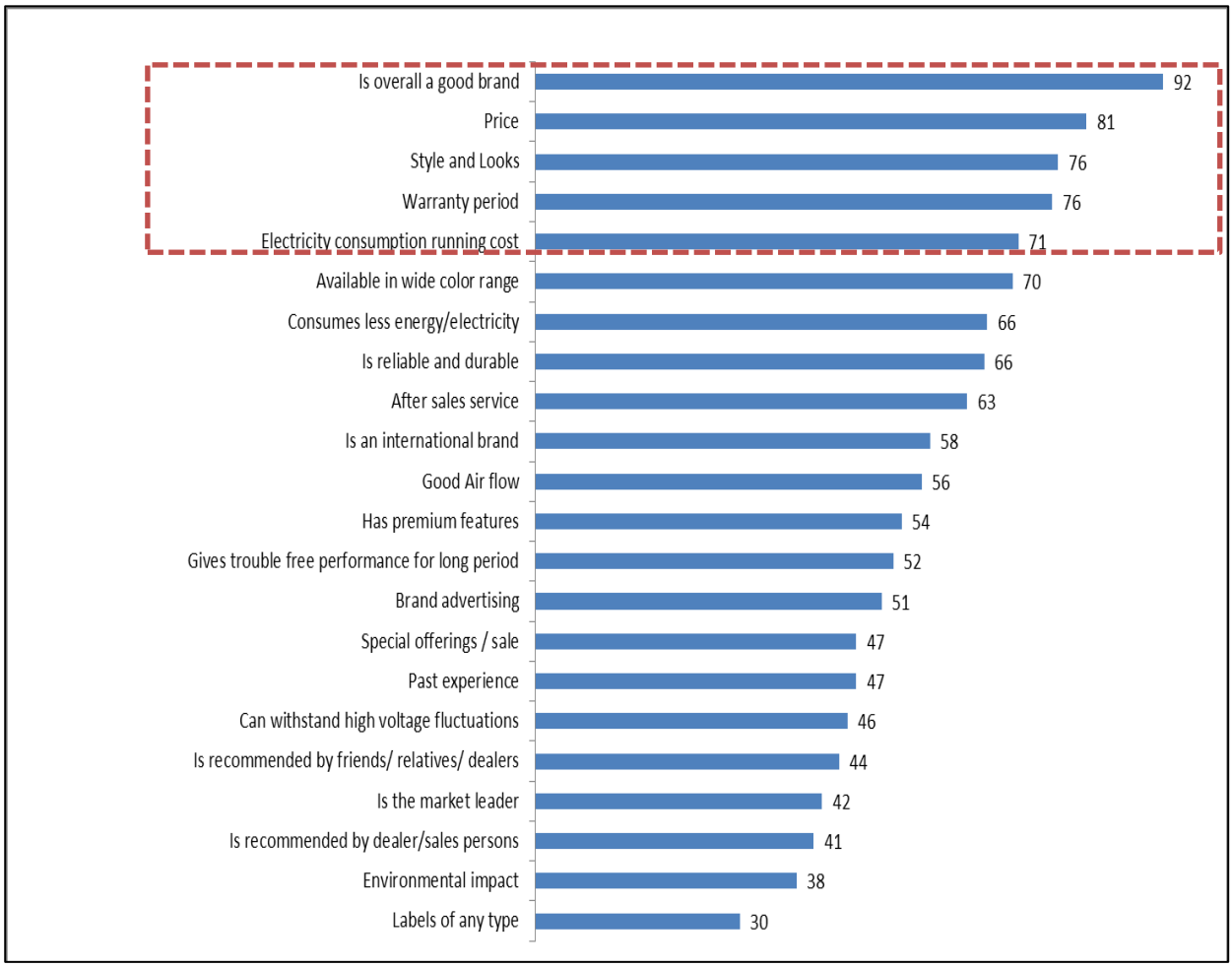
	Overall	North	East	West	South
The warranty period should be more	10	17	10	8	5
The Fan should have four blades	8	13	11	7	2
There should be some gift with the product	9	5	15	9	7
The colors should be better	10	8	12	12	10
The design should be new and	10	9	7	15	10

attractive					
The services provided should be improved	6	7	8	6	5
The usage of electricity should be less	13	9	11	14	18
The discounts on the products must be good	7	6	5	8	9
All categories of fans should be available	9	4	6	13	11
Special offers should be available all the time	6	5	8	5	7
The price of fan should be less	7	5	7	7	9

Table 13: Product Features Desired But Unavailable

Apart from low electricity usage emerging as new desire, the other felt the need for better designs and colors as aesthetics are assuming high dimensions.

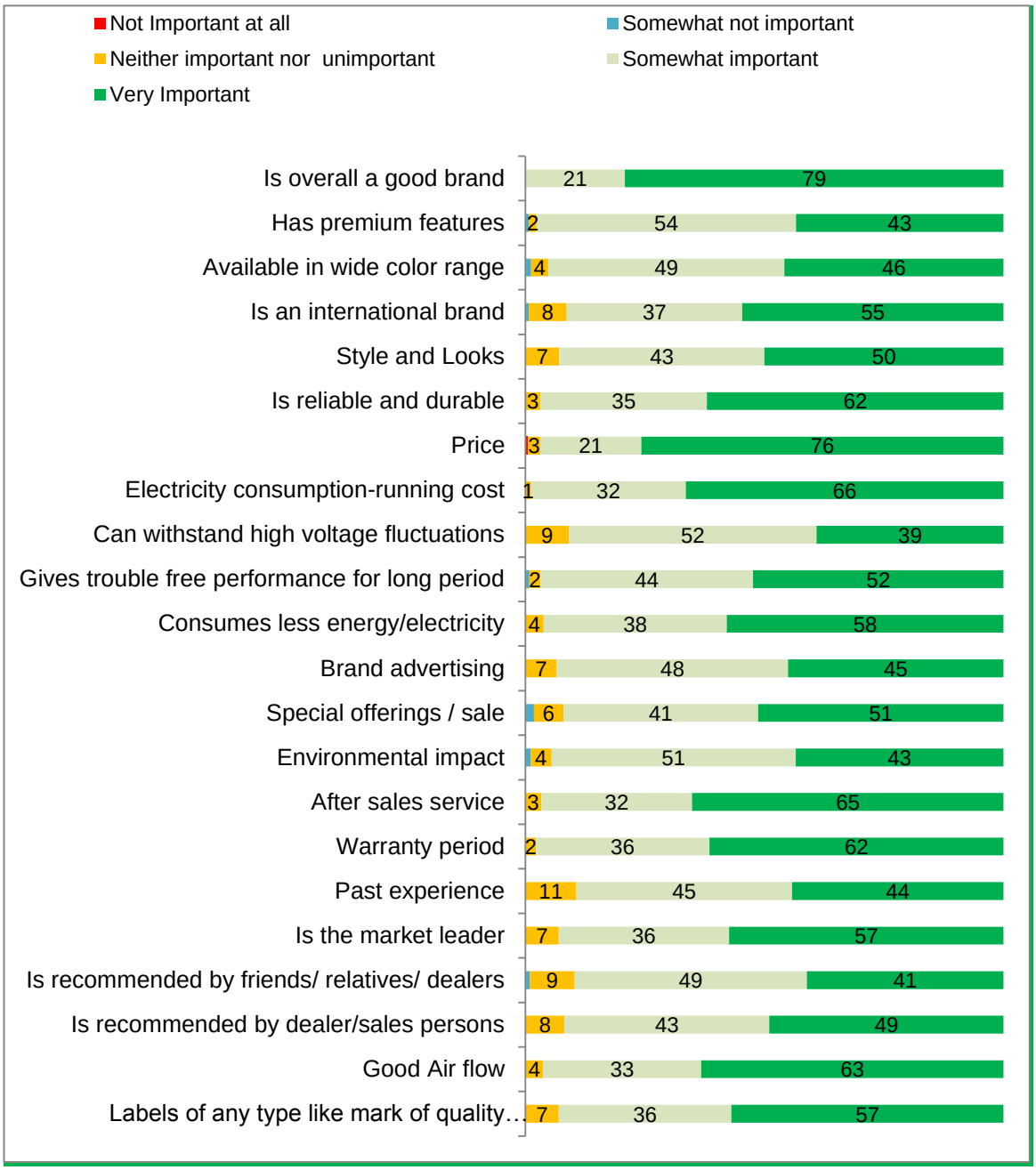
Base: N=241 (All respondents) Data represented in %



Graph 35: Buying Behavior- Key Factors

Electricity emerges as the 5th most important parameter in need hierarchy purchase parameter. Top slot is for the brand followed with price.

Base: N=241 (All respondents) Data represented in Mean



Graph 37: Buying Behavior- Importance Attached

As stated by retailers at an overall level, Brand & Price equally matter to a consumer followed with running cost is a positive indication towards deployment of SEEP initiative.

4.3 Consumer Attitude towards Energy Conservation

4.3.1 Connotations with Energy

Across locations, people could well relate energy with relevant terms.

- Energy is described in its different forms- Solar, Thermal, Muscular. It was also connected with power, money and physical strength.
- Electricity is all the more treated as indirect form of energy.
- Energy conservation is a well existing phenomenon. People understand conserving energy with "Saving the resource now for future use" and saving electricity.
- Cutting down the electricity bill is the prime motivator for saving energy (in the form of electricity). Few showed concern for environment as well.

Consumer Nuances

"Money, power, friend, electricity" **Intenders- Chandigarh**

"Energy means power, it is the most important thing in human life" **Owners- Kolkata**

"The Solar power, thermal power all are example of energy" **Owners- Kolkata**

"Energy of our body, current or electricity and speed" **Owners- Bangalore**

"Power, Electricity, prosperity, strength, freshness" **Intenders- Delhi**

"The first thing that comes to mind with the word 'Energy' – Sun, Power, things related to power like thermal power, solar power, electricity from coal, etc." **Intenders-Kanpur**

"Energy means solar power" **Intenders-Kochi**

"Energy is same as electricity bill" **Owners-Bangalore**

Connotations with Energy Conservation

"Going ecofriendly, go for appliances with five stars, it also depends on what products you're using, what products you're choosing" **Owners- Bangalore**

"Turn off gadgets when not in use, don't use energy unnecessarily, use of solar energy like solar heater" **Owners- Mumbai**

"Green revolution, solar, saving money, advanced things, save environment, high cost of ownership" **Recent Buyers-Surat**

"First thing that pops in head after listening the word 'Energy conservation' – Bachchat, savings or less wastage" **Intenders-Kanpur**

"Tube light, CFL and Star rating" **Owners-Mumbai**

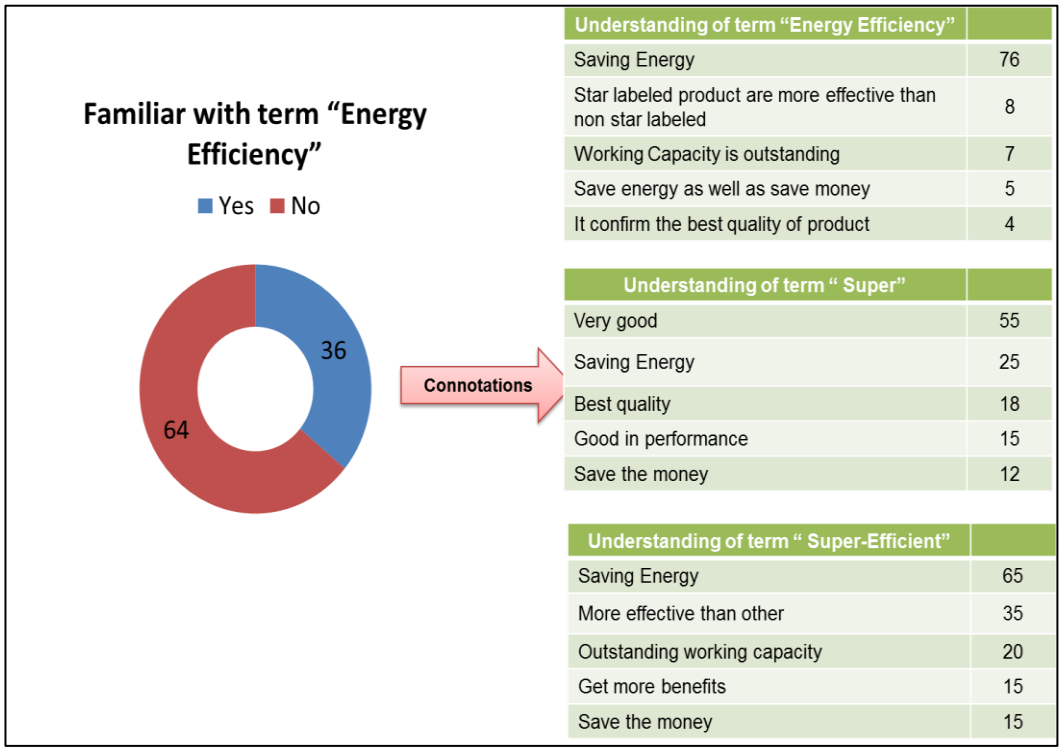
"Solar Energy as it can be saved and used for various purposes" **Intenders-Delhi**

"Energy conservation means, we can use it in the future" **Recent Buyers-Bhubaneswar**

"We have gone in for CFL bulbs to save energy" **Owners-Bangalore**

"Usage of appliances which requires less voltage, we can save energy" **Intenders-Kochi**

Base: N=1711
Data represented in %



Understanding of term "Energy Efficiency"	
Saving Energy	76
Star labeled product are more effective than non star labeled	8
Working Capacity is outstanding	7
Save energy as well as save money	5
It confirm the best quality of product	4

Understanding of term " Super"	
Very good	55
Saving Energy	25
Best quality	18
Good in performance	15
Save the money	12

Understanding of term " Super-Efficient"	
Saving Energy	65
More effective than other	35
Outstanding working capacity	20
Get more benefits	15
Save the money	15

Graph 38: Familiarity with 'Energy Efficiency'- Consumer Insights

At an overall level, 64% of the respondents were familiar with the term "Energy Efficiency". However at zone level, some variation is obsereved.

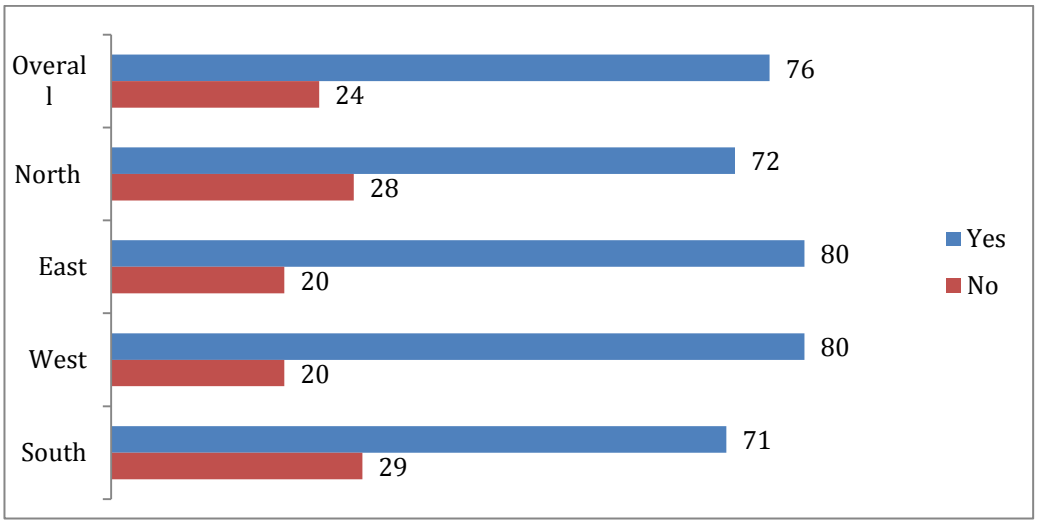
Significantly, more respondents interpreted the message as 'saving energy'. Those who interpreted the message as 'saving of money' correlated it with the 'saving energy' aspect.

Around 55% respondents were able to associate the word "SUPER" as "Very Good " and they perceive that quality must be superior if Super is mentioned on the product. However 25% of the respondents associated the term SUPER with the main message "Energy Saving".

Similarly for "Super-Efficient" the key connotation is saving Energy as cited by 65% respondents. Other important association drew by the consumers being "more effective than others" 35% attributions.

Base: N=1711

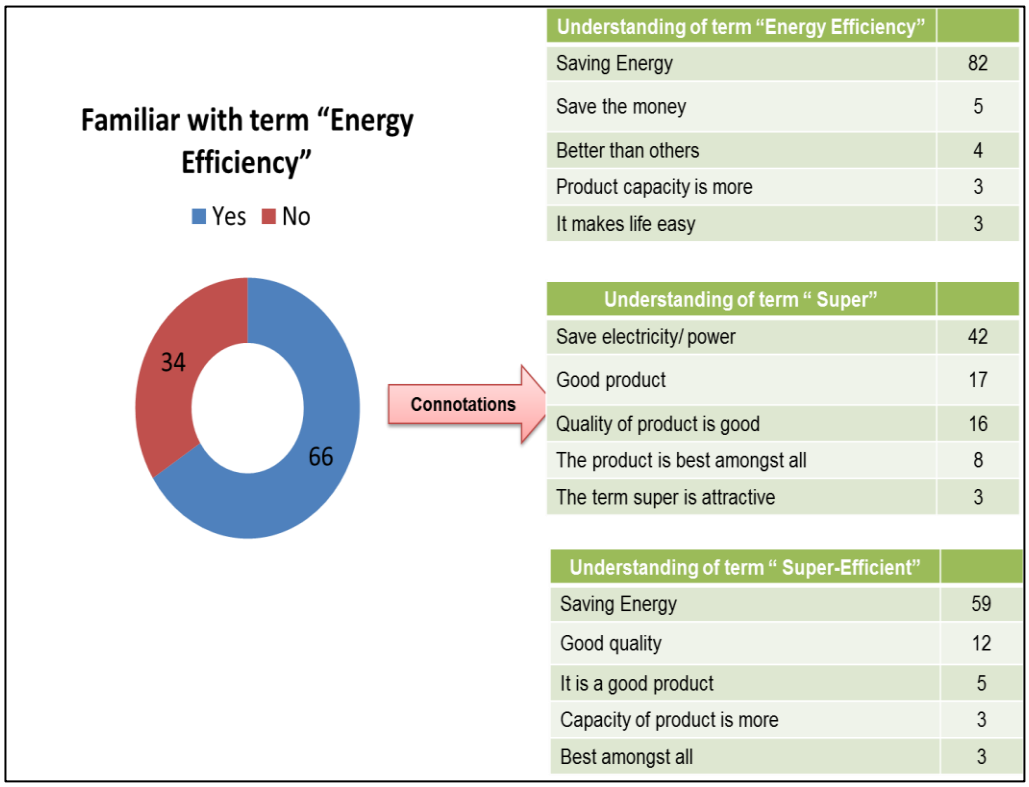
Data represented in %



Graph 39: Association of "Super" with Energy Efficiency- Consumer Insights

At an overall level, the consumers who are aware of the energy efficiency a significant 76% mentioned that they can associate the term Super with Energy Efficiency. There is no significant difference in the figures at zone level.

Base: N=241 Data represented in %



Understanding of term "Energy Efficiency"	
Saving Energy	82
Save the money	5
Better than others	4
Product capacity is more	3
It makes life easy	3

Understanding of term " Super"	
Save electricity/ power	42
Good product	17
Quality of product is good	16
The product is best amongst all	8
The term super is attractive	3

Understanding of term " Super-Efficient"	
Saving Energy	59
Good quality	12
It is a good product	5
Capacity of product is more	3
Best amongst all	3

Graph 40: Familiarity with Energy Efficiency (Retailer Insights)

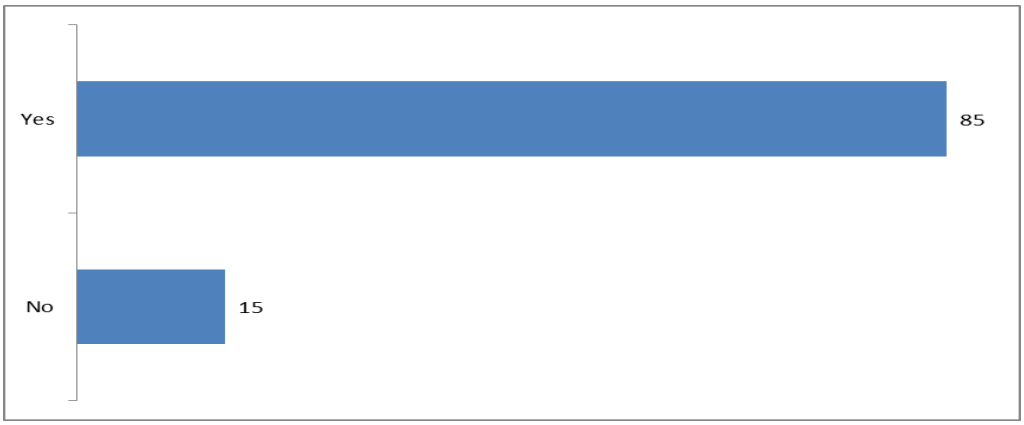
The question was asked to only those retailers who were aware of the comparative label.

At an overall level, 66% of all retailers evinced familiarity with the term "Energy Effeciency".

Significantly, more respondents interpreted the message as 'saving energy'. Unlike consumers rare mention of Save the money is noticed.

Around 42% respondents were able to associate the word "SUPER" as "electricity saver" and they perceive that quality must be superior if Super is mentioned on the product.

Base: N=241 Data represented in %



Graph 41: Association of "Super" with Energy Efficiency (Retailers Insights)

The question was asked to only those retailers who were aware of the comparative label.

Of the aware group, a significant 85% mentioned that they could associate the term "Super" with Energy Efficiency. Thus no confusion is arising because of the said.

Base: N=1711 (All respondents)

Statements	Figures in %
I am Very concerned about the environment so wherever possible I always try to choose environment friendly products even if they cost Higher	40
I am concerned about the environment but when choosing products I usually place more importance on things like cost and performance rather than environment	44
I am somewhat concerned about the environment But I haven't really thought about it in deciding which products to Buy	12
I am neither aware nor concerned about the environmental issues	4

Table 14: Consumers' Attitude towards Environment

2/5th of the respondents claim that they are very much concerned about the environment, so whenever they get a chance they choose environment friendly products. This indicates that a sense of saving environment is getting developed in the consumers' mind which is a positive sign for initiatives such as SEEP. An equally high number rather more believe that they are concerned but overweigh price to environment, hence subsidies could work in favor of pushing green, efficient products to these groups.

4.4 Awareness and perceptions about the current 5 star

4.4.1 Awareness Level for Comparative Labels

During the study, participants were asked to describe the various factors they take into consideration during the purchase of fans. The factors like brand, looks, price, reliability, after-sales service were at priority list but during the purchase of home appliances like ACs, refrigerators and water heaters, factors like Energy Efficiency and/or the 'star ratings' featured as significantly important. Cost of running also emerged fairly quickly and spontaneously in some groups.

Before being shown Comparative labels in the groups, almost all people claimed to know that they are displayed on appliances like ACs, Televisions, Refrigerators and water heaters.

Consumers across the centers have high affinity to comparative label. The interesting fact emergent is that consumers do not accept label as comparative label rather they immediately recognize the same as "5 star label".

The aim of 5 star labels is to provide consumer an informed choice about the energy saved and cost saved potential of the relevant marketed product. The purpose is communicated well, buyers across the locations connect well with the 5 star label scheme. Awareness for 5 star label schemes is high amongst consumers across all the centers due to numerous advertisements in the television, radio and print media. The stars have high association/link with the buyers; they connect 5 star labeled appliances with more energy saving equipment. The mandatory use in certain appliances has for sure worked in making the comparative labels popular.

4.4.2 The essence of label to Consumers

The consumers across the locations connect well with energy efficiency and 5 star labels. Consumers today are well informed and aware through televisions, newspapers and other social media that government has introduced star labeled appliances which reduces electricity consumption hence decrease the electricity bill. The association is very high with the stars; more number of stars meaning more savings.

Not only the consumer awareness for 5 star label schemes is high across the centers but the consumers are conscious that more the number of stars, more expensive the appliance. Participants understand the concept of pay back and are willing and ready to pay extra initially if the payback period tenure is not elongated.

The existing energy star label has already established itself over time as an informatory label from BEE that helps consumers decide/buy consumer electronics and home appliances. The consumer must be able to distinguish the new SEA label being different from the rest of the BEE Star labels. Therefore, a common denominator between the existing energy star labels and new SEA labels must exist for the

consumers to decode that they are of the same family. The most recognizable factor in the existing energy star labels are the STARS and the BEE logo. The consumer feedback also has high association of stars with energy. Moreover, during our interaction with consumers we found that BEE logo enjoys the reputation of being an integral part of all Electrical and electronic appliances. Both these mnemonics have been extensively used in the SEA designs from us.

Consumer Nuances

"More the number of stars the better the product and less energy/electricity consumption" **Intenders-Kanpur**

"More number of stars, more savings" **Owners-Kolkata**

"It simply means longer the time period, more are the savings" **Intenders-Delhi**

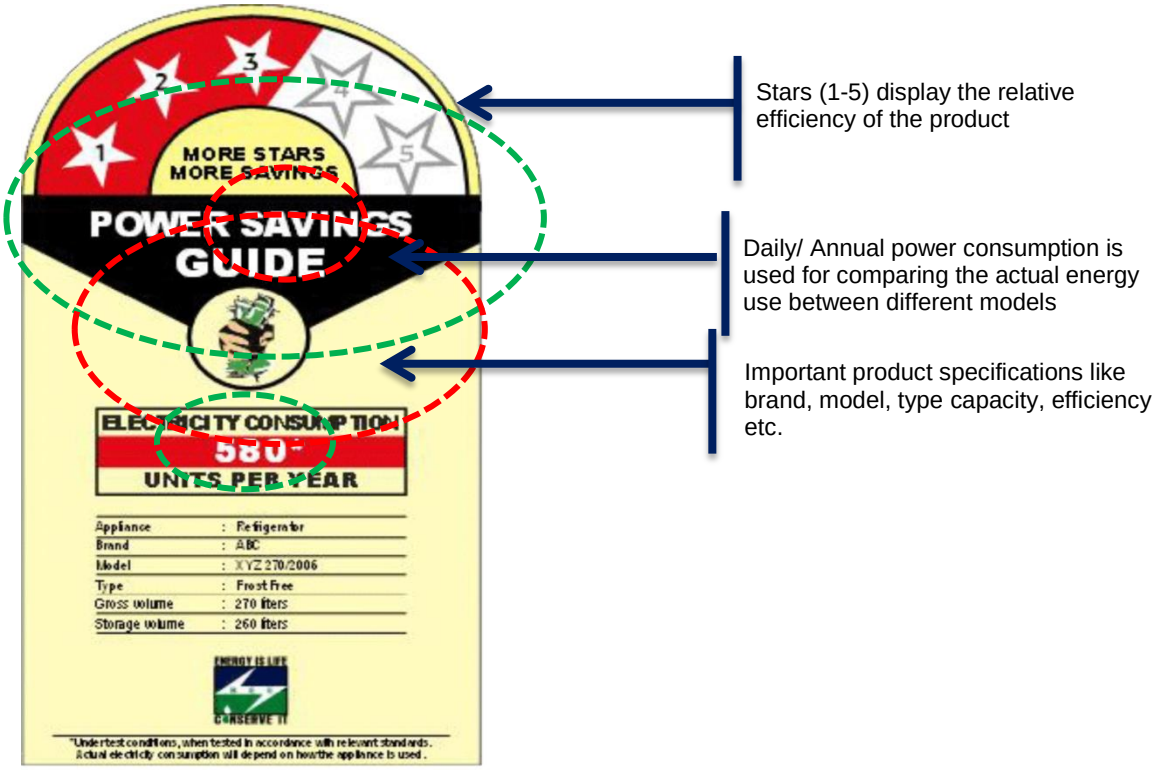
'Consumption of 3 stars means the current consumption will be little less, 4 stars means the consumption will be lesser, 5 star means lesser than 4 stars" **Owners-Patna**

"Check the label for appliances like ACs and geysers as they consume large amount of energy" **Intenders-Chandigarh**

"The sales people inform us about star label products, they explain the difference in energy consumption between a 5 star and 3 star label appliances hence stars are these days sign of authenticity" **Intenders-Kochi**

"More stars, less electricity bill" **Owners-Bangalore**

We tested the label for other noticeable elements and probed reasons for liking one particular elements and not liking the others



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A thorough evaluation reveals, the only factor noticed or considered by a larger audience is the star rating, people know more stars means more savings, that is how the communication has established and this forms the basis of product selection. Very few people and more so in case of air conditioners weigh the saving potential.

Elements of High remembrance

- **Stars**
  The only element that emerged at the spontaneous level, consumers across the locations show high connect with stars. The most common phrase they associate with stars is "More Stars, More Savings".
- **BEE logo**
  Awareness for BEE logo was high amongst the consumers. They strongly felt that BEE endorsement act as sign of trust as ISI or Hallmark.
- **Red and Yellow colors**
  The color shades used in the label are eye catchy and adapt well with varied color appliances.

Elements of Low remembrance

- **Technical information**
  Technical details are read by very few participants during the purchase of appliances. The consumers clearly mentioned that more stars meant more savings, hence they purchased appliance on basis of 4 star or 3 star.
  People across the locations do not remember the technical details of the appliances they purchased in the past.
- **Money bag**
  Participants do not associate much with the money bag. They understand that higher the stars in the appliance more energy and money it could save. Thus saving has become a hygiene factor.

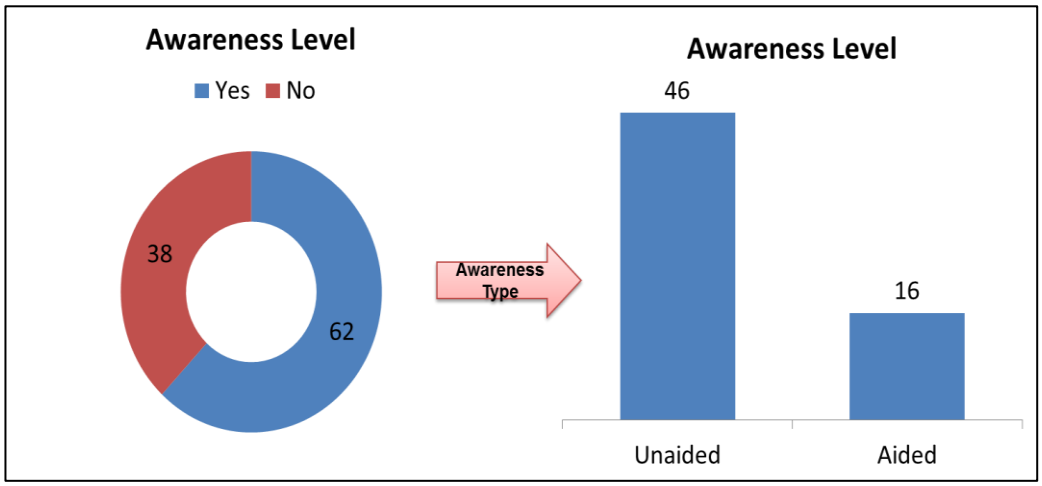
These findings support keeping a simple label with strong central elements, easy connections between the elements, and minimal distractions.

As, stars had built strong association with monetary savings and power savings, across the centres, it clearly indicates that element of star in the SEA label would be advantageous in terms of creating awareness amongst the consumers.

Consumer Nuances
"Stars denote savings" **Intenders-Kanpur**
"The label shape fits all the appliances" **Owners-Kolkata**
"The BEE logo inside the 5 star rating is sign of trust" **Intenders-Delhi**
"I have 4 star refrigerator but I don't remember the wattage consumption" **Owners-Patna**
"More stars are sign of savings we don't remember the technical details" **Intenders-Chandigarh**
"For ACs wattage consumption matters the most as it consumes so much of energy, hence the bill is too high" **Intenders-Kochi**

"More stars, less electricity bill" **Owners-Bangalore**
"Differentiation shown in the label design between 3 star and 4 star is attractive" **Owners-Mumbai**

Base: N=1711 Data represented in %

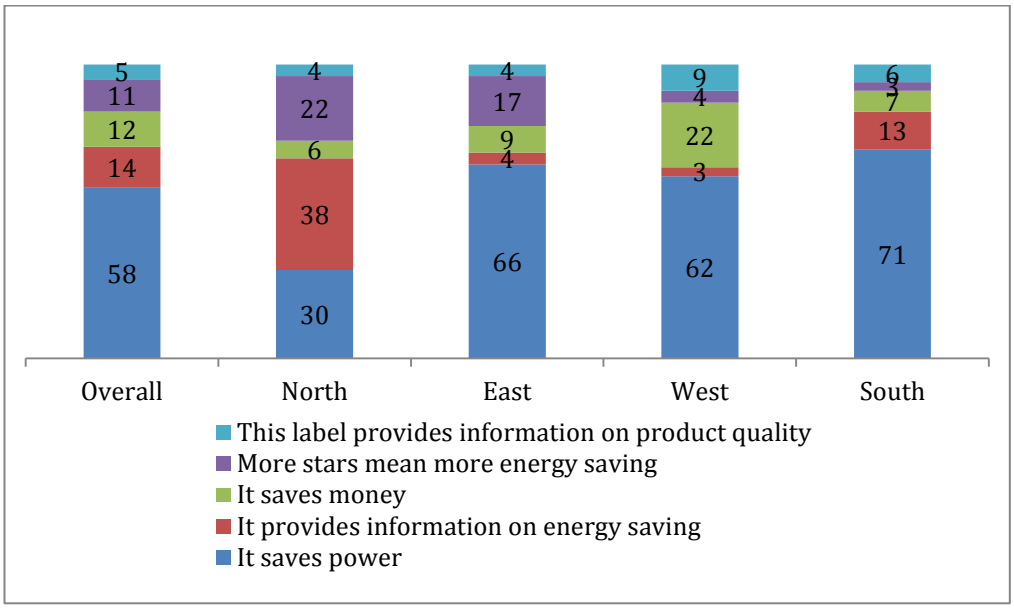


Graph 42: Attitude towards comparative label: Awareness- Consumer Insights

At an Unaided level across centers, 46% of the respondents were aware of the comparative labels and 16% were aware at aided level. However, remaining 38% were not aware of comparative labels. The further diagnostic in North, East & West zone corroborated the findings that emerged at the overall level whereas In South zone almost half of the respondents were just aware of comparative labels and only 17% said to have knowledge about the same.

When aided with the existing comparative label design then additional 16% of the respondents successfully recalled the label.

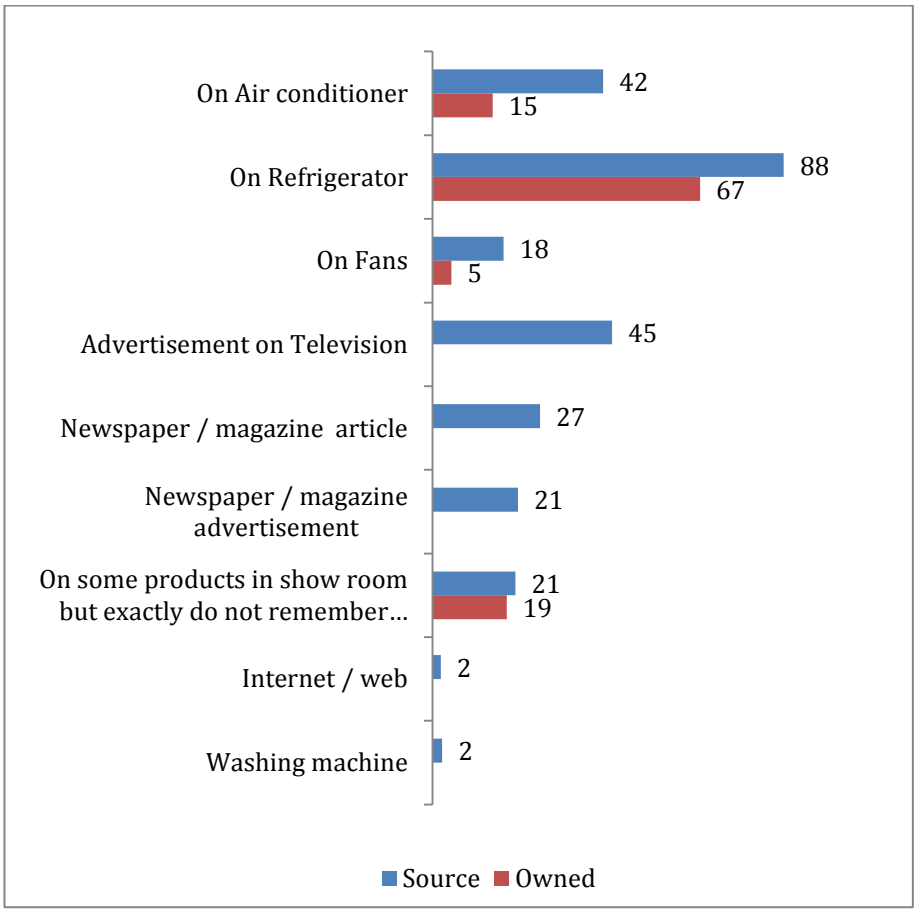
Base: N=1064 Data represented in %



Graph 43: Attitude towards comparative label: Value Derived- Initial burst of flavor- Consumer Insights

Of those that were aware of the current comparative label a majority interpreted the message to be one of 'save electricity' followed by 'It provides information on energy saving'. Another group felt that the labels provide 'correct information on Money saving'. All the connotations were at the unaided level.

Base: N=1064 Data represented in %



Graph 44: Attitude towards comparative label: Sources of awareness/Owned Star Labeled products- Consumer Insights

Among those who were aware of the current comparative label, nearly 88% of respondents had seen the label on refrigerators. 45% of respondents had seen the label on advertisement on television followed by 42% on air-conditioner and 21% on Newspaper/ Magazines.

Base: N=1064 Data represented in %

	Overall	North Zone	East Zone	West Zone	South Zone
Star Element	34	32	24	34	46
Saves Money	13	7	19	15	13
More the stars means more electricity saving	14	24	7	18	6
Star-A symbol of energy saving	12	5	18	15	8
Money Saving Bag	4	3	4	7	3
Technical Information	4	5	5	2	5

Table 15: Attitude towards comparative label: Features noticed in labels-consumer insights

Star has become symbol of saving and one of the highest recalled elements in the label. The citations vary but star features in expressions. Money bag is noticed by few and so is the technical information as termed by consumers, drawing low reference to information on electricity consumed by the appliance as mentioned in the label.

Base: N=1064 Data represented in %

	Overall	North Zone	East Zone	West Zone	South Zone
Save Energy	54	65	40	48	64
Low consumption of electricity	20	6	38	20	17
Save Electricity, Save Money	5	7	3	6	5
More Star Means More ENERGY Saving	6	6	4	4	8
Quality is good if label is there	5	13	4	5	1
Reduces electricity bill	4	1	1	8	3
Unspecified	6	2	10	9	2

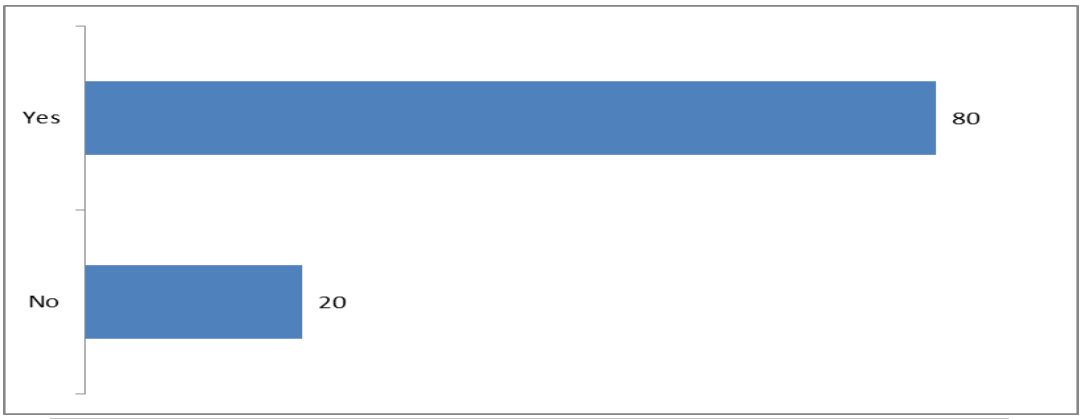
Table 16: Attitude towards comparative label: Implied meaning of label-consumer insights

The stated information was captured by aiding the respondents to the current comparative label. Significantly, the single-most important message that respondents derived was that of 'save energy'. The other associations are not distinguished much with core theme emerging on savings alone. Very few though associated the labeled product with good quality, more so in North.

4.4.3 Awareness and understanding of Comparative Label (Retailer's Insight)

Base: N=241 Data represented in %

The question was asked to only those retailers who were aware of the comparative label.



Graph 45: Attitude towards comparative label: Promotion of Labels- Retailer Insights

Of the aware group of retailers, a significant 80% mentioned that they pitch for products with comparative labels though not hard sell at their shops.

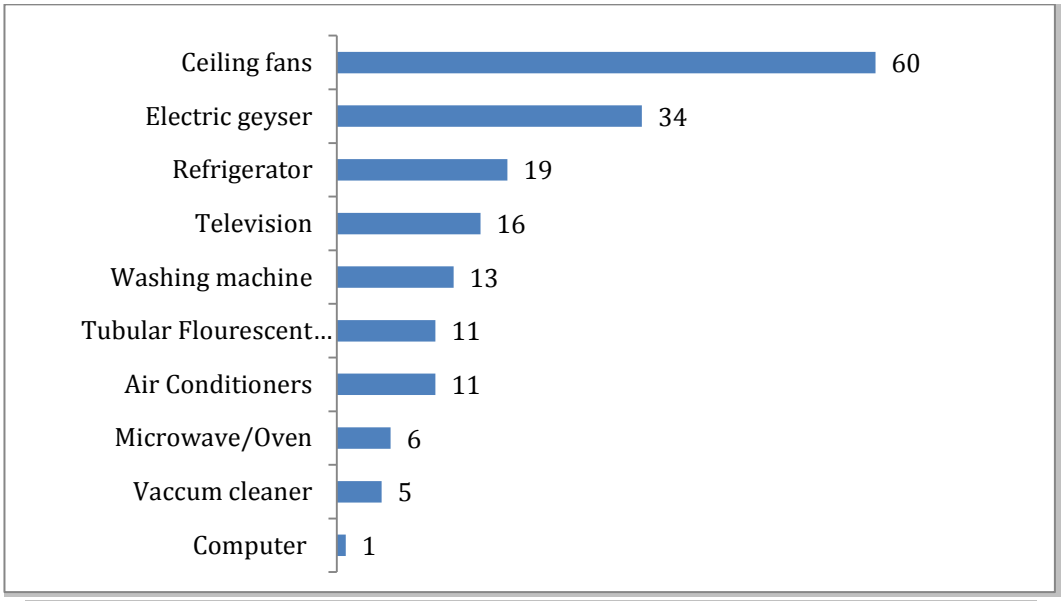
Base: N=241 Data represented in %

Reasons	In %
Save Electricity/ Power	45
Gives Information on electricity saving	24
Reliability of company and product	10
More stars, More saving	9
Quality Assurance	7
It saves Money	5
Can't Say/ Don't know	1

Table 17: Attitude towards comparative label: Implied meaning of Label- Retailer Insights

The most important message that retailers derived was related to the electricity saving/power and information on electricity saving, followed distantly with reliability of product and company.

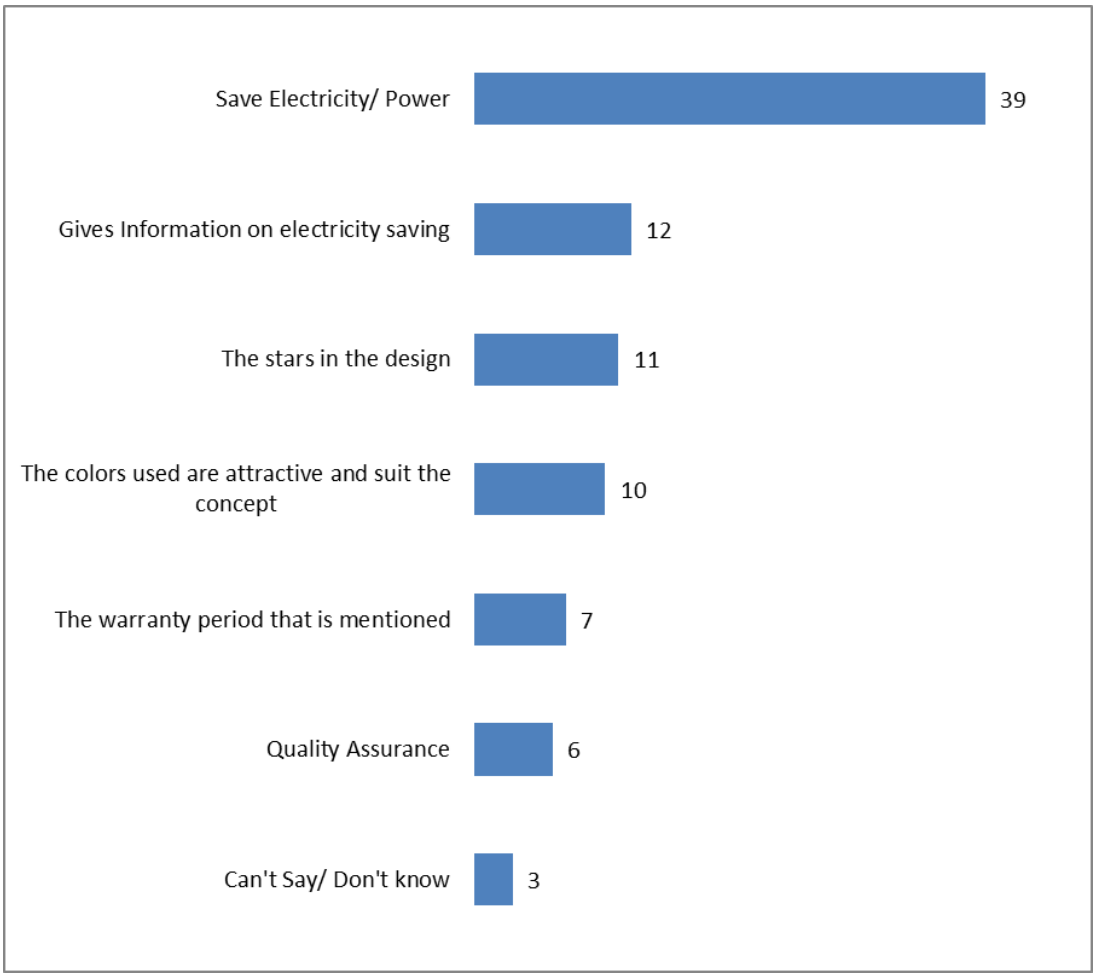
Base: N=241 Data represented in %



Graph 46: Awareness and Understanding: Electronic appliances in store (Retailer Insight)

Amidst all the appliances sold at retailers place, 60% of them stocked labeled fans, followed by Electric geyser (34%).

Base: N=241 Data represented in %



Graph 47: Awareness and Understanding on comparative label: Elements Noticed in Label (Retailer Insight)

51% retailers predominantly noticed the key message of the label about saving electricity. However close to 11% of the retailers stated that they also noticed stars and colors of the label.

4.5 Cues for SEEP label designing

4.5.1 Suggestions at overall level included

1. Something that does not spoil the beauty of the product
2. Simple
3. Universal
4. Stars
5. Appealing

6. Non imitable
7. Eye Catchy
8. Should be clearly visible on the product

Connotations with the branding elements:

- The word super goes very well in consumer mind. Super connotes "Ahead of normal" to people. People attached connotations such as "Most powerful of all", "Wow", "Prime Minister", "Developed countries (Super-Power)", "Aircrafts" etc.
- Energy has connotations with products such as bulb, leaves, environment, power, Electricity, prosperity, strength, Freshness, money, joy, happiness.
- Efficiency was found to be a little difficult to understand at some places and with lower spectrum of consumers. Therefore, the element could not be probed in much detail with the said. Appliance face the same difficulty, however the product examples make things simple to comprehend.
- Majority promoted usage of green and golden as the two colors denote "Energy & enthusiasm" and savings respectively.
- Green also carries elements of conservation, caution and sustainability.
- A multicolored design was also suggested.
- Other favorite colors were red and yellow as they are synergistic with existing 5 star labels.
- Affinity to see stars was also high given by the fact that Sun is the ultimate form of energy which in itself is a star. Stars have established very well in consumer mind and resonate highly with efficient products. The past promotion of "Bachat ke sitarey" has strong connect with the audience.
- Information- Majority opined that the label should be brief and simple with bare possible text. Yet some amount of relevant information was desired by few. The label is expected to educate by stating power saved per year.
- It should have endorsement of BEE as it will lend credibility to the label.

Consumer Nuances

"Electricity tower image with a cross on it telling that it will consume less electricity and energy conservation is more, super should be written everywhere and logo should be on top" **Recent Buyers- Bhubaneswar**

"There is large golden star with many small stars surrounding it. Star means energy" **Intenders- Delhi**

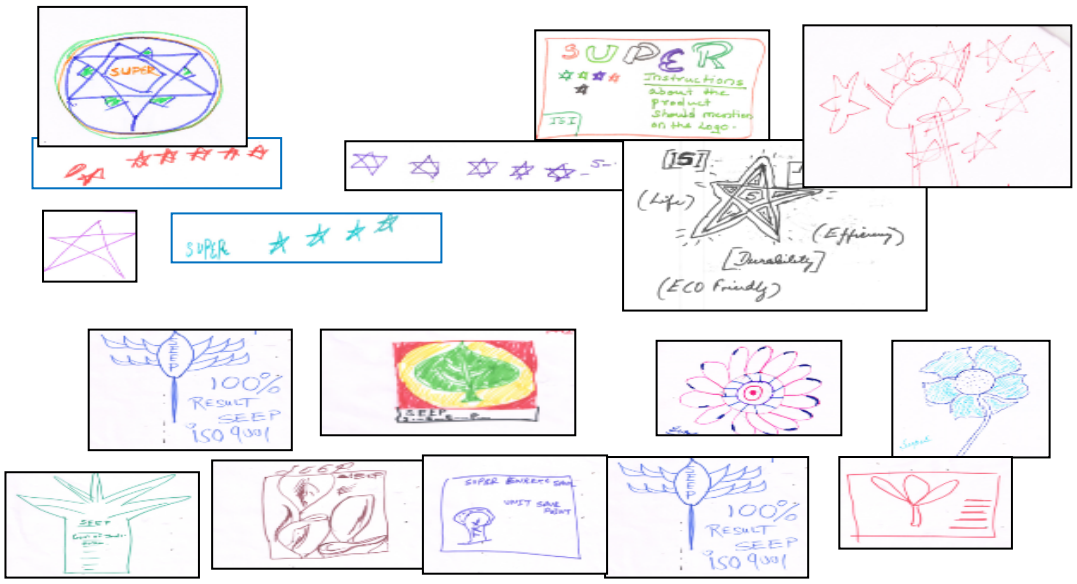
"Label should be attractive & eye catchy" **Owners-Kolkata**

"The label should be attractive. All its elements should be clearly differentiable and attractive. Please use neon colors or radium in it, the customer holding two templates expressing what he wants" **Owners- Mumbai**

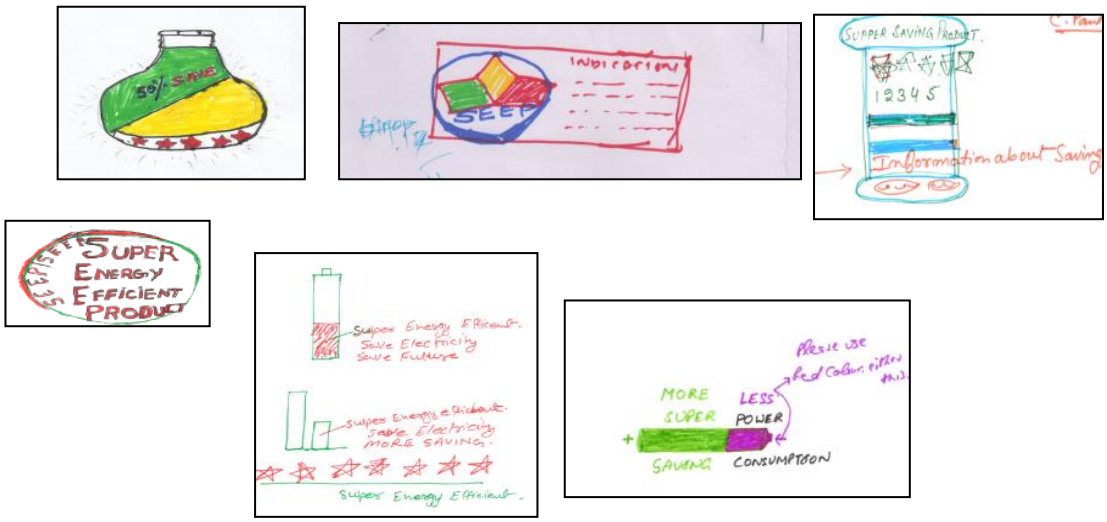
"Name of promoters should be mentioned. Super written in bold and lot of stars standing in 2-3 lines on top of it" **Intenders-Delhi**

4.5.2 Label designs from the Customers

Consumer iterations at spontaneous level were deemed important to peep into their mind and understand their mental frame and associations.
The pictures shown below are designed by the consumers during the Focus Group Discussions.



Few other relevant ideas from the Consumers



Almost 3/5th of the respondents connected energy efficiency with stars through various means- Drawings, verbal communication during the initial phase and later while we were testing our initial set of designs.

The idea of energy efficiency connects well with environmental factors also. The idea shifted from monetary benefit to repaying the environment. Hence, Leaves as a base emerged from a lot of audience.

Base: N=1711 Data represented in %

	Overall
Logo of endorsing agency	65
Stars	55
No of units of electricity saved	34
Colors associated with saving – Green	32
Star Rating	25
Word – Precious	23
Attractive and eye catchy colors	17
Money saved	12

Table 18: Suggested Label designs/features - Consumer Insights

The agency endorsing the initiative is a serious consideration and retailers echo the consumer sentiment, the next desire is to have stars as integral element. The other aspect sought being the mention of potential savings from the labeled appliance/equipment.

4.5.3 Cues for Label Design (Retailers Insights)

Simple Design

Simple design is easy for buyers across the locations both urban & rural to connect. Simple design would have high recall value.

Clear Text with Bold Font

The written text on the label should be bold & so impactful that it creates enthusiasm amongst consumers to seek information about the appliance. Bold and clear text will motivate the consumers.

Take on Color

Green

- No dark colors but a color that gels with varied color fans.
- Green color should be a part of the logo as it defines energy savings. Consumers talk about saving energy for future generations; it is spoken in context of environment hence green works best.

Golden

- Golden color connotes superiority and gels very well with Indian psyche as gold is a precious metal for every Indian segment.
- It is best in class
- Precious
- Accepted and known in urban and rural frameworks

Red

- Red color should not be a part of label as it symbolizes danger thus sense of super is not clearly depicted with color red thus it should not be a part of the label designs.

Take on shapes for the Label

Stars or no stars

Stars carry high equity, the communication in the past indicates- more the number of stars more savings have struck a **chord with consumers**, and hence design should inculcate the shape of stars.

Technical details

- Retailers strongly believe that fans should incorporate some technical details because it may automatically act as point of differentiation to advertise Super-Efficient fans.
- Technical details should be incorporated on the rating plate where the label displayed on the upper side of blade holder or bracket.
- Majority believed that technical details could be a part of the manual than the label.

Upper side of blade holder

Technical details are necessary as and when fan comes for repair to the manufacturers the details act as differentiating factor.

4.6 Consumer Reactions to SEEP Concept

4.6.1 Reaction to the proposed Program (SEEP) – Interpretation and Understanding of Super-Efficient Appliances

The concept was liked and appreciated in general. There were many who could establish a link between the proposed and the existing “Five Star Labeling”. Many called it an extension of S&L program.

Some felt that government should make efforts to educate customers and prove credibility of program. Customers should get a feeling of involvement.
There were apprehensions that energy efficiency might affect performance of product. Also, one must get a visible outcome in the form of savings as earlier programs have failed to rationalize investment vs. output ratio.
One expects a payback period of 1-2 years to recover the additional cost of buying such fans and other appliances in future.
There were citations to spend extra money provided the fan delivers what it claims. The average extra amount can be 10-20% of the existing price.
About the success of program, they felt that initially it would be people in metros and then gradually people in smaller towns and rural section would also start buying.
It is basically how far the penetration of such fans is spread.
People talk about CFL program and how that is a success in villages as well.
Key Factors that would contribute to the success of this program would be:

- Communication and Education
- Distribution
- Support from a credible agency
- Results and Genuineness of claims

Consumer Nuances
"It will be great if government comes up with such a program. I will stop buying other products and purchase SEEP first" **Owners-Kolkata**
"I will replace my entire old electronic appliances with new SEEP ones." **Owners-Bangalore**
"If it is very expensive, people may not accept it" **Owners-Mumbai**
"Middle class consumers will surely purchase Super-Efficient appliances" **Intenders-Kochi**
"I think 30%-40% people will buy SEEP" **Owners-Bangalore**
"People will try to buy it even if the cost is high" **Recent Buyers-Surat**
"The program is meant for people from all classes and income groups" **Intenders-Kanpur**

Base: N=1711 Mean Scores represented out of 10

	Overall	North	East	West	South
Relevant	8.90	9.30	8.10	9.00	9.20
Buying Super-Efficient Fans	9.00	9.30	8.70	9.00	9.00
Buying other Super-Efficient Appliances	9.07	9.37	8.77	9.05	9.10

Table 19: Importance of Super-Efficient appliances (Consumer insight)

The relevance attached to the SEEP is pretty encouraging where the mean score obtained on the said is phenomenally high; scores across zones are not much deviated. The intention to buy as evinced is a great motivator towards launch and acceptance of SEEP products.

Base: N=241 Mean Scores represented

	Overall	North	East	West	South
Relevant	9.2	9.1	8.6	9.3	9.6
Buying Super-Efficient Fans	8.9	8.7	8.5	9.2	9.3
Buying other Super-Efficient Appliances	9.0	8.7	8.8	9.1	9.5

Table 20: Importance of super-Efficient appliances (Retailers insight)

At an overall level, Retailers found the concept relevant and believed it will induce consumers to purchase efficient equipment including the fans. The findings are in same league as from the consumers.

4.6.2 Reaction to SEEP concept (Manufactures View)

Manufacturers find the idea of SEEP to be fruitful for the appliances which consume more energy than the ceiling fans that is the appliances which have a major contribution in the overall monthly electricity bill of the consumer like AC, Oven, and Refrigerators. The program would have been much more successful if it would have been launched with ACs or Refrigerators and then implied on fans - cite some.
According to the manufacturers, the concept is very good and useful since it will save the energy to a large extent which is a good idea. Consumer will get the quality product but accordingly the manufacturing cost of this appliance will rise as it involves the use of more advanced technology and shall entail reorientation in manufacturing process and setup. The increased cost is bound to be the biggest barrier in producing such appliances.

It is suggested, Government should make it mandatory to use the SEEP label on all ceiling fans else the product will not strike the market in the way and manner it is deemed to.

Majority of manufactures felt that the entire machinery for production of super-efficient fans is different from the regular fans produced. The efficient equipment will entail change in the following -

- Improving the induction motor – to enhance performance
- Use of BLDC (or Brushless DC technology)
- Improving the design of the blades

The above implementations involve replacing some electrical components with electronic components thus allowing for a smoother control of the fans.
The upgraded technology will definitely improve the following aspect of fans-

- The air flow of the fan will be enhanced
- Low noise through the use of better quality blades
- In order to be more suitable for Indian conditions:
    - None or very low degradation in performance at lower voltages
    - Reliable even under high ambient temperature

Overall, manufactures felt that cost of production of super-efficient fans is very high. The entire change or upgradation in manufacturing unit is an incremental cost and even then they have no guarantee that consumers would replace normal fans with super-efficient fans. Therefore, manufacturers want government to provide full subsidy on all fans produced within the ambit of Super-Efficient.

Manufacturers showed resistance to production of super-efficient fans unless 50% of the set-up cost is provided from the end of government. They were equivocal in citing that the entire setup cost should be borne by the Govt.

4.7 Reactions to Label Design

4.7.1 Consumer Insight

Design-1-A

Design-1-B

Design-1-C

Label Design
Spontaneous Reactions:
The design looked well thought out, logical and pleasing to eyes. The placement of objects was said to be very intelligent and the symmetrical shape made it suitable for all types of appliances (not only fans).

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:
Consumers connect well with “Super Energy Saver”. The label clearly depicts the message of Super energy efficient appliances. The message super energy saver links well that equipment surpass the 5 star label benchmark. The word super energy saver is simple, easy to comprehend and imparts the message with clarity hence appreciated by many.

Out of the three versions of Concept-1, the most appreciated version was Design 1-A. The other designs did not appeal the consumers much due to the color shades used in the designs.

Consumer Nuances

"Colorful Star is eye catchy, eyes will go at it first" 1A **Owners- Bangalore**
"Color of star is not that great it should be golden" 1B,1C **Intenders-Delhi**
"It looks good as it has rainbow colors" 1A **Intenders- Kochi**
"The design captures our attention at the first sight" **Intenders-Kochi**
"When light is dispersed it gets scattered into the form of rainbow colors" **Intenders-Kanpur**
"Red color text doesn't look good" **Intenders-Chandigarh**
"The design is good but it can be improved" **Owners- Kolkata**
"Shape is ok and wordings are good" **Owners- Kolkata**
"Very good" **Owners- Patna**
"It is attractive" **Recent Buyers- Bhubaneswar**
"It is looking good and can replace the concept of 5 stars" **Intenders-Delhi**
"Good attempt. Looks like a well thought design" **Recent Buyers- Surat**
"Energy is in red, not at all appealing for me" **Owners- Bangalore**
"The white background is not good, make it more sober" **Owners- Mumbai**

Label Design -2

Design 2-A

Design 3-B

Spontaneous Reaction

The design was said to be pleasing to eyes. It was stated to be an interesting creation as it had a number of unique design elements (ribbon, batch, a gift wrap and crown). However, people across centers said that it does not connote energy efficiency.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:

The design was said to be utterly appealing for its energetic and refreshing color. There were iterations that the design would look good on most of the appliances. Despite being rated high on appeal aspect the design remained unsuccessful on comprehension aspect. Consumers opined that it contained so many elements in it that there was a missing connect between each element.

The design was rated non-relevant to the program. The label design was deemed persuasive but misleading.

Consumer Nuances

"Crown shape is a very unique idea" **Intenders- Chandigarh**
"Combination of green and white is good" **Intenders- Chandigarh**
"This design is new." **Owners- Kolkata**
"It's pleasing to the eyes" **Intenders- Kanpur**
"It shows energy is growing" **Owners- Bangalore**
"Text is too big" **Owners- Mumbai**
"More suitable for a product offering" **- Delhi**
"You are saving the planet" **Recent Buyers- Surat**
"For me, saving energy is saving planet the whole thing we take it as a planet so we are saving energy and we are saving life" **Intenders- Chandigarh**
"Normally we are used to five stars now it's showing only two stars" **Intenders- Kanpur**
It looks like a leaf paddle" **Recent Buyers- Surat**
"It depicts greenhouse effect" **Intenders- Kanpur**
Writing only 'super-efficient appliances' is not appealing" **Recent Buyers- Bhubaneswar**
"It looks like a gift pack" **Intenders- Chandigarh**
'Leaf' is not making any sense" **Intenders- Delhi**

Label Design-3

Design 3-A

Design 3-B

Spontaneous Reaction

The spontaneous reactions were of rejection. An insignificant number was in favor of design because of color scheme and text approach instead of signs.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:

The idea was rated to be over-used as globe was a commonplace for audience. Moreover, the text was said to be illegible. Since the design lacked on appeal front, not much was discussed about the message behind the design. Consumers did not buy the idea of using globe. Nothing major was discussed over the persuasive aspect of design. Many opined that the design did not bring out key elements, which could persuade to go for the appliance with the label on.

Overall, the design was cited to be connoting the idea of global warming and environment conservation rather than energy efficiency. Few opined that globe had

turned into a cliché. Hence, the design lacks originality. The color of labels were said to be suppressing logo of BEE. The font size was said to be occupying too much space of the label. The style of font was also rated unimpressive

Consumer Nuances

"Apart from written text nothing is appealing" **Owners- Kolkata**

"If the color combination is changed then it will be more attractive" **Owners- Bangalore**

"The label design inculcates picture of Globe which indicates the power of earth hence irrelevant for Super- Efficient Appliance concept" **Intenders- Delhi**

"Not at all good" **Owners-Patna**

"It is rejected" **Intenders-Delhi**

"It is not at all attractive and there is no appeal in it" **Owners- Mumbai**

"Font size should be reduced, globe could be a litter wider and background could be a little brighter" **Owners-Bangalore**

"Nothing is clearly visible" **Recent Buyers- Bhubaneswar**

"Font size should be reduced, background should be changed. The text font should stand out" **Intenders- Kochi**

Label Design 4

Design 4-A

Design 4-B

Spontaneous Reaction

Design 4-A received a mixed bag of reactions. Some liked the color combination, others did not. Similarly, for some the design reflected the energy efficiency, for others it was a sign of eco-friendly product. The design 4-B was out rightly rejected as the brown made the design dull. No-one got the idea that earthy colors signify energy efficiency. Inclusion of brown color gave particular difficulty to customers as earth is more to do with eco-friendly products. There were certain iterations that the product creates less pollution rather than it saves energy.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:

The design was said to be appealing. Many found it non-complicated. The idea of energy efficiency emerged very well through a simple message. The only element of confusion was usage of leaf. However, for majority it was an add on element to design

as leaves represented freshness and happiness. Many opined that the design is pleasing and extremely eye catchy.

Consumer Nuances

"Color combination is different, label is different" **Owners-Kolkata**

"It looks good but it would have been better if the color of the leaf could be changed to dark green" **Intenders-Chandigarh**

"The total color should be little more attractive, it should have multicolor" **Owner-Bangalore**

"The color combination is good" **Intenders-Patna**

"It is a very simple design, simple font, and no message at all" **Owners- Bangalore**

"Brown color, doesn't appeal much" **Intenders-Delhi**

"It does not represent the idea" **Recent buyers- Surat**

"The brown background doesn't look good. If it was white, it would have been still better" **Owners- Mumbai**

"Super Energy Efficient Appliance" sounds too heavy" **Intenders-Kanpur**

"The design is not too eye catchy" **(Recent buyers-Bhubaneswar)**

Label Design-5

Design-5-A

Design-5-B

Design-5-C

Spontaneous Reaction

The design 5-A received a mixed bag of responses. Some picked the idea instantly whereas others correlated the design with an existing organization. There was an element of delight, surprise as well as confusion when the design was exposed.

The design 5-B was appreciated by some of the respondents as the golden elements emerged very well on a green background whereas, most others opined that green and golden combination killed the premiumness element altogether.

The design 5-C was rejected out rightly over other two versions. The red was said to be harsh on eyes and undesirable.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:

The most important element of delight was the golden color. The other elements of acceptance were: A mega star in golden color: Stars have high affinity with energy efficiency. The symmetry of design, the placement of design elements was highly

appreciated. The usage of space inside the star to highlight the logo of BEE was also liked. The design received a lukewarm response on comprehension. The olive branch was said to be looking like a wheat kernel which affected the base idea of energy efficiency badly. The design was said to be persuasive at an overall level. However, no where it reflected the product is Super-efficient.

Gold is associated with wealth and savings for bad times therefore golden color label was found most unique & pleasing by the participants.

The design 5-B and 5-C did not receive overwhelming response.

Consumer Nuances
"The design 5-A is most attractive amongst all the other designs" **Owners- Bangalore**
"Colors of design 5-A are attractive" **Owners-Kolkata**
"BEE logo is placed appropriate" **Owners- Mumbai**
"The golden color star seems to be very unique" **Intenders-Delhi**
"It is best till now" **Owners- Bangalore**
"Color is good & different" **Intenders-Delhi**
"BEE endorsing is also fine" **Owners- Mumbai**
"Just change the text to 'super energy saver'" **Recent Buyers- Surat**
"Golden color is good because it will draw the attention, so consumer will at least see it" **Intenders-Delhi**
"Super-Efficient Appliance seems too big" **Recent Buyers- Bhubaneswar**

Label Design-S-1

Spontaneous Reaction
The leaf was considered to be elegant and color shades used in the label design were found to be appealing. The BEE logo and written text were not clearly visible on the green background.

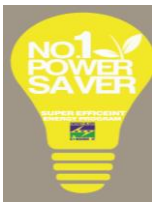
Overall the idea of three leaves received a positive response. However, the shape allowed less space for information. Many opined that the text is not clearly visible because of the shape and varying shades of green.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:
The design was appreciated by the consumers because of its unique shape and color combination. The idea of three leaves received a positive response from the

consumers. However, the shape allowed less space for information. Many opined that the text is not clearly visible because of the shape and varying shades of green.

"The design looks good and can even come on small appliances only because of its small size" **Intenders-Delhi**
"The design seems to be attractive and leaf shape label on the appliance will look attractive" **Intenders- Kochi**
"It is looking very stylish" **Intenders-Delhi**
"It seems decorative" **Owners-Mumbai**
"Leaves depict environment saving" **Recent Buyers-Surat**
"Enlarge the font size" **Intenders-Kanpur**
"BEE logo is not clearly visible" **Intenders-Kochi**
"No need of leaf in electricity label" **Owners-Mumbai**
"It gives feeling of tea leaf" **Intenders-Kanpur**

Label Design S-2



Spontaneous Reaction:
The consumers across the centers rejected the idea of bulb spontaneously. The label design was considered to be common across the centers. Consumers felt that the usage of incandescent bulb has reduced with the onset of CFL and LED. Therefore, a bulb cannot connote the idea of energy efficiency. Many opined that a bulb cannot be applied on other appliances such as ACs, Fans and refrigerators etc.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:
The bulb shape was found to be common amongst the consumers, hence didn't interest much to the consumers. The label design S 2-B was not at all liked by the consumers because of its dull yellow color shade. The same scored very low on functionality.
The written text "No. 1 Power saver" did not induce confidence among customers as many questioned the credibility of claim. The bulb shape was not perceived to gel with other appliances like fan, ACs and refrigerators hence the label design was not considered suitable and relevant by the consumers for SEEP program.

Consumer Nuances
"Bulb is the basic and common label design" **Intenders- Delhi**
"Bulb doesn't match with every product and will look awkward on some products" **Owners-Mumbai**
"Leaf has no relevance" **Intenders-Delhi**
"Bulb label will not gel well with different appliances like fans, AC or refrigerators" **Intenders-Kochi**
"Design seems to be ordinary" **Intenders-Delhi**
"Due to yellow color background, the written text in white is not visible" **Owner-Mumbai**

"It appear as if the company is endorsing the product" **Intenders-Kanpur**
"The label design doesn't look as it has been endorsed by government agency" **Recent Buyers-Surat**

Label Design S-3

Spontaneous Reaction:
The shape received a host of responses some positive some highly negative, from the consumers. Many liked the symmetrical shape and color combination. Few others found the brown color a little dull.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:
Overall, the design was said to be lacking the element of appeal. The text written on the label design "No 1 Energy Saver" didn't appeal the consumers because "No 1" is already associated with energy related products available in the market. Many felt No.1 is used by brand manufacturers in their communication to outdo the competition. Therefore, consumers do not associate "No. 1" with a government endorsed products. The label design was not highly persuasive amongst the consumers due to the color shades used in the design.

Consumer Nuances
"The color combination is not good however the design is good" **Intenders-Delhi**
"Circle shape seems to be unique" **Owners-Mumbai**
"Brown color used in the label design has no relevance and seems to be dull" **Intenders- Delhi**
"The green color used in the design is eye catchy" **Intenders-Kochi**
"Design is simple" **Owners-Mumbai**
"Design is good but the brown color seemed to be dull" **Intenders-Delhi**
"The text SEEP is not clearly visible" **Owners-Mumbai**
"The shape seems different and unique but brown color is dull" **Recent buyers-Surat**
"The green color used in the design is related to environment conservation" **Intenders-Kochi**
"BEE logo is not clearly visible" **Owners-Mumbai**

Label Design S-4

Spontaneous Reaction:
The design looked dull and bulb was not at all appreciated by the consumers. The color shades used in the design are not at all eye catchy hence the design was at spot rejected by the consumers.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:

The label design didn't appeal the consumers because of the color shades and shape used in the design. Consumers felt that bulbs are replaced by CFL or LED lights hence the relevance of bulb gets dissolved. The text "Most Energy Efficient Appliance" was not appealing to the consumers as compared to Super energy saver. Word "Super" was deemed more effective than "Most".

Consumer Nuances
"The bulb design is not suitable for other appliances like fans or ACs etc." **Intenders-Delhi**
"The color shades used in bulb are dull" **Owners-Mumbai**
"Super is more relevant as compared to Most" **Intenders- Delhi**
"The shape and color shades used in the design do not match with energy saving " **Intenders-Kochi**
"Design is old " **Owners-Mumbai**
"Globe used in the text was attractive" **Intenders-Kanpur**
"Colors used in the design are unattractive" **Recent buyers-Surat**
"No connect between bulb and SEEP program" **Intenders Kochi**
" Bulb is not associated with energy efficiency or savings" **Recent buyers-Surat**

Label Design S-5

Spontaneous Reaction:
On the spot the design was rejected by the consumers because of its floral shape. Consumers do not associate energy efficiency with the floral shape depicted in the design.

Consumer Nuances

"Green color denotes eco-friendliness" **Intenders -Delhi**
"Blue denotes sky and water" **Owners-Mumbai**
"Super is more relevant as compared to Most" **Intenders- Delhi**
"The floral shape do not connote energy efficiency "**Intenders-Kochi**
"Colorful floral design should not be used as label for energy efficient products" **Owners-Mumbai**
"Globe used in the text was attractive" **Intenders-Kanpur**
"No connect with SEEP program" **Recent buyers-Surat**
" Floral shape will not be visible on appliances" **Owners-Mumbai**

Label Design S-6

Spontaneous Reaction:

The label design was on the spot rejected by the consumers as they found no elements in the design that associate with energy efficiency. The design was perfect for eco-friendly products but not energy efficient appliances. The design went unnoticed amongst other prototypes.

Consumer Nuances

"No relevance with the concept" **Intenders- Delhi**
"The design has only leaves which are related more to environment" **Intenders- Kochi**
"The leaves in the design are not relevant with the concept" **Owners-Mumbai**
"The written text in the design is unattractive" **Recent Buyers-Surat**
"Leaves associated more with environment conservation rather than SEEP concept" **Intenders-Kanpur**
"Label do not fit the energy saving concept" **Intenders-Delhi**
"Leaves are unattractive" **Recent buyers-Surat**

Label Design S-7

Spontaneous Reaction:

The initial reactions were of a pleasant surprise. The golden ring received a very positive response. The stars were the most attractive element in the design.

Design, comprehension of the message, relevance of the label to the concept, persuasiveness:

The design was rated very appealing and aesthetically inspiring. Shape was said to be symmetrical and suitable for most of the appliances. Golden color was said to be connoting premiumness of a product. Some connected the design with a gold coin which signifies savings. The design was one of the highly recommended for the reason because it was equivocally said to have a good connect with energy efficiency- People opined that star is a better depicter of energy efficiency than other elements- Leaves, rings. The most attractive element in the design was galaxy of stars- Stars have established equity with existing energy efficiency programs. Many carry the impression, and rightly so that stars are attached to energy efficient products.

Consumers across the centers counted the star in the label design which clearly depicts that participants have high affinity with the stars and its nomenclature. Consumers when counted the stars also got confused as the label design carried 8 stars.

Consumer Nuances

"Best label design amongst all the design" **Intenders-Kanpur**

"Color is attractive" **Intenders-Kanpur**

"Placement of BEE logo is perfect" **Owners-Mumbai**

"Change from "Most Energy Efficient Appliance" to "Super Energy Saver" **Owners-Mumbai**

"Golden color is good because it draws attention and gel with varied colors of fans" **Recent Buyers-Surat**

"It has 8 star hence it would be best" **Intenders-Kochi**

"E in energy and a efficiency looks good" **Intenders-Delhi**

"Stars and the design match totally with the concept" **Intenders-Delhi**

"Replace "Most" with the word "Super" **Intenders -Delhi**

"Golden color looks attractive" **Intenders-Kanpur**

"Design is simple, but has high connect with the energy efficiency" **Recent Buyers-Surat**

"Should have seven or ten stars but not eight" – **Mumbai, Delhi across groups**

Label Design S-8

Spontaneous Reaction:

The design was on spot rejected by the consumers. Rejection was because of its shape the same resembled to them with Debit or credit card. Many were of the view that shape and color of the design don't connect well with the SEEP concept. Some associated the label design with a brand endorsement rather than a program.

"Color is not attractive, design is also simple and sober" **Intenders-Kanpur**
"It looks like credit card" **Recent Buyers-Surat**
"It doesn't suits the program" **Owners-Mumbai**
"It doesn't support the Energy Efficient program" **Intenders- Kochi**
"It is simple" **Owners- Mumbai**
"BEE logo is not visible" **Intenders-Delhi**
"Rectangle shape design like ATM card is not attractive or relevant for the concept" **Intenders-Kanpur**

4.7.2 Diagnostics of most preferred label designs

Based on the feedback from the consumer segment, the label designs 1-A and S-7 scored high on the factors like appeal, comprehension, relevance and persuasiveness.

	Design 1-A	Design S-7	Design S-3	Design S-1
Elements of Label Design				
Simple	Design is simple star inside a circle	Design is simple galaxy of stars inside the circle	Design is simple yet effective; Easy to comprehend	The design is simple and aesthetically attractive
Distinct	Multi-colored star is distinctive element in the design	The shape of the label design is in the form of gold coin and stars inside the design are the most distinctive elements.	Color combination is distinct element, the only design with the combination of green and golden color	Leaf is a distinctive element in the design
Memorable	The design and text used in the label are easy to recall or memorize.	The design in the form of gold coin is easy to recall and memorize.	The shape of the design easy to memorize and recall	The shape of the design easy to memorize and recall

Clear Message	Super Energy saver connects best with idea super-efficient appliances or SEEP program.	The text used in the label design sounds good but association with "Super Energy Saver" seems to be high.	The message in the label design is not convincing as compared to "Super Energy Saver"	The written text in the label design connects well with the SEEP program
Negative	Red color ring surrounds the star and text written in red color was connoted negative as red color signifies danger.	Stars in the label which were 8 in number created confusion.	The text "No.1 Energy Saver" doesn't build high connect with the consumer segment.	The text is not clearly visible because of the shape and varying shades of green.
Suggestions	Written text in red color should be replaced with other shades like green or blue.	The scattered stars should be replaced with galaxy of stars or mega star to avoid confusion of 8 stars.	Change the color of the boundary circle and different punch lines	Text visibility should be high

4.7.3 Retailers' Reaction to the Proposed Designs

Design-1-A

Design-1-B

Design-1-C

Design 1

The design 1-A with colorful star appealed the retailer segment the most as they considered the single colorful star as the "Super star". There were opinions that rainbow colors of the star were very attractive, vibrant and soothing to the eyes. The star inside a circle resembled the trophy hence association with achievement or success was portrayed to the segment. Written text was self-explanatory and left no room for doubt for the end users or buyers.

"Vibrant colors look attractive" **Retailer-1— Delhi**
"Shape resembles the trophy or an award" **Retailer-2---Bangalore**
"High visual appeal (door se najar padegi)" **Retailer-3---Lucknow**

"Will look good on products (Products par laga hua accha lagega)" **Retailer-4---Chandigarh**
"The first thing noticed in the design is "Super Energy Saver"-**Retailer-5---Delhi**
The most appreciated design was 1-A because of its multi-colored star and written text "Super Energy Saver".---**Lucknow**

Design-2

Design-2-A

Design-2-A

Design 2-B was on the spot rejected by the retailer segment because of yellow color which seemed to be dull.
The green color used in the label design 2-A was adored by few participants but at the same time usage of only the color green was confused with the environmental friendly products rather than energy saving equipment.
Retailers suggested not using the text Super-Efficient Appliances as it would be difficult for consumers to comprehend across the locations. Participants easily understood the text written on the label due to experience in the electronic products for long but they clearly indicated that the text should not be used as it is problematic for end users.
"Design is not unique and ribbon shape" **Retailer-6--Delhi**
"Leaves in the design connects well that the products are environmental friendly and not energy efficient" **Retailer-2--Chandigarh**
"Green color communicates that something is related to environment" **Retailer-7--Bangalore**
"Logo of BEE is not clear if the size of label is reduced" **Retailer-5---Delhi**

Design-3

Design-3-A

Design-3-B

The label design lacked the element of appeal; the participants associated the label design with global warming or environment conservation. Many felt that BEE logo got suppressed by the color scheme in the label design. The font size was said to be occupying too much space of the label. The style of font was also rated unimpressive.
"The design is suitable for environment friendly products" **Retailer-1--Delhi**
"Text used in the label design will not be easy for end users to comprehend" **Retailer-4—Chandigarh**

Design 4

Design-4-A

Design-4-B

The label design 4-A fascinated the retail participants as they associated the label design with energy saving appliances. The leaves were admired by majority of the retailers as it gave soothing touch to the eyes. Circle shape was also found to be unique as the labels with circle are not much noticed in electronic appliances.
The color scheme was appreciated by the participants.
The label design 4-B didn't appeal because of the brown background color. The color scheme gave the impression that label is related to brand of seeds or fertilizers.

"The design 4-A seems attractive" **Retailer-6--Delhi**
"Super-Efficient Appliances" will not be understood by uneducated consumer" **Retailer-5--Delhi**

Design-5

Design-5-A

Design 5-B

Design-5-C

The golden base was said to be aesthetically attractive for all fan designs and colours. The single golden star was said to be apt for connoting the idea of "Super-Efficient product". However, the "Olive branch" was confused with "Wheat kernel" by some. Gold is associated with wealth and savings therefore golden colour label most unique & pleasing to the participants.

The label design 5-B and 5-C don't attract the participants due to the loud colour scheme in the same. The participants felt that the designs doesn't give calm touch to the eyes or gel well with the SEEP program.
"The golden color design seems to be attractive" **Retailer-2—Chandigarh**
"Single golden star connects best with super star hence with the concept of SEEP" **Retailer-7---Bangalore**
"The red color in design 5-C is too dark" **Retailer-4—Chandigarh**

Out of the SET-B designs exposed to the retailers, design S-7 emerged to be the most appealing, relevant and persuasive.
Out of the Set-B designs, the only concept which appealed the segment was S-7

Design S-7

The elements in the design are attractive like number of stars but could also create confusion in the minds of end users as consumers had habit of counting the number of stars. They strongly believe that more the stars more the savings. The label designs depict 8 stars which end user would assume it to be 8 star products. Therefore the unique identity of SEEP program will be diluted.

"Insert more number of stars" **Retailer-2—Chandigarh**
"Super energy saver instead of "Most Energy Efficient Appliances" **Retailer-4—Chandigarh**
"Golden circle is the most attractive element in the design" **Retailer-8---Bangalore**

4.7.4 Diagnostics of most preferred designs

The most preferred designs in the view of retailers were designs 1-A, 4-A and S-7.

Design 1-A

Design 4-A

Design S-7

The elements in the design that motivate retailers to select the above three designs are described below.

Elements of Design			
Simple	Star within a circle easy to recognize	Circle is a simple design that fits majority of appliances	The gold coin like design seems attractive and simple
Distinct	Multicolour star being the most distinctive element in the design	Leaves act as distinctive element in the design	Stars appear as distinctive element in the design
Memorable	Colourful star easy to recall	Leaves connect with environment and easy to recall	Stars and golden colour easy to recall and remember
Clarity	Super Energy Saver simple and clearly spread message of the SEEP program	Super-Efficient Appliance could not bring high connect with the consumer hence replace with Super Energy or power saver	The punch line “Most Energy Efficient Appliances” seemed clear.
Suggestions	No suggestions for the design, perfect for SEEP program.	Written text “Super-Efficient Appliances” should be replaced with “Super Energy Saver”	Stars in the design should be replaced with mega star to avoid confusion with number of stars.

4.7.5 Manufactures take on selected designs

Manufacturers felt that label would surely act as a differentiator and an added advantage to popularize the SEEP but they felt that apart from the design elements of a label, the shape and size are important issues so that they can be clearly visible on any kind of packaging material and box that is used. “Round” shape is good according

to some and the color “green” or one that denotes environment friendliness else or resonates high with consumer understanding and goes with the theme of energy efficiency.

Design 1-A

Majority of manufactures liked the shape of the design. The rainbow colors in the design were appreciated by all because of the fact that when light emits it get scattered into colors as shown in the label design.

Design was found to be simple and appealed the segment. The text super energy saver was not appreciated by the manufacturers as they felt that it should be replaced with “Super Power Saver”. They felt that connect of electricity with power is high as compared to energy.

Manufacturer felt that the presence of single mega star will clearly differentiate it with the star rating program and the legacy of the program will not be dissolved.

Design S-7

The design was on the spot appreciated by manufacturers. The color combination used in the design was found to be appealing. The golden color drew positive connect. The presence of stars and round shape was valued by the manufacturers. The written text in the design was not liked by the segment because of the fact that it would not be understood by the consumers at large. The message in the label design was not found to be convincing as compared to “Super Energy Saver”.

The presence of BEE logo was appreciated by the segment at large as they thought that it would enhance trust and credibility for appliance in the eyes of consumers.

Design S-3

Manufactures found the label design simple yet effective and easy to comprehend. Color combination was found to be the most distinctive element, the only design with the combination of green and golden color. The design was easy to recall. The text "No.1 Energy Saver" doesn't seem to be liked by the manufactures as they felt that brands use similar communication to promote their products. Further, the connect of the drawn iteration was perceived low with the program initiative.

4.8 Stakeholders Meet

After the completion of Step-3, where we conducted 10 Focus Group Discussions and 21 in-depth interviews (including stakeholders, retailers, manufactures and builders), there was a Stakeholders meet organized to discuss the research process and share the findings of the initial phase.

4.8.1 Key points of discussion during the meeting

Punch line Options

The punch line option was contemplated during the meeting session. The said was assumed to build the identity of the program. The suggestions to check options like the following emerged.

"Super Power Saver"

"The word 'SEEP' should also be a part of label design in order to build awareness about the program amongst the consumers"

Technical Details

Few stakeholders were in view to incorporate technical details in SEA label design. The technical details like power consumption and energy savings were on top during the discussion.

The label was expected to educate by stating power saved per hour and not consumption.

"Technical detail for power saving should be a part of label design"

"Technical details like wattage consumed or % of monetary savings would be beneficial"

Communication Themes

The major idea of the stakeholders was to draw such a marketing campaign that doesn't dilute the importance of present star label scheme as identity of both the programs is different to some.

The comparative labeling scheme had its own identity hence “Bachat ka wada, 5 star se zyada” evoked mixed reactions to some, it clearly communicated the essence of attaining the next milestone, however others felt the same would weaken the importance of 5 star label. Hence “Bachat ke super stars” was also suggested.

4.8.2 Suggestions from Stakeholder’s on Selected Designs

Label Design 1

Star without the Circle

The suggestions were to replace the outer circle. As the circle outside the star dissolves the identity of mega star.

“Try a version of Design 1→A without the outer circle”

Color of the boundary Circle & Text

Red color of the circle or text should be replaced with green as red signifies danger and red color has no connect with Energy.

“Change red color circle & text with green”

“The text color should be green”

Punch line

More punch line options were suggested-

“Super Power Saver” instead of “Super Energy Saver”

Color of the Star

As, the findings of phase-1 depicted that golden color have high connect with the consumers hence they suggested to replace multi colored stars with golden star.

“The multi colored star should be golden in color”

Label Design 2

The design was highly recommended for the next phase. However, multiple versions of it were suggested.

Element

Galaxy of Stars or Single Star or No stars

The design was liked by consumers but an interesting fact came out that the consumers counted the star in the label design therefore stakeholders suggested to remove the stars, some were in view to have galaxy of stars and some suggested no stars.

"There should be a galaxy of stars. i.e., multiple stars should be shown in such a manner that end users do not count the stars"

"There should be no star; a unique symbol for SEEP should be identified"

SEEP

SEEP program should also be highlighted in the label so that awareness & popularity of the program also get established amongst the consumers. Therefore stakeholders suggested that SEEP should also be illustrated in the label design.

"Add the word "SEEP" somewhere in the label to establish the identity of the program"

Punch line options

The label design should inculcate more punch line options to have high recall amongst the consumers. The options like "Super Energy Saver" and "Super Power Saver" should also be tested in the current design.

"Most Energy Efficient Appliance" should be replaced with "Super Energy Saver" and "Super Power Saver"

Text Color

The color red signifies danger therefore suggestions were to change the color red to green as green signifies growth and harmony.

"Replace red color of text with green"

Label Design -3

Color of the Circle

The light brown color of the circle should be replaced with golden color as golden color connects with large audience and golden depicts success and wealth.

"Replace brown color with golden"

Punch line options

The punch line "No.1 Energy Saver" is currently used by various brands hence the identity of SEEP program initiated by the government gets lost with punch line No.1

"Energy saver" hence a suggestion to use "Super Energy Saver" emerged. The identity of SEEP should be established with the label design hence Super- Efficient Equipment Program should be replaced with word SEEP.
"Change "No.1 Energy Saver" to "Super Energy Saver"
Super-Efficient Equipment Program should be replaced with word SEEP

Text Color
The brown color of text "No-1" should also be changed to golden color as the color connects high with the consumer segment.

Label Design -4

The design was appreciated by consumers as well as stakeholders but some suggested reducing the font size of the text to make it more visible to the consumers.
"Reduce Text color; try if the text becomes visible"
Based on the suggestions and feedback from stakeholders on the selected designs, the designer made new iterations which were part of the quantitative phase.

Overall suggestions were inculcated to make the design more meaningful

- Replacement of ring color and text color from red to green
- Different punch lines were included to test the punch line that hits the mind of consumers the most
- As golden color star had universal acceptance hence the colorful star was given an added dimension in form of golden star

 Original version	 Design with green ring and green color text "Super Energy Saver"	 Design with green ring and green color text "Super Power Saver"
 Golden color star with red text "Super Power Saver"	 Golden color star with green color text "Super Power Saver"	 Golden color star with red text "Super Power Saver"

Suggestions to make the design more meaningful

- Include more punch line options in different colors to judge which color and punch line suits the program the most
- Replace scattered stars to galaxy of stars so that confusion of counting the stars no more exists
- Replace scattered stars with mega star to give impression of super star

 Original Version	 Design with varied color initial text	 Design with written text "Super Energy Saver" and S of super with red color
 Design with galaxy of stars and written text in red color	 Design with galaxy of stars and written text in green color	 Design with galaxy of stars and written text "Super Energy Saver" in red color
 Design with galaxy of stars and written text "Super Energy Saver" in green color	 Design with a mega star with written text "Super Energy Saver" in red color	 Design with a mega star with written text "Super Energy Saver" in green color
	Design with mega star with highlighted BEE logo at the middle of the star with written text "Super Power Saver"	

Suggestions to make design more impactful-

- Include more punch line options in different colors to judge which color and punch line suits the program the most
- As golden color is considered to be a factor of universal appeal hence the color of the boundary ring should be replaced

 Original Version	 Design with written text "Super Energy Saver and SEEP" in green color	 Design with written text "Super Energy Saver and SEEP" in green color with boundary color of circle with golden.	 Design with written text "Super Energy Saver and SEEP" in golden color with boundary color of circle with golden.

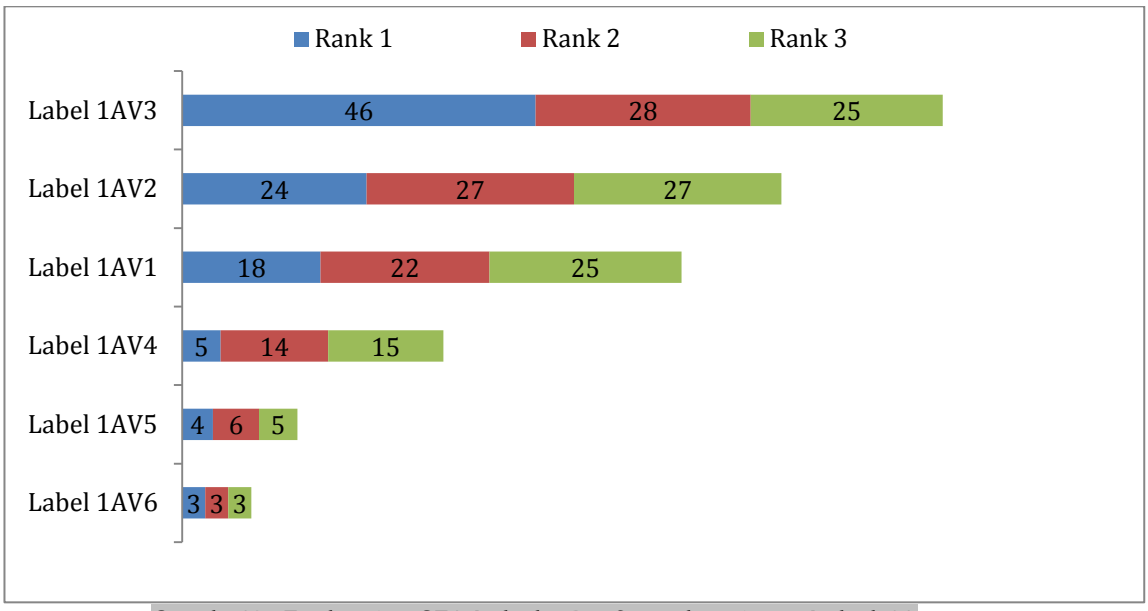
Thus post meeting with the key stakeholders Market Xcel incorporated the discussed elements in the Research design. The future Research steps entailed revisions in label designs to test broad communication theme within group settings and understand the importance of having technical information as part of the label.

4.9 Evaluating SEA Label Quantitative Analysis

Here the respondents were exposed to 5 broad themes of labels with sub themes attached to each termed as versions. The Process of exposure to each label was that at the first instance the respondents were asked to choose the best version from within each of the five prototypes and subsequently they had to choose the best liked prototype from the competing themes. The subsequent graphs represent the consumer liking of the prototypes that got tested in the final phase of qualitative.

4.9.1 Consumer Insights SEA Label Quantitative Analysis

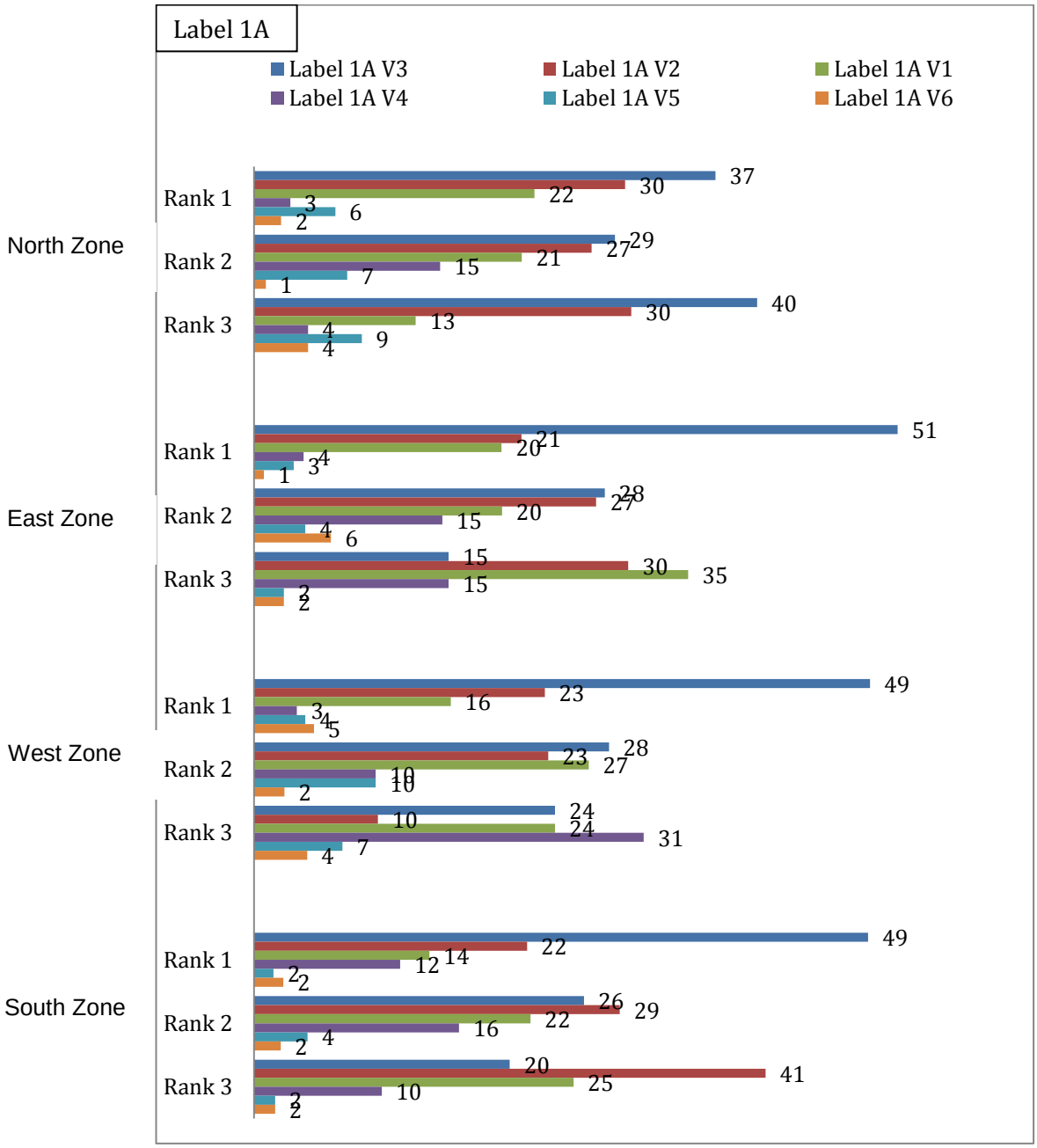
Base: N=1711 Data represented in %



Graph 48: Evaluating SEA Labels: Preferred options- Label 1A

Here respondents were exposed to 6 versions of label 1A. The respondents were asked to rank from within the 6 options the labels on the basis of their preference. At an overall level 1AV3 emerged to be the most liked label by the audience at large, followed by 1AV2.

Base: N=1711 Data represented in %

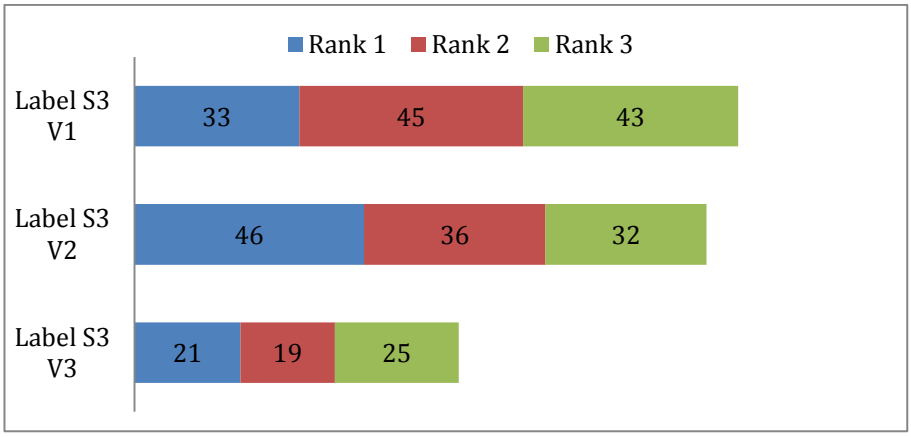


Graph 49: Evaluating SEA Labels: Preferred options - Zone-wise

Label 1A version 3 is the most preferred one across zones much in line with the overall level.

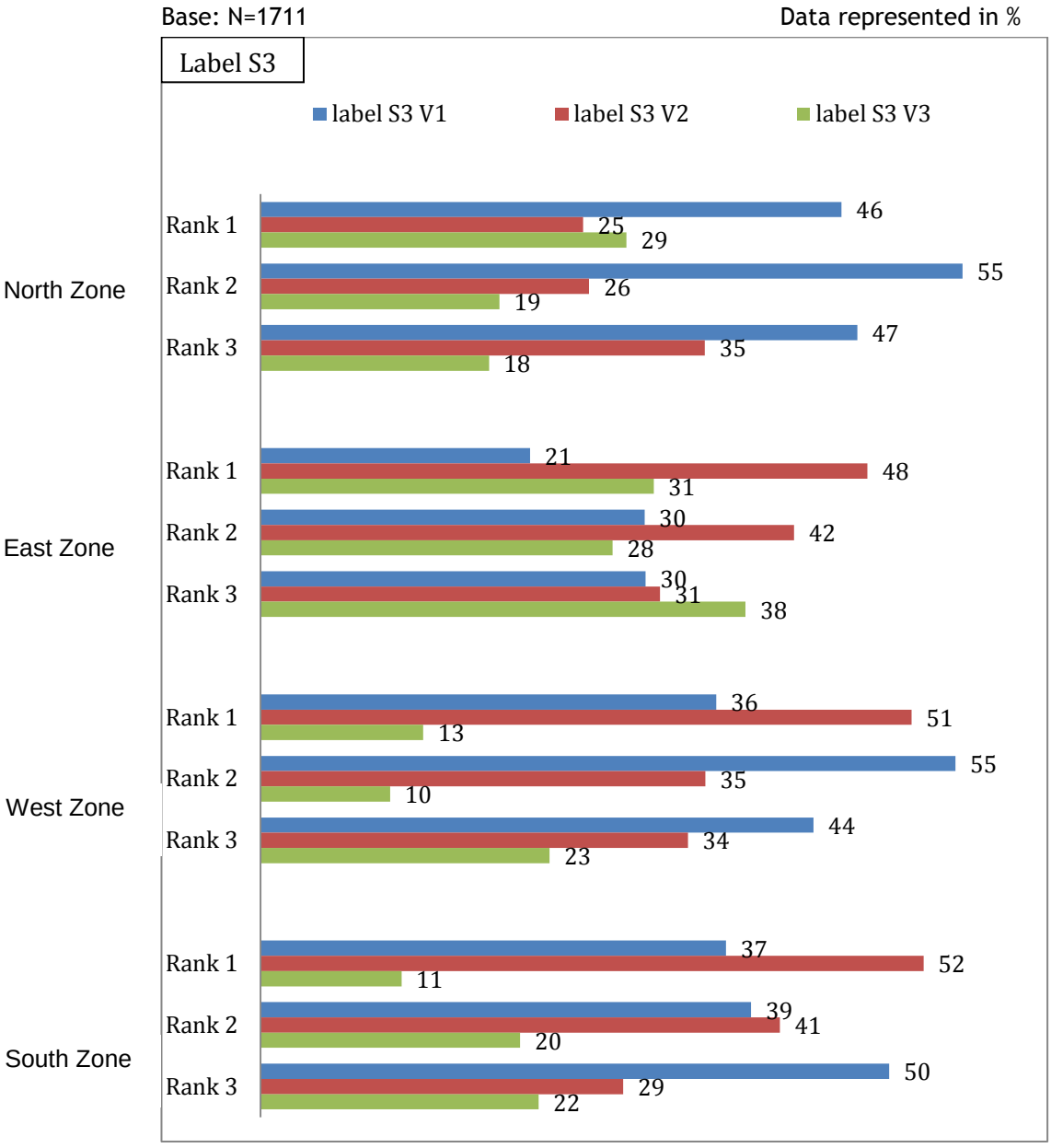
Base: N=1711 Data represented in %

V1 V2 V3



Graph 50: Evaluating SEA Labels: Preferred options- Label S3

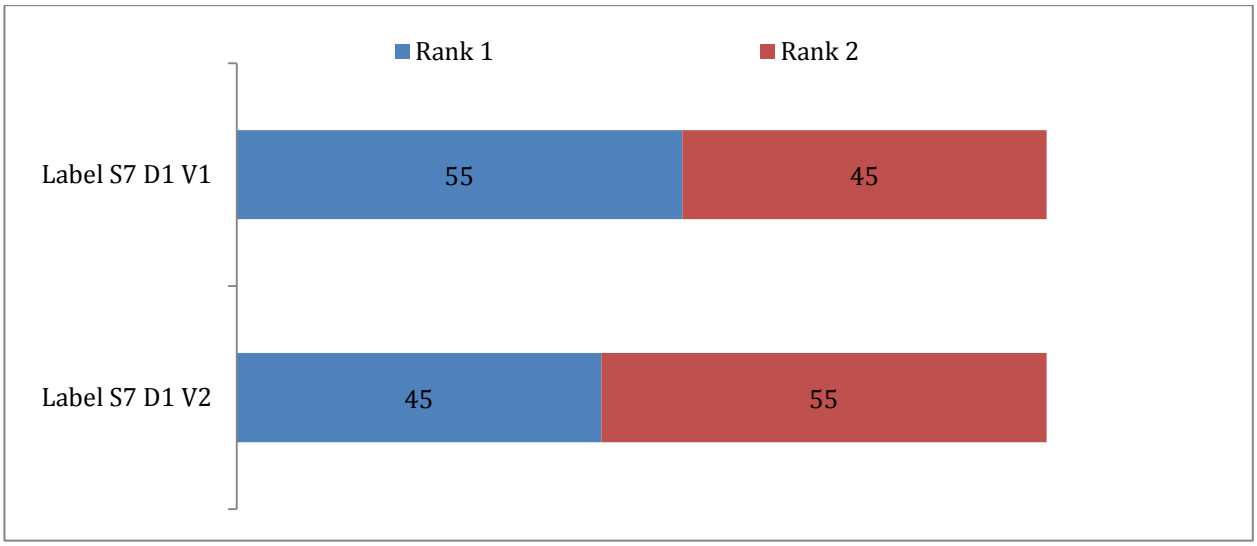
Label S3V2 is the most liked label as 46% respondents elected it as their first choice. Though 33% of the respondents opted for S3V1.The cumulative scores for Top 2 box 82% for label S3 V2 is higher than obtained by S3V1 78%.



Graph 51: Evaluating SEA Labels: Preferred options - Zone-wise

At the zonal level, among the three designs of Label S3, version 1 was the most liked in North zone, However in rest of the zones version 2 got the maximum frequency for rank 1.

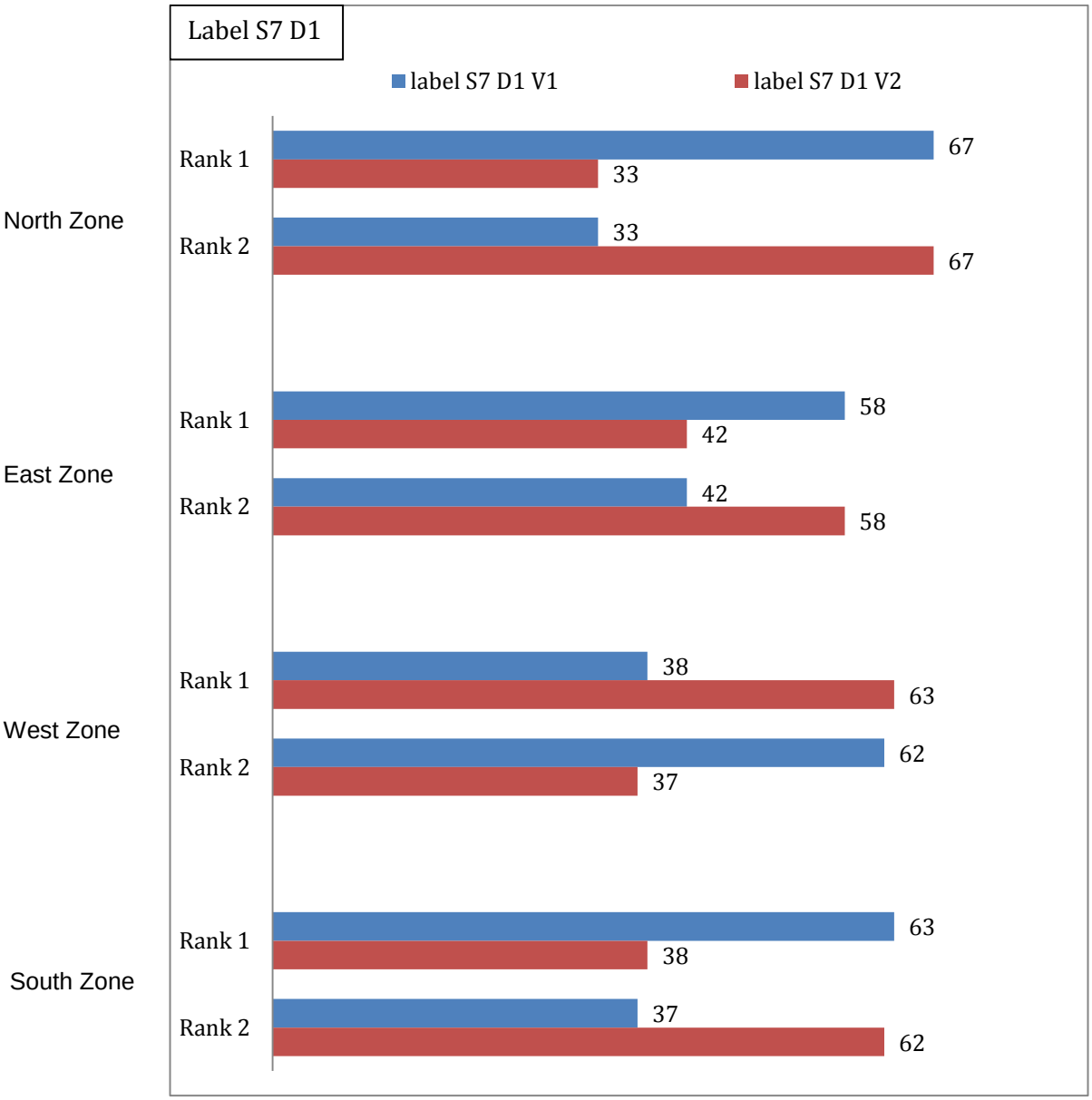
Base: N=1711 Data represented in %



Graph 52: Evaluating SEA Labels: Preferred options- Label S7D1

Here respondents were exposed to 2 versions of S7. Label S7D1V1 got 55% liking as compared to the second version which got the 45% liking at the first place.

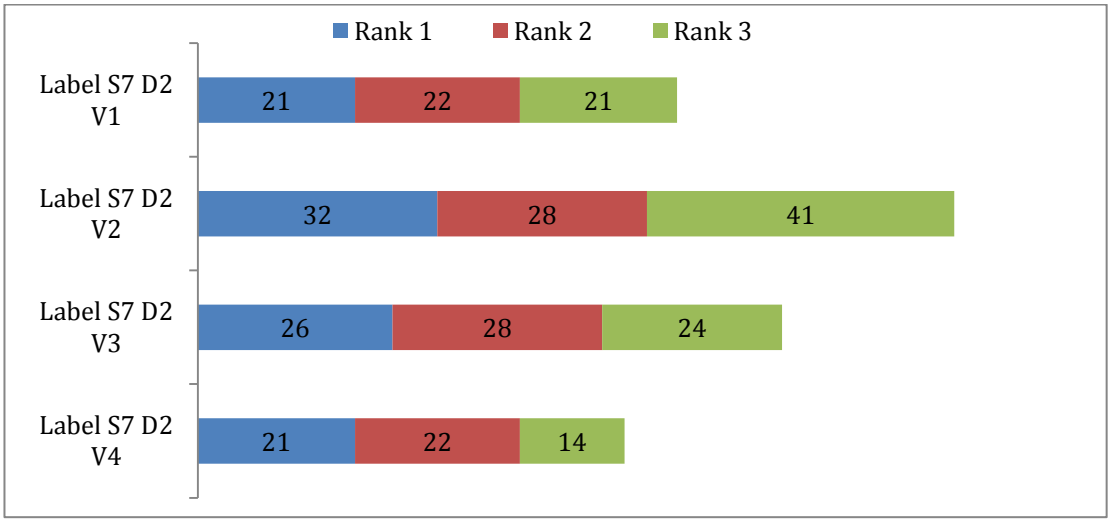
Base: N=1711 Data represented in %



Graph 53: Evaluating SEA Labels: Preferred options - Zone-wise

At the zonal level, among the two designs of Label S7D1, version 1 was most liked across the zones except west zone where version 2 garnered more favorable responses

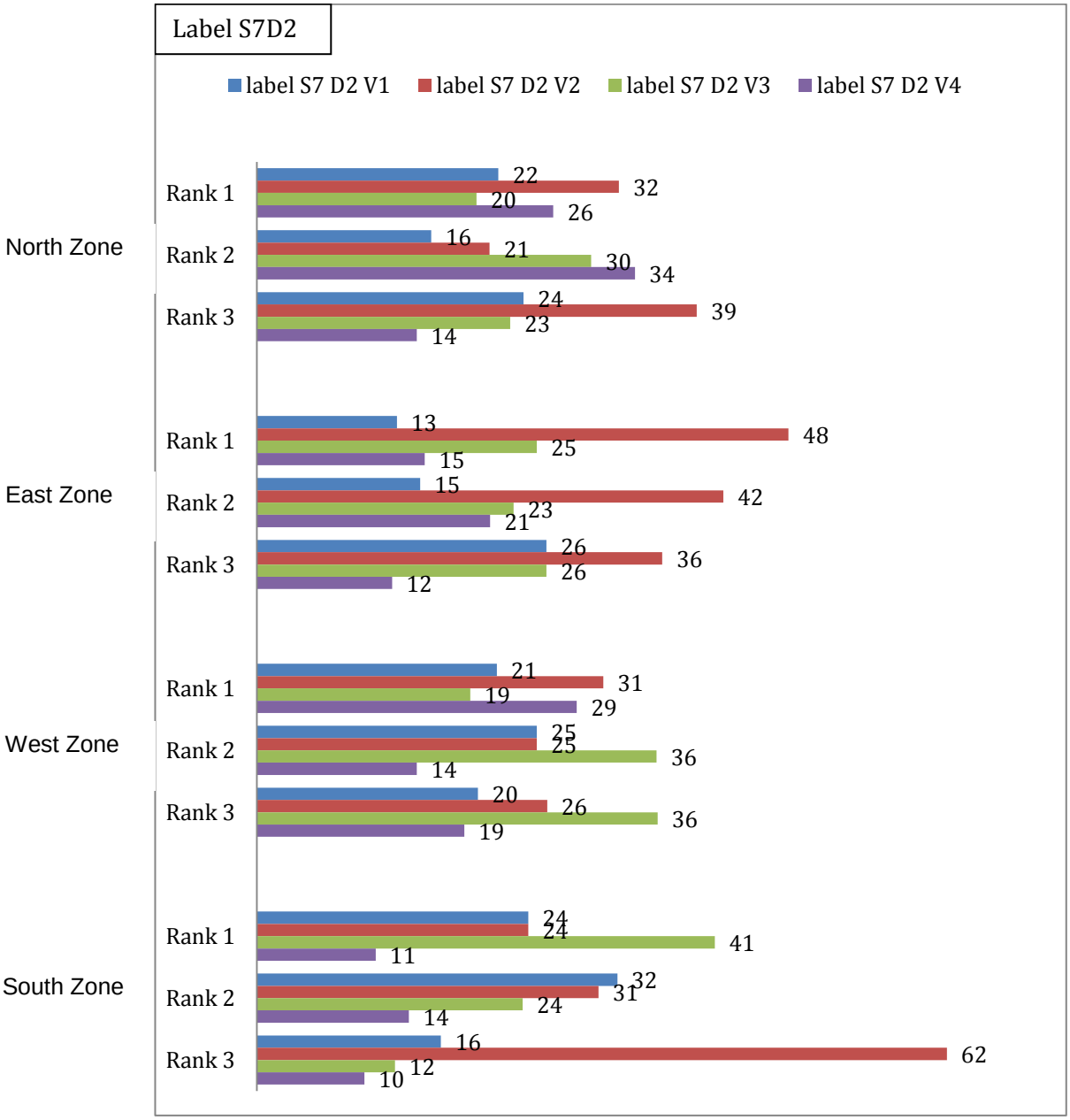
Base: N=1711 Data represented in %



Graph 54: Evaluating SEA Labels: Preferred options- Label S7D2

The prototype closely resonated with S7D1, the major differential aspect being the galaxy of stars which is integral to the theme. The scores are not very deviated in terms of preference however at an overall level version 2 (32%) got the highest frequency for rank 1 amongst all the options closely followed by version 3 at 26%.

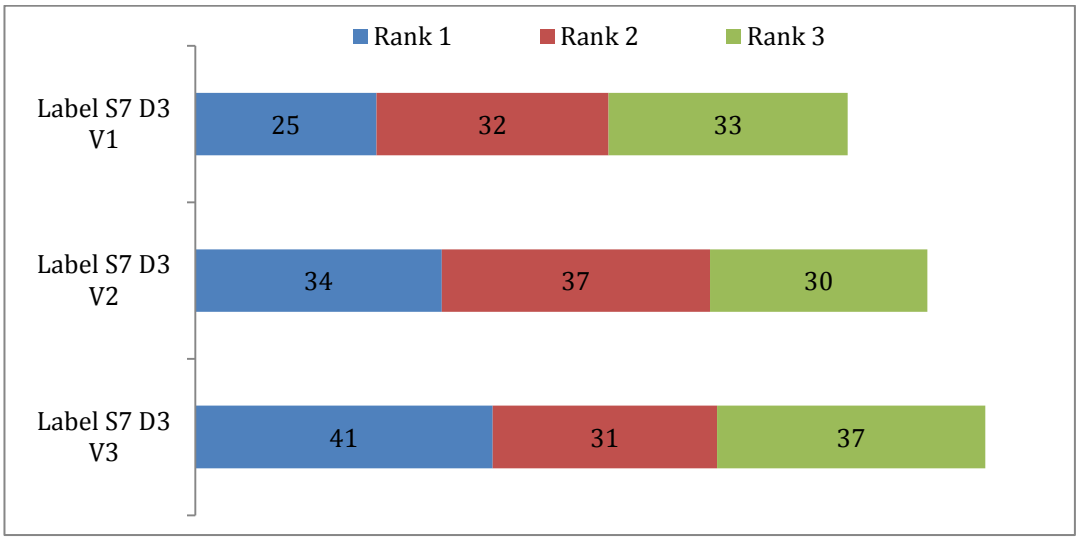
Base: N=1711 Data represented in %



Graph 55: Evaluating SEA Labels: Preferred options – Zone-wise

At the zonal level, among the four designs of Label S7D2, version 2 was the most liked across the zones except South zone (Version 3) with maximum frequency for rank 1.

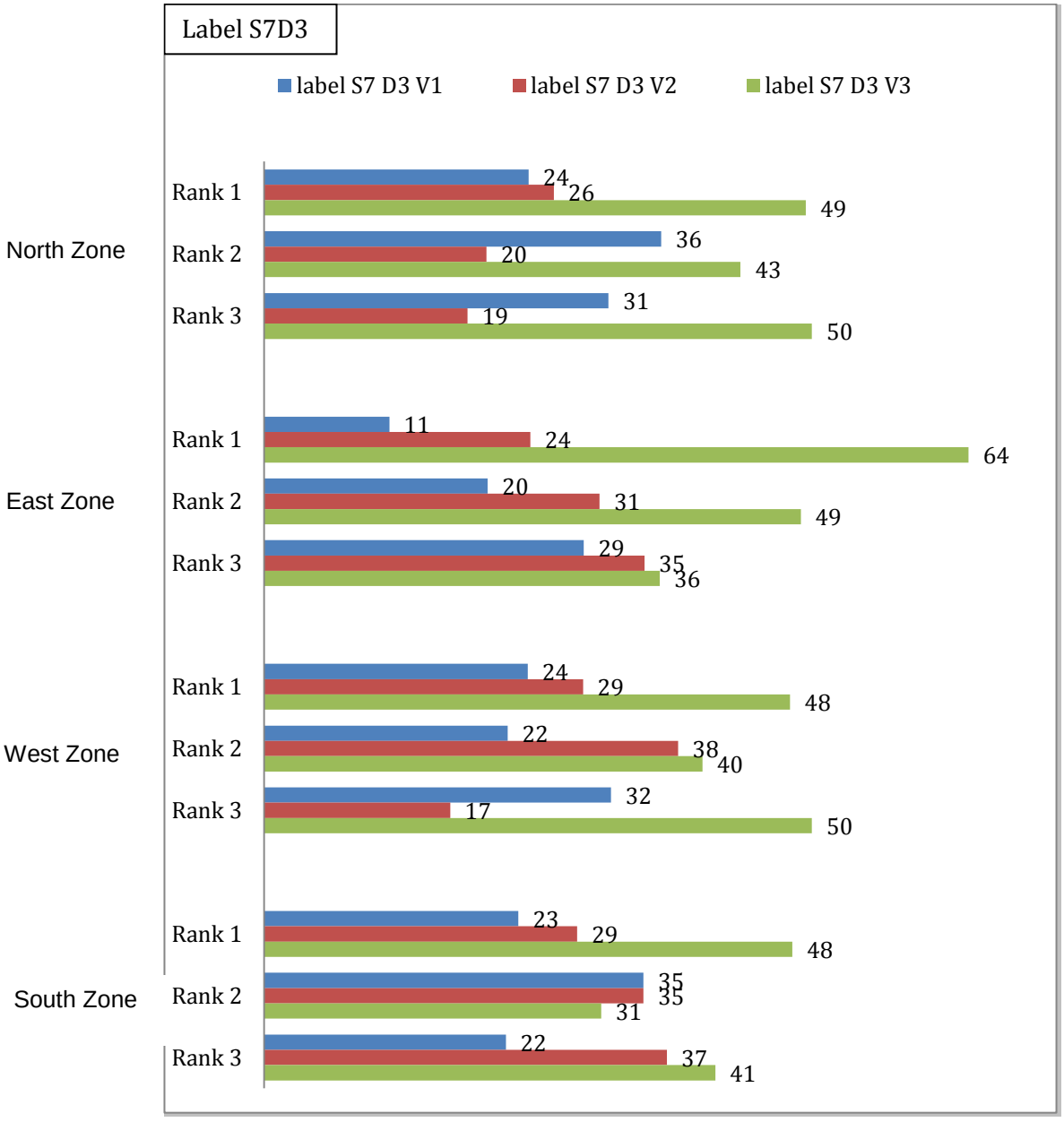
Base: N=1711 Data represented in %



Graph 56: Evaluating SEA Labels: Preferred options- Label S7D3

The said version was differentiated from other two Prototypes of S7 in that, within the current label a mega star is positioned at the center S7D3V3 (41%) got the highest frequency for rank 1 amongst all the options closely followed by S7D3V2 at 34%.

Base: N=1711 Data represented in %



Graph 57: Evaluating SEA Labels: Preferred options - Zone-wise

At the zonal level, among the three designs of Label S7D3, version 3 was the most liked across the zones with maximum frequency for rank 1.

Base: N=1711 Data represented in %

Label 1A	Elements Noticed First	Integral Elements
Multiple colors of star	35	39
Golden color of star	12	28
Size of Star	11	51
Star shape	11	51
Color of ring	9	46
The circular shape of design	6	41
What is written in the text	5	41
Logo of BEE	4	35
The color of text	4	43
Overall symmetry of design	1	34
White color of base	-	40
The placement of design, text, logo	-	30

Table 21: Evaluating SEA Labels: Preferred Routes - Elements Noticed-First/ Integral Elements Noticed

Star emerges to be the key noticeable element and the multi colors draw traction with consumers. However the shape and size of the star emerge as integral elements.

Label S3	Elements Noticed First	Integral Elements
The text Super Energy Saver	15	40
Size of Design	13	44
Green color in ring	13	30
Golden color in ring	13	31
Shape of leaves	9	45
The shape of design	8	43
The pointing arrows	7	34
Color of leaves	7	50
Brown color in ring	7	30
Placement of leaves	4	38
The green color of text	2	30
Overall symmetry of design	1	20
Font size	-	26
Logo of BEE	-	24
White color of base	-	21
SEEP	-	19

The placement/location of design, text, logo	-	9

Table 22: Evaluating SEA Labels-part I

The text "Super Energy saver" followed with size of design were the noticed elements as mentioned by people. At aided level, most prominent reasons for liking label S3 are color and shape of the leaves shown in label followed by the size and shape of the label. Majority of the people also liked the text written in the label.

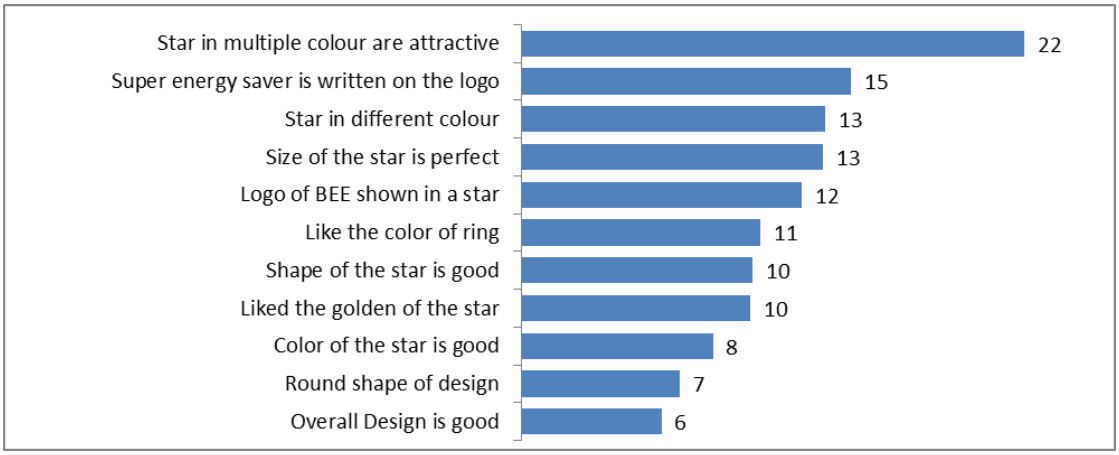
Label S7 (D1,D2,D3)	Elements Noticed First	Integral Elements
The golden base	17	44
The text Most energy efficient appliance	16	30
The placement of stars	12	34
Shape of stars	10	39
Size of Design	10	44
Number of stars	10	38
Color of stars	9	45
Outer ring	8	39
The shape of design	7	41
The color of text	6	42
Font size	3	32
Font of text	2	32
Logo of BEE	2	29
Placement of logo	1	29
Overall symmetry of design	1	25
The text Super Energy Saver	-	27
SEEP	-	29
The placement/location of design, text, logo	-	15

Table 23: Evaluating SEA Labels- part II

- In label S7, 17% respondent noticed the golden color of the base at unaided level. However fair 16% of the respondents stated that they liked the text shown.
- Over 40% people liked the color of stars, golden base, and size of the design and shape of the stars as integral elements of label S7.

Base: N=1711 Data represented in %

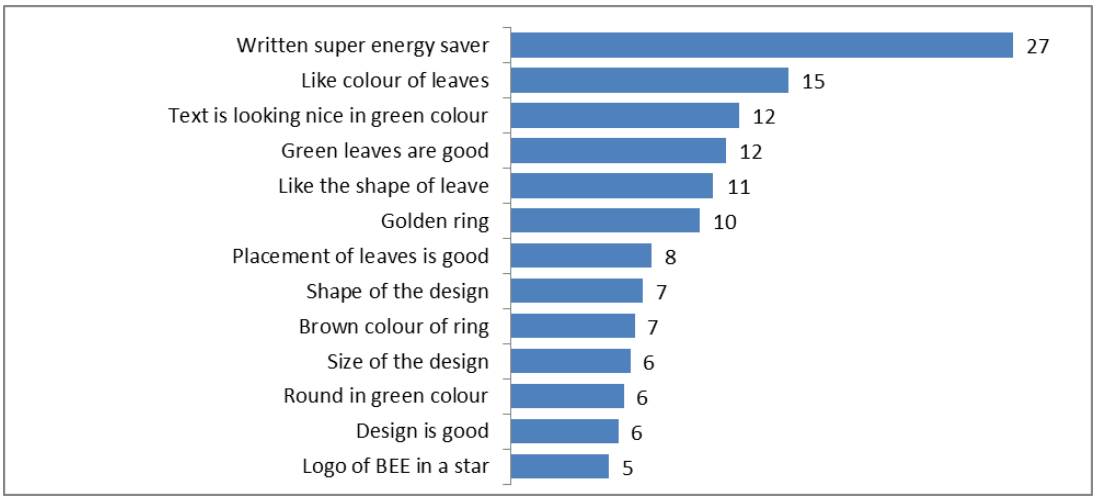
LABEL-1A



Graph 58: Evaluating DSEA labels- Preferred options – Appealing factors- part I

22% of the respondents stated that mega star in multiple colors is the most appealing factor in label 1A however 15% liked the text of the label.

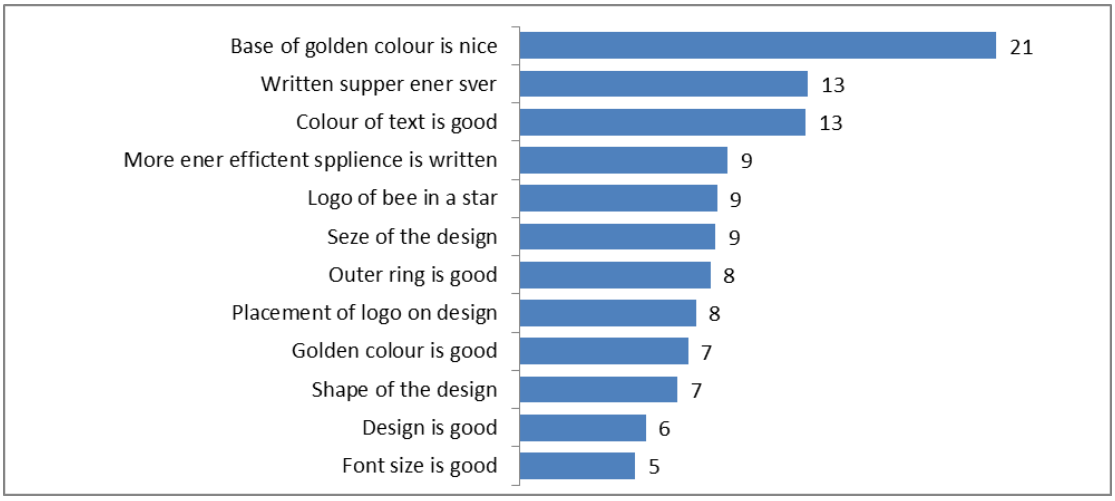
LABEL-S3



Graph 59- Evaluating SEA labels- Preferred options- Appealing factors-part II

27% of the respondents stated that text written as “Super Energy Saver” is the most appealing factor in label S3 however 15% liked the colorful leaves.

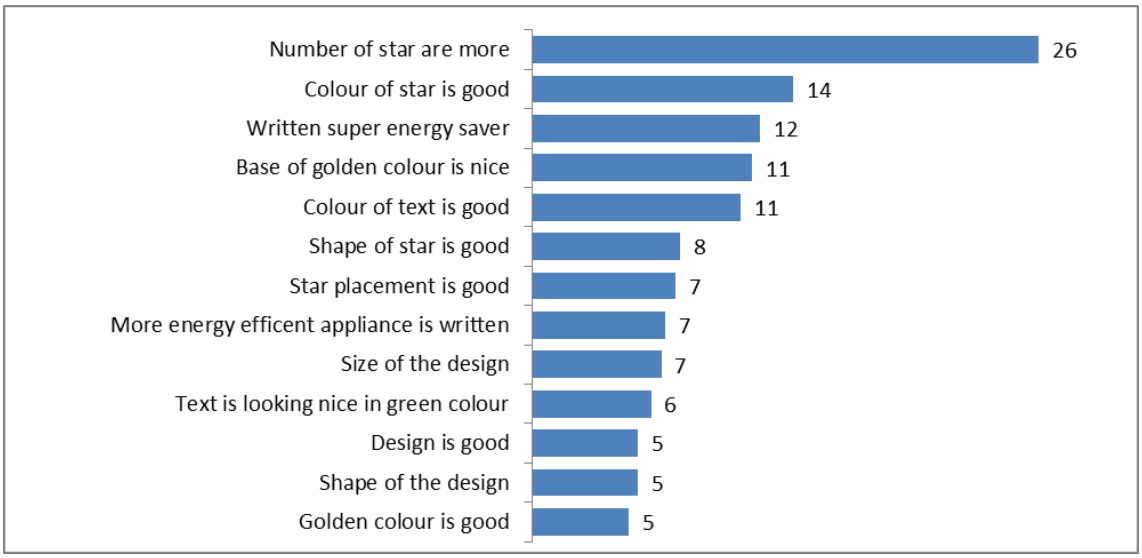
LABEL-S7 D1



Graph 60- Evaluating SEA labels- Preferred options- Appealing factors-part III

21% of the respondents stated that base of golden color is the most appealing factor in label S7D1 however 13% liked the colorful text written in the logo.

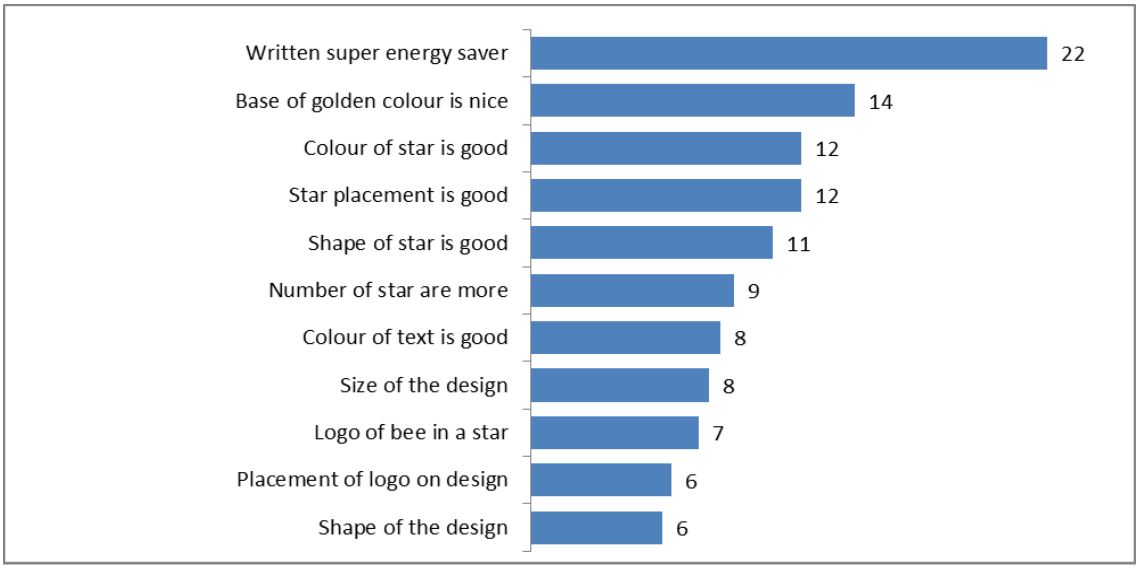
LABEL-S7 D2



Graph 61- Evaluating SEA labels- Preferred options- Appealing factors-part II

26% of the respondents stated that sufficient numbers of stars are depicted in the logo which is the most appealing factor in label S7D2; however 14% liked the color of the stars. Though later we observe that the same scores low on functionality.

LABEL-S7 D3

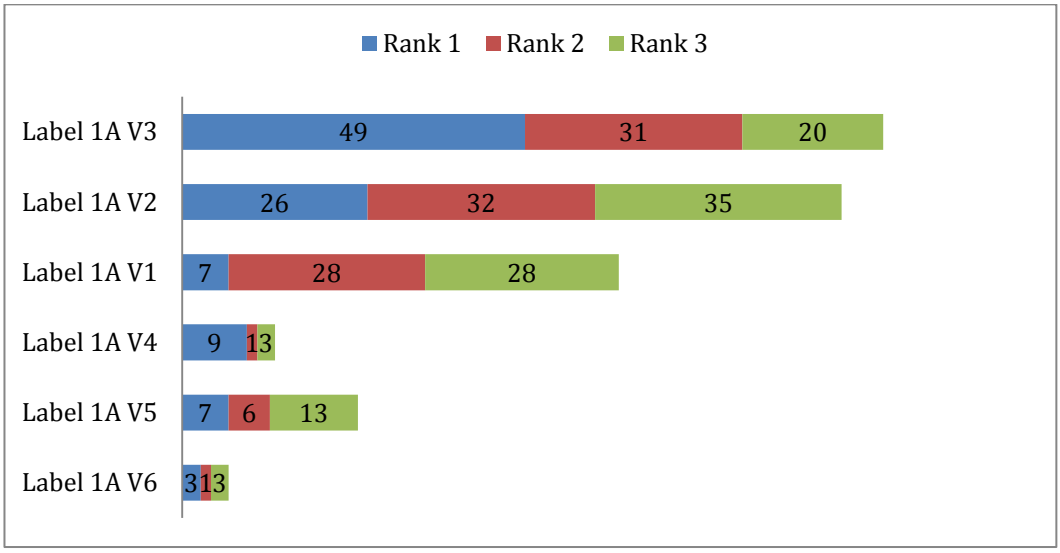


Graph 59- Evaluating SEA labels- Preferred options- Appealing factors-part II

22% respondents found the text of the logo as the most appealing factor. Though 14% mentioned golden base as the most appealing factor

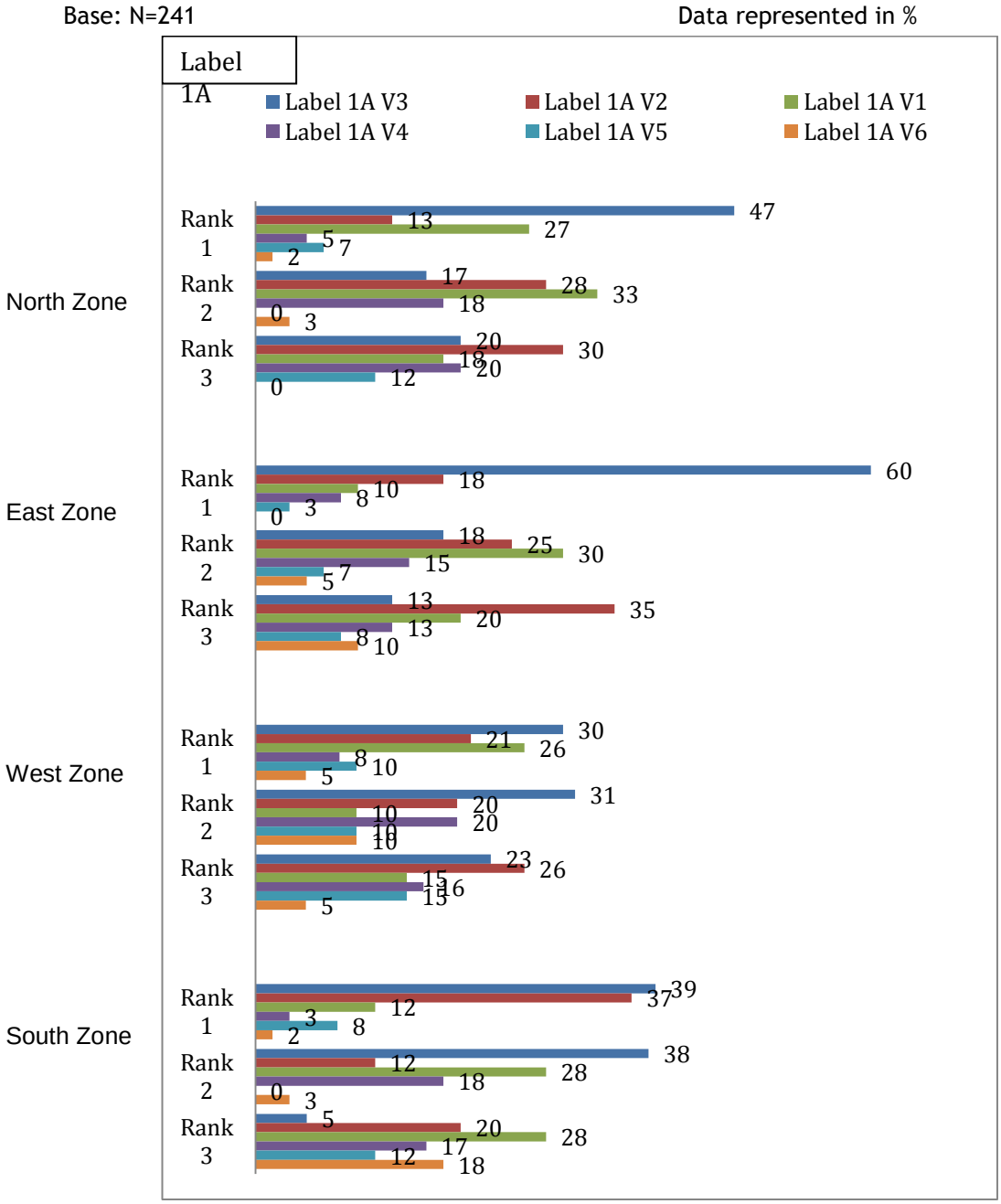
4.9.2 Retailer insights

Base: N=241 Data represented in %



Graph 63: Evaluating SEA Labels: Preferred options- Label 1A

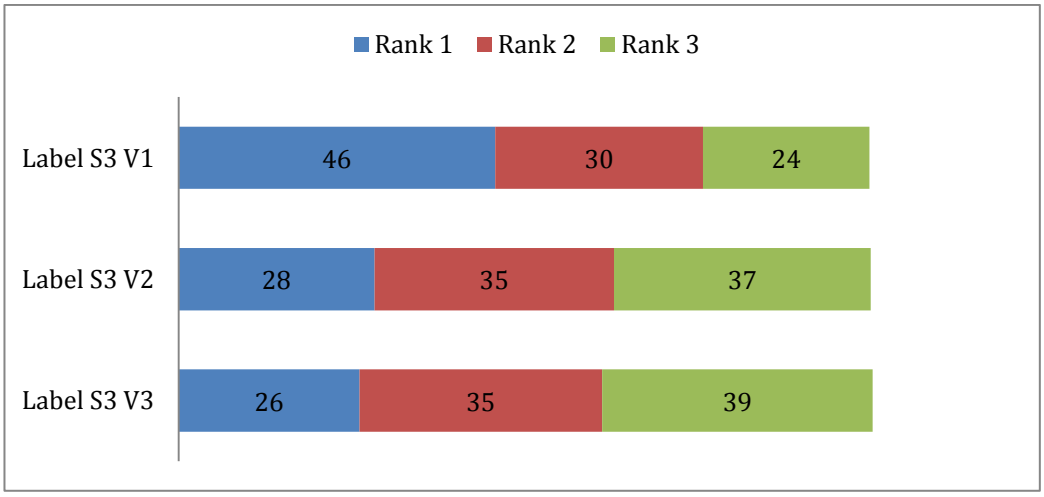
Among the six designs of Label 1A, version 3 got the maximum frequency (49%) for rank 1 followed by version 2 which got 26% response for rank 1.



Graph 64: Evaluating SEA Labels: Preferred options - Zone-wise

At the zonal level the preferences differ to some extent. For instance in the North, version 3 got the most frequency for rank 1, However in West version, 1,2,3 are close in terms of their frequencies for rank 1 however version 3 is ahead with 30% response for rank 1. In South, version 3 and 2 were able to achieve the same preference.

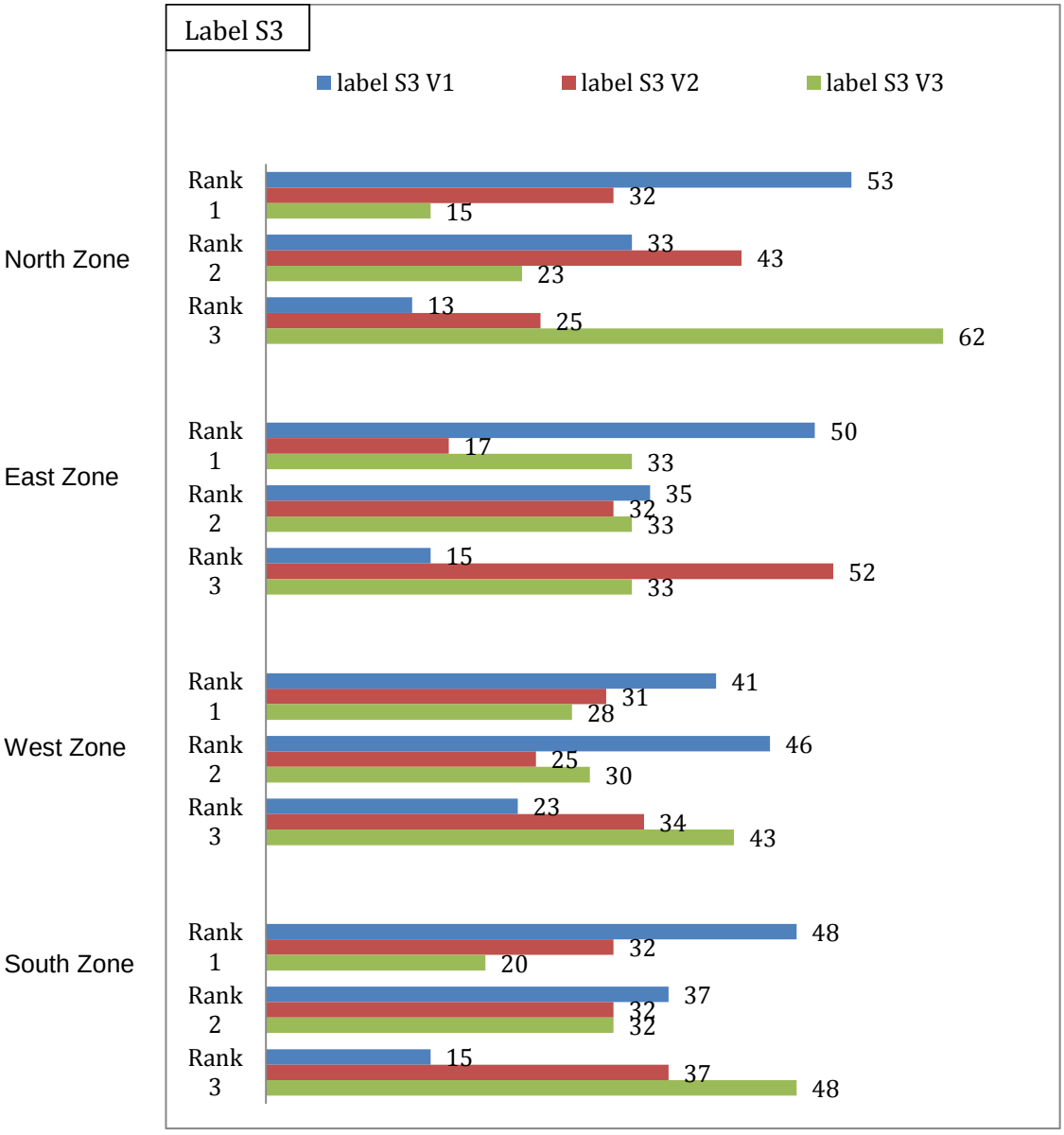
Base: N=241 Data represented in %



Graph 65: Evaluating SEA Labels: Preferred options- Label S3

Among the three designs of Label S3, version 1 got the maximum frequency (46%) for rank 1, followed by version 2 which got 28% response for rank 1.

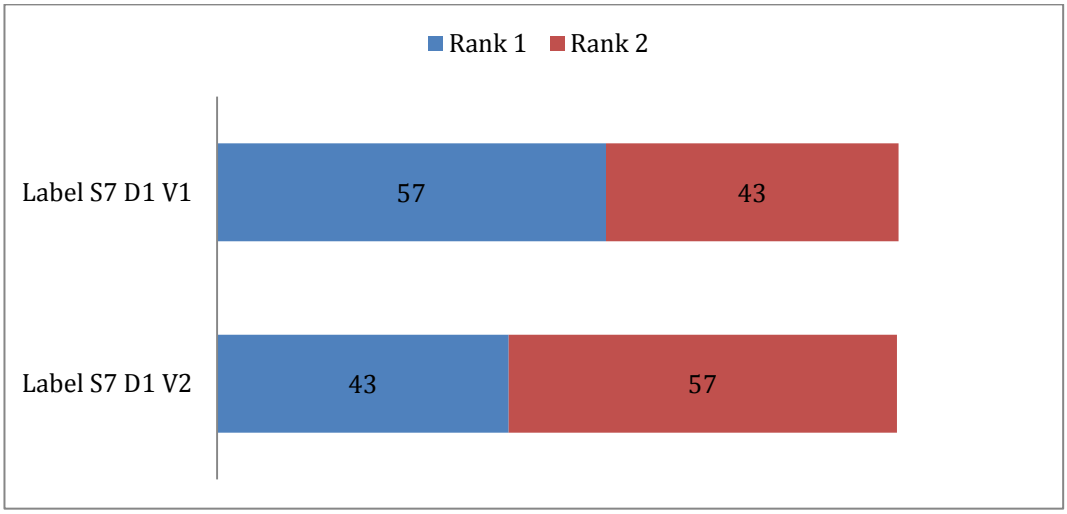
Base: N=241 Data represented in %



Graph 66: Evaluating SEA Labels: Preferred options - Zone-wise

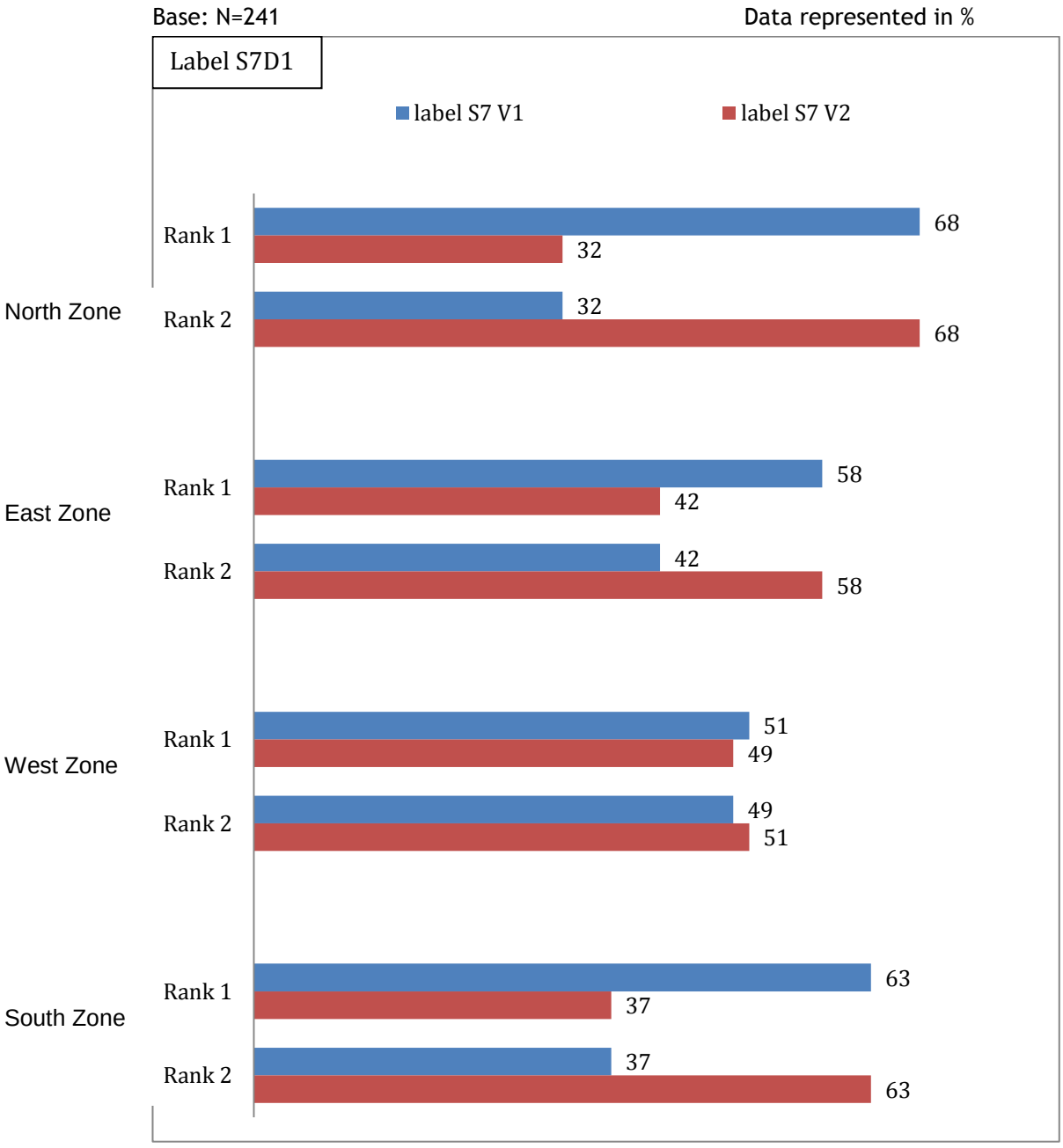
At the zonal level, North (53%), East (50%), West (41%) and South (48%) preferred version 1 the most.

Base: N=241 Data represented in %



Graph 67: Evaluating SEA Labels: Preferred options- Label S7D1

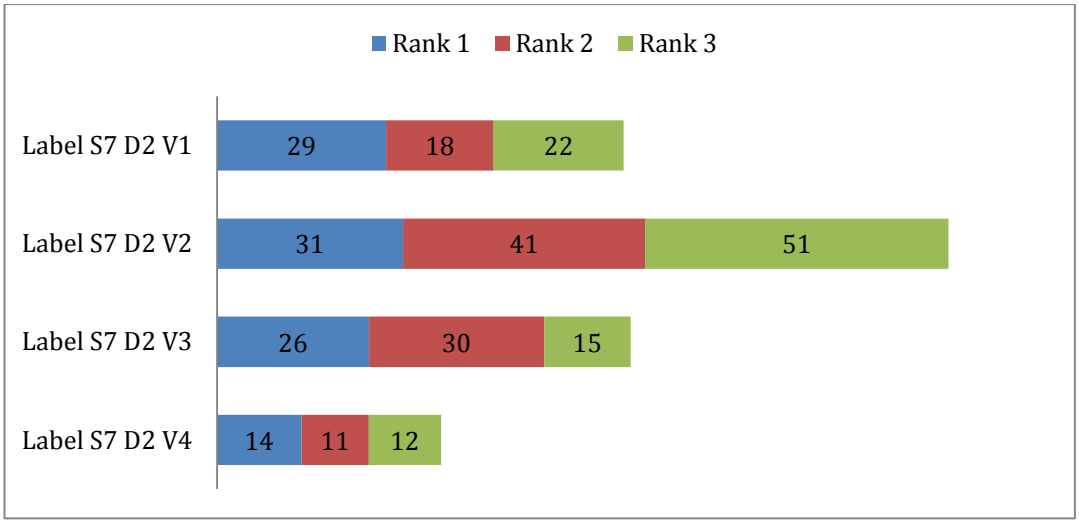
Among the two designs of Label S7D1, version 1 got the maximum frequency (57%) for rank 1 followed by version 2 which got 43% response for rank 1.



Graph 68: Evaluating SEA Labels: Preferred options – Zone-wise

At the zonal level, version 1 was liked across the zones, though the frequency of liking is dispersed. However in west, version 2 is quite close to version 1.

Base: N=241 Data represented in %

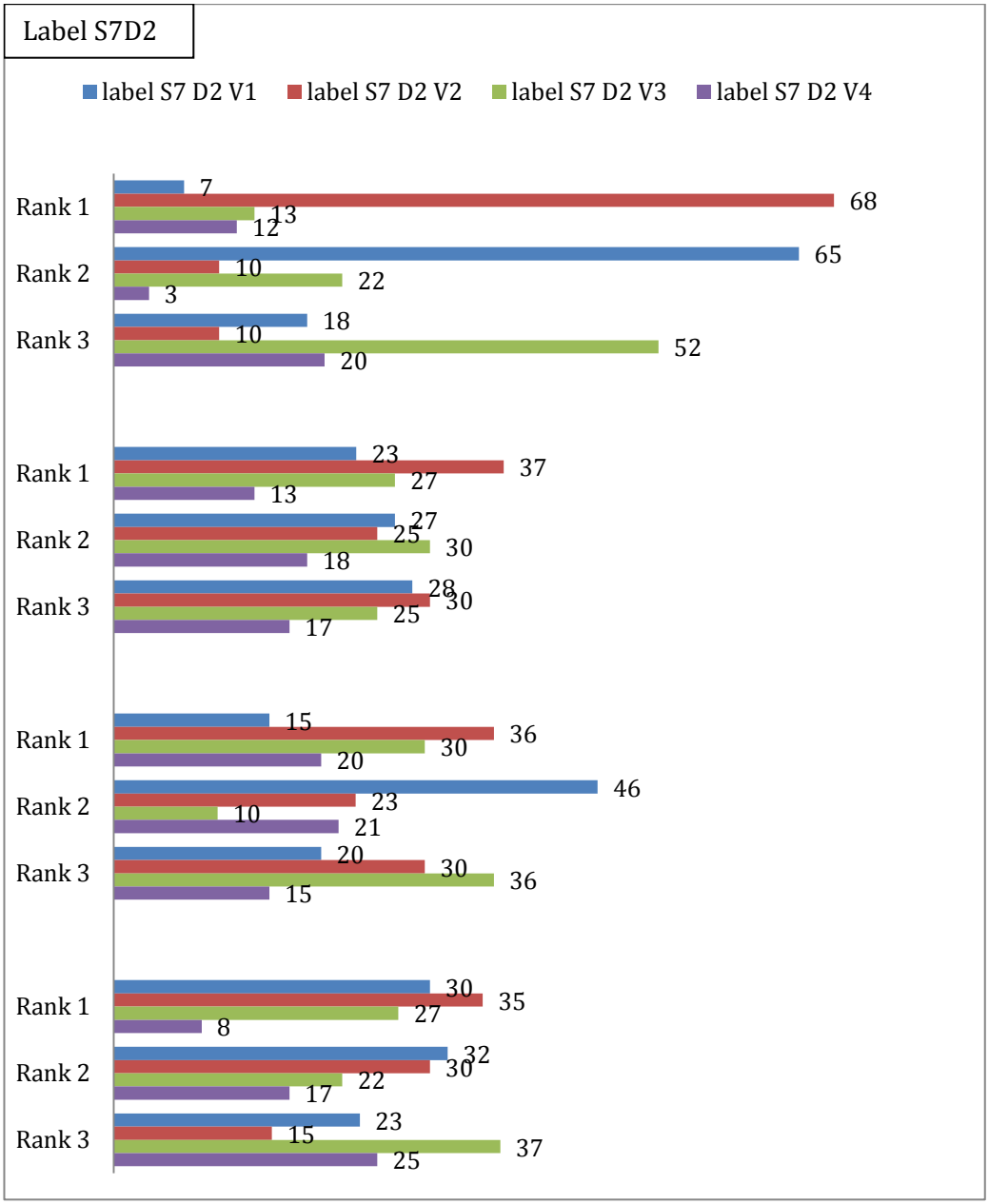


Graph 69: Evaluating SEA Labels: Preferred options- Label S7D2

Among the three designs of Label S7D2, version 2 got the maximum frequency (31%) for rank 1 followed by version 1 which got 29% response for rank 1.

West Zone

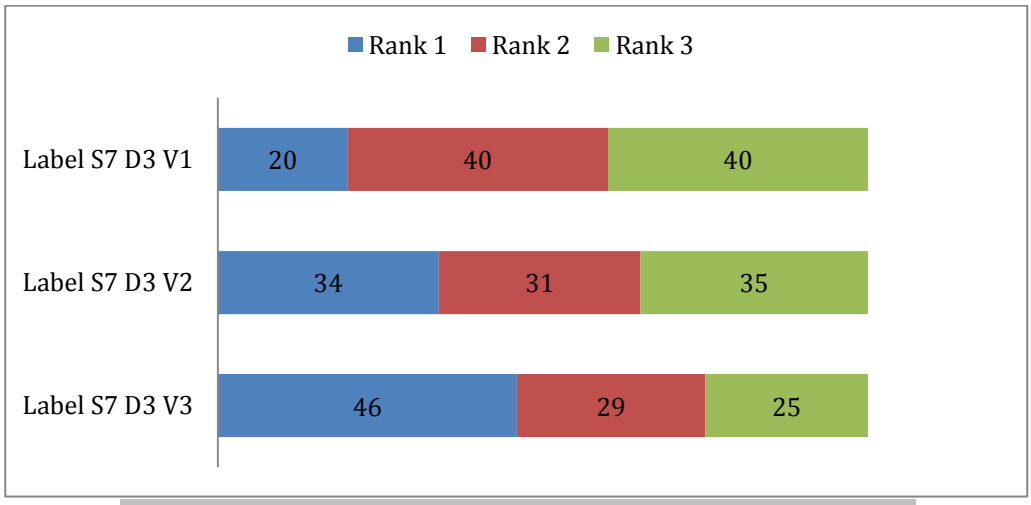
Base: N=241 Data represented in %



Graph 70: Evaluating SEA Labels: Preferred options - Zone-wise

At the zonal in all the zones, version 2 got maximum tables for rank 1. South got almost the same disposition for version 1 and 2.

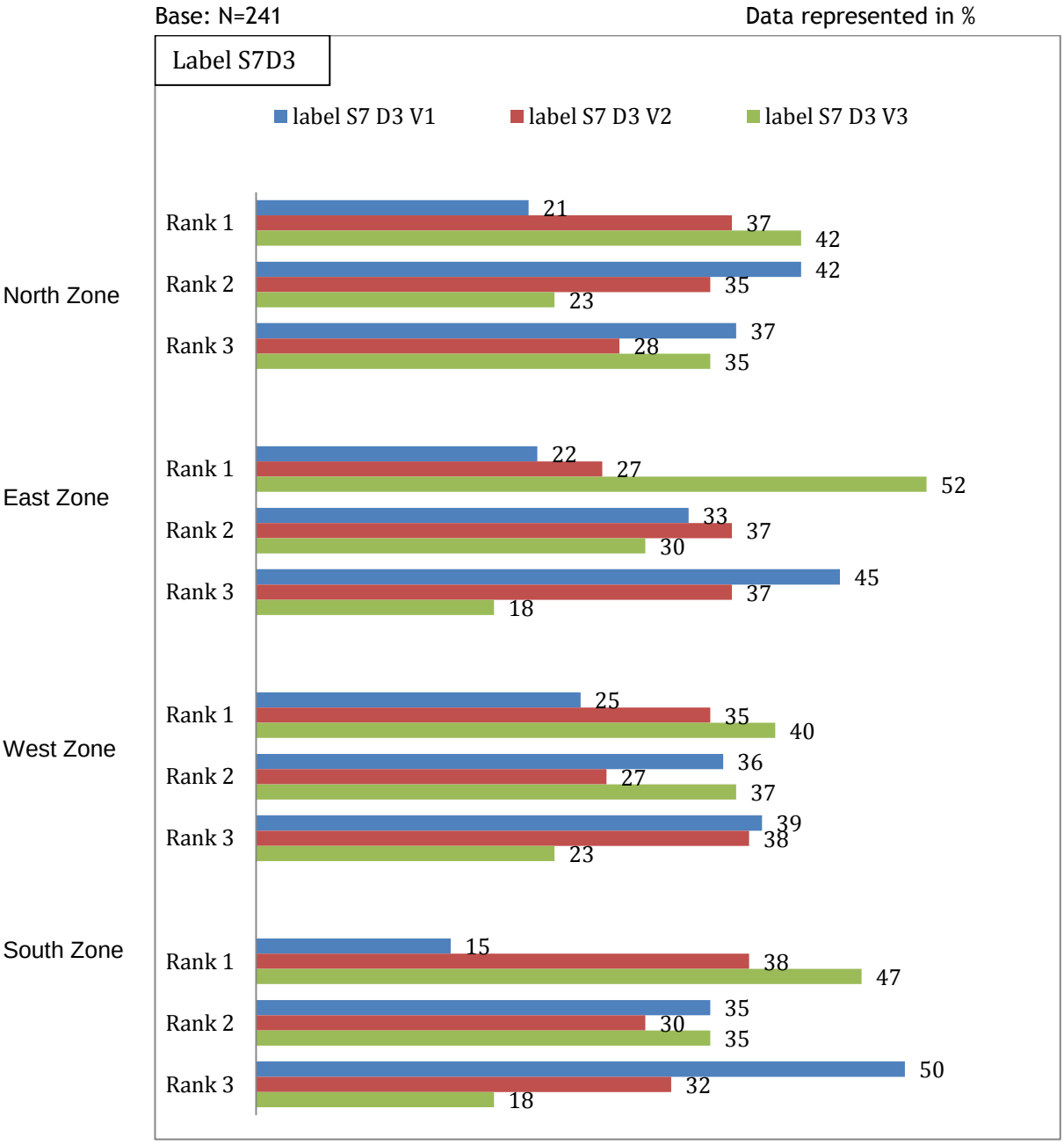
Base: N=241 Data represented in %



Graph 71: Evaluating SEA Labels: Preferred options- Label S7D3

Among the three versions of Label S7D3, version 3 got the maximum frequency (46%) for rank 1 followed by version 2 which got 40% response for rank 1.

Base: N=241 Data represented in %



Graph 72: Evaluating SEA Labels: Preferred options - Zone-wise

At the zonal level some variation in preferences is seen. S7D3V3 is the clear choice in all the zones however in North and West zones, version 3 & 2 are in close contention for rank 1.

Base: N=241 Data represented in %

Label 1A	Elements Noticed First	Integral Elements
Multiple colors of star	22	47
Color of ring	19	49
Size of Star	11	49
Star shape	11	64
The circular shape of design	10	34
Golden color of star	10	33
What is written in the text	5	39
The color of text	5	52
Logo of BEE	4	40
Overall symmetry of design	2	33
White color of base	1	39
The placement of design, text, logo	1	26

Table 24: Evaluating SEA Labels: Preferred Routes - Elements Noticed-First/ Integral Elements

At an overall level, multiple colors of star and color of the ring are the most integral elements of the label design 1-A.

Base: N=241 Data represented in %

Label S3	Elements Noticed First	Integral Elements
Golden color in ring	15	30
Brown color in ring	15	31
The shape of design	13	55
Color of leaves	12	42
Size of Design	9	48
The pointing arrows	7	33
The text Super Energy Saver	7	41
Green color in ring	6	39
Color of leaves	4	53
Placement of leaves	3	37

Logo of BEE	2	27
Overall symmetry of design	2	25
The green color of text	2	36
Font size	1	31
SEEP	1	23

Table 25: Evaluating SEA Labels: Preferred Routes – Elements Noticed-First/ Integral Elements

The colors at the periphery of the ring are noticed at the spontaneous level. The shape of design and the color of leaves happen to be the integral elements of the label design S3

Base: N=241 Data represented in %

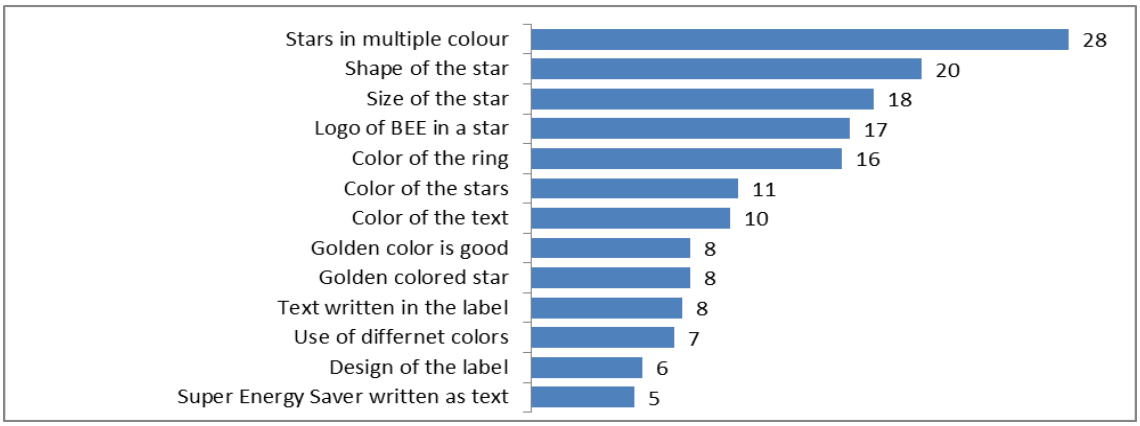
Label S7 (D1, D2, D3)	Elements Noticed First	Integral Elements
The golden base	17	43
Outer ring	15	27
Shape of stars	13	40
The placement of stars	10	35
The text Most energy efficient appliance	11	35
The shape of design	8	53
The color of text	7	43
Size of Design	7	45
Color of stars	5	53
The text Most energy efficient appliance	5	35
Number of stars	4	56
Overall symmetry of design	2	22
Logo of BEE	2	29
Font size	1	34
The placement/location of design, text, logo	1	15
Font of text	-	33
Placement of logo	-	26
SEEP	-	33

Table 26: Evaluating SEA Labels: Preferred Routes – Elements Noticed-First/ Integral Elements

At an overall level, golden base is the most noticed element for Design S7 followed by outer ring. The common reasons cited for preferring any version of design S7 at aided level are the number of stars, color of stars and shape of the design.

Base: N=241 Data represented in %

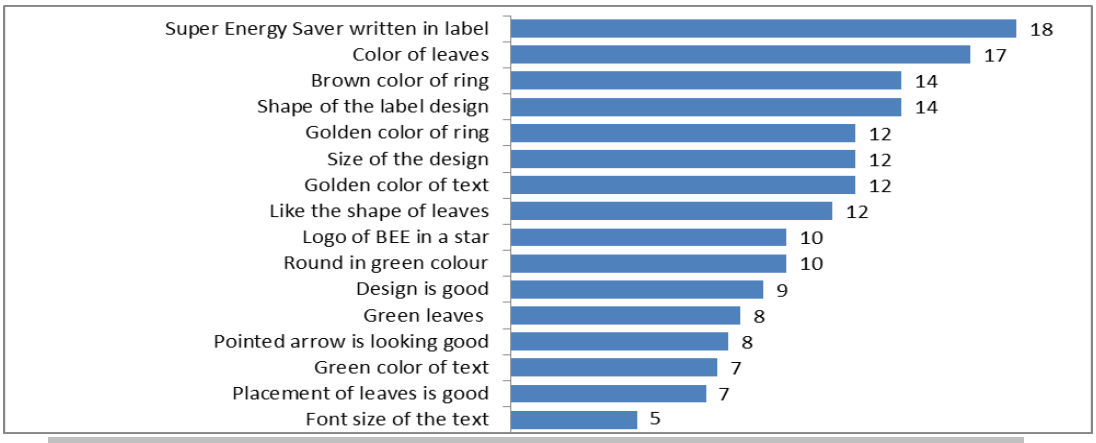
LABEL-1A



Graph 73: Evaluating SEA Labels: Preferred Options - Appealing Factors part I

28% population mentioned that they liked the colorful star in label 1A. Trailed by 20% of the people who liked the shape and 18% who liked the size of the stars, though 17% population considered logo of BEE as their appealing factor for 1A.

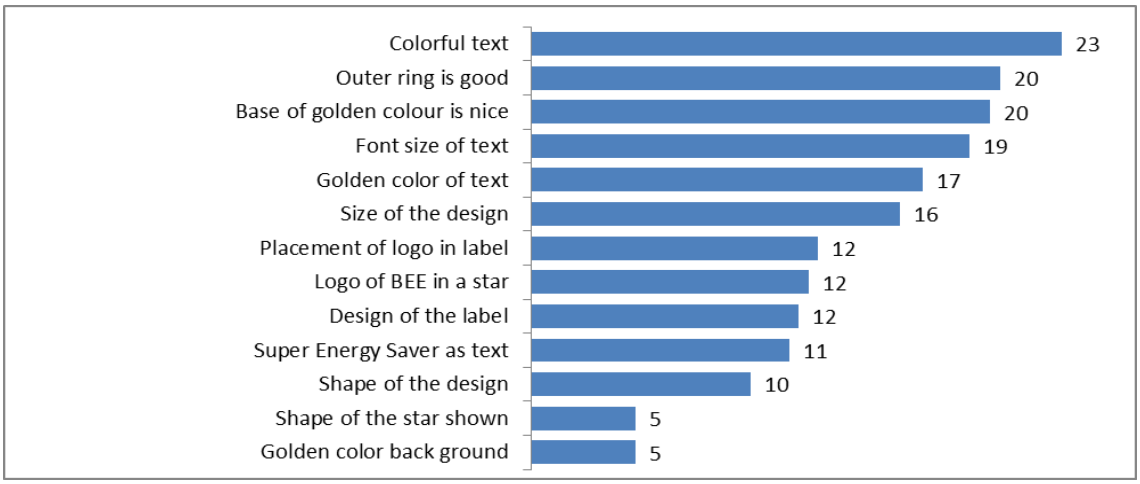
LABEL-S3



Graph 74: Evaluating SEA Labels: Preferred Options - Appealing Factors part II

18% population mentioned that they liked the text "Super Energy Saver" in label S3. Closely followed by 17% of the people who liked the color of leaves.

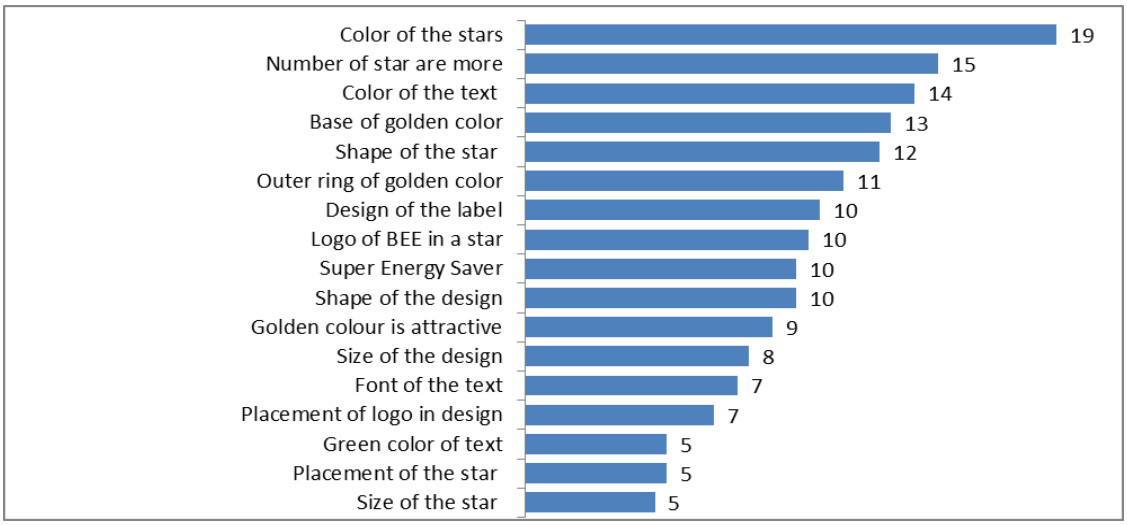
LABEL-S7 D1



Graph75: Evaluating SEA Labels: Preferred Options - Appealing Factors part III

23% of the population mentioned that they liked the colorful text of the design S7D1, which is closely followed by 20% of the people who liked the outer ring and golden base. However, 19% people considered font size of the text as the most appealing factor for design S7D1.

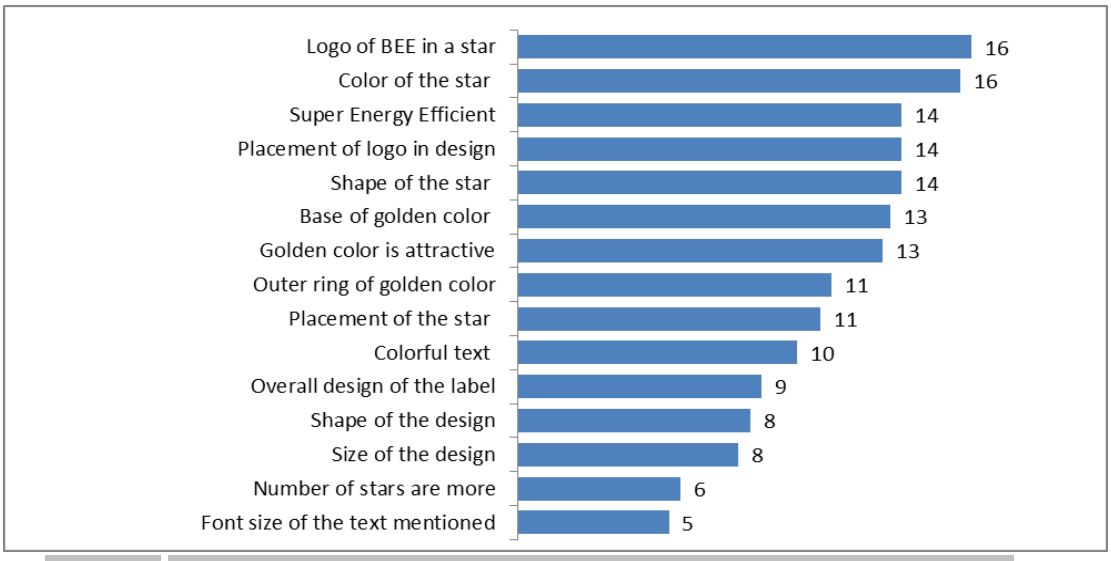
LABEL-S7 D2



Graph76: Evaluating SEA Labels: Preferred Options - Appealing Factors part IV

19% of the population mentioned that they liked the colorful stars in design S7D2, which is closely followed by 15% of the people who stated that there are sufficient numbers of stars depicted in the design. 14% people considered colorful text as the most appealing factor for design S7D2.

LABEL-S7 D3

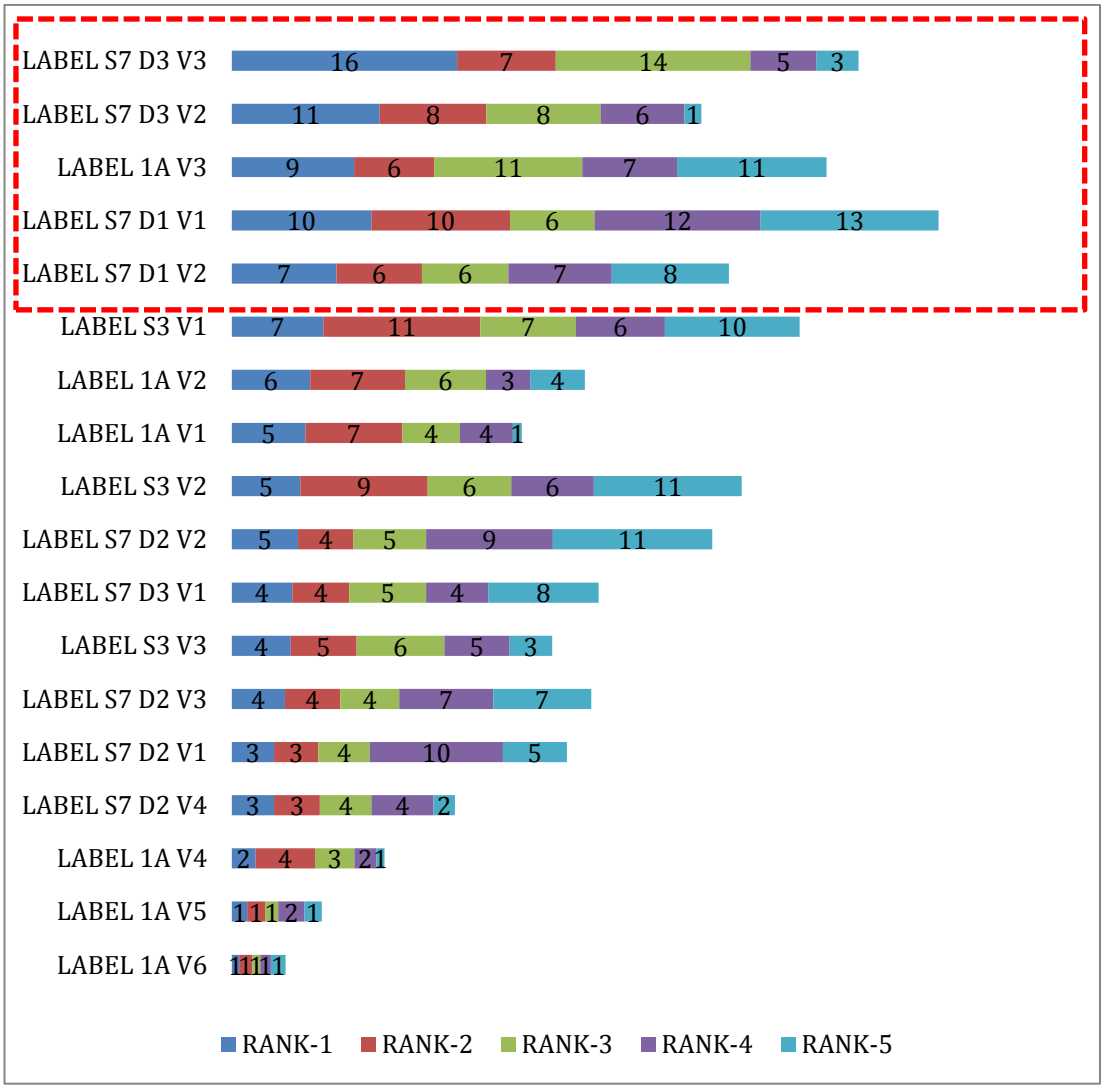


Graph77: Evaluating SEA Labels: Preferred Options - Appealing Factors part V

16% of the population considered logo of BEE and color of the stars as the most appealing aspect noticed by them in design S7D3, which is closely followed by 14% of the people who liked the text "Super Energy Efficient", placement of the logo and shape of the star.

4.9.3 Evaluating SEA Labels: Preferred Options (Consumer Insights)

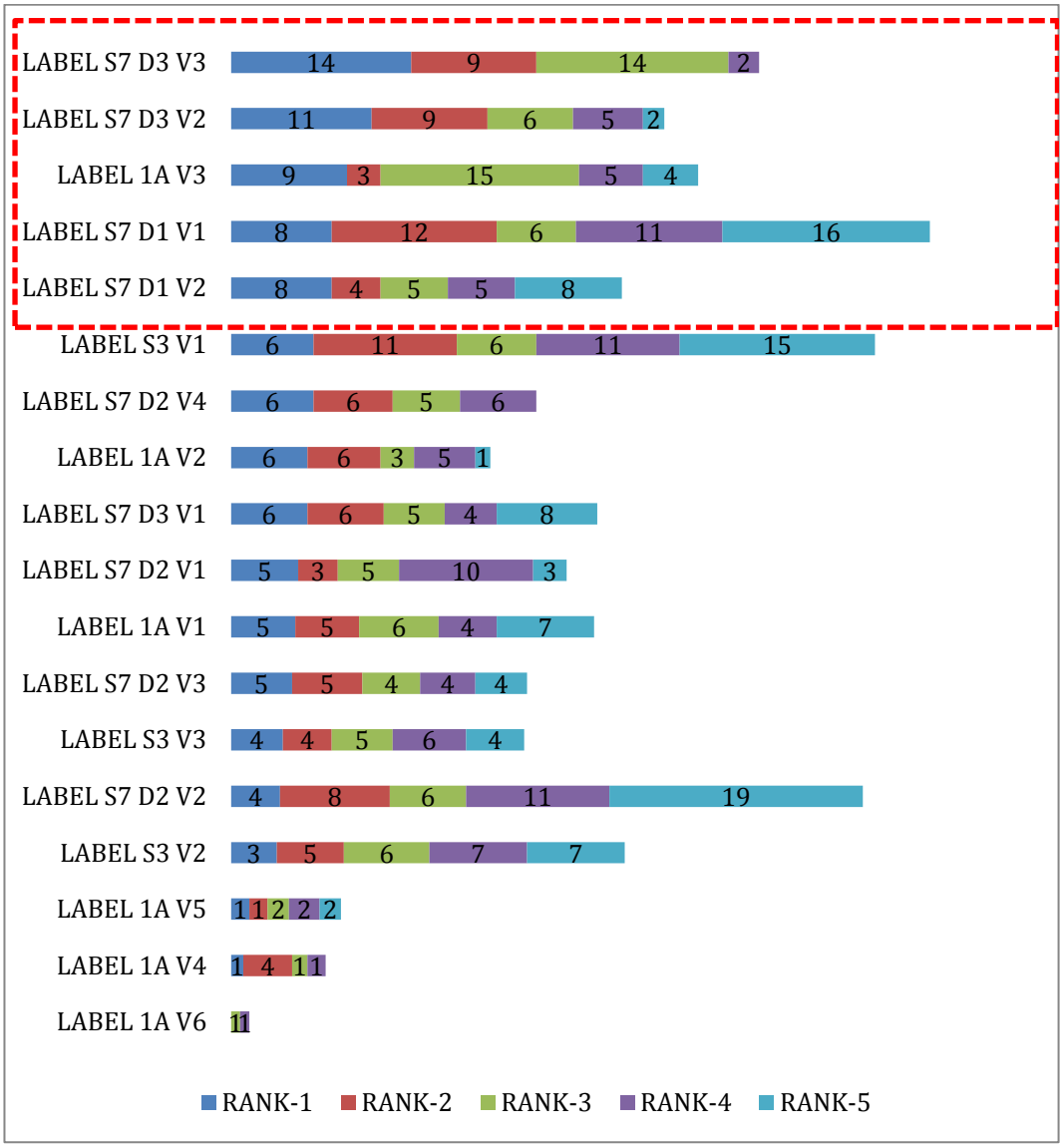
Base: N=1711 Data represented in %



Graph 78: Comparative Ranking- Overall Level

At an overall level, labels - S7 D3 V3 and S7 D3 V2 emerge as the most preferred labels.

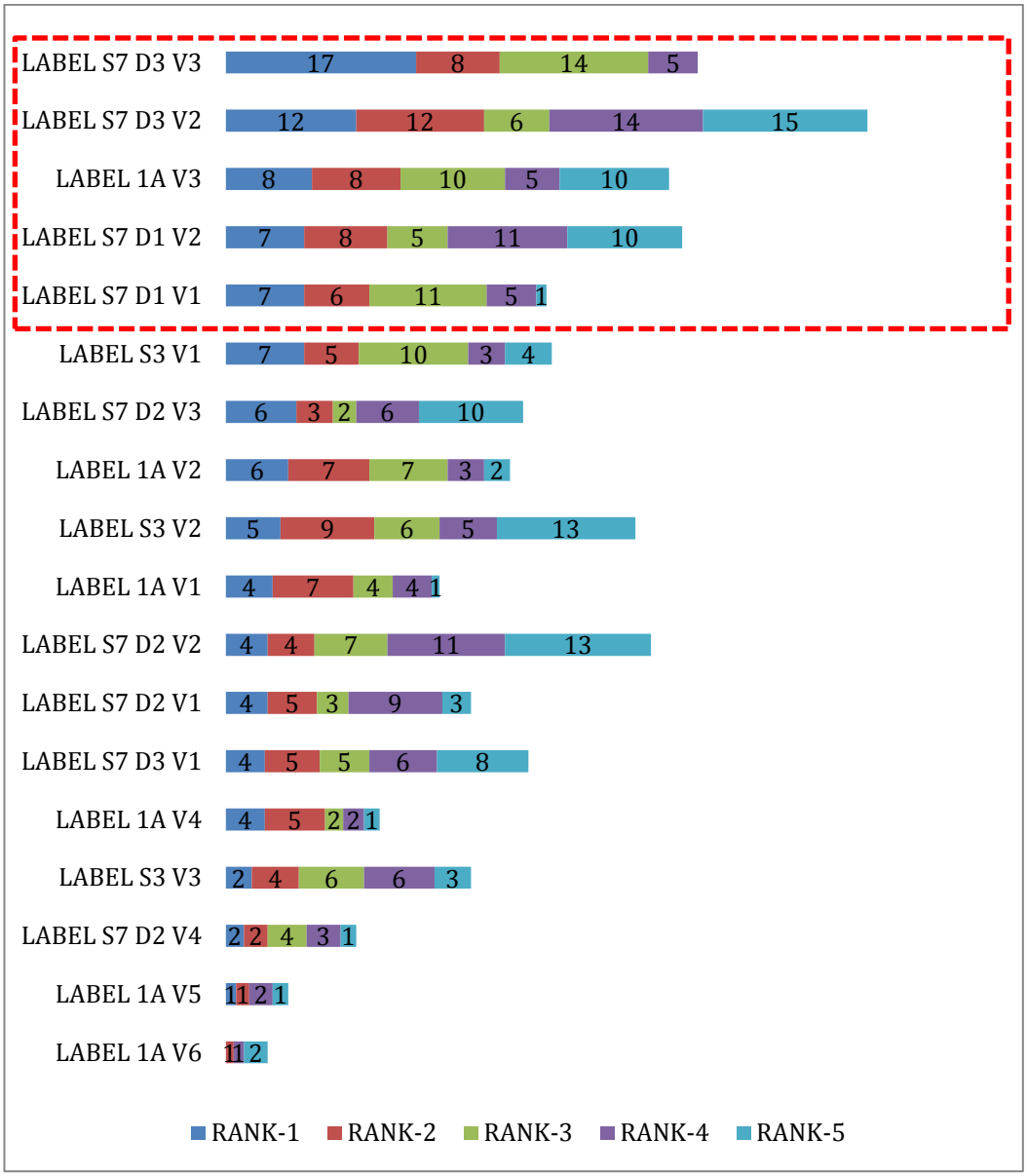
Base: N=436 Data represented in %



Graph 79: Comparative Ranking- Zone Level- North Zone

North zone also falls on the same line with that of overall response with respect to preference of labels. In North, labels - S7 D3 V3 and S7 D3 V2 emerge as the most preferred labels as most of the respondents have ranked these labels as their top most preference.

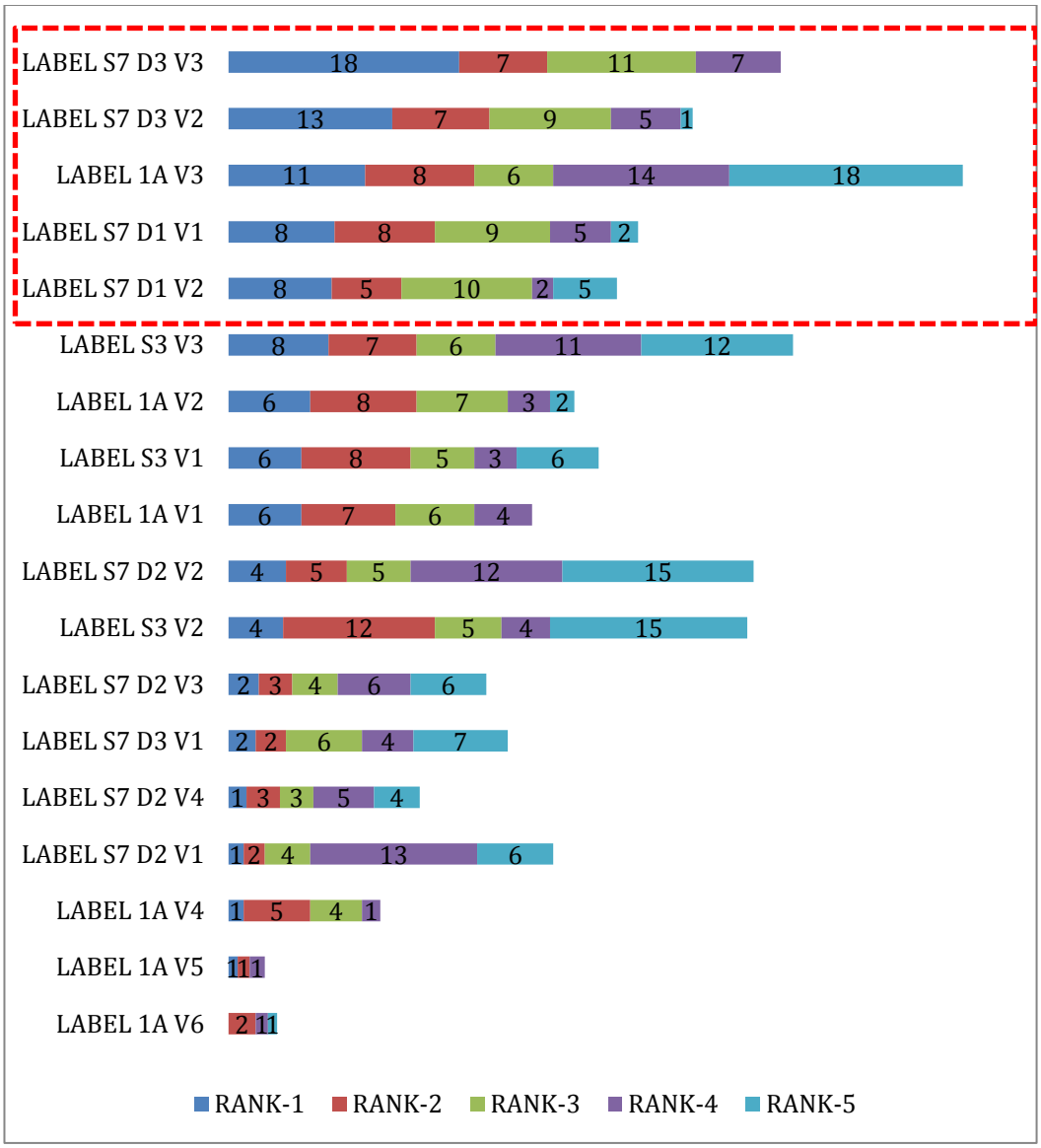
Base: N=421 Data represented in %



Graph 80: Comparative Ranking- Zone Level- South Zone

S7 D3 V3 also emerges as the choice from the consumers of South just as in North however the audience here shows more preference for S7 D1 V1 unlike the audience in North which preferred version 2 over 1.

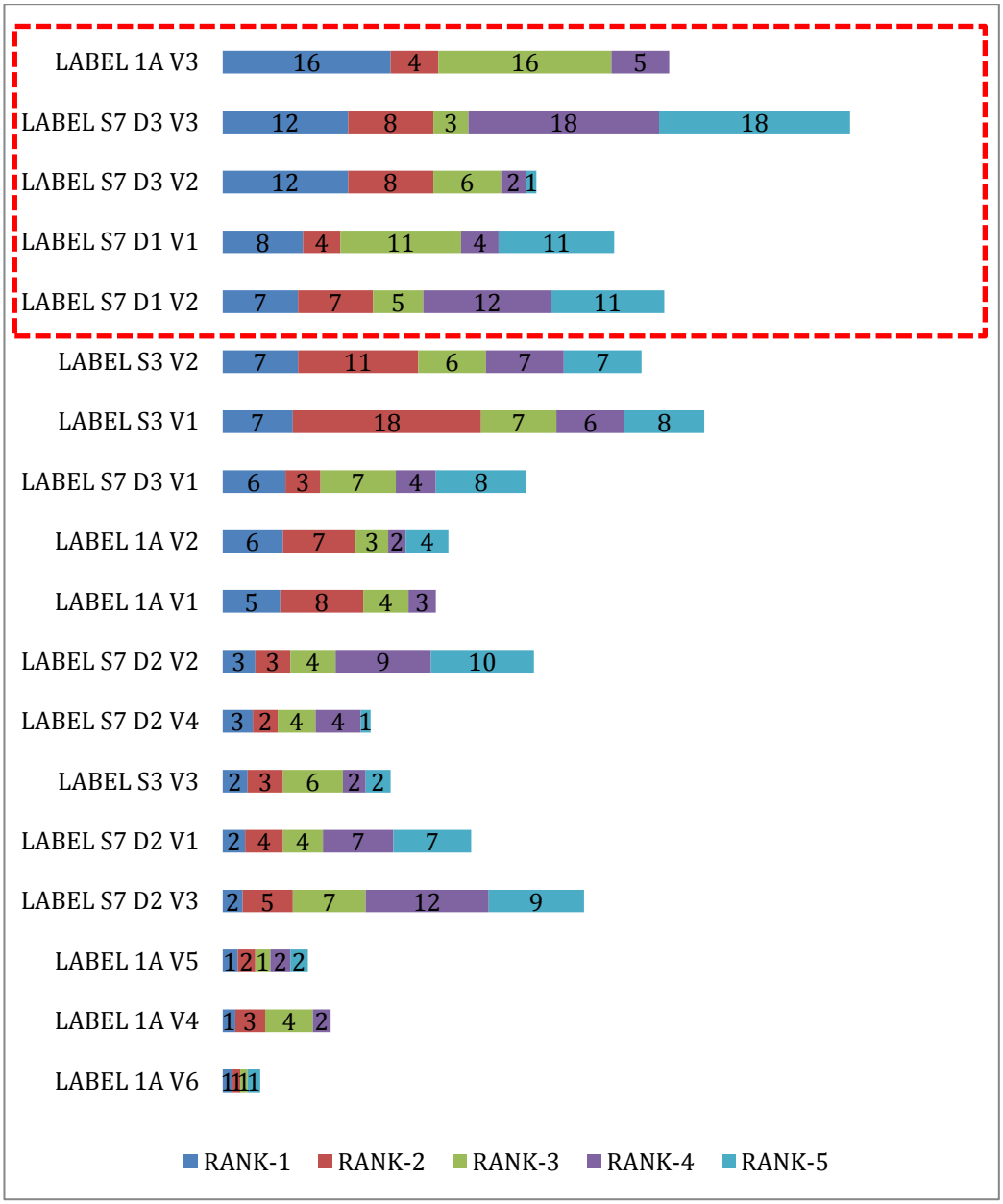
Base: N=428 Data represented in %



Graph 81: Comparative Ranking- Zone Level- East Zone

The first two labels in preference terms for the East Zone resonate with overall findings, where S7 D3 V3 emerges as the top choice followed with S7 D3 V2

Base: N=426 Data represented in %



Graph 82: Comparative Ranking- Zone Level- West Zone

Unlike other centers, the audience in west evinced highest preference for 1A V3 followed with S7 D3 V3 and S7 D3 V2.

Base: N=1711 Data represented in Mean

Attributes	Top 5 Labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.3	9.0	8.5	8.4	8.8
Clarity	8.9	8.8	8.1	8.0	8.5
Color	8.9	9.0	8.2	8.2	8.9
Message	8.9	8.8	8.1	8.1	8.7
Graphics	8.8	8.7	8.0	8.0	8.6
Visuals	8.7	8.5	8.0	7.9	8.7
Text	8.7	8.6	8.0	8.0	8.4
Design	9.0	8.8	8.3	8.3	8.8
Association with super efficiency	8.8	8.5	8.2	8.1	8.5
Usefulness in helping you in purchase process	8.9	8.5	8.0	8.0	8.4

Table 27: Evaluation of Shortlisted Labels-Overall

At an overall level, the respondents did not face many hurdles in understanding the labels – which emerge as the most delighting factor. Labels – S7D3V3 and S7 D3 V2 scored excellent (mean score above 9) in the ease of understanding attributes. However, all the attributes have scored fairly good (above 8) for all the top 5 labels

Base: N=436 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.83	9.64	8.82	8.77	9.53
Clarity	9.42	9.19	8.27	8.35	9.13
Color	9.39	9.22	8.49	8.36	9.23
Message	9.39	9.19	8.43	8.41	9.21
Graphics	9.35	9.20	8.37	8.32	9.10
Visuals	9.31	9.14	8.20	8.18	9.14
Text	9.23	9.2	8.33	8.34	9.16
Design	9.35	8.98	8.49	8.32	9.25

Association with super efficiency	9.32	9.08	8.53	8.37	9.12
Usefulness in helping you in purchase process	9.41	9.05	8.49	8.41	9.08

Table 28: Evaluation of Shortlisted Labels-North Zone

The trend evinced by consumers in North is synergistically aligned with overall trend. All the labels across various attributes score significantly high scores indicating that each label had clear dimensions to offer, with some scoring slightly higher than the others.

Base: N=421 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.11	8.87	8.04	8.02	8.01
Clarity	9.02	8.97	7.94	7.70	8.05
Colour	8.96	9.92	8.35	8.43	8.91
Message	9.09	9.09	8.39	8.25	8.95
Graphics	8.91	8.88	8.21	8.36	8.82
Visuals	8.88	8.74	8.16	8.13	8.98
Text	8.91	8.77	8.02	8.09	8.04
Design	9.09	9.02	8.41	8.43	8.98
Association with super efficiency	8.98	8.16	8.16	8.12	8.13
Usefulness in helping you in purchase process	8.91	8.12	7.81	7.67	7.94

Table 29: Evaluation of Shortlisted Labels-South Zone

In South, label – S7 D3 V3 scored high on ease of understanding (mean score 9.11). Respondents in the said zone rated labels S7D1V1 and S7D1V2 low on clarity when compared with others.

Base: N=428 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.46	9.08	8.79	8.54	9.02
Clarity	8.86	8.72	8.32	8.14	8.52
Colour	8.74	8.65	8.18	8.20	8.30
Message	8.30	8.38	7.82	8.35	7.87

Graphics	8.91	8.42	7.88	7.93	7.95
Visuals	8.27	8.05	7.85	7.80	7.93
Text	8.31	8.06	7.87	7.73	7.87
Design	8.87	8.56	8.03	8.00	8.13
Association with super efficiency	8.47	8.35	7.98	7.97	7.99
Usefulness in helping you in purchase process	8.51	8.30	7.76	7.85	7.87

Table 30: Evaluation of Shortlisted Labels- East Zone

In East, the respondents did not find the label S7 D1 V2 as much visually and graphically appealing as others. The label has scored comparatively low in major attributes. S7 D3 emerges as a clear winner on relevance and persuasion.

Base: N=426 Data represented in Mean

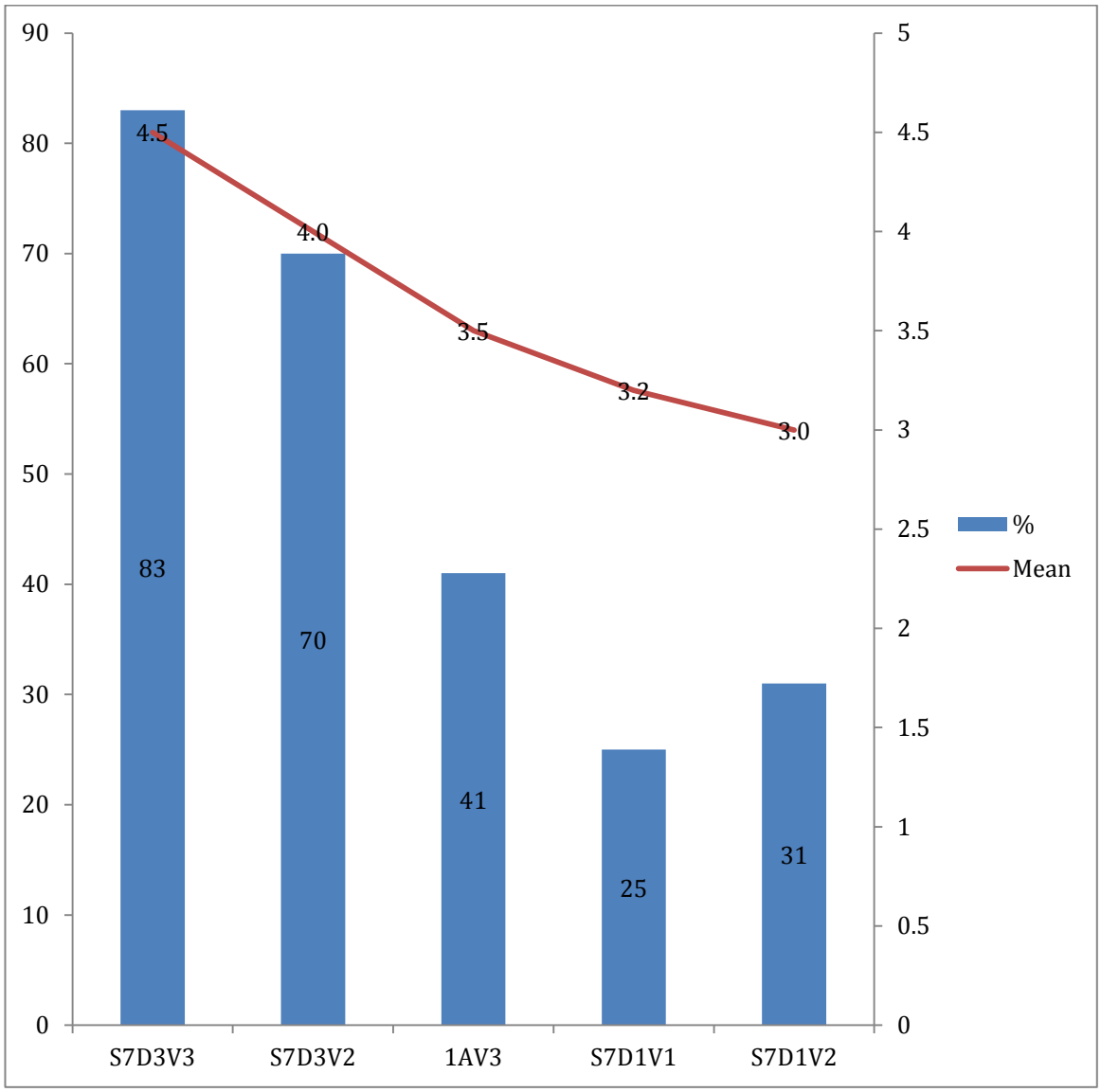
Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	8.85	8.31	8.21	8.18	8.83
Clarity	8.27	8.22	7.96	7.67	8.46
Color	8.46	8.10	7.89	7.76	9.21
Message	8.80	8.73	7.84	7.57	8.91
Graphics	8.12	8.17	7.59	7.50	8.41
Visuals	8.17	8.03	7.71	7.48	8.86
Text	8.46	8.36	7.68	7.67	8.61
Design	8.63	8.48	8.18	8.25	8.92
Association with super efficiency	8.58	8.49	8.07	8.04	8.73
Usefulness in helping in purchase process	8.57	8.41	7.97	7.98	8.74

Table 31: Evaluation of shortlisted Labels- West Zone

In West, the respondents evinced more preference for label 1A V3 and rates it high on elements of core functionality “Association with Super Power” & acting as trigger to

purchase. However the said audience did not find both the versions of label S7D1 visually and graphically appealing.

Base: N=1711 Data represented in %

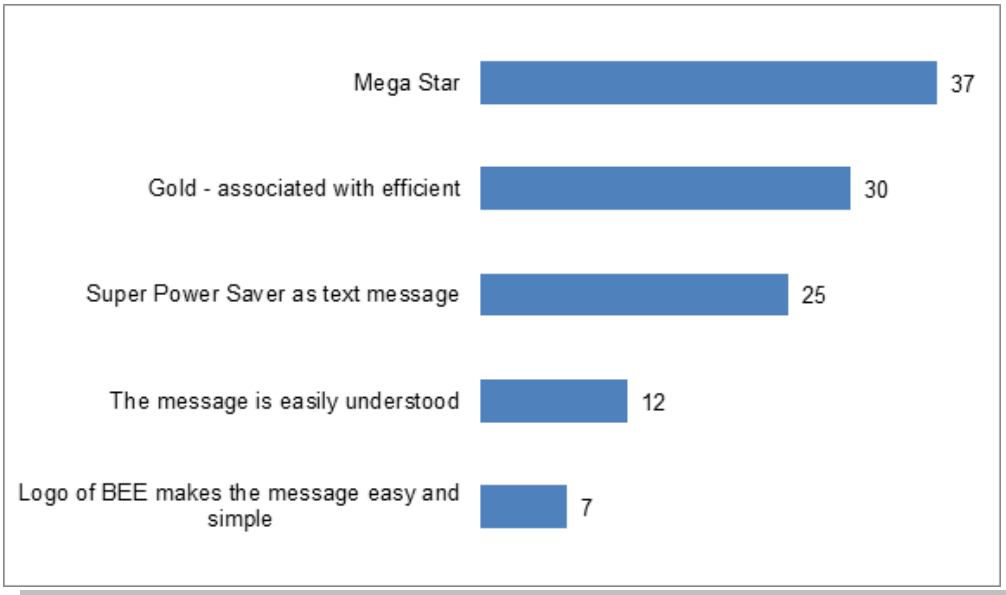


Graph 83: Efficiency in conveying the message of energy efficiency

Left Y axis represent percentage and the right Y axis represent Mean, X Axis represents label

Most preferred labels (S7 D3 V3 and S7 D3 V2) were also able to convey the message of energy efficiency in the most **efficient** manner. The labels S7D1V1 and S7 D1 V2 were deemed not to be as effective.

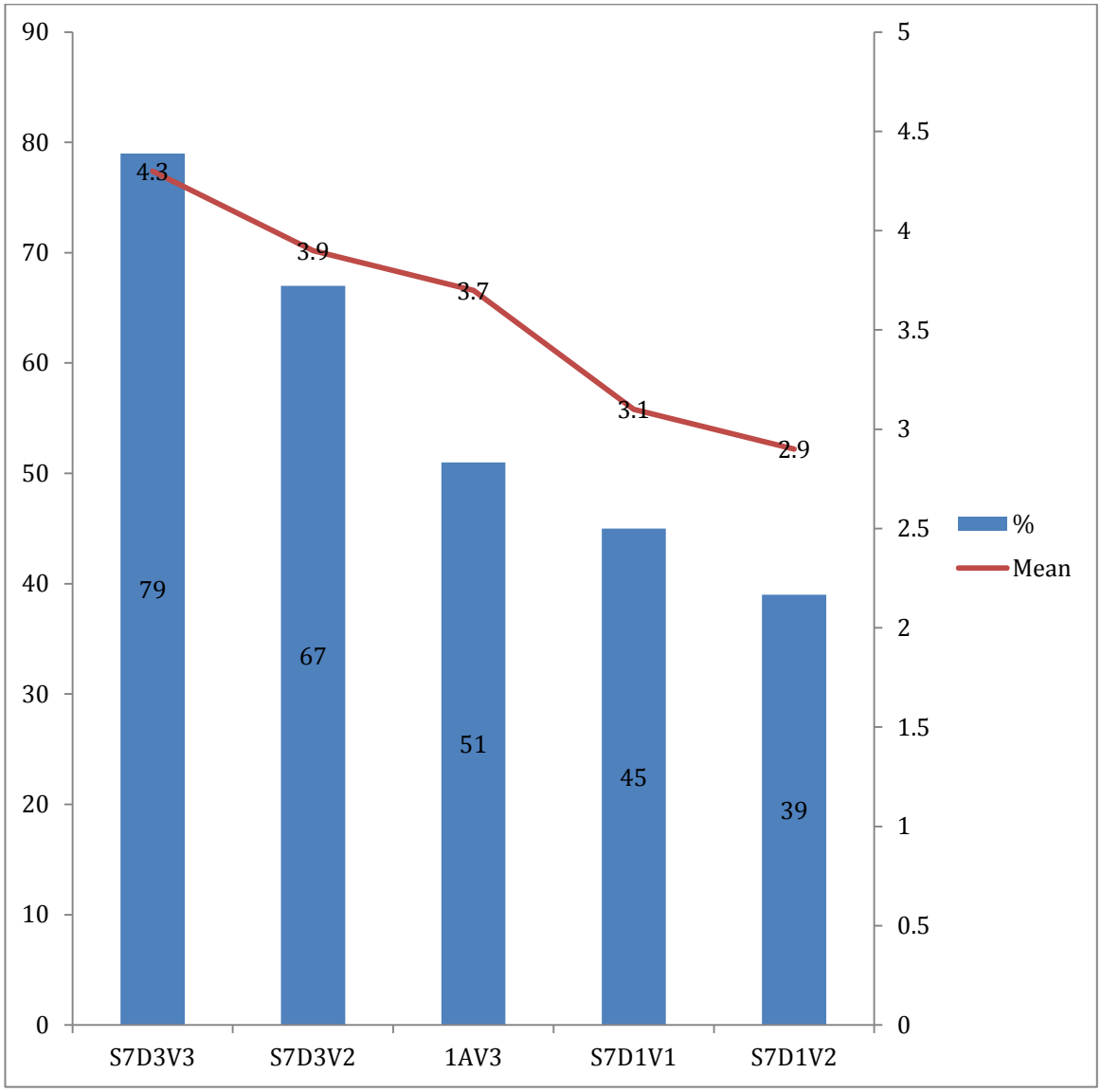
Base: Coded top 2 box Data represented in %



Graph 85: Reasons Associated with efficiency in conveying the message of energy efficiency

As many as 37% of the respondents cited that mega star shown in the label is efficiently conveying the message of energy efficiency, however 30% respondent perceived that golden color plays an important role in conveying message of energy efficiency.

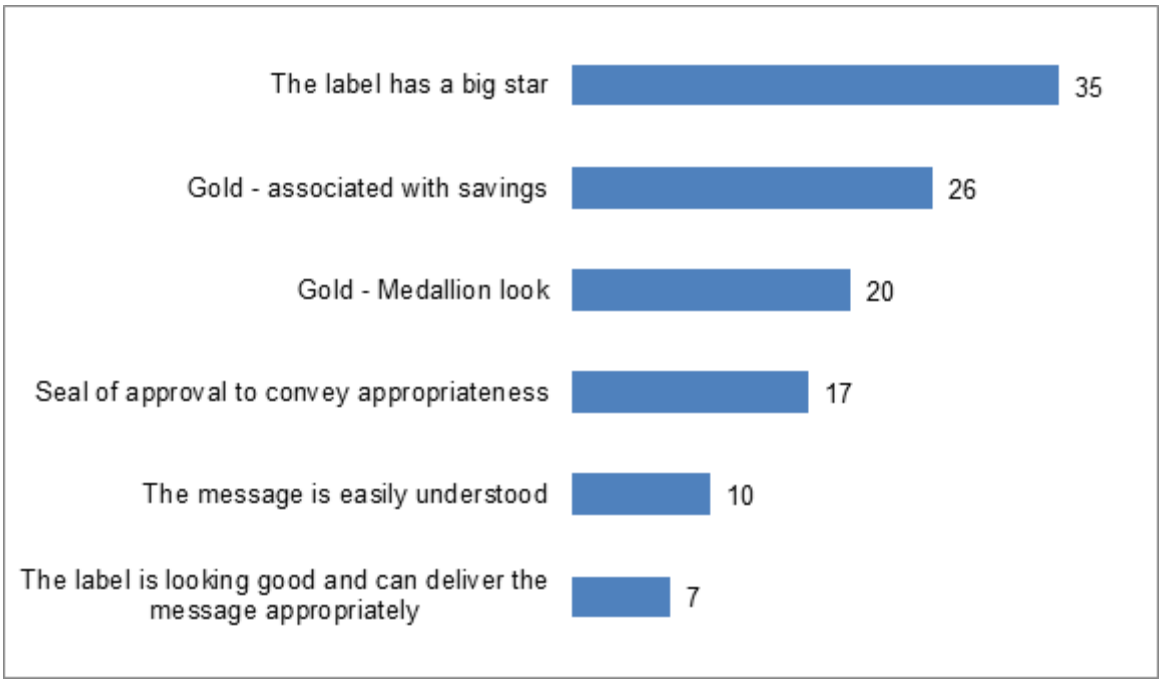
Base: N=1711 Data represented in %



Graph 86: Appropriately conveying the message of energy efficiency

Most preferred labels (S7 D3 V3 and S7 D3 V2) were also able to convey the message of energy efficiency in the most **appropriate** manner. The labels 1AV3 distantly followed with 51% attributions. The mean obtained on the parameter of appropriateness resonates highly with S7D3V3.

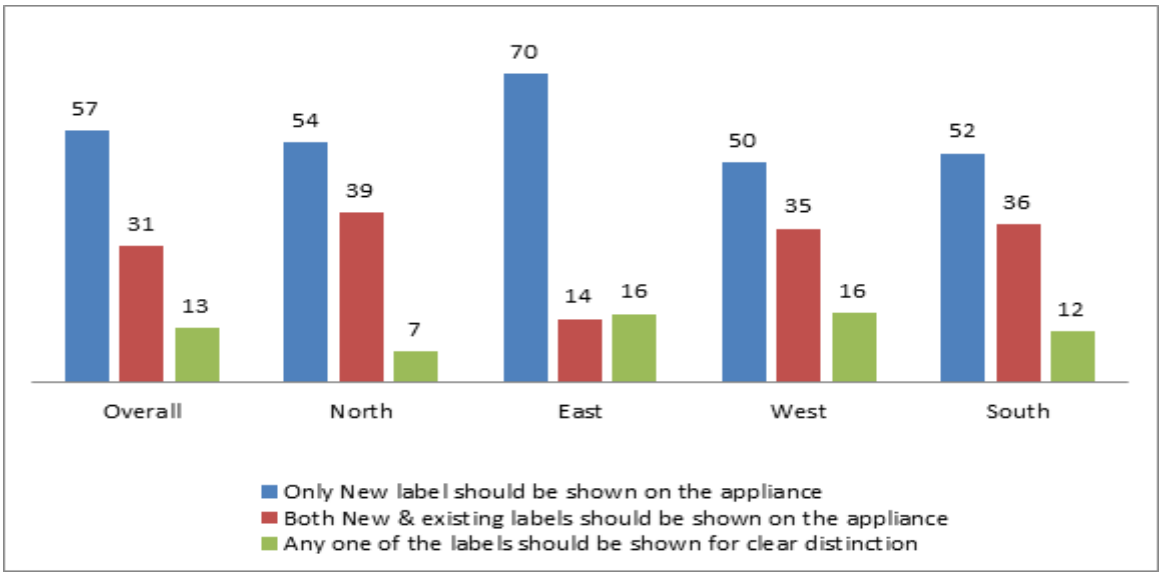
Base: Coded top 2 box Data represented in %



Graph 87: Reasons Associated with appropriateness of conveying the message of energy efficiency

As many as 35% of the respondents cited that a big star in the labels conveys the message "Energy efficiency" in a clear way followed by 26% of the respondents who associate golden color with savings.

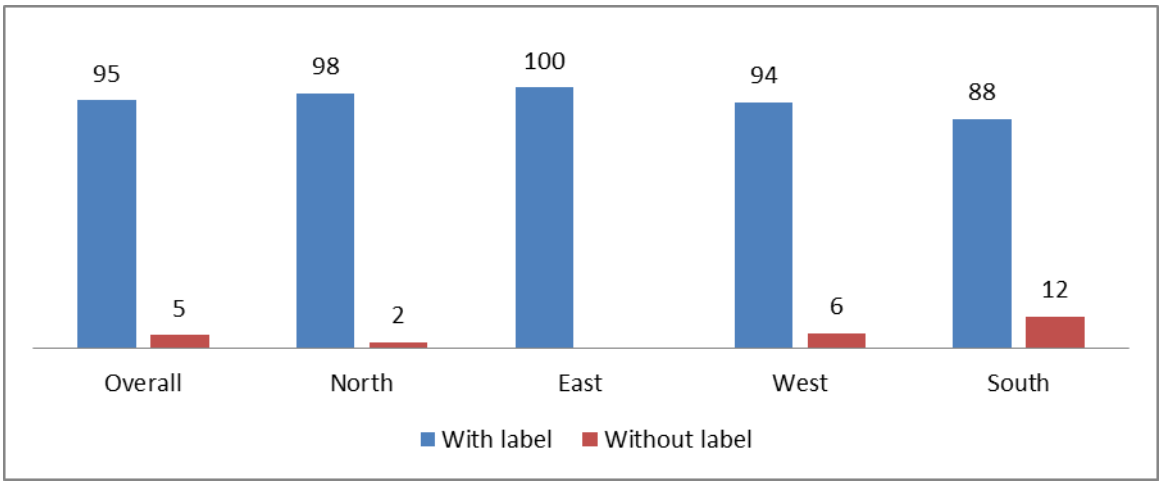
Base: N=1711 Data represented in %



Graph 88: Placement of Energy Efficient Labels- Inclination

Consumers across zones believe that super-efficient appliance should be distinctive from the current 5 star label appliance with the help of new label on the appliance.

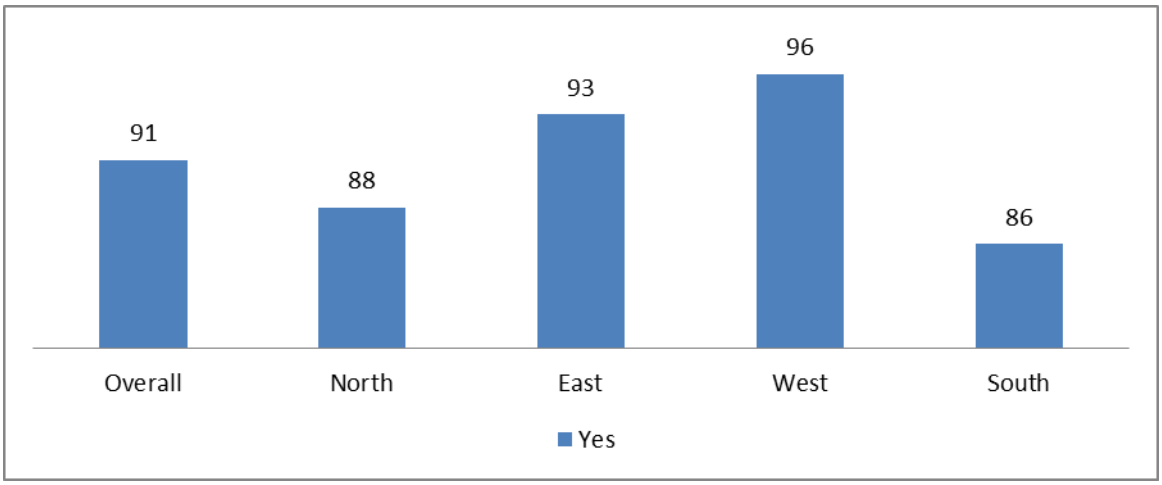
Base: N=1711 Data represented in %



Graph 89: Representation of Energy Efficient Labels- Inclination

Most of the respondents for future purchase cited to go with the labeled fans however 12 percent people in South still wanted the unlabeled fans.

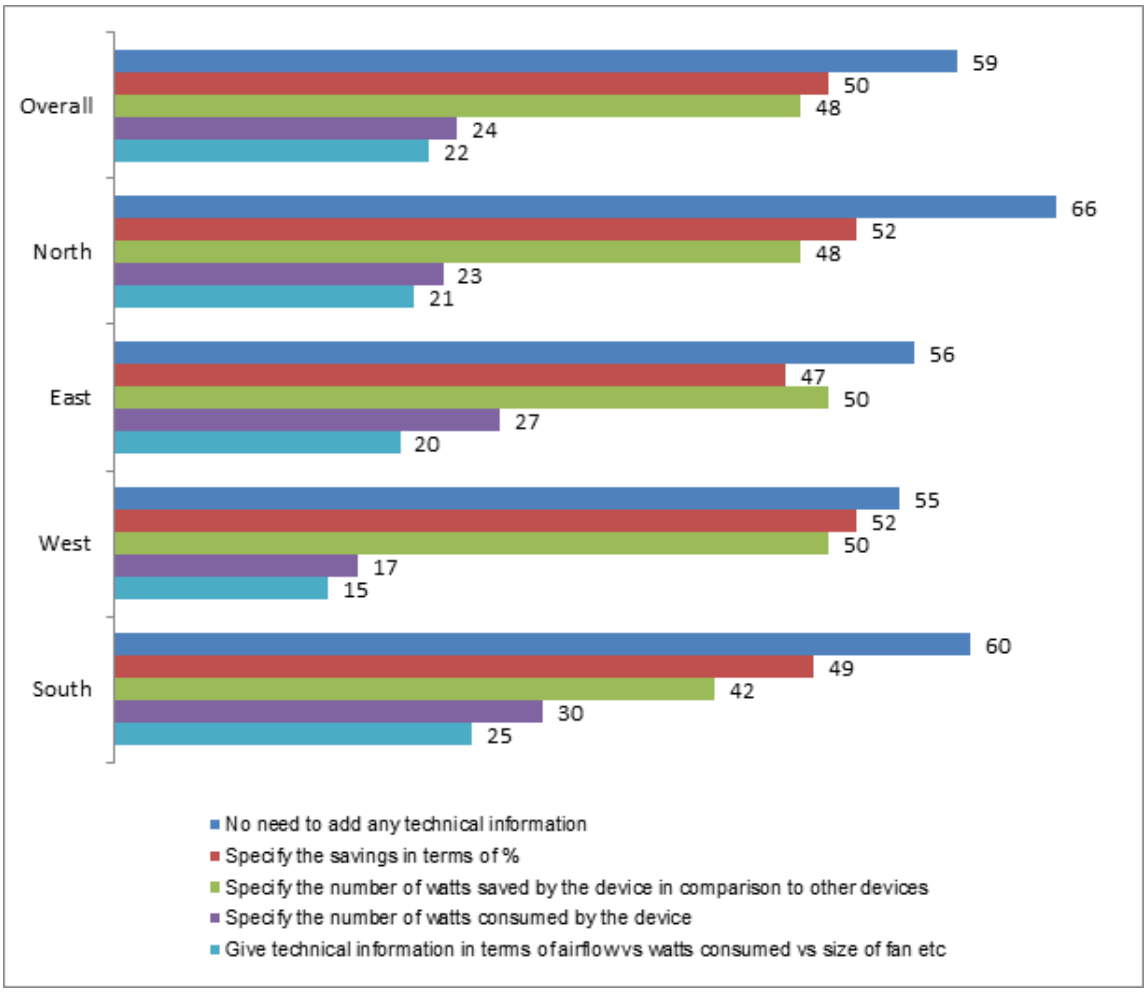
Base: N=1711 Data represented in %



Graph 90: Authenticity & trustworthiness of BEE logo

At an overall level, 91% of the respondents have expressed their view that the BEE mark on the label will make it more acceptable and trustworthy. The responses across zones are in sync with the overall level as more than 85% of the respondents across zones have certified that the BEE logo on the label will make it more authentic and trustworthy.

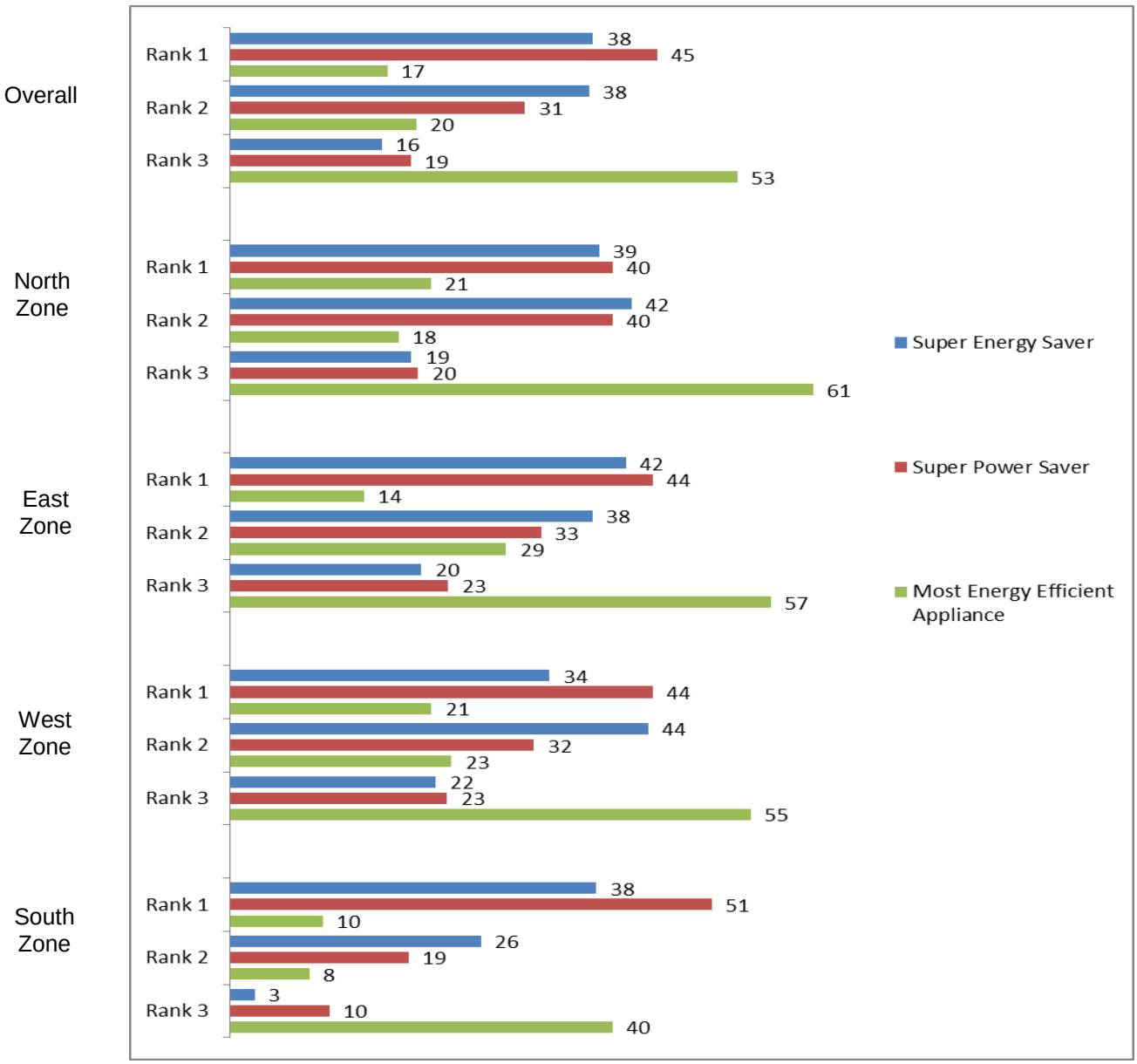
Base: N=1711 Data represented in %



Graph 91: Additional important elements to be added

At an overall level, 59% of the consumers preferred to have no detailed technical information as they did not feel any need to have too many specifications on the appliance. Almost half of the population went for savings in terms of % and number of watt saved.

Base: N=1711 Data represented in %

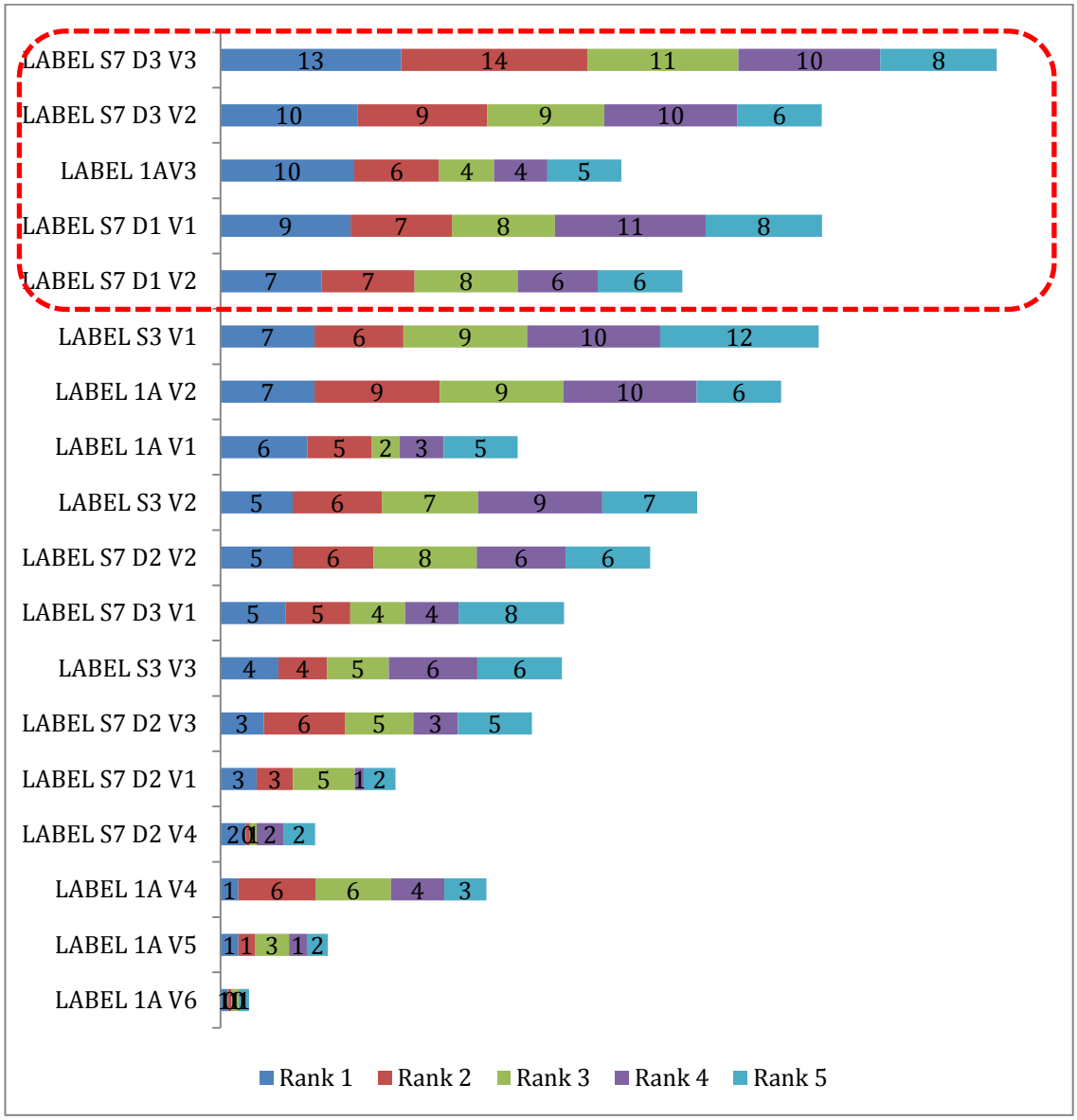


Graph 92: Preferred branding options

"*Super Power saver*" emerged as the most influential branding message to be incorporated in the labels to convince customers to go for the energy saving appliances. The responses from North, East and West support the overall response.

4.9.4 Evaluating SEA labels-Preferred options (Retailers Insights)

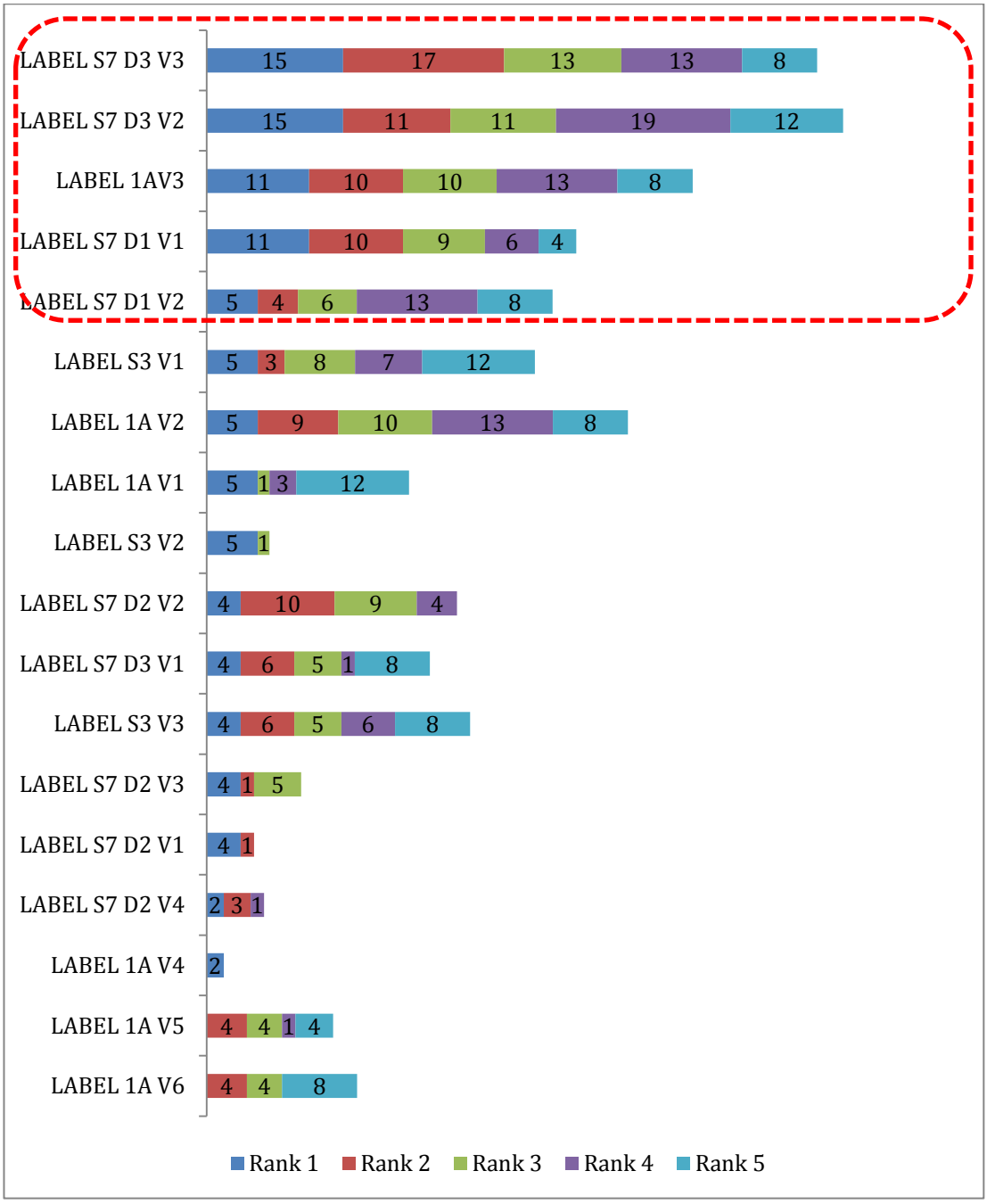
Base: N=241 Data represented in %



Graph 93: Comparative Ranking- Overall Level

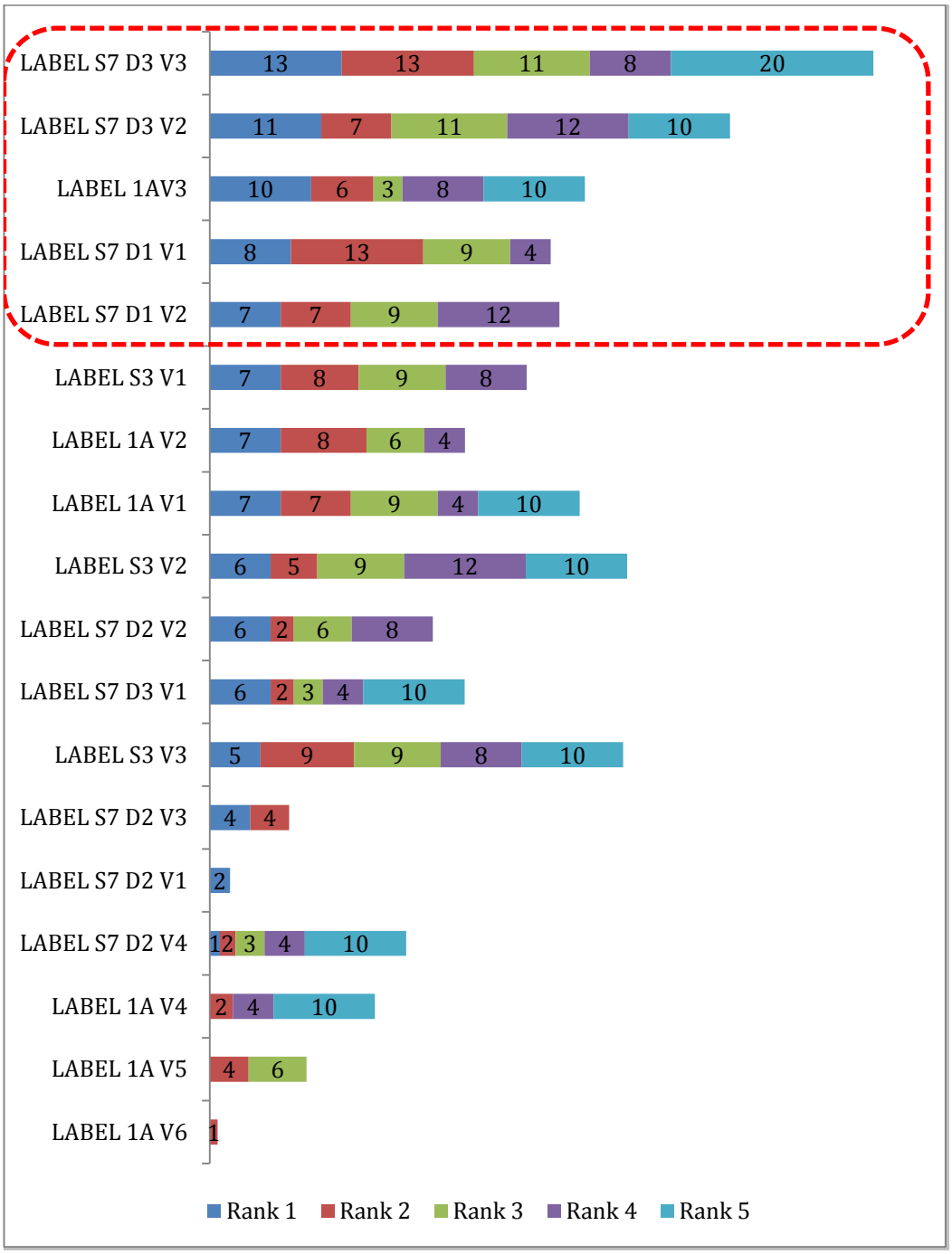
At an overall level, labels - S7 D3 V3 and S7D3V2 emerge as the most preferred labels as most of the retailers have ranked these labels as their top most preference.

Base: N=60 Data represented in %



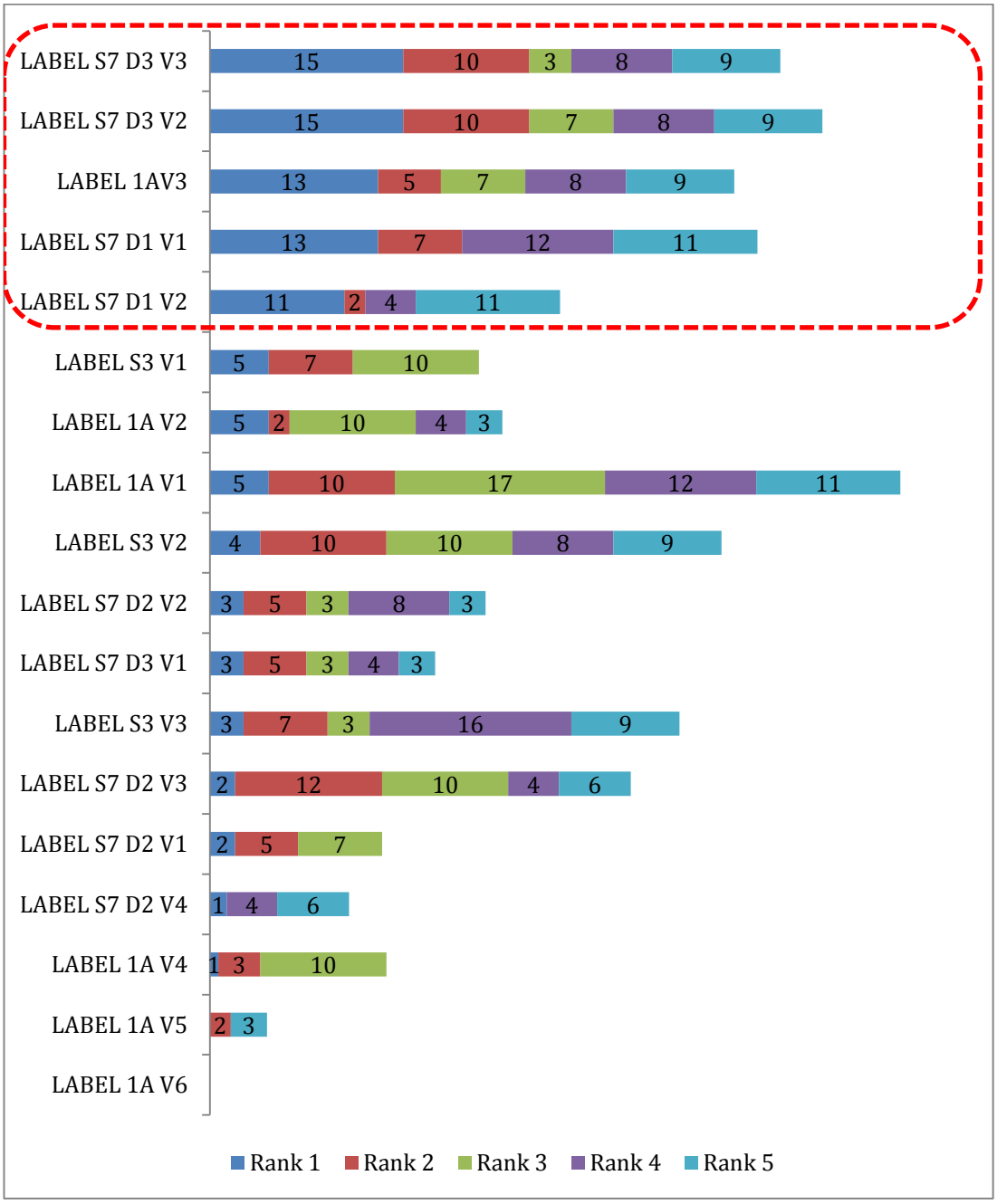
Graph 94: Comparative Ranking- Zone Level- North Zone

Base: N=60 Data represented in %



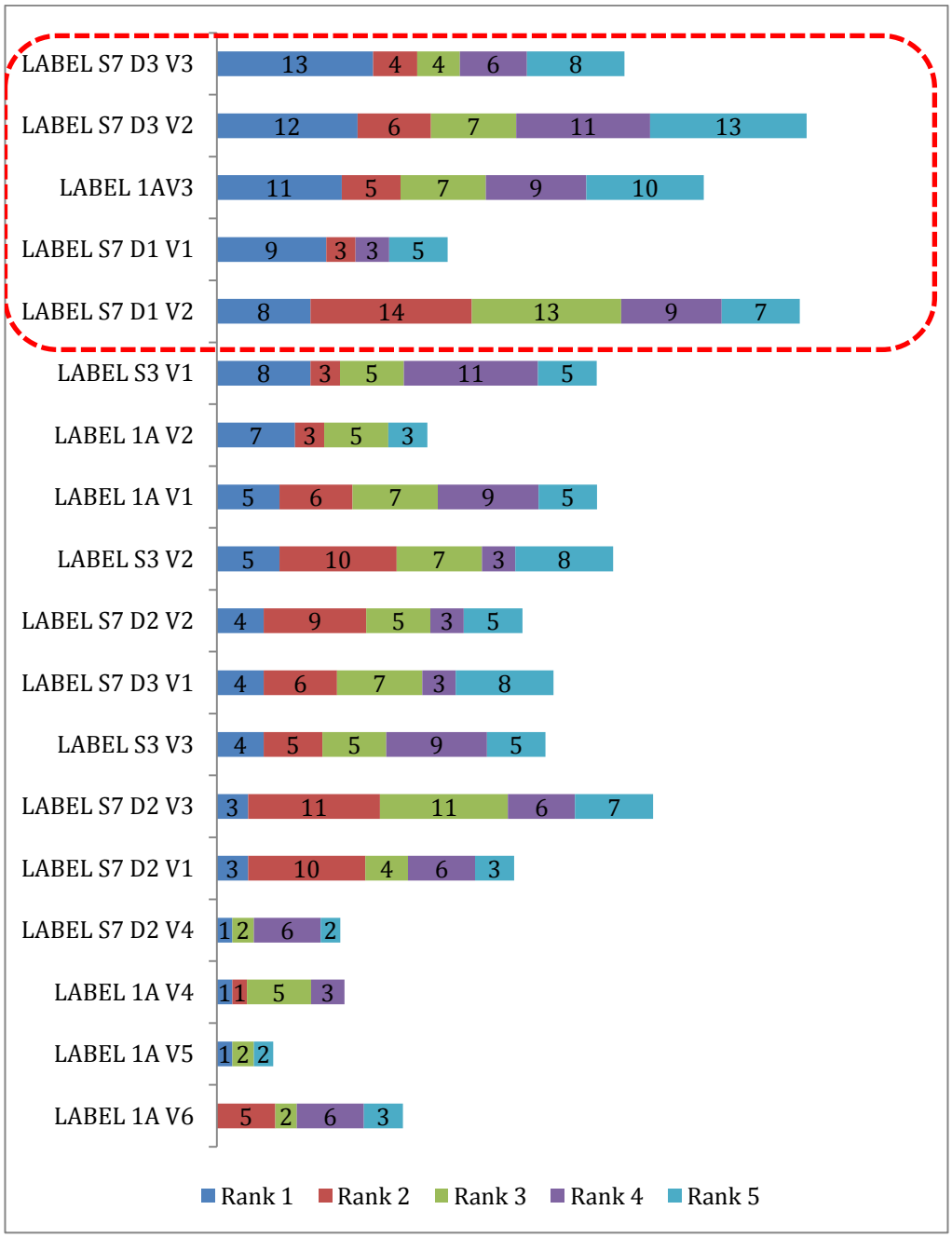
Graph 95: Comparative Ranking- Zone Level- South Zone

Base: N=60 Data represented in %



Graph 96: Comparative Ranking- Zone Level- East Zone

Base: N=61 Data represented in %



Graph 97: Comparative Ranking- Zone Level- West Zone

Base: N=241 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.58	9.37	8.87	8.93	9.36
Clarity	9.31	9.44	8.60	8.64	9.21
Color	9.20	8.95	8.36	8.35	9.26
Message	9.03	9.05	8.43	8.35	8.84
Graphics	9.03	8.96	8.48	8.32	8.80
Visuals	8.95	8.88	8.51	8.42	8.87
Text	9.09	8.97	8.49	8.56	8.77
Design	9.00	9.12	8.80	8.68	8.86
Association with super efficiency	9.25	9.25	8.61	8.49	8.89
Usefulness in helping you in purchase process	9.16	9.07	8.67	8.56	8.22

Table 32: Evaluation of Shortlisted Labels-Overall

At an overall level, most preferred label - S7 D3V3 is easily understandable and has attractive color to have long lasting effect on the mind of customers. However label S7D1 has scored low on all the attributes compared to other designs.

Base: N=60 Data represented in Mean

The scores mentioned in the table below are out of 10

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.81	9.60	9.42	9.30	9.50
Clarity	9.55	9.50	9.21	9.00	9.40
Color	9.64	9.30	9.21	8.70	9.40
Message	9.00	9.10	8.55	8.40	9.00
Graphics	9.09	9.10	9.05	9.10	9.40
Visuals	9.27	9.20	8.95	8.90	9.50
Text	9.27	9.25	8.91	8.80	9.10
Design	9.32	9.40	9.06	8.80	9.22
Association with super efficiency	9.34	9.40	8.96	8.99	9.00
Usefulness in helping you in purchase process	9.19	9.10	8.67	8.70	8.40

Table 33: Evaluation of shortlisted Labels-North Zone

In North, almost all the top 5 labels has got an excellent ratings from the retailers (Mean score of near to 9). A consistency can be noticed among the customers and retailers of North in evaluating the labels.

Base: N=60 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.33	9.08	8.65	8.57	9.11
Clarity	9.67	9.40	8.12	7.86	9.33
Color	9.33	9.20	7.76	7.71	9.43
Message	9.33	9.19	8.47	8.00	9.00
Graphics	9.33	9.23	8.35	8.00	9.13
Visuals	9.33	9.20	8.24	8.14	9.13
Text	9.33	9.12	8.35	8.43	8.97
Design	8.67	8.77	8.59	8.43	8.77
Association with super efficiency	9.37	9.37	8.24	7.43	8.67
Usefulness in helping you in purchase process	9.00	8.92	8.53	8.14	8.00

Table 34: Evaluation of shortlisted Labels-South Zone

In South zone, S7 D3 V3 and S7 D3 V2 are close in touch with each other, followed by 1AV3. However similar to overall scenario, S7D1V1 scored low on most of the attribute

Base: N=60 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.30	9.20	8.40	8.86	9.15
Clarity	9.27	9.20	8.20	8.71	9.00
Color	9.30	9.00	8.20	8.74	9.08
Message	9.00	9.20	8.20	8.43	8.78
Graphics	8.90	8.60	8.40	8.14	8.23
Visuals	8.67	8.40	8.40	8.27	8.39
Text	9.07	8.98	8.20	8.57	8.55
Design	9.40	9.50	8.80	8.86	8.88
Association with super efficiency	9.13	9.12	8.60	8.94	8.85
Usefulness in helping you in purchase process	9.43	9.30	8.70	8.74	8.23

Table 35: Evaluation of shortlisted Labels- East Zone

Retailers in East found the labels – S7 D3 V3 and S7 D3 V2 excellent in almost all the major parameters as compared to other labels.

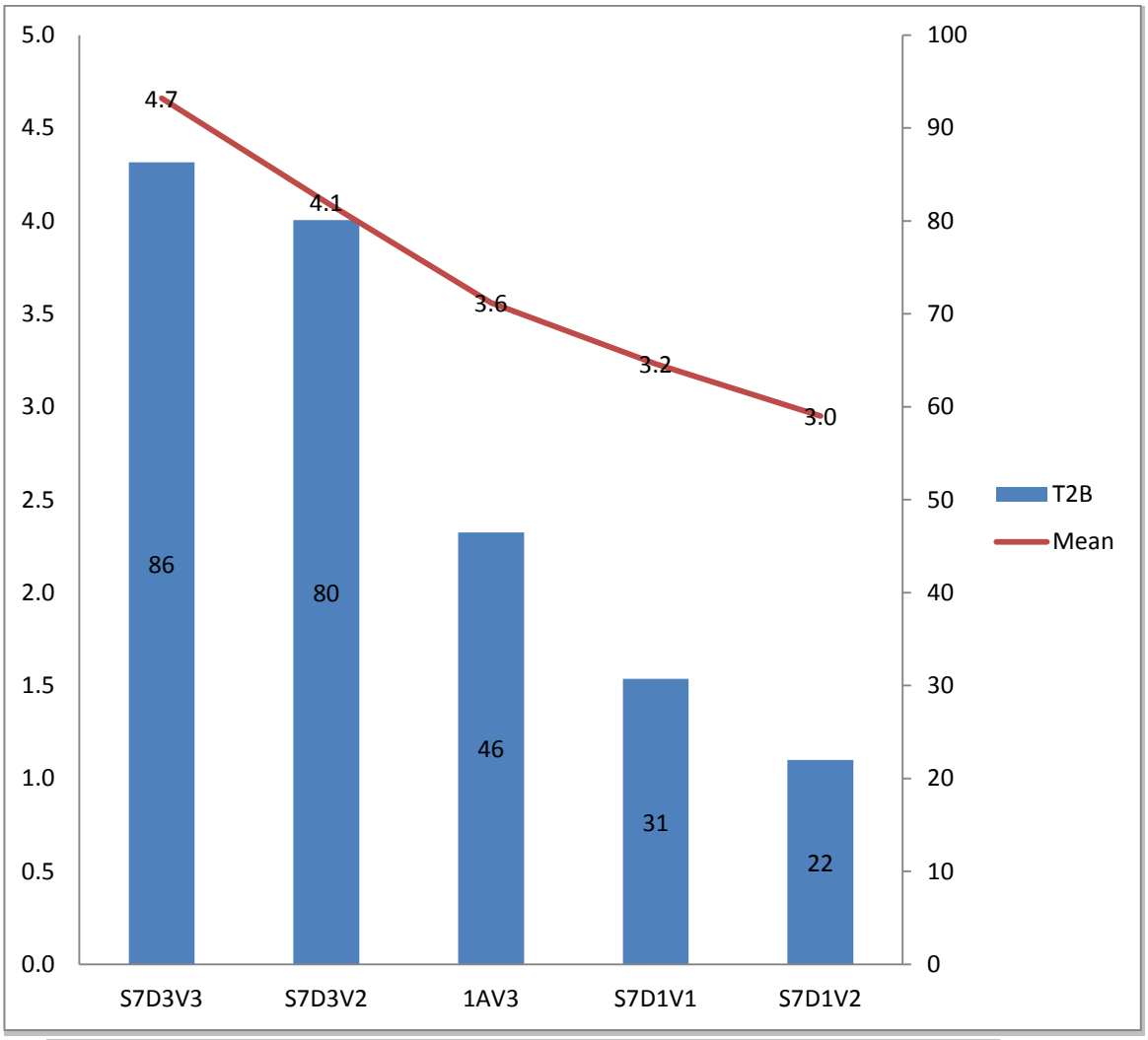
Base: N=61 Data represented in Mean

Attributes	Top 5 labels				
	S7D3V3	S7D3V2	S7D1V1	S7D1V2	1AV3
Ease of understanding	9.87	9.61	9.00	8.97	9.67
Clarity	8.73	9.67	8.88	9.00	9.11
Color	8.53	8.28	8.25	8.23	9.11
Message	8.80	8.72	8.50	8.55	8.56
Graphics	8.80	8.91	8.13	8.02	8.44
Visuals	8.53	8.72	8.44	8.35	8.44
Text	8.67	8.54	8.50	8.44	8.44
Design	8.60	8.79	8.75	8.64	8.56
Association with super efficiency	9.17	9.09	8.63	8.58	9.05
Usefulness in helping you in purchase process	9.03	8.97	8.77	8.64	8.23

Table 36: Evaluation of shortlisted Labels- West Zone

Retailers in West found the labels – S7 D3 V3 and S7 D3 V2 excellent in almost all the major parameters as compared to other labels, followed by 1AV3.

Base: N=241 Data represented in %

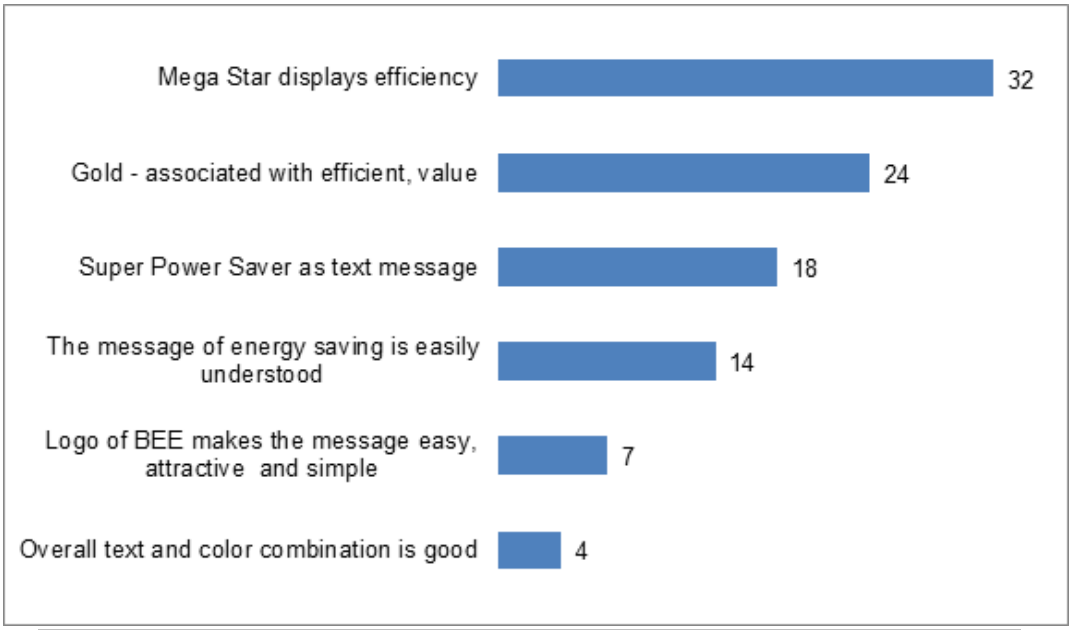


Graph 98: Evaluating SEA Labels - Impact of conveying the message of energy efficiency - Retailers Insights

The left Y axis represents Mean scores and the right Y axis represents the Percentage, X Axis represents Labels.

Most preferred labels (S7 D3 V3 and S7 D3 V2) were also able to convey the message of energy efficiency in the most **appropriate** manner. The labels 1AV3 distantly followed with 46% attributions. The mean obtained on the parameter of appropriateness resonates highly with S7D3V3.

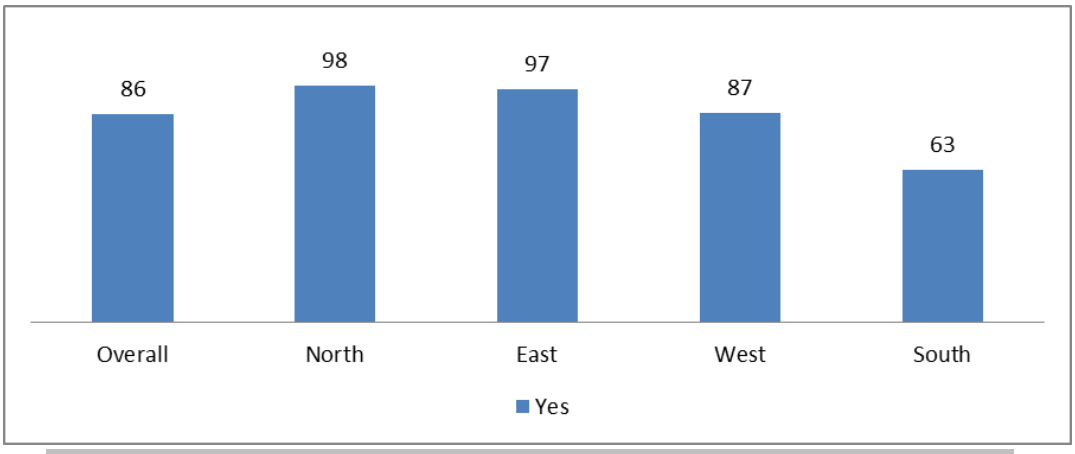
Base: Coded Top 2 box Data represented in %



Graph 99: Reasons Associated with Impact of conveying the message of energy efficiency

Retailers strongly believe that with high affinity of star rating labels with the consumers, the star has already build space in the minds hence to connect efficiency with large star would be much easier for users.

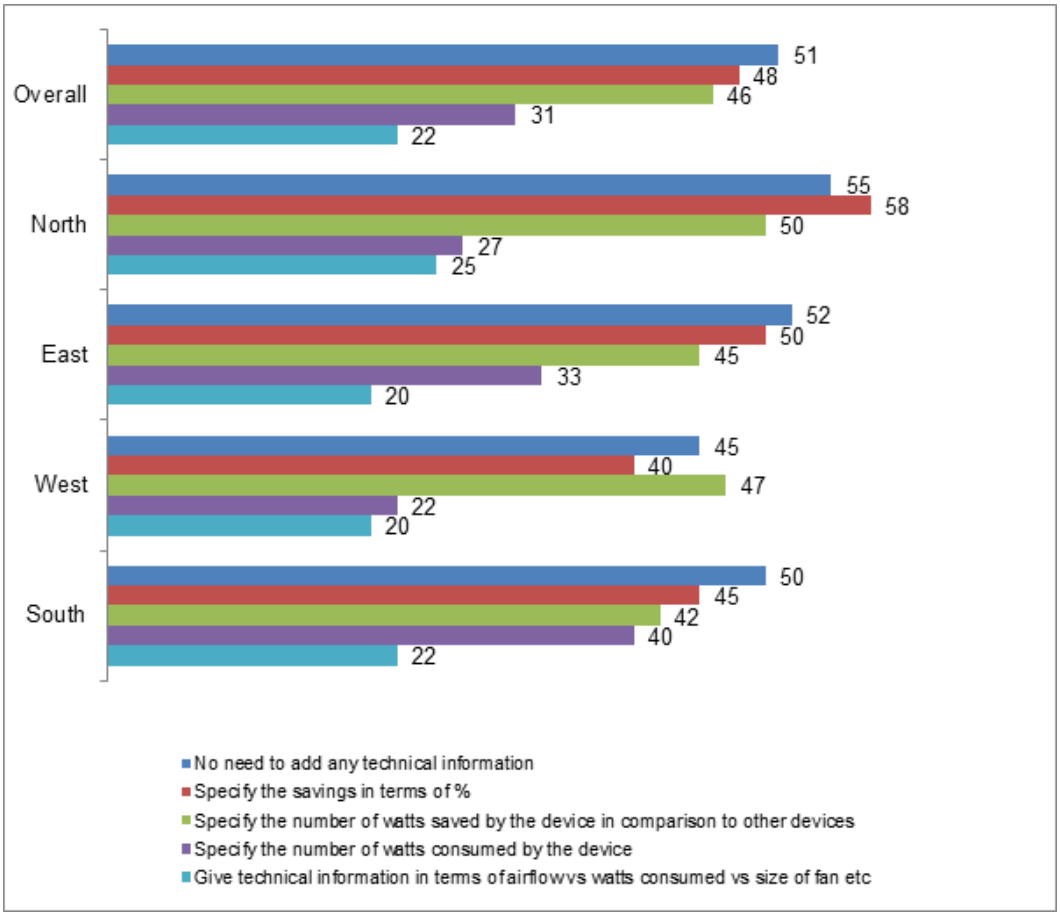
Base: N=241 Data represented in %



Graph 100: Evaluating SEA Labels- Authenticity & trustworthiness of BEE logo

The trust reposed on the BEE as endorsing agency is significantly high. One area that brings down the overall score happens to be the Zone South. One reason that could be attributed to the outcome for South is that most of the communication and messaging for BEE happens to be in Hindi, whereas South evinces high preference for regional languages.

Base: N=241 Data represented in %



Graph 101: Evaluating SEA Labels- Additional important elements to be added

At an overall level, almost 50% retailers stated that consumers don't seek for in-depth technical information on appliances during their purchase. However, above 45% retailers across the zones want that the SEA label design should inculcate additional information of "savings in term of %'.

4.10 Qualitative Reactions to the final draft designs

4.10.1 Reaction to Label Designs

Design 1-A

Label design 1-A –Version 1, Version 2 and Version 3

Label Design 1-A
Version 1

Label Design 1-A
Version 2

Label Design 1-A
Version 3

"Label Design 1-A Version 3 was preferred over Version 1 and Version 2" as the design is distinguished in the eyes for its simple messaging "Super Power saver". As observed earlier super power has a mass connect and resonates high with electricity saving.

Key Highlights of 1A

A single big, multi-color star was appreciated, many felt that when the light enters the Prism it breaks into different colors. The design was said to be pleasing to eyes. The Logo was liked, however the same scored moderately fine on functionality. Many felt the same would not be visible on appliance and may not serve the purpose of Super Energy Appliance Label.

BEE logo was the element that was highly admired by the consumers across the centers.

Label design 1-A Version 1 was not appreciated because of the red color. Green color was appreciated as it showed connect with environment whereas color red had relationships with powerful masculine energy therefore green color was preferred over red.

Spontaneous Reactions: The multi-color star appears to be the most admired element in the design. The BEE logo and multi-color star are spontaneously recognized in the design. The ring surrounding the star gave an award like appearance.

Appeal: The BEE logo and multi-colored star, goes well with electricity saving. BEE logo denotes trust and belief. Green color periphery was eye catchy and the written text "Super Power Saver" is associated with energy efficient more as compared to "Super Energy Saver".

Comprehension: The written text Super Energy Saver and Super Power saver both were understood by the audience at large whereas the connect with "Super Power saver" was high as the word power draw synergy with electricity whereas Energy draws connect with energy drinks etc. Therefore written text "Super Power Saver" was appreciated by audience at large.

The lightning which indicated electricity and the word "Super Power Saver" denoted trust and belief that appealed to people.

The BEE logo placed in the center connoted legal acceptance with the product and also showed association with current comparative label & added trust and confidence.

Relevance & Fit: Highly relevant at few centers, the single multi-colored star gels best with the super energy efficient concept across west.

The label design 1-A V3 was found to be more relevant in comparison to label design 1-A V1 and V2 because:
The punch line used in the label design was easy for people to comprehend and single star with multi-color connected well with electricity. Consumers told that when light is dispersed, it reflects into multi-colors therefore the multi-color star fits the SEA label design.

Persuasiveness: Most felt it to be persuasive enough, one that could come as a label on all the appliances/equipment.

Consumer Nuances
"Green color symbolizes environmental conservation" **Recent Buyers-Delhi**
"Green ring and text look attractive and showed association with nature" **Recent Buyers-Chandigarh**
"Multi-Colored star looks attractive and eye catchy" **Recent Buyers-Kolkata**
"Power is better than energy and easy to understand across urban and rural locations" **Intenders-Patna**
"Star denotes power saving as in the 5 star label" **Intenders-Mumbai**
"Star means highest mark" **Intenders-Surat**
"The shape and design of the label creates curiosity to know more about it" **Recent Buyers-Bangalore**
"Message is clear and label design 1-A Version-3 serves the purpose" **Intenders-Kochi**
"Label Design 1-A Version 3 is simple and clear" **Recent Buyers-Nasik**
"Super Power Saver is better than Super Energy Saver" **Intenders-Coimbatore**
"The circle surrounding the star indicates that the power or light that is radiated from star is saved with the help of outer ring" **Recent Buyers-Delhi**
"Power is better than energy and easy to understand across villages also" **Intenders-Mumbai**

Label Design 1-A Version 4, Version 5 and Version 6

Label Design 1-A Version 4

Label Design 1-A Version 5

Label Design 1-A Version 6

Label design 1-A Version 4, Version 5 and Version 6 were not admired by the audience across the centers. The design was not found to be attractive and relevant for the SEEP program. The design was assumed to be dull and gray.

Spontaneous: The label design 1-A Version 4, Version 5 and Version 6 were on the spot rejected by the consumers across the centers. The design had no unique element nor did the design strike the chord with the SEEP program.

Appeal: Consumers felt that the design had no element of appeal. The golden star seemed to be dull and design seemed to be incomplete without the outer ring. No eye catchy elements in the design hence scored low votes on the appeal factor.

Comprehension: As far as written text was concerned the text "Super Power Saver" in green color was preferred over "Super Energy Saver" in red. The red color text was not preferred due to the fact that red color connects with danger and power cut whereas green color denotes environment savings. Therefore written text "Super Power Saver" in green color was easy to comprehend and showed great relationship with the target customers.

Relevance & Fit: The design was not considered to be relevant for the concept of SEEP. The consumers felt the design had no elements that would motivate the consumers to remember or recall the label hence was rejected across the centers.

Persuasiveness: Consumers felt that the design was not at all persuasive to integrate with the SEEP concept.

Consumer Nuances

"The color of the star seems dull and gray" **Intenders-Mumbai**

" The design is not eye catchy nor attractive" **Recent Buyers-Delhi**

"Multi colored star is better than single color star" **Intenders-Coimbatore**

"Energy saving is not depicted by the label" **Recent Buyers-Kolkata**

"Not related with the concept of energy conservation" **Intenders-Mumbai**

"The label doesn't talk about energy savings, it resembles to energy drink, not relating to this power conservation at all" **Recent Buyers-Nasik**

"Super Power Saver connects well with electricity or power saving" **Recent Buyers-Chandigarh**

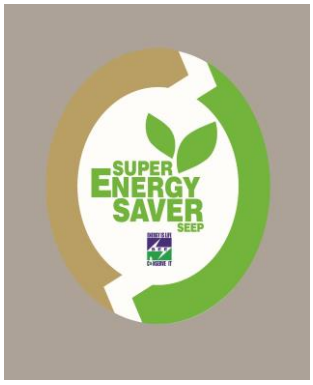
"Design, shape, color and graphics all the unattractive" **Recent buyers- Bangalore**

"Label Design should be kept in the rejected list" **Intenders-Kochi**

"Red color text doesn't seem good, the font size is not clearly visible" **Intenders-Patna**

"The color combination used in the label design will not look good at all on the electronic appliances" **Intenders-Surat**

Label Design S-3 Version 1, Version 2 and Version 3



Label design S-3- Version 1

Label design S-3- Version 2

Label design S-3- Version 3

The design was rated lowest. The color, graphics and leaves were not at all appreciated by the target audience. The message "SUPER ENERGY SAVER" was comprehended. The shape of the design was not at all considered to be a fit for super-efficient appliance whereas it was considered relevant for recycling products. The visual graphic of label design S3 Version 1, Version 2 and Version 3 were week on appeal/relevance. The consumers wanted the BEE logo to be at the center or top because at the spontaneous level the eye balls get struck at the center or top.

The leaves used in the label design gave impression that the label was related to any agriculture offerings. The design was rated in the category of not at all appropriate for the SEEP concept.

Spontaneous Reaction: At spontaneous level the audience across all the centers rejected the label design. None of the versions of label design S-3 received favorable response on factors of appeal and relevant.

Appeal: The label design didn't appeal the audience across the centers. The color and shape were found to be dull and unappealing. Label design had no single characteristics to lure the audience.

Comprehension: The written text "Super Energy Saver" received mixed reactions but the colors used in label design were not at all attractive. The color used in the font seemed to be dull and gray which created no excitement or curiosity amongst the audience to get knowledge about the product. Most were unable to associate the shape of the label design with power saving.

Relevance & Fit: The design seemed to be relevant for the vegetable offerings not for energy related products. The graphics shape or the color combination used in the label design didn't fit the concept of SEEP.

Persuasiveness: Not motivating enough; doesn't bring out key elements, which would persuade the consumers to purchase the product.

Consumer Nuances

"The colors used in the label design are dull & gray" **Intenders-Patna**
"The shape seems to be irrelevant for the concept SEEP" **Intenders-Mumbai**
"The golden color used in the label design is unattractive"
"The shape of the design is relevant for the vegetable offering" **Recent Buyers-Delhi**
"The location of BEE logo should be at the top or middle" **Recent Buyers-Chandigarh**
"The font colors used in the written text are demotivating" **Recent Buyers-Nasik**
"The label design is not at all attractive" **Intenders-Mumbai**
"No aspects or colors related to energy or savings are clear in the label design" **Intenders-Kochi**
"The color combination used in the label design seems unattractive" **Recent Buyers-Kolkata**
"At the reduced size, the text SEEP will not be visible hence it can be removed" **Recent Buyers-Delhi**
"Leaves have no connect with energy or power" **Intenders-Coimbatore**
"The written text "Super Energy Saver" should be replaced with "Super Power Saver" **Intenders-Kochi**

Label S-7 Design 1 Version 1 and Version 2

Label S-7 Design 1 Version 2

Label S-7 Design 1 Version 1

The Label S-7 Design 1 Version 1 and Version 2 both received mixed bag of response. The design was found to be neat, attractive and relevant for the concept SEEP. Label S-7 Design 1 Version 1 was found more visually appealing than version 2.

Label S-7 Design 1 Version 2 was appreciated because of simplicity of text and shape. The golden color was associated with light, sparks and savings. However the lowlight with the same was the "S" of super written in red.

The outer ring shape resembled to gold coin at various centers. The background of the written text was liked by the audience a lot as it gave an impression of glowing light/energy.

Spontaneous Reaction: At spontaneous level the label appealed the consumers at large. The color, shape and written text in Label S-7 Design 1 Version 2 were appreciated.

Appeal: The color combination of dark/light golden appealed the audience at large. The colors used in the label design seemed to be attractive and eye catchy. The design looked simple and neat therefore the consumers found it appealing.

Comprehension: The written text "Super Energy Saver" connected high with the consumers as compared to "Most Energy Efficient Appliance". The former text was simple, modern, and easy to recall and clear for consumers to understand whereas the latter text was difficult to comprehend and recall hence was rejected by the audience.
Relevant & Fit: The design was relevant for the concept hence was appreciated by the consumers across all the centers. The design was relevant for simplicity, color, background and shape etc. The design was eye catchy and gave soothing effect to the eyes.

Persuasiveness The design was persuasive and relevant for the concept SEEP. The label design motivated the consumers to consider the appliance with the label.

Consumer Nuances

"The circle is attractive, logo is related with power and golden badge also looks perfect" **Recent Buyers-Kolkata**

"The concept is related to power consumption" **Intenders-Coimbatore**

"The label depicts power saving, graphics is attractive and easy to understand not confusing" **Recent Buyers-Nasik**

"Both educated and uneducated people can easily understand the design, shape and written text 'Super Energy Saver'" **Recent Buyers-Kolkata**

"Label S-7 Design 1-Version 2 is simple, neat and easy to connect" **Recent Buyers-Delhi**

"It is clear label design, font size is visible even if the size of the design is reduced it will be clearly noticeable" **Recent buyers- Bangalore**

"Label S-7 Design 1-Version 1 has difficult written text" **Intenders-Kochi**

"Uneducated people will not be able to understand the text 'Most Energy Efficient Appliances'" **Intenders-Patna**

"The label design is attractive, more informative and easy to recall" **Recent Buyers-Chandigarh**

"The label design is good actually, on the appliance it will not look good but on the box it is fine"

"Design resembles gold coin" **Recent Buyers-Nasik**

"Black written text doesn't seems to be attractive" **Intenders-Surat**

"The word power will reach all, but the word energy connotes some other meaning" **Intenders-Patna**

"City dwellers will understand 'Most Energy Efficient Appliance' but villagers will find it difficult to comprehend the same" **Recent buyers- Bangalore**

Label S-7 Design 2 Version 1, Version 2, Version 3 and Version 4

Label S-7 Design 2

Label S-7 Design 2

Label S-7 Design 2

Label S-7 Design 2

The label design was not rated high by the category audience because of the presence of galaxy of stars. The audience wanted stars to be in the label design as it was highly associated with the comparative label design but the presence of stars as shown in the Label S-7 Design 2 Version 1, 2, 3 and 4 was not all appreciated as it took away the attractiveness and neatness of the label.

The term "Super Energy Saver" was easy for audience to comprehend as compared to "Most Energy Efficient Appliance". The green color text was liked by the audience as green was eye catchy as compared to red. Red symbolized danger whereas green was color of environment. The outer periphery gave the impression of golden ring. Therefore the background colors shape and BEE logo were appreciated by the audience at large.

Spontaneous Reaction: At instant the label design was assumed to be a fit for the concept SEEP but the design scored low on factors of appeal/attractiveness. The scattered stars in the design gave impression of cluttered look which made the design unattractive. Green text was on the spot liked by the audience across the entire centers. Red symbolized danger whereas green was color of positivity, environment conservation etc.

Appeal: The design didn't attract the audience across the locations because of the cluttered appearance of the design. The background, shape and coin like look were liked but the galaxy of stars was not liked at all.

Comprehension: The message "Super Energy Saver" was clear, relevant and the stars indicate quality. The oval shape, color, background - all were liked by the target audience. The label design showed synergy with the existing 5 stars label but galaxy of stars seemed to be cluttered which didn't appeal at large. The written text "Most Energy Efficient Appliance" was not able to connect high with the audience because of large and complicated words like efficient and appliance which were not understood by consumers at large. The program talked about Super Efficiency hence the word super was recommended to be a part of punch line.

Relevant & Fit: Stars evoked mixed reaction, while most found it relevant with the core message of energy efficiency but galaxy of stars or scattered stars were not appreciated at large. The design seemed to be cluttered with presence of scattered stars in the label design. The term "Super Energy Saver" was found to be clear & relevant. Message was deemed to be clear and lucid for the masses. The BEE logo acted as symbol of thrust & confidence. The color scheme visually impacted however galaxy of stars or scattered stars in the design were not valued.

Persuasiveness: The label design was not highly persuaded for the consumers to purchase the products.

Consumer Nuances

"The color combination in the design seems to be attractive" **Recent Buyers-Delhi**
"The scattered stars in the design are not at all eye catchy" **Intenders-Mumbai**
"Cluttered stars seem to be unattractive" **Recent Buyers-Nasik**
"The written text SEEP is not clearly visible" **Recent Buyers-Chandigarh** "The text 'Most Energy Efficient Appliance' should not be used as punch line because it will not be understood by people who are not highly educated" **Recent buyers- Bangalore**
"So many stars in the label design don't look good" **Intenders-Kochi**

"Green color written text is more eye catchy as compared to red color text" **Recent Buyers-Nasik**
"The golden ring at the periphery resembles the golden coin" **Recent Buyers-Kolkata**
"Golden coin symbolizes savings hence the design symbolizes power saving" **Intenders-Coimbatore**
The BEE logo should be at the top because eyes strike at the top or middle not at the bottom" **Intenders-Mumbai**
"The background appears to be reflecting the lightning/power" **Intenders-Kochi**
"The color combination of dark/light golden is eye catchy and creates curiosity to know" **Recent Buyers-Delhi**

Label S-7 Design 3 Version 1, Version 2 and Version 3

Label S-7 Design 3 Version 1

Label S-7 Design 2 Version 2

Label S-7 Design 2 Version 3

The Label S-7 Design 3 Version 3 ranked highest amongst the consumers across the centers. The design scored high on factors of appeal and relevance. The design was simple, clear, neat and no confusing elements were spotted in the design. The protruding star and BEE logo at the middle were the most noticeable elements in the design. Single big star showed high connect with the SEEP program. The bigger or large size star in gold and the BEE logo at the center were most liked and highly related to power or electricity.

The text 'Super Power Saver' was appreciated by audience at large because the power showed direct connect with the electricity whereas the word energy showed unity with energy or health drinks.

The Label S-7 Design 3 Version 1 and Version 2 scored below Version 3 because of written text, font size color and BEE logo at the middle of single star.
The aspects of the design that were highly appreciated are as follows -

- The golden ring received a very positive response. The design was rated very appealing and relevant for the SEEP concept. Shape was said to be symmetrical and suitable for most of the appliances.
- With the presence of star in the design, the legacy of star was assumed to be retained.

- The designs showed high connect with a gold coin which symbolized savings. The single golden star seems to be reflecting light and energy.
- Font was said to be legible and attractive. "Super Power Saver" was simple, easy to comprehend and recall.
- The BEE logo at the center of the star draws attention and trust for the appliance.

Spontaneous Reaction: The label design at the first look impressed the people. Mega star in Golden color and a 3 D look was a major draw. The reaction received when the Label S-7 Design 3 Version 3 was shown was "wow". The consumers appreciated the design at large, each and every element of the design was said to be in sync with the concept of super efficiency.

Appeal: The factors that were found appealing within the framework of the design resonated with Golden color, the mega star with distinct entity, the sparkling effect which clearly made synergy with the concept of SEEP. The label was found to be eye catchy.

Comprehension: The message "Super Power Saver" was a perfect fit for the concept and consumers appreciated it more than" Super Energy Saver". Consumers told that Energy connects well with energy drinks whereas power gave the clear connect with electricity.

The punch line "Super Power Saver" was easily understood by the consumers at large. The font size was large therefore easily visible even if the size of label was reduced.

Relevant & Fit: The design was found to be highly relevant with the concept SEEP. The presence of star, BEE logo and text 'Super Power Saver' all were in sync with the concept. The label design scored highest on factors of appeal as well as relevance by the consumers. The design scored the highest points across the label designs.

Persuasiveness: The Label S-7 Design 3 Version 3 deemed highly persuasive as compared to the other two designs.

Consumer Nuances
"wow what a design" **Recent Buyers-Delhi**
"The best design comes at the end" **Recent Buyers-Delhi**
"All the elements of Label S-7 Design 3 Version 3 are perfect" **Recent Buyers-Nasik**
"The design suits the concept 'Seep'" **Intenders-Mumbai**
"The shape, design and color combination used in the label design are flawless" **Intenders-Coimbatore**
"Golden coin symbolizes savings hence the design symbolizes power saving" **Recent buyers- Bangalore**

"Green text signifies nature and environment" **Recent Buyers-Kolkata**
"The font size of Label S-7 Design 3 Version 3 are best fit for the concept" **Recent buyers- Bangalore**

4.10.2 Elements of Universal Appeal in Label

Consumers and retailers across the locations associated high connect with two elements in the label design.

1. Stars
2. Golden Color

Stars
Irrespective of stature and cultural divide stars assumed a high connect. The key associations and bearing that supports star as an integral element of the SEEP label program emerged as:

- Right from the childhood stage both parents and their wards are familiarized to stars, people cite instances of their kids getting stars when they performed well, hence an element of distinction.
- Stars are used by reviewers for ranking movies, TV shows, restaurants, and hotels hence the awareness for stars was found to be high across urban consumers.
- The star classification system is common one for rating hotels. Higher star ratings indicate more luxury.
- Affinity of stars is high with 5 star label scheme "Bachat ke sitarey" resonate well with consumers.
- Star thus emerged as the core element that was deemed most relevant by cross section of audience.

Golden Color

- Gold plays an important role in the lives of the consumers. People across strata within our society have special craving and sentiments attached to gold.
- The desire to own gold vests with all ages and spectrum, thus the color is seen as precious, valuable and in demand. Many see it as a symbol of with wealth, and prosperity.
- Golden also signifies best, quality and excellence.
- Gold is the color of the winner.
- Golden color is eye-catchy and is termed as cynosure of all eyes.

GOLD + Star = Super, valuable, unmatched, best in class

4.10.3 The Winning Designs

The top 3 label designs that were admired amongst the proposed designs are mentioned below. It also includes the basis of selection-

Elements of Label Design	**Label S-7 Design 3 Version 3**	**Label Design 1-A 3 Version**	**Label S-7 Design 1 Version 2**
Simple	Design simple, clear and neat	Design clear and clean	Design simple yet effective. Easy to comprehend
Distinct	Single star with BEE logo at the middle, most distinctive element in the design	Multicolor star with the green ring, the distinctive element in the design	The golden color acted as the most distinctive element in the design
Memorable	The golden star with BEE logo at the middle and written text acted as the most recalled elements in the design	Multicolor star and ring acted as the most recalled element of the design.	The coin shape appeared as the most recalled element of the design.

Clear Message	The message "Super Power Saver" clearly conveyed the message of Super Efficiency	The message "Super Power Saver" clearly conveyed the message of Super Efficiency	The message "Super Power Saver" had higher connect as compared to "Super Energy Saver"
Appeal	The design appealed the maximum	The shape and outer ring of design appealed the audience	The golden color appealed the audience
Negative	Nothing was found to be negative in the label design	Nothing was found to be negative in the label design	Nothing was found to be negative in the label design

5. Synchronization & Harmonization of labels

The initial recommendation of a label design or standard for any consumer product begins with a process of public review and revision. The need for standards is based on the premise that an improvement in the energy efficiency of products will serve the overall public good. Manufacturers want to ensure that standards will not require large, unjustified capital investments and do not limit Product utility or features or consumer choice. Energy-efficiency and environmental advocates the manufacturers to make products that are as efficient as technically possible. The government's role is to determine the optimum public good using information. The more input the government collects from all involved stakeholders, the more informed the decisions are. Within the framework of Efficiency labels, the current comparative label has been used extensively as a tool to promote efficient products. These labels have been very useful as tools to guide consumers to make informed conscious choices. There has been lot of efforts from the policy makers, including the stakeholders to increase the acceptance of the labeled products.

Hence it becomes imperative that any further addition to the existing efficiency benchmark or any addition of a new product within the gambit of the efficient labeling program brings out consistency and deviates minimal from the established norms.

One way of achieving the goals is to have higher synchronization of labels within the frame of efficient appliance labels. The new propositions should not exist in isolation for in consumers own wordings, they will confuse us and then the consumer will think that these labels come from different manufacturers and each one is there to promote the sale of that appliance then having to serve a common good.. Rather the labels should exist in harmony and should complement each other. As is reflected from the current findings and also from the earlier research on endorsement labels consumer rationalize the use of colors, the symbols etc. on these labels and hence the nomenclature should be aligned to the existing label design.

If 5 star is considered more efficient to say a 3 star or a 4 star then an appliance which is more efficient should either have seven stars or a distinct star, it cannot have sun or any other element which has not been established in consumers mind.

Further consumers do not desire for a set of two labels on a single product according to them it dilutes the proposition and there is a need and scope for a single label.

There is a need therefore to review labels in an analytical framework to identify a core set of criteria. These core criteria could guide manufacturers, service providers and

certifiers towards achieving consistency, ensuring optimum coverage as well as improving the core criteria could then be used to develop specific labels so that the product-specific criteria in turn enjoy consistency as well as coverage.

It is integral for the labels to be synergistic and not operate in isolation. The established facts and the equity that leverage to the proposition should be retained. If one theme and understanding to the consumer is consumption then subsequently it cannot be efficiency, if stars symbolize a star performer then the same equity has to be carried forward with all future designs.

Color coding should be consistent across in order to draw common appeal amongst the all-round audience.

In, India the association with current 5 star labels is too high therefore people understand star very well. More the number of stars more the savings hence the new SEA label had to be consistent with the current 5 star label. The design element star plays an integral role in minds of people hence presence of star in the SEA label design would move forward the legacy of star.

SEEP could have a mega star, a gold all contextual facts have to be kept in mind. Two labels on same appliance may confuse as consumers say if someone gets gold he is bound to have performed better than the one who got silver. Hence, the presence of a single label would be beneficial and understandable by the consumers.

Withdrawing critical aspects like stars devoid the program of its credibility. The presence of the same lends great leap.

5.1 Incentives

The feasibility of a country to accelerate the deployment of super-efficient appliances and equipment by providing financial incentives to manufactures in addition to collaboration on labeling of super-efficient products and minimum energy performance standards is a proven fact. Manufacturers can be bought down together to support the harmonization of labels by providing incentives to bring about a market transformation at the international level. The provision of financial incentive to achieve market transformation occurs at various stages of product cycle. The financial incentives can be provided by two means –

Downstream - Incentives can be provided to customer – thereby creating a PULL for products that suppliers meet by changing the product mix that they offer

Midstream - Incentives can be provided to retailers to push the super-efficient appliances

Upstream - Incentives can be provided to the manufacturer to PUSH the products to the customers

Down-stream/Direct incentives refer to direct payments or subsidies to individual customers for the purchase of SEA label fans. Direct incentives could be offered in form of the following-

-Rebates- A rebate is a payment from the program sponsor to an individual customer, typically made after a qualified item is purchased and a rebate coupon or application is submitted. Rebates can be prescriptive (fixed amounts pre-defined for specific products) or custom (defined by formulas or other rules that match the payment to a specific product or project).
– Discounts. Discounts can be viewed as "instant" or upfront rebates, taken off the price of the product at the point of purchase. Discounts can also be structured as reductions on the purchase of the product.

Upstream-incentives are financial incentives that involve payments to parties that are "up the supply chain". Upstream incentives reach relatively far up the supply chain, typically to manufacturers; Upstream incentives can affect larger markets than direct incentives targeted to individual customers, because upstream and midstream players are able to offer the desired products to all the customers they serve, not just those who learn about direct customer rebates.
Midstream incentives- include payments to retailers for stocking, promoting, or selling SEA label fans. They can also help condition markets for longer-term changes in product specifications, stocking patterns, and so on. In India the retailers for the category are small establishments with varying interests and hence not a viable option to consider.

- For SEA labeling program it is advisable to undergo upstream- incentive program would reduce subsidy requirement for super-efficient appliances (SEAs).

- (1) Giving incentives upstream avoids wholesale and retail mark-ups and taxes; (2) Larger market size facilitates changes by manufacturers.

- Reduce transaction costs - Interaction with manufacturers versus millions of customers.

Monitoring and verification is made easier. Focus only on shipments/sales data instead of surveying millions of customers

- The incentives can be given to manufactures at production stage or at the sales stage.
- The choice of disbursal mechanism should be influenced by cost, simplicity and ease of implementation.
- The period of disbursement of incentives should be fixed a priority basis.
- There should be performance criteria for manufacturers and severe penalty in case of default.

Benefits of Upstream Incentives to Manufacturers

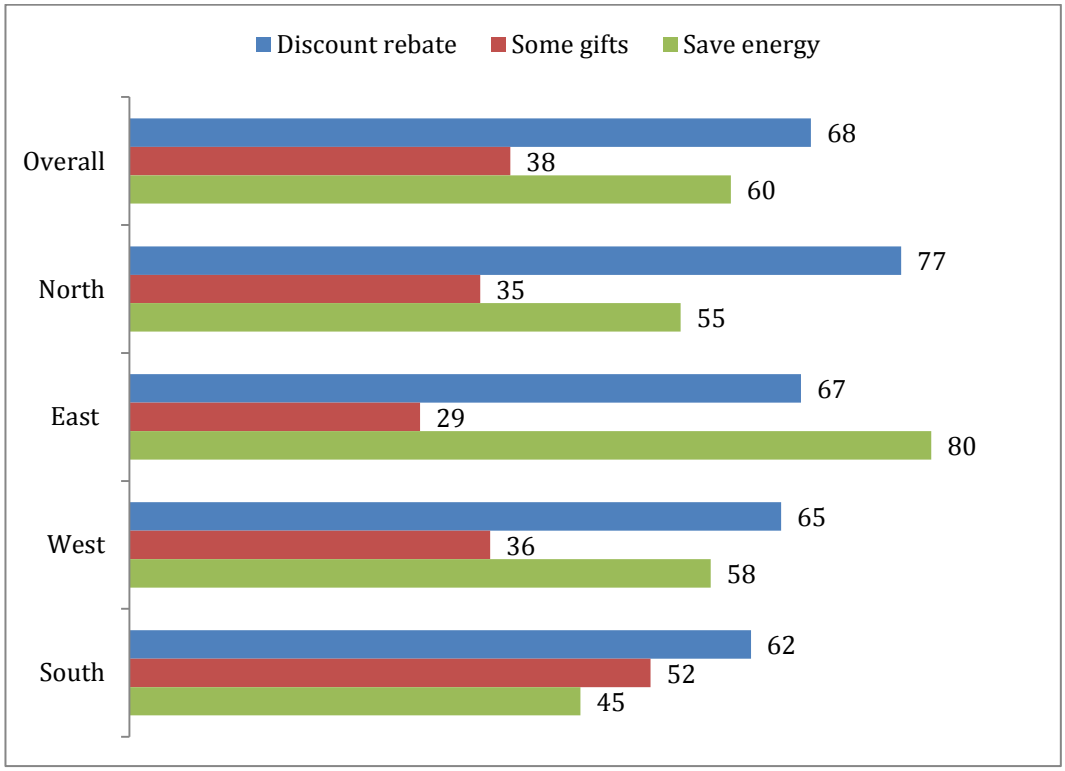
- Reduced transaction costs - Easier to work with handful of manufacturers rather than change behavior of millions of consumers
- Lower incentives required
- Increased bargaining power with manufacturers
- Helps with design and deployment of appliances better suited to multi-countries condition
- Can bring about rapid transformation of market
- In the context of India where the markets and consumers are varied in behavior, upstream emerges to be the ideal platform
- With high illiteracy rates the benefits downstream may pose lot of problems, may not be aware of the same and hence would be at the mercy of unscrupulous retailers
- It is observed that exchange programs work better with downstream incentives as the benefits offered act as motivators to replace products unlike the new buy

Pre requisites for the success

- Bring in some of the top manufacturers like: Orient, Havel's, Crompton, Polar, Usha and Khaitan in the ceiling fan segment and empanel them
- Treat them as program partners which will have a trigger effect
- Government to provide financial support i.e. upstream incentives and desired technical support to the manufacturers for successful implementation of the program. Manufacturers expect the Government to provide full monetary support in purchasing the technology/materials required to manufacture super-efficient fans.
- Manufacturers should see themselves as promoters for the program and for this to happen a workshop should be conducted with the community to seek larger roles from them.
- Right mix – targeting different segments; use varied media, some may like to see it on their systems by just logging in on the website while others may want to read, see or hear

Quantitative Insights Rebate/Incentives for Super-Efficient Fans:

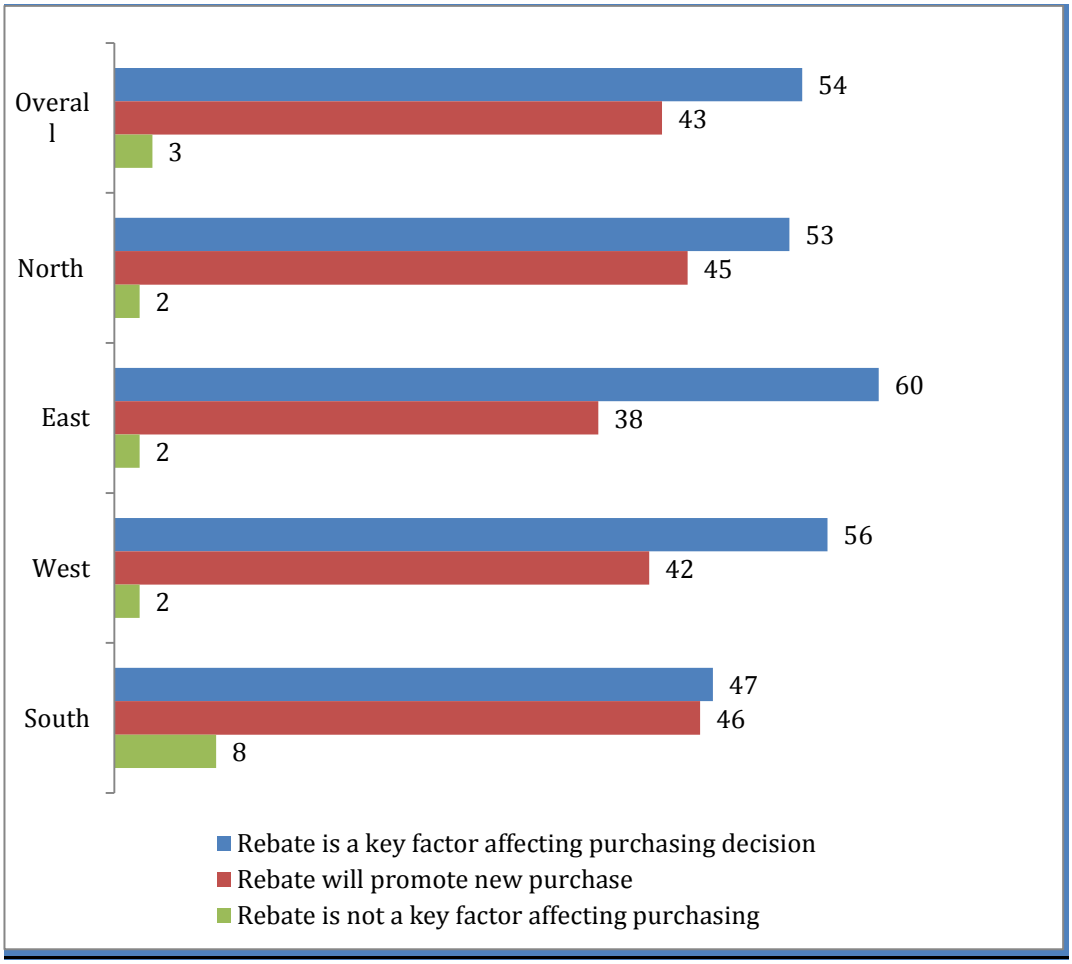
Base: N=1711 Data represented in %



Graph 102: Motivators for Purchase of Super-Efficient Fans

The lure of discount is slightly rated high by the consumer group over the benefit of saving of energy to them.

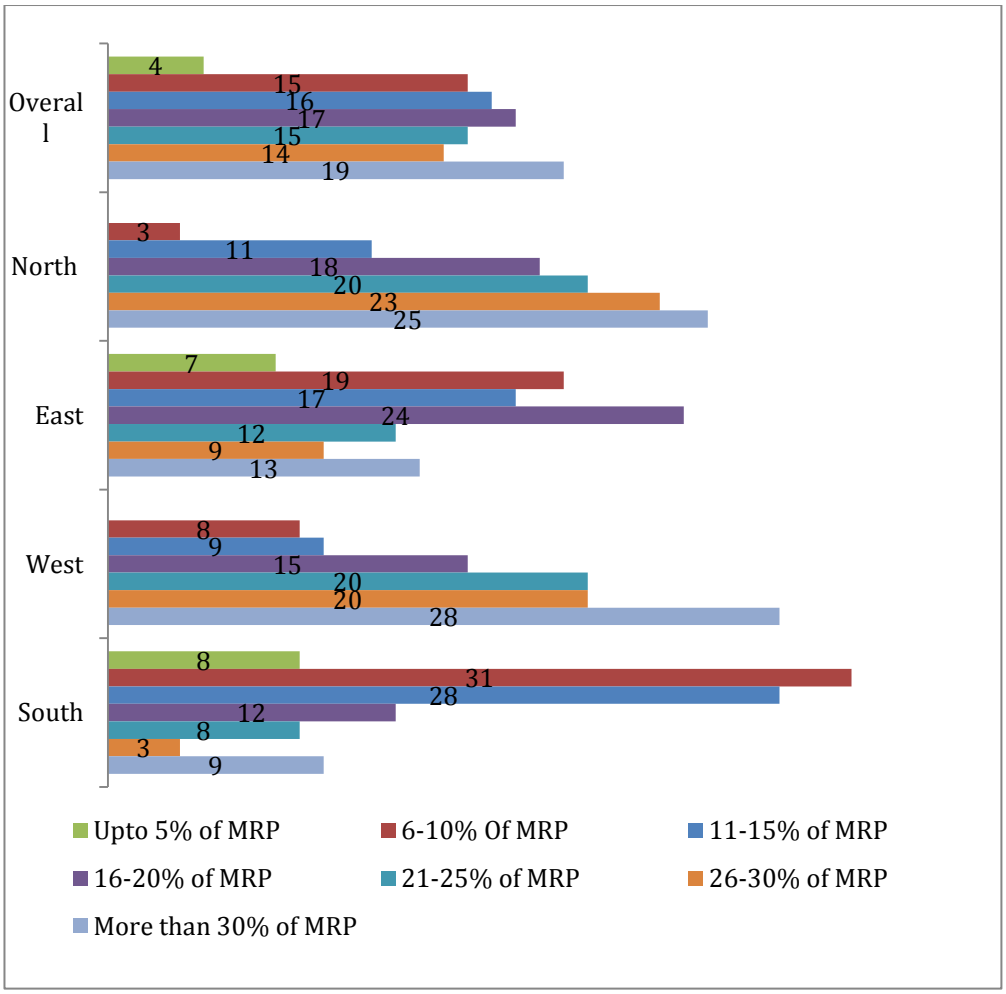
Base: N=1711 Data represented in %



Graph 103: Perceived Discount/rebate on super-efficient appliances- Consumer Insights

At an overall level, almost more than half of the population perceived that rebate can work out as a key factor to buy super-efficient appliances. Also 43% of the respondents stated that rebate will promote the new purchase at initial stage. In south 8% perceived that rebate is not a key factor for buying any super-efficient appliance.

Base: N=1711 Data represented in %



Graph 104: Perceived% of Discount/rebate on Super-Efficient appliances- Consumer Insights

More than 30% discount is the most desirable discount as 19% response goes for this. Around 15% population says that discount ranging between 6%-26% would be sufficient for them.

6. Branding & Marketing

6.1 Communication & Marketing

A detailed media plan needs to be developed to support the implementation of the SEEP (Super-Efficient Equipment Program) in India. A two way strategy to be developed to make the promotional strategy more effective:

- The 1st level will focus on introductory advertisement and will explain the SEEP program
- The 2nd level advertising should be more specific and will address application of the same on appliances.

Effective standards-setting and labeling programs require a communication campaign to support acceptance and use of the new standards and/or labels. Consumers and retailers need encouragement and stimulation to change their behavior. Experience shows that programs will be more effective if they adopt targeted messages and communications mechanisms. Execution of an information campaign is deemed a significant undertaking.

Therefore, the marketing campaign should be designed on the broad advantages attached with the SEA label program. The awareness building campaign should be built on the following parameters-

Develop the SEA Label as a Brand

The current 5 star label has built a unique identity amongst the consumers likewise the awareness building campaign should be in such a way that it directly connects with the consumers. With time the label should be perceived as a unique brand. The label should be regarded and further developed as Super-Efficient brand.

Build on Strength

As new types of appliances are brought under SEEP program, they should provide opportunities to further strengthen the brand recognition and credibility as the star label enjoys. Whenever new products would be introduced to a labeling regime, the opportunity to promote that fact to the general public and to retailers must be explored to continue the growth of the brand value and power.

Exploit Brand Power to Sell Long Terms Benefits

The existing brand strength of 5 star label should be taken forward. The legacy of star should be taken forward. The highly recognizable element in the label is the star hence the SEA campaign should leverage the equity of the star.

We tried to draw a communication connect with the program. Hereby we used certain communication messages that emerged from simple ideas.

The messages that emerged were:

Stars ka Big Brother

The message didn't draw high connect with Super-Efficient Appliance hence was not much appreciated across the centers. The message was unclear and difficult for masses to comprehend.

Bachat ka wada 5 star se zayada

The message was considered simple, clear and effective. It had direct impact on the minds of the consumer. The message sounds like a rhyme. This was termed as forward looking by many. This gave clear benchmark to consumers at large though some felt, it may dilute the credibility of comparative label.

Saving money and more

The message didn't sound very impressive to the consumers as they had already been noticing the similar kind of messages across various appliances therefore many believed this to be a brand communication then for a program of stature of SEEP.

Efficiency is profitable

The message was found to be difficult for consumers to understand. Profitable doesn't convey the message of monetary saving or power saving clearly. Therefore the message was not valued across the target audience.

Super-efficient makes life superb

The message scored mixed reactions consumers in North and East appreciated the same, however it had a weak connection with audience in West and South.

Saves energy and money

The message sounds good and pleased the consumers but was quite commonly used across electronic appliances. The communication message was found easy to read and remember but less persuasive.

Super sabse upar

The message sounded very filmy and not-effective. The message did not portray concept clearly. The message was seen to have low impact

Best money saver equipment

The message was easy to comprehend but didn't have impact on the minds of the consumer.

Super-Excellent saver

The message was not at all impressive and consumers across the centers didn't understand the word excellent clearly.

Bachat ke Super Stars

The communication message was appreciated across the centers. Association with super stars made the concept very clear that communication talked about super stars not the 5 stars label. Therefore the message received the highest acceptance across the cities.

Super Energy Saver

The written text "Super Energy Saver" built high association with the audience at large. The words "Super" showed high connect with the SEEP program. Consumer across the cities connoted super with something above average. Audience found the message easy to read, comprehend and recall.

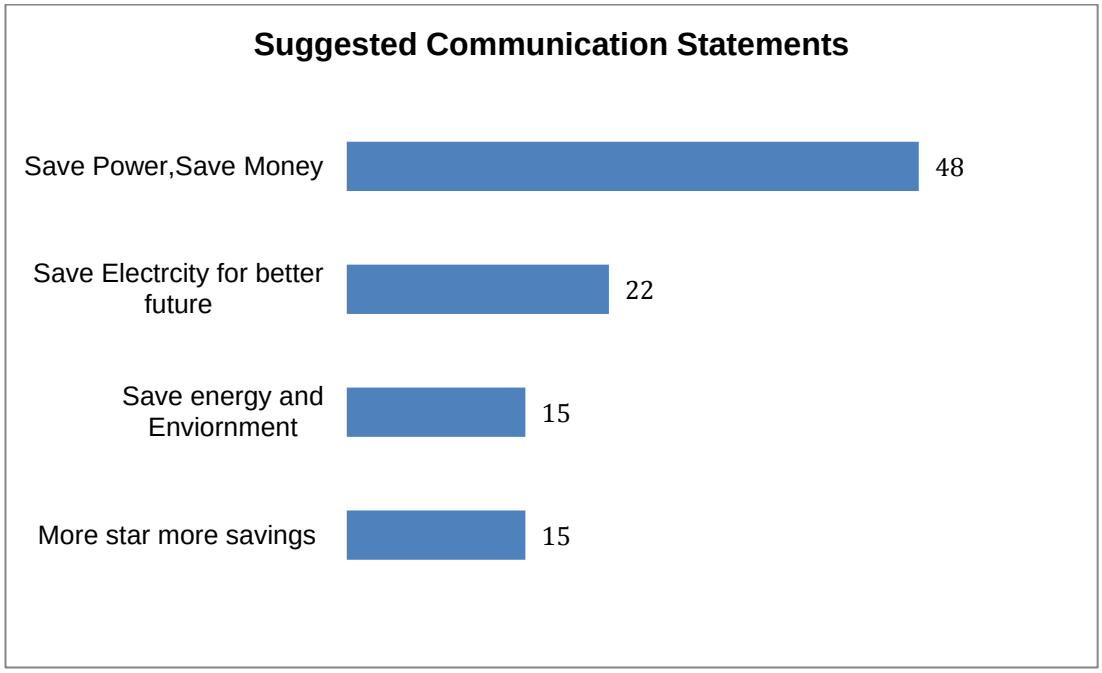
Base: N=1711 Data represented in %

Communication options (Frequency of Rank 1)	All	North	East	West	South
Bachat ke Super Stars	18	14	16	23	18
Stars ka Big brother	15	21	11	11	16
Bachat kawada 5 star se zayada	22	21	28	22	16
Super Energy Saver	13	9	18	8	15
Efficiency is profitable	9	7	5	6	17
Super-efficient makes life superb	10	11	8	14	7
Super sabse upar	7	8	6	9	5
Best money saver equipment	3	6	2	4	3
Better than 5 star	2	3	1	2	3
Super-Excellent saver	2	2	4	2	1

Table 37: Evaluating SEA Labels- Preferred Communication Options (Consumer Insight)

When asked about the communication options or taglines, most consumers across all four zones liked “Bachat kawada 5 star se zayada” the most “Bachat ke Super Stars” was the second preferred option followed by “Stars ka Big brother”.

Base: N=1711 Data represented in %



Graph 105: Evaluating SEA Labels- Suggested Communication Statements (Consumer Insight)

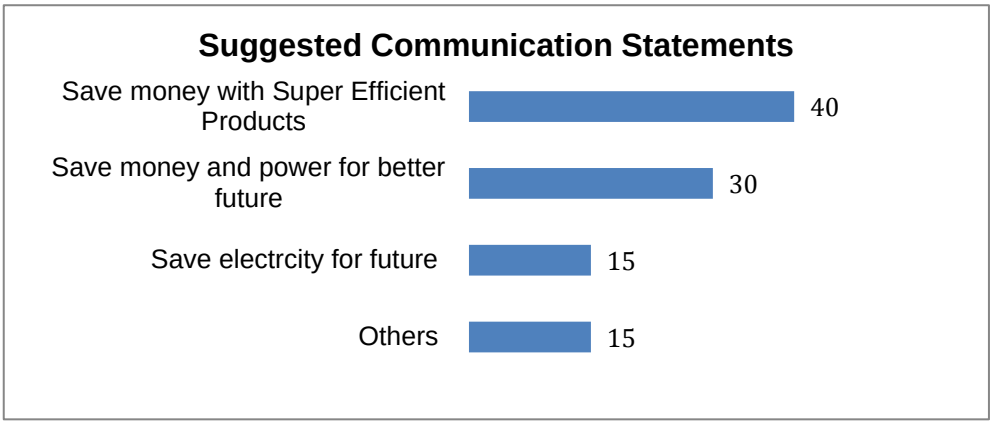
Majority of the customers suggested for a common statement save power, save money. The essentially focused on savings as it acted as the most important element for purchase of the products.

Base: N=241 Data represented in %

Communication options (Frequency of Rank 1)	All	North	East	West	South
Bachat ke Super Stars	26	32	38	20	15
Stars ka Big brother	18	8	33	21	10
Bachat k awada 5 star se zayada	21	28	17	25	15
Saving money and more	9	5	5	15	12
Efficiency is profitable	10	13	2	5	18
Super-efficient makes life superb	5	8	-	7	3
Super sabse upar	4	3	3	7	2
Best money saver equipment	2	-	-	-	8
Better than 5 star	4	-	-	2	13
Super-Excellent saver	2	2	2	-	3

Table 38: Evaluating SEA Labels- Preferred Communication Options (Retailer Insight)

Base: N=241 Data represented in %



Graph 106: Evaluating SEA Labels- Suggested Communication Statements (Retailer insight)

"Save money with super-efficient products" was the most widely suggested communication statement from retailers. Retailers focused more on savings money as they know it well that monetary savings lure the consumers the most.

7. Conclusion & Way Forward

7.1 Conclusion

This section highlights several key findings from the study which are-

Factors Considered in the Purchase of Appliances

Currently, "Energy efficiency" is **not a salient** factor to consumers when they purchase the appliances studied in this survey. When prompted however, consumers rate it as very important. The findings suggest Energy efficiency can be made more relevant and immediate to consumers; however, the mechanisms for doing so still need to be determined. In addition, many consumers are well aware of power shortages and outages. The concern to save and protect the environment has started to feature in prominence.

Market

The market for fans appears to be the most uniform across the cities studied. Markets for fans is characterized by two broad segments the one that is dominated by top 5-6 national brands and the other that thrives on local brands. If energy efficiency" can be effectively linked to brand name, or other measures of performance that consumers felt were important, then buying habits will be greatly influenced. The supply side will also be disposed to stock and manufacture products that comply with the latest norms, part of the SEEP program.

Purchase Decisions

The norm for buying appliances is either joint decision making (with both the husband and wife), or by the husband independently. This implies that marketing and communication need to include both target groups.

Word of mouth (friends) is an important influence, in addition to advertising.

During the initial stage of introduction of the label concept, mass media advertising should address the entire canvas of consumers - potential buyers as well as potential word of mouth influencers. However, once consumers choose appliances with efficiency labels, any unsatisfactory experience could lead to adverse word of mouth, which might have a negative impact on the credibility of the label concept. Consumers concerns like air delivery should be sorted at the first instance.

Therefore, it will be imperative to ensure that the labeled appliances are more energy efficient than the present 5 star efficiency level.

Power Consciousness
Saving electricity is a major concern for most consumers though not spelt at large for categories like fans. These messages will be useful in promoting appliance efficiency labels. While air delivery is high in the hierarchy of concerns, it also will be an effective message when connected to energy efficiency.

The acceptability of paying more for energy efficient appliances because they will repay the investment in the long run is fairly high. If through the communication platforms a simple equation is able to highlight the case of payback, it is bound to work wonders for the program.

The Label
Consumers understand the comparative label rating scheme. A label with five star is preferred to having four star label. A star label signifies the energy efficiency of an appliance has been well understood and decoded. Consumers perceive that the more the number of stars, the better the power savings. Though other elements like money bag and the power consumed by the appliance just finds stray mention.

Consumers thought the label was effective in communicating energy efficiency and reported they increasingly use labels as guides and information source in buying appliances.

Based upon the results of this survey, a “strong need” for Super-Efficient appliance exists. However, the road to developing awareness, acceptance, and use of an efficiency label is steep, both in marketing and technical terms. Apart from effective communication, the issue of increased costs for efficient appliances will also have to be addressed. Consumers need to be able to make trade-offs between the expected benefits of efficiency and any extra price. While the notion of a premium is acceptable to many consumers in the abstract, it would need to be well supported in the marketplace.

With high level of awareness and usage regarding 5 star labeled devices, consumers had realized the importance of star labeled appliances which led to higher energy as well as monetary savings. Therefore after we explained the concept of SEEP, the consumers got delighted and started enquiry about the launch of the products.

Key takes on label designs -
Integral elements

- Star
- BEE

- Badge of approval
- Visually appealing
- Less information
- Resonates high with simple terminology “power savings is preferred to Energy savings”
- Extension of 5 star label than exist in isolation (need for harmonization)

The terms of performance and savings from Super-Efficient appliance are far above the 5 star labeled appliances hence audience at large suggested to have only SEA label on the Super-efficient appliance and not both the labels (SEA label + 5 Star label).

Communication campaign

The marketing campaign for SEEP should be initiated to create exceptional values that connect with the audience-

- Credible and trustworthy offering
- The incremental investments are in fact offering high value
- Has a history of supporting good performance
- Reputation of BEE
- Easily available products
- Care for environment

The campaign should draw high connect with the consumer through Television and Radio commercials, Outdoor advertisement like billboards and posters, Informative adverts, programs and discussions on the national television & radio channels, Columns in the popular newspapers and economic magazines providing information about the program and its benefits. Also, manufactures and retailers should also be impaled to create awareness. They should be motivated towards promoting efficient products through good margins and subsidies etc.

Focus on communication strategy

- **Chosen communication**
  - Across media
  - Target cross-section of audience – both Key decision makers and influencer groups
  - Each sub-group has its own role and value hence need to target them individually as well as collectively
- **Message to be communicated**
  - It is imperative to change the perception about Standardization. The current connotations are towards ‘brand’, ‘product quality’ and ‘performance’ and not towards ‘energy efficiency’
  - The content has to be emphatically stating “Power Savings”; consumers across all categories fall for it
  - The message should not give an impression of “Push” for any appliance but a case towards betterment of beings and society

Key challenges to address while planning the marketing activities and communication strategies-

- Educate consumers
- Make things visible
- The main hurdle seems to be the affordability for the mass – the unorganized sectors is unwilling to participate – as they are in practice to evade taxes already from government
- The small local brands unwilling to participate in the initiative
- Issue of increased costs for efficient appliances.

7.2 Way forward

The Tasks-

Build Awareness

The awareness of BEE is high but with comparative label however the brand salience falls when decoded in isolation hence the SEEP initiative entails the need to project BEE as a brand with varied options.

Build Currency

Rational: Quick returns or pays back

- The usage of star labeled appliance will move the focus towards small incremental spend and lifelong savings. The consumer need to pay the incremental cost at ones and will earn the extra amount spend on the appliance in minimum time.
- Based on the insight that today's consumer is smart, looks for value, technology and functional aspects - hence does require strong reassurance.

Emotional Connect

The initiative needs to create unique values that connect with the audience

- Credible and trustworthy offering
- The incremental Investments are in fact offering high value to the society at large

Decision making

The category product entails low interest within the members of a household. Overall the purchase decisions are largely made by men but women are seen to be jointly playing active role though rarely they make sole purchase decisions. With looks assuming high importance and companies offering fans for kids the role of children in future will assume significant dimensions, hence rope them in right at the start.

Price support for inducing buying

- Substantial price support with right communication will act as a trigger point to induce consumers to buy SEEP products
- A simple discount mechanism that can be easily availed and understood (Incentives Upstream)