

**Paper No: PU-SOC - 01**

**A Study on the Product Adaptive Strategies of Generator.**

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**Abstract**

Product adaptation or customization is one among the most preferred strategies that manufacturers adopt to remain contemporary and competitive in the market. Customers prefer to purchase tailored products which suits to their specific needs. This behavior is very common among institutional customers for their industrial goods needs. This article is aimed at studying the critical factors that affects product adaptation with special reference to Genset Industry in India. A survey was conducted among 254 respondents of different Genset OEMs spread across in India with a goal to know the contribution of different factors affecting product adaptation of Genset. Through multiple linear regression using SPSS, a statistical software for data analysis, it was observed that product adaptation of Genset was significantly affected by internal process of the organization, supply chain capabilities and customer preference. Hence manufacturers need to consider these three factors to decide whether predict adaptation is essential or not for their customers.

**Keywords:**

Product adaptation, Generator, Customer Preference, Internal Process, Supply Chain

**Publication Details:**

<b>Journal Name</b>	<b>Vol.</b>	<b>Month &amp; Year</b>	<b>Page No.</b>	<b>Publisher</b>	<b>Scimago Ranking</b>
Indian Journal of Economics & Business	19 (2)	Sept, 2020	139-154	Ashwin Anokha Publications and Distributors	Q2