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# CUSTOMER SATISFACTION TOWARDS WHIRLPOOL HOME APPLIANCES – A STUDY

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**Abstract-** Customer behavior is the determining factor for the purchase of a product. When a customer prefers a particular among a number of varieties, it is known as customer preference. The attributes of a product should attract the attitude of customer, for having customer preference. The customer preference many change from time to time, due to changes in fashion and because of faster development of the science technology. This study is to analyze the satisfaction level of customer with reference to whirlpool home appliances. Customer is the individual or organization unit that consumes a product. A customer is a king of a market.

**Keyword: Customer Satisfaction, Whirlpool Home appliances, Behaviour**

## I. INTRODUCTION

The customer is the person or group that receives the work output. That work may be a product or services. The customer is the final arbiter of quality, value and price of products and services. Today, business around the world recognize that “the customer is king” knowing why and how people consume products help marketers understand how to improve existing product, what types of products are needed in the market place, or how they attract consumers to buy their products. Customer satisfaction depends on a product performance and expectations. If the performance falls short of expectations, the customers are dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty. Brand image is the key driver of brand equity, which refers to consumer’s general perception and feeling about a brand and has an influence on consumer behavior. For marketers, whatever their companies’ marketing strategies are, the main purpose of their marketing activities is to influence consumers’ perception and built a trust and make customer committed toward a brand, establish the brand image in consumers’ mind, and stimulate consumers’ actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity. Some researchers believe that consumers’ subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity which lead to loyalty and commitment towards the brand. Although the consumption decision will be influenced by brand features and attributes, it is determined by consumers’ perception about the brand image in a deeper sense. Despite the change of consumers’ life style and the way of information processing, brand image remains. As the lifestyle is changing, need of people are changing accordingly from more technology prone to advancement in electronic devices usage. People want faster paced life, leading to endless dreams to be fulfilled. Desire to achieve excellence in all departments of life makes life more interesting and increases the positive vibrancy. Belonging to this information technology era, life without laptops is unimaginable.

## II. REVIEW OF LITERATURE

Whereas the linking of customer satisfaction to and with loyalty is a useful development, there remains uncertainty to what customer loyalty truly is. The concept of loyalty has diverse views in terms of its conceptualization and measurement. Various researchers tend to view the concept from different

perspectives. For example, loyalty to Ehrenberg (1988) and Jacoby (1971) represents customer repeat purchase a view that if interpreted may suggest that customer loyalty only exist whenever customers embark on a do again (second buying journey) on a market offering. Whereas there is a connection between repeat purchase and loyalty, in that for a customer to be seen as loyal, it may be expected that such customer will continue with the act of buying a market offering repeatedly. It is, however, necessary to note that such view does not provide one with deep practical understanding of the concept as a customer may repeat purchase not necessarily because of a continues feeling of satisfaction or as a result of real intent to stay with a brand. But could be as a result of strong necessity for a market offering at that point in time and, therefore, may not necessarily imply the expression - Loyal to a market offering and or brand as there may be limited alternatives. Other authors (like Hess and Story, 2005) seem to view loyalty as preference and commitment, respectively. While preference may represent an attribute of loyalty, there may be strong difficulty in accepting loyalty to directly mean commitment in that both concepts follow similar principles but are indeed different. Muthuvelayutham C (2012) it examined “The study of consumer brand loyalty on electronic products with special reference to Pattukkottai” analyses the relationship between demographic variables on the brand loyalty of the consumers and tries to identify the consumer’s switching factors in respected selected product category. Chandrasekhar (2012) it examined “Consumer Buying Behavior and Brand Loyalty in Rural Markets: Electronic Goods”, aims to study brand loyalty of various brands in rural markets and identify the presence and the importance of local brands. Kotler defined customer satisfaction as “The feelings of a person’s pleasure or disappointment came from comparing the outcome (or a product’s perceived performance) in relation to his or her expectations” (Kotler, 2000:101). Alongside, Oliver defines customer satisfaction as a “decision resulting after a consumption experience - it is the consumer’s decision that a product providing (or is provided) an enjoyable level of consumption-related fulfilment “(Oliver, 1997). Moreover, customer satisfaction can be defined as consumer ratings of specific attributes (Gómez et al., 2004). Many scholars studied the effect of other factors on the satisfaction of the consumer such as the service efficiency and company’s marketing policies, but in our study we’ll omit such factors and only focus on the product’s attributes and their influence on customer satisfaction and subsequently the brand loyalty of consumers (Pakurár et al., 2019).

**Statement of the problem**

Customers prefer the home appliances with high quality, low price, attractive models and advanced technology. So the competition is severe and the manufacturer has to consider the opinion of the customers. In this context, the researcher is interested in studying the customer’s satisfaction towards the whirlpool home appliances.

**Objectives of the study**

- To study the socio-economic status of the respondents.
- To identify factors that influences the respondents to purchase whirlpool home appliances.
- To identify the problems faced by the respondents while using the Whirlpool home appliances.

III. METHODS AND MATERIALS

The study was mainly based on primary data first hand information was collected and used in the study. Interview schedule was used for the collection of data. The gathered information was then transferred to master table to facilitate further analysis. Secondary Data means data that are already available they referred to the data which have already been collected and analyzed by someone else. Considerable data has also been tapped from secondary sources such as Journals, Newspapers, Magazines and Internet. This section deals with data collected from consumers through separate questionnaire, which were systematically processed and presented as tables in comprehensive manner. Percentage, Weighted average and Chi-square test. The study covered a sample size of 50 respondents belong to the study area, who bought Whirlpool home appliances of electronic goods. This method is termed as simple random sampling.

IV. DATA ANALYSIS AND INTERPRETATION

Particulars	No.of respondents	Percentage
<b>Age</b>		
Below 25yrs	32	64
26 to 35yrs	09	18

36 to 45yrs	04	08
Above 45yrs	05	10
<b>Gender</b>		
Male	12	24
Female	38	76
<b>Preferable Product</b>		
Television	24	48
Refrigerator	13	26
Washing Machine	06	12
Air Conditioner	03	06
Water Purifier	04	08
<b>Mode of purchase</b>		
Cash	21	42
Credit Card	16	32
Installment	13	26
<b>Purchase Influencing factors</b>		
Family	19	38
Income	16	32
Life style	11	22
Society	04	08
<b>Reason for purchase</b>		
Quality	28	56
Price	10	20
Brand	07	14
Offers	05	10
<b>Level of satisfaction</b>		
Low	07	14
High	43	86

Source: Primary data

From the percentage analysis indicates that 64per cent of customers' age below 25yrs, 18per cent of customer between 26 to 35yrs, 10per cent of customer above45yrs and remaining 8 percent of customer 36 to 45yrs. 76per cent of customers' were female and remaining 24 percent of customer were male. 48per cent of customers' preferable television product, 26per cent of customer refrigerator, 12per cent of customer preferable washing machine and remaining 8 percent of customer were prefer water purifier. 42per cent of customers' prefer cash mode of purchase, 32per cent of customer use credit card and remaining 26 percent of customer like installment basis. 38per cent of customers' families were influencing factors for purchasing, 32per cent of income, 22per cent of customer life style and remaining 8 percent of customer community and society. 56per cent of customers' preferable quality basis, 20per cent of customers prefer price basis, 14per cent of customer prefer brand and remaining 10 percent of customer prefer offers. 86per cent of customers' were high level satisfaction and remaining 14percent of customers were low level.

**Difference between nature of the product and their satisfaction level**

Level of Satisfaction	Mean	S.D	Statistical inference
Television	26.41	.764	F=19.542 0.031<0.05 Significant
Refrigerator	28.33	.689	
Washing Machine	22.34	.894	
Air Conditioner	21.16	.912	
Water Purifier	22.47	.867	

From the oneway ANOVA 'f' test indicates that there is significant difference between nature of the product and their satisfaction level. The calculated value is greater than table value. The hypothesis is accepted.

## V. SUGGESTIONS AND CONCLUSION

From the study it is concluded that whirlpool brand has good image in the market. The price, quality and durability were satisfied to the existing customers. The company can improve the satisfaction level mainly in the area of advertisement and availability. And they must observe the customer's needs wants and expectation. Then only they can increase the sales. Customers are the center point and also king of the market. The manufacturer must keep a constant touch with the customer. He must plan his production and distribution to suit the customer's convenience rather than his own. The suggestion given in the study if implemented shall definitely help to strengthen its stake in the market. The company may increase its advertisement in order to increase the awareness of whirlpool home appliance with all segments of people. They should launch the new model of product at regular intervals. Now a day products are customized to digital. In this occasion, the idea must be built for better brand image and the quality is also must be checked frequently for a better customer satisfaction. A regular communication and announcement of product to the customers by using advance media techniques is inevitable.

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