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CUSTOMER SATISFACTION TOWARDS WASHING MACHINE - A STUDY

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ABSTRACT

At present century, the modern technological world introduces many innovative home appliances for reducing the work burden. In that washing machine considered as one of the most essential part of home appliances, especially for working women. The washing machine is not only to decrease their physical work but also save gives quality washing. But there is a rapid growth between well reputed washing machine companies. The consumers are not in a position to categorize the good branded washing machine. Many companies have their own unique features to cater the diverse of consumer needs. The research conducted in Tiruchirappalli town and it is aimed at appraise the customer satisfaction towards selective washing machine companies such as



Whirlpool, Godrej, LG, and Haier. 120 respondents were selected for this study and disproportionate stratified random sampling was used. The result shows that difference between various brands of washing machines and their overall customer satisfaction.

KEYWORDS: Customer Satisfaction, Washing machine, Brand preference.

INTRODUCTION

In the Competitor world a lot of home appliances are invented by the respected companies to do their work easily and comfortably. At present life, it is found in the many families that both men and women are worked in various sectors. So they are physically and mentally suffered a lot. These problems make them to prefer some home appliances to reduce their physical work. It is not only to reduce their physical work but also to save time and reduce their mental tension at the same time we get the actually quality of the work. In this context washing machine considered as one of the most basic home appliances. Before there was a few demand for the washing machines in India. After the arrival of Japanese product at competitive price with portable model in India the demand for the washing machine is raised up. In competitive world many well reputed companies manufacture various branded washing machine to attract the consumer with varying features. Our domestic market is currently flooded by washing machines manufactured in collaboration with foreign companies such as Whirlpool, General electric of the USA, Bosch - Sremens of Germany and Sharp and Sango of Japan. To attract the customers these companies fabricate various new models with more features at different price and capacity. This paper discussed the level of customer satisfaction towards selected washing machine companies.

According to Woodruff and Gardian (1996) define, "Satisfaction, then, is the evaluation or

feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer's response to the comparison. Satisfaction has an emotional component."

Customers are valuable asset that must be properly kept satisfied. The existence of any business oriented organization is the performance of business activities that will flow from the organization to identified target customers through the provision of need satisfying packages in order to satisfy the needs of the customers, and achieve the stated objectives set by the organization. The satisfaction of the needs of the respective customers thereby gives room for an opportunity to retain the customer and create customer loyalty for continuous patronage. In a similar manner, customer retention is a strong indicator of organizational objectives. The level of customer retention dictates to some extent the level of achievement of organizational, objectives. In other words, if customers fail to patronize or repeat the purchase of the products of the organization, definitely sales and profitability of the organization will drop which will adversely affects the entire performance of the firm. In a nut shell, the degree at which organization retain their customers depends to a large extent the degree of satisfaction derived from the products of the organizations.

FACTOR AFFECTING CUSTOMER SATISFACTION

Factors influence customer satisfaction is one of worth importance in order to know the reasons behind or the factors which are accountable to create customer satisfaction for a particular brand. The research has given some the factors influencing customer satisfaction as following below,

- o Price
- o Quality
- o Warranty
- o Service

These are major factors affecting customer satisfaction. These have been provided by various research studies. But even the customer satisfaction is established when the customer researched their desire and expected quality of the brand.

RATIONAL OF THE STUDY

This paper aims to find out the factors influencing customer satisfaction towards selected brands of washing machine. There are various factors used by the marketer to influence the customer satisfaction but how to decide that which of them can stimulate the level of satisfaction. Washing machine considered on essential part of modern life. Now days we could find new technologies introduces new brand of washing machine with more facilities and every day the new arrival of washing machines brands have made the companies constantly engaged in gaining the attention of the customers like price, offers etc., The Customer satisfaction towards selective 4 brand products has been made by the researcher in Tiruchirappalli town for studying the requirement of customer needs and their satisfaction.

OBJECTIVES OF THE STUDY

- o To study the socio-economic profile of the respondents
- o To examine the various factors of customer satisfaction towards selected brands of washing machine
- o To suggest suitable measures for better performance of the marketers

REVIEW OF LITERATURE

T. Shenbhaga Vadivu (2015), The paper is help to understand the customer satisfaction with washing machine. The survey was based on formal interview with the customers directly and the responses are collected through questionnaire. The sample size for this research is only 100 respondents and the area selected to do the survey is Tirupur. Here convenience sampling method was adopted to conduct the survey. The main aim of this study is to find out of the level of customer satisfaction and suggests them the means to improve the satisfaction level, which will help them to increase their sales. The companies should concentrate on improving on to understand buying behavior, demonstration provision, delivery of product, follow up of calls and service camps.

Hanagandi Rajendraprasad and Melo Filipe (2010), Customer satisfaction is the basic tenet of modern concept of marketing. It is the basic philosophy of management, which forces the organization to align its actions with market mandates. Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular company. The level of satisfaction is unwavering not only by the quality and type of customer experience but also by the customer's expectations. There exists an interaction between the desired consequences and customer satisfaction, customer loyalty and customer retention. Without the customer satisfaction trial it is impossible for any business to protract itself. Achieving the preferred results frequently is a result of customer actions. The washing machine companies like Videocon, Onida are having reasonably good quality of products and also they are competitively priced. The market statistics indicated that the foreign companies like LG, Samsung and Sony are performing much better in numerous markets. The Indian major players like Onida and Videocon are not able to detain much market. This will be the problem area of the research; the studies will be dedicated on issues concerned to customer satisfaction. In depth analysis on various parameters of customer satisfaction for selected washing machine companies will be studied.

S.Santhini, R.Jeeva Bharathi and G.Meena Priya (2013), every customer has certain wants and a strong desire to satisfy them. The customer purchases certain goods under the impression that the goods would satisfy his wants. If the product fails to satisfy his wants, he will discard the product and switch over to some other product, which can effectively satisfy his needs. This being the case, every producer should satisfy the needs of the consumer effectively for the very existence of his enterprise. Particularly in a free enterprise economy, the customer is regarded as the King. So that this study of customer satisfaction towards selective Sony products is necessary to identify whether selective Sony products are satisfying the needs of the customer effectively.

METHODOLOGY

The study is based on both primary and secondary data. Primary data have been collected by questionnaire methods. The data has been collected from 120 respondents using selected brands of washing machine and each 30 respondents were selected respectively such as Whirlpool, Godrej, LG, and Haier. In this study adopted disproportionate stratified random sampling method and Oneway ANOVA 'f' test was used for statistical tools used for analysis with the help of SPSS 22 version.

DATA ANALYSIS AND INTERPRETATION

Oneway ANOVA difference between various brands of washing machines and their overall customer satisfaction

Brands	n	Mean	S.D	SS	Df	MS	Statistical inference
Price							
Between Groups				249.692	3	83.231	f=6.201 p<0.05 Significant
<i>Whirlpool</i>	30	35.0000	5.82504				
<i>Godrej</i>	30	34.3667	5.41061				
<i>LG</i>	30	37.5333	4.86177				
<i>Haier</i>	30	33.7333	4.14341				
Within Groups				3016.300	116	26.003	
Quality							
Between Groups				14.867	3	4.956	f=5.375 p<0.05 Significant
<i>Whirlpool</i>	30	25.8667	3.03694				
<i>Godrej</i>	30	26.6000	3.13600				
<i>LG</i>	30	26.7667	2.96745				
<i>Haier</i>	30	26.6333	4.99298				
Within Groups				1531.000	116	13.198	

Warranty							
Between Groups				115.825	3	38.608	f=4.596 p<0.05 Significant
<i>Whirlpool</i>	30	32.5000	3.24569				
<i>Godrej</i>	30	33.2333	2.75034				
<i>LG</i>	30	30.8333	2.73021				
<i>Haier</i>	30	31.1333	2.83735				
Within Groups				974.500	116	8.401	
Service							
Between Groups				55.092	3	18.364	f=4.795 p<0.05 Significant
<i>Whirlpool</i>	30	30.0667	3.23700				
<i>Godrej</i>	30	30.5000	3.51107				
<i>LG</i>	30	31.8333	2.94880				
<i>Haier</i>	30	30.3667	3.06800				
Within Groups				1186.500	116	10.228	
Overall customer satisfaction							
Between Groups				417.892	3	139.297	f=5.401 p<0.05 Significant
<i>Whirlpool</i>	30	123.4333	7.61887				
<i>Godrej</i>	30	124.7000	8.20492				
<i>LG</i>	30	126.9667	6.81015				
<i>Haier</i>	30	121.8667	7.77145				
Within Groups				6732.100	116	58.035	

Research hypothesis (H₀): There is no significant difference between various brands of washing machines and their overall customer satisfaction.

Findings: The above oneway ANOVA 'f' test analysis of there is a significant difference between various brands of washing machines and their overall customer satisfaction. Hence, the calculated value less than table value (p<0.05). So the research hypothesis (H₀) is rejected.

SUGGESTIONS

- o Now a day products are customized to online. In this juncture, the idea should be build for better brand image and the quality is also must be checked regularly for a better customer satisfaction.
- o If the company provides the exchange of old goods to the new goods that will enhance customer preference towards particular products.
- o Festival offers and discounts are mostly attracted by the customers. If there is permanent offer for washing machine in the selected brand in most times, then it would lose its credibility.

CONCLUSION

The study can be concluded that various factors plays significant role in customer satisfaction towards various brand. The marketers should focus on factors influencing customer satisfaction. So the main mantra for the companies to be successful is to satisfy the consumers and develop brand image and quality of the product. Therefore it is necessary it is for the companies to meet the customers' requirement to convert them into highly profitable marketing opportunities in order to get customer satisfaction.

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