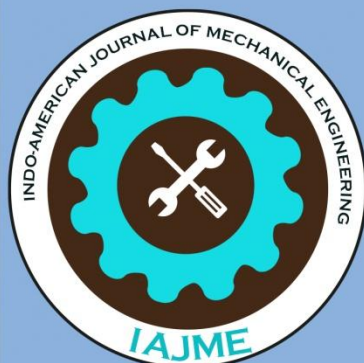




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## **A Study on Customer Satisfaction towards Selected Whirlpool Home Appliances with Special Reference to Pattukottai**

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### **ABSTRACT**

This study intends to examine the satisfaction level of customer with relation to whirlpool home appliances. Customer is the individual or organisation unit that consumes a product. A consumer is a monarch of a market. Customer behaviour is the determining factor for the purchase of a product. When a consumer favours a particular among a variety of variations, it is known as customer preference. The features of a product should attract the attitude of customer, for having customer preference. The client preference might change from time to time, due to changes in fashion and because of speedier growth of the science technology

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**KEYWORD:** Customer satisfaction, Whirlpool Home appliances

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### **CUSTOMER**

The customer is the individual or organisation that gets the work output. That work may be a product or services. The client is the final decider of quality, value and pricing of products and services.

### **CUSTOMER IS A “KING”**

Today, company around the world understands that “the customer is king” knowing why and how people consume products assist marketers understand how to improve existing product, what types of products are needed in the market place, or how they persuade consumers to buy their products.

### **CUSTOMER SATISFACTION**

Customer satisfaction depends on a product performance and expectations. If the performance falls short of expectations, the clients are disappointed. If the performance fits the expectations, the consumer is satisfied. If the performance exceeds expectation, the customer is exceedingly satisfied or delighted.

Many organisations are aiming for high satisfaction since customers who are simply pleased still find it easy to switch when a better deal comes along. Those that are highly satisfied are far less ready to switch. High pleasure or delight develops an emotional link with the brand, not merely a rational preference. The outcome is great client loyalty.

## STATEMENT OF THE PROBLEM

Customers like the home appliances with excellent quality, low price, appealing models and sophisticated technology. So the rivalry is harsh and the producer has to consider the opinion of the customers. In this context, the researcher is interested in examining the customer's happiness with the whirlpool home appliances.

## OBJECTIVES OF THE STUDY

1. To find factors that affects the respondents to acquire whirlpool household appliances.
2. To analyse the socio-economic situation of the respondents.
3. To discover the challenges faced by the respondents while utilising the Whirlpool home appliances.

## LIMITATIONS OF THE STUDY

1. Time is a key limitation. Extensive study is not possible mainly owing to the time restriction.
2. This study is not accurate because there is an omission of replies in certain questions.
3. The investigation is confined only to Pattukkottai.

## DATA ANALYSIS AND INTERPRETATION

### FACTORS INFLUENCING TO PURCHASE WHIRLPOOL HOME APPLIANCES

| Factors Influencing to Purchase Home Appliances | Number of respondents | Percentage |
|-------------------------------------------------|-----------------------|------------|
| Family                                          | 30                    | 20         |
| Income                                          | 68                    | 45         |
| Life style                                      | 33                    | 22         |
| Society                                         | 19                    | 13         |
| <b>Total</b>                                    | <b>150</b>            | <b>100</b> |

### Interpretation

From the above table, It is clearly stated that 20 per cent of the respondents are influenced by the factor family whereas 45 per cent of the respondents are influenced

## SAMPLE SIZE

For this study 150 respondents are interviewed for data collection.

## COLLECTION OF DATA

1. Primary data was acquired by structured questionnaire
2. Secondary data was also acquired through internet, books, journals and magazines.

## REVIEW OF LITERATURE

**C. MUTHUVELAYUTHAM (2012)**<sup>1</sup> it studied "The Study of Consumer Brand Loyalty on Electronic Products with Special Reference to pattukkottai" investigates the relationship between demographic variables on the brand loyalty of the customers and seeks to uncover the consumer's switching factors in respected specified product category.

**B.V.N.G. CHANDRASEKHAR (2012)**<sup>2</sup> it analysed "Consumer Buying Behavior and Brand Loyalty in Rural Markets: Electronic Goods", aims to explore brand loyalty of various brands in rural markets and discover the presence and the value of local brands.

45 per cent of the respondents are impacted by Income.

**TABLE SHOWING THE PRODUCT WHICH IS HIGHLY PREFERRED**

| <b>Product which is Highly Preferred</b> | <b>Number of respondents</b> | <b>Percentage</b> |
|------------------------------------------|------------------------------|-------------------|
| Television                               | 25                           | 17                |
| Refrigerator                             | 30                           | 20                |
| Washing Machine                          | 35                           | 23                |
| Air Conditioner                          | 30                           | 20                |
| Water Purifier                           | 30                           | 20                |
| <b>Total</b>                             | <b>150</b>                   | <b>100</b>        |

### **Interpretation**

From the above table, It is clearly shown that 23 per cent of the respondents selected Washing Machine whereas 17 per cent of the respondents preferred Television, 20

per cent of the respondents preferred Refrigerator, Air conditioner and water Purifier. Hence, the findings implied majority 23 per cent of the respondents preferred Washing Machine.

**TABLE SHOWING THE MODE OF PAYMENT ON PURCHASE IN ELECTRONIC SHOPS IN PATTUKKOTTAI.**

| <b>Mode of Payment</b> | <b>Number of respondents</b> | <b>Percentage</b> |
|------------------------|------------------------------|-------------------|
| Cash                   | 68                           | 45                |
| Cheque                 | 30                           | 20                |
| Credit Card            | 33                           | 22                |
| Installment            | 19                           | 13                |
| <b>Total</b>           | <b>150</b>                   | <b>100</b>        |

### **Interpretation**

From the above table, it is clearly stated that 45 per cent of the respondents made “Cash” payment on purchase in electronic shops in the city whereas 22 per cent of the respondents made “Credit Card” purchase,

20 per cent of the respondents made “Cheque” payment for purchase, and 13 per cent of the respondents made “Installment” purchase.

**TABLE SHOWING THE SATISFACTION LEVEL OF VARIOUS FACTORS**

| S.No | Attributes                     | Quality    | Design     | Price      | Features   |
|------|--------------------------------|------------|------------|------------|------------|
| 1.   | Highly Satisfied               | 50         | 27         | 43         | 26         |
| 2.   | Satisfied                      | 23         | 60         | 40         | 38         |
| 3.   | Neither Satisfied Dissatisfied | 28         | 32         | 31         | 43         |
| 4.   | Dissatisfied                   | 27         | 31         | 20         | 28         |
| 5.   | Highly Dissatisfied            | 22         | 0          | 16         | 15         |
|      |                                | <b>150</b> | <b>150</b> | <b>150</b> | <b>150</b> |

### Interpretation

From the above table, it is clearly stated that majority 50 respondents are highly satisfied with the quality of whirlpool home appliances and majority 60 respondents are delighted with the design of home appliances and Majority 43 percent of the responders are highly satisfied with the pricing of the whirlpool

### FINDINGS:

- Majority 45 percent of the respondents are affected by the factor Income to purchase Whirlpool home appliances \s□ Majority 23 percent of the respondents prefer Washing Machine
- Majority 45 percent of the respondents made 'cash' payment on purchase
- Majority 43 percent of the responders are highly satisfied with the pricing of the whirlpool

### SUGGESTIONS

- The corporation may expand its advertisement in order to increase the awareness of whirlpool home appliance with all sectors of consumers.
- They should launch the new model of goods at regular intervals.
- Now a days products are personalised to digital.

- In this situation, the idea must be built for better brand image and the quality is also must be reviewed constantly for a better client pleasure.

- A regular communication and announcement of product to the clients by employing advance media approaches is inevitable.

### CONCLUSION

- Customers are the centre point and also king of the market. The maker must retain a regular touch with the customer. He must

design his production and distribution to suit the customer's convenience rather than his own.

- From the study it is established that whirlpool brand has good image in the market. The price, quality and durability were satisfied to the existing customers.\s• The company can increase the satisfaction level especially in the area of advertisement and availability.

- And they must observe the customer's needs, wishes and anticipation. Then only they can raise the sales.

- The advice made in the study if implemented shall undoubtedly aid to strengthen its stake in the market.

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