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## A study on customer satisfaction towards preethi products in Coimbatore city

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### Abstract

Electronic goods are becoming a basic need rather than a luxury. There is a rapid growth witnessed by the companies producing electronic goods since last decade. The Customer satisfaction towards Preethi products has been made by the researcher in Coimbatore for studying the necessity of customer needs and their satisfaction. The analytical tools applied for the analysis of the data collected like Simple Percentage analysis and Chi-square tests. In the study of sample size was 123 respondents were different age group having different occupation. In the selection of respondents, convenient sampling method was used. The study is aimed at measuring customer satisfaction towards Preethi products in Coimbatore. Marketing starts before production and continues after sales. Marketing is the process of creating customers. The important attribute of the product is quality and prices have received favorable appreciation from the respondents.

**Keywords:** Customer Satisfaction; Awareness; Buying Behavior; Sale Promotion

### Introduction

Preethi, India's largest Mixer Grinder brand Kitchen and a leading Appliances company has emphasized its strong presence in over 9 Million homes in India and abroad. The Preethi range of appliances, includes Mixer Grinders, Auto Cooker/Warmers, Induction Cook tops, Electric Pressure cookers, Wet Grinders, Coffee Makers, Kettles and Irons amongst others. The company has 7 manufacturing facilities spread across Tamil Nadu and Himachal Pradesh.

The brand has grown from its modest beginning to become the market leader in Mixer-Grinder market. When a Chennai based company PKAL, launched by an enthusiastic, dedicated and committed team started producing nearly 20 mixer grinders a day within a limited work space, the brand 'Preethi' was born in 1978. Initially the brand had its network only in Chennai and a few areas around Tamil Nadu.

### Objectives of the Study

- ❖ To study about the customer awareness about the preethi products.
- ❖ To study about the factor which is influencing the customer to purchase the preethi products.
- ❖ To measure the problem facing by the target audience when purchasing the products.
- ❖ To interpret the results of the measurements based on statistical analysis.
- ❖ To offer suggestions in enhancing the quality about the products.

### Scope of the Study

The present study has been made to analyse to the customer satisfactions towards preethi products in Coimbatore city. The study container customer satisfaction towards the various products of preethi products in Coimbatore city through the main objective of customer by using the preethi products, but the scope of the study extends to the following related aspects viz. customer awareness of the product and find the factor which is influencing the product of choice.

### Statement of the Problem

The customer how looks for products differentiation and the convenience offered. The customer has certain expectation from preethi products of its quality, price, popularity, size

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and color. The money spends on advertisement creates awareness among the customers regarding product in the market. In this context the present study is undertaken to determine the customer satisfactions of preethi products to measure the customer's product loyalty about a particular products, to identify measure the level of satisfaction of the preethi products, to identify the problems faced by the preethi products customers. Hence the study entitled a study on customer satisfaction towards preethi products in Coimbatore city.

### Methodology of the Study

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problem. The following methodology is used in the study.

### Area of the Study

The area of the study was conducted in and around Coimbatore city.

### Sample Size

In the study of sample size is 123 respondents were different age group having different occupation. In the selection of respondents, convenient sampling method is used.

### Research Design

A research design is the arrangement of conditions for collecting an analysis of data. In a manner that aims to combine relevance to the research purpose with economy in procedure. The research has undertaken a descriptive type of research. The type of study mainly helps to know the past, present and future.

### Sampling Design

On the basis of convenience sampling technique the respondents were chosen. The population elements selected for inclusion in the sample are based on the case of access, and hence it is convenient sampling.

### Methods of Data Collection

The data has collected from both primary and secondary

### Primary Data:

Primary data was collected for the first time. The research mainly depends on the primary sources of the data. It is original and collected for a specific purpose are to solve a specific. Primary data was collected from the respondents by using the questionnaire method and also interview method.

### Secondary Data

Secondary data already exists in one form or another. The secondary data's are collected from magazines, journals, newspapers, catalogues and internets, etc

### Pilot Study

Pilot study was conducted to test the questionnaires. For this purpose a sample of 25 respondents were selected, based on information given by them. Necessary modifications were made in the actual questionnaires.

### Statistical Tools Used For Analysis

The following statistical tools were used for the purpose of analysing the data.

Simple Percentage Analysis

Chi-square test

### Limitations of the Study

- The respondent's opinion relates only to the particular people of Coimbatore city
- The data is collected based on the questionnaire schedule the result will be varying according to the opinion of the customer.
- The study was conducted only for short period and hence this information may not suitable for other periods.

### Review of Literature

Kotler& Armstrong (2001) <sup>[1]</sup> provide a comprehensive figure that demonstrates the main elements in a modern marketing system it indicates a common situation, in which marketing involves serving a market of end users in the face of competitors. The company and the competitors send their products and messages to end users, either directly or through marketing intermediaries. All of the players in the system are affected by major environmental forces, like demographic, economic, physical, technological, and social/cultural.

According to Birlasunlife (2003) <sup>[2]</sup> Having grown up in a traditional South Indian family (Madras, for some), most of the mornings I used to wake up to the smell of idly or dosas being made for breakfast. Those were the days when the batter – the paste of pulses used as raw material for idles and dosa.

Ailawadiand Keller (2004) <sup>[3]</sup> stated in research that location of a hypermarket of the distance that a customer must travel to showroom there are the basic criteria in store decision a convenient location is one of the most important attributes that puts a re show room into the customers consideration set. Once it's in the consideration set, other factors like price image and service and product assortment determine whatever a customer will actually buy the preethi products.

Moore, C.M. (2005) <sup>[4]</sup> first to mention are factors relating to economic situations, that is the conventional notion that private brand volume inversely associated with economic and disposable income growths as pointed also found a higher tendency to switch to store brand during economic downturn.

According to crunchy (2007) <sup>[5]</sup> After having bought a horror of a preethi products called MANTRA (a Coimbatore based company), the preethi products broke literally into 2 out of fatigue fracture of the body, merely 3 months after the purchase. We were primarily using it for ATTA mixing as my mother has arthritis

According to Ravikantbhat (2008) <sup>[6]</sup> My tryst with preethi products goes many years back when we owned an electric appliance store in my home town Mira and were leading suppliers of preethi products to local restaurants. Sinha and Krishnaswamy (2009) <sup>[7]</sup> state that customer shoe clear preference in choosing a store. In most cases, they trend to associate store with the value proposition promised by the stores and respective formats. Store formats stand for their own mix of values that helps customers maximize the benefits.

### List of Products

- ✓ Mixer grinder
- ✓ Induction cook tops
- ✓ Auto cookers/warmers
- ✓ Table top wed grinder
- ✓ Electric presser cooker
- ✓ Choppers

- ✓ Coffee maker
- ✓ Kettles
- ✓ Irons
- ✓ Health juicer
- ✓ Gas stoves

**Analysis and Interpretation**

1. Simple percentages analysis =  $\frac{\text{Number of Respondents}}{\text{Sample Size}} * 100$

2.  $X^2 = \frac{\sum(O-E)^2}{E}$

**Table 1:** Type of Advertisement

S. No	Type of Advertisement	Number of Respondent	Percentage
1	Television & Radio	53	43
2	Dealers	21	17
3	Catalogue	26	21
4	Newspapers	23	19
Total		123	100

**Interpretation**

The above table shows that, 43% of the Respondents are advertisement of the Preethi products through Television & Radio, 21% of the Respondents are advertisement of the Preethi products through Catalogue, 19% of the Respondents are advertisement of the Preethi products through Newspapers and 17% of the Respondents are advertisement of the Preethi products through Dealers.

Majority (43%) of the respondents are advertisement through “Television & Radio”.

**Table 2:** Preethi Compare with Other Products

S. No	Factor	No Of Respondent	Percentage
1	Attractive	21	17
2	Convenience	27	22
3	Easy To Carry	31	25
4	Long Life	44	36
Total		123	100

**Interpretation**

This table shows that, 36% of the Respondents are Long life of the Preethi products, 25% of the Respondents are Easy to carry of the Preethi products, 22% of the Respondents are convenience of the Preethi products and 17% of the Respondents are Attractive of the Preethi products.

Majority (36%) of the respondents are coming under the “Longlife” of the Preethi products.

**Table 3:** Mode of Payment

S. No	Mode of Payment	Number of Respondent	Percentage
1	Cash	70	57
2	Credit	27	22
3	Installment	18	15
4	Credit Card	8	6
Total		123	100

**Interpretation**

This table shows that, 57% of the Respondents are in the Cash, 22% of Respondents are in the Credit, 15% of the Respondents are in the Instalment and 6% of Respondents are in the Credit card.

Majority (57%) of the respondents are coming under the “Cash”.

**Table 4:** Factor Influences the Respondents

S. No	Factor Influences	Number of Respondent	Percentage
1	Price	17	14
2	Quality	60	49
3	Popularity	22	18
4	Size & Color	24	19
Total		123	100

**Interpretation**

The above table shows that, 49% of the Respondents are the factor influences the Quality, 19% of the Respondents are the factor influences the Size & Color, 18% of the Respondents are the factor influences the Popularity and 14% of the Respondents are the factor influences the Price.

Majority (49%) of the respondents are coming under the factor influences the “Quality”.

**Table 5:** Relationship between area of Location and Level of Satisfaction of Preethi Products.

Calculate Value	Degree of Freedom	Table Value	Accepted / Rejected	Level of Significance
8.8937	4	9.488	Accepted	5%

**Interpretation**

The calculated value of chi-square is less than the table value at 5% level of significance. So the null hypothesis is accepted. Hence there is no relationship between area of location and level of satisfaction of preethi products using the respondents.

**Findings**

- ❖ Majority (33%) of the Respondents are coming under the age group of “31-40”.
- ❖ Majority (76%) of the respondents are coming category of “Female”.
- ❖ Majority (75%) of the respondents are coming under the group of “Married”.
- ❖ Majority (45%) of the respondents are coming under the “Diploma & degree”.
- ❖ Majority (42%) of the respondents are coming under the “House maker”.
- ❖ Majority (44%) of the respondents are coming under the income of “10000 to 20000”.
- ❖ Majority (55%) of the respondents are coming under the “Nuclear family”.
- ❖ Majority (53%) of the respondents are coming under the “Urban”.
- ❖ Majority (100%) of the respondents are coming under the “Awareness of the Preethi products”.
- ❖ Majority (43%) of the respondents are advertisement through “Television & Radio”.
- ❖ Majority (36%) of the respondents are coming under the “Long life” of the Preethi products.
- ❖ Majority (70%) of the respondents are under the purchase of the “Dealers”.
- ❖ Majority (57%) of the respondents are coming under the “Cash”.
- ❖ Majority (44%) of the respondents are coming under the price range of “2001 to 5000”.
- ❖ Majority (49%) of the respondents are coming under the factor influences the “Quality”.
- ❖ Majority (40%) of the respondents are coming under the using preethi products is “2 to 3 years”.

- ❖ Majority (59%) of the respondents at the time of using the preethi products is “Good”.
  - ❖ Majority (44%) of the respondents are coming under the purchased at “Normal period.”
  - ❖ Majority (69%) of the respondents to considered the other brands before preferring the preethi products.
  - ❖ Majority (70%) of the respondents are coming under the providing to “warranty facility” of preethi products.
  - ❖ Majority (31%) of the respondents are coming under the warranty period of “2 year”.
  - ❖ Majority(55%) of the respondents are coming under the” Satisfied” with the preethi products
  - ❖ .Majority (21%) of the respondents is under coming the “problem faced” with preethi products.
  - ❖ Majority (76%) of the respondents are coming under an idea of changing the present products.
  - ❖ Majority (69%) of the respondents are preferred to take recommended to relatives and friends.
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### **Chi-Square Test**

The chi-square table shows that there is a significant no relationship between gender and mode of payments of preethi products using by respondents.

The chi-square table shows that there is a significant no relationship between area of location and level of satisfaction of preethi products using by respondents.

### **Suggestion**

Preethi company products is a worldwide famous company for the products like kittle, cooker, presser cooker, mixer grinder, induction stove, table top wed grander. All the products may lose its quality after certain period. So the manufacturer should concentration on their quality for long period. Many feature said by the manufacturer are not fulfilled as they said. So made the feature for all the products as they promised. And the major drawback is that the service centre is not responding for the customer during service period. So please make all the facilities to attract more number of customers.

### **Conclusion**

Marketing starts before production and continues after sales. Marketing is the process of creating customers. LG products are liked by one and all. The study shows that most of the sale is done on basis of sales promotion activities and TV advertisement etc. The important attribute of the product is quality and prices should be taken care. Product attributes like permanence and after sales service has been appreciated. It is certified that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempt its best to reveal the same.

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