



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2016; 2(5): 65-68
www.allresearchjournal.com
Received: 01-03-2016
Accepted: 02-04-2016

R Kiruthika

Research Scholar in Commerce
Department Of Commerce with
Computer Applications Dr.
SNS Rajalakshmi College of
Arts and Science
(Autonomous), Coimbatore- 49

Correspondence

R Kiruthika

Research Scholar in Commerce
Department Of Commerce with
Computer Applications Dr.
SNS Rajalakshmi College of
Arts and Science
(Autonomous), Coimbatore- 49

A study on consumer satisfaction towards brands of washing machine in Coimbatore city

R Kiruthika

Abstract

A huge population of consumers was spending large sums of money on goods and services. Besides this, consumer buying behavior were shifting and becoming highly diversified. Even in case of industrial markets, buyers' preferences were becoming diversified and they too were exhibiting less predictable buying behavior. In the emerging business scenario various techniques are used by the marketer for influencing the buying behavior of their consumers. For conducting the research, data was collected through convenience sampling of 150 consumers of Coimbatore city. Later the data was analyzed with statistical tools like Simple Percentage analysis, the hypothesis was tested by using Chi-Square analysis and Ranking analysis was used. The market statistics in India indicate the brands of washing machine such as LG, Samsung, Whirlpool, and Godrej have achieved greater heights. It reveals that demographic profile such as age, gender, educational qualification, marital status, occupation and income of consumer of selected brand do not have influence in the level of satisfaction of consumer buying behavior.

Keywords: Consumer, Brands, Important Factors, Buying Behavior.

Introduction

The term market in common usage refers to a place where actual buying and selling take place or where buyers and sellers personally meet together to effect purchases and sales. This clearly means that a market is a geographical area where commodities are exposed for sales. But in reality, the term market has wider connotation and includes various elements. Market need not necessarily mean any particular place. It is the sum total of the situation or environment in which the resources, activities, attitudes of the buyers and sellers, affect the sales for the product in a given area. Consumer satisfaction, a business term, is a measure of how products and services supplied by a company meet consumer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive marketplace where businesses compete for consumers, consumer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There is a substantial body of empirical literature that establishes the benefits of consumer satisfaction for firms.

Objectives of the Study

- ❖ To identify the level of brand awareness among the consumers.
- ❖ To identify the factors that influence to choose their respective brands of washing machine.
- ❖ To analyze the satisfaction level of the consumers.
- ❖ To find out the problem faced by the consumers while using the brands of washing machine.
- ❖ To offer valuable suggestions for the improvement in sales of washing machine.

Scope of the Study

A study on consumer satisfaction of other company's washing machine can be carried on, large sample size and area can be taken for study, study on the demand forecasting for washing machine can be done, market potential for other washing machine can be done, market segmentation for the washing machine can be done.

Statement of the Problem

Manufactures produce different kinds of products in order to sell them in the marketing. But selling the product in the market is not an easy task. In modern time without market research and without understanding the market needs and desire, it becomes difficult to sell the product. It is necessary to find out the needs of the customers and satisfy them. To attain the organisation goals and public welfare, it is necessary that the customers must be satisfied. Customer satisfaction is closely linked to quality. Heavy competition is prevailing among the companies producing washing machine. The liberal government policies having resulted in the entry of new companies with new technology and foreign collaborations in the industry.

The companies producing washing machine are facing many problems such as increasing cost high competitions, changing life style of the customers and difficulties in predicting the buyers' attitude towards a product because of frequent changes in consumer preference. The market is now filled with range of washing machine with different brand names offering the customers the latest technology. So consumers' satisfaction is very important in today's market situation.

Research Methodology

Sampling

It is a process used in statistical analysis in which a predetermined number of observations will be taken from a larger population. The methodology used to sample from a larger population will depend on the type of analysis being performed, but will include simple random sampling, systematic sampling and observational sampling.

Sample Design

- ❖ Sampling technique
- ❖ Sample size
- ❖ Study area

Sampling technique

The sampling technique used for the study is convenience sampling method.

Sample size

The sample size is 150 respondents.

Study area

The area selected for the study is Coimbatore city.

Sources of Data

- ❖ Primary data
- ❖ Secondary data

Primary data

The primary data was collected directly from the respondents through the questionnaire.

Secondary data

The secondary data was collected from journals, magazines and websites.

Tools Used

The following statistical tools were used to analyze and interpret the data

- ❖ Simple percentage analysis
- ❖ Chi-square test
- ❖ Rank analysis

Limitations of the Study

- The results and findings are based on the opinion of the respondents of Coimbatore city it cannot be generalized.
- The respondents' views and opinions may hold good for the time being and may vary in future.
- All brands of washing machine have not been included.
- The sample size restricted to 150 respondents.

Review of Literature

Mc Connell (1968) conducted a study on "the antecedents and consequences of customer satisfaction for firms". Has founded that considerably more work is needed before brand loyalty is understood. This small study provides evidence of the importance of variables other than time and indicates some of the benefits of experimentation it's the degree to which a brand is repeatedly purchased by the consumer. Management science journal 12(2):125-143.

Newman and werbel (1973) conducted a study on "a dynamic model of the duration of the customer's relationship with a continuous service provider: the role of satisfaction". They founded that positive relationship between brand loyalty and satisfaction with the old product, and age of the household head and the presence of young children. When people become loyal to your brand it's easy to launch new brand or come up with any change in existing product or brand. Sometimes it increases with the other incentives given with product. For example, any deal in which your brand is also offered. Loyal customers are less price sensitive than non-loyal consumers in the choice decision. Management science journal 17(1):45-65.

Bayus (1992) conducted a study on "brand loyalty and marketing strategy: an application to home appliances". Has founded that these analysis can help manufacturers and retailers assess brand loyalty in terms of the primary customer sources that a brand attracts. Marketing science 11(1):21-38.

Schickler (1994) conducted a study on "consumer satisfaction, productivity and profitability". He stated that the strength and insistence of citizens' demands for democratization will determine whether new technologies are structured in ways that undetermined rather than rein force existing constellations of power. Innovation is not to be necessarily termed as introduction of new products in the market bit it can take place in the process of approaching the market. Management science journal 16(2): 129-145.

Allenby and lenk (1995) conducted a study on "reassessing brand loyalty, consumer brand choice". They stated that more strategically, the results indicate that consumer preferences for brands are not nearly as entrenched as might be expected. Their analysis suggests that a large portion of repurchase behavior is due to unexplained factors that are present across purchase occasion. There are many factors which affect the brand loyalty like consumer attitude, pressure from family and other persons sharing the use of brand, personal relations of a buyer with the sales person, customers satisfaction is supportive element of brand loyalty. Journal of business and economics statistics 13(3):281-289.

Seshaiah and Krishna (2000) conducted a study on "correlates of brand loyalty, some positive results." Founded that branding is an important factor in determining the choice of TV, refrigerator, and washing machine buyers, which depends not only on age, education and income, but also on personality and psychological dimensions. Consumers buy not the products but bundle of emotions. A "usage factor runs through the data. Journal of marketing research 7 (1):67-76.

Talikonda and weiss kenan (2001) conducted a study on “ the dynamics of brand innovation and firm completeness” has founded that technical product functionality and reliability contribute to perceptions of product superiority and uniqueness, which translates into increased customer satisfaction and sales. Integrating operations and marketing perspective of product innovation. Journal of management science 47(1)151-172.

Table 1: Showing Mode of Advertisement

Mode of Advertisement	No of Respondent	Percentage (%)
Television	47	66
News paper	18	25
Radio	4	6
Others	2	3
Total	71	100

Interpretation

From the above table we can infer that 66% of the respondents’ mode of advertisement is television, 25% of the respondent’s mode of advertisement is newspaper, 6% of the respondent’s mode of advertisement is Radio, and 3% of the respondent’s mode of advertisement is others which includes internet.

Majority (66%) of the respondent’s know the brand through television advertisement.

Table 2: Showing Period of Purchase

Period of Purchase	No of Respondent	Percentage (%)
Ordinary period	45	30
Exchange offer period	21	14
Festival offer period	54	36
Discount offer period	30	20
Total	150	100

Interpretation

The above table shows that 36% of the respondents purchase during festival offer period, 30% of the respondents purchase during ordinary period, 20% of the respondents purchase during discount offer period and 14% of the respondents purchase during exchange offer period.

Majority (36%) of the respondents are purchasing washing machine during festival offer period.

Table 3: Factors Influences to Buy

Factors Influences to Buy	No of Respondent	Percentage (%)
Price	57	38
Quality	49	32
Handling method	28	19
Power consumption	16	11
Total	150	100

Interpretation

From the above table we can infer that 38% of the respondents are influenced by price, 32% of the respondents are influenced by quality, 19% of the respondents are influenced by handling method and 11% of the respondents are influenced by power consumption.

Majority (38%) of the respondents are influenced by price factor.

Table 4: Chi-Square Test

Calculated Value	Degree of Freedom	Table Value	Accepted/ Rejected	Level of Significance
0.7463	4	9.488	Accepted	5%

Interpretation

There is no significant relationship between gender and satisfaction level.

Table 5: Chi-Square Test

Calculated Value	Degree of Freedom	Table Value	Accepted/ Rejected	Level of Significance
6.1368	4	9.488	Accepted	5%

Interpretation

There is no significant relationship between type of family and person influenced to buy.

Suggestions

- ❖ Washing Machine Company also should increase the quality of the product because quality is the important factor which a consumer considers at the time of purchase, so in order to with stand in the market Washing Machine Company should concentrate more on quality.
- ❖ Mostly consumer purchase washing machine during festival period so the washing machine company should provide more offers such as gift coupons, scratch cards etc.
- ❖ The company should make necessary modifications in the advertisement like on-line advertisement in order to increase the awareness of the product in the market.
- ❖ Washing Machine Company should concentrate more; they want to improve their technologies by providing different styles, variety of models and colors.
- ❖ Guarantee and warrantee of the product can be given for more period

Conclusion

Today there are number of brands of washing machine available in the market which differ in price, quality, type etc. In the present technological era it can be easily said that all middle class people are also using the washing machine. By considering this all washing machine producers are coming up with different names. But consumers are preferred to purchase their favorite brands. It can be concluded that quality advertisement, brand name and price together decides the purchase.

The present study reveals that majority of the respondents preferred to buy LG brand washing machine because of its quality and reasonable price. So the manufactures shall pay attention on quality and price rather than other factor to make their business more successful and satisfy the consumers.

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