

# **A study on level of satisfaction towards home appliance products in Kulithalai Taluk, Karur district**

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*Abstract:* - Customer satisfaction is an underlying segment of the marketing capacity and it very well may be basically characterized the quantity of customers, or level of aggregate customers, whose detailed involvement with a firm, its items, or its administrations surpasses determined fulfillment objectives. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers. For the afore mentioned purpose of obtaining the data, questionnaire method is used. Suitable tools have been used towards house hold appliances in the particular study area.

*Key-Words:* - Customer satisfaction; Home appliances; Marketing capacity; brand image; Quality product; Domestic products.

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## **1 Introduction**

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources money, time and effort in consumption related items. However, it may be noted that consumer behaviour research today goes far beyond, "what, why, how, when, where and how often and from whom" to purchase goods and service. It also considers the use of goods that they buy and evaluations of those goods after use. Customer satisfaction, business term, is a proportion of how items and services provided by an organization meet or outperform customer desire. It is seen as a key execution marker inside business and is a piece of the four points of view of a Balanced Scorecard. In an aggressive commercial center where organizations vie for customers, customer fulfillment is viewed as a key differentiator and progressively has become scratch component of business strategy. There is a generous assemblage of exact writing that builds up the advantages of consumer satisfaction for firms the actual manifestation of the condition of fulfillment

will shift from individual to individual and product/administration to item/benefit. The condition of fulfillment relies upon number of both mental and physical factors which relate with satisfaction practices, for example, return and suggest rate. The level of fulfillment can likewise shift contingent upon different alternatives the customer may have and different items against which the customer can think about the associated items.

### **1.1 Description of the study**

The present study attempts to examine the Consumers satisfaction for consumer durables. In the light of this, the present study attempts to relate the psychology of the consumers with the marketing principles. In this context, it is exploratory in nature. Thus according to Webster, "Buyer behaviour is all psychological, social and physical behaviour of potential consumers as they become aware to evaluate, purchase, consume and tell other people about product and service". Customer purchasing behaviour is dynamic. Consequently, it is important to ceaselessly examine, investigate and know it and

watch this comprehension to the marketing management with the goal that successful choices can be taken in regard to items, value, sales promotion, and distribution. The study takes into account certain factors influencing the purchase decision process. The sample size of the study is restricted to 382 and it covers the consumers of Kulithalai Town only. Since the study focuses mainly on the factors influencing the buying behaviour of consumers. However, the role of dealers has been analysed through the views of the consumers. There was a bias on the part of respondents while answering the questions in the questionnaires.

### 1.2 Objectives of the Study

To identify the level of satisfaction in household appliances in Karur District .

## 2 Literature Review

Paramasivan C (2016) As the purchasing behaviours of Indian consumer are not healthy, they find it difficult to judge the quality of the product purchased. To create awareness about consumer rights, responsibilities and the working mechanism, a few organizations are started for their betterment and to impart consumer education. In the desire to get high profit within a short span, the retailers sell, the dangerous consumer product and the hasty consumers become the victims of the diseases, which may prove fatal to their health or lives. The consumer faces numerous exploitations in product, price, promotion, people etc.

Murali, S., Pugazhendhi, S., &Muralidharan, C. (2016).studied about After sales services (ASS) square measure activities that crop up when the acquisition of the merchandise by customers and square measure dedicated to supporting customers within the use and disposal of products. ASS will produce property relationships with customers and contribute considerably to customer satisfaction. the aim of this study is to gauge the ASS quality by mensuration the extent of customer satisfaction

Davis-Sramek, B., Mentzer, J. T., & Stank, T. P. (2008). Studied about Manufacturers currently realize themselves within the position of finding new ways in which to stay competitive within the era of retail power. The concern rests on the manufacturer's ability to implement operational ways that facilitate the distributor accomplish its objectives. Empirical proof is provided on the relationships between relative order fulfillment service, operational order fulfillment service,

satisfaction, emotional commitment, purchase behavior, and loyalty.

Ahn, J. S., & Sohn, S. Y. (2009). Studied about Manufacturing companies aim to sell their merchandise whereas they fight to stay a sound customer relationship by providing prime quality after-sales service (A/S). This can be as a result of whereas such services have continuously been necessary in selling and sales industries, they're presently gaining importance within the producing trade additionally.

Chen, Y. L., & Chiu, H. C. (2009) focused on the purpose of this empirical study is to analyses the consequences of relative bonds on on-line customer satisfaction exploitation gender and time horizon as moderators. The findings are three-fold. First, the monetary and structural bonds have positive impacts on on-line shoppers' satisfaction; but, the social bond doesn't. Second, the monetary, social, and structural bonds have a lot of positive impacts on feminine, than male, customer satisfaction. Third, the monetary bond is a lot of fortunate in strengthening customer satisfaction for short-run than for long customers; but, the structural bond is a lot of necessary for long than for short-run customers.

Stock, R. M. (2011). Focused on This article tries to supply deeper insights into the link between the originality of a company's offered goods/services and customer satisfaction. This study proposes AN inverted formed relationship between the originality of the offered merchandise and customer satisfaction. For the originality of services, data political economy and services promoting literature indicate an inverted formed relationship.

## 3 Research methodology

The philosophical aspect of the research must be understood in order to select the most appropriate research methodology (Holden and Lynch, 2014). The philosophical framework supports the research and the researcher must select each research process carefully keeping in mind the research aim and objectives hence, the philosophical position must be defined accurately as it assists the researcher to design the structure of the undertaken research. The interpretation reasoning would be proper for this examination as the analyst's point is to comprehend customer discernment on mark steadfastness for family apparatuses. This will enable the analyst to have an adaptable structure went for seeing each member's musings and feeling in connection to the fundamental point of this examination.

### 3.1 Research Gap

Research design is the framework for conducting a research which includes all the steps necessary to obtain information for set objectives. Casual design would be appropriate for this research as it will allow the researcher to get a greater understand of participant’s ideas and thoughts in relation to the research question from a small sample size. Since this research design allows for flexibility the researcher can ask additional questions for further elaboration. On the other hand, descriptive research does not suit this dissertation as they are too structured and do not allow for flexibility and causal research will not be suitable as the research question does not need to test cause and effect relationship.

### 3.2 Sample Size

The researcher aimed at having 138 samples. Totally 150 questionnaire were distributed to the customers, but managed to get 142 questionnaires from the respondents. 138 questionnaires were identified with complete data thus, 138 samples were taken for further analysis.

### 3.3 Data Analysis

The collected data was transcribed to a spreadsheet format to be analyzed. The analysis process began with using the data reduction method wherein the non- relevant data was not transcribed thus, focusing solely on the meaningful data keeping in mind the research objectives of this study. The collected data was once again checked to ensure that the researcher that transcribed the relevant data.

Table 1 Profile of the respondents

S. No	Sources	Variable	Frequency	Percentage
1.	Gender	Male	92	66.7
		Female	46	33.3
		<b>Total</b>	<b>138</b>	<b>100.0</b>
2.	Age	Less than 30	40	29.0
		Between 31-40	54	39.1
		Between 41 - 50	27	19.6
		Above 50	17	12.3
		<b>Total</b>	<b>138</b>	<b>100.0</b>
3.	Marital Status	Married	97	70.3
		Unmarried	41	29.7
		<b>Total</b>	<b>138</b>	<b>100.0</b>
4.	Education Qualification	10/12th	39	28.3
		ITI	30	21.7
		Diploma	34	24.6
		UG	16	11.6
		Others	19	13.8
		<b>Total</b>	<b>138</b>	<b>100.0</b>
5.	Monthly Salary	Less than Rs. 10,000	52	37.7
		Rs.10,000-20,000	58	42.0
		More than Rs. 20,000	28	20.3
		<b>Total</b>	<b>138</b>	<b>100.0</b>

Source: Primary data

Table no. 1 indicates that a study on perception towards branded electronic goods in karur District a maximum of the respondents (66.77%) are belongs to male and majority of the respondents (39.1%) belongs to the age group of 31-40 years. 70.3 percent of the respondents were got married and

28.3 percent of the respondents educational qualifications belongs to 10/12th Standard and majority of the respondents (42%) monthly salary ranging from Rs. 10000 – 20000.

There is no significant relationship between Demographic profile Vs level of satisfaction towards house hold appliances

Table 2 Demographic profile Vs level of satisfaction towards house hold appliances

S. No	level of satisfaction	Gender			Age			E. Qualification			Salary		
		p	Sig.	R	p	Sig.	R	p	Sig.	R	p	Sig.	R
1	Festival offer	5.300	0.258	A	22.062	0.000	R	2.616	0.0941	A	12.603	0.002	R
2	Hygiene	6.293	0.178	A	16.602	0.000	R	1.475	0.745	A	12.290	0.004	R
3	Convenience to use	2.841	0.417	A	1.952	0.0721	A	19.042	0.000	R	2.657	0.728	A
4	Power consumption	5.751	0.124	A	2.161	0.0623	A	23.012	0.002	R	12.331	0.008	R
5	Warranty period	9.641	0.047	R	16.362	0.000	R	24.032	0.000	R	2.132	0.725	A
6	Emotional value	15.713	0.002	R	18.052	0.000	R	2.973	0.174	A	3.375	0.765	A
7	Brand image	7.476	0.113	A	14.612	0.000	R	12.656	0.001	R	12.545	0.003	R
8	Standard of living	11.418	0.022	R	2.333	0.237	A	12.057	0.002	R	12.664	0.004	R
9	Quality of product	16.719	0.015	R	1.410	0.121	A	1.559	0.751	A	2.035	0.524	A
10	Packing method	5.092	0.278	A	12.520	0.004	R	12.468	0.000	R	2.709	0.651	A

Note: Sig.denotes significant at 5 % level , A- Accepted , R-Rejected

- As regards Festival offer, there is no significant relationship with gender and educational qualification and there is a significant relationship with age and salary.
- As regards Hygiene there is no significant relationship with gender and educational qualification and there is a significant relationship with age and salary.
- As regards Convenience to use there is no significant relationship with gender, Age and salary and there is a significant relationship with Educational qualification.
- As regards Power consumption, there is no significant relationship with gender and Age and there is a significant relationship with educational qualification and salary.
- As regards Warranty period, there is no significant relationship with salary and there is a significant relationship with gender, age and educational qualification.
- As regards Emotional value, there is no significant relationship with gender and Age and there is a significant relationship with educational qualification and salary.
- As regards Brand image, there is no significant relationship with gender and there is a significant relationship with age, educational qualification and salary.
- As regards Standard of living, there is no significant relationship with Age and there is a significant relationship with gender, educational qualification and salary.
- As regards Quality of product, there is no significant relationship with gender and there is a

significant relationship with age, educational qualification and salary.

- As regards Packing method, there is no significant relationship with gender and e salary and there is a significant relationship with age and educational qualification.

#### 4 Conclusion

The present study attempts to examine the Consumers' preference for consumer durables. In the light of this, the present study attempts to relate the psychology of the consumers with the marketing principles. In this context, it is exploratory in nature. Thus according to Webster, "Buyer behaviour is all psychological, social and physical behaviour of potential consumers as they become aware to evaluate, purchase, consume and tell other people about product and service". Customer purchasing behaviour is dynamic. Consequently, it is important to ceaselessly examine, investigate and know it and watch this comprehension to the marketing management with the goal that successful choices can be taken in regard to items, value, sales promotion, and distribution.

The household appliances market reflects the sale of six product sectors: refrigeration appliances, cooking appliances, washing appliances, room comfort and water heater appliances, vacuum cleaners, and dishwashers. Customer satisfaction can be considered as something that is at the focal point of each fruitful business. It is concluded that, customer satisfaction is one of the important parts of marketing strategy which help to increase the market size through their recommendations and free advice to their relatives and neighbour. Home

appliances are most demandable product in the market which is highly consumer perception and satisfaction oriented. Therefore, there is a need of maintaining and promoting customer satisfaction at all level is significantly associated with the market size and reputation of the products.

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#### Author Contributions

S. Vivek performed the proposed methodology, result and discussion, and writing and editing.  
B. Sekar was supervision of the entire project.

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