

A Study on Customer Satisfaction Towards Washing Machine with Reference to Coimbatore District

R.Kanakaraj¹ & P.Gokila²

¹Assistant Professor, Dr SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore, Tamilnadu, India.

²PG Scholar, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore, Tamilnadu, India.

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ABSTRACT

The paper is help to understand the customer satisfaction with washing machine. The object of the present study is to examine the important factors influencing the consumer buying behavior towards 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 Coimbatore. The data so collected has been analyzed by the application of appropriate statistical tools. 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. On the basis of the findings, few important suggestions were offered for the benefit of marketers and consumers.

Keywords: Customer Satisfaction, Demographic Variables, Washing Machine, Coimbatore.

INTRODUCTION OF THE STUDY

Marketing concept starts with the consumer needs and ends with consumer satisfaction. Every action of a person is based on needs. The real problem is to find out what consideration the consumer takes into account while purchasing a product and why he chooses a particular brand. The study of consumer behavior is very useful in determining the type, style, brand, trademark etc., of the product. The whole aspect of the buying behavior determines the durability, price policy and utility aspect in goods.

A washing machine laundry machine, washing machine, clothes washer, or washer is a machine to wash laundry such as clothing, bed sheet. The term is mostly applied only to machines that use water as opposed to dry cleaning (which uses alternative cleaning fluids, and is performed by specialist businesses) or cleaners. Washing entails immersing, dipping, rubbing, or scrubbing in water usually accompanied by detergent, or bleach.

WASHING BY MACHINE

Clothes washer technology developed as a way to reduce the manual labor spent, providing an open basin or sealed container with paddles or fingers to automatically agitate the clothing. The earliest machines were hand-operated and constructed from wood, while later machines made of metal permitted a fire to burn below the washtub, keeping the water warm throughout the day's washing.

STATEMENT OF THE PROBLEM

The study of consumer satisfaction is the study on how individuals make decisions to spend their available resources i.e. money, time and effort in consumption related items. It may be noted that consumer behavior research now focus mainly on the use of goods that they buy and evaluate those goods after use.

At this juncture, it is pertinent to mention that changing consumer behavior is major challenges to the manufacturers as it affects their production and marketing decision. Moreover, such studies would provide valid

indicators of consumer's preferences and accordingly adjust to consumer's preferences on products those are changing with an improvement in technologies in the manufacturing process of consumer durables and also changes occurred in culture. Thus, an attempt has been made to study the consumers' satisfaction towards washing machine in Coimbatore city.

REVIEW OF THE LITERATURE

1) Senthil Kumar.M.J and Sadeesh Kumar K and Nagarajan in their study entitled, "A Study on Consumer's Attitudes towards Washing Machine", which explains that in the modern technological world many innovations and new apparatus are invented by the man for reducing the work burden of the layman. Especially a lot of home appliances are introduced to save the valuable time of the working women.

2) Rajarajan, M and Priyanga, have written a paper on, "Consumer Behavior towards Selected Household Appliances in Ramanthapuram District", the study revealed that lifestyle characteristics have a great impact on the purchase behavior of the clusters. In a consumption environment, a person chooses a product or a brand, which seems to possess a maximum possibility of the definition or elaboration of his life style identity. Alternatively, a person makes a choice in a consumption environment in order to define or actualize his life style, identify it through the products or brands chosen.

3) Vijayalakshmi, S and Mahalakshmi, have made an attempt on, "An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study", which presents consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

4) Srinivasa Rao Kasisomayajula has written an article entitled, "A Study on Customer Preference of LG Lap-Top", explains that the consumers' tastes change rapidly. They want new models with the latest features. It is a very hard fight. The competition is on features differentiation, time to market and promotion, basically on every front. The dealer-push and brand pull, both plays a very crucial role. Hence the company concentrate on both fronts equally will have an upper hand over the others. Companies like hp, Compaq, Lenovo, Sony and LG have practiced this very well and leading on the sales front. The dealers have to observe that the consumers add a lot of value for after sales and service provided by the company while making a purchase decision.

5) Paramanand Dasar, Hundekar S.G. and Mallikarjun Maradi made a study entitled, "Consumer Behavior on Consumer Durables With Reference To Bijapur District", which explains that consumer is the nerve centre of the modern marketing, understanding his behavior is quite essential for efficient and effective marketing management. Customers may state their needs and wants, but act otherwise. They may not be in touch with their deeper motivations. Indian consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures.

6) Selvakumar, M and Jegatheesan have written a paper on, “Brand Preference: A Study With Reference To Washing Machines”, explains that washing machine is one of the widely used home equipment which used to wash the cloths. India is one of the fast developing countries in the world. At present it is needed for both in the family to work. Therefore to simplify the washing work, the people need machine for washing. In washing machines numbers of varieties are there. Today, Indian consumers not only have a wide variety of brands to choose from, but also the option to buy a machine that is just right for them from amongst the several models available.

7) Lhotakova M and Olsanova in their study entitled, “The Role of Positioning in Strategic Brand Management – Case of Home Appliance Market”, explained that with growing competitiveness in the national as well as international markets, brands have increased importance in consumer decision making process. Brands help consumers to choose products that satisfy their needs, suit their emotions and help them demonstrate their place in the society. Current financial crises proved that strong brands can do well even in bad times. Global brands, which are ranked at the top as the world’s most valued brands, put a lot of efforts into positioning development, keeping it up-to-date and consistent across all brand’s activities.

8) Arwen Mohun says Energy consumption and water use are the two factors that set how much your washing machine will cost to run per year. Running costs are extremely important, as a machine that's cheaper to run could cost you less in the long-run even if it's more expensive to buy.

9) R Rosenthal said every washing machine has an EU Energy Rating label attached to it. This gives you an energy rating grade from A++ down to A, with the higher grades being more efficient. Each grade contains a range of efficiencies, so one A+++ washing machine may be more efficient than another. To help you decide, each label also contains a figure for the washing machine's power consumption rated at kWh/year and the water consumption in Litres/year.

10) S. Campbell opinion is the spin speed simply tells you how fast the drum spins in revolutions per minute. Generally speaking, the faster the spin speed the drier your washing will be when the machine has finished. Budget washing machines will typically spin at around 1,100rpm, but look for a 1,400rpm or 1,600rpm machine for the best performance. Our reviews will tell you how dry washing was when the washing cycle had finished.

11) Dyson, James answer is each washing machine manufacturer has its own special features, designed to improve wash quality and save money. For example, Samsung's Ecobubble technology dissolves detergent using water and air, to create bubbles that penetrate and clean cloths more efficiently. Our reviews will test every machine's unique features to tell you if they work and if they're worth the cash. This paper highlights that, life style determinants of consumer purchase behavior towards durable products in Ramanthapuram district.

12) Sanyo Announces pay careful attention to the special wash cycles on a washing machine. A Wool mark-certified machine can wash woolen garments, while some machines have special silk modes. If you've got a lot of delicate items, a hand-wash mode can save you a lot of manual labors.

13) Vatican says some machines have anti-creasing and easy-iron settings, which will make it easier to care for those items you need to iron at the end of a wash. Our reviews will tell you what's worth worrying about. As

washing machines get more and more complicated, it's important to have a model that's clear and easy to understand. Typically speaking a larger drum will be more efficient per kg of washing, requiring less water and power to wash the same amount of clothes as a machine with a smaller drum.

OBJECTIVES OF THE STUDY

- ❖ To study the demographic profile of the consumer respondents in Coimbatore district.
- ❖ To identify the factors affecting the purchasing behavior of consumer respondents with regard to washing machine in the said area.
- ❖ To know the consumer view regarding service/after sales service.
- ❖ To offer suggestions based on the findings of the study for the benefit of consumers and manufacturers.

SCOPE OF THE STUDY

The present study deals with the factors affecting buying behavior of a consumer durable i.e. washing machine. The study is mainly concerned with urban consumers residing at Coimbatore city. Hence, the scope of the study is limited to Coimbatore city Ganapathy area only.

THE RESEARCH METHOD USED FOR THE STUDY

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

SAMPLING PLAN

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

Sampling Units: Customers of washing machine section

Sample Technique: Convenient Sampling.

Research Instrument: Structured Questionnaire.

Contact Method: Personal Interview.

SAMPLE SIZE

The work is a case one of the Retail Sector industry together representing great per cent of the market share of Indian retail sector. The survey was conducted in the Ganapathy area, city of Coimbatore, with 100 customers as respondent.

DATA COLLECTION

Data is collected from various customers through personal interaction. Some other information is collected through secondary data also. Data was collected through a structured questionnaire technique is used. Liked scale is simply

a statement which the respondent is asked to evaluate according to any kind of subjective or objective criteria, generally the level of agreement and disagreement is measured.

Tools Used For Analysis

The data collected through questionnaires were arranged in various tables and proposed to critically analysis with the help of a number of statistical tools like simple percentage analysis, weighted average mean and rank analysis.

ANALYSIS & INTERPRETATION

Table No: 1 Demographic details of the Respondent

Factors	Category	No. of Respondent	Percentage (%)
Gender	Male	36	36
	Female	64	64
Age group	Below 25 years	24	24
	26- 35 years	26	26
	36 – 45 years	32	32
	Above 46 years	18	18
Marital Status	Married	72	72
	Unmarried	28	28
Occupation	Student	22	22
	Self employed	12	12
	Private Employee	38	38
	Government Employee	28	28
Monthly income	Rs.5000 – 10, 000	28	28
	Rs.10,001 – 15, 000	38	38
	Rs.15, 001 – 20, 000	20	20
	Rs.20,000 & above	14	14

Out of 100 samples, majority i.e., 64 % respondent belong to female,32 % respondent belong to the age group of 36-45 years, 72 % respondent are married, 38 % respondent are Private Employee,38% respondent have a monthly income between Rs.10,001 to Rs 15,000.

Table No: 2 Washing Machine details of the Respondent

Factors	Category	No. of Respondent	Percentage (%)
Type of washing Machine	Front loading washing machine	30	30
	Washer dryers	34	34
	Top loading washing machines	20	20
	Semi automatic washing	16	16
Brand of Washing Machine	LG	14	14
	Samsung	24	24
	Videocon	6	6
	Whirlpool	30	30
	Godrej	14	14
	Others	12	12
Size of Washing Machine	6 Kg	20	20
	7 Kg	32	32
	9 Kg	34	34
	9 Kg & above	14	14
Color of Washing Machine	Black	20	20
	Red	26	26
	Green	18	18
	Silver	28	28
	Others	8	8
Year of usage	1 yr – 2yrs	10	10
	2 yrs - 3 yrs	30	30
	3yrs - 4 yrs	24	24
	Above 4 yrs	36	36
Mode of purchase	Cash	36	36

	Finance mode	24	24
	Cheque	30	30
	E-bill	10	10
Media influenced	Advertisement	20	20
	Friends	16	16
	Relatives	30	30
	Dealers	12	12
	Company image	22	22
Purpose of purchase	Family purpose	40	40
	Personal purpose	34	34
	Hospital purpose	14	14
	Other	12	12
Influencing factor	Price	36	36
	Healthy	20	20
	No side effect	28	28
	Status symbol	16	16

Out of 100 samples, Majority 34% of the respondents using washer dryers model of washing machine, Majority 30% of the respondents prefer Whirlpool washing machines, Majority 34% of the respondents prefer 9 Kg size of washing machine, Majority 28% of the respondents like silver color washing machine, Majority 36% of the respondents usage of washing machine for above 4 years, Majority 36% of the respondents washing machine purchased by cash, Majority 30% of the respondents media influenced by relatives ,Majority 40% of the respondents prefer for family purpose, Majority 36% of the respondent influencing factor is Price.

Table: 3 Level of satisfaction of respondents

S. No	Category	1	2	3	4	5	6	7	Total	Total Score	Weighted Average Mean	Rank score
1	Price	36	12	4	20	8	4	16	100	472	4.72	1

2	After sales service	16	20	12	12	12	16	12	100	420	4.20	3
3	Technology	8	8	8	20	32	16	8	100	360	3.60	6
4	Quality	20	16	24	4	4	20	12	100	456	4.56	2
5	Look/variety	4	8	20	16	20	20	16	100	354	3.54	7
6	Display	4	28	20	8	4	16	20	100	392	3.92	4
7	No sound	12	8	16	20	20	8	16	100	384	3.84	5

Above the table reveals that first rank of the satisfaction by the respondents is price, second rank of satisfaction by the respondents is Quality, Third rank satisfaction by the respondents is after sales service, Fourth rank of the satisfaction by the respondents is Display, fifth rank of the satisfaction by the respondents is No sound, sixth rank of the satisfaction by respondents is Technology and finally 7th rank of the satisfaction by respondents is look/variety.

Table: 4 Problems Faced by Respondents

S. No	Category	1	2	3	4	Total	Total Score	Weighted Average Mean	Rank score
1	Power consumption	32	24	28	16	100	272	2.72	2
2	Water wastage	36	16	22	28	100	300	3.00	1
3	High maintenance cost	20	28	28	24	100	224	2.24	3
4	Other	16	28	24	32	100	228	2.28	4

Above table reveals that first rank given by the respondents for the problem of water wastage. Second rank given to the problem of power consumption, third rank given by the respondents for high maintenance costly and finally the fourth rank given to the other problems.

SUGGESTION

- ❖ The consumer were more concerned with the features followed by appearance and style, so the manufactures should not compromise on the features and design of the product as it can affects the purchase of the product.

- ❖ The product attributes and brand knowledge play a vital role in determining the behavior of consumers. Therefore, it is suggested that the manufacturing companies may advertise the products by giving more thrust on product attributes, nature and characteristics.
- ❖ The studies revealed that majority of the consumers are giving least importance to other leading brands/products. The marketers should try to position their brands through innovative marketing strategies.
- ❖ Since the service persons advice was considered as the most important source of information by the consumers the durable products manufactures should adopt suitable strategies to target the consumers.

CONCLUSION

From the study it was concluded that most of the consumers were not satisfied with Look and Varsity. In order to fulfill individual needs and wants manufactures should ensure customers' satisfaction, hence the positive performance so that the brand is retained in the evoked set and increases the likelihood for future purchase. The study also reveals that the majority of the respondents express their satisfaction on the performance of the washing machine used by them. It is further observed from the analysis that the factors affecting the buying behavior differs from consumer to consumer. However, the findings confirm that there is a significant association between factors affecting buying behavior of consumers and their preference of brand. Keeping in view the above facts, the marketers should devise suitable marketing strategies to woo the consumers of durable products along with few suggestions noted below.

Limitations of the Study

The present research work has been carried out on the basis of data collected from the consumer respondents. The views expressed by the respondents may be biased one. Hence, the conclusion drawn on such information is one of the limitations of the study. The selection of Ganapathy municipality where the present study has been carried out is another limitation of the study from the limited area coverage point of view. The statistical tools and techniques used in the study do have their own limitations. Besides this, the resource and time factors are the other limitations for carrying out the present study. In view of the aforesaid limitations, the users are advised to use the findings and suggestions of the study judiciously.

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