



A STUDY ON CONSUMER SATISFACTION OF GODREJ KITCHEN APPLIANCES WITH SPECIAL REFERENCE TO TENKASI DISTRICT

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ABSTRACT

Consumer is the King in the Market and consumer satisfaction is the base of marketing and also key for successful business. In this modern era the market growth and survival depends on the needs & wants with the level of satisfaction of consumer. Consumer market refers to the set of all potential buyers who purchase product for personal consumption or household uses. The consumer purchase the product which satisfy their wants or need even if the brand & price is too high. Consumer goods are divided into two types durable goods and non durable goods. This study deals with durable goods. So taking into consideration about consumer satisfaction with special reference to Godrej Kitchen Appliances the product is very active in the market and consumer are also much interested in having such durable items like Refrigerator, Microwave - Oven, Dishwasher and Water Purifier. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the consumers .

Keywords : Product selection , Frequency Analysis , Likert scale types

Consumer satisfaction, business term, is a **proportion of how items and services provided by an organization meet or outperform consumer 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. Nowadays, kitchen appliances become one of the most significant element for consumer in their daily life. It has become indication of wealth and comfort of living among people. It is due to strong economic growth and increasing employment opportunities. Growing working class , increasing working women, increasing nuclear family with busy lifestyle are the factors that supports the growth of kitchen appliances market in country. The main objective is to see the buying behavior of consumer which is essential in performance of company and maintain sustainable growth in highly competitive market. Brand image is the key driver of brand equity, which refers to consumer's general perception and feeling about a brand and has an influence on consumer behavior. For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and built a trust and make consumer committed toward a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand equity. Some researchers believe that consumers' subjective perception (e.g., attitude, assessment, satisfaction, etc.) of the brand is the key to brand equity which lead to loyalty and commitment towards the brand. Although the consumption decision will be influenced by brand features and attributes, it is determined by consumers' perception about the brand image in a deeper sense.

REVIEW OF LITERATURE

“**Nguyen & Lobo, (2016)**”studied energy efficient household appliances in the context of emerging markets. This study indicates both motivational and intellectual approach to understand purchase behavior of consumer in energy efficient household appliances in the market. Consumer with more knowledge about energy believes that purchase of energy efficient appliances is more important for environment protection, and they try to neglect the inconvenience associated with purchase.

“**India Kitchen Appliances Market Forecast and Opportunities, (2019)**”has evaluated the growth of Indians kitchen appliances market and provide information on market structure, trends, market projections and forecast of demand. The report is intended to provide market intelligence and help decision maker to take right investment plan. The report also analyzes the trends, challenges, and opportunities in India Kitchen Appliances Market.

OBJECTIVES

- To study and analyze the level of satisfaction of Godrej kitchen appliances.
- To know the buying behavior Godrej kitchen appliances.

- To analyze the factors that influence consumer to purchase kitchen Appliances.
- To measure suggestions and findings of the consumer.

SCOPE OF THE STUDY

The study has been confined to study on consumer satisfaction of Godrej Kitchen Appliances with special reference to Tenkasi district. The study has been covered only from the consumers of Tenkasi district.

STATEMENT OF THE PROBLEM

Consumer prefer the kitchen appliances with high quality, low price, attractive models and advanced technology. So the competition is severe and the manufacturer has to consider the opinion of the consumers. In this context, the researcher is interested in studying the consumer's satisfaction towards the Godrej Kitchen appliances.

PROFILE OF THE STUDY

Godrej group is an Indian multinational conglomerate industry. It is headquartered in Mumbai. It was founded in year 1897 by Ardeshir Godrej & Pirojsha Godrej. It operates in various sector like Real estate, Consumer products, Industrial engineering, Appliances, Furniture and Security agriculture products. It's subsidiaries and affiliated companies include Godrej Industries & its subsidiaries Godrej Consumer Products, Godrej Agrovet & Godrej Properties & Private company as Godrej & Boyce Mfg.Co.Ltd.In the year 1985 Godrej made the first Indian Kitchen Appliances Refrigerator. It was not entry for them but also a great moment for Indian women. For over 60 years they have thoughtfully designed the appliances to live a comfortable and luxurious life.

The product selected for this study is

- **Refrigerator**
- **Microwave Oven**
- **Dishwasher**
- **Water Purifier**

REFRIGERATOR

It is also one of the important kitchen appliances for keeping the food safe or fresh for longer time. Bacteria exist in nature everywhere in air, water, food etc. When food is kept outside for long time can cause bacteria and illness. Bacteria grows rapidly in temperature ranging between 40 degree and 140 degrees. So, the refrigerator set at 40 degrees will protect or preserve the food.

MICROWAVE OVEN

A microwave oven has now become a very essential kitchen appliance in every household. Microwave oven has become more popular in the last decade or dubbed into household convenience. It saves time, energy and make things warm as you like and helps to cook. In short microwave oven helps in cooking, heating, defrosting, baking, and grilling. In modern Era microwave oven has high selling point in market. It is mainly used by today's modern generation. Working women are mostly benefited by using microwave oven till the food is prepared or heating is done they can do other household chores.

DISHWASHER

A dishwasher is a machine used to clean utensils and cutlery automatically. It also washes the large pressure cookers, kadhais, pans, tawa's including expensive dinner sets and glassware items. The dishwasher removes the oil by physical scrubbing and cleans by spraying hot water between 45 & 75 degree at the dishes with low temperature. It has reduced the load of working women.

Nowadays a lot of minerals are found in the water naturally and consuming that water can cause many diseases. A good water purifier removes the microbes, excess salt, small particles and retains its essential vitamins and minerals. Some water purifiers use an electrostatic charge to kill viruses and other uses chemicals.

RESEARCH METHODOLOGY

Research methodology is the process of solving the problem systematically by research. The main objective of this study is to solve the problem by using the available data.

(a) SAMPLE SIZE

A sample Size of 200 respondents was selected for this study who bought Godrej Kitchen Appliances. This study has been covered from Tenkasi district only.

(b) SAMPLING DESIGN

When a small mass is selected as representative of whole mass is known as sampling technique. To collect the sample from the universe this study is based on convenience sampling.

(c) METHODS OF DATA COLLECTION

1. **Primary data-** Primary data is data that is collected for first time by the researcher himself. The present research study is based on Questionnaire method.
2. **Secondary data-** Secondary data means data collected by someone else earlier. In the present research study, the data is collected through books, journals, Internet, newspapers, and articles.

(d) ANALYTICAL TOOL

This study deals with data collected from consumers through Questionnaire method which were systematically processed and presented. This research paper is based on Percentage Analysis Method, Likert Scale and Weighted Average Method.

FREQUENCY ANALYSIS

Sr.no	Gender	Number of Respondents	Percentage
1	Male	90	45.00
2	Female	110	55.00
Total		200	100.00
Age of the Respondents		Number of Respondents	Percentage
1	25-35	80	40.00
2	36-45	70	35.00
3	46-50	50	25.00
Total		200	100.00
Marital Status		Number of Respondents	Percentage
1	Married	150	75.00
2	Un Married	50	25.00
Total		200	100.00
Qualification		Number of Respondents	Percentage
1	Below X Std	70	35.00
2	XII Std	40	20.00
3	Graduate	30	15.00
4	Post Graduate	60	30.00

Total		200	100.00
	Income	Number of Respondents	Percentage
1	10,000-20,000	30	15.00
2	20,001-30,000	40	20.00
3	30,001-40,000	50	25.00
4	Above 40,001	80	40.00
Total		200	100.00
	Source of Awareness	Number of Respondents	Percentage
1	Salesman	65	32.5
2	Friends & Relatives	68	34.00
3	Advertisement	67	33.50
Total		200	100.00

REFRIGERATOR LIKERT SCALE -

OBSERVE DATA

Particular	Highly Satisfied	Satisfied	No Opinion	Dissatisfied	Highly Dissatisfied	Total
Design	75	60	20	35	10	200
Price	85	75	12	13	15	200
Quality	70	64	10	20	36	200
Features	80	70	5	5	40	200
Availability	90	50	15	25	20	200

FACTORS INFLUENCING THE CONSUMER SATISFACTION ON GODREJREFRIGERATOR

WEIGHTED AVERAGE DATA

Particular	HS	S	No Opinion	DS	HDS	Total	Weight	Rank
Design	375	240	60	70	10	755	3.78	III
Price	425	300	36	26	15	802	4.01	I
Quality	350	256	30	40	36	712	3.56	V
Features	400	280	15	10	40	745	3.73	IV
Availability	450	200	45	50	20	765	3.83	II

Majority of respondents purchased Refrigerator because of its Price .

MICROWAVE OVEN LIKERT SCALE

– OBSERVE DATA

Particular	Highly Satisfied	Satisfied	No Opinion	Dissatisfied	Highly Dissatisfied	Total
Design	70	65	15	40	10	200
Price	90	50	15	25	20	200
Quality	80	70	5	10	35	200
Features	65	95	10	20	10	200
Availability	89	76	20	10	5	200

FACTORS INFLUENCING THE CONSUMER SATISFACTION ON GODREJMICROWAVE OVEN

WEIGHTED AVERAGE DATA

Particular	HS	S	No Opinion	DS	HDS	Total	Weight	Rank
Design	350	260	45	80	10	745	3.73	V
Price	450	200	45	50	20	765	3.83	III
Quality	400	280	15	20	35	750	3.75	IV
Features	325	380	30	40	10	785	3.93	II
Availability	445	304	60	20	5	834	4.17	I

Majority of respondents purchased Microwave Oven because of its Availability.

DISHWASHER

LIKERT SCALE -OBSERVE DATA

Particular	Highly Satisfied	Satisfied	No Opinion	Dissatisfied	Highly Dissatisfied	Total
Design	90	65	20	5	20	200
Price	95	60	10	10	25	200

Quality	88	52	15	25	20	200
Features	78	60	10	26	26	200
Availability	65	55	25	27	28	200

**FACTORS INFLUENCING THE CONSUMER SATISFACTION ON GODREJDISHWASHER
WEIGHTED AVERAGE DATA**

Particular	HS	S	No Opinion	DS	HDS	Total	Weight	Rank
Design	450	260	60	10	20	800	4	II
Price	475	240	30	30	25	810	4.05	I
Quality	440	208	45	50	20	763	3.82	III
Features	390	240	30	52	26	738	3.69	IV
Availability	325	220	75	54	28	702	3.51	V

Majority of respondents purchased Dishwasher because of its Price.

TABLE NO : 5

**FACTORS INFLUENCING THE CONSUMER SATISFACTION ON GODREJ WATERPURIFIER
LIKERT SCALE – OBSERVE DATA**

Particular	Highly Satisfied	Satisfied	No Opinion	Dissatisfied	Highly Dissatisfied	Total
Design	100	50	5	15	30	200
Price	80	90	10	10	10	200
Quality	70	60	18	27	25	200
Features	65	55	20	30	30	200
Availability	85	90	5	10	10	200

FACTORS INFLUENCING THE CONSUMER SATISFACTION ON GODREJ WATERPURIFIER WEIGHTED AVERAGE DATA

Particular	HS	S	No Opinion	DS	HDS	Total	Weight	Rank
Design	500	200	15	30	30	775	388	III
Price	400	360	30	20	10	820	4.10	II
Quality	350	240	54	54	25	723	3.62	IV
Features	325	220	60	60	30	695	3.48	V
Availability	425	360	15	20	10	830	4.15	I

Majority of respondents purchased Water Purifier because of its Availability.

FINDINGS OF THE STUDY

1. Majority 55% of respondents are female.
2. Majority 40% of respondents belong to the age group 25-35.
3. Majority 75% of respondents are married.
4. Majority 30% of respondents are postgraduates.
5. Majority 40% of respondents are under income group above 40,000.
6. 34% of the respondents are aware about the kitchen appliances through friends and relatives.

SUGGESTIONS

Since female members go for purchasing kitchen appliances than male members. So, steps should be taken by companies to convince them. The kitchen appliances companies should concentrate more on married women to achieve the sales. Quality of kitchen appliances must be improved in taking care of consumer. The price of the product is too high. The companies should maintain reasonable price, so it will induce the consumer to buy the product of their choice.

CONCLUSION

From the study it is concluded that Godrej brand has good image in the market. The price, quality and durability were satisfied to the existing customers. The company can improve the satisfaction level mainly in the area of advertisement and availability. And they must observe the consumer's needs wants and expectation. Then only they can increase the sales.

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