



THE STUDY ON CUSTOMER SATISFACTION TOWARDS VASANTH & CO ELECTRONIC APPLIANCES

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ABSTRACT

This research work was aimed at studying the major factor which determine the user preference of vasanth &co. The study also examine how user respond to the various featured used in vasanth & co compared to the other appliances and the scheme are followed and the satisfaction level of the customer are mentioned in the study it also have the comparison of other electronic appliance on tamil nadu

KEY WORDS

Vasanth &co ,Appliances , Customer , Scheme, Satisfaction,

INTRODUCTION OF THE STUDY

INTRODUCTION

Home appliance, also referred to as a domestic appliance an electric appliance or a house hold appliance, is a machine which assist in household functions, such as cooking, cleaning and food preservation. While many appliances have existed for centuries, the selfcontained electric or gas-powered appliances are a uniquely American innovation that emerged in the twentieth century. The development of these appliances is tied to the disappearance of full-time domestic servants and the desire to reduce the time-consuming activities in pursuit of more recreational time.

The broad usage, afforded to the definition allows for nearly and device intended for domestic use to be a home appliance, including consumer electronics. There is a trend of networking home appliances together, and combining their controls and key functions.

SCOPE OF THE STUDY

The present study target of Coimbatore city consumers, understanding their behaviour helps to identify the preference influence of brand in their purchase decision on the purchase of particular home appliances. The insight will help the manufactures to adopt new strategies which would help not only to attract new customers but also the maintain the loyalty of the existing customer, as in the present competitive scenario the consumers are prepared to choose their right product not only based on their needs but also on the basis of personal interest shown by the manufactures on them.

STATEMENT OF THE PROBLEM

Customer prefers the home 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 customers. In this context, the researcher is interested in studying the customer's satisfaction towards the home appliances.

RESEARCH OBJECTIVES

The effect of consumer attitude towards the purchase of home appliances.

1. To study the level of awareness about Vasanth &co electrical appliance among the respondents.
 2. To find out the factors influencing to choose Vasanth &co electrical appliancesfor purchasing the home appliances.
 3. To study the satisfaction level of the respondents in Vasanth&co electrical appliances
1. To find out the issues faced by the customers while and after purchasing in Vasanth &co

METHODOLOGY OF THE STUDY

This study is mainly based on survey method. The required primary data were collected directly from the respondents. This secondary data was also used in the study. They were collected from books, journals and others.

TOOLS FOR ANALYSIS

In the study, a structure of interview schedule consisting of 10 questions covering personal and opinion factors was prepared. The respondents were asked to fill-up the questionnaire and their opinions were consolidated using percentage analysis.

PERCENTAGE ANALYSIS

The percentage analysis is one of the basic statistical tools which is wide

FORMULA

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{NO OF RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENTS}} \times 100$$

REVIEW OF LITERATURE

Murali, S., Pugazhendhi, S., & Muralidharan, C. (2016) ⁽¹⁾ – *Reference: Modelling and investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty—a case study of home appliances business. Journal of Retailing and Consumer Service 30, 6783.*

Davis-Sramek, B., Mentzer, J. T., & Stank, T. P. (2008) ⁽²⁾ – *Reference: Creating consumer durable retailer customer loyalty through order fulfilment service operations.*

Journal of operations management, 26(6), 781-797. Studied about Manufacturers currently realize themselves within the position of finding new ways in which to stay competitive within the era of retail power.

PERCENTAGE ANALYSIS

This chapter deals with the analysis and interpretation of the study on customer satisfaction towards home appliances in Coimbatore city. The data collected from the sample have systematically applied and presented in the tables under various headings in the following pages. They were also arranged such as way that, a detailed analysis is applied for analysis and interpretation of data.

PERCENTAGE ANALYSIS:

The percentage analysis is one of the basic statistical tools which is widely.

FORMULA:

$$\text{PERCENTAGE ANALYSIS} = \frac{\text{NO OF RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENTS}} \times 100$$

It is one of the simple forms of analysis which is very easy for everyone to understand the outcome of research. It is normally used by the commercial research organization and pictorially with different diagrams.

GENDER OF RESPONDENT

The following table 4.1 describes the gender wise classification of the respondent.

TABLE 4.1

GENDER OF RESPONDENT

GENDER	NO OF RESPONDENT	PERCENTAGE
Male	62	62%
Female	36	36%
Transgender	2	2%
TOTAL	100	100%

Source: primary data

It is observed from the above table that out of the total respondents 62% of them are Male and 36% of them are Female and remaining 2% of them are Transgender.

INTERPRETATION

The survey revealed that the majority (62%) of the respondents are Male.

FINDINGS SUGGESTIONS AND CONCLUSION

- The majority (62%) of the respondents are Male.
- The majority of the respondent (57%) belongs to the age group of 20-40 years.
- The majority of the respondent (70%) belongs to the Married status
- The majority of the respondent (42%) belongs to the Under graduate ○ The majority of the respondent (41%) family income is Rs. 25,000 – 50,000.
- The majority of the respondent (72%) belongs to the self-factor.

- The majority of the respondent (73%) is strongly agreed with price.
- The majority of the respondent (71%) are highly satisfied with the display of products.
- The majority of the respondent (68%) are strongly disagreed with the high price.

SUGGESTIONS:

- As per the research, Maximum of the customers are highly satisfied with good quality, reasonable price, excellent customer care, service, variety of brand collection, store ambience, etc.
- Only considerable percentage of the customers are influencing to not fulfil the overall satisfaction about 'NO FREE DELIVERY 'and 'TIME LAGGING'. It would be great to add Customer's required changes for their complete satisfaction.

CONCLUSION:

The purpose of the study was to investigate customer's satisfaction on home appliances. Home appliances like Television, Refrigerator, washing machine, Air conditioner etc., are being used by each and every household in our society. These products have become part and parcel of our daily life. As these products were taken up for this study. The result of the study brings out so many facts. All the sample consumers are using Electronic products and satisfied level more than 50 percentages.

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