



A STUDY ON CUSTOMER SATISFACTION TOWARDS GODREJ REFRIGERATOR WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

In recent days in India, marketing of products and services has become a challenge for the marketers. The study is performed to have an insight on the customer perception towards the initiative provided by Google Appliances. The brand loyal consumer does not attempt any kind of attribute evaluation that simply chooses the familiar brand on the basis of some overall positive feelings towards it. This overall positive evaluation stems from past experience with the particular brand under consideration. Thus, brand loyalty is a function of both behavior and attitudes. The purchase of refrigerators is now a common phenomenon among middle class and customer wants with various admirable features and new brands. Though the financial decision is taken by the main source of income of the family usually men is main source of income in Indian middle-class families the decision regarding colour, brands and the like are taken by women i.e., wife. Corporates are constantly in search of finding a solution for marketing problems. Many researchers have found that it is prudent to retain the existing customers than to create new customers. The current study was conducted in Coimbatore.

KEY POINTS: *Customer satisfaction, buying behavior, brand loyalty, house hold, refrigerators, market competition, quality and service.*

INTRODUCTION

Godrej Groups is established in 1897, it is a leading manufacturer of goods and provider of services in a multitude of categories, is one of the most accomplished and diversified business houses in India today. Godrej properties limited bring Godrej Group philosophy of innovation and excellence to the real estate industry. The Godrej group stands in a strong position today. With annual sales in excess of \$1 billion, a workforce of approximately 18,000, and a strong diversified portfolio, Godrej has proven its ability to deliver strong financial performance.

STATEMENT OF THE PROBLEM

Brand loyalty is the strength of preference for a brand compare to other similar available option. This is often measure in terms of repeat purchase behavior or price sensitivity. The brand loyalty exists

when customer have a high relative attitude toward the brand exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm; customer is willing to pay higher prices, may cost less to serve and can bring in new customers to the company.

OBJECTIVES OF THE STUDY

- To analyze the media preference of customer.
- To identify the various factor influencing the customer satisfaction of Godrej Refrigerator.
- To know the satisfaction level of Godrej user.
- To find out the effectiveness of the salesman services.

**SCOPE OF THE STUDY**

The present study has been made to analyses to the customer satisfaction towards Godrej refrigerator in Coimbatore city. The study contains customer satisfaction towards the various products of Godrej refrigerator in Coimbatore city through the main objective of customer by using the Godrej products, but the scope of study extends to the following related aspects viz. customer awareness of the product and find the factor which is influencing the product of choice.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problem. It is a science of studying how research is to be carried out. Its aim is to give work plan of research. The study is based on a survey collected in Coimbatore with the help of primary and secondary data.

DATA USED: Primary data and Secondary data are used.

AREA OF THE STUDY: The study was undertaken in Coimbatore city.

SAMPLE SIZE: The study was conducted with a sample size of 120 respondents.

ANALYTICAL TOOLS USED: Simple percentage, Likert scale analysis, Ranking Analysis

REVIEW OF LITERATURE

P. Sathya, S. Rethinapriya & S. Balasundhari (2019) Studied to analyse the satisfaction level of customer with reference to whirlpool home appliances. Customer is the individual or organization unit that consumes a product. Customers and the Centre point and also king of the market. The manufacture must keep a constant touch with the customer. He must plan his production and distribution to suit the customer's convenience rather than his own. The suggestion given in the study if implemented shall definitely help strengthen its stake in the market.

Dr. M. Ganesan & Dr. S. Chandramohan (2019) Studied that the aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers. Household electronic products like television, mobile phone and refrigerator etc., are being used by each and every household in our society. These products have become art 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

ANALYSIS**TABLE SHOWING RESPONDENTS TIME OF PURCHASE**

S.No	Factors	No. of Respondents	Percentage (%)
1	Discount Offers	30	25
2	Arrival of New Models	42	35
3	Free Gift	25	20.83
4	Anytime	23	19.17
	Total	120	100

INTERPRETATION

The table shows that 25% of the Respondents Purchased at Discount Offer, 35% of the

Respondents Purchased at Arrival of New Models, 20.83% of the Respondents Purchased at Free Gift, 23% of the Respondents Purchased at Anytime.

TABLE SHOWING DISTRIBUTION OF RANKING PERFORMANCE TOWARDS GODREJ REFRIGERATOR

S.No	Factors	1	2	3	4	5	Total	Rank
1	Durability	30(5)	23(4)	39(3)	17(2)	11(1)	404	1
2	Style & Design	22(5)	18(4)	36(3)	29(2)	15(1)	363	3
3	After Sale Service	28(5)	26(4)	18(3)	28(2)	20(1)	374	2
4	Electricity consumption	20(5)	20(4)	12(3)	30(2)	38(1)	314	5
5	Brand reputation	20(5)	33(4)	15(3)	16(2)	36(1)	345	4

INTERPRETATION

From the table, it is understood that Durability is Ranked 1, After Sale Service is Ranked 2, Style &

Design is Ranked 3, Electricity Consumption is Ranked 4, Brand Reputation is Ranked 5.



FINDINGS

1. SIMPLE PERCENTAGE METHOD

- Majority (54.17%) of the Respondents are Female.
- Most (47.50%) of the Respondents are in the Group of 21 to 30 Years.
- Majority (56.67%) of the Respondents are UG.
- Majority (61.67%) of the Respondents are Married.
- Most (35%) of the Respondents are at Private Employee.
- Majority (76.67%) of the Respondents are in the Family of 3 to 6 Members.
- Most (49.17%) of the Respondents having Annual Income of Rs.2,00,001 to Rs.3,00,000.
- Most (28.33%) of the Respondents consider Brand Reputation of Godrej Refrigerator.
- Most (47.50%) of the Respondents are came to know about Godrej Refrigerator from Advertisement.
- Most (47.50%) of the Respondents have been Using the Godrej Refrigerator for 5 to 15 Years.
- Most (40%) of the Respondents Using 201 to 300 ltr Capacity of Refrigerator.
- Most (33.33%) of the Respondents Motivated by Friends to Buy Godrej Refrigerator.
- Most (35%) of the Respondents Purchased at Arrival of New Models.
- Majority (70%) of the Respondents Pay their Payment as Credit.
- Majority (65.83%) of Respondent Feels that the Price of Godrej Refrigerator is Moderate.
- Majority (51.67%) of the Respondents Strongly Satisfied by Quality of Refrigerator.
- Majority (75.83%) of the Respondents does not Faced Problems After the Usage of Godrej Refrigerator.
- Majority (84.17%) of the Respondents will not Switch to Another Brand in Future.
- Majority (84.17%) of the Respondents Recommend Godrej Brand to Another Person.

2. RANKING ANALYSIS

- The Durability has been Ranked 1st by the Customers towards Performance of Godrej Refrigerator.

3. LIKERT SCALE ANALYSIS

- Likert Scale value 4.13 is Greater than the Mid Value (4), thus the Respondents are Satisfied with the Durability of the Godrej Refrigerator.

SUGGESTIONS

- Source of information reveals; family members and friends have given many tips to select the brands. Hence it is suggested that an attractive advertisement should be displayed in Television and placing Hoardings in the main junctions will help the prospective buyers to select a Godrej Refrigerator.
- The refrigerator company should also facilitate with suitable spare parts for their products in case of damages
- It is suggested that the reasons for the switch over should be identified and try to retain the customers with Godrej brand through augmented services

CONCLUSION

In this study numbers of participants were 120 and on analyzing the customer satisfaction of Godrej refrigerator has benefits and limitations. Consumers are now able to compare many features in the commodities like quality, price, and value for money, service, durability and brand image etc., If the company produces high quality refrigerators, loyalty on particular company brand of refrigerators become much easier to the customer. Godrej refrigerator make effort to supply goods at reasonable price, improve the after sale service facilities and provide suitable spare parts to the customer. However these firms should give care to attend the problems and after sale service be improve to retain their respective market share.

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