



A STUDY ON CUSTOMER SATISFACTION OF WHIRLPOOL HOME APPLIANCES

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ABSTRACT

After years of rationing and shortages, the 1950 were a period of 'economic prosperity, high employment and great technological development. Many returned servicemen got married, established homes and raised families. During this period, Australians enthusiastically adorned their homes with a dazzling range of new domestic appliances. Hire-purchase schemes allowed people to take products home and pay for them in instalments. During the 1955, the role of women was generally considered to be that of the 'homemaker'. Bright television and magazine advertisements encouraged women to stay at home and create a domestic haven for their families using the new appliances on offer. These devices promised to raise standards of living and release housewives from the shackles of household chores. Electric stoves, refrigerators, toasters and kettles revolutionized the kitchen, and vacuum cleaners and washing machines shaved hours off time spent cleaning. Women could enjoy more leisure time while still creating a clean, comfortable home for their families. Many women chose to join the paid workforce, changing the shape of the Australian labour market forever.

KEY WORDS: *Satisfaction of customer, Price, Quality.*

INTRODUCTION

Home Appliances are those things which make a house into home. Everything that is needed to make a home comes under the category of home appliances. The things that come under the name of home appliances can be divided into two sub categories. They are,

- Kitchen appliances
- Home appliances

Kitchen happens to be the most important part of home. If the kitchen is equipped with all the kitchen appliances then the lady of the house feel happy as her work load is considerably reduced.

Other home appliances also play a very important part in reducing the work load and making life much easier. Some of the things are,

- Freezers
- Refrigerators
- Sewing machine
- Washing machine

NEED FOR THE STUDY

Customer satisfaction provides an indication of how successful the organization is providing products and/or services to the market place. Organizations need to retain existing customers while targeting noncustomers. So, to retain the customers for longer time the marketer



has to know the customer satisfaction levels. Thus, this study is conducted to know the satisfaction levels of customers of whirlpool products.

OBJECTIVES OF THE STUDY

- To know about profile of whirlpool.
- To find out the customer satisfaction of whirlpool home appliance.
- To find out the various factors influencing in the customer to purchase.

RESEARCH METHODOLOGY & DATA COLLECTION

This study assumes the characteristics of descriptive. The study is based on primary data collection. The secondary data was collected from the articles, journals, newspaper and websites. The study is conducted on the basis of a convenient sample method for 120 RESPONDENTS. The sample size comprises of different types of consumer who are potential users of whirlpool home appliance like employees, students, and professional etc.

REVIEW OF LITERATURE

Janaki, P (2013) in their study entitled, "Marketing Stimuli in Purchase of Home Appliances from Customer Perspectives", explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. The objectives of the study are to study the purchase decision behavior relating to home appliances and to analyse customer response to the marketing stimuli of home appliances.

Senthil Kumar, (2013) 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. Because in the hurry bury world both husband and wife are working. So the modern

women are not having sufficient time to do domestic work like washing their dresses. In this situation washing machine becomes an integral part of their home. The washing machine is not only to reduce their physical work but also it gives quality washing.

HISTORY & PROFILE OF THE STUDY

In 1911, the Upton Brothers (Louis, Frederick and Emory) created the Upton Machine Company in St. Joseph, MI to produce electric. Motor-driven wringer washers. Joined with Sears, Roebuck and Co. in 1916, the Upton-manufactured washers sold faster than the brothers could manufacture them, thus creating the mutually beneficial relationship between Sears and Whirlpool. Since the 1975, Whirlpool has been a pioneer of energy and water efficiency measures in its research and development practices. Whirlpool continues its long history of being involved with the US. Department of Energy and US. Environmental Protection Agency ENERGY STAR program and has been named ENERGY STAR Partner of the Year seven times. "Whirlpool is delighted to once again be named an Energy Star partner. These appliances save money for our customers by lowering their utility bills and help protect the environment," says David L. Swift, Whirlpool's Executive Vice President for North America. Today the Whirlpool Corporation remains the largest North American supplier of major appliances to Sears under the Kenmore brand. Internationally, Whirlpool is also recognized for energy efficient appliances, as well as for their commitment to environmental packaging, production, and design. Whirlpool is the world's leading manufacturer and marketer of major home appliances, becoming a trusted household name all over the world. Located in Benton Harbour, MI, Whirlpool's Corporate Headquarters focuses on the social responsibilities to their community and to the environment. "At Whirlpool Corporation we take our environmental responsibilities very seriously. Just as we have taken a global approach to our home appliance business, we believe our world's environmental issues must be addressed in a similarly comprehensive way," says Jeff M. Fitting, President, Chairman and CEO of Whirlpool Corporation.

**ANALYSIS****TABLE SHOWS THE FACTORS WHICH INFLUENCE THE RESPONDENTS TO BUY WHIRLPOOL APPLIANCES**

S. NO	PARTICULARS	1	2	3	4	5	TOTAL SCORE	RANK
1	Advertisements	26(5) 130	30(4) 120	20(3) 60	20(2) 40	24(1) 24	374	5
2	Guaranty & Warranty	52(5) 260	32(4) 124	13(3) 39	12(2) 24	11(1) 11	458	2
3	Payment method	12(5) 60	48(4) 192	32(3) 96	11(2) 22	11(1) 11	381	4
4	Offers	25(5) 125	34(4) 136	22(3) 66	18(2) 36	21(1) 21	384	3
5	Response	24(5) 120	25(4) 100	19(3) 57	30(2) 60	22(1) 22	359	6
6	Customer service	65(5) 325	36(4) 144	12(3) 36	1(2) 2	1(1) 1	508	1

(Source: Primary data)

INTERPRETATION

The above table shows that the Customer service is rank 1, Guaranty & Warranty are rank 2, Offers is rank 3, Payment method are rank 4, Advertisement is rank 5, Response is rank 6, Convenience is rank 7, Payment method is rank 8.

INFERENCE

Customer service is ranked 1 based on the respondents ranking towards the factors influencing to buy the Whirlpool products.

**TABLE SHOWING THE SATISFACTION OF THE RESPONDENTS
IN PRICE**

S.NO	FACTORS	NO.OF RESPONDENTS	LIKERT SCALE VALUE(X)	TOTAL
1	Highly Satisfied	19	5	95
2	Satisfied	89	4	356
3	Neutral	11	3	33
4	Dissatisfied	0	2	0
5	Highly dissatisfied	1	1	1
	TOTAL	120		485

(Sources: Primarydata)

$$\begin{aligned} \text{Likert scale} &= \frac{\sum(fx)}{\text{total no. of respondents}} \\ &= \frac{485}{120} \\ &= 4.04 \end{aligned}$$

INTERPERTATION :Likert scale value is 4.04 greater than the middle value(3). So the consumer are satisfied in the Price.

TABLE SHOWING INTEREST OF CHOOSING WHIRLPOOL BRANDS OF THE RESPONDENTS

S. NO.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1	Price	32	28
2	Quality	63	52
3	Convenient	25	20
	TOTAL	120	100

*(Source: Primary data)***INTERPRETATION**

The above table shows that 28% of the respondents choosed Whirlpool for the quality,52% of the respondents choosed Whirlpool for Quality,20% of the respondents choosed Whirlpool for their Convenient.

INFERENCE

Majority, 52% of the respondents choosed Whirlpool for the Quality.

FINDINGS**SIMPLE PERCENTAGE**

- 68% of the respondents are Male.
- 34% of the respondents are below 26-30 years.
- 49% of the respondents are Postgraduates.
- 50% of the respondents are Unmarried.
- 42% of the respondents are Public sector.
- 46% of the respondents are earning Rs.10,001 – Rs.20,000.
- 55% of the respondents are joint family.



- 52% of the respondents choose Whirlpool for the Quality.
- 53% of the respondents agree Whirlpool is latest technology.
- 51% of the respondents are comfortable with Whirlpool Home Appliances.
- 41% of the respondents came to know about the brand by their friends & Relatives.
- 44% of the respondents are convenient to purchase the Whirlpool appliance by Debit & Credit card.
- 64% of the respondents tell that the attitude of handling complaints towards them is different.
- 50% of the respondents expect from 1year – 3years for the average life span of the Whirlpool Appliances.
- 55% of the respondents think that the Whirlpool showrooms are at right location.
- 50% of the respondents have Whirlpool products and also 50% of the respondents do not have the Whirlpool products in their home.

LIKERT SCALE

- Likert scale value is 4.60 greater than the middle value (3). So the consumers are agreeing in the quality.
- Likert scale value is 4.04 greater than the middle value (3). So the consumers are agreeing in the Price.
- Likert scale value is 3.43 greater than the middle value (3). So the consumers are agreeing in the comfort.
- Likert scale value is 3.2 greater than the middle value (3). So the consumers are agreeing in the collection.
- Likert scale value is 3 greater than the middle value (3). So the consumers are agreeing in facilities.

RANK ANALYSIS

Customer service is ranked 1 based on the respondents ranking towards the factors influencing to buy the Whirlpool products.

SUGGESTIONS

- Customer care should be taken for efficient and timely response to the customer problems.
- Outlet to the back office operation should be fast to solve the customer problems.

- The executives shouldn't talk on their mobiles while interacting to the customer to the customer inside the whirlpool products.
- The executives should be given training on the aspects where they are lacking in (like a smile to the customer, solving the queries at lease time. Making feel the customer comfortable, updating the new Airtel production to all the customers.

CONCLUSION

This present study concluded that, the consumer behaviour and preference have a great impact on the home appliance products. The home appliances like Television, Air Conditioner, Refrigerator, Washing Machine and Mixer Grinder, were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones. The relationship between consumer behaviour and home appliance products can thus be seen as an individual's purchases and use of products and services where these choices constitute part of his life style expression and its reflection.

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