



A STUDY OF CUSTOMER SATISFACTION OF HOME APPLIANCE  
SEGMENTS IN NAGPUR DISTRICT



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**ABSTRACT**

Customer demand covers a wide range of needs and desires of Customer-cum-citizen awaiting satisfaction. Every business, in order to survive and grow, must serve some of these needs of Customers and citizens. Particular capacities of the enterprise will determine which needs can be served profitably. These capabilities depend upon the resources available with the enterprise-human and material resources. The sweet smell of success and satisfaction can be enjoyed by management, employees and owners of a business enterprise only when marketing executives achieve a profitable growth balance between customer needs and corporate resources.



**KEYWORDS:** Customer demand covers , Customers and citizens.

**INTRODUCTION ELECTRONICS**

The Customer Durables industry consists of home appliances for domestic use such as Home appliances, refrigerators, air conditioners and washing machines. Instruments such as cell phones and kitchen appliances like microwave ovens are also included in this category. The sector has been observing significant growth in recent years, helped by several drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an overall increase in the level of affluence of a significant section of the population.

Indian Customer durables market used to be dominated by a few domestic players. But post-liberalization many foreign companies have entered into India, dethroning the Indian players and dominating the market. The major categories in the market are Home appliances, refrigerators, air-conditioners and washing machines.

India being the second fastest growing economy with a huge Customer class has resulted in Customer durables as one of the fastest growing industries in India. The rural market is growing faster than the urban markets, although the penetration level in rural area is much lower. The Home appliance segm. at is expected to the largest contributing segment to the overall growth of the industry. The rising income levels, double- income families and increasing Customer awareness are the main growth drivers of this industry

**CUSTOMER SATISFACTION**

To identify whether the customers who have bought the Home appliance set are satisfy with respect to parameter has been tested. The results of the same are mentioned below:

**Table no. 1 CUSTOMER SATISFACTION**

Factors	Home appliances				
	Very Important	Important	Undecided	Less important	Not at all important
Overall quality	214	137	49	93	46
Worthiness	179	132	79	66	83
Responsiveness	177	166	109	57	30
Warranty	302	172	34	21	10
Pre –sales	122	143	93	102	79
Usage experience	95	124	89	172	59
After sales service	307	179	47	3	3
Loyalty programs	149	138	132	64	56
Sales person's behaviour	95	87	100	43123	134
Repairs	179	203	111	32	14
Reliability	149	165	138	68	19
Customer service	180	144	102	69	44
Product compatibility	179	174	122	49	15
Competitive price	211	209	50	37	32

**INTERPRETATION:**

The overall quality of the product is tested. On asking the same to the sample respondents about the overall quality of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 40 per cent of the sample respondent who are having Home appliance set said that the overall quality of the Home appliance set is very important, followed by 25 per cent of the sample respondents said it is important. Collectively 26 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction.

Worthiness is the factor that is matter of concern for large number of customers. On asking the same to the sample respondents about the worthiness of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 33 per cent of the sample respondent who are having Home appliance set said that the worthiness of the Home appliance set is very important, followed by 25 per cent of the sample respondents said it is important. Collectively 27 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction. 15 per cent of the sample respondents are undecided.

On asking the same to the sample respondents about the responsiveness of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 33 per cent of the sample respondent who are having Home appliance set said that the responsiveness of the Home appliance set is very important, followed by 31 per cent of the sample respondents said it is important. Collectively only 16 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction. 20 per cent of the sample respondents are undecided on this parameter.

Warranty is critical factor for the success of any product. On asking the same to the sample respondents about the warranty of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 56 per cent of the sample respondent who are having Home appliance set said that the warranty of the Home appliance set is very important, followed by 32 per cent of the sample respondents said it is important. On the responses collected. It is clearly observed that warranty is very critical factor for customer satisfaction as 88 per cent sample respondents in collectively favours for warranty.

In the pre-sales factor majorly covers the perception about the products featured and whether that product actually meets the pre required feature of customers. On asking the same to the sample

respondents about the Pre - Sales of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 26 per cent of the sample respondent who are having Home appliance set said that the Pre-sales of the Home appliance set is important, followed by 23 per cent of the sample respondents said it is very important. Collectively 34 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction. 17 per cent of the sample respondents are undecided about this factor.

Usage experience is considered to be a major factor while find the satisfaction of the customer. On asking the same to the sample respondents about the Usage Experience of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 34 per cent of the sample respondent who are having Home appliance set said that the usage experience of the Home appliance set is less important, where as 23 per cent of the sample respondents said it is important. Thus it can be conclude that usage experience is not that equally important factor for customer satisfaction.

The commercial success of any product or service is lying on the after sale services provided by the company, as the ultimately customer wants value for their money. On asking the same to the sample respondents about the after sales service of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 57 per cent of the sample respondent who are having Home appliance set said that the after sales service of the Home appliance set is very important, followed by 33 per cent of the sample respondents said it is important. Hardly 1 per cent of the sample respondents said it is less important or not at all important.

On asking the same to the sample respondents about the loyalty programme for the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 28 per cent of the sample respondent who are having Home appliance set said that the loyalty programme of the Home appliance set is very important, followed by 26 per cent of the sample respondents said it is important. Collectively 22 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction. 24 per cent of the sample respondents are undecided.

On asking the same to the sample respondents about the sales person behaviour of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 25 per cent of the sample respondent who are having Home appliance set said that the sales person behaviour of the Home appliance set is not at all important, followed by 23 per cent of the sample respondents said it is less important. Collectively 34 per cent of the sample respondents are of the opinion that it either very important or important in terms of customer satisfaction. 18 per cent of the sample respondents are undecided about this factor.

On asking the same to the sample respondents about the repairs of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 38 per cent of the sample respondent who are having Home appliance set said that the overall quality of the Home appliance set is important, followed by 33 per cent of the sample respondents said it is very important. Only 9 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction.

On asking the same to the sample respondents about the reliability of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 31 per cent of the sample respondent who are having Home appliance set said that the reliability of the Home appliance set is important, followed by 28 per cent of the sample respondents said it is very important. Collectively 16 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction.

On asking the same to the sample respondents about the customer service of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 33 per cent of the sample respondent who are having Home appliance set said that the customer service of the Home appliance set is very important, followed by 27 per cent of the sample respondents said it is important. Collectively 21 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction.

On asking the same to the sample respondents about the product compatibility of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 33 per cent of the sample respondent who are having Home appliance set said that the product compatibility of the Home appliance set is very important, followed by 32 per cent of the sample respondents said it is important. Collectively 12 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction. 26 per cent of the sample respondents are undecided.

On asking the same to the sample respondents about the Competitive price of the Home appliance set and asked to rank it as very important to not at all important. It has been observed that 39 per cent of the sample respondent who are having Home appliance set said that the overall quality of the Home appliance set is very important and important respectively. Collectively 13 per cent of the sample respondents are of the opinion that it either less important of not at all important in terms of customer satisfaction.

### CONCLUSION:-

This study also reveals that the pattern of theoretical relationships between satisfaction, loyalty and retention does hold good for Customer durable white goods. It is found that customer's satisfaction has a positive effect on the loyalty. But at the same time, it does seem to be a significant relationship between satisfaction and retention or loyalty and retention on Customer durable white goods.

Customer durable white goods must be able to identify measure and track the drivers of satisfaction that are important to improve customer's retention. The notion that retention is all about improving customer's satisfaction and loyalty does not seem to be true. In the case of durable white goods, the priorities and needs of the customers continuously shift, which means companies need to anticipate what they require or want next, rather than selling what they bought it.

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