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A STUDY OF CUSTOMER FEEDBACK FOR CONSUMER DURABLES GOODS IN NAGPUR DIVISION: A CASE OF PROBLEM FACED BY THE CUSTOMER REGARDING THE SERVICES OFFERED BY THE COMPANY

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ABSTRACT:

The research work is limited to consumer's feedback towards consumer durables (viz. white goods, brown goods and consumer electronics) in Nagpur Division. The research work will be conducted in the Division were the population is more in Nagpur. The respondents will be consumers who are directly involved with feedback of consumer durables. The research is aimed to study Problem faced by the customer regarding the services offered by the company and what are their buying pattern and preferences towards purchase of new consumer durable product. The study will explore the buying behavior patterns and influencing factors resulting to behavior aspects of the customers in Nagpur Division

KEYWORDS: *consumer electronics , consumer durables.*

INTRODUCTION

Indian consumer durables market used to be dominated by a few domestic players like Godrej, Allwyn, Kelvinator, Videocon and Voltas. But post-liberalization many foreign companies like L.G. Panasonic, Samsung, Toshiba, Sony, Haier, and Whirlpool have entered into India, dethroning the Indian players and dominating the market. The major categories in the market are Televisions, refrigerators, air-conditioners and washing machines.

India being the second fastest growing economy with a huge consumer class has resulted in consumer durables as one of the fastest growing industries in India. LG and Samsung, the two Korean companies have been maintaining the lead in the industry with LG being the leader in almost all the categories.

The rural market is growing faster than the urban markets, although the penetration level in rural area is much lower. The Television 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 consumer awareness are the main growth drivers of this industry

India officially classifies its population in five groups, based on annual household income (based on year 1995-96 indices). These groups are: Lower Income; three subgroups of Middle Income; and Higher Income. Household income in the top 20 boom cities in India is projected to grow at 10 per cent annually over the next eight years, which is likely to increase consumer spending on durables. With the emergence of concepts such as quick and easy loan, zero equated monthly instalment (EMI) charges, loan through credit card, loan over phone, it has become easy for Indian consumers to afford more expensive consumer goods.

The rapid economic growth is increasing and enhancing employment and business opportunities and in turn increasing disposable incomes. Middle class, defined as households with disposable incomes from Rs 200,000 to 1,000,000 a year comprises about 50 million people, roughly 5% of the population at present. By 2025 the size of middle class will increase to about 583 million people, or 41% of the population. Extreme rural poverty has declined from 94% in 1985 to 61% in 2005 and is projected to drop to 26% by 2025.

In consonance with the global trend, over the years, demand for consumer durables has increased with rising income levels, double-income families, changing lifestyles, availability of credit, increasing consumer awareness and introduction of new models. Products like air conditioners are no longer perceived as luxury products.

GROWTH OF CONSUMER ELECTRONICS PRODUCTION IN INDIA

The biggest attraction for MNCs is the growing Indian middle class. This market is characterized with low penetration levels. MNCs hold an edge over their Indian counterparts in terms of superior technology combined with a steady flow of capital, while domestic companies compete on the basis of their well-acknowledged brands, an extensive distribution network and an insight in local market conditions.

One of the critical factors those influences durable demand is the government spending on infrastructure, especially the rural electrification programme. Given the government's inclination to cut back spending, rural electrification programmes have always lagged behind schedule. This has not favored durable companies till now. Any incremental spending in infrastructure and electrification programmes could spur growth of the industry.

ANALYSIS OF CUSTOMER FEEDBACK:

Table no. 1 Have you ever experienced any problem regarding services offered by the company?

	Products			
Response	**TV**	**Washing Machine**	**Air Conditioner**	**Refrigerator**
Yes	245	233	84	207
No	294	251	214	297

When enquired about the problem faced by the customer regarding the services offered by the company. The results show that respondents of Air conditioner said that there is no such problem faced regarding the services offered by the company. In the remaining category of products the respondents are more or less evenly spread. Thus, this shows a tendency of company paying more attention towards high value products customer.

Table no. 2 Feedback regarding Customer Service

	Products			
Response	**TV**	**Washing Machine**	**Air Conditioner**	**Refrigerator**
In person	76	77	65	112
Through customer care	158	121	57	89
Internet	131	89	45	88
Through a dealer/retailer by telephone	134	154	111	166
Other	40	43	20	49
	539	484	298	504

It has been observed that majority of the sample respondents pertaining to all the selected products category favours that company should communicate telephonically is most preferred.

Table no. 3 how long did it take to get this problem resolved?

Response	Products			
	TV	**Washing Machine**	**Air Conditioner**	**Refrigerator**
Immediate resolution	49	58	57	45
Less than a day	69	77	68	59
Between 2 to 3 days	143	133	113	149
Between 3 and 5 days	154	159	49	143
More than a week	124	57	11	108
	539	484	298	504

On analysing the feedback from the customer regarding the time taken by the company to get the problem solved, it has been observed that company showed quite good efficiency with respect to addressing the problems of their customer. Majorly delay happens because of the nature of problem.

Table no. 4 How many times did you contacted before the problem was corrected?

	Products			
Response	**TV**	**Washing Machine**	**Air Conditioner**	**Refrigerator**
One time	215	194	178	221
Twice	159	159	86	178
Three times	89	92	27	69
More than three times	76	39	7	36
	539	484	298	504

Again it has been observed that company is putting lots of efficiency in terms of problems get solved at minimum complaints and reminders.

Table no. 5Which mode of contact you prefer by the Company?

Response	Products			
	TV	**Washing Machine**	**Air Conditioner**	**Refrigerator**
SMS	221	214	109	229
E mail**	109	91	97	103
Telephone	198	165	92	167
Through post	11	14	0	5
	539	484	298	504

Customers are looking towards more techno savvy mode of communication by the company. On analysing it has been observed that the majority of the sample respondents for all selected products of study prefer SMS communication is best, followed by telephonic communication.

CONCLUSION

1. Company showed quite good efficiency with respect to addressing the problems of their customer. Majorly delay happens because of the nature of problem.
2. Company is putting lots of efforts in terms of problems get solved at minimum complaints and reminders.
3. Customers are looking towards more techno savvy mode of communication by the company. On analysing it has been observed that the majority of the sample respondents for all selected products of study prefer SMS communication is best, followed by telephonic communication.

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