

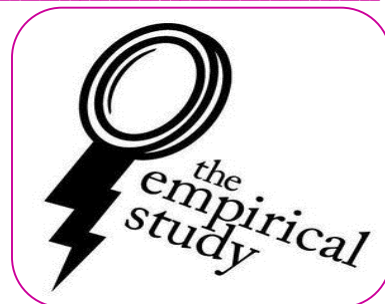


SATISFACTION OF SELECTED DURABLE PRODUCTS AT COIMBATORE CITY– AN EMPIRICAL STUDY

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ABSTRACT

Durable products are helps to reduce the manpower and complete the domestic work. The hi tech durable products are improve the standard of living, apart from the standard of living the living style also increase due to durable products. The research and development helps the marketers to update the products, the updated products creates more demand. Three products were taken for this study i.e. Washing machine, Micro wave oven and refrigerator. The convenient sampling method adopted for this study, before collect the data from the respondents. The researcher approached the consumers and asked whether they are having all the three durable products. The structured questionnaire issued to collect the data. The percentage analysis used to present the socio economic profile of the sample respondents. Chi Square test applied to find the socio economic profile influence the level of satisfaction of durable products. This study will help the marketers to understand the level of satisfaction of the durable products at the beginning. How the new products get the market and reach the existing consumers and induce to replace the durable products. They concluded that the consumers are collecting the durable products details while come for exchange the products. The satisfaction of durable products are price related and product related presented in this study, it will use full to the marketers for price fixing and products designing.

KEYWORDS : Durable products, price related, products related and satisfaction.

INTRODUCTION

Durable products are helps to reduce the manpower and complete the domestic work. The hi tech durable products are improve the standard of living, apart from the standard of living the living style also increase due to durable products. The research and development helps the marketers to update the products, the updated products creates more demand. The durable products are more price while introduce later the price reduce because of competition and outdated. The consumers understand the purpose of updated products and changing the products periodically. The outdated products also have some value, many consumers buying the old durable products those are poor income group. Whether the durable products are old or new, it will fulfill the consumer's requirements. The consumers prefer the imported products, because of quality and durability. All the developed countries have the market in India, every year they increase the sales in India.

The level of satisfaction normally high while purchase and using the products at the beginning, later the level of satisfaction reduce because of outdated of the products and reduce of performance of durable products. So, the researcher selected the consumers those are having durable products which are purchase less than three years before.

NEED OF THE STUDY

This study conducted to find out the level of satisfaction about the durable products. This study will help the marketers to understand the level of satisfaction of the durable products at the beginning. How the new products get the market and reach the existing consumers and induce to replace the durable products.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To present the socio economic profile of the sample respondents
2. To find out the level of satisfaction and analysis the satisfaction with regards to price related and product related.
3. To give suggestions to the marketers and consumers.

SAMPLING AND TOOLS

The researchers conducted study at Coimbatore city, one hundred and twenty five samples was taken for this study. The data collected only in the city limit. Three products were taken for this study i.e. Washing machine, Micro wave oven and refrigerator. The convenient sampling method adopted for this study, before collect the data from the respondents. The researcher approached the consumers and asked whether they are having all the three durable products. The structured questionnaire issued to collect the data. The percentage analysis used to present the socio economic profile of the sample respondents. Chi Square test applied to find the socio economic profile influence the level of satisfaction of durable products.

HYPOTHESIS

The following are the null hypothesis formulated by the researchers.

H1- The socio economic factors are do not significantly influence the level of satisfaction price related.

H2- The socio economic factors are do not significantly influence the level of satisfaction product related.

The above hypothesis tested in this study used chi square test.

ANALYSIS AND INTERPRETATION

Percentage Analysis

Percentage analysis used to understand the socio economic profile of the sample respondents. The following tables are presents the socio economic profile of the respondents.

Table 1 : Age group of the Respondents

Sl. No.	Age Group	Number of Respondents	Percentage
1.	Up to 25 years	13	10.40
2.	26 years to 40 years	37	29.60
3.	41 years to 55 years	43	34.40
4.	Above 55 years	32	25.60
	Total	125	100

Source : Primary data

Thirteen (10.40%) respondents are come under the age group of up to 25 years. Thirty seven (29.60%) respondents are come under the age group between 26 years to 40 years. Forty three (34.40%) respondents are come under the age group between 41 years to 55 years and the remaining thirty two (25.60%) respondents are come under the age group of above 55 years. Majority (34.40%) of the respondents are come under the age group of 41 years to 55 years.

Table 2 : Gender of the Respondents

Sl. No.	Gender	Number of Respondents	Percentage
1.	Male	48	38.40
2.	Female	77	61.60
	Total	125	100

Source : Primary data

Forty eight (38.40%) respondents are male and the remaining seventy seven (61.60%) respondents are female. Majority (61.60%) respondents are female.

Table 3 : Educational Qualification of the Respondents

Sl. No.	Educational Qualification	Number of Respondents	Percentage
1.	School level	8	6.40
2.	Under Graduate	47	37.60
3.	Post Graduate	55	44.00
4.	Other courses	15	12.00
	Total	125	100

Source : Primary data

Eight (6.40%) respondents are studied at school level. Forty seven (37.60%) respondents are under graduates. Fifty five (44.00%) respondents are studied post graduate level and the remaining fifteen (12.00%) respondents are studied other courses. Majority (44.00%) of the respondents are post graduates.

Table 4 : Monthly Income of the Respondents

Sl. No.	Monthly Income	Number of Respondents	Percentage
1.	Up to Rs. 25,000	38	30.40
2.	Rs. 25,001 to Rs. 40,000	56	44.80
3.	Above Rs. 40,000	31	24.80
	Total	125	100

Source : Primary data

Thirty eight (30.40%) respondents monthly income is up to Rs. 25,000. Fifty six (44.80%) respondents monthly income is between Rs. 25,001 and Rs. 40,000 and the remaining thirty one (24.80%) respondent's monthly income is above Rs. 40,000. Majority (44.80%) of the respondent's monthly income is between Rs. 25,001 and Rs. 40,000.

Table 5 : Occupation of the Respondents

Sl. No.	Occupation	Number of Respondents	Percentage
1.	Private Employees	63	50.40
2.	Government Employees	34	27.20
3.	Business or Profession	28	22.40
	Total	125	100

Source : Primary data

Sixty three (50.40%) respondents are private employees. Thirty four (27.20%) respondents are government employees and the remaining twenty eight (22.40%) respondents are doing business or profession. Majority (50.40%) of the respondents are working in private companies.

Table 6 : Family Members of the Respondents

Sl. No.	Family Members	Number of Respondents	Percentage
1.	Up to 3 members	33	26.40
2.	4 members to 6 members	68	54.40
3.	Above 6 members	24	19.20
	Total	125	100

Source : Primary data

Thirty three (26.40%) respondents family members are up to 3 members. Sixty eight (54.50%) respondents family members are between 4 members and 6 members and the remaining twenty four (19.20%) respondents family members are above 6 members. Majority (54.40%) of the respondents family members are between 4 members and 6 members.

Table 7 : Family type of the Respondents

Sl. No.	Family Type	Number of Respondents	Percentage
1.	Joint family	52	41.60
2.	Nuclear family	73	58.40
	Total	125	100

Source : Primary data

Fifty two (41.60%) respondents are living as joint family and the remaining seventy three (58.40%) respondents are living as nuclear family. Majority (58.40%) of the respondents are living as nuclear family.

Table 8 : Mode of purchase of durable products of the Respondents

Sl. No.	Mode of Purchase	Number of Respondents	Percentage
1.	Cash	11	8.80
2.	Credit Card	38	30.40
3.	Loan	76	60.80
	Total	125	100

Source : Primary data

Eleven (8.80%) respondents are purchasing durable products as hot cash. Thirty eight (30.40%) respondents are purchasing durable products using credit card and the remaining seventy six (60.80%) respondents are buying product as loan. Majority (60.80%) of the respondents are buying durable products through loan.

Table 9 : Buying Decision of the Respondents

Sl. No.	Buying Decisions	Number of Respondents	Percentage
1.	Myself	53	42.40
2.	Spouse	43	34.40
3.	Family members	29	23.20
	Total	125	100

Source : Primary data

Fifty three (42.40%) respondents are taking decision their self for selecting durable products. forty three (34.40%) respondents are consulting their spouse for selecting durable products and the remaining twenty nine (23.20%) respondents are consulting their family members while selecting durable products. Majority (42.40%) of the respondents are taking own decision for buying durable products.

Product Related Satisfaction

The researchers had taken seven variables to measure the level of satisfaction regarding selected durable products. Likert five point scale used to measure the level of durable products related satisfaction. Total score taken to find out the mean and SD to group is as low level, medium level and high level of satisfaction. The level of product related is satisfaction is presented in the following tables.

Table 10 : Level of products related satisfaction

Sl. No.	Level of satisfaction	Number of Respondents	Percentage
1.	Low	12	9.60
2.	Moderate	29	23.20
3.	High	84	67.20
	Total	125	
Mean : 25.521, SD: 1.324, Minimum : 9 and Maximum : 32.145			

The above table shows the level satisfaction, twelve (9.60%) respondents felt low level of products related satisfaction. Twenty nine (23.20%) respondents felt moderate level of products related satisfaction and eighty four (67.20%) respondents felt high level of products related satisfaction. Majority of the respondents felt high level products related satisfaction.

Price Related Satisfaction

The researchers had taken twelve variables to measure the level of satisfaction regarding price of selected durable products. Likert five point scale used to measure the level of durable products price related satisfaction. Total score taken to find out the mean and SD to group is as low level, medium level and high level of satisfaction. The level of product related is satisfaction is presented in the following tables.

Table 11 : Price Related Satisfaction

Sl. No.	Level of satisfaction	Number of Respondents	Percentage
1.	Low	72	57.60
2.	Moderate	34	27.20
3.	High	19	15.20
	Total	125	100
Mean : 34.658, SD: 2.157, Minimum 17 and Maximum 49.528			

The above table shows the level satisfaction, Seventy two (57.60%) respondents felt low level of price related satisfaction. Thirty four (27.20%) respondents felt moderate level of price related satisfaction and nineteen (15.20%) respondents felt high level of price related satisfaction. Majority of the respondents felt high level price related satisfaction.

CHI SQUARE TEST

All the socio economic factors were taken for analysis. The hypothesis were checked with the calculated P-value at 5% significant. The level of product related satisfaction was presented in the following table.

Table 12 : Chi Square Test – Product Related

Sl. No.	Variables	Chi Square Value	DF	P – Value	Result
1	Age group	47.839	6	.001	Significant
2	Gender	21.436	2	.000	Significant
3	Educational Qualification	29.884	6	.000	Significant
4	Monthly Income	33.871	4	.000	Significant
5	Occupation	8.762	4	.067	Not Significant
6	Family Members	22.744	4	.000	Significant
7	Family type	21.890	2	.000	Significant
8	Mode of purchase	4.887	4	.299	Not Significant
9	Buying Decision	8.342	4	.079	Not Significant

The above table shows the chi square test for produce related satisfaction, age group (.001), gender (.000), educational qualification (.000), monthly income (.000), family members (.000) and family type (.000) are significantly influence the level of product related satisfaction at 5% significant level. The occupation (.067), mode of payment (.299) and buying decision (.079) are do not significantly influence the level of product related satisfaction at 5% significant level.

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FINDINGS

1. Majority (34.40%) of the respondents are come under the age group of 41 years to 55 years.
2. Majority (61.60%) respondents are female.
3. Majority (44.00%) of the respondents are post graduates.
4. Majority (44.80%) of the respondent's monthly income is between Rs. 25,001 and Rs. 40,000.
5. Majority (50.40%) of the respondents are working in private companies.
6. Majority (54.40%) of the respondents family members are between 4 members and 6 members.
7. Majority (58.40%) of the respondents are living as nuclear family.
8. Majority (60.80%) of the respondents are buying durable products through loan.
9. Majority (42.40%) of the respondents are taking own decision for buying durable products.
10. Twelve (9.60%) respondents felt low level of products related satisfaction. Twenty nine (23.20%) respondents felt moderate level of products related satisfaction and eighty four (67.20%) respondents felt high level of products related satisfaction. Majority of the respondents felt high level products related satisfaction.
11. Seventy two (57.60%) respondents felt low level of price related satisfaction. Thirty four (27.20%) respondents felt moderate level of price related satisfaction and nineteen (15.20%) respondents felt high level of price related satisfaction. Majority of the respondents felt high level price related satisfaction.
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SUGGESTIONS

The following are the suggestions given by the researcher.

1. The consumers need more knowledge about to compare the price of the durable products with benefits of the durable products.
2. The consumers should prepare price comparative chart to finalize the brand and products. Majority of the consumers are buying durable products through loan, so the small variation is not a big issue to the consumers, in this regard the marketers should understand to maximize the sales.

3. The marketers are trying to include maximum options in the existing products to give innovative products, the consumer should understand their requirement, according to their requirement they could select the product.

CONCLUSION

This present study conducted to find the level of satisfaction related to price and products. All the consumers are expecting best products at reasonable price. As a consumer without knowledge it is unable to calculate the price of durable products. The marketers have to face lot of expenses to sell the products, it may not consider the consumers. The price of all commodity are increasing but later because of outdated technology the price of durable products may reduce. The outdated durable products may not use full to the consumers comparing new products. The level of satisfaction of the durable products is reducing soon because of regular usage. The marketers gives continues changes in the durable products to avoid the sales sustain. The middle class consumes are not change their durable products periodically, because of poor performance of the existing products, consumer come to change their existing products. The consumers are collecting the durable products details while come for exchange the products. The satisfaction of durable products are price related and product related presented in this study, it will use full to the marketers for price fixing and products designing.

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