

A STUDY ON CUSTOMER TO DESIGN THINKING SATISFACTION TOWARDS VASANTH & CO. ELECTRICAL AND APPLIANCES IN COIMBATORE CITY

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ABSTRACT:

This study investigates customer satisfaction levels concerning Vasanth and Co's electrical appliances in Coimbatore. As a prominent electronics and appliance retail chain in the region, understanding factors that influence customer satisfaction is critical. A mixed-methods approach combines quantitative surveys and qualitative interviews. The quantitative phase involves structured surveys from a representative customer sample, focusing on product quality, pricing, after-sales service, and overall shopping Experience. Qualitative interviews delve deeper into customer experiences and expectations. The research explores the impact of brand loyalty, word-of-mouth recommendations, and technological advancements on customer satisfaction. The findings will guide Vasanth and Co in improving customer experiences, marketing strategies, and product offerings. This study contributes to Vasanth and Co's commitment to delivering high-quality electrical appliances and services in Coimbatore.

KEYWORDS: Brand loyalty,

Expectation, Marketing strategies

INTRODUCTION

Home appliance, also referred to as a domestic appliance an electric appliance or a house hold appliance, is a machine which assist in household functions, such as cooking, cleaning and food preservation. While many appliances have existed for centuries, the self-contained electric orgas-powered appliances are a uniquely American innovation that emerged in the twentieth century. The development of these appliances is tied to the disappearance of full-time domestic servants and the desire to reduce the time-consuming activities in pursuit of more recreational time. In the early 1900s, electric and gas appliances included washing machines, water heaters, refrigerators, kettles and sewing machines. The invention of Earl Richardson's small electric clothes iron in 1903 gave a small initial boost to the home appliance industry. In the Post-World War II economic expansion, the domestic use of dishwashers, and clothes dryers were part of a shift for convenience. Increasing

discretionary income was reflected

by a rise in miscellaneous home appliances.

EMPATHY

DESIGN THINKING	POTENTIAL QUEASTION
Empathy	1.Which from of advertisement do you like more? 2What compels you to consume it? 3.What age group do you think advertisement products are targeting? 4.What factor influenced you to switch over brands?

OBJECTIVES OF THE STUDY

1. To study the level of awareness about Vasanth &co electrical appliance among the respondents.
2. To find out the factors influencing to choose Vasanth &co electrical appliances for purchasingthe home appliances.
3. To study the satisfaction level of the respondents in Vasanth&co electrical appliances
4. To find out the issues faced by the customers while and after purchasing in Vasanth &co

as the mobile no, age, income, etc. WAS not willinglyrevealed by the samples. When analysis was made it was found that certain answers wereunclear and illegible.

METHODOLOGY OF THE STUDY

This study is mainly based on survey method. The required primary data were collected directly from the respondents. This secondary data was also used in the study. They were collected from books, journals and others.

LIMITATIONS OF THE STUDY

The present study has certain inevitable limitations.

1. The study has been limited to a sample of 110 respondents in the Coimbatore District
2. The main limitation was collecting information from the respondents.
3. Certain personal information such

TOOLS USED

1. Percentage Analysis
2. Chi-Square
3. ANOVA

STATEMENT OF THE PROBLEM

Customer prefers the home

appliances with high quality, low price, attractive models and advanced technology. So, the competition is severe and the manufacturer has to consider the opinion of

the customers. In this context, the researcher is interested in studying the customer’s satisfaction towards the home appliances.

DEFINE

DESIGN THINKING STAGE	INTERFERENCE
Define	1. Is spending on advertisement is accepted by you? 2. Which of the following according to you help build a good brand image?

SCOPE OF THE STUDY

The present study target of Coimbatore city consumers, understanding their behaviour helps to identify the preference influence of brand in their purchase decision on the purchase of particular home appliances. The insight will help the manufactures to adopt new strategies which would help not only to attract new customers but also the maintain the loyalty of the existing customer, as in the present competitive scenario the consumers are prepared to choose their right product not only based on their needs but also on the basis of personal interest shown by the manufactures on them.

study of home appliances business. Journal of Retailing and Consumer Service 30,6783. Studied about after sales services (ASS) square measure activities that crop up when the acquisition of the merchandise by customers and square measure dedicated to supporting customers within the use and disposal of products. ASS will produce property relationships with customers and contribute considerably to customer satisfaction. the aim of this study is to gauge the ASS quality by mensuration the extent of customer satisfaction (CS), customer retention (CR) and customer loyalty (CL) through the SERVQUAL dimensions comprising of ASS attributes and conjointly to envision that such ASS-based dimensions of SERVQUAL has to be targeted additional on up the standard of ASS with the thought of companies concerned in producing the house appliances. For this purpose, analysis models were planned to look at the influence of ASS

REVIEW OF LITERATURE

Murali, S., Pugazhendhi, S., & Muralidharan, C. (2016) (1) – Reference: Modelling and investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty—a case

attributes on Cs, Cr and CL for 3 totally different product like stove, Water setup and Mixer Grinder from the house appliances sector and tested by multivariate analysis analyses on knowledge collected through the structured survey form, with a five-point Likert scale. The study has incontestable the appliance of multivariate analysis in learning the influence of ASS attributes on Cs, CR and CL, and also the results of the study have helped in analysing the performance of the case firms thus on devise appropriate methods in up Cs, CR and CL.

Davis-Sramek, B., Mentzer, J. T., & Stank, T. P. (2008) (2) – Reference: Creating consumer durable retailer customer loyalty through order fulfilment service operations. *Journal of operations management*, 26(6), 781-797. Studied about Manufacturers currently realize themselves within the position of finding new ways in which to stay competitive within the era of retail power. The concern rests on the manufacturer's ability to implement operational ways that facilitate the distributor accomplish its objectives. Specifically, makers that establish victorious order fulfilment service will have an effect on distributor loyalty. The overarching goal of this analysis, therefore, is to look at the importance to operations managers of understanding the order fulfilment wants and expectations of their retail customers and to determine the added role that

operations management plays in developing distributor loyalty. Empirical proof is provided on the relationships between relative order fulfilment service, operational order fulfilment service, satisfaction, emotional commitment, purchase behaviour, and loyalty. Such proof not solely focuses on the strategic importance of the OM discipline in manufacturer–retailer relationships, however additionally extends previous OM theory by taking an additional complicated read of the loyalty development.

Sammer, K., & Wüstenhagen, R. (2006) (3) - Reference: The influence of ecolabelling on consumer behaviour—Results of a discrete choice analysis for washing machines. *Business Strategy and the Environment* 15(3), 185-199. Focused on Eco labelling is a very important tool to beat market failure because of data asymmetries for environmental merchandise. Whereas previous analysis has mentioned the importance of labelling, this paper provides empirical information on the influence of eco labels on customer behaviour for unit appliances. It reports on the results of a survey involving a complete of 151 choice

based conjoined interviews conducted in Chwezi in spring 2004. Choice based conjoined analysis (also referred to as separate choice) has been applied to reveal the relative importance of assorted product

attributes for customers. The EU energy label is employed for the merchandise class chosen in our survey, laundry machines, and that we investigate the relative importance of this eco label compared with alternative product options consumers' getting selections. We have a tendency to draw conclusions for property promoting and policy.

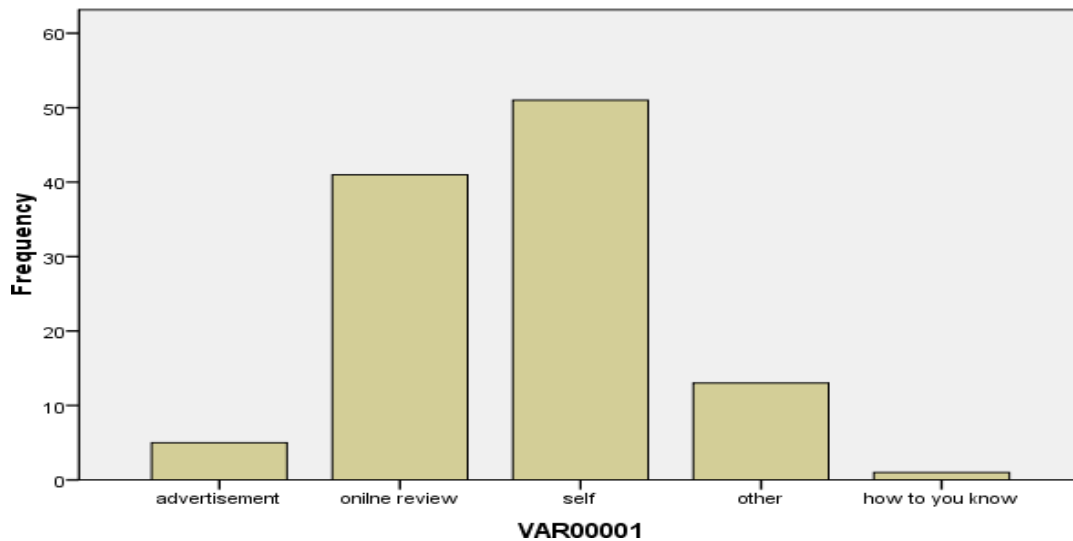
Law, A. K., Hui, Y. V., & Zhao, X. (2004) (4) - Reference: Modelling repurchase frequency and customer satisfaction for fast food outlets. International journal of quality & reliability management, 21(5), 545-563. Studied about Although customer satisfaction and loyalty have attracted plenty of attention in commission management analysis, comparatively few studies have examined the impact of waiting time and repair quality on customer satisfaction and repurchase frequency. During this study, we tend to model the relationships between customer satisfactions, repurchase frequency, waiting time and alternative service quality factors in nourishment retailers. The results indicate that waiting time and alternative service factors like workers perspective, atmosphere, seat convenience and food quality considerably influence the customers' come frequency. Results additionally show that waiting time,

workers perspective, food quality and food selection all considerably have an effect on customer satisfaction. It's additionally found that the importance of the link depends on the temporal arrangement of the visits. These models can facilitate managers to know the vital factors that influence customer loyalty and satisfaction within the nourishment business and facilitate them build enhancements consequent

DATA ANALYSIS AND INTERPRETATION
TABLE-1

Table showing How to know about Vasanth & CO

	Frequency	Percent	Valid Percent	Cumulative percent
Advertisement	5	4.5	4.5	4.5
Online review	41	36.9	36.9	41.4
Self	51	45.9	45.9	87.4
Other	13	11.7	11.7	99.1
How to you know	1	.9	.9	100.0
Total	111	100.0	100.0	



INTERPRETATION

The above chart indicates that 4.5% of the respondents come to **ADVERTISEMENT**. 36.9% of the respondents come to the **ONLINE**

REVIEW. 45.9% of the respondents come to **SELF**. 11.7% of the respondents come to the **OTHER**. 9% of the respondents come to **HOW TO YOU KNOW**.

TABLE-2

Table showing you purchase home application at vasanth&co

	Observed N	Expected N	Residual
Price	3	27.5	-24.5
Quality products	43	27.5	15.5
Service	49	27.5	21.5
Discount	15	27.5	-12.5
Total	110		

TABLE-3

TEST STATISTICS

	What is the reason did you purchases home application at vasanth & co
Chi-square	53.055 ^a
Df	3
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5

INTERPRETATION

The above table indicates 3% of the respondents purchases through **PRICE**.43% of the respondents purchases through **QUALITY PRODUCTS**.49% of the respondents purchases through **SERVICE**.15% of the respondents purchases through **DISCOUNT**.

TABLE-4

Table showing how satisfied are you with Vasanth&co

	N	MEAN	std. Deviation	std. Error	95% confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
Display of production	3	2.3333	.57735	.33333	.8991	3.7676	2.00	3.00
Customer care	40	2.6000	.70892	.11209	2.3733	2.8267	1.00	4.00
Brand collection	55	2.5636	.78796	.10625	2.3506	2.7767	1.00	4.00
After sales service	12	2.7500	.62158	.17944	2.3551	3.1449	2.00	4.00
Total	110	2.5909	.73317	.06990	2.4524	2.7295	1.00	4.00

TABLE-5

ANOVA

	Sum of squares	Df	Mean square	F	Sig.
Between groups	.547	3	.067	.333	.802
Within groups	58.044	106	.503		
Total	58.591	109			

INTERPRETATION

The above table indicates that 3% of the respondents to **DISPLAY OF PRODUCTION**.40% of the respondents to **CUSTOMER CARE**.55% of the respondents to **BRAND COLLECTION**.

12% of the respondents to **AFTER SALES SERVICE**

TABLE-6

**Table showing the problem do you face while and after purchasing from
 vasanth & co**

	N	MEAN	std. Deviation	std. Error	95% confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
High price	6	2.6667	.51640	.21082	2.1247	3.2086	2.00	4.00
Shipping cost	43	2.6512	.71991	.10979	2.4296	2.8727	1.00	4.00
Exchange facility	51	2.7059	.72922	.10211	2.5008	2.9110	1.00	4.00
Availability	10	2.8000	.63246	.20000	2.3476	3.2524	2.00	4.00
Total	110	2.6909	.70053	.06679	2.5585	2.8233	1.00	4.00

TABLE-7

ANOVA

	Sum of squares	Df	Mean square	F	Sig.
Between groups	.202	3	.067	.134	.940
Within groups	53.289	106	.503		
Total	53.491	109			

INTERPRETATION

The above table indicates 6% of the respondents to **HIGH PRICE** .43% of the respondents to **SHIPPING COST**.51% of the respondents to **EXCHANGE FACILITY**.10% of the **RESPONDENTS TO AVAILABILITY**

TABLE-8

Table showing how many times did you visits vasanth & co

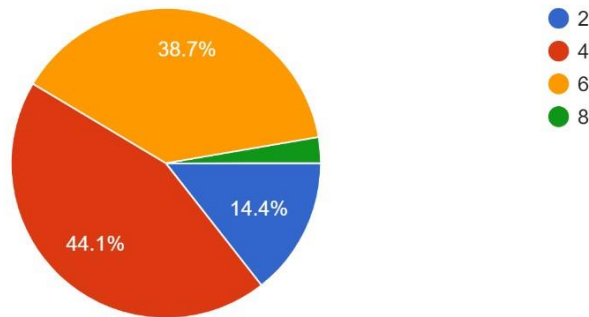
Particulars	No of respondents	Percentage
2	16	14.4%
4	49	44.1%
6	43	38.7%
8	3	2.7%
Total	111	100%

- Majority (51%) of the respondents to exchange facility
- Majority (44.1%) of the respondents to visits 4 times

SUGGESTIONS

As per the research, Maximum of the customers are highly satisfied with good quality, reasonable price, excellent customer care, service, variety of brand collection, store ambience, etc. 90% considerable percentage of the customers

111 responses



INTERPRETATION

The above chart indicates that 14.4% of the respondents to visits **2 TIMES**.44.1% of the respondents to visits **4 TIMES**.38.7% of the respondent’s to visits **6 TIMES**.2.7% of the respondents visits to **8 TIMES**.

FINIDINGS

- Majority (51%) of the respondents of come to self
- Majority (49%) of the respondents purchases through service
- Majority (55%) of the respondents to brand collection

are influencing to not fulfil the overall satisfaction about ‘NO FREE DELIVERY ’and ‘TIME LAGGING’. It would be great to add Customer’s required changes for their complete satisfaction.

CONCLUSION

The purpose of the study was to investigate customer’s satisfaction on home appliances. Home appliances like Television, Refrigerator, washing machine, Air conditioner etc., are being used by each and every household in our

society. These products have become part 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.

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