

A STUDY ON CUSTOMER SATISFACTION ON HOME APPLIANCES INDUSTRY

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ABSTRACT

Customer satisfaction is an underlying segment of the Marketing capacity and it very well may be basically characterized the quantity of customers, or level of aggregate customers, whose detailed involvement with a firm, its items, or its administrations surpasses determined fulfilment objectives. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers. For the afore mentioned purpose of obtaining the data, questionnaire method is used. Suitable tools have been used to obtain scientific evidence.

INTRODUCTION

Customer satisfaction, business term, is a proportion of how items and services provided by an organization meet or outperform customer desire. It is seen as a key execution marker inside business and is a piece of the four points of view of a Balanced Scorecard. In an aggressive commercial centre where organizations vie for customers, customer fulfillment is viewed as a key differentiator and progressively has become scratch component of business strategy. There is a generous assemblage of exact writing that builds up the advantages of consumer satisfaction for firms. Consumer satisfaction is an uncertain and dynamic idea and

the actual manifestation of the condition of fulfillment will shift from individual to individual and product/administration to item/benefit. The condition of fulfillment relies upon number of both mental and physical factors which relate with satisfaction practices, for example, return and suggest rate. The level of fulfillment can likewise shift contingent upon different alternatives the customer may have and different items against which the customer can think about the associated items

OBJECTIVES OF THE STUDY:

- To identify the factors of customer satisfaction in household appliances.
- To understand the customer preferences of satisfaction factors in household appliances.

LITERATURE REVIEW

Homburg, C., & Giering, A. (2001). Focussed on Previous inquiry on the link between customer satisfaction and loyalty has mostly neglected the difficulty of moderator variables. During a consumer-durables context the authors analyse the moderating impact of selected personal characteristics on the satisfaction–loyalty link. The empirical findings, that square measure supported multiple-group causative analysis, show that the strength of the link between customer satisfaction and loyalty is powerfully influenced by characteristics of the customer. Specifically, selection seeking, age, and financial gain square measure found to be necessary moderators of the satisfaction–loyalty relationship. © 2001 John Wiley & Sons, Inc.

Murali, S., Pugazhendhi, S., & Muralidharan, C. (2016).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 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 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.

Bayus, B. L. (1992). Focussed on in the tutorial literature, the modelling of brand name alternative and switch behavior encompasses a long history for of times purchased grocery. Comparable efforts with customer consumer durables, however, area unit typically absent. This paper presents Associate in nursing application of the complete switch model projected by capital of Sri Lanka and Morrison (1989) to a collection of 4 major home appliances. Appliance complete loyalty, however, is shown to be a perform of the temporal order of replacements, an element that has not entered into the modelling of packed product. As a result, the complete switch matrices area unit analysed over the replacement cycle. This application illustrates however a complete switch analysis are often accustomed assess the relative competitive position of a firm in terms of the first customer sources that a complete attracts.

Davis-Sramek, B., Mentzer, J. T., & Stank, T. P. (2008). 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 fulfillment 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 fulfillment 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 fulfillment service, operational order fulfillment service, satisfaction, emotional commitment, purchase behavior, 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.

Yang, C. C. (2003). Focused on The improvement of service quality has become a serious strategy for up aggressiveness. The identification of customers' necessities so the and also the} measuring of satisfaction levels square measure therefore 2 crucial activities for enterprises. However, corporations oft fail to know customer necessities, and also the usual strategies for measure customer satisfaction square measure incomplete. this analysis establishes AN integrated model for achieving multiple targets in measure service quality, i.e. to spot the necessary quality attributes that square measure known by customers; to know customer satisfaction levels with relevancy these quality attributes; to get the distinction between employees' perceptions and also the customers' perceptions of those quality attributes; to use the analytic results to boost service quality; and to spot the classes of Kano's model of every quality attribute which will be used as important reference on quality choices. This integrated model is efficacious for sensible implementation in industries, and as a crucial reference for educational analysis on service quality.

Law, A. K., Hui, Y. V., & Zhao, X. (2004). 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 consequently.

Parker, C., & Mathews, B. P. (2001). Focussed on The term satisfaction could be an important thought in promoting and is central to several definitions. This paper seeks to look at what this term means that to the general public at massive. It explores the assorted definitions of satisfaction at intervals the literature. The empirical results derive from individuals' own interpretation and definition of the term satisfaction, additionally as analysis of their definitions. Finds that the majority individuals cited many definitions of satisfaction, illustrating that it's a varied thought. The foremost common interpretations mirror the notion that satisfaction could be a feeling which ends up from a method of evaluating what was received against that expected, the acquisition call itself and/or the fulfilment of needs/wants. It additionally finds that the actual interpretation is tormented by discourse problems, like whether or not it's a product or service into consideration. Implications for shopper satisfaction activity and interpretation area unit

Hashimoto, K. (1988). Studied about in a methodology and equipment for extracting programs appropriate for individual subscriber style from among all on the market broadcasts and for writing a personal subscriber to program list, objective knowledge is statistically processed by applied math. The processed results square measure input to a laptop and square measure hold on a tough disk. The storage contents square measure scan out from the hard disc and square measure written out. Subscriber complaints concerning the program list square measure sporadically fed back to boost prediction exactitude, thereby providing associate degree automatic managementler attuned to subscriber style once the individual subscriber program list is employed to mechanically control a TV or VTR.

Grewal, D., & Sharma, A. (1991). Focussed on Salesforce behavior will have a big result on customer satisfaction. This paper presents an abstract framework examining the impact of the salesforce policy on customer satisfaction. Among the context of the framework, it's prompt that salespeople and sales managers will increase customer satisfaction through accommodative commercialism behavior and by developing customer feed-back systems severally. Testable propositions square measure prompt for future analysis, and potential social control implications of the analysis square measure mentioned. The paper emphasizes that the determination and improvement of customer satisfaction ought to be essential goals of salesforce management.

Ahn, J. S., & Sohn, S. Y. (2009). Studied about Manufacturing companies aim to sell their merchandise whereas they fight to stay a sound customer relationship by providing prime quality after-sales service (A/S). This can be as a result of whereas such services have continuously been necessary in selling and sales industries, they're presently gaining importance within the producing trade additionally. Therefore, it's necessary to spot the requirements of various customer teams and to produce individual A/S for every cluster consequently. During this study, we have a tendency to propose a framework that consists of fuzzy clump and an association rule to spot customer teams and their desires. We have a tendency to initial applied fuzzy clump of shoppers in terms of indicators of CSI (customer satisfaction index). Next, the association rule is employed to know the type of A/S that customers contemplate necessary. Our results known 3 teams of shoppers and their needs: cluster one represents those that have a high degree of satisfaction, loyalty and high variety of complaints. This cluster considers the house visiting service most significant. Despite the actual fact that the cluster one has high degree of criticism prevalence, they show a high degree of loyalty. Cluster two has terribly high degree of satisfaction and loyalty with a coffee level of complaints. This cluster considers necessary the A/S factors all told of service sections, together with at the decision centre, the house visiting service, and claim handling. Cluster three has average satisfaction, variety of complaints, and loyalty. Cluster three customers place weight on A/S factors handling the decision centre and therefore the home visiting service. We have a tendency to expect that producing companies will strengthen CRM (customer relationship management) by giving tailored A/S for every cluster consequently.

Chen, Y. L., & Chiu, H. C. (2009) focussed on the purpose of this empirical study is to analyse the consequences of relative bonds on on-line customer satisfaction exploitation gender and time horizon as moderators. The findings are three-fold. First, the monetary and structural bonds have positive impacts on on-line shoppers' satisfaction; but, the social bond doesn't. Second, the monetary, social, and structural bonds have a lot of positive impacts on feminine, than male, customer satisfaction. Third, the monetary bond is a lot of fortunate in strengthening customer satisfaction for short-run than for long customers; but, the structural bond is a lot of necessary for long than for short-run customers.

Chen, Z., & Dubinsky, A. J. (2003). Studied about This article presents associate degree explorative study of an abstract model of perceived customer worth in an exceedingly business-to-consumer e-commerce setting. Key precursors of perceived customer worth enclosed within the model square measure valence of on-line looking expertise, perceived product quality, perceived risk, and merchandise worth. Relationships among these variables (as well as mediating variables) and their relationship to on-line shoppers' worth perceptions square measure explored. The theoretical framework planned during this work expands on previous efforts on perceived customer worth by as well as new variables relevant to associate degree e-commerce setting and by desegregation many key variables into one model. The preliminary findings result in many implications. © 2003 Wiley Periodicals, Inc.

Kabiraj, S., & Shanmugan, J studied about Brand loyalty makes a critically valuable contribution to competitive advantage. High whole loyalty is associate plus that lends itself to extension, high market share, high come back on investment and ultimately high whole equity. The challenge for marketers is the way to influence loyalty. Marketers have rush to develop supposed loyalty schemes, however don't invariably seem to possess thought-about the key parts of why customers stay loyal to a whole. Whole loyalty has been one in all the foremost mentioned and most misunderstood selling ideas of recent years; so, it's clearly an honest time to return the conception of brand name loyalty. First, a loyal customer and a glad customer don't seem to be essentially identical issue. Customers could stay loyal for variety of reasons and should not even be pleased with the merchandise or service. An absence of customer defections doesn't essentially indicate glad customers. From the planning of {a newreplacement whole new} product to the extension of a mature brand, effective selling ways rely upon a radical understanding of the motivation, learning, memory and call processes that influence what customers get. Later on, the problem of brand name loyalty has been examined at nice length during this article with a Euro-Mediterranean perspective.

Stock, R. M. (2011). Focussed on This article tries to supply deeper insights into the link between the originality of a company's offered goods/services and customer satisfaction. This study proposes AN inverted formed relationship between the originality of the offered merchandise and customer satisfaction. For the originality of services, data political economy and services promoting literature indicate an inverted formed relationship. 2 separate studies conducted for merchandise and services make sure the planned no monotonic effects of the

investigated relationships. Each studies use II knowledge from promoting managers to assess originality and from customers to point customer satisfaction.

Gil-Saura, I., & Ruiz-Molina, M. E. (2009). Marketing is predicated on the institution and maintenance of continuous relations between customer and salesperson as a supply of mutual advantages. Yet, perceptions of the advantages of those relations will vary to an excellent extent supported the sort of consumer. The aim of this text is to characterize teams of retail customers supported their perceptions of the advantages and prices derived from their relations with retailers. As a results of cluster analysis, we have a tendency to obtain a categorization of customers that take issue considerably in their perceptions of relative advantages and of alternative distributor characteristics (e.g., store's info and communication technologies, perceived worth, service quality and loyalty).

Sammer, K., & Wüstenhagen, R. (2006). Focussed 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 (such as whole name) in consumers' getting selections. We have a tendency to draw conclusions for property promoting and policy. Copyright © 2006 John Wiley & Sons, Ltd and ERP surroundings.

Davis-Sramek, B., Droge, C., Mentzer, J. T., & Myers, M. B. (2009). Studied about as a results of weakening whole image/loyalty, very little differentiation, and intense price struggle, maker's square measure currently progressively ironed to make sure retailers' shelf area and/or employee attention. This analysis contributes to the literature by by trial {and error} examining an underrepresented body of literature within the B2B context—retailer loyalty. Specifically, this study fills a spot by investigation distributor evaluations of the technical and relative dimensions of a manufacturer's order fulfillment service quality as predictors of distributor satisfaction, affectional versus scheming commitment, and ultimately

loyalty behavior. Results recommend that each technical and relative order fulfillment service quality influence satisfaction that successively absolutely affects each affectional and scheming commitment. By separating the affectional and scheming dimensions, loyalty behavior is associated directly solely with affectional commitment. Additional examination reveals that relative order fulfillment service quality includes a direct impact on affectional commitment. Once the sample was split supported “share of billfold,” results recommend that satisfaction impacts each affectional and scheming commitment, notwithstanding “share of billfold.” For “high share” retailers, the positive relationship of scheming to affectional commitment creates Associate in nursing indirect route (through affectional commitment) by that scheming commitment affects behavioural loyalty.

Dekimpe, M. G., Steenkamp, J. B. E., Mellens, M., & Abeele, P. V. (1997). Focussed on in this paper, we tend to examine the over-time behavior of brand name loyalty for an oversized set of brands drawn from twenty one customer grocery classes. Exploitation the brand-loyalty operationalization of capital of Sri Lanka and Morrison (1989), the subsequent conclusions square measure obtained. First, very little support is found for the often-heard competition that complete loyalty is step by step declining over time. Second, whereas the short-term variability around a brand's mean loyalty level isn't negligible, no proof is found that this variability has consistently multiplied over time, and it will be reduced significantly through an easy smoothing procedure. Finally, the brand-loyalty pattern for market-share leaders is found to be a lot of stable than for alternative brands. The study findings were strong to variation within the measure accustomed construct the change matrices, and to completely different treatments of multiple purchases

Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2001). Focussed on The existing literature of name loyalty has been basically cantered on the roles of perceived quality, complete name and particularly satisfaction, because of the actual fact that they summarise consumers' data and experiences, guiding their succeeding actions. During this context, the shifting stress to relative selling has devoted tons of effort to analyse however different constructs like trust predict future intention. The actual fact that there are a unit abstract connections of trust to the notion of satisfaction and loyalty, and that this effort is particularly lacking within the brand-consumer relationship, moves the authors to concentrate on analysing the relationships existing among these ideas. Analysis methodology consisted of regressions and multivariable analysis with a sample of 173 patrons. The results obtained

recommend the key role of name trust as a variable that generates customers' commitment, particularly in things of high involvement, during which its result is stronger as compared to overall satisfaction.

Bloemer, J., & De Ruyter, K. (1998). Studied about in this article the connection between store image, store satisfaction and store loyalty is examined. A distinction is formed between true store loyalty and spurious store loyalty and manifest and latent satisfaction with the shop. We have a tendency to theorise that the positive relationship between manifest store satisfaction and store loyalty is stronger than the positive relationship between latent store satisfaction and store loyalty. What is more, we have a tendency to theorise an on the spot yet as AN indirect impact through satisfaction of store image on store loyalty. Second, the connection between store image and store loyalty is mediate by store satisfaction. We have a tendency to don't notice proof for an on the spot impact of store image on store loyalty.

RESEARCH METHODOLOGY

The philosophical aspect of the research must be understood in order to select the most appropriate research methodology (Holden and Lynch, 2014). The philosophical framework supports the research and the researcher must select each research process carefully keeping in mind the research aim and objectives (Quinlan, 2011). Hence, the philosophical position must be defined accurately as it assists the researcher to design the structure of the undertaken research.

The interpretivism reasoning would be proper for this examination as the analyst's point is to comprehend customer discernment on mark steadfastness for family apparatuses. This will enable the analyst to have an adaptable structure went for seeing each member's musings and feeling in connection to the fundamental point of this examination.

RESEARCH DESIGN

Research design is the framework for conducting a research which include all the steps necessary to obtain information for set objectives (Malhotra, 2009; Burns and Bush ,2006). Although research objectives are unique, there may be some similarities to other studies

which may allow the researcher to make decisions in advance (Burns and Bush, 2006). Research design entails exploratory, descriptive and casual.

Exploratory research is a research design defined to be flexible and unstructured in nature and involves matter which may not be interpreted through quantitative measures (Malhotra, Briks and Wills, 2012). This type of research design may include a non- representative small sample (Malhotra et al. 2012). Methods used to collect data in for this research design are focus groups, observation, interviews, grounded theory and ethnography which allow participants to express their views in relation to the research question (Kolb, 2008).

Casual design would be appropriate for this research as it will allow the researcher to get a greater understand of participant's ideas and thoughts in relation to the research question from a small sample size. Since this research design allows for flexibility the researcher can ask additional questions for further elaboration. On the other hand, descriptive research does not suit this dissertation as they are too structured and do not allow for flexibility and causal research will not be suitable as the research question does not need to test cause and effect relationship.

Research Methods

Research methodology are developed from the research philosophy which assist in deciding the data collection method. Data can be collected through quantitative and/or qualitative methods (Quinlan, 2011).

- **Quantitative Research:**

Quantitative research can be undertaken if the researcher wants to scientifically test a hypothesis with the use of definite numbers (Saunders, Lewis and Thornhill, 2009). Surveys, experiments and questionnaires form the means by which quantitative data can be collected.

- **Qualitative Research**

Qualitative research allows the researcher to get an insight of understanding, feelings, ideas, perception and behaviour of people (Blumberg, Donald and Pamela, 2005). Qualitative techniques included in-depth interviews and focus group discussion which allow for greater flexibility and wherein the researcher can design questions for the research.

Research Approach

Research approach can be classified into deductive and inductive. The deductive approach is known for testing a theory wherein a researcher develops a hypothesis or a theory which tested rigorously through a research strategy (Collis and Hussey, 2003). Inductive approach builds a theory which commences after data is collected (Goddard and Melville, 2004).

The research approach undertaken for this research is the inductive approach as the research process was initiated by exploring existing secondary data followed by collecting data through focus group discussion, a form of primary data collection was undertaken to understand customer's satisfaction onwards brand loyalty for household appliances in Mumbai, India. Exploring the data was done through secondary sources such as critically reviewing research papers and reports.

Sample Size

The number of participants to be included in the study contributed to the sample size (Malhotra et al, 2012). The researcher aimed at having 150 samples. Totally 200 questionnaire were distributed to the customers, but managed to get 139 questionnaires from the respondents. 100 questionnaires were identified with complete data thus, 100 samples were taken for further analysis.

Data Analysis

The collected data was transcribed to a spreadsheet format to be analysed. The analysis process began with using the data reduction method wherein the non- relevant data was not transcribed thus, focusing solely on the meaningful data keeping in mind the research objectives of this study. The collected data was once again checked to ensure that the researcher that transcribed the relevant data. Post transcribing the data, thematic analysis was undertaken to group the data into themes, which would assists in answering the research question (Wood, Giles and Percy, 2009). Thematic analysis can be described as segregating data on the basis of themes (Saunders, 2011).

Statistical Tools:

- Descriptive Statistics
- T – Test

- ANOVA

DATA ANALYSIS & INTERPRETATION

Descriptive Statistics:

Gender

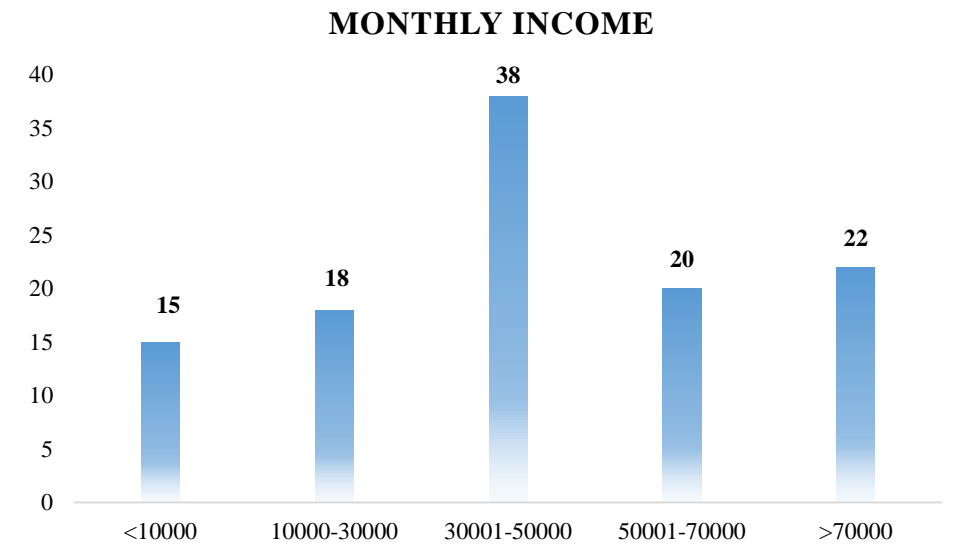
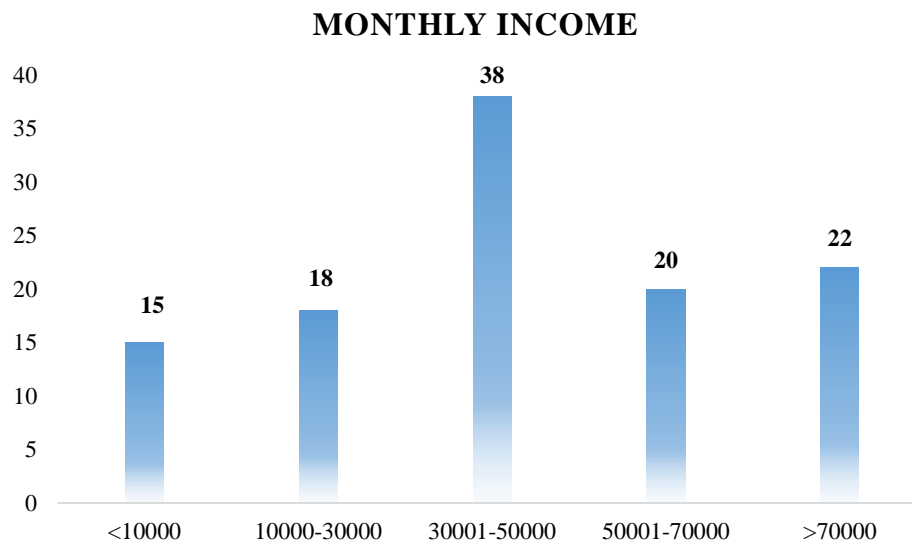


Among the collected questionnaire 100 were identified to be complete and decided to take for further analysis. 63 respondents were male and remaining 37 were female.

Age

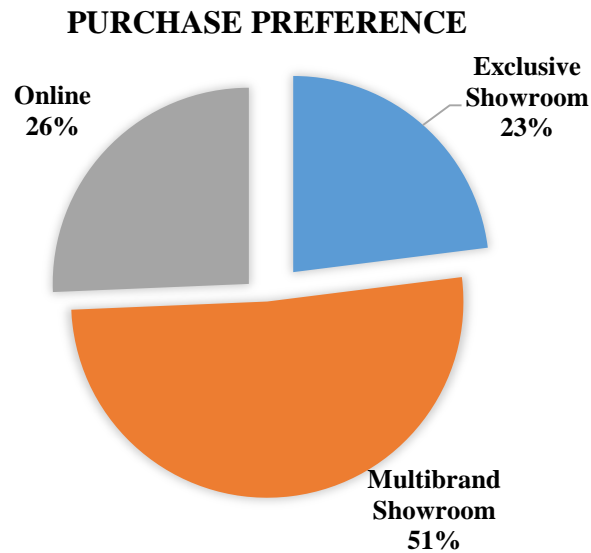
Most of the respondents could be found between the ages of 31 to 40 years old. This age group represented 42 individuals. 39 could be found in the age between 41-50 years. 10 of the respondents were between 18 to 30 years of age. The oldest age group was respondents over 50 years of age, which represented 9 of the respondents.

Monthly Income



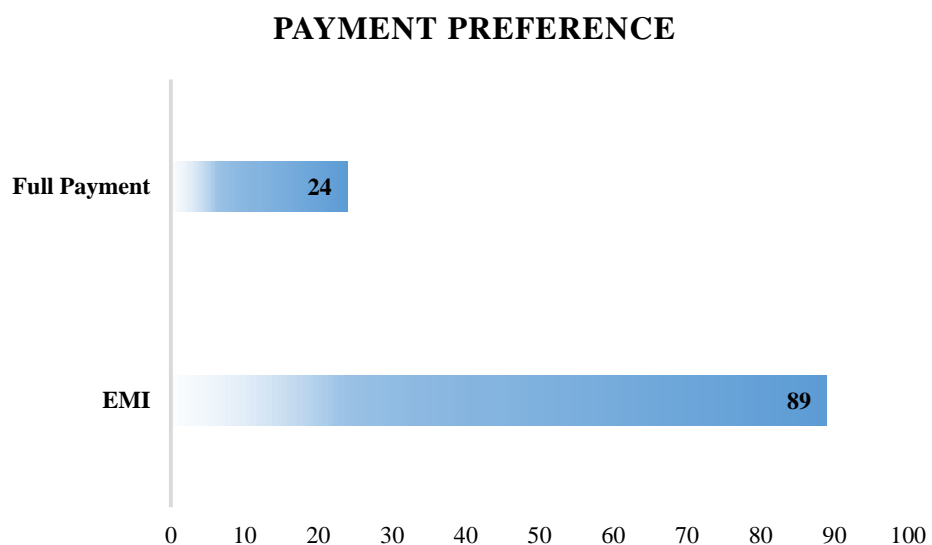
Majority of the respondents were between the incomes of 30000 to 50000. This group represented 38 individuals. 22 could be found in the income level of more than 70000, followed by 50001 to 70000. 10000 to 30000 and less than 10000 group were very less.

Purchase Preference

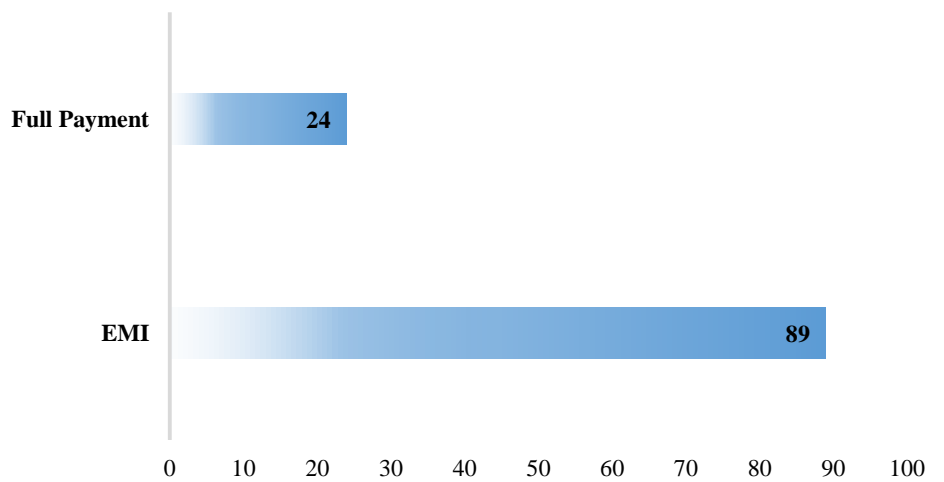


Around 51 percent of the respondents were preferred to purchase from multibrand showroom. 26 percent of the respondents preferred online purchase. Only 23 percent of the respondents were preferred exclusive showroom purchase.

Payment Preference



PAYMENT PREFERENCE



89 percent of the respondents were preferred to purchase from EMI, remaining 24 were preferred full payment. It's about 24 percent of the respondents.

Reliability

Reliability is according to Bryman & Bell (2011); Saunders, Lewis & Thornhill (2009) as well as Ghauri & Gronhaug (2010) how consistent a measure of a concept is. Reliability can according to Bryman & Bell (2011) be addressed by assessing the stability, the internal reliability and inter- observer consistency. The stability aspect of reliability is according to Bryman & Bell (2011) how stable a measurement is over time. In other words, stability occurs when there is little variation in the results that measure a specific construct at different points in time.

Reliability	
Cronbach's Alpha	No of Items
0.897	25

The reliability was calculated with a test of the Cronbach's alpha related to each of the variables under each construct. The Cronbach's alpha should be over 0.70 (Hair et al.

2003) for the variables under each construct to allow a merger into a single representative variable.

Factors Reliability

Factors	Alpha	variables
Satisfaction	0.823	19 items

The reliability for satisfaction was 0.823 through 19 variables.

Analysis for first objective:

- *To identify the factors of customer satisfaction in household appliances.*

Factor Analysis

The factor analysis has been applied to understand the underlying dimensions of customer satisfaction variables and reduce them into a limited number of manageable and independent factors. The Principal Component Analysis of Extraction Method and Rotation Method of Varimax with Kaiser Normalisation has been used in the factor analysis and the results are shown in the tables below.

Kaiser-Meyer-Olkin Measures of sampling Adequacy	0.835
Bartlett's Test of Sphericity Approx. Chi-Square	16249.741
Do	190
P-value	0.000

Factor Loadings

Three factors have been extracted and they explain 85 % of the variance in the seventeen variables. The most dominant factor is Factor -1 with the explained variance of 42 % and it

has 10 variables related to employees of the company. Thus we named that factor as employee.

Out of 17 variables, three factors were extracted. The three factors were considered to lead customer satisfaction.

- Infrastructure
- Employee
- Product value

Analysis for second objective:

- *To understand the customer preferences of satisfaction factors in household appliances.*

Comparing mean values of customer satisfaction indicators

Factor	Mean value-Patients	Rank
Infrastructure	4.31	2
Employee	4.21	3
Product value	4.38	1

The table shows the mean values of all the three factors of satisfaction. The ranks were computed based on the mean values.

All the three factors of satisfaction have mean values around 4.20 stating that the average perception about satisfaction in home appliances were “Above average”. The factor product value has maximum weightage as customers mostly preferred product value than other factors.

FINDINGS

- In total, 100 customers participated in this study as shown in chart, of which 63 were male respondents and 37 of the sample was represented by female customers..
- Majority of the respondents were between the incomes of 30000 to 50000. This group represented 38 individuals. 22 in the income level of more than 70000, followed by 50001 to 70000. 10000 to 30000 and less than 10000 group were very less.
- Around 51 percent of the respondents preferred to purchase from multiband showroom. 26 percent of the respondents preferred online purchase. Only 23 percent of the respondents preferred exclusive showroom purchase.
- 89 percent of the respondents preferred to purchase from EMI, remaining 24 preferred full payment. It's about 24 percent of the respondents.
- The reliability was calculated with a test of the Cronbach's alpha related to each of the variables under each construct. The Cronbach's alpha should be over 0.70 (Hair et al. 2003) for the variables under each construct to allow a merger into a single representative variable.
- Three factors have been extracted and they explain 85 % of the variance in the Twenty five variables. The most dominant factor is Factor -1 with the explained variance of 42 % and it has 10 variables related to employees of the company. Thus we named that factor as employee.
- Out of 17 variables, three factors were extracted. The four factors were considered to lead customer satisfaction.
- All the three factors of satisfaction have mean values around 4.20 stating that the average perception about satisfaction in home appliances were "Above average". The factor product value has maximum weightage as customers mostly preferred product value than other factors.

CONCLUSION

The purpose of the study was to investigate customer's satisfaction on household appliance. It commenced with an analysis of literature and past research papers. The literature was divided into different headings; these being customer satisfaction, home appliance market in India,

The researcher felt exploring these chosen topics will help in better understanding of existing thoughts of academics in this field.

The data revealed that participants satisfaction on consumer durable goods market. The findings and results of this paper were supporting the literature and previous research presented in this study. The themes found in this study were in agreement with the literature review.

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