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# *CKPIM BUSINESS REVIEW*



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## A STUDY ON CUSTOMER SATISFACTION TOWARDS WASHING MACHINE WITH REFERENCE TO TIRUPUR DISTRICT

*Mrs. T. SHENBHAGA VADIVU\**

### ABSTRACT

*The paper is help to understand the customer satisfaction with washing machine. The survey was based on formal interview with the customers directly and the responses are collected through questionnaire. The sample size for this research is only 100 respondents and the area selected to do the survey is Tirupur. Here convenience sampling method was adopted to conduct the survey. The main aim of this study is to find out of the level of customer satisfaction and suggests them the means to improve the satisfaction level, which will help them to increase their sales. The companies should concentrate on improving on to understand buying behavior, demonstration provision, delivery of product, follow up of calls and service camps.*

**Key words:** *Customer Satisfaction, Washing Machine, Tirupur.*

### INTRODUCTION OF THE STUDY

A washing machine laundry machine, washing machine, clothes washer, or washer is a machine to wash laundry such as clothing, bed sheet. The term is mostly applied only to machines that use water as opposed to dry cleaning (which uses alternative cleaning fluids, and is performed by specialist businesses) or cleaners. Washing entails immersing, dipping, rubbing, or scrubbing in water usually accompanied by detergent, or bleach. The simplest machines may simply agitate clothes in water while switched on; automatic machines may fill, empty, wash, spin, and heat in a cycle.

### WASHING BY MACHINE

Clothes washer technology developed as a way to reduce the manual labor spent, providing an open basin or sealed container with paddles or fingers to automatically agitate the clothing. The earliest machines were hand-operated and constructed from wood, while later machines made of metal permitted a fire to burn below the washtub, keeping the water warm throughout the day's washing.

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## THE PROCESS COMBINED

### WASHING

Many front loading machines have internal electrical heating elements to heat the wash water, to near boiling if desired. Chemical cleaning action of the detergent and other laundry chemicals increases greatly with temperature. Washing machine with internal heaters can use special detergents formulated to release different chemical ingredients at different temperatures, allowing different type of stains and soils to be cleaned from the clothes as the wash water is heated up by the electrical heater.

### RINSING

Washing machines perform several rinses after the main wash to remove most of the detergent. Modern washing machines use less water due to environmental concerns; however, this has led to the problem of poor rinsing on many washing machines on the market, which can be a problem to people who are sensitive to detergents.

### SPINNING

Higher spin speeds remove more water, leading to faster drying. If a heated clothes-drier is used after the wash and spin, energy use is reduced if more water has been removed from clothes.

## REVIEW OF THE LITERATURE

1) **Mintz, Steven** talks about although, on the face of it, choosing a washing machine should be fairly straight forward once you've set your budget, but there's actually lot to look into. There are probably things that you haven't even thought about, such as the cost of running a machine: in other words, it may be better to spend more money upfront to get cheaper running costs, saving over the lifetime of the machine.

2) **Arwen Mohun**, says Energy consumption and water use are the two factors that set how much your washing machine will cost to run per year. Running costs are extremely important, as a machine that's cheaper to run could cost you less in the long-run even if it's more expensive to buy.

3) **R Rosenthal** said every washing machine has an EU Energy Rating label attached to it. This gives you an energy rating grade from A++ down to A, with the higher grades being more efficient. Each grade contains a range of efficiencies, so one A+++ washing machine may be more efficient than another. To help you decide, each label also contains a figure for the washing machine's power consumption rated at kWh/year and the water consumption in Litres/year. Look for the machine with the lowest figure. Our reviews will tell you how much each machine costs per year to run, so you can find the cheapest model.

3) **Evelyn** feeling about drum size is one of the most important aspects of a washing machine and is quoted as the total weight of dry washing that can be loaded into the machine to be washed. For a typical household a 6kg drum will suffice. However, a larger drum can make a lot of sense, as not only can you wash more clothes in one go, but you can wash larger items, such as duvets. Typically speaking a larger drum will be more efficient per kg of washing, requiring less water and power to wash the same amount of clothes as a machine with a smaller drum.

4) **S. Campbell** opinion is the spin speed simply tells you how fast the drum spins in revolutions per minute. Generally speaking, the faster the spin speed the drier your washing will be when the machine has finished. Budget washing machines will typically spin at around 1,100rpm, but look for a 1,400rpm or 1,600rpm machine for the best performance. Our reviews will tell you how dry washing was when the washing cycle had finished.

5) **Dyson, James** answer is each washing machine manufacturer has its own special features, designed to improve wash quality and save money. For example, Samsung's Ecobubble technology dissolves detergent using water and air, to create bubbles that penetrate and clean cloths more efficiently. Our reviews will test every machine's unique features to tell you if they work and if they're worth the cash.

6) **Sanyo** Announces pay careful attention to the special wash cycles on a washing machine. A Wool mark-certified machine can wash woolen garments, while some machines have special silk modes. If you've got a lot of delicate items, a hand-wash mode can save you a lot of manual labors.

7) **Vatican says** some machines have anti-creasing and easy-iron settings, which will make it easier to care for those items you need to iron at the end of a wash. Our reviews will tell you

what's worth worrying about. As washing machines get more and more complicated, it's important to have a model that's clear and easy to understand.

8) **Thomas Kirto** reviews will tell you how easy each machine is to use. It can also be handy to have a washing machine with a clear display that shows you its current setting and how long is left on the current wash cycle. Again, our reviews will tell you what you need to know.

9) **Daniel girg** reviews will be launching a white goods channel in the next couple of months, bringing you the best home appliance reviews and branching out from pure technology. Our goal with the site was always to bring the best buying advice for a diverse range of products and home appliances felt like the next area to expand to.

10) **Elezabath reena** says for now, we're completing our lab and doing the tech work necessary to integrate these reviews into the website. Rest assured, our same high-quality tech reviews, news and features will continue. When it comes to testing washing machines there are two key factors to look at: how clean it gets your clothes and how much it will cost you a year.

11) **Hans Roslie** said we'll run at least three test cycles on each machine: 30-degrees full-load wash for economy, easy-care 40-degrees and 40-degrees full-load. We believe that these are the most common settings for today's washing machines and let us get a decent baseline comparison we can use across all machines.

12) **Philco Lavarropas** say the strip will be put into the machine along with a standard wash load that includes t-shirts, sheets and towels. This strip will be scanned using a high-resolution scanner before and after the wash in order to accurately compare wash power. We'll weigh the clothes before and after the wash cycle to find out how efficient the spin cycle is and how much water the wash load has retained.

13) **Polar homepage** published we'll test the clothes at the end of a wash cycle to find out how much detergent was rinsed from them. By measuring the PH level of the water on the clothes we can test for residual detergent. The less detergent the better, particularly for people with allergies.



## OBJECTIVES OF THE STUDY

- ❖ To know consumer behaviour while purchasing washing machine
- ❖ To know what factor affect consumer behaviour,
- ❖ To know the consumer view regarding service/after sales service.
- ❖ To know various strategies used by companies to attract consumers.
- ❖ To know the consumer preference.

## THE RESEARCH METHOD USED FOR THE STUDY

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

### SAMPLING PLAN:

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

- ❖ Sampling Units: Customers of washing machine section
- ❖ Sample Technique: Convenient Sampling.
- ❖ Research Instrument: Structured Questionnaire.
- ❖ Contact Method: Personal Interview.

### SAMPLE SIZE:

The work is a case one of the Retail Sector industry together representing great per cent of the market share of Indian retail sector. The survey was conducted in the city of Tirupur, with 50 customers as respondent.

### DATA COLLECTION

Data is collected from various customers through personal interaction. Some other information is collected through secondary data also. Data was collected through a structured questionnaire technique is used. Liked scale is simply a statement which the respondent is

asked to evaluate according to any kind of subjective or objective criteria, generally the level of agreement and disagreement is measured.

### Tools of Analysis:

The data collected through questionnaires were arranged in various tables and proposed to critically analysis with the help of a number of statistical tools like simple percentage analysis, weighted average mean, rank analysis.

### ANALYSIS & INTERPRETATION:

**Table No:1 Demographic details of the Respondent**

Factors	Category	No. of Respondent	Percentage(%)
Gender	Male	36	36
	Female	64	64
Age group	Below 25 years	24	24
	26- 35 years	26	26
	36 – 45 years	32	32
	Above 46 years	18	18
Marital Status	Married	72	72
	Unmarried	28	28
Occupation	Student	22	22
	Self employed	12	12
	Private Employee	38	38
	Government Employee	28	28
Monthly income	Rs.5000 – 10, 000	28	28
	Rs.10,001 – 15, 000	38	38
	Rs.15, 001 – 20, 000	20	20
	Rs.20,000 & above	14	14

Out of 100 samples, majority i.e., 64 % respondent belong to female,32 % respondent belong to the age group of 36-45 years, 72 % respondent are married, 38 % respondent are Private Employee,38% respondent have a monthly income between Rs.10,001 to Rs 15,000.

**Table No:2 Washing Machine details of the Respondent**

Details	Category	No. Of the respondent	Percentage (%)
Type of washing Machine	Front loading washing machine	30	30
	Washer dryers	34	34
	Top loading washing machines	20	20
	Semi automatic washing machines	16	16
Brand of Washing Machine	LG	14	14
	Samsung	24	24
	Videocon	6	6
	Whirlpool	30	30
	Godrej	14	14
	Others	12	12
Size of Washing Machine	6 Kg	20	20
	7 Kg	32	32
	9 Kg	34	34
	9 Kg & above	14	14
Colour of Washing Machine	Black	20	20
	Red	26	26
	Green	18	18
	Silver	28	28
	Others	8	8

Year of usage	1 yr – 2yrs	10	10
	2 yrs - 3 yrs	30	30
	3yrs - 4 yrs	24	24
	Above 4 yrs	36	36
Mode of purchase	Cash	36	36
	Finance mode	24	24
	Cheque	30	30
	E-bill	10	10
Media influenced	Advertisement	20	20
	Friends	16	16
	Relatives	30	30
	Dealers	12	12
	Company image	22	22
Purpose of purchase	Family purpose	40	40
	Personal purpose	34	34
	Hospital purpose	14	14
	Other	12	12
Influencing factor	Price	36	36
	Healthy	20	20
	No side effect	28	28
	Status symbol	16	16

Out of 100 samples, Majority 34% of the respondents using washer dryers model of washing machine, Majority 30% of the respondents prefer Whirlpool washing machines, Majority

34% of the respondents prefer 9 Kg size of washing machine, Majority 28% of the respondents like silver colour washing machine, Majority 36% of the respondents usage of washing machine for above 4 years, Majority 36% of the respondents washing machine purchased by cash, Majority 30% of the respondents media influenced by relatives ,Majority 40% of the respondents prefer for family purpose, Majority 36% of the respondent influencing factor is Price.

**Table;3 Level of satisfaction of respondents**

S. No	Category	1	2	3	4	5	6	7	Total	Total score	Weighted Average mean	Rank
1	Price	36	12	4	20	8	4	16	100	472	4.72	1
2	After sales service	16	20	12	12	12	16	12	100	420	4.20	3
3	Technology	8	8	8	20	32	16	8	100	360	3.60	6
4	Quality	20	16	24	4	4	20	12	100	456	4.56	2
5	Look/variety	4	8	20	16	20	20	16	100	354	3.54	7
6	Display	4	28	20	8	4	16	20	100	392	3.92	4
7	No sound	12	8	16	20	20	8	16	100	384	3.84	5

Above the table reveals that first rank of the satisfaction by the respondents is price, second rank of satisfaction by the respondents is Quality, Third rank satisfaction by the respondents is after sales service, Fourth rank of the satisfaction by the respondents is Display, fifth rank of the satisfaction by the respondents is No sound, sixth rank of the satisfaction by the respondents is Technology and finally seventh rank of the satisfaction by the respondents is look/variety.

**Table: 4 Problems Faced by Respondents**

Sr. no.	Problem	1	2	3	4	Total	Total Score	Weighted Average mean	Rank
1	Power consumption	32	24	28	16	100	272	2.72	2
2	Water wastage	36	16	22	28	100	300	3.00	1
3	High maintenance cost	20	28	28	24	100	224	2.24	3
4	other	16	28	24	32	100	228	2.28	4

Above table reveals that first rank given by the respondents for the problem of water wastage. Second rank given to the problem of power consumption, third rank given by the respondents for high maintenance costly and finally the fourth rank given to the other problems.

**Suggestion:**

- The consumer were more concerned with the features followed by appearance and style, so the manufactures should not compromise on the features and design of the product as it can affects the purchase of the product.
- Since the service persons advice was considered as the most important source of information by the consumers the durable products manufactures should adopt suitable strategies to target the consumers

**Conclusion:**

From the study it was concluded that most of the consumers were not satisfied with Look and Varity. In order to fulfill individual needs and wants manufactures should ensure customers' satisfaction, hence the positive performance so that the brand is retained in the evoked set and increases the likelihood for future purchase.

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