



A STUDY ON SATISFACTION LEVEL OF CONSUMERS TOWARDS WHITE GOODS IN NAMBIYUR BLOCK, ERODE DISTRICT.

KEYWORDS

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ABSTRACT

Electronics goods are one of the common products used by the public. The existence and development of electronic industry play a significant role in the economic and social development of our country. The development of the electronic industry much depends on its functions and market for its products. There are various white goods in our country and they are playing an important role in fulfilling the needs of the consumers. Manufacturers want to popularize their brand image in the mind of public about their quality, durability and fashion of their white goods. For this purpose, manufacturers and distributors spent huge amount of money towards sales promotional activities and many new companies that have emerged as producers of new brands of white goods. At present, the consumers are more dynamic their taste, needs and preference are changing. By considering this, it is necessary to give more importance to the consumers' desire. It is quite normal to adopt various sales promotional techniques by the manufacturers to boost up the sales of their brand of white goods. In markets, a plenty of white goods with different brands are available, each one is having its own features and consumers are in dilemma to select a particular brand. Their taste, needs and preference are changing as per the current scenario. The users have certain expectations from white goods in terms of its low cost, efficiency, low cost of maintenance, low electricity consumption, availability of spare parts etc., in the white goods market. Different brand of white goods with different types of capacity are available. Each one is having its own special features are users to select any. Now-a-days to technological advancement new products are introduced in the market. But only a few products are accepted by the people. The white goods is one of the acceptable product for people the main factor influence to purchase the low price, convenience, time saving, warranty etc.

INTRODUCTION

The essence of modern marketing concept is that all elements of business should focus towards the satisfaction of consumers. This requires a thorough understanding of consumer behavior and buying motivation to make a purchasing decision there should be a proper flow of information about the product from the producer to the consumer, because modern marketing concept is consumer oriented.

Branding enables the firm assured control over the market. Repeated sales are stimulated and product substitution is not possible. It creates an exclusive market for the product. When brands are successfully and effectively promoted the very existence of the middle man depends upon a continued supply of each brand. The marketer wants to understand how the stimuli are changed into response inside the consumers' black box which has two parts. First the buyers' characteristics influence how he or she perceives and reacts to the stimuli, second buyer behavior. We look first at buyer characteristics as they affect buying behavior and then discuss the buyer decision process.

WHITE GOODS

White goods means "Large electronic home appliance (Washing machine, Refrigerator etc.,) that are typically finished in white enamel". White goods can be also being the household appliances that accomplish everyday housekeeping tasks, whether active or passive. White goods in this capacity are all the large typically electrical powered appliances used in the home. The refrigerator, stove, washer, dryer, dishwasher and water heater etc., can all be called as white goods. White goods recycling are the proper and environmental disposal of these appliances. White goods is another word for home appliances such as refrigerator, microwave ovens, air conditioner etc.

White goods are the goods that are painted white or enameled white. These products were previously manufactured with a white enamel finish but are now colored.

PRODUCTS COVERED

White goods include household appliances such as water heater, Refrigerator, cloth dryer, air conditioner, dish washer, micro oven,

washing machine etc., in the modern period these products are available in a variety of decorative colors. White goods do not included the entertainment appliances such as Television, home cinema, camcorders, CD and DVD players. These products are included in the brown goods category. White goods appliances account for 70% of the energy consumed in homes and their green house gas emission levels are usually high. An industry body said, production of white goods or house hold appliances is likely to grow 15 percent in the current financial year as consumer demand rises with manufacturer cutting prices on increased competition.

Some of the white goods manufacturing companies are Godrej, I.G, Samsung, Whirlpool, ONIDA, Videocon, V-guard, Electrolux, Haier, Hitachi, IFB, Kenstar, Panasonic, Japan, Inolsa. White goods include number of large electronic house hold appliances. But, in the present study, only two white goods have been selected i.e., washing machine and refrigerator.

NEED FOR THE STUDY

This study is undertaken to examine the consumers' attitude towards selected white goods in Nambiyur block of Gobichettipalayam Taluk. The scope of this study also extends to examine the factors which influence the white goods consumers to select a particular brand of white goods, to analyze the level of satisfaction of white goods consumers and problems faced by the white goods consumers.

REVIEW OF LITERATURE

Kapoor¹ (1960) examined the growth patterns in actual production and capacities of the consumers goods and concludes that rising income, urbanization and education are having a great impact on the Indian consumption pattern and the growing component of discretionary expenditure.

Bhavani Prasad and Sitakumari² (1987) examined the study on market of refrigerator consumers in twin cities. Various factors are to be taken, to analyze the factors influence the consumers. It found, that advertisement is influencing the purchase decision in the city more than other factors.

OBJECTIVES OF THE STUDY

- To examine the satisfaction level of white goods consumers

RESEARCH METHODOLOGY

This study is an empirical research based on survey method. The present study is confined to Nambiyur block of Gobichettipalayam Taluk. Gobichettipalayam Taluk has 3 Blocks viz., Gobichettipalayam, Nambiyur and T.N. Palayam. Of them, Nambiyur Block has been purposively selected.

ANALYSIS AND INTERPRETATION RELATIONSHIP BETWEEN GENDER AND SATISFACTION LEVEL OF SAMPLE RESPONDENTS

Gender is one of the personal characteristics that influence the level of satisfaction. The behavior of male and female is totally differing from each other. So, their level of satisfaction is also differing. The gender of the sample respondents are classified into two categories viz., male and female. So the below table shows the satisfaction level of consumers based on gender category.

DISTRIBUTION OF SAMPLE RESPONDENTS BASED ON THEIR GENDER AND SATISFACTION LEVEL: CHI SQUARE TEST

Gender	Satisfaction level					
	Washing machine			Refrigerator		
	High	Low	Total	High	Low	Total
Male	9(60)	6(40)	15(100)	24(80)	6(20)	30(100)
Female	41(68.33)	19(31.67)	60(100)	34(75.56)	11(24.44)	45(100)
Total	50	25	75(100)	58	17	75(100)

Figures in parentheses denote percentage

Washing machine

Degree of freedom=1
Table value =3.841
Chi -square value= 0.375
'C' value=0.050

Refrigerator

Degree of freedom=1
Table value =3.841
Chi -square value=0.203
'C' value= 0.037

WASHING MACHINE

The above table indicates that 68.33 per cent of the sample respondents are belonging to the female gender category, 60 per cent of the sample respondents are belonging to the male gender category are having high level satisfaction about washing machine features and remaining sample respondents are having low satisfaction about their washing machine.

It is proposed to test the null hypothesis that there is no significant relationship between the gender of sample respondents and their satisfaction level and Chi- square and co-efficient of contingency test has been applied to test the statistical significance.

The calculated value of chi -square (0.375) is less than the table value (3.841) at 5% level of significance. Hence, the hypothesis is accepted. Hence, it is concluded that there is no significant relationship between the gender of sample respondents and their satisfaction level.

The value of co-efficient of contingency is 0.050. This shows that there is no association between the gender and satisfaction level of the sample respondents.

REFRIGERATOR

The above table indicates that 80 per cent of the sample respondents are belonging to the male category, 75.56 per cent of the respondents are belonging to the female category are having high level satisfaction about refrigerator features and remaining sample respondents are having low satisfaction about their refrigerator.

It is proposed to test the null hypothesis that there is no significant relationship between the gender of sample respondents and their satisfaction level and Chi- square, co-efficient of contingency test have been applied.

The calculated value of chi-square (0.203) is less than the table value

(3.841) at 5% level of significance. Hence, the hypothesis is accepted. Hence, it is concluded that there is no significant relationship between the gender of sample respondents and their satisfaction level.

The value of co-efficient of contingency is 0.037. This shows that there is no association between the gender and satisfaction level of the sample respondents.

FINDINGS

- Out of 75 washing machine sample respondents, 15 sample respondents belonging to male gender category, 60 sample respondents belonging to female gender category. Among them, 41 per cent of the washing machine sample respondents who belonging to female gender category are highly satisfied.
- Out of 75 refrigerator sample respondents, 30 sample respondents belonging to male gender category, 45 sample respondents belonging to female gender category. Among them, 34 per cent of the refrigerator sample respondents who belonging to female gender category are highly satisfied.

SUGGESTIONS

- This study considered with satisfaction level of consumers based on gender only, so further research can be undertaken by other factors.
- To improve the quality of white goods increase the satisfaction level of male consumers.

CONCLUSION

Today there are number of brands of white goods available in the market and they differ in price, quality, capacity, type etc. In the present technological era, it can be easily said that all middle class people are also using the white goods to replacing the human resources. By considering this situation, white goods producers are also come up with different names. But consumers prefer to purchase their favorite brands due to various reasons. It is obvious that the quality, price, advertisements, brand name, dealers network and after sale service together decide the purchase. The present study reveals that majority of the sample respondents prefer to buy the Samsung washing machine and LG refrigerator for its best quality and reasonable price, for these reasons they could be easily marketed in Nambiyur block. So, the manufacture should pay special attention to the above factors and make their business more attractive and satisfy their consumers. To rightly say, yesterday's luxuries are made today's necessities. Hence, in the computer world white goods are no longer a luxury item.

On the basis of the findings of the present study, various constructive suggestions have been offered. If all suggestive measurements have been considered by the white goods manufacturers, desired results can be achieved.

References

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2. Bhavani Prasad G.V. and Sitakumari Ch (1987), "Impact of advertising on consumer durable market. A study of refrigerator consumers" Indian Journal of Marketing, vol.VIII, No. 1, pp. 21-31.