

A Study on Customer Satisfaction towards Selected Butterfly Home Appliances (With Special Reference to Erode)

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I. INTRODUCTION

This study is an attempt to know analyze the satisfaction level of customer with reference to butterfly home appliances. Customer is the individual or organization unit that consumes a product. A customer is a king of a market. Customer behavior is the determining factor for the purchase of a product. Customer behavior may be defined as the decision process and physical activity of individual. When a customer prefers a particular among a number of varieties, it is known as customer preference. The attributes of a product should attract the attitude of customer, for having customer preference. The customer preference many change from time to time, due to changes in fashion and because of faster development of the science technology.

STATEMENT OF THE PROBLEM

Customers prefer 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 customers satisfaction towards the butterfly home appliances.

OBJECTIVES OF THE STUDY

- 1.To identify factors that influences the respondents to purchase butterfly home appliances.
- 2.To study the socio-economic status of the respondents.
- 3.To identify the problems faced by the respondents while using the Butterfly home appliances.

LIMITATIONS OF THE STUDY

- 1.Time is a major limitation. Extensive study is not possible mainly due to the Time constraint.
- 2.The study is confined only to erode.
- 3.Respondent's bias.
- 4.The findings may not be accurate because, the sample has been limited to 100 respondents.

RESEARCH DESIGN

It is the overall operational pattern or framework of the project that stipulated the information to be collected, from which source and what procedures. Descriptive research is used in this project.

SAMPLING PROCEDURE

- 1.The sampling area of the study refers to erode.
- 2.For this study 100 respondents are interviewed for data collection.
- 3.The survey was conduct by means of non-probability convenient sampling technique.

II. DATA COLLECTION METHOD

- 1.Primary data was collected through structured questionnaire.
- 2.The secondary data was also collected for the study. Websites, books, leading journals and magazines.

STATISTICAL TOOLS FOR DATA ANALYSIS

Percentage Analysis, Chi-Square test and Weighted average method.

CHI-SQUARE TEST

MONTHLY INCOME AND LEVEL OF SATISFACTION ON PRICE OF INCOME LEVEL OF RESPONDENTS AND SATISFACTION LEVEL ON PRICE ON BUTTERFLY PRODUCTS

H₀: There is no significant relationship between income and satisfaction level on price

Satisfaction Level On Price Monthly Income	Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly Dissatisfied	Total
5,001-10,000	8	3	1	3	2	17
10,001-15,000	15	5	2	1	2	25
15,001-20,000	6	2	7	1	2	18
ABOVE 21,000	1	23	13	1	2	40
TOTAL	30	33	23	6	8	100

H₁: There is a significant relationship between income and satisfaction level on price

(CHI-SQUARE TEST RESULT)

Factors	Degree of freedom	of calculated value	Table value	Level of significance
Income level of respondents and satisfaction level on price	12	45.641	11.340	Not Significant at 5% level

INFERENCE:

It is observed from the table that the calculated value of chi-square is greater than table value. Hence the null hypothesis is accepted and it is concluded that there is no significant relationship between income and price.

WEIGHTED AVERAGE METHOD

Weighted average method for Satisfaction level of various factors of Butterfly Home Appliances

SATISFACTION LEVEL OF VARIOUS FACTORS

S.NO	ATTRIBUTES	QUALITY	DESIGN	PRICE	AVAILABILITY	FEATURES
1	HIGHLY SATISFIED	37	17	30	11	16
2	SATISFIED	16	50	33	14	30
3	NEITHER SATISFIED DISSATISFIED	19	22	23	18	31
4	DISSATISFIED	17	11	8	27	19
5	HIGHLY DISSATISFIED	11	0	6	30	4
Total		100	100	100	100	100

Formula

$$\Sigma X = \Sigma WX/W$$

W = Number of customers

X = Rating given by the customers

		QUALITY		DESIGN		PRICE		AVAILABILITY		FEATURES	
X	W	X1	Wx1	X2	Wx2	X3	Wx3	X4	Wx4	X5	Wx5
1	5	37	185	17	85	30	150	11	55	16	80
2	4	16	64	50	200	33	132	14	56	30	120
3	3	19	57	20	60	23	69	18	54	31	93
4	2	17	14	11	22	8	16	27	54	19	38
5	1	11	8	2	2	6	6	30	30	4	4
Total		100	328	100	369	100	373	100	249	100	335
CW		3.28		3.69		3.73		2.49		3.35	
Rank		4		2		1		5		3	

INFERENCE:

From the above table most of the customers are satisfied with followed price by design.

III. FINDINGS OF THE STUDY

- Majority (62%) of the respondents are female.
- Majority (38%) of the respondents come under the categories of 18-25years.
- Majority (64%) of the respondents were married.
- Majority (54%) of the respondents were qualified graduation level.
- Majority (31%) Of the respondents were home maker.
- Majority (56%) of the respondents were in joint family.
- Majority (41%) of the respondents family size were 4-5 members.
- Majority (33%) of the respondents family earning members were above 3.
- Majority (40%) of the respondents income level were above Rs.21000.
- Majority (32%) of the respondents purchased butterfly pressure cooker.
- Majority (38%) of the respondents were owned butterfly product for the period of 1-2 years.
- Majority (31%) of the respondents were award through friends.
- Majority (49%) of the respondents have purchased their butterfly product from showroom.
- Majority (60%) of the respondents have purchased their butterfly product at the time of festival.
- Majority (41%) of the respondents were satisfied on brand image.
- Majority (35%) of the respondents are neither satisfied nor dissatisfied of power consumption of the butterfly product.
- Majority (40%) of the respondents were highly satisfied with exchange offer.
- Majority (40%) of the respondents were highly satisfied with discount offer.
- Majority (26%) of the respondents were satisfied with offering free gift.
- Majority (33%) of the respondents were satisfied with the price of the butterfly product.
- Majority (50%) of the respondents were satisfied with design of butterfly product.
- Majority (37%) of the respondents were highly satisfied on quality of butterfly product.
- Majority (31%) of the respondents were neither satisfied nor dissatisfied with features of butterfly product.
- Majority (30%) of the respondents were highly dissatisfied on availability of butterfly product.
- Majority (50%) of the respondents were highly satisfied with warranty given for butterfly product.
- Majority (33%) of the respondents were neither satisfied nor dissatisfied on after sale service.
- Majority (31%) of the respondents are dissatisfied on resale value of a butterfly product.
- Majority (31%) of the respondents are satisfied with effectiveness of butterfly product.
- There is no significant relationship between income and price of the respondents.

IV. SUGGESTIONS

- The company may increase its advertisement in order to increase the awareness of butterfly home appliance with all segments of people.
- They should maintain the relationship with the customers after the sales. It may increase the sales in future.
- They should launch the new model of product at regular intervals.
- The company initiate further research to find out the problems faced by the customers and may take steps to avoid the problems in order to satisfy majority of customers.

V. CONCLUSION

Customers are the center point and also king of the market. The manufacturer must keep a constant touch with the customer. He must plan his production and distribution to suit the customer's convenience rather than his own.

From the study it is concluded that butterfly brand has good image in the market. The quality and durability were satisfied to the existing customers.

The company can improve the satisfaction level mainly in the area of advertisement and availability. And they must observe the customer's needs, wants and expectation. Then only they can increase the sales. The suggestion given in the study if implemented shall definitely help to strengthen its stake in the market.

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