

AN ANALYSIS OF CUSTOMER SATISFACTION REGARDING WHITE GOODS AND APPLIANCES- “WITH SPECIAL REFERENCE TO WASHING MACHINES”

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ABSTRACT

Today customers and their values are the only key factors for the players of corporate world to lead the market. Now- a- days the market of white goods appliances has become technology sensitive. As generally white goods appliances like washing machines, refrigerators, microwave ovens etc. falls in the category of specialty products which are generally costly in nature. The aim of this study is to find out the awareness level and the factor effecting the satisfaction of the customers regarding the purchase of the washing machines. This paper also explains that what are the various problems faced by the customers with the purchase of the washing machines and what are the different solutions to overcome them. Various statistical tools have been used like chi square analysis, likert scale analysis, percentage method and factor analysis to test and analyze the given data on various aspects and make the study more logical and comparable. It is found from the study that various variables like literacy and income level of the customers, price of the product and brand reputation of the product have significant impact on the satisfaction of the customers. The loopholes exists with the market of these goods are ineffective after sale services and poor dissemination of standard information required by the customers.

KEYWORDS : Awareness, Customer Satisfaction, Reputed Brand, Special Reference, White Goods, Washing Machines.

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