LEVEL OF SATISFACTION OF KITCHEN APPLIANCES PRODUCT WITH SELECTED COMPANIES IN KRISHNAGIRI DISTRICT

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Abstract

The total of all actions taken with the intention of accomplishing a company's marketing objectives is customer satisfaction. The marketing strategies specify the types of marketing-related activities that an organisation will do as well as the goals for each of these actions. Through the creation and application of marketing programmes, customer satisfaction will be attained. Customer satisfaction with kitchen appliances at a few chosen businesses in Krishnagiri District is the issue being researched. Kitchen appliances are tools, gadgets, and apparatus used to carry out household tasks. The study examines how satisfied consumers are with the top kitchen appliance marketers in the Krishnagiri District at the moment. The primary goals of the research are to examine the respondents' socioeconomic profile in relation to the products they purchased and their degree of satisfaction with them, and to provide recommendations and suggestions based on the research's findings to enhance the shopkeepers' current marketing tactics in the Krishnagiri District's kitchen appliance market. This study aims to investigate customer satisfaction with kitchen appliances through an exploratory, analytical, and descriptive approach.

Key words: Kitchen Appliances, Customers, Companies, Chi square test, Satisfaction level.

Introduction

The core tenet of marketing is that the majority of human behaviour is motivated by a deliberate attempt to satisfy needs, and that this activity is based on the concept of "exchange." Sellers prioritise making sales over maintaining friendly relationships with customers. However, in the kitchen appliance industry, customer satisfaction is crucial for customer retention because, in contrast to previous generations, today's consumers are better educated and more sophisticated. Due to increased competition, the seller's market has given way to the buyer's market in the modern era. A very satisfied customer is one who sticks around longer, makes larger purchases when the business releases new items, pays less attention to rival brands and is less price sensitive, suggests goods or services to the business, and incurs lower operating expenses when it acquires new clients because of the regularity of their interactions.

Businesses everywhere now understand that the customer is king. Understanding consumer behaviour and motivations for consumption enables manufacturers to enhance their current offerings and win back customers. The globalisation, privatisation, and liberalisation eras have altered people's lifestyles and societies. The fact that even low-income groups have begun to acquire a wide range of consumer durables is a noteworthy development of the 1980s. Given the intense competition, it is critical for respondents to hold onto their clients for an extended length of time. Accordingly, timely delivery and fair prices for well-known companies' products are seen essential for customer retention.

The term "consumer" referred to the individuals with whom the company had external dealings. Although the term "consumer" refers to a single entity, purchases can be made by both individuals and groups of decision-makers. Procedure. The person who pays for a good or service is referred to as the customer. While the term "consumer" refers to the last user of the good or service, they could not be the ultimate consumer. They might not actually be the client. The methods by which these companies choose, acquire, and discard goods, experiences, ideas, or services in order to meet requirements, as well as the effects that these methods have on the general public and customers. It combines aspects of economics, social anthropology, psychology, and sociology. It makes an effort to comprehend how buyers make decisions, both on their own and in groups. It looks at individual customer traits including behavioural patterns and demographics to try to figure out what individuals desire. Additionally, it attempts to evaluate the consumer's exposure to influences from social groupings like friends, family, peer groups, and the broader community. Consumer purchasing behaviour serves as the foundation for customer behaviour studies, in which customers assume the three separate roles of payer, buyer, and user. The administrators of the Indian company must understand customer behaviour if it hopes to achieve economic success in the electrical or electronic home appliances industry.

Statement of the problem

Since they assist in making sure the product is broadly distributed and accessible for the final consumer, distributors play a crucial role in the supply chain. It is exceedingly challenging to interpret consumer behaviour since one cannot know what goes through someone's thoughts. Occasionally, even the consumer is unaware of the true elements impacting his purchasing decisions and behaviour. Because the buyer is a complicated individual who is shaped by the social context in which he lives, evaluation of the tactics employed by manufacturers and dealers is contingent upon the consumer's perspective. Therefore, research is needed from both the dealer and the buyer. For this reason, the researcher is working to understand Tamil Nadu's kitchen appliance marketing methods, particularly in the Krishnagiri District.

Literature Review

Muthupandian and Velmurugan (2012) listed the many media outlets that are utilised for consumer protection in a research titled Effectiveness of Consumer Awareness Advertisements in many Media. To evaluate whether the educated younger generation of consumers differed significantly from the less educated generation based on their educational attainment and residential

background. To ascertain which media source was more appealing and practical for educating the educated younger generation of consumers about consumer protection. Only 60% of consumers have been reached by the government's and other regulatory bodies' multiple efforts to raise consumer awareness through various media.

Veerakumar (2016) investigated brand loyalty and consumer satisfaction in regard to home appliances. The study made clear that providing high brand value and raising consumer satisfaction levels are two ways to increase brand loyalty. When it comes to home appliances, brand performance has a strong positive correlation with customer satisfaction. According to the survey results, 60% of the customers are satisfied with the brand's performance. When buying products that are related to customer satisfaction, brand reputation is a significant predicate for expected loyalty, and brand performance is the primary inspiration factor for consumer satisfaction.

Mohamed Riaz and Mahesh (2015) A creative, dynamic, and goal-oriented advertising firm, Accord Advertising Agencies Private Limited specialises in creating eye-catching advertisements that are sure to draw notice. Consumers want knowledge on a range of products and services since, in the absence of it, they risk paying more, buying a subpar product, or even being unaware that it even exists. The media is essential to the communication process of advertising. Good advertising aids in getting the word out to the appropriate prospects. Their study's purview is limited to the examination of consumer perception and preferences. Although there are numerous more advertising agencies, only the big companies in the industry are included in the study, leaving the others out. The data used in this research was gathered from original sources. Following the thorough investigation, an effort has been made to provide a thorough analysis of the amount of Accord Advertising Agencies that individuals consume. The information was utilised to address a number of topics, including consumer satisfaction with Accord Advertising Agencies, client preferences, and consumption. For the sake of convenience, a sample of one hundred participants was selected. Random sampling was used to determine who should be contacted—the real customers. Self-administered questionnaires are used for this work. There were multiple choice, open-ended, and dichotomous questions in the set.

Sarika Lohana (2021) determined what features users desire from a smart kitchen, allowing the goal of a quality smart living area to be realised. This makes it possible for designers to take into account the traits and needs of their clients, create a user interface and functionality that works well, and bring their products closer to the users. Focus group interviews were used in the study to get the primary consumers' expectations regarding the home appliances, which allowed the designer to have a thorough understanding of their requirements. Second, purposive sampling was used to carry out the study; the majority of the sample originated in the Maharashtra city of Nanded. The homes of the chosen samples, who constituted the majority of home kitchen users, needed to be furnished. The purpose of the study was to examine how users behaved in relation to the significance and level of demands of the Smart Kitchen. The equipment needs for the Smart

Kitchen were prioritised by the study when designing the Modern Household appliances, based on an importance-and-degree of demands analysis. The focus group interview results suggest that the distinction in kitchen usage between career women and housewives may serve as a foundation for developing a marketing strategy and as a point of reference for market segmentation. Since families need time and space to interact given the hectic lifestyle of today's corporate world, the kitchen serves as a gathering spot for meals and parent-child conversation.

Objectives

To know the socio economic profile of the customers who are using kitchen appliances product with selected companies in Krishnagiri district.

To associate the relation between the demographic profile of the respondents and their level of satisfaction.

Hypotheses

- Ha 1: There is an association between Level of satisfaction and Gender
  Ho 1: There is no association between Level of satisfaction and Gender
- Ha 2: There is an association between Level of satisfaction and Marital status
  Ho 2: There is no association between Level of satisfaction and Marital status
- Ha 3: There is an association between Level of satisfaction and Location
  Ho 3: There is no association between Level of satisfaction and Location
- Ha 4: There is an association between Level of satisfaction and Income
  Ho 4: There is no association between Level of satisfaction and Income

Methodology

The framework for carrying out a study that comprises all the actions required to gather data for predetermined objectives is known as the research design. Even while each research project has its own set of goals, there might be some areas where it is comparable to previous ones, giving the researcher some advance planning time. Descriptive, exploratory, and informal research designs are included. Exploratory research is a type of study design that is characterised by its flexibility and lack of structure, and it deals with subjects that may not be amenable to quantitative analysis. This kind of study design might use a tiny, non-representative sample. Focus groups, observation, interviews, grounded theory, and ethnography are among the techniques used to gather data for this research design. These methods enable participants to voice their opinions in regard to the study issue. In order to better comprehend participant ideas and opinions regarding the research issue from a small sample size, a casual design might be suited for this study. The versatility of this research design allows the researcher to elucidate more using follow-up questions. However, causal research is inappropriate because the research topic does not need testing a cause-and-effect link, and descriptive research is too rigid and does not fit the needs of this dissertation.

The sample size was influenced by the total number of individuals to be included in the research. The investigator sought to obtain 280 samples. Although a total of 300 surveys were sent out to clients, only 278 were returned by responders. After 270 questionnaires with complete data were found, 270 samples were selected for additional examination.

Analysis and Interpretation

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Table 1
Frequency Table

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Gender	No. of. Respondents	Total Percentage
male	139	51.5
female	131	48.5
Total	270	100.0
Marital status	**No. of. Respondents**	**Total Percentage**
single	139	51.5
married	131	48.5
Total	270	100.0
Location	**No. of. Respondents**	**Total Percentage**
rural	136	50.4
urban	134	49.6
Total	270	100.0
Income	**No. of. Respondents**	**Total Percentage**
below 30000	47	17.4
30000-60000	86	31.9
60000-90000	89	33.0
above 90000	48	17.8
Total	270	100.0
Level of satisfaction	**No. of. Respondents**	**Total Percentage**
high	69	25.6
medium	142	52.6
low	59	21.9
Total	270	100.0

From the above table, it is clearly understood that majority of the respondents are male with 51.5 %. Among the 270 respondents, 51.5 percentage of the respondents are single and remaining 48.5% are married. 50.4% percentage of the respondents are living in rural area, rest of the respondents 49.6% are living Urban area. 52.6 percent respondents have medium level of satisfaction, whereas 25.6% have high leave. More than 48.2% respondents have middle level of satisfaction. 33.0% of respondents earning 60000-90000.

Table 2
Frequencies

	Mean	Median	Std. Deviation	Variance	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Gender	1.49	1.00	.501	.251	.060	.148	-2.011	.295
Marital status	1.49	1.00	.501	.251	.060	.148	-2.011	.295
Location	1.50	1.00	.501	.251	.015	.148	-2.015	.295
Income	2.51	3.00	.978	.957	-.019	.148	-.993	.295
Level of satisfaction	1.96	2.00	.689	.474	.048	.148	-.880	.295

From the above table 2, it is found that all the items relate to the respondents in level of satisfaction of kitchen appliances product having the mean value between 1 to 2. The highest median value is Income as 3. The question "Income" is having the variance value of 0.957. The skewness and kurtosis value of all the items are prevailing between -1 and +1.

Table 3
Chi-Square Tests between Level of satisfaction and Gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.603[a]	2	.041
Likelihood Ratio	5.667	2	.049

Linear-by-Linear Association	3.680	1	.055
N of Valid Cases	270		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.63.

Hypothesis testing:

Ha 1: There is an association between Level of satisfaction and Gender

Ho 1: There is no association between Level of satisfaction and Gender

From the chi square table, it is proved that **there is an association between Level of satisfaction and Gender** with the Pearson chi square value of 0.041. So, the null hypothesis is rejected

Table 4

Chi-Square Tests between Level of satisfaction and Marital status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.023ᵃ	2	.989
Likelihood Ratio	.023	2	.989
Linear-by-Linear Association	.023	1	.880
N of Valid Cases	270		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 28.63.

Hypothesis testing:

Ha 1: There is an association between Level of satisfaction and Marital status

Ho 1: There is no association between Level of satisfaction and Marital status

From the chi square table, it is proved that **there is no association between Level of satisfaction and Marital status** with the Pearson chi square value of 0.989. So, the null hypothesis is accepted

Table 5
Crosstab

Count

	Marital status		Total
	single	married	

	high	36	33	69
Level of satisfaction	medium	73	69	142
	low	30	29	59
Total		139	131	270

This is the table indicated that the detailed cross tabulation between Level of satisfaction and Marital status of the respondents. The total of 270 respondents are divided according with their Level of satisfaction and Marital status interfere with your life.

Table 6
Chi-Square Tests between Level of satisfaction and Location

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.966[a]	2	.017
Likelihood Ratio	.967	2	.017
Linear-by-Linear Association	.274	1	.601
N of Valid Cases	270		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 29.28.

Hypothesis testing:

Ha 1: There is an association between Level of satisfaction and Location

Ho 1: There is no association between Level of satisfaction and Location

From the chi square table, it is proved that **there is an association between Level of satisfaction and Location** with the Pearson chi square value of 0.017. So, the null hypothesis is rejected

Table 7
Chi-Square Tests between Level of satisfaction and Income

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.528[a]	6	.028
Likelihood Ratio	1.541	6	.027
Linear-by-Linear Association	.971	1	.325
N of Valid Cases	270		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.27.

Hypothesis testing:

Ha 1: There is an association between Level of satisfaction and Income

Ho 1: There is no association between Level of satisfaction and Income

From the chi square table, it is proved that **there is an association between Level of satisfaction and Income** with the Pearson chi square value of 0.028. So, the null hypothesis is rejected

Implications

According to the survey, there is consistency among Krishnagiri District's kitchen appliance consumers in terms of the strategies used by shopkeepers in their design and execution. These manufacturing companies aim to create brand equity at the consumer level by adopting multi-brand strategies, regardless of the product they deal with or the market they operate in. Dealers in this market are able to diversify their operations and are no longer dependent on one or two manufacturing companies to determine their success by maintaining a strong brand and product diversity. There are variances between brands in the majority of the product categories in the Krishnagiri District kitchen appliance market, and customers have their own motivations for selecting a specific brand. Therefore, any company in this industry should determine what specific market segment's customers truly want from them, and then work to manufacture and supply that to them in the most efficient manner. While doing this, none of them should lose sight of the "acumen" of contemporary marketing, which states that keeping current customers is more crucial than gaining new ones.

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