

A STUDY ON CUSTOMER PERCEPTION REGARDING REFRIGERATORS

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ABSTRACT

In recent days India is endorse a change in consumerism. The market is now primarily customer driver. Refrigerator segment is no peculiarity to this general trend. The purchase of refrigerators is now a common phenomenon among middle class and customer wants with various admirable features and new brands. The decision to purchase refrigerator is not a one man decision. Though the financial decision is taken by the main source of income of the family usually men is main source of income in Indian middle class families the decision regarding colour, brands and the like are taken by women i.e., wife. The present study is an attempt to study the perception of the customers towards refrigerators. The data has been collected through a structured questionnaire and the sample size of the present study is 200. The current study was conducted in Vijayawada.

Keywords: Customer perception, Customer satisfaction, Factors, House holds, Refrigerators...

INTRODUCTION

Customer is the sovereign of any business. He is the most important person of all the business and all the business are around to him. A manufacturer produces the products based on customer needs and wants. So, as the customer behavior differs from person to person the producers should understand it. A customer is one who buys any product or service by paying its price and consumption. No business activities move in the society without the presence of the customer. Manufacturers use new tools and techniques while producing the goods or services.

Customer perception refers to collect information about products, services or environment. It creates awareness about particular brand in the minds of customers. And it is also differ from person to person while purchasing any product or service. It is a process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

DEFINITION

Customer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product.

OBJECTIVES OF THE STUDY

- To know the perception of the customers of house holds towards refrigerators.
- To study the reasons for purchasing the refrigerators.
- To identify the factors influencing the customers while purchasing a particular brand.

- To portray the satisfaction level of the customers regarding the usage of refrigerators.
- To offer suggestions based on the findings of the study.

Research Design

Sample size	200
Sampling area	Vijayawada
Sampling method	Simple random sampling
Sample respondents	House holds
Statistical tools	Tabulation and percentage analysis

DATA COLLECTION METHODS

Primary Data: The unpublished data has been collected from the sample respondents through a well structured questionnaire.

Secondary Data: The published data has been gathered from the journals, websites, magazines, etc.

Statistical tools: The raw data has been processed and presented in an understandable manner by using appropriate tables and percentages.

LIMITATIONS OF THE STUDY

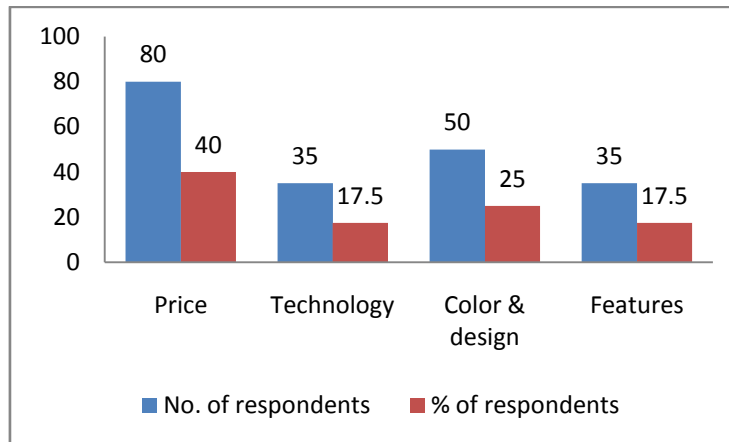
- Time is one of the constraints to collect the data from no. of customers in Vijayawada.
- Money is another major constraint to conduct the research in other parts of the state.
- Customers are very busy with their schedule to gather the information from them that is why the sample size is restricted to 200.

Results and Discussion

Table-1 Respondents opinion towards the factors influencing for selecting a particular brand

S. No	Attributes	No. of respondents	% of respondents
1	Price	80	40.0
2	Technology	35	17.5
3	Color & design	50	25.0
4	Features	35	17.5
	Total	200	100

Chart – 1 Respondents opinion towards the factors influencing for selecting a particular brand



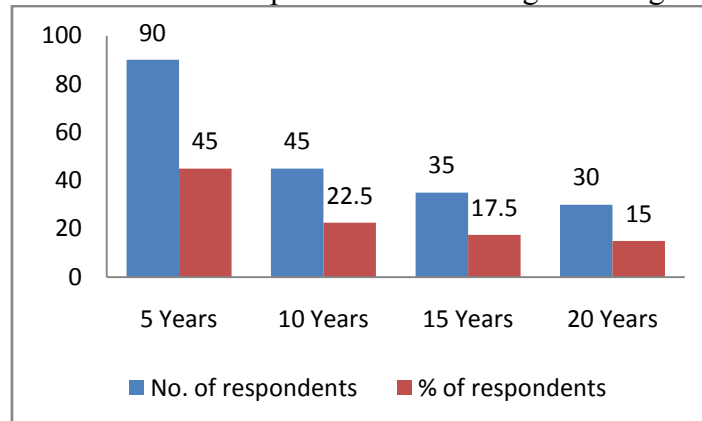
INTERPRETATION

The above table clearly projects that 40% of the sample respondents opined that the price is the significant factor for selecting a particular brand, 17.5% of the consumers said that technology is the main attribute for the selecting a branded refrigerator, 25% of the respondents opined that color and design are the main features for the selecting a particular brand and the remaining 17.5% of the respondents said that they will consider the features for selecting a particular brand. From the above information it is clear that most of the sample respondents i.e., 40% customers are influenced by price for selecting a particular brand.

Table – 2 Customers opinion towards using the refrigerators

S. No	Particulars	No. of respondents	% of respondents
1	5 Years	90	45.0
2	10 Years	45	22.5
3	15 Years	35	17.5
4	20 Years	30	15.0
	Total	200	100

Chart – 2 Customers opinion towards using the refrigerators



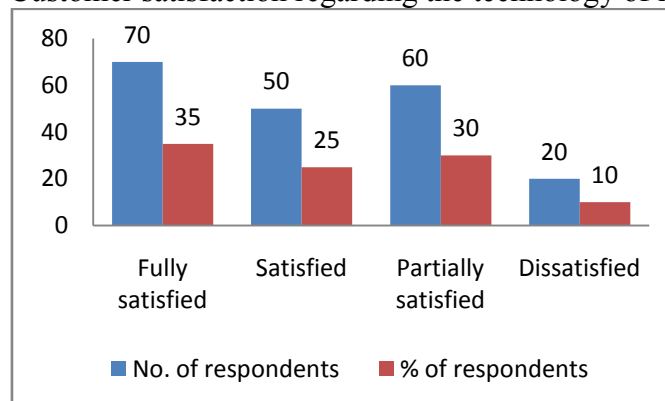
Interpretation

From the above figure, it is evident that 45% of the customers using the refrigerators from 5 years, and 22.5% of customers using the same from 10 years, later 17.5% of customers using from 15 years and finally only 15% of customers using the refrigerators from 20 years. Most of the respondents i.e., 90 sample customers are using the refrigerators from the past 5 years only.

Table – 3 Customer satisfaction regarding the technology of refrigerators

S. No	Particulars	No. of respondents	% of respondents
1	Fully satisfied	70	35.0
2	Satisfied	50	25.0
3	Partially satisfied	60	30.0
4	Dissatisfied	20	10.0
	Total	200	100

Chart – 3 Customer satisfaction regarding the technology of refrigerators



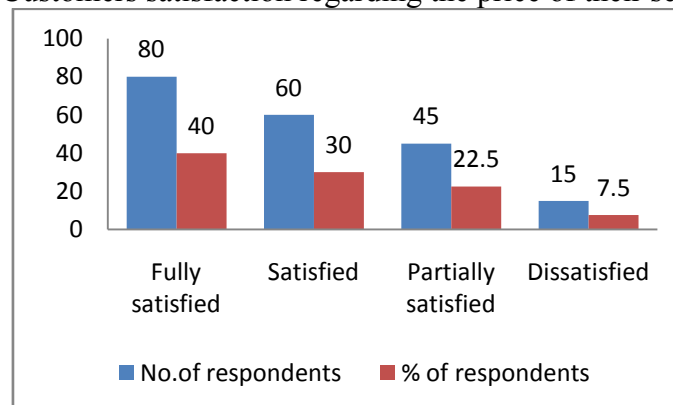
Interpretation

35% of the customers are fully satisfied with the technology of the refrigerator, 25% of the respondents are satisfied, 30% of the sample respondents are partially satisfied and the remaining 10% of the consumers are dissatisfied with the technology of the refrigerator which they are using. Most of the refrigerator utilizers i.e., 60% are happy with the technology that is existed in their refrigerator.

Table – 4 Customers satisfaction regarding the price of their selected brand

S. No	Particulars	No. of respondents	% of respondents
1	Fully satisfied	80	40.0
2	Satisfied	60	30.0
3	Partially satisfied	45	22.5
4	Dissatisfied	15	7.5
	Total	200	100

Chart – 4 Customers satisfaction regarding the price of their selected brand



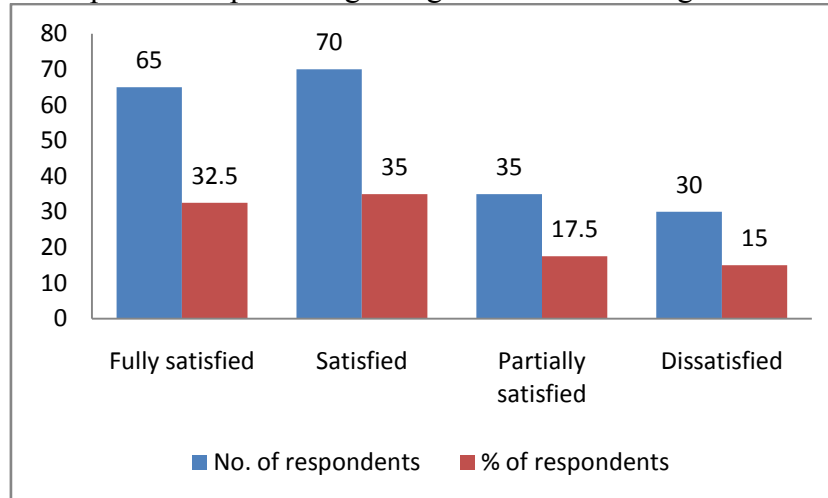
Interpretation

The above table clearly shows that 40% of the customers fully satisfied with the price of the particular brand, 30% of the sample respondents satisfied, 22.5% of the respondents partially satisfied and the rest of 7.5% of the customers dissatisfied with the price of the particular brand. Most of the customers like 40% are fully satisfied with the price of the selected brand.

Table – 5 Respondents opinion regarding the color and design of the refrigerator

S. No	Particulars	No. of respondents	% of respondents
1	Fully satisfied	65	32.5
2	Satisfied	70	35.0
3	Partially satisfied	35	17.5
4	Dissatisfied	30	15.0
	Total	200	100

Chart – 5 Respondents opinion regarding the color and design of the refrigerator



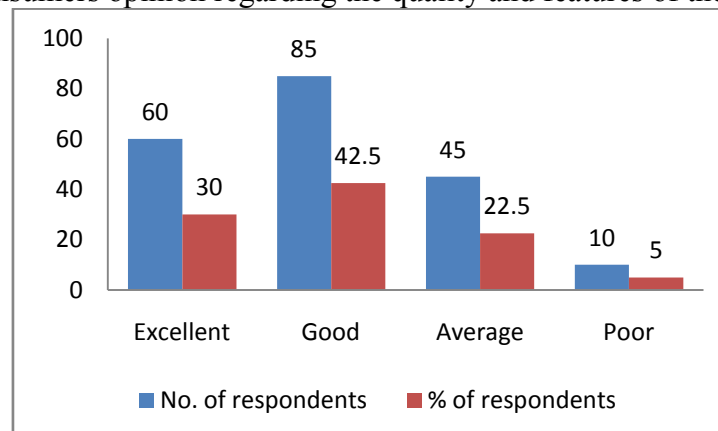
Interpretation

The above chart clearly indicates that 32.5% of customers fully satisfied with the color and design of the refrigerator what they are using, 35% of the respondents satisfied, 17.5% of the consumers partially satisfied and finally only 15% of the sample respondents dissatisfied with the color and design of the refrigerator. From the above information most of the consumers i.e., 35% are satisfied with the color and design what they are using the refrigerator.

Table – 6 Consumers opinion regarding the quality and features of the refrigerator

S. No	Particulars	No. of respondents	% of respondents
1	Excellent	60	30.0
2	Good	85	42.5
3	Average	45	22.5
4	Poor	10	5.0
	Total	200	100

Chart – 6 Consumers opinion regarding the quality and features of the refrigerator



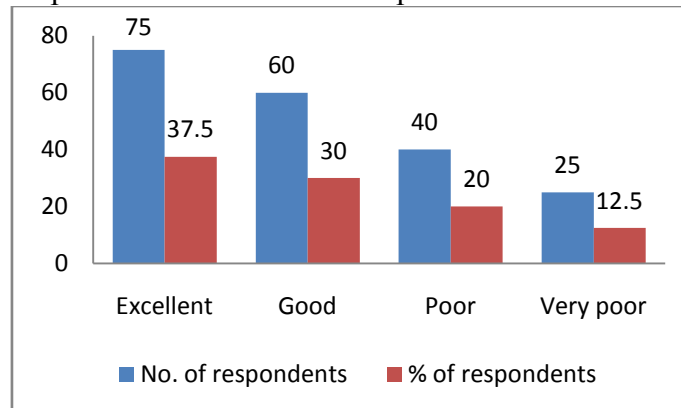
Interpretation

From the above table clearly indicates majority of the customers like 42.5% are said good with the quality and features of the refrigerator, 30% of the respondents excellent, 22.5% of the sample respondents said average and finally only 5% of consumers felt poor with the quality and features of the refrigerator. Most of the sample respondents i.e., 42.5% are good with the quality and features of the refrigerators.

Table – 7 Customers opinion towards the consumption level of electricity of the refrigerators

S. No	Particulars	No. of respondents	% of respondents
1	Excellent	75	37.5
2	Good	60	30.0
3	Poor	40	20.0
4	Very poor	25	12.5
	Total	200	100

Chart – 7 Customers opinion towards the consumption level of electricity of the refrigerators



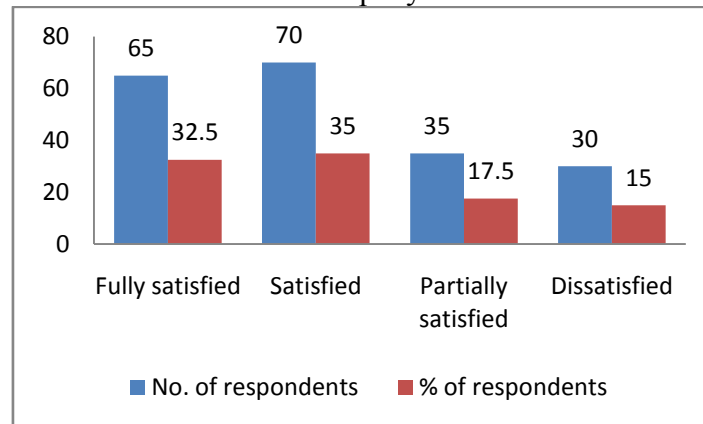
Interpretation

The above chart it is clear that 37.5% of the customers said excellent towards the consumption level of electricity of the refrigerators, 30% of the respondents good, 20% of the consumers said poor and remaining 12.5% of the sample respondents said very poor to the consumption level of electricity of the refrigerators. Most of the samples respondents i.e., 37.5% are said excellent with the consumption levels of electricity of the refrigerators.

Table – 8 Respondents perception regarding inside space of the refrigerator provided by the company

S. No	Particulars	No. of respondents	% of respondents
1	Fully satisfied	65	32.5
2	Satisfied	70	35.0
3	Partially satisfied	35	17.5
4	Dissatisfied	30	15.0
	Total	200	100

Chart – 8 Respondents perception regarding inside space of the refrigerator provided by the company



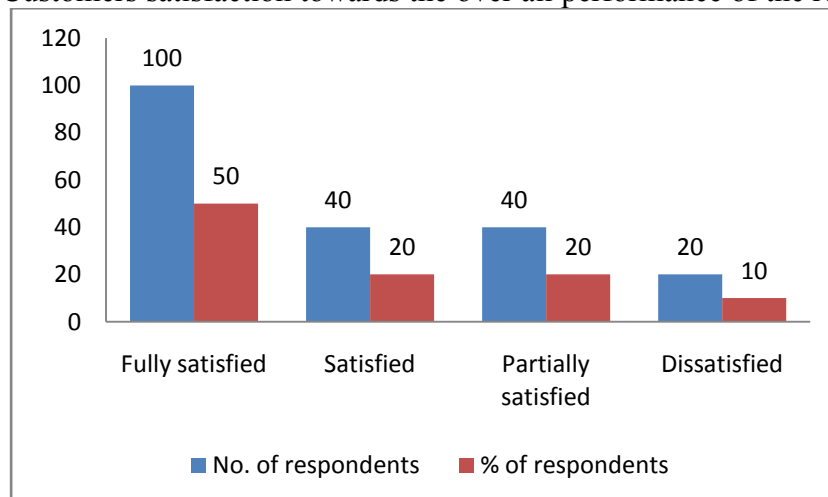
Interpretation

32.5% of the respondents said fully satisfied with inside space of the refrigerator provided by the company, 35% of the customers satisfied, 17.5% of the consumers partially satisfied and rest of 15% of the respondents dissatisfied with the inside space of the refrigerators provided by the company. From the above data most the respondents like 32.5% said fully satisfied with the inside space of the refrigerator provided by the company.

Table – 9 Customers satisfaction towards the over all performance of the refrigerators

S. No	Particulars	No. of respondents	% of respondents
1	Fully satisfied	100	50.0
2	Satisfied	40	20.0
3	Partially satisfied	40	20.0
4	Dissatisfied	20	10.0
	Total	200	100

Chart – 9 Customers satisfaction towards the over all performance of the refrigerators



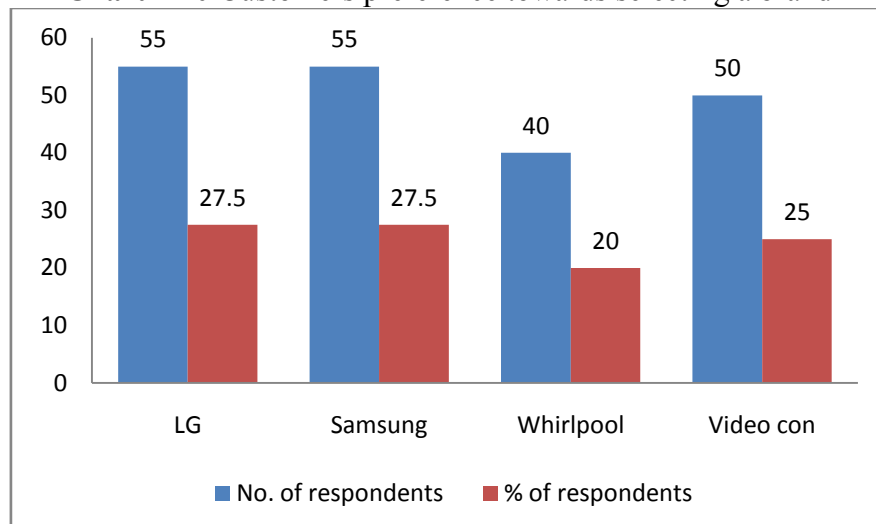
Interpretation

50% of the customers fully satisfied with the over all performance of the refrigerators what they are using, 20% of the respondents said both satisfied and partially satisfied, and remaining i.e., 10% of the sample respondents dissatisfied with the over al performance of the refrigerators. From the above information 50% of the respondents fully satisfied with the over all performance of the refrigerators what they are using.

Table – 10 Customers preference towards selecting a brand

S. No	Brand	No. of respondents	% of respondents
1	LG	55	27.5
2	Samsung	55	27.5
3	Whirlpool	40	20.0
4	Video con	50	25.0
	Total	200	100

Chart – 10 Customers preference towards selecting a brand



Interpretation

The above chart clearly projects that 27.5% of the sample respondents have given equal importance to LG and Samsung brands, 25% of the customers have given second important to the Video con brand and finally Whirlpool is the better brand said by the 20% of the customers. From the above data 27.5% of the customers have given equal importance to the LG and Samsung brands while selecting a particular brand.

Findings

- From the above study it is clear that most of the sample respondents i.e., 40% customers are influenced by price for selecting a particular brand.
- Most of the respondents i.e., 90 sample customers are using the refrigerators from the past 5 years only.
- Most of the refrigerator utilizors i.e., 60% are happy with the technology that is existed in their refrigerator.

- Majority of the customers like 40% are fully satisfied with the price of the selected brand.
- From the above data it is evident that most of the consumers i.e., 35% are satisfied with the color and design what they are using the refrigerator.
- Significant sample respondents i.e., 37.5% are said excellent with the consumption levels of electricity of the refrigerators.
- The current study reveals that respondents i.e., 32.5% are fully satisfied with the inside space of the refrigerator provided by the company.
- Most of the sample respondents i.e., 42.5% are satisfied with the quality and features of the refrigerators.
- 50% of the respondents are fully satisfied with the over all performance of the refrigerators what they are using.
- The current research reveals that 27.5% of the customers have given equal importance to the LG and Samsung brands while selecting a particular brand.

SUMMARY AND CONCLUSION

The study reveals that customers are price sensitive and the companies who are producing and selling refrigerators have to concentrate more on price to increase their sales. The usage of refrigerators has been increased from the past 10 years but significant customers are expecting to improve the technology of the refrigerators. Now-a-days customers are happy with the colors and designs of the refrigerators produced by different companies and they are also expecting some other designs of the refrigerators. At present inbuilt stabilizers are available in the refrigerators and the power consumption also has been reduced due to the improved technology. In this manner if the companies conduct research, that they can produce and sell better qualitative refrigerators along with advanced features which in turn lead to increase the turnover of refrigerators and their profitability.

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