

**An Empirical Study On Customer Satisfaction Towards Haier Electronics In
Selvam Home Appliances, Poonamallee**

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ABSTRACT

In the modern scenario, customers have become incredibly demanding because they have more choices than ever. Therefore, meeting customer's satisfaction depends on by integrating customer's wants and needs into the development process. The study had been conducted from the existing customers of Haier Electronics. The study had been conducted through the survey method. The research tool used in our study is mainly Questionnaire .The sample size is 100. Descriptive research is adopted in conducting this study. The statistical tool used is percentage analysis and chi-square analysis, The data had been analyzed thoroughly and the valuable to the company's development in studying the customer's satisfaction towards the Haier Electronics in Selvam Home Appliances, Poonmallee. The study resulted that the customer's satisfaction towards Haier Electronics related to cost, design, selection factors and expectations.

Key words: Sales promotional activities.

INTRODUCTION

Customer satisfaction (often abbreviated as **CSAT**, more correctly **CSat**) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses

compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Firms need reliable and representative measures of satisfaction to effectively manage customer satisfaction. "In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in 'absolute' terms."

OBJECTIVES:

- To study customer satisfaction towards Haier Electronics in Selvam Home Appliances,
- To know the usage of Haier Electronics in Selvam Home Appliances, Poonamallee.
- To measure the customer sales promotional activities of Haier Electronics in Selvam Home Appliances, Poonamallee.
- To suggest possible measures to improve customer satisfaction towards Haier Electronics in Selvam Home Appliances, Poonamallee.

LITERATURE REVIEW

CONCEPTUAL REVIEW:

1. Wolfgang Muller believes that customer satisfaction is the key to future corporate success in European markets. The evidence is the changing nature of competition (decreasing brand loyalties and buyer focus on price versus quality) and the increasing emphasis of companies on keeping customers happy. The author looks at current practice in Europe and suggests ways of implementing customer satisfaction policies

(WolfgangMuller-“**Gaining competitive advantage through customer satisfaction**
KoblenzSchool of Corporate Management, Koblenz, Germany ([http://dx.doi.org/10.1016/0263-2373\(91\)90085-5](http://dx.doi.org/10.1016/0263-2373(91)90085-5), How to Cite or Link Using DOI)

2." Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is two fold:"

- I. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."
- II. "Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

EMPIRIACAL REVIEW

Review of literature is a work which is done by previous researcher in the same field which is going to be useful for my study. It consists of various list of abstracts or synopsis, Executive summary which is going to be useful for my project. They are as follows:

1. Customer satisfaction is critical facet for the researchers and marketers (Naser et al., 1999). It's a key factor of diverse marketing activities which basically impart the linkage between the different stages of customers buying behaviors. For example, if customer is pleased with the services and/or products offered by the company, then he/she likely re-purchase and also try its line extensions (East, 1997) and these customers are also share the information and favorable experience and producing word-of-mouth communication (Jamal & Naser, 2003). This advertising technique is predominant in socialist culture like in Pakistan where life is ordered in such a way that leads to develop social relations with others in the society. Contrary, dissatisfied customers of any bank switch themselves to other bank and will also

fabricate negative word-of-mouth and these actions set ineradicable pressure on the banks to improve their products and services (Levesque & McDougall, 1996; File & Prince, 1992).

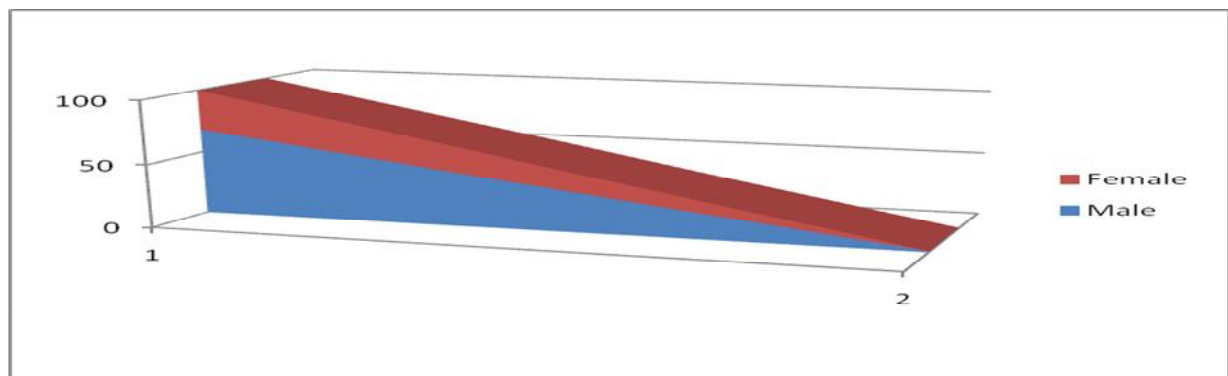
2. Customer expectation is important in global competition, according to Parasuraman et al. (1991). In marketing literature, customer satisfaction has been considered as a crucial factor influencing customer loyalty (Gerpott et al., 2001; Kumar et al., 2013; Kim et al., 2015a; Kim et al., 2016). Omachonu et al. (2008) suggest that it is a psychological state where there is a consistency between the emerging emotion and expectation. Gerpott et al. (2001) state that satisfied customers tend to retain their pattern of purchases. Grönholdt et al. (2000) point out that customer loyalty is a function of customer satisfaction, and that loyal customers affect a company's financial performance. Wong and Zhou (2006), Aktepe et al. (2015) and Chang, (2015) specify that satisfaction is one of the key factors affecting customer loyalty. Analytical studies by Maxham and Netemeyer (2002) and Blodgett et al.

RESEARCH METHODOLOGY

Research Area	- Marketing
Research Unit	- Haier Electronics in in Selvam Home Appliances, Poonamallee.
Research Design	- Descriptive Research Design
Data Sources	- Primary Data
Survey Method	- Questionnaire
Type of Questions Used	- Dichotomous, Multiple Choice and Ranking Questions
Sampling Technique	- Stratified Random Sampling Technique
Sample Unit / Respondents Group	- Customers in Selvam Home Appliances, Poonamallee.
Sample Size	- 100
Statistical Tools Used	- Percentage and Chi-Square.

DATA ANALYSIS AND INTERPRETATION**Table – 1: Gender Wise Classification**

PRETICULARS	NO.OFRESPONDENTS	PERCENTAGES
Male	68	68%
Female	32	32%
Total	100	100 %

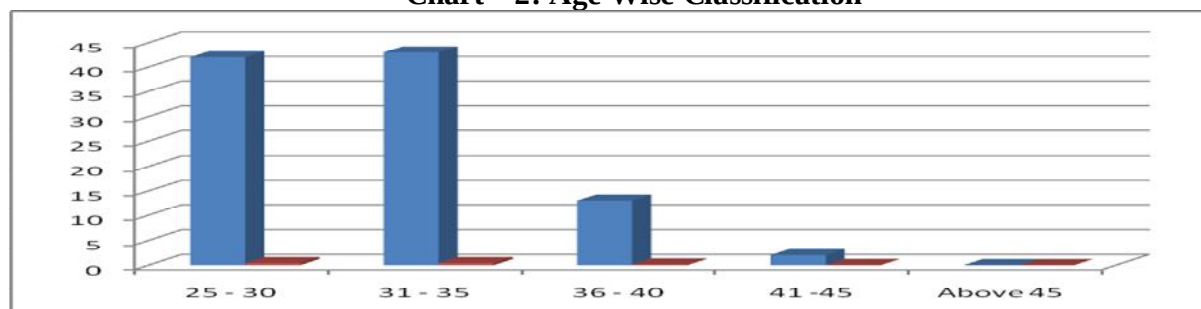
Chart – 1: Gender Wise Classification*(Source: Primary Data)*

Inference: From the above table, it shows that 68% of the respondents are in the male category and remaining 32% of the respondents are in the female category.

Table – 2: Age Wise Classification

PRETICULARS	NO. OF RESPONDENTS	PERCENTAGES
25 - 30	42	42%
31 - 35	43	43%
36 - 40	13	13%
41 -45	2	2%
Above 45	0	0%
TOTAL	100	100 %

Chart – 2: Age Wise Classification



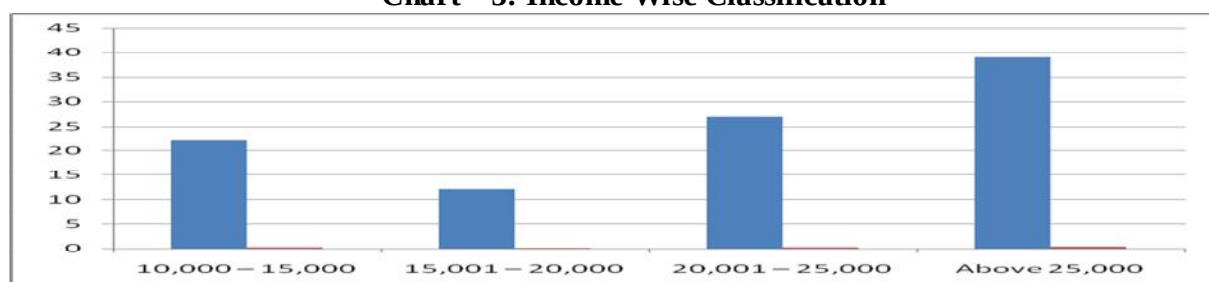
(Source: Primary Data)

Inference: From the above table, it is inferred that 43% of the respondents are in the age group 31-35, 42% of the respondents are in the age group 25-30, 13% of the respondents are in the age group 36-40, 0% of the respondents are in the age group 41-45 and above 45.

Table – 3: Income Wise Classification

PRETICULARS	NO.OF RESPONDENTS	PERCENTAGES
10,000 – 15,000	22	22%
15,001 – 20,000	12	12%
20,001 – 25,000	27	27%
Above 25,000	39	39%
TOTAL	100	100 %

Chart – 3: Income Wise Classification



(Source: Primary Data)

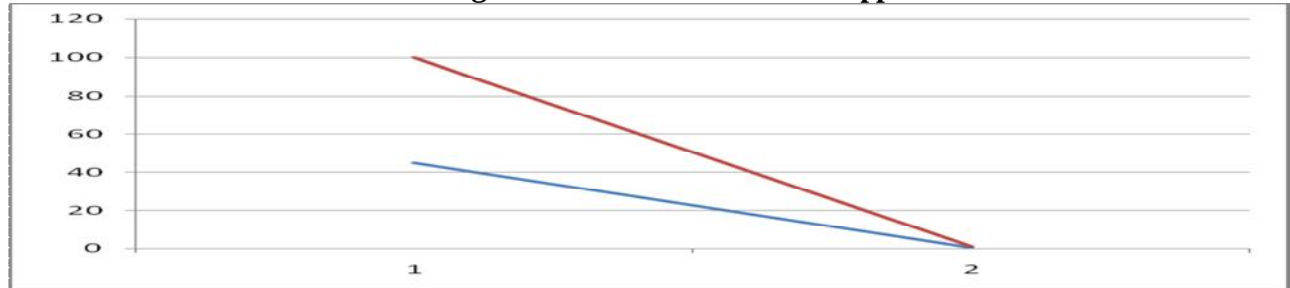
Inference: From the above table, it is clear that 39% of the respondents are getting income more than 25,000, 27% of the respondents getting income 20,001 – 25,000, 22% of the respondents getting income 10,000 – 15,000 and remaining 12% of the respondents getting income 15,001 – 20,000.

Table – 4: Usage Haier Electronics Home Appliances

PRETICULARS	NO.OF RESPONDENTS	PERCENTAGES
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Yes	55	55%
No	45	45%
TOTAL	100	100%

Table – 4: Usage Haier Electronics Home Appliances



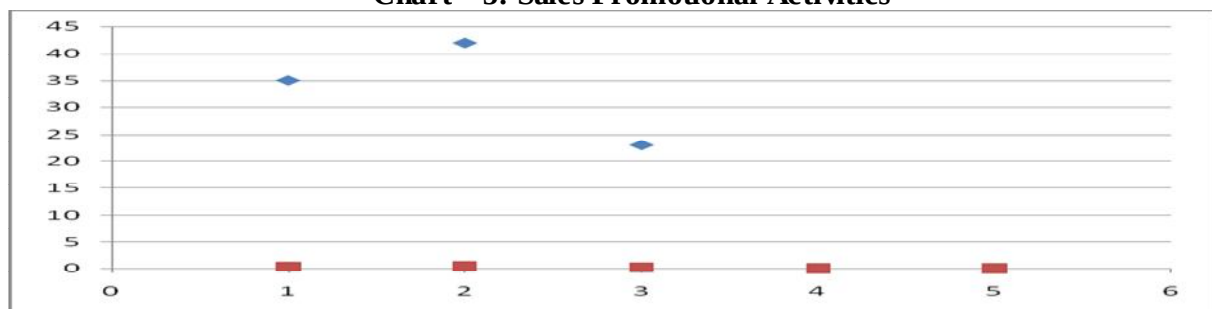
(Source: Primary Data)

Inference: From the above table, it is known that 45% of the respondents are using Haier Electronics Home Appliances and 55% respondents are not using.

Table – 5: Sales Promotional Activities

PRETICULARS	NO. OF RESPONDENTS	PERCENTAGES
Strongly Agree	35	35%
Agree	42	42%
Neutral	23	23%
Disagree	0	0%
Strongly Disagree	0	0%
TOTAL	100	100%

Chart – 5: Sales Promotional Activities

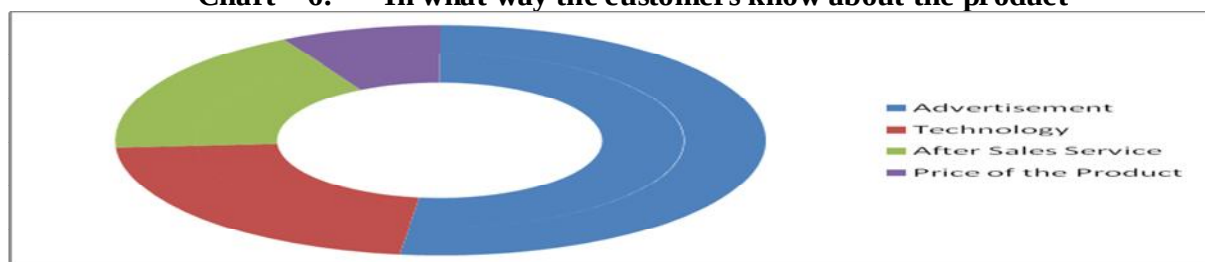


(Source: Primary Data)

Inference: From the above table, it is clear that 42% of the respondents agree the sales promotional activities, 35% of the respondents strongly agree the sales promotional activities and 23% of the respondents know the sales promotional activities of Hair Electronics in Selvam Home Appliances.

Table – 6: In what way the customers know about the product

PRETICULARS	NO. OF RESPONDENTS	PERCENTAGES
Advertisement	52	52%
Technology	22	22%
After Sales Service	18	18%
Price of the Product	8	8%
TOTAL	100	100 %

Chart – 6: In what way the customers know about the product*(Source: Primary Data)*

Inference: From the above table, it is observed that 52% of the respondents are know the product through advertisement, 22% of the respondents are know the product about technology, 18% of the respondents are know the product about after sales service and remaining 8% of the respondents are know the product about price of the product.

STATISTICAL TOOL**CHISQUARE TEST**

AIM: To find out the significance relationship between customers age and sales promotional activities.

Null Hypothesis (Ho) – There is no significance different between customers age and sales promotional activities.

Alternative Hypothesis (Ho) – There is significance different between customers age and sales promotional activities.

SALES PROMOTIONAL ACTIVITIES	AGE	25-30	31-35	36-40	41-45	Above 45	TOTAL
Strongly Agree		15	16	4	0	0	35
Agree		20	15	5	2	0	42

Neutral	7	12	4	0	0	23
Disagree	0	0	0	0	0	0
Strongly Disagree	0	0	0	0	0	0
TOTAL	42	43	13	2	0	100

CALCULATION OF ϕ^2

O	E	O-E	(O-E) ²	(O-E) ² /E
15	14.7	0.3	0.09	0.0061
20	17.64	2.36	5.57	0.3157
7	9.66	-2.66	7.076	0.7325
16	15.05	0.95	0.903	0.06
15	18.06	-3.06	9.364	0.5184
12	9.89	2.11	4.452	0.4501
4	4.55	-0.55	0.303	0.0665
5	5.46	-0.46	0.212	0.0388
4	2.99	1.01	1.020	0.341
2	0.46	1.54	2.4	5.2173

TOTAL		7.7465
$X^2 = (O_i - E_i)^2 / E_i$		

O = observed frequency.

E = expected frequency

$$\begin{aligned}
 \text{Degree of freedom} &= (c-1)(r-1) \\
 &= (4-1)(4-1) \\
 &= (3)(3) \\
 &= 9
 \end{aligned}$$

Calculated value = 7.7465

Tabulated value = 16.919

Calculated value < the tabulated value

Hence, we accepted the null hypothesis H_0 .

Therefore, there is no significance different between age and sales promotional activities.

FINDINGS

- Most of the customers are male category.
- Majority of the customers are in the age group 31 – 35.
- Most of the customers are getting income more than Rs.25,000 per month.
- Majority of the customers using Haier Electronics.
- Most of the respondents agree that the sales promotional activities are good.
- Majority of the respondents know the product through advertisements.

SUGGESTIONS

- Consumers are generally attracted by promotional offers. They must be careful about certain promotional offers. The consumers may consider the promotional offers like seasonal price reduction, exchange offer, free gift, and assured free after sales service and years of guarantee while purchasing their household electronic products. Some more facilities can be given to enhance the marketing information system.

- In purchase of household electronic products the consumers may consider aspects like convenience, availability, maintenance, warranty, recurring cost etc., rather than aspects like dealer display, prestige and financial options..
- Response by the companies can be timely manner and they can increase the customer interaction and the organization awareness can be increased between the customers.
- A separate marketing information system units should be formed to trace out the ups and downs of competitors strategy.

CONCLUSION

Change in life style, sociological factors like nuclear family system, possessiveness, brand loyalty, store loyalty, pleasure oriented approach and purpose oriented approach also influence the buying behaviour of the consumers. The whole system ensure that a product should not be just mad be sold in the market but to be known for its brand name, quality, reliability , affordability along with the attainment of customer satisfaction..

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