An Examination on Customer Satisfaction towards Washing Machine Customers in Chennai City

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ABSTRACT

The article tries to find out the customer satisfaction towards washing machine in Chennai city. Two objective of this study is reached through proper methodology. Sample size was 200. Convenience sampling technique was used. Reliability of this tool is 0.82 and 0.88. Analysis was done through path analysis. It is found that there is impact of brand preference and factors determining purchase of washing machine users on customer satisfaction towards users of washing machine. The study also found that there is pressure of customer satisfaction on brand loyalty towards users of washing machine. It is also found that there is low influence of factors determining purchase of washing machine users on customer satisfaction. Hence, it is concluded that manufacturer and marketers should recognize the customers view and expectations based on the convenience of washing machine and also the capability of producer could intelligent to complete the need of the users according to their perception and preferences.

Keywords : Convenience Sampling Technique, Customer Satisfaction, Brand Loyalty, Brand Preference And Factors Determining Purchase of Washing Machine.

I. INTRODUCTION

Customer satisfaction is normally distinct as an emotion or judgment or perception or a state of satisfaction by customers towards specific products or services, behind they have utilized them (Naser and Jamal 2002). Though customer satisfaction is essential for survival of any industry or production firms (Rampersad, 2001); but customers who are retained may not always be satisfied due to stereotypic endeavor and satisfied customers may not or cannot always be retained (Dick and Basu 1994). Hence this creates a challenge for maintaining possibly higher points of service, knowledge of purchaser expectations and improvements in services and product (Pizam and Ellis 1991).

However, satisfied customers are the assets of an organization that promises and ensure a regular cash flow into the business in the near future (Rahman 2004). If customers are satisfied with an exacting product or service after its use, they are likely to engage in repeated purchases and try line extensions. Customers are also likely to convey others about their favorable and better experiences. Moreover, it is also supposed that purchaser satisfaction is comparatively good, even though not the best forms the indicator of firms' future profits (Chan, et al. 2003). Levesque and Mc Dougall (1996) had found and announced that service troubles and bank's service recuperation ability have a main force on customer satisfaction and intents to switch to the other banks. Mooradian and Oliver (1997) through their study had discovered that satisfaction had led to do again purchase intentions.

Molina, Estaben and Consuegra (2007) had showed that confidence benefits of the benefitted consumers had a direct, positive effect on the satisfaction of customers with their bank. Dapkevicius and Melnikas (2009) had discovered that quality and price are significant dimensions for customer satisfaction received through Coke, Pepsi and Wine; whereas Gantasala, Naik, and Prabhakar (2010) had discovered that services offered by retail trade units have positive force and are important in building customer.

II. REVIEW OF LITERATURE

Farbod Souri (2017) performed a study to spot the link between complete equity, complete loyalty and client satisfaction. To review analysis a sample of 384 customers was elite as a stepwise bunch. Information gathered by normal form with twenty three queries that its validity and dependability confirmed and was distributed among the applied math population. The study found that vital and positive relationship of brand name equity on client satisfaction and loyalty.

Gopi Krishnan (2017) studied the analysis of user's perception of client sturdy products: an empirical study with relevance province. A convenient sample of 902 shoppers United Nations agency owns white product white goods was chosen for the study. The study might modify to grasp the users' read and expectations supported the utility of refrigerators and conjointly the manufacturer can be ready to fulfill the necessity of the respondents in keeping with their preferences and perception.

Ritesh K. Patel (2013) performed a study to spot the buyer preference towards purchase of electronic durable goods from retail malls. Descriptive analysis was undertaken. The scientist has used applied math techniques like Chi-square analysis and ANNOVA to succeed in at conclusion of this study. Study found that the factors like specific price profit, technological factors, promotional factors, social-culture, trust factors, satisfaction with retail mall square measure most significant factors that influence the buyer preference.

Aslihan Nasir, et al. (2006) had examined the aspects influencing consumer's laptop computer purchases. 327 samples were utilized in this study. Correlation analysis, ANOVA and frequency analysis were utilized in this study. The study showed that core technical options, post purchase services, worth and payment conditions, peripheral Specifications, physical look, price side options, and property and quality were the seven factors that were influencing consumers' laptop computer purchases. What is more, worth and payment conditions issue shows vital distinction among the buyer teams within the purchase of laptop computer.

He Xihao Stephen, et al. (2009) studied "Social influence on Consumers' buying Behaviour and connected promoting strategy. This comparative study was conducted between U.S. and China. Two hundred customers were utilized in this study. 3 forms of reference cluster influence (informational influence, utilitarian influence, and value-expressive influence) were thought-about. The research pointed out that there have been vital variations within the cellular phone client buying patterns. Conjointly 3 reference teams influenced each U.S. and China consumers' purchase behaviour.

III. RESEARCH METHODOLOGY

Research Design

To obtain better answer to the research question, a proper research design is to be framed (Davis & Cosenza 1988; Cooper & Schindler 2001). Descriptive research design has been used for the current research. It centers on exacting features or factors of the trouble studied. It is planned to obtain the descriptive in order and offered information and formulation of more sophisticated studies.

Research Gap

Through the past literatures it was identified that some unrevealed truths are with the washing

machine which include washing machine. Some of the research gaps so far identified are related to (1) the dimensional arrangement of brand loyalty needs further investigation, (2) the association between brand loyalty and its determinants have not been completely surveyed, and (3) the effect of brand of origin, on brand loyalty and its determinants has not been still fully determined. 4) There are several studies about the washing machine; but this study mainly identified the knowledge gap to be filled in relation to the 'washing machine'.

Framework of the Study

This framework of the study is unique in introducing the outcome variable brand loyalty, mediator variable customer satisfaction and independent variables such as brand preference and factors determining purchase of washing machine.
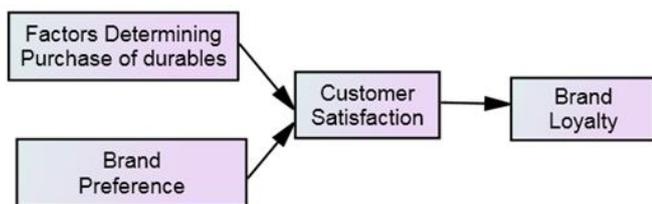

Figure 1: Conceptual Framework

Questionnaire Construction

S.No.	Variable	Item	Author
1	Brand Preference	15	Prasanna (2012)
2	Factors Determining Purchase of Washing Machine	12	
3	Customer Satisfaction	21	Self Designed
4	Brand Loyalty	16	Nigel Douglas (2006)

The brand preference scale was developed by Prasanna (2012). This variable includes 15 items; the statements are to lead to 5 point likert scale for the customers to respond. The factor determining

purchase of durables scale towards durables was developed by Prasanna (2012).This variable includes 12 items; the statements are to lead to five point likert scale for the customers to respond. The customer satisfaction scale towards durables was constructed by the author. Customer satisfaction includes 21 questions leading to 5 point likert scale for the customers to respond. The brand loyalty scale towards durables was developed by the Nigel Douglas (2006). It consists of 16 items for measuring three factors of customers towards brand loyalty in Chennai city.

Table 1: Pilot Study Reliability Analysis

S.No.	Variables	item	Reliability
1	Brand Preference	15	0.88
2	Factors Determining Purchase of Washing Machine	12	0.82
3	Customer Satisfaction	21	0.84
4	Brand Loyalty	16	0.83

Convenience sampling technique is dictated only by the researcher's convenience and not to other considerations (Srivastava (2008). There is only a less effort needed to collect the data. Actually no pre plan of executing is there. Under this technique convenience sampling was opted. Sample size was 50. The standard deviation for this was 0.62. The sampling area was Chennai city. For all the items in the questionnaire construction, the reliability scores ranged from 0.78 to 0.88. This shows high reliability of the statements in the questionnaires. With these results, fidelity, stability, and adoptability are established.

Objective of the Study
➢ To study the influence of brand preference and factors determining purchase of washing machine on customer satisfaction towards washing machine.

> To identify the influence of customer satisfaction on brand loyalty towards washing machine.

Hypotheses of the Study
> There is no influence of brand preference on customer satisfaction towards washing machine.
> There is no influence of factors determining purchase of washing machine on customer satisfaction towards washing machine.
> There is no influence of brand preference on brand loyalty towards washing machine.
> There is no influence of factors determining purchase of washing machine on brand loyalty towards washing machine.
> There is no influence of customer satisfaction on brand loyalty towards washing machine.

Sampling Technique

Convenience sampling technique was adopted for the study. Srivastava (2008) there is only a less effort need to collect the data. Actually no pre plan of executing is there.

Data Collection
The sample size of the study was 200 in all. The study was performed in Chennai, Tamil Nadu. Questionnaire with 5 point scale is used.

Statistical Tool Used

Path analysis was used in this study. It is used to know the correlation and regression of independent variables with respect to customer satisfaction. Likewise the outcome variable brand loyalty, mediator variable customer satisfaction and independent variables brand preference and factors determining purchase of washing machine.

Analysis and Interpretation

Table 1: Type of Washing Machine

Variable	Category	Frequency	Percentage
Type of Washing Machine	Front Loader	140	70.00
	Top Loader	60	30.00
	Total	200	100.00

Source: primary data

Table 1 shows type of the washing machine. Out of the 200 customers 140 customers i.e. 70% of them are using front loader washing machine and 60 customers i.e. 30% of them are using top loader washing machine.

Table 2: Brand of Washing Machine

Variable	Category	Frequency	Percentage
Brand	Bosch	46	23.00
	IFB	32	16.00
	LG	20	10.00
	Godrej	25	12.50
	Others	77	38.50
	Total	200	100.00

Source: primary data

Table 2 shows brand of the washing machine. Out of the 200 customers 46 customers i.e. 23% of them are using Bosch washing machine, whereas 32 customers i.e. 16% of them are using IFB washing machine, whereas 20 customers i.e. 10% of them are using LG washing machine, whereas 25 customers i.e. 12.5% of them are using Godrej washing machine and 77 customers i.e. 38.5% of them are using other brands of washing machine.

Table 3: Model Fit Indication

Chi-Square	P	RMSEA	GFI	AFGI	CFI	NFI
4.002	0.132	0.015	0.999	0.964	0.999	0.999

Source: primary data

From the above table it is found that the calculated chi-square score is 4.002, p score is 0.132 which is greater than 0.05, which shows that completely fit. Here GFI and AGFI scores are larger than 0.90 which symbolize it is a good fit. The computed CFI and NFI scores are bigger than 0.90 which means that it is a completely fit. It is found that RMSEA score is 0.015 which is fewer than 0.08, which shows that it is completely fit.
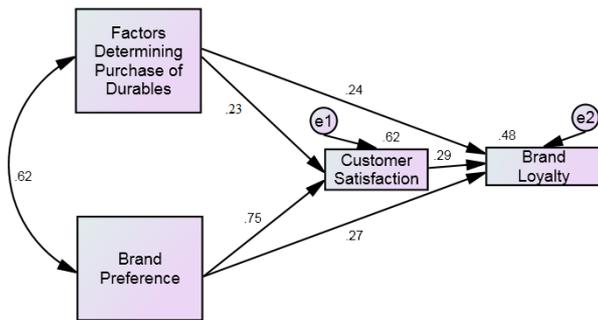

Table 4 : Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Customer Satisfaction	<---	Factors Determining Purchase of Washing Machine	0.093	0.093	3.002	0.230	***
Customer Satisfaction	<---	Brand Preference	1.031	0.076	13.559	0.752	***

DV		IV	Estimate	S.E.	C.R.	Beta	p
Brand Loyalty	<---	Brand Preference	0.208	0.059	3.531	0.292	***
Brand Loyalty	<---	Factors Determining Purchase of Washing Machine	0.259	0.087	2.955	0.265	0.003
Brand Loyalty	<---	Customer Satisfaction	0.284	0.077	3.675	0.238	***

Source: primary data

Ho: Factors determining purchase of air-conditioner do not influence by customer satisfaction.

HA: Factors determining purchase of air-conditioner influence by customer satisfaction.

Through the path analysis, regression weight as the value of CR is 3.002. The Beta value is 0.230 which shows that 23% of influence is through factors determining purchase of air-conditioner towards customer satisfaction. The p value is 0.001; here the p value is less than 5% and the hypothesis is rejected. Hence, it is accomplished that the factors determining purchase of air-conditioner influence on customer satisfaction.

Ho: Brand preference do not influence by customer satisfaction.
HA: Brand preference influence by customer satisfaction.

Through the path analysis, regression weight as the value of CR is 13.559. The Beta value is 0.752 which indicates that 75.2% of influence is through brand

preference towards customer satisfaction. The p value is 0.001; here the p value is fewer than 5% and the hypothesis is rejected. Hence, it is accomplished that the there is influence of brand preference on customer satisfaction.

Ho: Brand preference do not influence by brand loyalty.

HA: Brand preference influence by brand loyalty.

Through the path analysis, regression weight as the value of CR is 3.531. The Beta value is 0.292 which shows that 29.2% of influence is through brand preference towards brand loyalty. The p value is 0.001; here the p value is fewer than 5% and the hypothesis is rejected. Hence, it is accomplished that the brand preference influence on brand loyalty.

Ho: Factors determining purchase of air-conditioner do not influence by brand loyalty.

HA: Factors determining purchase of air-conditioner influence by brand loyalty.

Through the path analysis, regression weight as the value of CR is 2.955. The Beta value is 0.265 which indicates that 26.5% of influence is through factors determining purchase of air-conditioner towards brand loyalty. The p value is 0.003; here the p value is less than 5% and the hypothesis is rejected. Hence, it can be concluded that the factors determining purchase of air-conditioner influence on brand loyalty.

Ho: Customer satisfaction do not influence by brand loyalty.

HA: Customer satisfaction influence by brand loyalty.

Through the path analysis, regression weight as the value of CR is 3.675. The Beta value is 0.238 which indicates that 23.8% of influence is through customer satisfaction towards brand loyalty. The p value is

0.001; here the p value is less than 5% and the hypothesis is rejected. Hence, it can be concluded that the customer satisfaction influence on brand loyalty.

Table 5: Covariance

IV		IV	Estimate	S.E.	C.R.	R	p
Factors Determining Purchase of washing machine	<-->	Brand preference	76.255	10.307	7.398	0.616	***

Source: primary data

Ho: There is no relationship between factors determining purchase of washing machine and brand preference.

HA: There is no relationship between factors determining purchase of washing machine and brand preference.

Through the path analysis, covariance weight as the value of CR is 7.398. The r value is 0.616 which indicates that 61.6% of relationship between factors determining purchase of washing machine and brand preference. The p value is 0.001; here the p value is less than 5% and the hypothesis is rejected. Hence, it is concluded that there is no relationship between factors determining purchase of washing machine and brand preference.

Findings

➢ There is an influence of brand preference on customer satisfaction towards washing machine.
➢ There is an influence of factors determining purchase of washing machine on customer satisfaction towards air-conditioner.
➢ There is an influence of brand preference on brand loyalty towards washing machine. There is an influence of factors determining purchase of washing machine on brand loyalty towards air-conditioner.

- There is an influence of customer satisfaction on brand loyalty towards washing machine.

IV. RECOMMENDATIONS

- It is found that there is low influence of factors determining purchase of washing machine on customer satisfaction. Hence, it is suggests that manufacturer and marketers should recognize the customers view and expectations based on the convenience of washing machine and also the capability of producer could intelligent to complete the need of the users according to their perception and preferences.

- It is found that 70% of the customers own front loader washing machine, and there is a possibility for manufactures to change them to the newest trend. Marketers can frame their pricing and individual strategies targeting for the customers.

V. CONCLUSION

It is found that there is influence of brand preference and factors determining purchase of durables on customer satisfaction towards washing machine users. The study also found that there is influence of customer satisfaction on brand loyalty towards washing machine users. It is also found that there is low influence of factors determining purchase of durables on customer satisfaction. Hence, it is concluded that manufacturer and marketers should recognize the customers view and expectations based on the convenience of washing machine and also the capability of producer could intelligent to complete the need of the users according to their perception and preferences.

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