

Consumers Satisfaction And Preference Towards Refrigerator – A Study

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Abstract

This study deals with Consumers Satisfaction and Preference towards Refrigerator. This study throws light on the differences in Satisfaction and Preference level among consumers, based on their Occupation and Income. Also the study highlights on the relationship between Satisfaction and Preference of consumers towards Refrigerator. Using a structured questionnaire data were collected from 100 respondents belonging to Tiruchirappalli city through convenience sampling. To analyze the relationship between the selected variables statistical tools like one-way ANOVA 'f' test and Correlation analysis were performed on the data using SPSS 22. Based on the analysis it was found that there exist a correlation between consumer Preference and Satisfaction towards Refrigerator.

Keywords: Consumer Preference, Satisfaction, Refrigerator users

Introduction

The Indian consumer durables industry has witnessed a considerable change in recent years. Changing lifestyle, higher disposable income coupled with greater affordability and a surge in advertising has been instrumental in bringing about a sea change in the consumer behaviour pattern. The durable industry consists of goods used for domestic purposes such as televisions, washing machines, refrigerators, microwave ovens, mobile phones etc. The growth in the consumer durables sector has been driven

primarily by factors such as the boom in the real estate & housing industry, higher disposable income, increased number of earnings in a family, emergence of the retail industry in a huge way coupled with rising affluence levels of a considerable section of the population. A durable good or a hard good is a good which does not quickly wear out, or more specifically, it yields services or utility over time rather than being completely used up when used once. Durable goods are typically characterized by long inter purchase a time that is the time between two successive purchases. Most goods are therefore durable goods to a certain degree. Perfectly durable goods never wear out. Generally they have a lifespan of more than 3 years. Goods that aren't consumed or quickly disposed of, and can be used for several years are called durable goods. (Chandrasekaran and Natarajan, 2010). Refrigerator that keeps specially food and drinks fresh has paved way to keep life going in the industrial society. The escalation in standard of living of people in India has created awareness about a brand of a product, earging to buy a qualitative product for a longer period of time. Thus consumer preference, satisfaction and brand awareness for refrigerator is now become a vital aspect when purchasing a refrigerator. In real life business situations are very complex and competitive, every business has to face the intense competition and those who can successfully operate within this crucial situation can become the blue cheap. To stay and increase the pace in the business track, knowing the preferences, expectations and satisfactions of consumers are very important. Consumer demographic characteristics are sometimes used to identify customer niches that would be interested in the purchase of a specific product offering. By doing so, a retailer can determine what it would take to satisfy and retain a specific group of consumers (Dholakia and Uusitalo, 2002). Jain and Sharma (2002) could gather a minimal support for the argument that consumer involvement differs for differences in consumers' occupation. However, it may be speculated that the differences in the involvement levels of consumer would be influenced by different occupations. Food spoilage can be prevented by storing food stuff under cold conditions. This is because the microorganisms which cause food process of making food spoilage are generally not active under cold conditions. The process of making food cold and keeping it cold is called refrigeration (Ogbonyomi, 1990;

Anyakoha and Eluwa, 1999). A refrigerator is any facility or appliance which removes heat from things and keeps them cold (Anyakoha and Eluwa, 1999).

Objectives of the study

- To analyse the difference in satisfaction and preference level among consumers based on their occupation.
- To study the relationship between satisfaction and preference of consumers towards purchase of Refrigerator.

Methods and Materials

The research design used in the study was descriptive in nature as it evaluates the existing state of affairs of consumers in Tiruchirappalli city. 100 respondents were asked to give their response on a structured questionnaire. The responses were collected through a survey method using convenience sampling. The samples selected for the study were consumers who own refrigerator.

Data analysis and interpretation

There is no significant difference between occupation of the respondents and consumer preference and satisfaction towards Refrigerator.

Difference between occupation of the respondents and consumer preference and satisfaction towards Refrigerator

Occupation	N	Mean	S.D	Statistical inference
Consumers Satisfaction				
<i>Business</i>	32	28.05	1.732	$f=3.872$ $0.103>0.05$ Not Significant
<i>Govt. Employee</i>	13	22.06	0.943	
<i>Private Employee</i>	39	23.94	0.874	
<i>Professional</i>	16	21.15	1.943	
Consumers Preference				
<i>Business</i>	32	26.13	1.483	$f=2.921$ $0.284>0.05$ Not Significant
<i>Govt. Employee</i>	13	26.28	1.478	
<i>Private Employee</i>	39	22.81	0.942	
<i>Professional</i>	16	19.82	1.872	

From the one-way ANOVA 'f' test table find that there is no significant difference between occupation of the respondents and consumer preference and satisfaction towards Refrigerator. Hence, the calculated value lesser than the table value. The null hypothesis is accepted. Further, it indicates that the customers who are having business as their occupation have scored high mean value compared to other occupations

showing high preference, expectation and satisfaction towards refrigerators. Further, it indicates that the respondents who are working as private employees have scored low mean value compared to other occupations showing low preference and satisfaction towards refrigerators.

Correlation between consumer preference and satisfaction towards refrigerators

Consumers Preference	Correlation value	Statistical inference
Consumers Satisfaction	.783**	.000<0.05 Significant

There exist a significant correlation between consumer preference and satisfaction towards refrigerators.

CONCLUSION

The study reveals that customers who are having business as their occupation shows high preference and satisfaction towards refrigerators than those respondents who are working as private employees. There also exist a significant correlation between consumer preference, expectation and satisfaction towards refrigerators. Based on the findings of the study it suggests that marketers should pay keen attention to occupation of the consumers as it has greater impact on inducing preference and satisfaction towards refrigerators. Therefore this demographic shift creates the need for marketers to keep pace with change and identify with and predict future demand.

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