



A STUDY ON CUSTOMER SATISFACTION TOWARDS PURCHASE OF ELECTRONIC HOME APPLIANCES AT VASANTH & CO, IN MADURAI CITY.

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ABSTRACT:

Customer satisfaction is a crucial factor influencing the success of retail businesses, particularly in the competitive market of electronic home appliances. This study aims to analyze customer satisfaction towards purchasing electronic home appliances at Vasanth & Co, Madurai. The research focuses on factors such as product quality, pricing, customer service, brand variety, and after-sales support, which play a vital role in shaping consumer perception. A structured questionnaire was used to collect primary data from 50 customers who recently purchased appliances from Vasanth & Co, Madurai. The study employs statistical tools such as percentage analysis, mean score analysis, and chi-square tests to examine customer satisfaction levels. The findings reveal that product quality and pricing significantly impact customer satisfaction, while factors like after-sales service and staff behavior also influence purchase decisions. While most customers expressed satisfaction with the variety of products available, some reported concerns about delayed service responses and pricing discrepancies compared to online platforms. The study suggests that Vasanth & Co should enhance its after-sales service, introduce competitive pricing strategies, and improve customer engagement to retain and expand its customer base. By addressing these areas, the company can strengthen customer loyalty and maintain a competitive edge in the electronic appliances market.

KEYWORDS:

CUSTOMER SATISFACTION, ELECTRONIC HOME APPLIANCES, VASANTH & CO, CONSUMER BEHAVIOR, AFTER-SALES SERVICE.

1.1 INTRODUCTION

Customer satisfaction is a key determinant of business success, especially in the retail sector. In the electronic home appliances market, where competition is intense, understanding consumer preferences and satisfaction levels is crucial. This study focuses on evaluating customer satisfaction towards purchasing electronic home appliances at Vasanth & Co, Madurai, one of the leading electronics retailers in Tamil Nadu. The research identifies various factors that influence customer satisfaction and provides insights into improving service quality and customer experience.

1.2 STATEMENT OF THE PROBLEM

In today's competitive retail environment, customer satisfaction plays a crucial role in determining the success of businesses. Despite being a well-established brand, Vasanth & Co faces challenges related to pricing, customer service, and after-sales support, which may impact overall consumer satisfaction. Customers often compare offline retail experiences with online shopping platforms, where

competitive pricing and convenience play a major role. This study aims to investigate the key issues affecting customer satisfaction at Vasanth & Co, Madurai, including product quality, pricing, staff behavior, and service efficiency. Identifying these challenges will help in formulating strategies to enhance customer experience and ensure long-term business growth.

1.3 OBJECTIVE OF THE STUDY

- To analyze customer satisfaction regarding product quality, pricing, and brand variety at Vasanth & Co, Madurai.
- To assess the effectiveness of customer service and after-sales support.
- To identify key factors affecting consumer purchasing decisions.
- To suggest improvements for enhancing customer experience.

1.4 METHODOLOGY

This study uses both primary and secondary data. A

structured questionnaire was distributed to 50 customers at Vasanth & Co, Madurai.

1.4.1 RESEARCH DESIGN

The way respondents are chosen is a fundamental part of the research process, as it shapes the reliability of the findings. To ensure relevant insights, this study employs a purposive sampling method, focusing on customers who have recently purchased electronic home appliances from Vasanth & Co, Madurai. A total of 50 respondents were carefully selected based on their purchase history and willingness to participate in the study.

1.4.2 SAMPLING SIZE

For this study, we obtained responses from 50 participants who utilized the Consumer purchasing behavior towards Electronic home appliances at Vasanth & Co. in Madurai City. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers.

1.4.3 SAMPLING METHOD

Selecting an appropriate sampling method is vital to ensure accurate research outcomes. For this research of customer satisfaction towards purchase of electronic home appliances at Vasanth & Co in Madurai City.

1.4.4 TOOLS FOR DATA COLLECTION

For a study to assess customer satisfaction towards the purchase of electronic home appliances at Vasanth & Co, Madurai, both primary and secondary data collection methods were used. Primary data was gathered through structured questionnaires distributed to 50 customers, focusing on factors like product quality, pricing, and service experience. Personal interviews were conducted to gain in-depth insights. Secondary data was collected from company records, industry reports, and online sources. The tools used for study in percentage analysis. This combination of data collection tools ensured a comprehensive understanding of customer experiences and areas for improvement.

1.4.5 METHODS OF DATA COLLECTION

This study utilized both **primary** and **secondary** data collection methods. Primary data was gathered through structured questionnaires and personal interviews with 50 customers of Vasanth & Co, Madurai. Secondary data was obtained from company records, industry reports, websites, and relevant literature to support the findings.

1.5 DATA ANALYSIS:

TABLE 1.5.1

RESPONDENTS' PERCEPTION ON THE PRICE OF THE APPLIANCE PURCHASED COMPARED TO ITS QUALITY

Response	No of respondant	Percent
Very satisfied	6	12
Satisfied	26	52
Neutral	11	22
Dissatisfied	3	6
Very dissatisfied	4	8

Total	50	100
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Source: Primary data

INTERPRETATION:

The majority of respondents (64%) are satisfied or very satisfied with the product/service, indicating a positive perception. However, 14% expressed dissatisfaction, suggesting room for improvement. The 22% neutral response shows some uncertainty, which businesses can address by enhancing product quality, customer service, or value propositions.

DIAGRAM 1.5.1

RESPONDENTS OF PRICE AND QUALITY-WISE CLASSIFICATION

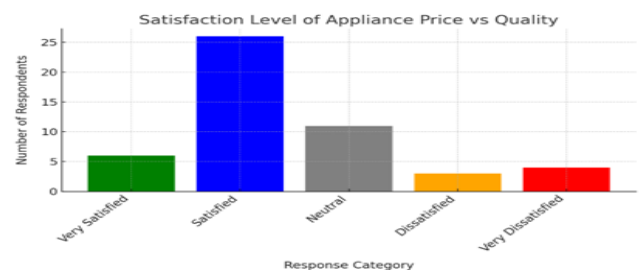


TABLE 1.5.2

RESPONDENTS' PERCEPTION BASED ON INCOME

Particulars	No of respondent	Percent
<2Lakhs	31	62
2- 4Lakhs	16	32
4- 6Lakhs	1	2
>6Lakhs	2	4
Total	50	100%

Source: Primary data

INTERPRETATION:

The income distribution shows that a majority (62%) of individuals earn less than 2 lakhs, indicating a lower-income group dominance. Only 6% earn above 4 lakhs, reflecting limited high-income representation. This suggests a need for income growth opportunities, skill development, and financial support to improve economic conditions.

DIAGRAM 1.5.2

RESPONDENTS OF PERCEPTION ON INCOME-WISE CLASSIFICATION

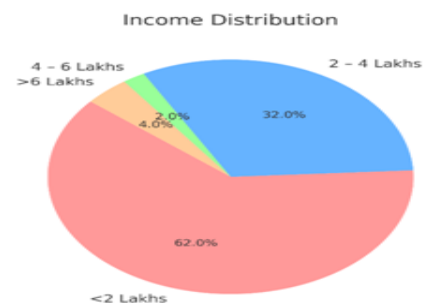


TABLE 1.5.3
RESPONDENTS' PERCEPTION BASED ON PAYMENT METHOD

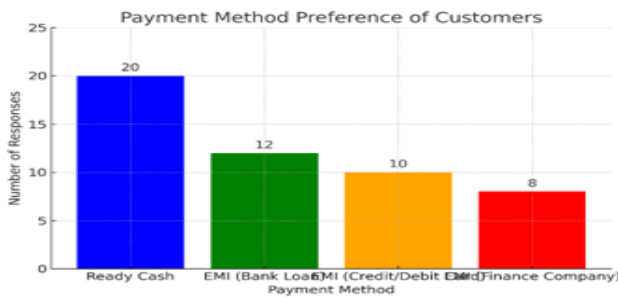
Payment method	No of respondent	Percent
Ready cash	20	40
EMI (Bank Loan)	12	24
EMI (Credit/Debit Card)	10	20
EMI (Finance Company)	8	16
Total	50	100%

Source: Primary data

INTERPRETATION:

The data reveals that 40% of respondents prefer paying in ready cash, indicating a significant reliance on upfront payments. However, 60% depend on EMI options, highlighting the need for credit facilities. This suggests businesses should offer flexible installment plans and financial literacy programs to assist customers in managing debt effectively.

DIAGRAM 1.5.3
RESPONDENTS OF PERCEPTION ON PAYMENT-WISE CLASSIFICATION



1.6 FINDING AND SUGGESTIONS

1.6.1 FINDINGS:

1. Most customers are either satisfied or very satisfied with the price compared to the quality, but 14% expressed dissatisfaction.
2. The majority (62%) of individuals earn less than 2 lakhs, indicating a lower income distribution in the sample.
3. Only a small portion (6%) earn above 4 lakhs, showing limited higher-income representation.
4. 40% of respondents prefer paying in cash, indicating a significant portion avoids debt-based payments.

5. 60% rely on various EMI options, showing a strong need for credit facilities to manage purchases.

1.6.2 SUGGESTIONS:

1. Enhancing product quality in proportion to the price can further increase customer satisfaction.
2. Identifying key concerns from dissatisfied customers and addressing them effectively will improve their experience.
3. Improving in-store experiences through better customer service, product quality, and pricing strategies can boost overall satisfaction.
4. Educate consumers on managing finances effectively to reduce long-term debt burdens from EMI options.
5. Businesses can offer customized installment plans or low-interest EMI schemes to ease financial stress on customers.

1.7 CONCLUSION:

The survey indicates that most customers are satisfied with both the price-quality ratio and their overall purchase experience at Vasanth & Co (Madurai). However, a notable percentage expressed dissatisfaction. Addressing pricing concerns, improving product quality, and enhancing customer service can further elevate satisfaction and ensure a better shopping experience. The analysis highlights income disparities, payment preferences, and customer satisfaction trends. While most customers are satisfied with pricing and quality, some concerns remain. Enhancing product value, improving customer service, and offering flexible payment options can boost satisfaction. Financial literacy initiatives can also help customers manage debt effectively.

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