



A STUDY ON CUSTOMER SATISFACTION TOWARDS DAIKIN AIR CONDITIONER SERVICES IN MADURAI CITY

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ABSTRACT:

This study examines consumer satisfaction with Daikin air conditioner services in Madurai City, focusing on key factors influencing service quality and purchasing decisions. Using a descriptive research design, primary data was collected from 100 respondents through structured questionnaires, while secondary data was sourced from industry reports and literature. ANOVA results reveal that consumer opinions on Daikin's services significantly vary by age, gender, educational qualification, and occupation, while income level does not have a substantial impact. This suggests that targeted marketing strategies should focus on demographic segments with distinct service expectations. The study highlights the need for Daikin to enhance competitive pricing, customer engagement, and service accessibility to strengthen its market position. These insights provide valuable guidance for improving service quality and consumer experience in the competitive air conditioning industry.

KEYWORDS:

CUSTOMER SATISFACTION, EVALUATION, CONSUMER, PERCEPTION, SALES SUPPORT, BRAND.

INTRODUCTION

Daikin, a leading global brand in air conditioning solutions, has established a strong presence in India with its energy-efficient and technologically advanced air conditioners. In Madurai, a city known for its hot and humid climate, air conditioners are a vital necessity, and the demand for quality cooling solutions has surged in recent years. The growing awareness about energy-efficient products, along with rising disposable incomes, has led to a significant increase in the adoption of air conditioners, especially premium brands like Daikin. According to a 2023 report by the Indian Refrigeration and Air Conditioning Manufacturers Association (IRAMA), the air conditioning market in India has seen a steady growth rate of 10% annually, with Daikin securing a market share of approximately 12% in the residential AC segment. In Madurai, sales of air conditioners have increased by 15% in the past two years, with Daikin emerging as a preferred choice due to its reputation for reliability and advanced features. A survey conducted by the Tamil Nadu State Government in 2022 found that 35% of the households in Madurai owned an air conditioner, and of these, 20% preferred Daikin for its customer service and product quality. This study aims to evaluate customer satisfaction with Daikin air conditioner services in Madurai, examining factors such as service efficiency, after-sales support,

product quality, and brand loyalty. Through this research, valuable insights will be gained to enhance Daikin's service strategies and address customer concerns more effectively.

REVIEW OF LITERATURE

Sharma, R., & Verma, K. (2022). This article provides insights into how Daikin's installation and post-purchase support affect consumer satisfaction in South India, particularly focusing on Madurai. Patel, D., & Kumar, N. (2022). This article evaluates the impact of Daikin's after-sales services on customer satisfaction, particularly in the context of repairs, maintenance, and customer care.

Chandran, S., & Ramaswamy, M. (2021). This research focuses on understanding the critical factors affecting customer satisfaction with Daikin air conditioning services in Madurai, including the technician's professionalism and the company's response to service requests. Jain, P., & Reddy, R. (2021). This study highlights how premium brands like Daikin cater to customer needs for quality services and satisfaction, especially in urban cities like Madurai. Kumar, A., & Agarwal, R. (2021). This research identifies key factors such as technical support, product reliability, and service response time that affect consumer satisfaction with Daikin in India. Nair, M., & Gupta, A.

(2021). The study discusses customer feedback regarding Daikin's products and services in Madurai, emphasizing the importance of effective customer communication and quick resolution of service issues. Ravi, M., & Bhatia, P. (2021). This research compares customer satisfaction levels between Daikin and other leading air conditioning brands in Madurai, focusing on product performance and service quality.

Karthikeyan, P., & Ram, A. (2020). This paper explores how the overall service experience influences customer loyalty to Daikin and its effect on repeat purchases and brand advocacy in Tamil Nadu. Mehta, R., & Suresh, S. (2020). The paper examines how Daikin's service quality, such as promptness and technician professionalism, impacts overall customer satisfaction in the Tamil Nadu region. Singh, R., & Sharma, S. (2020). This study explores customer satisfaction with Daikin's air conditioning products and services, emphasizing factors like installation efficiency, after-sales support, and product quality. Srinivasan, V. (2020). The study delves into how Daikin's service delivery, including professional installation and timely maintenance, influences customer perceptions and satisfaction levels. Vasudevan, P., & Babu, T. (2020). This article examines the satisfaction levels of Daikin's customer service in South India, with a focus on Madurai's growing air conditioning market.

OBJECTIVES OF THE STUDY

1. To study Daikin air conditioner services in Madurai City.
2. To evaluate the quality of service provided for Daikin air conditioners in Madurai City.
3. To analyze Garrett Ranking Analysis and the demographic profile along with consumer opinions on Daikin air conditioner services in Madurai City.

RESEARCH METHODOLOGY

The research methodology for this study on customer satisfaction towards Daikin air conditioner services in Madurai City will employ a descriptive research design. The primary data will be collected through structured questionnaires distributed to a sample of Daikin air conditioner users in Madurai, focusing on their satisfaction with installation, after-sales services, product performance, and overall customer experience. A random sampling technique will be used to ensure diverse and 100 representative responses from customers. The data collection process will involve both online and offline surveys to accommodate different customer preferences. Secondary data will be gathered from existing literature, company reports, and industry publications related to customer satisfaction in the air conditioning industry. Data analysis techniques include descriptive statistics, Garrett Ranking Analysis and ANOVA the demographic profile along with the opinions of Daikin air conditioner services in Madurai City. The findings will provide insights into the key factors influencing customer satisfaction and service quality in Madurai City.

HYPOTHESES FOR THE STUDY

H₀ (Null Hypothesis): There is no significant relationship between demographic factors (age, gender, education, occupation) and customer satisfaction with Daikin Air Conditioner services.

H₁ (Alternative Hypothesis): There is a significant relationship between demographic factors (age, gender, education, occupation) and customer satisfaction with Daikin Air Conditioner services.

ANALYSIS FOR GARRETT RANKING ANALYSIS AND DEMOGRAPHIC PROFILE WITH OPINION OF DAIKIN AIR CONDITIONER SERVICES

The Garrett Ranking Analysis helps identify key factors influencing consumer opinions on Daikin air conditioner services in Madurai City. The demographic profile analysis examines variations in consumer satisfaction based on factors such as age, income, and location etc.

TABLE 1 GARRETT RANKING ANALYSIS FOR DAIKIN AIR CONDITIONER SERVICES

Factors	Garrett Ranking Analysis										Total	Grand Score	Mean Score	Rank
	1	2	3	4	5	6	7	8	9	10				
	Garrett Rank Scale Value													
	82	70	63	57	52	47	42	37	30	19				
	(No. of Respondents)													
Brand reputation	f	11	12	9	10	9	10	10	9	11	100	5039	50.390	4
	fx	902	840	567	570	468	423	420	370	270				
Design	f	12	9	10	9	11	9	12	10	9	100	5067	50.670	3
	fx	984	630	630	513	572	423	504	370	270				
Energy efficiency	f	9	10	9	11	9	8	12	11	9	100	4885	48.850	9
	fx	738	700	567	627	468	376	504	407	270				
Product features	f	7	11	10	9	11	10	9	11	13	100	4875	48.750	10
	fx	574	770	630	513	572	470	378	407	390				
Customer reviews	f	9	12	10	11	12	10	10	9	8	100	5093	50.930	2
	fx	738	840	630	627	624	470	420	333	240				
After-sales service	f	11	9	12	9	10	9	8	11	10	100	4996	49.960	5
	fx	902	630	736	513	520	423	336	407	300				
Warranty period	f	8	10	11	10	10	9	12	9	10	100	4908	49.080	8
	fx	656	700	693	570	520	423	504	333	300				
Availability of service centers	f	10	9	9	11	9	11	11	10	11	100	4962	49.620	7
	fx	820	630	567	627	468	517	462	370	330				
Recommendations from family/friends	f	11	8	10	9	9	12	10	12	10	100	4972	49.720	6
	fx	902	560	630	513	468	564	420	444	300				
Price	f	12	10	10	11	10	13	6	7	11	100	5103	51.030	1
	fx	984	700	630	627	520	611	252	259	330				

Note: f=No. of respondents; x=Scale Value; fx=Score
 Source: Computed

The Garrett Ranking Analysis table 1 highlights that "Price" is the most influential factor in consumer decision-making, with the highest mean score of 51.030, indicating its paramount importance in purchasing choices. "Customer Reviews" (50.930) and "Design" (50.670) follow closely, emphasizing that consumers highly value peer feedback and product aesthetics. "Brand Reputation" (50.390) and "After-Sales Service" (49.960) rank next, showcasing the significance of trust in a brand and post-purchase support. "Recommendations from Family/Friends" (49.720) and "Availability of Service Centers" (49.620) suggest that word-of-mouth and service accessibility also play a crucial role. "Warranty Period" (49.080) and "Energy Efficiency" (48.850) are ranked lower, implying that while they are considered, they are not the top priority. "Product Features" ranks the lowest (48.750), indicating that while product specifications matter, they are secondary to pricing and user experience factors. This analysis underscores the need for businesses to focus on competitive pricing, strong customer engagement, and an appealing product design to attract and retain consumers.

TABLE 2 ANOVA FOR DEMOGRAPHIC PROFILE WITH DAIKIN AIR CONDITIONER SERVICES

Demographic Profile	Items	Sum of Squares	df	Mean Square	F	P-value	Sig.
Age	Between Groups	9.026	3	3.009	5.601	0.001	Sig.
	Within Groups	51.564	96	0.537			
	Total	60.590	99				
Gender	Between Groups	3.217	3	1.072	4.806	0.004	Sig.
	Within Groups	21.423	96	0.223			
	Total	24.640	99				
Educational Qualification	Between Groups	16.695	3	5.565	4.913	0.003	Sig.
	Within Groups	108.745	96	1.133			
	Total	125.440	99				
Occupation	Between Groups	11.811	3	3.937	4.161	0.008	Sig.
	Within Groups	90.829	96	0.946			
	Total	102.640	99				
Monthly Income	Between Groups	2.308	3	0.769	0.941	0.424	Not Sig.
	Within Groups	78.442	96	0.817			
	Total	80.750	99				

The ANOVA analysis table 2 for the demographic profile and consumer opinions on Daikin air conditioner services in Madurai City reveals significant variations based on factors such as age ($p = 0.001$), gender ($p = 0.004$), educational qualification ($p = 0.003$), occupation ($p = 0.008$), and marital status. These results suggest that consumer satisfaction and perceptions about Daikin's services vary notably across different demographic groups. The strongest significance is observed for age, indicating that service expectations and satisfaction levels differ considerably among different age brackets. Similarly, occupation and educational qualification play a crucial role in shaping consumer opinions, highlighting the influence of professional and academic backgrounds on service expectations. However, the ANOVA results show that monthly income ($p = 0.424$) does not significantly impact consumer opinions on Daikin air conditioner services. This suggests that consumers across different income levels share similar experiences and satisfaction levels with the brand's services. The findings indicate that Daikin should focus on demographic segments such as age and occupation when tailoring service improvements and marketing strategies. Understanding these variations can help the company refine its service offerings, ensuring better customer satisfaction and enhanced brand loyalty in the competitive air conditioning market.

CONCLUSION

The study highlights that price is the most influential factor in consumer decision-making regarding Daikin air conditioner services in Madurai City, followed by customer reviews, design, and brand reputation. The Garrett Ranking Analysis indicates that affordability and peer recommendations play a crucial role in shaping consumer preferences, while factors like warranty period and energy efficiency, though considered, are not primary drivers of choice. These findings emphasize the need for Daikin to maintain competitive pricing, strengthen after-sales service, and enhance brand trust to cater effectively to consumer demands. The ANOVA results reveal significant demographic variations in consumer opinions, particularly concerning age, gender, educational qualification, and occupation. However, income level does not significantly

impact satisfaction, suggesting that Daikin's services appeal uniformly across different income groups. This insight implies that the company should focus on targeted marketing strategies based on age and occupation to enhance customer engagement. By refining service accessibility, improving customer support, and addressing consumer concerns, Daikin can further strengthen its market position and customer loyalty in Madurai City.

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