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“A STUDY ON FACTORS AFFECTING CONSUMER SATISFACTION FOR ELECTRONIC HOUSE-HOLD”

UNDER THE GUIDANCE OF

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Introduction:-

The electronics industry is the economic sector that produces electronic devices. It emerged in the 20th century and is today one of the largest global industries. Contemporary society uses a vast array of electronic devices built-in automated or semi-automated factories operated by the industry. Products are primarily assembled from metal-oxide-semiconductor (MOS) transistors and integrated circuits, the latter principally by photolithography and often on printed circuit boards.

The industry's size, the use of toxic materials, and the difficulty of recycling have led to a series of problems with electronic waste. International regulation and environmental legislation have been developed to address the issues.

The electronics industry consists of various sectors. The central driving force behind the entire electronics industry is the semiconductor industry sector, which has annual sales of over \$481 billion as of 2018. The largest industry sector is e-commerce, which generated over \$29 trillion in 2017.

The electric power industry began in the 19th century, which led to the development of inventions such as gramophones, radio transmitters, receivers and television. The vacuum tube was used for early electronic devices, before later being largely supplanted by semiconductor components as the fundamental technology of the industry.

Literature Review

The structure of the literature review is aimed to provide the origin of 'E-Satisfaction' as a concept and the development of relevant concepts related to it. As the framework of this project is oriented to customer and business applications, the characteristics of the involved segments and tools were reviewed from organizational and individual points of view. To explain the sections in this chapter.

Customer satisfaction:

Janaki, P and Shanthi, P (2013) in their study entitled, "Marketing Stimuli in Purchase of Home Appliances From Customer Perspectives", explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. The objectives of the study are to study the purchase decision behaviour relating to home appliances and to analyze customer response to the marketing stimuli of home appliances. The study was carried out with the sample size of 200 respondents selected based on proportionate random sampling with in Coimbatore city. The data were collected with interview schedule and were analyzed using percentage weighted average score analysis of variances. The findings of the study included that education and income of the respondents are the two socioeconomic variables which have significant association in all the stages which the buyers undergo while purchasing home appliances.

Leena Jenefa, (2017) "Social media marketing gave more influenced and makes the consumer to buy the products in an easy mode. It attracts the working people and young generation. The researcher identified the social media techniques and advanced innovative technology forced the customer to buy the product through online.

Susairaj et.al (2018). The buying pattern and taste of the customers mainly depends on the availability and location of the products. The majority of the consumers followed the celebrities and make them as a role model in buying the products choice.

Leena et al (2019), E commerce platform gave a new pathway to business organisation to attract more people and helps them to maximise their profit.

Dr. Archana and Dhiman Kuvad (2017) this study was conducted in Gujarat state. Retail sector in India has been growing fast in last decade. Foreign investment, global economic condition, and new economic policies that reason modern retail have take place. Shopping malls are rapid growth in tier I and tier II cities also. This study tells about the consumer behaviour in shopping mall. Major objectives of this study is understand the purchasing behaviour of who are visit the shopping mall and gender difference in buying behaviour in shopping mall. This study is quantitative analysis and with the help of questionnaire primary data will collected sample size is 50 male and 50 female respondents. The outcomes of this research is Gujarat state people have enjoy the shopping experience and most of respondents not aware of safety measure in shopping mall and there is no differences in purchasing behaviour of men and woman. Men agreed they

visit shopping mall for entertainment and woman main purpose to visit shopping mall for purchasing and some time visit for entertainment purpose.

Asha (2017) this study conducted in Chennai. Now day's shopping malls are symbol of modern life style. People have more advantages in shopping mall is a place of both hangout and shopping purpose. People are more comfortable with „one stop shop“. This study majorly tells about purchasing behaviour of the visitors and how demographical factor influence the consumer purchase behaviour and to understand the consumer preference in shopping mall. This study adopts the descriptive research method and sample techniques is convenience sampling, sample size is 75 respondents with help of structured questionnaire. The major outcomes are demographical factor play a major role in consumer purchasing behaviour in shopping mall. Most of consumer prefers shopping mall because of one stop shopping, entertainment purpose, and quality product with wide collection. Major segment of people prefer shopping mall for cloths, footwear and food

Mr. Murthy, P Raja Babu, P. Srinvasa Reddy (2017) Retail industry has to play a one important role in contribution of gross domestic product in India. This study is conducted in Adhar Pradesh. This paper highlight the problem faced by near organised retail on small retailers this study is reveal the result. The primary data collected by structured questionnaire with 24 questions, sample size is 504 respondents in undivided Adhar Pradesh. Major object is impact of organised retail on unorganised retail. The outcomes are major impact of organised retail on unorganised retail found that are as product, price, place and promotion. 4p's of marketing will determine the sale on both organised and unorganised retail. There is decrease in sale on unorganised retail because of impact of organised retail.

Viksa Dua, Anju Verma (2013) this study is conducted in Raipur city. Impact of Growing organised retail sectors over small retailer stores. Objectives are find out the major challenges faced by small retail stores, both suggest to organised and unorganised retail to attract their consumer. Primary data is collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample collected by both small retailer and consumer of Raipur city. Findings are both retail have market opportunity but organised retail effect on small retailer but some consumer help them to survival in market. There is impact of organised retail on small retail but small retail find the new way to face them Manju (2012), A study on consumer's satisfaction towards service quality of organized retail stores in Haryana: This research was collected via large sample survey based on descriptive study using in depth interviews to a customer who are visiting to a retail store. They used 500 useable questions receive & the test pearson's correlations test were performed to examine the dimensions of service quality & customers satisfaction. The study provides some insights on factors that consumers satisfaction.

Bitner(2012) ,Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail (Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before .

Baker, Berry and Parasuraman, (1988), Retail is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences

Culture and Buying Behavior

“The online behaviors of consumers are subtly different in nature from traditional consumer behavior due to the unique characteristics and interplay of technology and culture. Although commercial use of the Web has been increasing at an exponential rate, how the multidimensional aspects inherent in traditional consumer behavior change in the context of e-commerce is sparsely researched, despite its importance.”(Chau et.al. (2002)

It is also commonly recognized that elements of a user interface appropriate for one culture may not be appropriate for another.

Su and Adams (2005) studied a cross cultural research for investigating whether B2C Ecommerce developed in one cultural environment is suitable for another culture. They have looked at tow different websites in China and UK. The findings of this study have highlighted some cultural differences for the groups in Beijing and Portsmouth by examining consumers' shopping habits and attitudes to online shopping. They have shown that In the Chinese sample, which is typically described as collectivist, individualism attributes exist and in the UK example, which is typically described as individualist, collectivism attributes exist. They mentioned that there still exist cultural differences between the two samples, such as: difference in online payment, government policy, logistics system, security policy, customer service, MIS, return products policy and language problem.

Factors affecting Customer Satisfaction

During the past decades, researchers tried a lot to understand which factors may affect customer satisfaction in traditional and online environments. According to Jones and Sasser (1995), four basic elements affect customer satisfaction. The *basic elements* of the product or service that customers expect all competitors to deliver. For example all banks have wire transfer facilities.

Schneider et al. (1998) discussed factors outside the realm of service influence customer perception and customer satisfaction. Such factors include price, convenience, and value.

Wellington (1995) divided customer satisfaction elements into six subjects as product, sales, after-sales, location, time, and culture. They discussed that the satisfaction elements of after-sales include maintained interest and complaint handling. Also complaint handling should be responsive and keep the customer advised through the process; a customer should feel appreciated and a

customer's reordering should be made easy and it should build on existing information about the customer.

Based on the research by Oliver (1993) the positive and negative effects have independent impacts on customer satisfaction. They argued that with considering product and service quality, product quality tends to be correlated with customer dissatisfaction and service quality is more related to the customer satisfaction.

Naumann (1994) and Peck (1997) discussed that there appear to be two categories of factors as far as satisfaction is concerned: hygiene and satisfier attributes. Hygiene factors contribute to customer dissatisfaction and satisfiers contribute to customer satisfaction. High levels of customer satisfaction resulted from the delivery of satisfiers. To delight a customer, a company's performance in hygiene factors must be adequate and combined with high performance in satisfiers.

Some models investigated that there are five antecedents of customer satisfaction which are proper for online shopping on the Internet. According to Ho and Wu (1999), customer satisfaction has five factors i.e. 1-) logistical support means quick response to customer's needs, providing communication channels, quickly delivering goods, and providing after sales services. 2) Technological factors point out modern computer and network facilities and well structured information systems. 3) Information factors means trustworthy output information and secure transaction. 4) Home page presentation includes ease of use of interface and detail information of goods and lower prices of goods. 5) Product characteristics indicate a variety of goods and lower prices for goods.

Trust has been shown as a key factor in electronic commerce and several researchers indicated that this factor is playing a central role in satisfaction while buying online. Gefen, Benbasat, & Pavlou (2008); Nusair, Kandampully (2008); Aladvani and Palvia (2002); Zeithmal et.al. (2001); and Loiacoco (2002) studied trust as a dimension of eservice quality that leads to satisfaction.

Oldenburger, Lehto, Feinberg, Lehto, & Vendy (2008) in their study investigated that Transaction, Website, Product, Customer Service & Support, and Marketing and General Information are the key components of customer satisfaction.

Price also has been discussed by researchers as an antecedent of customer satisfaction. It means that for some customers the product or service price would be an important factor which may affect their satisfaction. For example, Zeithmal et.al. (2001) and Jiang & Rosenbloom (2005) determined that price perception affect customer satisfaction.

Atcharyachanvanich, Okada, & Sonehara (2006) showed that customer's confirmation level could not be omitted to capture satisfaction.

Objective of the study:

To identify the factors motivating to prefer to buy the household electronics product for consumers

To study the factors influencing the purchase decision process of consumers of household's electronic products. To identify the factors influencing the level of satisfaction in utilizing the household electronic

RESEARCH METHODOLOGY:Research Design

We were taken quantitative research that utilizes surveys gather data from diverse group of consumers like who purchased the product from particular shop and which company's product consumer mostly use or preferred to use.

We also taken responses from those consumers who are unsatisfied about product that they are using.

We are taken all the research in survey method from the customers.

SOURCES OF DATA AND DATA COLLECTION METHOD:

Primary data: Primary data collected first time by us. We collected information about consumer satisfaction about particular electronic household product. And We communicate to the consumer and interact with consumers personally and collected to information.

Secondary data collection: This data are the data which is collected by the other researchers or someone else. For the purpose of their research on solving problem. We collected data from company and other websites.

POPULATION

Demographic: We conducted survey firstly demographically to define the target population. This can include Age, Gender, Income level, Education level and occupation. We use all of this in our survey.

All consumers who purchased electronic product in last 2 years and they satisfied from that product or not.

All consumer form specific income bracket who have purchased electronic household product in last 2 years

Geographic:

We conducted research in Vadodara. We asked to consumers questionnaire related the household electronic product satisfaction.

SAMPLING METHOD

We taken responses to the customers form Vadodara.

Almost consumers have refrigerators, TV's, Washing machine etc...

Consumer like to purchase electronic product from the store as compare to online shopping.

Many consumer recently purchased electronic household product from the store most of the consumer trusting on (LG,SAMSUNG,WHIRLPOOL).

DATA COLLECTION INSTRUMENTS:

We conducted survey questionnaire from consumers who have electronic household

- AGE – 236 responses
- GENDER- 236 Responses
- EDUCATION LEVEL- 236 Responses
- DO YOU HAVE ELECTRONIC HOUSEHOLD ITEMS? – 236 Responses

Which brand's of electronic household item do you own? – 236 Responses And multiple questions choice we asked in survey Product and company in choice are given

Results and Findings:

- 1) Most of the respondents could be found between age 18 – 24 years old this age group may be represented maybe 46%.
- 2) 65.1% of the respondents were male and remaining 34.9% were female.
- 3) 40.7% of the respondents are postgraduate, 35.9% of the respondents are graduate, 10.9% of the respondents did some collage (ITI, COPA, DIPLOMA etc...) and 12.5% of the respondents did high school or less. It's clear that majority of the consumer are postgraduate.
- 4) From all respondents 97.9% respondents own electronic household items and remaining respondents 2.1% not have any electronic household item.
- 5) Most of the respondents owns Samsung company's electronic household products which is 84.6% respondents, after Samsung most of the respondents 70.6% respondents owns LG product also, so we can see that most of the consumers trust on Samsung and LG products.
- 6) 70.4% consumer owns refrigerator, 57.2% consumer owns washing machine, 57.2% consumers own TV's, 54% consumers owns air conditioners, 17.6% consumers own Ovens, 7.6% consumers owns Vacuum cleaner, 38.8% consumers owns home theatre, 27.6% people owns water heater, 5.6% consumers owns water purifier and 18.8% consumers owns other electronics household items. We can see that most of the consumers owns refrigerator, washing machine, TV, and air conditioner so we can observe that most of the consumer purchasing that products.
- 7) Most consumer are using that product on daily basis which is 77%, son consumers are using that items weekly (10.1%), and some consumer using that items rarely (7.3%). So we can observe

that this all products helpful in consumers daily life and consumers are using that products in daily routine.

- 8) About satisfaction 51.2% of the respondents rated 4 out of 5 satisfaction level, 29.1% respondents rated 5 out of 5 satisfaction level, 8.7% respondents rated 3 out of 5 (neutral), 6.3% respondents rated 2 out of 5 (dissatisfied), and 4.7% respondents rated 1 out of 5 (highly dissatisfied). So we can see that most of the consumers are satisfied with their household electronic items.
- 9) Respondents response for feature or improvement so most of the respondents response for SERVICE they response for improve service, After service respondents response for quality and performance respondents want better quality and performance

Conclusions/ Suggestions:

The purpose of the study was to investigate consumer's satisfaction on electronic household products. Electronic household product like TV, Washing machine and Refrigerator etc...are being used by each and every household in our society.

These products have become part and parcel of our daily life. As these product were taken up for this study, The result of the study bring out so many facts. All the sample consumer are using electronics product and satisfied level more that 70%.

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