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# **A STUDY ON CONSUMER SATISFACTION TOWARDS GODREJ HOME APPLIANCES WITH SPECIAL REFERENCE COIMBATORE CITY**

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## **ABSTRACT**

This paper intends to evaluate purchaser satisfaction with Godrej Home Appliances in Coimbatore City. In a client market evolving rapid, product extremely good and emblem recognition have a chief have an effect on on client pride. A well-known logo within the Indian gadget enterprise, Godrej gives a tremendous selection of family appliances designed to healthy the necessities of modern-day houses. The observe seems at different factors affecting purchaser happiness which includes put up-buy critiques, emblem perception, customer support, pricing, and product exceptional.

The study investigates by means of using a methodical survey how far those factors have an effect on the general pride of a sample of Coimbatore citizens presently using Godrej home appliances. The consequences offer interesting evaluation on client choices, the benefits of the employer, and viable areas for improvement. This file will serve as a avenue map for Godrej to decorate its plans, consequently developing patron loyalty and retention inside the aggressive domestic device marketplace. The report emphasises, too, how converting marketplace dispositions and neighborhood selections form consumer behaviour.

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**Keywords:** Consumer Satisfaction, Godrej Home Appliances, Coimbatore City, Product Quality, Brand Perception, Customer Service.

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## **INTRODUCTION**

Emphasising elements like product exquisite, pricing, customer service, and logo recognition, this paper attempts to assess customer happiness with Godrej Home Appliances.

Through those factors, the research will offer fantastic insights into the options and expectancies of Coimbatore clients. It may also examine the blessings and drawbacks of Godrej's merchandise inside the market and offer tips to decorate patron happiness and experience. Celebrated

With a large variety of merchandise which incorporates refrigerators, air conditioners, washing machines, and kitchen domestic gadget, this Indian emblem has notably formed the home home equipment quarter. The agency is well-known for emphasising patron-centric solutions, creativity, and best.

## **STATEMENT OF THE PROBLEM**

In spite of Godrej home appliances being a well-established brand in the Indian market, there is a need to assess the level of consumer satisfaction among its consumer in Coimbatore city. The increasing competition in the home appliances market, coupled with rising consumer expectations, necessitates an investigation into the factors influencing consumer satisfaction towards Godrej home appliances. This study aims to identify the gaps in consumer satisfaction, if any, and provide recommendations for improvement, thereby contributing to the growth and sustainability of the brand in the Coimbatore market.

## **OBJECTIVES OF THE STUDY**

- To identify the key factors influencing consumer satisfaction for Godrej Home Appliances in Coimbatore.
- To analyse factors that influence consumer to purchase Godrej home appliances in Coimbatore.
- To explore how demographic factors affect consumer satisfaction with Godrej home appliances in Coimbatore.
- To provide suggest for improve consumer satisfaction towards Godrej home appliances.

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## RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to collect, analyze, and interpret data in a research study. It encompasses the strategies, tools, and techniques employed to achieve the research objectives. The choice of methodology significantly impacts the reliability and validity of the research findings.

- Sample Size
- Data Collection
- Statistical Tool

### SCOPE OF THE STUDY

The scope of this study is to investigate consumer satisfaction towards Godrej home appliances in Coimbatore city. Geographically, this study would confine itself to Coimbatore city covering both urban and suburban areas. Demographically, this study would target consumers who have purchased Godrej home appliances representing different age groups, income groups, and occupation. The product scope will be specifically Godrej home appliances, focusing on refrigerators, air conditioners, washing machines, and microwaves. The study shall be conducted in six months based on a mixed method approach that will consist of both quantifiable and qualifiable research approaches.

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## LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore City, so the results may not apply to other areas or regions.
- The number of respondents may be small and may not fully represent all consumers in Coimbatore.
- If the survey is conducted online, it may exclude older or less digitally literate populations, leading to sampling bias.
- The study included only 128 people.

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## REVIEW OF LITERATURE

### Chatterjee (2022)

examined how brand values like eco-friendliness and sustainability are growingly critical in forming purchaser happiness. Godrej is more appealing to environmentally aware consumers because it emphasises environmental sustainability.

### Nair and Joseph (2022)

focused on customer expectancies regarding gadget technological innovation. Godrej's incorporation of present day technologies and smart home equipment has appreciably improved client satisfaction.

### Verma (2021)

carried out an examine on energy-green domestic gadget stressing how growing customer issues approximately sustainability are. Godrej's inexperienced projects increase consumer pleasure, specially for individuals who care approximately the surroundings.

### Ramesh (2021)

pointed out how pleased customers are with the overall performance of domestic home equipment, specifically in phrases of their low running prices and power economic system. Godrej's efforts in this vicinity generate superb purchaser happiness.

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## INDUSTRY OVERVIEW

Started in 1897 through using Ardeshir and Pirojsha Godrej, the Godrej Group is one of the oldest and maximum numerous conglomerates in India. Beginning as a lock production company, it swiftly stepped forward into one of a kind sectors. Godrej has superior into a extraordinary participant in various industries which incorporates fixtures, patron products, real property, agriculture, domestic home equipment, and protection answers over the years. Among its key producers are Godrej Appliances, which offers power-green air conditioners, fridges, and washing machines; Godrej Properties, a famous actual property developer with a records of building townships, houses, and companies; and Godrej Agrovat, which makes a speciality of oil palm plantations, crop safety, and animal feed. By integrating innovation and era into its products and keeping a robust emphasis on environmental duty and sustainability, the organisation has earned a recognition for generating solutions that meet the desires of cutting-edge clients.

Far past India, Godrej has made itself a dependable international logo with presence in extra than 60 nations. Through projects alleged to decrease its environmental effect, the enterprise has remained unflinching in its determination to sustainability. This requires manufacturing the usage of sustainable substances, encouraging inexperienced constructing practices, and growing strength-efficient items. Through the Godrej Foundation, which oversees projects in community improvement, sustainable agriculture, healthcare, and education, Godrej is also committed to organization social duty—or CSR. Godrej is a key player in India's employer scene with its lengthy records of creativity, moral agency practices, and strength of mind to presenting price to society and purchasers. The organisation remains thriving as a international corporation committed to have an awesome social and environmental effect.

## HISTORY

- Founding and Early Beginnings (1897–1900s)
- Expansion and Diversification (1900–1950s)
- Post-Independence Growth and Innovation (1950s–1980s)
- Global Expansion and Continued Innovation (1990s–2000s)
- Godrej Group Today (2010s–Present)

## ANALYSIS AND INTERPRETATION

THIS TABLE IS SHOWING THE GENDER OF RESPONDENTS

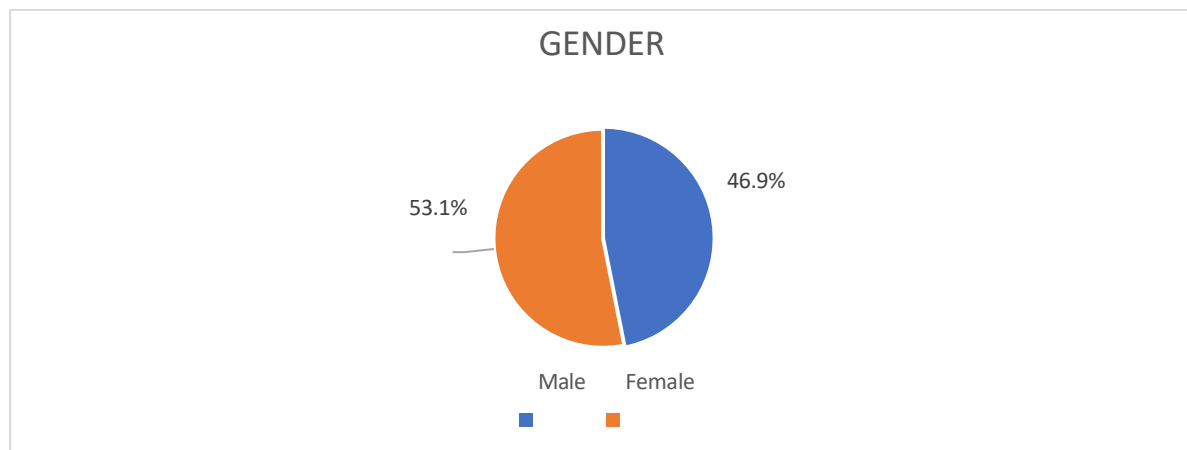
GENDER CATEGORY	NUMBER OF RESPONDENTS	PERCENTAGE
Male	60	46.9%
Female	68	53.1%
Prefer not to say	Nil	Nil
<b>TOTAL</b>	<b>128</b>	<b>100%</b>

SOURCE: Primary Data

### INTERPRETATION

It is observed that 53.1% of the respondents are Male, 46.9% of the respondents are female.

THIS CHART IS SHOWING GENDER OF RESPONDENTS



### INFERENCE

The majority of the respondents are female with 53.1%.

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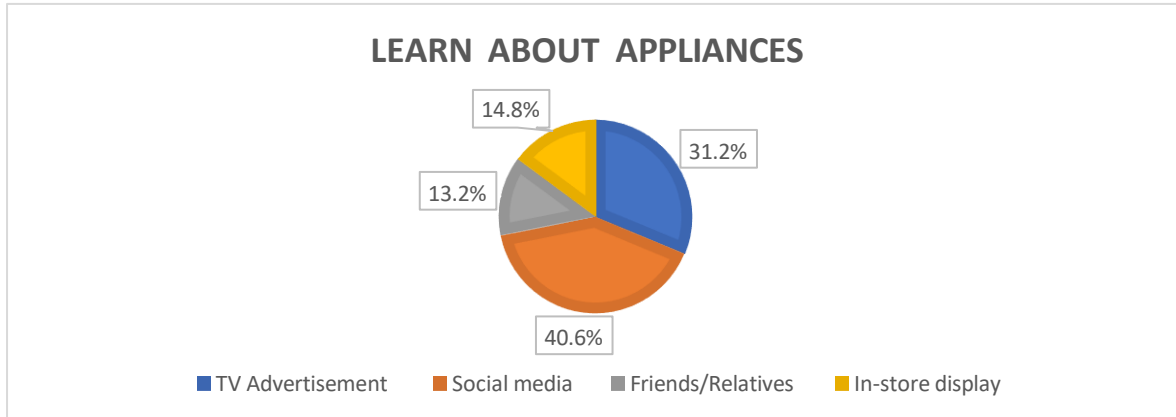
LEARN ABOUT APPLIANCES	NUMBER OF RESPONDENTS	PERCENTAGE
TV Advertisement	40	31.2%
Social media	52	40.6%
Friends/Relatives	17	13.2%
In-store display	19	14.8%
<b>TOTAL</b>	<b>128</b>	<b>100%</b>

SOURCE: Primary Data

**INTERPRETATION**

It is observed that 40.6% of the respondents are social media, 31.2% of the respondents are TV advertisement, 14.8% of the respondents are In-store display, 13.2% of the respondents are friends/relatives.

**2.THIS CHART IS SHOWING USER FIRST LEARN ABOUT GODREJ APPLIANCES OF RESPONDENTS**



**INFERENCE**

The majority of the respondents says user learn from social media with 40.6%.

**3.THIS TABLE IS SHOWING LIKE TO IMPROVE IN GODREJ APPLIANCES OF RESPONDENTS**

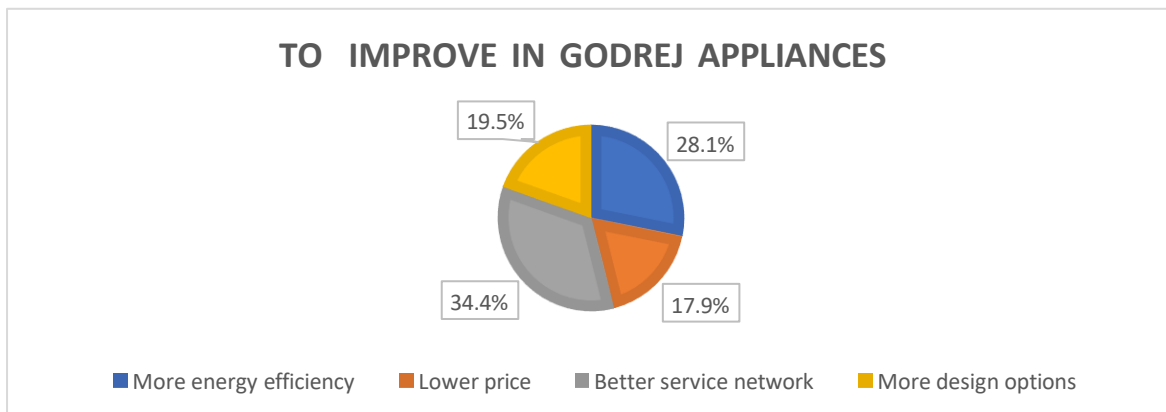
TO IMPROVE IN GODREJ APPLIANCES	NUMBER OF RESPONDENTS	PERCENTAGE
More energy efficiency	36	28.1%
Lower price	23	17.9%
Better service network	44	34.4%
More design options	25	19.5%
<b>TOTAL</b>	<b>128</b>	<b>100%</b>

SOURCE: Primary Data

**INTERPRETATION**

It is observed that 34.4% of the respondents are better service network, 28.1% of the respondents are more energy efficiency, 19.5% of the respondents more design options, 17.9% of the respondents are lower price.

**3.THIS CHART IS SHOWING LIKE TO IMPROVE IN GODREJ APPLIANCES OF RESPONDENTS**



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## INFERENCE

The majority of the respondents says better service network to improve in appliances with 34.4%.

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## FINDINGS :

1. The majority (53.1%) of the respondents are female.
2. The majority (40.6%) of the respondents learn about Godrej appliances in social media.
3. The majority (34.4%) of the respondents prefer better service network to improve in Godrej appliances.

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## SUGGESTIONS

- The consumers mostly like to prefer local technician for repair Godrej appliances, so the Godrej customer service network to improve in every location and user friendly to communicate easy with consumer.
- Since a significant number of respondents discover Godrej appliances via social media, focus on increasing engagement through platforms like Instagram, Facebook, and YouTube to connect with younger buyers.
- Many respondents mentioned installation challenges. Offering easy-to-follow instructions or professional installation services could enhance the customer experience.
- Regularly offer discounts, bundled packages, or loyalty rewards, as many respondents prefer buying during promotions, which could boost sales.

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## CONCLUSION

The study on consumer satisfaction towards Godrej home appliances in Coimbatore city reveals valuable insights into consumer preferences, behaviors, and expectations. The majority of respondents are young, predominantly aged 19-25, and are highly focused on affordable, energy-efficient, and modern products. Social media plays a crucial role in influencing their purchasing decisions, while local retail stores remain a preferred shopping channel. Price sensitivity is evident, with many consumers opting for cash payments or flexible EMI options.

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