



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## A COMPARITIVE STUDY OF HOME APPLIANCE COMPANY TOWARDS SAMSUNG & WHIRLPOOL REFRIGERATORS

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### ABSTRACT :

This study presents a comparative analysis of Samsung and Whirlpool refrigerators with a focus on durability, performance, advanced technology, energy efficiency, and customer satisfaction. The research aims to understand consumer preferences and brand reliability in the competitive home appliance market. By examining features such as smart connectivity, eco- friendly innovations, and design usability, the study identifies key strengths and weaknesses of both brands. Primary data through customer reviews and secondary data from company reports were used. The findings provide insights into which brand offers better value in terms of functionality and long-term maintenance. This study helps consumers make informed purchasing decisions and guides companies in product development.

### INTRODUCTION

A Comparative Study of Samsung and Whirlpool Home Appliances: Reliability, Features, and Customer Satisfaction The home appliance market is a highly competitive industry, with numerous brands vying for consumer attention. Among these, Samsung and Whirlpool stand out as two prominent players, offering a wide range of products that cater to diverse customer needs. With the rise of smart technology and increasing demand for convenient, efficient, and reliable appliances, it is essential to evaluate and compare the performance, features, and customer satisfaction of these two brands. This study aims to provide a comprehensive comparison of Samsung and Whirlpool home appliances, focusing on reliability, features, and customer satisfaction. By analyzing various aspects of their products, including design, technology, warranty, and pricing, this research seeks to identify the strengths and weaknesses of each brand and provide valuable insights for consumers, manufacturers, and industry stakeholders.

### STATEMENT OF THE PROBLEM

- The home appliance industry, particularly the refrigerator segment, has become highly competitive, with consumers seeking products that offer not only reliability and performance but also innovative features, energy efficiency, and environmental sustainability.
- Samsung and Whirlpool are two of the leading companies in this space, both offering a wide range of refrigerators catering to different consumer needs.
- Despite their market dominance, there is limited comprehensive research comparing these two brands in terms of performance, energy efficiency, reliability, technological innovation, and environmental impact.
- Consumers often face difficulties when choosing between these brands, as they each present unique selling points but also have distinct differences in their approach to refrigerator design and functionality.

### OBJECTIVES OF THE STUDY

- To compare the reliability of Samsung and Whirlpool refrigerators in terms of durability Performance, and maintenance requirements.
- To integrate advanced technology, such as smart connectivity (Wi-Fi, IoT) energy- efficient features, and innovative designs like Flex Zone and Family Hub.
- To offer environmentally friendly and energy-efficient products that reduce energy consumption and help consumers save on electricity bills.
- To develop products that reduce environmental impact, including using ecofriendly refrigerants and improving the recyclability of materials.

## SCOPE OF THE STUDY

This study aims to examine and compare the key features, technological innovations, market strategies, and consumer preferences related to Samsung and Whirlpool refrigerators. The specific scope of this research includes:

Product Features and Innovations:

The study will explore the technological advancements in Samsung and Whirlpool refrigerators, including energy-efficient designs, smart connectivity, cooling systems, and innovative storage solutions.

## RESEARCH METHODOLOGY

Research Methodology is a way to find out consumers satisfaction towards public distributive System. It is conducted if there's any problems faced by consumers based on this system. This Methodology includes the following research details:

Data Collection Area of study Research Design Sample size

Sampling Techniques Period of study

## DATA COLLECTION

Data collection is the process of gathering and measuring on variables of interest in an Establish that systematic fashion that enables one to answer started research questions and Evaluate outcomes.

The required data for this research work has collected from two sources, Primary data and Secondary data.

### PRIMARY DATA

The major source of data used to carry out the analysis was the primary data. Customers

Survey of conducting the questionnaire is objectively structures so that it becomes easy for the customers to response.

The source of the primary data is surveys, observations, Questionnaire, personal Interview etc.

### SECONDARY DATA

The Secondary data which is required for the study have been collected from the books & websites.

The Secondary data namely literature relating to the study was gathered from the Journals, newspapers, articles, internet and various other various records.

## LIMITATIONS OF THE STUDY

1. Geographical Limitation: The study may be limited to a specific geographic region, which may not be representative of the global market.
2. Sample Size Limitation: The sample size of refrigerators studied may be limited, which may not be representative of the entire product line of Samsung and Whirlpool.
3. Data Collection Methodology: The study may rely on secondary data sources, such as customer reviews and ratings, which may be subjective and biased.
4. Technical Limitation: The study may not consider the latest technological advancements in refrigerators, such as smart features and energy-efficient designs.
5. Limited Scope of Comparison: The study may only compare specific features or aspects of Samsung and Whirlpool refrigerators, such as energy efficiency or storage capacity, without considering other important factors.

## REVIEW OF LITERATURE:

A Literature review is a comprehensive summary of previous research on topic. The literature review surveys Scholarly articles, books, and other sources relevant to a particular Area of research. The review should enumerate, describe, summarize, objectively evaluate and Clarify this previous research. It should give a theoretical base for the research and help you, The Author determine the nature of your research. The literature review acknowledges the Work of previous researches, and in so doing, assures the reader that your work has been well Conceived. It is evaluated, and assimilated that work into the work at hand.

**Harris.L (2019)**

Samsung Fridges are known for their stunning designs and competitive pricing. Its inverter fridges are one of the best Selling in India. Thus, it naturally commands trust and respect among buyers.

**Lee.J (2020)**

Based on Design and Aesthetics Samsung known for sleek, modern designs with features like stainless features like stainless steel finishes and touch controls they prioritize contemporary looks. Whirlpool Corporation (2020)

The official Whirlpool website provides information on the company's history, product lines, and commitment to quality.

**Mayank Dubey (2020)**

For my personal experiences Samsung refrigerator are worst please don't buy such a parts very bad and life is very less. My whirlpool refrigerator work 9 years but Samsung refrigerator fail in 2 year 8 month and company provide such bad services. I am very disappointed company work. So I suggest buy whirlpool Refrigerator.

**Sneha Krishnan (2020)**

Basically Samsung and Whirlpool both are top brands but if you are talking about refrigerator then you should go with Samsung as per my point of view.

Here I will tell you why I used to have an Whirlpool double door refrigerator but after 1 year, It started problems. I was very disappointed and as I was not getting a proper response from the service centers. I decide to change it and after so much spending time on the internet, make a decision to buy Samsung refrigerator. It's been 5 years and still didn't face any single problem.

**Geethika Dewan (2020)**

Whirlpool refrigerator might be good, but their service really sucks I ordered whirlpool refrigerator and got it delivered in 2 days, but I've been waiting for a week now to get it installed. I reached customer care over 20 times now and escalation team 5 times, still didn't Got any solution. I'm really fed up of there answers, even if I ask for return they cut the call or put it on hold. And the local shops with whirlpool dealer if asked for service contact they just say to buy the product from them then they can help or else no. I'm returning the product don't buy whirlpool products

**ANALYSIS AND INTERPRETATION**

**TABLE : 1**  
**FAMILIAR LEVEL OF RESPONDENTS WITH SAMSUNG AND WHIRLPOOL REFRIGERATORS**

S.NO	FAMILIAR LEVEL	NUMBER OF RESPONDENTS	PERCENTAGE
1	VERY FAMILIAR	89	89
2	SOMEWHAT FAMILIAR	11	11
3	NOT AT ALL FAMILIAR	0	0
	TOTAL	100	100

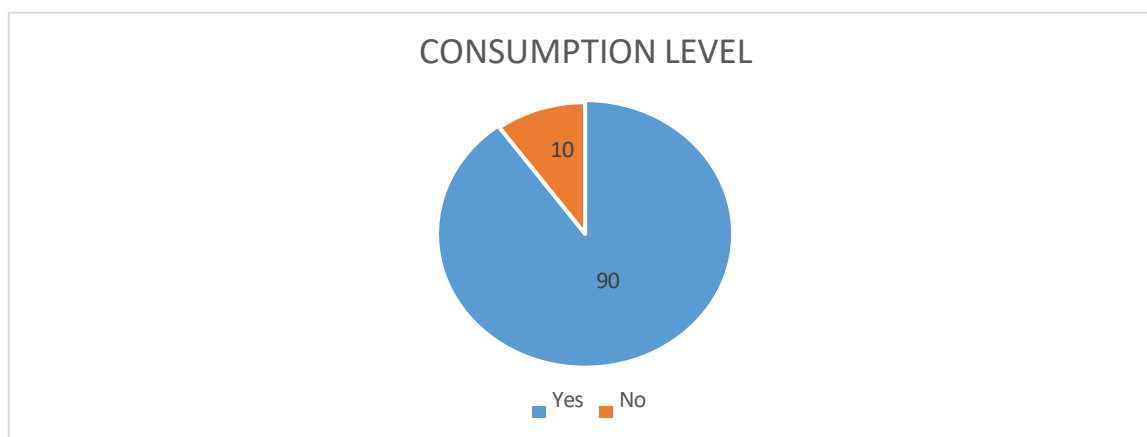
SOURCE: Primary data

**Interpretation:**

The above exhibit indicates that 89% of the respondents are Very Familiar with Samsung and Whirlpool refrigerators, 11% of the respondents are Somewhat familiar with these two brands of refrigerators, Not at all familiar is cannot be determined.

**Majority 89% of the respondents are Very Familiar with Samsung and Whirlpool Refrigerators.**

**CHART :1**  
**FAMILIAR LEVEL OF RESPONDENTS WITH SAMSUNG AND WHIRLPOOL REFRIGERATOR**



**TABLE :2**  
**USAGE PERIOD OF THE RESPONDENT WITH SAMSUNG AND WHIRLPOOL REFRIGERATORS**

S.NO	USAGE PERIOD	NUMBER OF RESPONDENT	PERCENTAGE
1	5-8 YEARS	9	9
2	8-10 YEARS	52	52
3	ABOVE 10 YEARS	7	7
4	BELOW 5 YEARS	2	2
	TOTAL	100	100

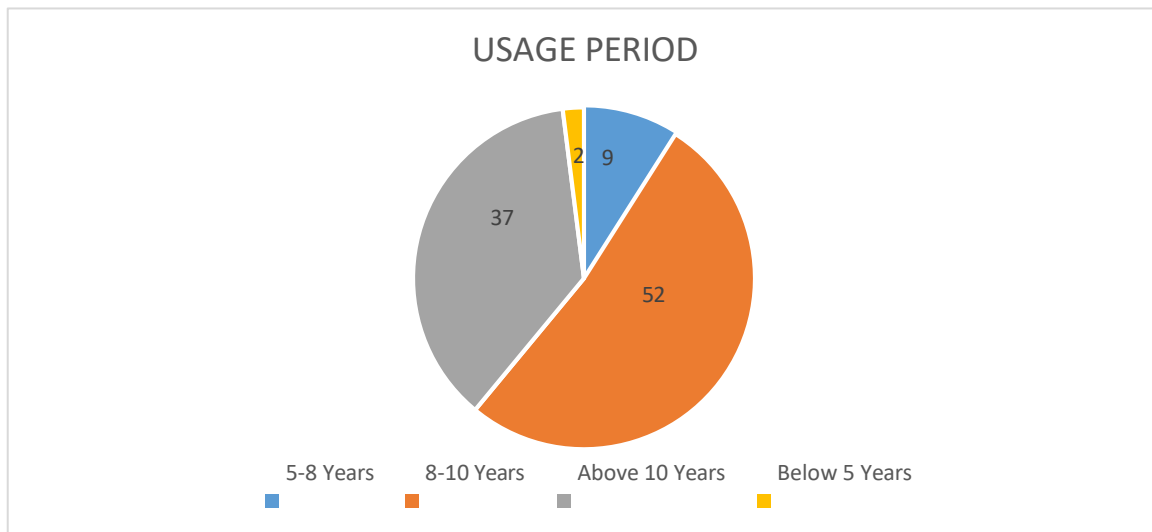
SOURCE: Primary Data

**Interpretation:**

The above exhibit indicates that 9% of the respondents Usage period of 5-8 years, 52% of the respondents usage period is 8-10 years, 7% of the respondents usage period is Above 10 years, and 2% of the respondents usage period is Below 5 years.

**Majority 52% of the respondent usage Period is 8-10 Years.**

**CHART :2**  
**USAGE PERIOD OF THE RESPONDENT WITH SAMSUNG AND WHIRLPOOL REFRIGERATORS**



**TABLE :3**  
**IMPORTANT IN DURABILITY OF BUYING REFRIGERATORS**

S.NO	IMPORTANCE OF DURABILITY	NUMBER OF RESPONDENT	PERCENTAGE
1	CONCENTRATED	90	90
2	CARELESS	9	9

3	NEUTRAL	1	1
	TOTAL	100	100

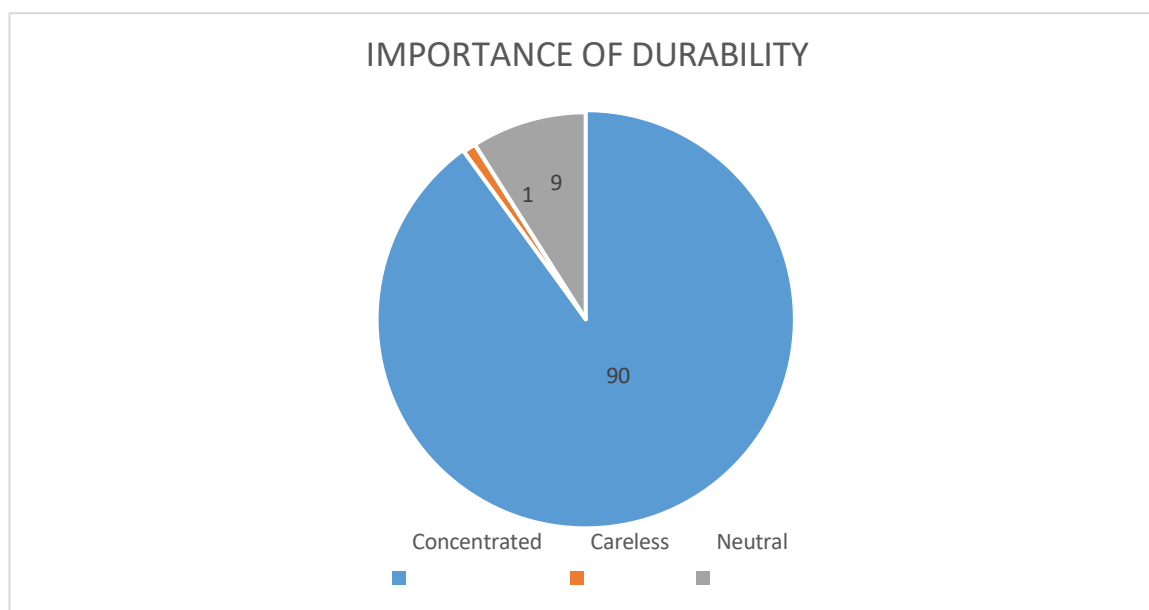
SOURCE: Primary Data

#### Interpretation:

The above exhibit indicates that 90% of the respondents are Concentrated in Durability of buying refrigerators, 9% of the respondents are Careless in Durability of buying refrigerators, 1% of the respondents are Neutral in buying Refrigerators.

**Majority 90% of the respondents are Concentrated is important in Durability of Buying Refrigerators.**

**CHART :3**  
**IMPORTANT IN DURABILITY OF BUYING REFRIGERATORS**



**TABLE :4**  
**CUSTOMIZABLE OPTIONS USED BY THE RESPONDENTS**

S.NO	USAGE	NUMBER OF RESPONDENT	PERCENTAGE
1	FREQUENTLY	37	37
2	OCCASIONALLY	42	42
3	NEVERTHELESS	18	18
	NOT APPLICABLE	3	3
	TOTAL	100	100

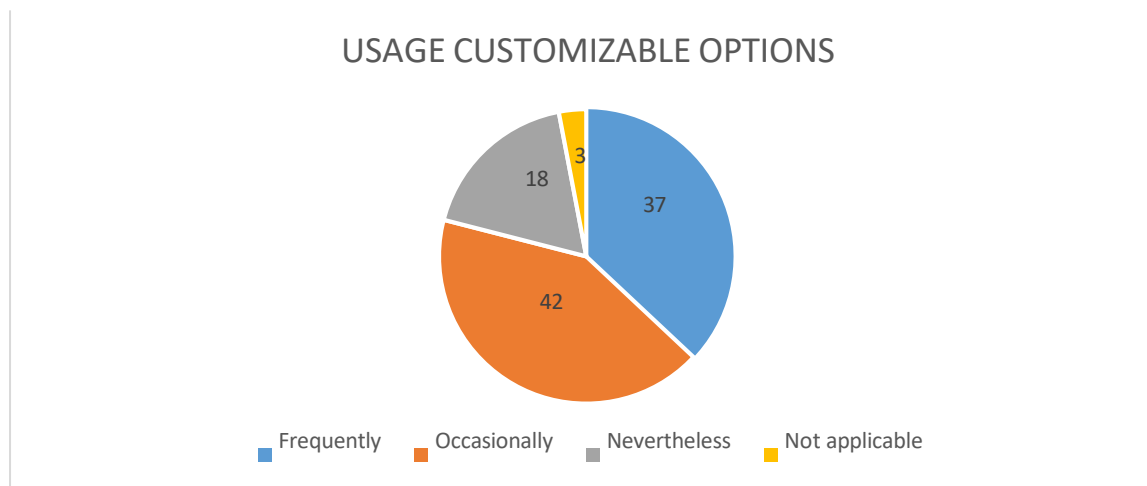
SOURCE: Primary Data

#### Interpretation:

The above exhibit indicates that 37% of the respondents are Frequently used the Customizable options in the refrigerators, 42% of the respondents are occasionally used the Customizable options in the refrigerators, 18% of the respondents are Nevertheless used the customizable options, 3% of the respondents are Not applicable with customizable options in the refrigerators.

**Mostly 42% of the respondents are Occasionally used the Customizable Options.**

**CHART :4**  
**CUSTOMIZABLE OPTIONS USED BY THE RESPONDENTS**



## FINDINGS

- Majority 90% of the respondents are Consuming Samsung and Whirlpool Home appliances.
- Majority 35% of the respondents are using other Brand of Refrigerators.
- Majority 89% of the respondents are Very familiar with Samsung and Whirlpool refrigerators.
- Majority 52% of the respondent usage period is 8-10 years.
- Majority 37% of the respondents are influenced by the factors of Quality and Durability.
- Majority 90% of the respondents are Concentrated is important in Durability of Buying refrigerators.

## SUGGESTIONS

- ❖ Samsung and whirlpool both are equal but I'm prefer that Samsung is the best one.
- ❖ Whirlpool brand specifically deals with refrigerators.
- ❖ Samsung refrigerators might be better choice to consume have innovative technologies.
- ❖ Whirlpool refrigerators feature various innovative technologies to enhance Performance, Efficiency, and Convenience. Sixth sense of live technology such as Advance sensors, Auto adjustment, Freshness preservation.
- ❖ Samsun refrigerators offers Twin cooling plus technology which prevent odors from transferring between Compartments.
- ❖ Need extra warranty .

## CONCLUSION:

In conclusion, The Comparative study of Samsung and Whirlpool refrigerators reveals that both brands have their strengths and weaknesses. Samsung refrigerators excel in terms of design, features, and energy efficiency, while Whirlpool refrigerators offer reliability, durability, and affordability. Samsung refrigerators have a sleek and modern design, with advanced features like Wi-Fi connectivity and smartphone app control. Whirlpool refrigerators are known for their reliability and durability, with a wide range of models and storage capacities. Samsung refrigerators tend to be more energyefficient, with higher Energy Star

ratings. Whirlpool refrigerators are generally more affordable, with a lower price point than Samsung. This study focused on a limited range of factors and did not consider other important aspects, such as customer support and warranty. The study relied on publicly available data and did not involve primary research or consumer surveys.

Overall, this comparative study provides a comprehensive overview of Samsung and Whirlpool refrigerators, highlighting their strengths and weaknesses. The findings and recommendations can inform consumer purchasing decisions and provide insights for future research.