



# **A COMPARATIVE STUDY OF CUSTOMER SATISFACTION BETWEEN SAMSUNG AND WHIRLPOOL WASHING MACHINE WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT:**

Washing machine is one of the widely used home equipment which used to wash the cloths. India is one of the fast developing countries in the world. At present it is the need to work both in the family. Therefore to simplify the washing work, the people need machine for washing. In washing machines number of varieties is there. Indian rural consumer s today not only have a wide variety of brands to choose from, but also the option to buy a machine that is just right for them from amongst the several model available. Apart from these factors that they should consider the various wash programs, the wash mechanism and some convenience features that their or maximum level of comfort. machine should have in order to provide the of Trend in Research With this back draft, this article makes an attempt to analyse the brand reference, factor effecting on brand preference of washing machines.

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## **INTRODUCTION:**

“Yesterday’s luxurious are today’s necessities”. Household durable goods which were once considered luxury items have become a necessity because of the changing lifestyle, rising income levels, easy availability of finance, increase in consumer awareness and introduction of new models. So the demand for consumer household durable goods has increased significantly. Household durable goods like washing machine, air conditioner, microwave oven, television and refrigerator are no longer considered luxury items. Household durable goods in India are one of the fast growing and competitive industries of the country. The growth of this industry is really attributed to the most distinct feature of Indian economy-population explosion.

In modern life, both men and women are worked in various sectors. So they are physically and mentally suffered a lot. Due to their problems, they need some home appliances to reduce their physical work. It is not only to reduce their physical work but also to save time and reduce their mental tension. In this context washing machine becomes one of the basic home appliances.

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – Line it become difficult for the companies to retain the customers for longer time. So retain the Customer for longer time the marketer has to do only one thing i.e. customer satisfaction.

## **OBJECTIVES:**

- To assess the quality of after-sales services provided by Samsung and whirlpool washing machine.
- To determine which brand performs better and achieves higher efficiency.

## **SCOPE OF THE STUDY:**

- The present research aims to identify the major problems that affects the customer at the time of purchasing.
- To analyse the customer’s convenience level towards the product.

## **STATEMENT OF PROBLEM:**

The growing presence of various washing machine brand has led to a dilemma for consumers in choosing a reliable and satisfactory brand. Samsung and Whirlpool, two leading brands, have penetrated the market, but there is a lack of understanding regarding customer satisfaction levels with these brands. This study seeks to address the problem of comparing customer satisfaction between Samsung and Whirlpool washing machines, and to identify the factors that influence customer preferences. By bridging this knowledge gap, this study aims to provide insights for manufacturers, marketers, and consumers, ultimately contributing to informed decision-making and improved customer satisfaction.

## REVIEW OF LITERATURE:

Aryaa Arunkumar, (2014) determined in the study the brand equity was a term most of them were familiar and even use from time to time. Brand equity was the value of the brand in the market place. The objective of this research article was to determine the impact of brand equity of washing machine on customer satisfaction. The data collected was analysed using the statistical technique used. The various dimensions considered were brand awareness, brand loyalty, brand association and perceived quality. The results show all the dimensions had a significant association with customer.

Shenbhaga Vadivu, (2015) examined that the “Customer Satisfaction towards Washing machine in Tirupur district” the sample size for this research was only 100 respondents and convenience sampling method was adopted to conduct the survey. The main aim of this study was to find out the level of customer satisfaction. The researcher concluded from the analysis that the companies should concentrate on improving on to understand buying behaviour, demonstration provision, delivery of product.

Shuchi Mittal (2016) made an attempt to study the factor influencing buying behaviour in the white goods industry the aim of the study was to identify the factors influencing consumer buying behaviour towards durables as well the element in consumer durable process. The findings of the study revealed that independent variables were weakly linked to the dependent variables. However factors like product features, family and social status, brand awareness and substitutes of brands available in the market influenced the buying decisions of consumers.

Mayuri Jonathan Farmer (2016) examined the changing demand for consumer durables with reference to rural consumer behaviour. The results show that demand for washing machine was high with the second being refrigerator, at the time of making purchase decisions the respondents collected adequate information. It was also found that consumption pattern and behaviour of rural consumers differs with family size.

## ANALYSIS AND INTERPRETATION:

**Table showing What features do you consider most important when purchasing a washing machine**

Preference	Very Important (4)	Important (3)	Moderately Important (2)	Not Important (1)	Total	Weighted average score	Rank
Energy Efficiency	45	29	14	12	307	3.07	1
Load Capacity	12	59	27	2	281	2.81	2
Product Quality	14	39	42	5	262	2.62	3
Wash Programs	18	32	32	18	250	2.50	5
Smart Technology	24	24	34	18	254	2.54	4

### Interpretation:

The above table shows that most of the customers are attracts towards energy efficiency so it is ranked first and the load capacity ranked as second, product quality as third, wash programs as fourth and smart technology as fifth.

## FINDINGS:

The majority of respondents are female, aged 18–25, and located in urban areas, with most being students who have completed a degree. Samsung is the preferred washing machine brand, chosen mainly due to brand preference and effective stain removal. Front-load machines are favored, with most using their machines for 2–5 years and expressing satisfaction with energy efficiency. Price is a key factor in both purchase decisions and brand loyalty, while reducing vibration is seen as a top improvement area. Most respondents have contacted customer support, valuing helpfulness and timely issue resolution.

### Suggestions:

- Manufacturers should improve customer support efficiency to resolve issues faster, enhancing customer satisfaction and trust in the brand.
- Addressing noise level and vibration issues in washing machine is crucial. Designing quieter and more stable machine will enhance the overall user experience and satisfaction.

### Conclusion:

This study has provided valuable insights into the factors that influence customer satisfaction and loyalty. In this competitive market one has to be lead and rest will follow. Based upon consumer's survey, The research revealed that Samsung is the preferred brand among customers, with a significant

majority citing brand reputation, product quality, and price as key factors in their purchasing decision. The importance of after-sales services, competitive pricing, and customer service in building brand loyalty was also highlighted.

The findings have significant implications for Samsung and Whirlpool, as they strive to enhance customer satisfaction and maintain their competitive edge in the dynamic washing machine market. By addressing the areas identified in this study, both brands can improve customer satisfaction, foster brand loyalty, and ultimately drive business growth.

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