



# International Journal of Research Publication and Reviews

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

## A Study on Market Alaysis of Ac Market with Special Reference to Daikin Ac at Coimbatore District.

**\*Mrs B. Aishwarya, \*\*Manikandan K**

*\*Assistant Professor in Management (PG), Department of Management (PG), Rathinam CAS, Coimbatore-641021 [aishwaryab.mba@rathinam.in](mailto:aishwaryab.mba@rathinam.in)*

*\*\*Department of Management (PG), Rathinam CAS, Coimbatore- 641021*

*\*Corresponding author. Head of Department, management. Email: [aishwaryab.mba@rathinam.in](mailto:aishwaryab.mba@rathinam.in)*

### Abstract:

The air conditioning (AC) market in India has experienced substantial growth due to rising temperatures, urbanization, and increasing disposable incomes. This study aims to analyze the AC market in Coimbatore District, with a special focus on Daikin Air Conditioners. The objective is to evaluate market trends, consumer preferences, brand positioning, and the competitive landscape. Through surveys and secondary data analysis, the research identifies the key factors influencing consumer choice, including energy efficiency, pricing, after-sales service, and brand trust. The study also highlights the strengths and challenges faced by Daikin in comparison to its competitors. Findings suggest that while Daikin has a strong brand image and technological edge, there are areas for improvement in customer engagement and service outreach. This research provides valuable insights for marketers and manufacturers to refine strategies and meet evolving consumer demands in the Coimbatore AC market.

**KEYWORDS:** Air Conditioner Market, Daikin AC ,Coimbatore District, Market Analysis, Consumer Preferences, Brand Positioning, HVAC Industry ,Competitive Analysis, Customer Satisfaction, Energy Efficiency.

### INTRODUCTION

The air conditioning (AC) industry in India has witnessed significant growth over the past decade, driven by rising urbanization, increased disposable incomes, and a growing emphasis on indoor comfort and climate control. Among the major players in the sector, Daikin India Pvt. Ltd. has emerged as a market leader, known for its advanced technology, energy-efficient solutions, and strong distribution network.

Coimbatore, often referred to as the "Manchester of South India," is a rapidly developing industrial and commercial hub in Tamil Nadu. Its strong presence in sectors such as textiles, manufacturing, and information technology has contributed to increased demand for modern infrastructure and climate control systems, making it a key market for air conditioning products.

This report aims to analyze the current trends, growth drivers, and competitive landscape of the AC market in India, with a special reference to Coimbatore city. The focus will be on Daikin India Pvt. Ltd., exploring its market positioning, local strategies, and future prospects in catering to the cooling needs of one of Tamil Nadu's most dynamic urban centers.

In today's fast-paced and urbanized lifestyle, air conditioners have evolved from being luxury appliances to essential commodities, especially in countries like India where climatic conditions are extreme during summers. The Indian air conditioning (AC) market has witnessed significant growth over the past decade, driven by rising disposable incomes, increasing urbanization, changing consumer lifestyles, and the growing awareness about indoor air quality and thermal comfort.

Coimbatore, being one of the rapidly developing cities in Tamil Nadu, has shown a notable rise in demand for residential and commercial air conditioning solutions. Known for its textile, manufacturing, and educational sectors, the city presents a dynamic consumer base with varying preferences, income levels, and brand perceptions. This makes Coimbatore a strategic market for AC manufacturers aiming to expand their footprint in South India.

This study aims to analyze the air conditioning market in Coimbatore, with a special focus on Daikin AC.

## REVIEW OF LITERATURE

1. **Lali Rajan's (2022)** study on Employee Retention and The Role of Managers in Retaining Talented Employees aims at understanding the role of manager in employee retention and what is the role in a company's retention rates.
2. **Ruchi Sinha & Chandranshu Sinha's (2022)** objective of the paper titled Factors Affecting Employee Retention: A Comparative Analysis of two Organizations from Heavy Engineering Industry is to identify the main factors of retention management strategies in organizations.
3. **Dr. Sunil Kumar Pradhan & Dr. Suman Kalyan Chaudhury, (2022)** titled —a survey on employee performance management and its implication to their retention in ocl India ltdl aimed at examining the employee performance management and its implication to their retention in OCL India ltdl.
4. **Terence R Mitchell, Brooks C Holtom, Thomas W Lee, Ted Graske's (2021)** How to keep your best employees: Developing an effective retention policy, aims to figure out as to how to retain their employees. The authors suggest various techniques like financial incentives attached to Longevity, pay attention to the off the job sacrifices made by the employees, Facilitate fit off the job, to retain the employees.
5. **Muhammad Irshad, Fahad Afridi, (2021)** factors affecting employees' retention: evidence from literature deals with the relationship between the HR practice and Retention of the employees of the organization. It aims at identifying the elements of HR practices that influences the retention of the employees

## RESEARCH METHODOLOGY

This study adopts a **descriptive research design** to analyse employee retention strategies and their effectiveness.

- **Research Design:** Descriptive
- **Sample Size:** 108 employees
- **Data Sources:** Primary- Questionnaire.
- **Tools Used:** SPSS, Excel.
- **Sampling Technique:** Stratified Random Sampling

## DATA ANALYSIS AND INTERPERTATION

### I CHI-SQUARE TESTS

**Table no 1 Educational Qualification and Accessibility to Showroom**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Educational Qualification * Accessibility in Coimbatore	131	100.0 %	0	0.0%	131	100.0 %

Source: Primary

### INTERPERTATION

The Chi-Square test examines the relationship between Educational Qualification and Accessibility in Coimbatore using data from 131 valid cases. The Pearson Chi-Square value is 134.411 with a p-value of .000, indicating a statistically significant association between the two variables at the 5% significance level. This suggests that accessibility perceptions in Coimbatore vary significantly based on educational qualification. It is important to note that 40% of the cells have expected counts less than 5, which can affect the reliability of the test results. Despite this limitation, the strong significance implies a meaningful relationship worth further exploration.

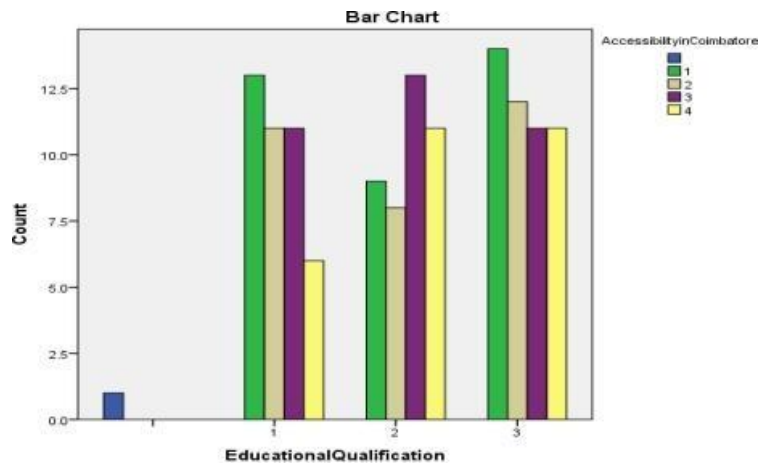


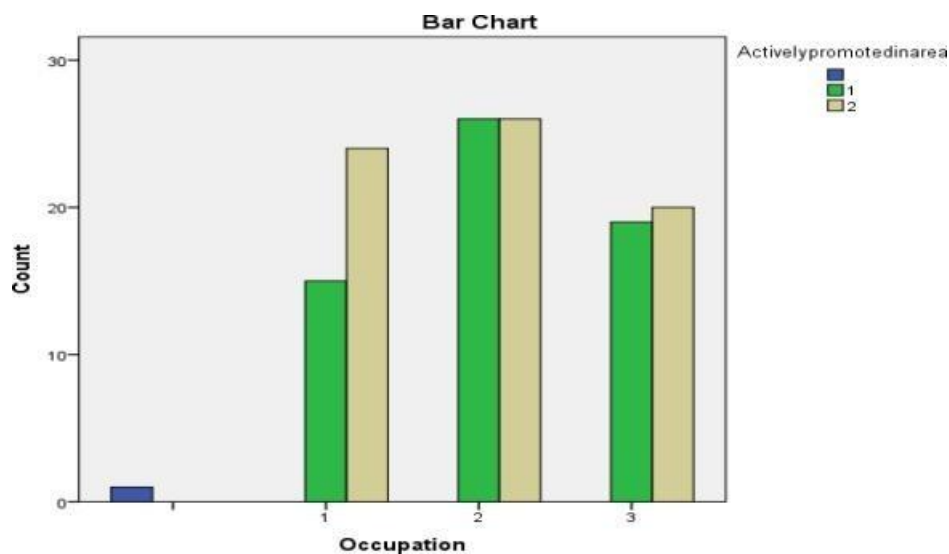
Table no 2 Occupation and Overall Satisfaction

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupation and Overall Satisfaction	131	100.0%	0	0.0%	131	100.0%
	131	100.0%	0	0.0%	131	100.0%

Source: Primary

**INTERPERTATION**

The crosstab analysis examines the relationship between occupation and whether tourism is actively promoted in the area. Out of 131 respondents, 60 believe that tourism is actively promoted, while 70 do not. Among respondents in occupation category 1, 15 feel it is actively promoted and 24 do not. In category 2, responses are evenly split, with 26 saying yes and 26 saying no. Similarly, in category 3, 19 believe tourism is actively promoted and 20 do not. One respondent is listed separately, possibly due to a data entry issue. Overall, the responses are fairly balanced across all occupation groups, suggesting that occupation does not have a strong influence on perceptions of tourism promotion in the area.

**HYPOTHESIS**

- Null Hypothesis (H<sub>0</sub>):**

There is **no significant growth** in the air conditioner market in Coimbatore district over the observed period.  
(i.e., the average growth rate  $\leq 0$  or not statistically different from 0)

• **Alternative Hypothesis (H<sub>1</sub>):**

There is a **significant growth** in the air conditioner market in Coimbatore district over the observed period.  
(i.e., the average growth rate > 0)

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## CONCLUSION

The study concludes that Daikin has established a strong and competitive position in the Coimbatore air conditioning market, driven by its focus on energy-efficient technology, product innovation, and brand reliability. The analysis shows that younger and well-educated consumers form a significant portion of its customer base, indicating a preference for modern, eco-friendly, and smart AC solutions. Satisfaction levels among customers are generally high, although they vary across different occupational groups, suggesting the need for more customized service and engagement strategies. There is a significant association between customer demographics and their perception of accessibility and satisfaction, highlighting the importance of understanding local market dynamics. While Daikin is recognized for its quality and performance, improving after-sales service and expanding availability in underserved areas can further enhance its market reach. Overall, Daikin is well-positioned to grow and strengthen its presence in Coimbatore through continued innovation, targeted marketing, and customer-focused strategies.

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