



“A Study on The Impact of Product Quality and Service Support on User Experience with Reference to Daikin Ac in Karur City”

***Mrs B. Aishwarya, **V.S. Karthikeyan**

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

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

**Corresponding author. Head of Department, management. Email: aishwaryab.mba@rathinam.in*

ABSTRACT:

This article examines the influence of product quality and service support on the user experience of Daikin air conditioners in Karur City. In the HVAC industry, customer satisfaction is shaped by both tangible product performance and intangible after-sales service. The research highlights the importance of features such as reliability, energy efficiency, and durability, alongside prompt installation, effective maintenance, and issue resolution. Using survey data collected from 126 users, the study applies descriptive statistics and chi-square analysis to identify satisfaction patterns. Findings suggest that while Daikin performs strongly in quality and service, further improvement in personalization and feedback handling could enhance customer loyalty. The study offers actionable insights for companies aiming to improve brand trust and customer retention through user-focused strategies.

Keywords: Product Quality, Service Support, User Experience, Daikin, Customer Satisfaction.

Introduction

In today's rapidly evolving HVAC (Heating, Ventilation, and Air Conditioning) industry, customer satisfaction has become a critical success factor for businesses striving to remain competitive and relevant. With rising consumer expectations, the focus has shifted beyond just delivering a quality product—it now includes the entire experience a customer undergoes from purchase to post-sales support. Daikin, a leading brand in air conditioning technology, is widely recognized for its innovation, energy-efficient systems, and reliability. However, the true measure of its brand value lies in how users perceive and experience both its products and services. This study centers on Daikin's customer base in Karur City, where climatic demands make air conditioning essential. It aims to investigate how well Daikin's product quality—defined by durability, performance, and energy savings—and service support—comprising installation, maintenance, and complaint resolution—contribute to overall user satisfaction. In a market where brand loyalty hinges on consistency and trust, understanding the interplay between product excellence and service reliability is crucial for sustaining long-term customer relationships. This research sheds light on those interconnections and provides actionable insights for improving user experience in the home appliances sector.

Literature Review

- **Ryu et al. (2015)** emphasized that while product quality builds initial interest, long-term satisfaction is driven by service experience.
- **Mahajan & Muller (1995)** found that even if products fail occasionally, service recovery can retain customer trust.
- **Oliver (1997)** proposed the Expectation Confirmation Theory, where satisfaction is based on matching expected and actual performance.
- **Zeithaml et al. (1996)** highlighted responsiveness and empathy in service as key satisfaction drivers using the SERVQUAL model.
- **Lee & Choi (2016)** suggested that proactive follow-ups and smooth complaint handling promote repurchase.

About the Company

Daikin Airconditioning India Pvt. Ltd. is a wholly owned subsidiary of Daikin Industries Ltd., Japan— one of the world's leading manufacturers of commercial and residential air conditioning systems. Since its entry into the Indian market in 2000, Daikin has grown into a trusted and premium brand known for delivering high-performance HVAC solutions tailored to diverse climatic conditions across India. Headquartered in Gurgaon, Haryana, Daikin India operates with a clear vision: to provide technologically advanced, energy-efficient, and eco-friendly air conditioning products that meet the evolving needs of Indian consumers.

The company's product portfolio includes a wide range of offerings such as split ACs, inverter models, window units, VRV systems, and centralized cooling solutions. Daikin's state-of-the-art manufacturing plants in Neemrana, Rajasthan, stand as a testament to its commitment to innovation and quality. These facilities are equipped with the latest Japanese technologies and contribute significantly to the brand's —Make in India vision.

What sets Daikin apart is not only its emphasis on product innovation but also its robust after-sales service network. With a wide service presence even in Tier-II and Tier-III cities like Karur, the company ensures that customer needs are promptly addressed through efficient installation, maintenance, and complaint resolution systems. Daikin continues to invest in technician training, customer education, and environmental sustainability, all of which strengthen its position as a leader in India's HVAC sector.

Statement of the Problem

Daikin's customers in Karur experience varying levels of satisfaction based on product quality and service interactions. While product reliability is high, gaps in service consistency or delayed issue resolution may affect brand loyalty. Understanding these gaps is essential to enhancing customer satisfaction and long-term engagement.

Objectives of the Study

1. To analyze how Daikin's product performance affects user satisfaction.
2. To evaluate the effectiveness of Daikin's service support, including installation and maintenance.
3. To assess the impact of customer support on loyalty and brand perception.
4. To suggest strategies for improving the overall user experience.

Scope of the Study

The research is geographically limited to Karur City and includes users of Daikin air conditioners across different demographics. It investigates the influence of both product quality and service support on user experience. Insights derived can be generalized to other tier-II cities and HVAC brands with similar operating conditions.

Research Methodology

Research Type: Descriptive Sample Size: 126 respondents

Sampling Method: Random sampling of Daikin AC users

Data Collection: Structured questionnaire (quantitative and qualitative)

Statistical Tools: Chi-square test, Correlation analysis

Results and Findings

- Users were evenly split by gender; the most represented age group was 26–35.
- Majority confirmed satisfaction with cooling and energy efficiency.
- Users appreciated timely installation, but some highlighted delays in maintenance visits.
- Age had no significant influence on how users perceived Annual Maintenance Contracts.
- Users who experienced prompt complaint resolution showed higher loyalty levels.

Table no 1 Availing of Annual Maintenance Contracts by the Different Age group of the Respondents

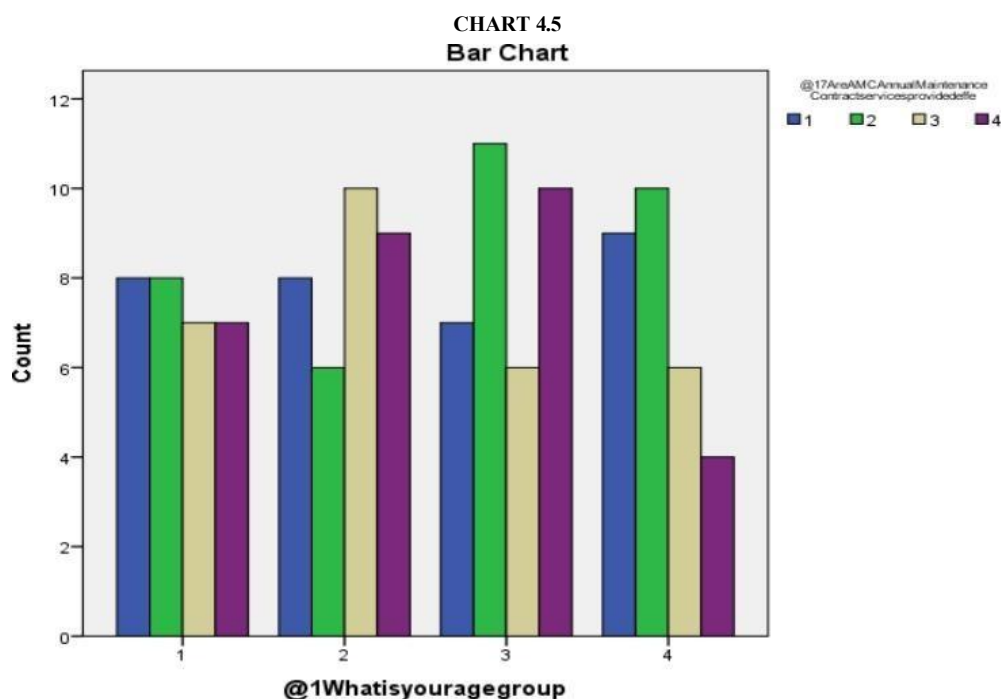
		Availing Annual Maintenance by the Respondents				Total
		1	2	3	4	
Age of the Respondents	1	8	8	7	7	30
	2	8	6	10	9	33
	3	7	11	6	10	34
	4	9	10	6	4	29
Total		32	35	29	30	126
Chi-Square Tests						
Case Processing Summary						
Cases						
		Valid		Missing		Total
			Percent	N	Percent	N
Annual Maintenance Contracts by the Different Age group of the Respondents			100.0%	0	0.0%	126
						Percent
						100.0%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.638 ^a	9	.776
Likelihood Ratio	5.894	9	.751
N of Valid Cases	126		

SOURCE: SECONDARY DATA

INTERPRETATION

The cross-tabulation analysis examined the relationship between respondents' age groups and their perception of the effectiveness of Daikin's Annual Maintenance Contract (AMC) services. The responses were well distributed across the age groups, with each group contributing a relatively balanced number of responses across the four levels of perceived AMC effectiveness. A total of 126 valid cases were included, with no missing data. The Pearson Chi-Square test yielded a value of 5.638 with 9 degrees of freedom and a p-value of 0.776. Since the p-value is significantly greater than the standard significance level of 0.05, we fail to reject the null hypothesis. This indicates that there is no statistically significant association between the age group of the respondents and their perception of the effectiveness of AMC services provided by Daikin. In other words, user opinion on AMC services does not appear to differ based on age.



Conclusion

The study concludes that both product quality and service support are vital in shaping the user experience of Daikin AC in Karur. While Daikin scores well on performance and durability, opportunities exist in customizing service interactions and follow-up mechanisms. Continuous investment in technician training, service speed, and user feedback systems can significantly elevate satisfaction and brand trust.

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