

To Study Customer's Satisfaction Towards Air Conditioner Brands in Coimbatore City

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Abstract: The purpose of the article is to determine how satisfied Coimbatore city residents are with their air conditioners. With the use of the right methodology, two study objectives were accomplished. The sample size was 50. In this study, convenience sampling was used. It has been discovered that brand preference and other factors influencing air conditioner purchase have an impact on customer satisfaction with air conditioners. Customer happiness has been linked to brand loyalty towards air conditioners, according to research. This leads to the conclusion that marketers and distributors must develop the finest pricing strategies, star ratings, warranties, and guarantees, among other things.

Keywords: Customer's satisfaction, Air-Conditioner, strategies

INTRODUCTION

The AC market is currently one of the industries with the fastest growth rates worldwide and in India. Consumption has been rapidly rising in the modern world from year to year. The data demonstrates how consumers' income levels have changed over time. Currently, ACs are utilised almost everywhere in the world. This is primarily due to compatibility. We need comfort when we travel and we also need comfort when we attend events. We needed comfort even when we were at home. ACs are therefore necessary at home, in the office, and elsewhere. Travelling, sporadic parties, etc. India is a semi-arid country, so it is impacted by all four seasons, including summer, rainy, and winter. A system called an air conditioner uses heat transfer to move heat from a space to the outside in order to chill it down. The cool air can then be circulated inside a building using ventilation.

OBJECTIVES OF THE STUDY

- To study the socio-economic status of the respondents.
- To analyze the satisfaction level of customers towards A/c Brands.
- To know the brand awareness & brand loyalty towards A/c brands.
- To understand the factors that influence the buying decision of A/c brands.

STATEMENT OF THE PROBLEM

In this modern world, it is important to know about the needs and satisfaction level of the customers, which helps the manufacturers to know what to produce. The representation of the brands depends on the customer's satisfaction level towards the product and services. The study has been conducted to know about the satisfaction level and the factors influencing the customers to choose the air conditioner brands.

SCOPE OF THE PROBLEM

The study is to analysis the customer satisfaction level towards the air conditioner brands which helps to know about the level of consumer satisfaction and the measures to increase the level to attract the consumer towards their brand in future.

RESEARCH METHODOLOGY

Research methodology refers to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of Due to the limited period of study, only 50 customers selected as sample unit from the population. The study is conducted on the basis of the responds of the selected sample and findings are drawn based on their responds.

Source of data:

Primary data:

The first-hand information was collected by the researcher after finalizing the study area. Through well-structured questionnaire primary data was collected. It was collected from 50 respondents.

Secondary data

The secondary data was collected from the study related websites, journals, and magazines. It was collected through the library to facilitate proper understanding of the conceptual frame work about the study.

Area of the study

The study is conducted in Coimbatore city.

Area of period

The study is conducted period for a period 2nd Jan to March 31, 2023

Sample size:

Due to the limited period of study, only 50 customers selected as sample unit from the population. The study is conducted on the basis of the responds of the selected sample and findings are drawn based on their responds.

Tools used by Analysis:

- Percentage analysis
- Chi square

Limitations:

- Selected Sample is limited to 50. Hence findings cannot be generalized.
- Respondents may be biased. So the collected data may not be reliable.
- Customers' preferences and opinions are supposed to change from time to time.

REVIEW OF LITERATURE

A review of the literature is a search and assessment of the body of work on your selected topic or issue. In the social sciences, a literature review typically has an organizational pattern and combines summary and synthesis, frequently within particular conceptual categories. It may simply consist of a summary of important sources, though. A synthesis is a reorganization or rearranging of the material in a way that influences how you are preparing to examine a research problem, as opposed to a summary, which is a rehash of the key information from the source.

- Farbod Souri (2017) to determine the relationship between total equity, total loyalty, and client satisfaction. A sample of 384 clients was selected for analysis as a stepwise group. Information was disseminated throughout the population of applied math by using normal form with 23 questions, which confirmed the quality and dependability of the data. The study discovered a significant and advantageous association between brand equity and customer loyalty and satisfaction.
- Study and market (2018) One of the biggest sources of market research, The Research and Market, predicted that the AC market will increase steadily by 12.2% between 2018 and 24. Also, it provided a perspective on the potential impact new company entries may have. Both on a national and international scale.
- SHRAE IS (2015) According to a report published in 2015 by Israel, which looked into market size, consumer preferences, and market growth in the Indian market for air conditioners, the market for ACs may expand by 15% annually. And in 2014, the market for air conditioners was around 15,000 crores. Consumers select 5 star inverter AC for their future needs, from their point of view.

OVERVIEW OF THE STUDY**AIR CONDITIONERS**

The process of removing heat from an enclosed space to create a more comfortable interior environment is known as air conditioning, and it is frequently abbreviated as A/C (US), AC (US), or air con (UK). In some instances, it also involves strictly controlling the humidity of the interior air. A mechanical "air conditioner" or alternatively a number of other techniques, such as passive cooling or ventilated cooling, can be used to provide air conditioning. The systems and methods that supply heating, ventilation, and air conditioning include air conditioning (HVAC). Heat pumps resemble air conditioners in many ways, but they can heat and cool an enclosed space simultaneously by using a reversing valve. The majority of air conditioners, which use vapor-compression refrigeration, come in a variety of sizes, from tiny ones used in cars or small rooms to enormous ones that can chill huge structures. In cooler climates, air source heat pumps—which may be used for both cooling and heating—are becoming more prevalent. The International Energy Agency (IEA) estimates that as of 2018, there were 1.6 billion air conditioning units installed, accounting for an estimated 20% of the electricity used in buildings worldwide. By 2050, this number is expected to rise to 5.6 billion. The United Nations urged the adoption of alternatives such passive cooling, evaporative cooling, selective shading, wind catchers, and greater thermal insulation in addition to calling for more environmentally friendly technology.

LG AIR CONDITIONERS

These air conditioners quickly chill your room so you won't feel hot or cold. Using environmentally friendly refrigerants, LG air conditioners help you cut down on your carbon footprint. Moreover, an LG AC won't require an external stabilizer. It returns the cooled air to the indoor space, and transfers the unwanted heat and humidity outside. LG Air Conditioning Technologies is a leading manufacturer in the global air conditioning market with innovative commercial and residential air conditioners and building management solutions. The cold side of an air conditioner contains the evaporator and a fan that blows air over the chilled coils and into the room. The hot side contains the compressor, condenser and another fan to vent hot air coming off the compressed refrigerant to the outdoors.

SAMSUNG

In India, Samsung is one of the most widely used smartphone manufacturers, but the company also leads the market for air conditioners. Samsung air conditioners include clever features that allow them to cool your house or workplace while yet utilizing minimal power. Using the most recent convertible technology, they give users far more versatility than standard inverter ACs. The abundance of safety and health features that Samsung air conditioners offer sets them apart from the competition. Here's everything you need to know. The Tri-Care Filter that Samsung air conditioners are equipped with removes big dust particles, fibres, and animal hairs. A Zeolite Coated Filter also collects fine dust and gets rid of bacteria, viruses, and allergies. The Triple Protector Plus technology included in Samsung split air conditioners also guards against harm from electrical current fluctuations and surges.

PANASONIC

According to a statement from Panasonic Corporation, its Heating & Ventilation A/C Company successfully acquired all of the outstanding shares of Systemair AC SAS, Systemair S.r.l., and Tecnair S.p.A., which run commercial air-conditioning businesses and are owned by Systemair AB ("Systemair"), a significant Swedish manufacturer of air quality and air-conditioning equipment. Manufacturer in the ventilation and commercial air-conditioning industries, will be acquired by Panasonic Corporation's Heating & Ventilation A/C Company for an enterprise value of 100 million Euros, according to the company's announcement.

DAIKIN

Most homeowners undoubtedly choose affordability, effectiveness, and dependability. Yet, if you're searching for a system that is both dependable and quiet, Daikin can be a suitable option for you. On the market right now, Daikin offers some of the quietest and most dependable air conditioning units. Most homeowners undoubtedly choose affordability, effectiveness, and dependability. Yet, if you're searching for a system that is both dependable and quiet, Daikin can be a suitable option for you. On the market right now, Daikin offers some of the quietest and most dependable air conditioning units. As all Daikin air conditioners feature energy-saving inverter technology, you can be confident that your electricity costs will remain low all year round. Your energy-saving, whisper-quiet Daikin air conditioner is built to use energy in such a way that waste is virtually eliminated. This will enable you to save money on your energy costs for years to come.

HITACHI

With a wide range of goods available in the Indian market, Hitachi air conditioners are simply the best. The top Hitachi air conditioners are detailed below for your consideration. Hitachi is a well-known Japanese company that produces consumer home equipment with a focus on air conditioners. A joint venture between Johnson Controls International plc and Hitachi Appliances, Inc. led to the establishment of Johnson Controls-Hitachi Air Conditioning in October 2015. (now Hitachi Global Life Solutions, Inc.). Your Hitachi air conditioner may be rattling for a variety of causes, all of varying intensity. Rattling noises are frequently a sign that the components in your air conditioner are beginning to wear out and become loose. Twigs, however, could also be the cause of the rattle. Given the company's standing in the consumer electronics industry, Hitachi TVs are renowned for their dependability. You may rely on them to provide dependable TVs even though they aren't the best option. Hitachi TVs can operate continuously for up to seven years before showing symptoms of wear.

Data Analysis And Interpretation Percentage Analysis:

TABLE 1
DESCRIBES DEMOGRAPHICS VARIABLE ON GENDER

S.NO	GENDER GROUP	RESPONDENTS	PERSENTAGE
1	Female	31	62.0
2	Male	19	38.0
TOTAL		50	100.0

Interpretation:

The above table shows the gender wise classification of the respondents. 62% of the respondents were female. 38% of the respondents were male.

TABLE 2
DESCRIBES DEMOGRAPHICS VARIABLE ON AGE

S.NO	AGE GROUP	RESPONDENTS	PERSENTAGE
1	18-20	24	48.0
2	20-30	13	26.0
3	30-40	13	26.0
TOTAL		50	100.0

Interpretation:

The above table shows that 48% of respondents belonged to the age group of 18 to 20. And 26% of respondents belonged to the age group of 20 to 30. And 26% of respondents belonged to the age group of 30 to 40.

Chi-Square analysis:

DESCRIBE THE RELATIONSHIP BETWEEN AGE AND GENDER

Ho: There is no significant relationship between air conditioner brands, age, and gender.

H1: There is a significant relationship between air conditioner brands, age, and gender.

TABLE 3

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.453 ^a	2	.005
Likelihood Ratio	11.552	2	.003
Linear-by-Linear Association	2.102	1	.147
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 4.94.

There is a significant relationship between age and gender

Interpretation:

It is concluded that overall customer satisfaction towards air conditioner brands become the age and gender.

DESCRIBE THE RELATIONSHIP BETWEEN AIR CONDITIONER BRAND DO YOU CURRENTLY OWN AND PLEASED ARE YOU WITH YOUR AIR CONDITIONER'S NOISE LEVELS.

Ho: There is no significant relationship between air conditioner brands become air conditioner brand do you currently own and pleased are you with your air conditioner's noise levels.

H1: There is a significant relationship between air conditioner brands become air conditioner brand do you currently own and pleased are you with your air conditioner's noise levels.

TABLE 4

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.278 ^a	16	.007
Likelihood Ratio	40.814	16	.001
N of Valid Cases	50		

a. 24 cells (96.0%) have expected count less than 5. The minimum expected count is .08.

There is a significant relationship between air conditioner brands become air conditioner brand do you currently own and pleased are you with your air conditioner's noise levels.

Interpretation:

It is concluded that overall customer satisfaction towards air conditioner brands become air conditioner brand do you currently own and pleased are you with your air conditioner's noise levels.

FINDING, SUGGESTION AND CONCLUSION

FINDINGS:

1. **Online Surveys:** You can conduct an online survey to collect data from customers about their satisfaction with air conditioner brands. You can use online survey tools such as Survey Monkey, Google Forms, or Type form to create and distribute the survey.
2. **Interviews:** You can conduct interviews with customers who have purchased air conditioners and ask them about their satisfaction with the brand they chose.
3. **Social Media Monitoring:** You can monitor social media platforms to see what customers are saying about different air conditioner brands. You can use tools such as Hoot suite, Brand watch, or Sprout Social to monitor social media channels.
4. **Market Research Reports:** You can also refer to market research reports published by research firms such as Statista, Gartner, or IDC to get an overview of the customer satisfaction ratings for different air conditioner brands.

SUGGESTION:

1. **Conduct a survey:** A survey can be conducted among air conditioner users to gather data on their satisfaction levels, brand preferences, and the factors that influence their purchase decisions.
2. **Analyze social media and online reviews:** Social media platforms and online review websites such as Twitter, Facebook, and Yelp can provide valuable insights into the opinions and experiences of customers with different air conditioner brands.
3. **Perform customer interviews:** In-depth interviews with customers who have purchased air conditioners from different brands can provide qualitative data on their experiences, satisfaction levels, and feedback.
4. **Analyze sales data:** Analyzing sales data of air conditioner brands can provide insights into their market share, growth rate, and customer retention rates.

5. **Conduct focus groups:** Focus groups can be conducted with a diverse group of air conditioner users to gather feedback on different brands and identify the factors that drive customer satisfaction.

CONCLUSION:

1. Brand reputation and reliability: Customers value air conditioner brands that have a good reputation for reliability, durability, and quality.
2. Price and affordability: The price of the air conditioner is an important consideration for customers, and affordability is often a key factor in their purchase decision.
3. Energy efficiency: Customers are increasingly concerned about the energy efficiency of air conditioners and prefer brands that are eco-friendly and energy-efficient.
4. After-sales service and support: Customers value brands that offer excellent after-sales service and support, including warranty, repair, and maintenance services.
5. Features and technology: Customers are attracted to air conditioner brands that offer advanced features and technologies such as remote control, smart home integration, and air purification.

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