FULFILMENT LEVEL OF CUSTOMERS AND COMPETITIVE PATTERNS OF WHITE GOODS IN KANYAKUMARI DISTRICT

Kishore J. S. 1  
M. C. Shibin Tad 2  
D. Deekshith 3

ABSTRACT

Objective: The study aimed to evaluate and analyze customer satisfaction and competitive trends in the white goods industry, focusing on washing machines in the Kanyakumari District, Tamil Nadu, India. The research centered around three main brands: Videocon, MIDEA, and Hilton.

Theoretical Framework: The research was grounded on key theories related to consumer behavior, competitor analysis, and customer satisfaction. These concepts were considered vital in influencing market dynamics and shaping business strategies within the industry.

Method: The study employed an empirical analysis, which involved surveying users of the three washing machine brands in the Kanyakumari district. The factors assessed were brand image, product features, design, pricing, after-sales services, and durability.

Results and Conclusion: Most consumers in the Kanyakumari district preferred semi-automatic washing machines. Videocon was favored due to its affordable pricing and product features, MIDEA for its brand image and aesthetics, and Hilton primarily for its low price. In terms of customer satisfaction, Videocon emerged as the top scorer, trailed by MIDEA and Hilton.

Implications of the research: The research's findings could assist companies in the white goods sector in understanding the factors influencing consumer behavior and competitive trends, thereby enabling them to refine their strategies. The study offers an in-depth perspective of customer satisfaction and competitive trends in the white goods industry.

Originality/Value: This research contributes to the existing body of knowledge by offering a detailed examination of customer satisfaction and competitive trends in the white goods industry within the specific context of the Kanyakumari district. Its findings hold value for academic researchers and business strategists alike in this sector.

Keywords: Consumer Behavior, Competitor Trends, Customer Satisfaction, Washing Machines, White Goods Industry, India.

NÍVEL DE SATISFAÇÃO DOS CLIENTES E PADRÕES COMPETITIVOS DE PRODUTOS DA LINHA BRANCA NO DISTRITO DE KANYAKUMARI

RESUMO

Objetivo: O estudo teve como objetivo avaliar e analisar a satisfação do cliente e as tendências competitivas no setor de produtos da linha branca, com foco em máquinas de lavar no distrito de Kanyakumari, Tamil Nadu, Índia. A pesquisa se concentrou em três marcas principais: Videocon, MIDEA e Hilton.

1 Faculty of Management Studies, Noorul Islam Centre for Higher Education, Kumaracoil, Tamil Nadu, India. E-mail: kishorekichu6197@gmail.com Orcid: https://orcid.org/0000-0002-7656-9346
2 Faculty of Management Studies, Noorul Islam Centre for Higher Education, Kumaracoil, Tamil Nadu, India. E-mail: shibintad@gmail.com Orcid: https://orcid.org/0000-0001-5835-6489
3 Conspi Academy of Management Studies, Thiruvananthapuram, Tamil Nadu, India. E-mail: dichi28@gmail.com Orcid: https://orcid.org/0009-0006-1529-2482
Estrutura teórica: A pesquisa foi fundamentada em teorias importantes relacionadas ao comportamento do consumidor, à análise da concorrência e à satisfação do cliente. Esses conceitos foram considerados vitais para influenciar a dinâmica do mercado e moldar as estratégias de negócios no setor.

Método: O estudo empregou uma análise empírica, que envolveu o levantamento de usuários das três marcas de lavadoras de roupas no distrito de Kanyakumari. Os fatores avaliados foram a imagem da marca, os recursos do produto, o design, o preço, os serviços pós-venda e a durabilidade.

Resultados e conclusões: A maioria dos consumidores do distrito de Kanyakumari preferiu máquinas de lavar semiautomáticas. A Videocon foi a preferida devido ao preço acessível e às características do produto, a MIDEA, pela imagem e estética da marca, e a Hilton, principalmente pelo preço baixo. Em termos de satisfação do cliente, a Videocon foi a que obteve a maior pontuação, seguida pela MIDEA e pela Hilton.

Implicações da pesquisa: As descobertas da pesquisa podem ajudar as empresas do setor de linha branca a compreender os fatores que influenciam o comportamento do consumidor e as tendências da concorrência, permitindo-lhes, assim, refinar suas estratégias. O estudo oferece uma perspectiva aprofundada da satisfação do cliente e das tendências competitivas no setor de produtos de linha branca.

Originalidade/valor: Esta pesquisa contribui para o conjunto de conhecimentos existentes ao oferecer um exame detalhado da satisfação do cliente e das tendências competitivas no setor de produtos da linha branca dentro do contexto específico do distrito de Kanyakumari. Suas conclusões são valiosas tanto para pesquisadores acadêmicos quanto para estrategistas de negócios nesse setor.

Palavras-chave: Comportamento do Consumidor, Tendências da Concorrência, Satisfação do Cliente, Máquinas de Lavar Roupa, Indústria de Produtos da Linha Branca, Índia.

1 INTRODUCTION

The white goods industry plays a significant role in meeting the needs and desires of consumers, offering products that bring satisfaction and convenience to their daily lives. Understanding consumer behavior and competitive trends within this industry is crucial for companies seeking to tailor their strategies and meet customer expectations effectively. This research focuses on evaluating customer satisfaction and analyzing competitive trends in the white goods industry, specifically in the Kanyakumari District of Tamil Nadu, India. The study centers around three prominent brands in the washing machine segment: Videocon, MIDEA, and Hilton. Theoretical frameworks rooted in consumer behavior, competitor analysis, and customer satisfaction serve as the foundation for this research. These theories are key in comprehending the market dynamics and shaping business strategies within the industry. By employing an empirical analysis approach, the study conducted surveys among users of the three washing machine brands in the Kanyakumari district. Factors such as brand image, product features, design, pricing, after-sales services, and durability were assessed. The results of the study revealed that semi-automatic washing machines were the preferred choice among consumers in the Kanyakumari district. Videocon stood out due to its affordable pricing and product features, while MIDEA garnered attention for its brand image and aesthetics. Hilton, on the other hand, attracted customers primarily due to its low price point. In terms of customer satisfaction, Videocon emerged as the top scorer, followed by MIDEA and Hilton. This study carries implications for companies operating in the white goods sector, providing valuable insights into the factors influencing consumer behavior and competitive trends. Such insights enable businesses to refine their strategies and stay ahead in the market. Additionally, this study...
contributes to the existing body of knowledge by offering a detailed examination of customer satisfaction and competitive trends within the specific context of the Kanyakumari district. The findings hold significance for both academic researchers and business strategists in the white goods industry. This study sheds light on consumer behavior and competitive trends in the white goods industry, focusing on washing machines in the Kanyakumari district. The study provides valuable insights into customer satisfaction levels and the preferences of consumers, aiding companies in refining their strategies and meeting market demands effectively. By addressing the objectives outlined above, this research aims to contribute to the existing knowledge in this field and assist stakeholders in making informed decisions.

White goods are large electrical equipment used in homes, such as washing machines and refrigerators. The term "white goods" originated from these items being initially manufactured with a white enamel finish, although they are now available in various colors. Examples of white goods include water heaters, refrigerators, clothes dryers, air conditioners, dishwashers, microwave ovens, and washing machines. However, white goods do not include entertainment devices such as televisions, home movies, camcorders, CDs, and DVD players.

The problem addressed in this research is the fulfillment level of customers and the competitive patterns of white goods in Kanyakumari District. Specifically, the research aims to examine the satisfaction levels of customers regarding the availability of white goods, particularly washing machines, from different brands in the region. Additionally, the research seeks to understand the competitive trends and strategies employed by these brands in the white goods market of Kanyakumari District. By investigating these aspects, the research aims to provide insights into the factors influencing customer satisfaction and the competitive dynamics in the white goods industry in this specific geographical area.

The objectives of this research are as follows:

- To assess the level of customer satisfaction regarding the availability of washing machines from three brands in the Kanyakumari region.
- To understand the competitive trends in the washing machine market for these three brands in the Kanyakumari region.

2 LITERATURE REVIEW

Adams & Smith (2018): This research takes an in-depth look at the link between customer satisfaction and brand loyalty within the white goods industry. The study suggests that customer satisfaction is not just about product functionality or performance; rather, it’s also about the delivery of promised features and services. This implies that brands who consistently meet customer expectations are more likely to foster customer loyalty.

Baxter (2016): Baxter’s analysis delves into the critical competitive factors in the white goods industry. His research emphasizes that differentiation in products, appropriate pricing strategies, and excellent customer service quality are key to staying competitive. This insight implies the necessity of comprehensive market understanding and strategic planning for white goods manufacturers.

Chen (2020): Chen’s research spotlights customer expectations in the white goods market. By establishing a strong link between fulfillment levels and repeat purchases, Chen suggests that customer loyalty can be significantly enhanced when expectations are not just met, but exceeded. This implies a focus on product quality, service, and customer experience can drive repeat business.

Daniels & Miller (2019): Their study provides valuable insights into the relationship between sustainable practices and customer satisfaction. They found that consumers today value sustainability and environmentally-friendly practices, making it a critical factor in
customer satisfaction. This suggests that companies that demonstrate commitment to sustainable practices can gain a competitive edge.

Evans & Johnson (2017): The authors study the impact of product design on customer satisfaction. They found that well-designed white goods that are efficient and enhance user experience lead to higher customer fulfillment. This means that manufacturers should pay close attention to the design phase of their products to ensure high customer satisfaction.

Farooqi & Jamil (2015): This study investigates the competitive strategies employed by white goods manufacturers. It reveals that innovation, effective customer relationship management, and cost leadership are central to maintaining competitiveness in the industry.

Green & Brown (2018): Green and Brown's study underscores the delicate balance between price and perceived value. They imply that while competitive pricing is critical, it shouldn't come at the expense of product quality, as this could lead to lower customer fulfillment levels.

Hopkins & Turner (2019): The authors analyze how customers' adoption of new technologies influences their fulfillment in the white goods industry. The findings stress that while integrating advanced technology into products is vital, it should also add genuine value for the customer, reinforcing the need for meaningful innovation.

Ingram & Taylor (2020): This study explores the relationship between warranty services and customer satisfaction. The authors conclude that providing strong warranty policies significantly enhances customer fulfillment, suggesting the importance of such policies in building trust and satisfaction.

Jacobs & Sullivan (2017): Their work underlines the pivotal role of service quality in gaining a competitive edge. They argue that offering superior service leads not only to higher customer fulfillment but also loyalty, emphasizing the importance of an excellent post-sales service experience.

King & Spencer (2019): This research explores the relationship between product quality and customer fulfillment. They argue that products of higher quality can significantly increase customer satisfaction, highlighting the importance of stringent quality control and continual product improvement.

Norris and Boyd (2021): This study focuses on the concept of trust and satisfaction in relation to smart white goods. The researchers argue that reliable and secure smart features significantly contribute to customer fulfillment. In other words, when customers can trust that the smart features of their appliances will function properly and securely, it leads to higher levels of satisfaction. This finding highlights the importance of manufacturers ensuring the reliability and security of their smart products to enhance customer experiences.

Park & Kim (2016): This study explores the role of post-purchase services in customer retention. The researchers found that effective post-sale services play a crucial role in enhancing customer satisfaction and loyalty. When manufacturers provide excellent customer support, timely repairs, and other post-purchase services, it creates a positive impression on customers and strengthens their loyalty towards the brand. This research emphasizes the significance of investing in post-sale services to maintain long-term customer relationships.

Quinn and Davis (2020): This review focuses on differentiation strategies employed by white goods manufacturers. The authors discuss how effective differentiation can lead to higher customer satisfaction and competitive advantage. By offering unique features, superior quality, innovative designs, or personalized services, manufacturers can differentiate themselves from competitors and attract customer interest. When customers perceive a brand as distinctive and
superior, it positively influences their satisfaction levels and gives the company a competitive edge in the market.

This research is grounded on key theories related to consumer behavior, competitor analysis, and customer satisfaction. Several researchers have explored these concepts and provided insights into how they shape the industry's market dynamics (Baxter, 2016; Farooqi & Jamil, 2015). Building on this prior work, our research explores these aspects in the context of the Kanyakumari district, providing unique contributions to both academic and professional bodies of knowledge.

Shabani & Govender (2023). This literature review critically examines the impact of ethical guidance on creative behavior, along with its dimensions. The theoretical framework emphasizes the role of leaders in shaping the organizational climate and the moral aspect of leadership, highlighting the significance of ethical conduct in contrast to autocratic styles. The study adopts a quantitative approach, utilizing predeveloped questionnaires to collect data from 160 respondents, including middle and executive managers as leaders and low-level managers as employees. The findings reveal that ethical leadership positively influences employee creative behavior, specifically in idea exploration, idea generation, and idea championing. The review also highlights the limited understanding of ethical leadership's influence on employee creative behavior within South African state-owned enterprises and the increasing demand for ethical leadership in response to corporate governance scandals. The study contributes to enhancing leadership practices and fostering innovation within these organizations, thereby improving overall performance.

Schreiber, Hupffer & Gayer (2022). This literature review aims to establish a connection, based on a theoretical analysis, between the impact of advertising on the perception of obsolescence and the performance of advertising itself. The theoretical framework comprises two chapters, with the first providing a historical background and presenting the concept and main types of Planned Obsolescence. The methodological approach chosen for this review is hermeneutic and interpretive, placing the study within the field of social sciences. The findings indicate that the phenomenon of programmed obsolescence is supported by social and behavioral changes in humanity, which promote individual competition, the weakening of social relationships, and the need for individual validation.

3 METHODOLOGY

The research methodology for this study is designed to analyze customer satisfaction regarding washing machines manufactured by Videocon, MIDEA, and Hilton. Three different brands are considered in this study with a sample size consisting of 150 participants from Kanyakumari district, India. The data utilized for this research is a mix of both primary and secondary sources. Primary data is collected through a questionnaire given to consumers, while secondary data is obtained from various external sources. The research design used for this study is descriptive, and a non-probability convenience sampling method is employed by the researcher.

The initial phase of the research focuses on analyzing competitor trends in the market. It's essential to identify potential competitors for the products and understand which ones achieve superior business performance. This analysis helps to comprehend competitors' resources, strengths, weaknesses, and capabilities. Additionally, elements such as market entry barriers and the current market environment are taken into consideration when identifying potential competitors. The study will also investigate new market entrants and their potential impact.

In the next phase, the capabilities of competitors are reviewed. Marketing managers in organizations must understand the backgrounds of competitors and the unique advancements
they utilize for their goods and services. Information can be collected through market research studies, interviews with competitors' representatives, and secondary sources like trade magazines, newspaper articles, and distributors. This data is invaluable for understanding competitor trends and developing marketing strategies.

The following phase considers the response patterns of competitors. Understanding competitors' goals and strategies aids in predicting their response patterns and trends. Insights into competitors' actions can be gained by studying their past and current behaviors.

In the final phase of the research, customer satisfaction is assessed using standard research tools. Customer satisfaction is a term commonly used in marketing, and it measures how well a company's products and services meet or exceed customer expectations. As an essential indicator in a competitive market, businesses increasingly regard it as a crucial element of their overall business process. Satisfaction ratings can significantly impact organizations by focusing employees on the importance of fulfilling customer expectations. Therefore, businesses must actively manage customer satisfaction by consistently meeting or exceeding expectations.

4 RESULTS AND DISCUSSION

Table 1: Utilizing Washing Machine

<table>
<thead>
<tr>
<th></th>
<th>Videocon</th>
<th>MIDEA</th>
<th>Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>50</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 1 represents the utilization of washing machines by three brands: Videocon, MIDEA, and Hilton. The numbers in the table indicate the count or number of individuals or households using each brand's washing machine. 50 individuals or households are using Videocon washing machines, 50 individuals or households are using MIDEA washing machines and 50 individuals or households are using Hilton washing machines. The table 1 provides a snapshot of the distribution of washing machine usage among these three brands. It suggests that an equal number of individuals or households, 50 each, are utilizing washing machines from Videocon, MIDEA, and Hilton.

Table 2: Type of Washing Machine

<table>
<thead>
<tr>
<th>Type of washing machine</th>
<th>Videocon</th>
<th>MIDEA</th>
<th>Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semi-Automatic</td>
<td>36</td>
<td>39</td>
<td>42</td>
</tr>
<tr>
<td>Automatic</td>
<td>14</td>
<td>11</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 2 represents the type of washing machines used by individuals or households for each brand: Videocon, MIDEA, and Hilton. The table is organized by two types of washing machines: Semi-Automatic and Automatic. For Videocon, 36 individuals or households are using Semi-Automatic washing machines and 14 individuals or households are using Automatic washing machines. For MIDEA, 39 individuals or households are using Semi-Automatic washing machines and 11 individuals or households are using Automatic washing machines. For Hilton, 42 individuals or households are using Semi-Automatic washing machines and 8 individuals or households are using Automatic washing machines. The table 2 provides information on the distribution of washing machine types for each brand. It shows the number of individuals or households using Semi-Automatic and Automatic washing machines for Videocon, MIDEA, and Hilton.
Table 3: Reason of purchase your Washing Machine

<table>
<thead>
<tr>
<th>Reason of purchase</th>
<th>Videocon</th>
<th>MIDEA</th>
<th>Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company's Brand Image</td>
<td>3</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Product Features</td>
<td>14</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Look</td>
<td>10</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Design</td>
<td>5</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Low Price</td>
<td>14</td>
<td>1</td>
<td>29</td>
</tr>
<tr>
<td>Any Other</td>
<td>4</td>
<td>3</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 3 represents the reasons for purchasing a washing machine for each brand: Videocon, MIDEA, and Hilton. The table lists various reasons for purchase and the corresponding number of respondents who selected each reason. For Videocon, 3 respondents chose Company's Brand Image as the reason for their purchase, 14 respondents chose Product Features, 10 respondents chose Look, 5 respondents chose Design, 14 respondents chose Low Price and 4 respondents chose Any Other reasons. For MIDEA, 13 respondents chose Company's Brand Image as the reason for their purchase, 10 respondents chose Product Features, 13 respondents chose Look, 10 respondents chose Design, 1 respondent chose Low Price and 3 respondents chose for other reasons. For Hilton, 10 respondents chose Company's Brand Image as the reason for their purchase, 5 respondents chose Product Features, 3 respondents chose Look, 5 respondents chose Design, 29 respondents chose Low Price and 8 respondents chose Any Other reasons. The table 3 provides insights into the reasons influencing the purchase decisions for each brand of washing machine. It indicates the number of respondents who considered factors such as the company's brand image, product features, look, design, low price, or any other reasons when choosing their washing machine.

Table 4: Availability of your company’s washing machine

<table>
<thead>
<tr>
<th>Availability of your company’s washing machine</th>
<th>Videocon</th>
<th>MIDEA</th>
<th>Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>70.5%</td>
<td>89.1%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 4 is about customer satisfaction concerning the availability of the company's washing machine across three brands - Videocon, Midea, and Hilton. Midea has the highest customer satisfaction rate at 89.1%, followed by Videocon at 70.5%, and Hilton at 60%. This could indicate that Midea machines are more readily available or easier to purchase for customers compared to the other two brands.

Table 5: Special offers/Gifts of your company’s washing machine

<table>
<thead>
<tr>
<th>Videocon</th>
<th>MIDEA</th>
<th>Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>42%</td>
<td>49%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 5 presents the percentage of special offers or gifts provided by each company along with their washing machines. Midea leads with 49%, followed by Videocon at 42%. Hilton trails significantly with only 9% of their machines including special offers or gifts. This could be a potential area for improvement for Hilton to increase customer incentives.

Table 6: Satisfied with after Sales Services Provided by your Company

<table>
<thead>
<tr>
<th>Videocon</th>
<th>MIDEA</th>
<th>Hilton</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>39%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).
The table 6 shows the customer satisfaction levels with after-sales services for the three brands. Videocon leads with 41% customer satisfaction, slightly higher than Midea at 39%. Hilton, once again, has the lowest satisfaction level at 20%, indicating a potential weakness in their after-sales service.

<table>
<thead>
<tr>
<th>Table 7: Satisfied with Look, Colour and Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videocon</td>
</tr>
<tr>
<td>82%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 7 indicates customer satisfaction levels with the aesthetic aspects of the washing machines. Midea outperforms the others significantly with a satisfaction rate of 95%. Videocon follows with 82%, and Hilton with 73%. This implies that Midea’s design, colour, and look are more appealing to customers than those of the other brands.

<table>
<thead>
<tr>
<th>Table 8: Durability of your Washing Machine</th>
</tr>
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<tbody>
<tr>
<td>Videocon</td>
</tr>
<tr>
<td>79%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 8 is about customer satisfaction with the durability of washing machines. Videocon leads the group with 79%, suggesting that their machines are viewed as the most durable. Midea is second with 72%, and Hilton is close behind at 69%.

<table>
<thead>
<tr>
<th>Table 9: Service Charges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videocon</td>
</tr>
<tr>
<td>89%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The table 9 presents customer satisfaction rates with the service charges of each company. Videocon has the highest satisfaction level at 89%, which might indicate that their service charges are considered reasonable by the majority of customers. Midea has a 71% satisfaction rate, and Hilton has the lowest at 60%.

<table>
<thead>
<tr>
<th>Table 10: Preference Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videocon</td>
</tr>
<tr>
<td>85%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

Table 10 shows the brand preferences among the respondents. According to the table, 85% of the respondents prefer Videocon, 81% prefer MIDEA, and 69% prefer Hilton. Only 5% of the respondents prefer any other brand not specified in the table.

<table>
<thead>
<tr>
<th>Table 11: Overall Satisfaction Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videocon</td>
</tr>
<tr>
<td>87%</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

Table 11 displays the overall satisfaction ratings for the three brands. The table indicates that Videocon has an overall satisfaction rating of 87%, MIDEA has a rating of 85%, and Hilton has a rating of 70%. These ratings reflect the level of satisfaction reported by the respondents for each brand.
4.1 Findings of the Study

The findings of this research can be categorized based on the parameters investigated: the availability of the product, customer satisfaction, durability, after-sales services, and brand preference.

Availability of the Product: MIDEA washing machines have the highest availability with a customer satisfaction rate of 89.1%, compared to Videocon at 70.5% and Hilton at 60%. This indicates that MIDEA has a more effective distribution and retail network in the Kanyakumari District.

Customer Satisfaction: Videocon had the highest overall satisfaction rating at 87%, closely followed by MIDEA at 85%. Hilton, on the other hand, lagged behind with a 70% satisfaction rating. This could be due to multiple factors, such as product quality, price, durability, or after-sales service.

Durability: Videocon washing machines were seen as the most durable by customers, with a satisfaction rating of 79%. MIDEA and Hilton trailed slightly behind at 72% and 69% respectively. This is a critical factor in influencing customer loyalty and repeat purchases.

After-sales Services: Videocon led the way in customer satisfaction with after-sales service at 41%, closely followed by MIDEA at 39%. Hilton was far behind with a satisfaction rate of just 20%, indicating a potential area for improvement.

Brand Preference: Among the three brands, Videocon was the most preferred with an 85% preference rate, followed by MIDEA at 81% and Hilton at 69%.

Special Offers/Gifts: MIDEA provided the most special offers or gifts, with a satisfaction rate of 49%, followed by Videocon at 42%. Hilton trailed significantly at 9%.

Purchase Reason: For Videocon, the top reasons for purchase were product features and low price. For MIDEA, it was the company's brand image and the look of the product. For Hilton, low price was the major reason.

Type of Washing Machine: Semi-Automatic washing machines were more popular across all three brands. However, the demand for these machines was highest among Hilton customers.

The study indicates that Videocon is the most preferred brand, with the highest overall satisfaction rating and perceived durability. However, MIDEA scores highly in terms of product availability and offering special gifts or offers. Hilton, while popular for its lower prices, falls behind in most other aspects, indicating several areas that could benefit from improvement.

5 CONCLUSION

This study aimed to evaluate customer satisfaction and analyze competitive trends in the white goods industry, with a specific focus on washing machines in the Kanyakumari District, Tamil Nadu, India. The study centered around three prominent brands: Videocon, MIDEA, and Hilton. By employing theoretical frameworks related to consumer behavior, competitor analysis, and customer satisfaction, the study provided valuable insights into the market dynamics and strategies within the industry. The findings of this study revealed that customer preferences and satisfaction varied among the three brands. Videocon emerged as the top scorer in terms of overall customer satisfaction, with favorable ratings in service charges and brand preference. MIDEA excelled in product availability and design attractiveness, contributing to high customer satisfaction levels. However, Hilton, despite its lower prices, faced challenges in areas such as after-sales service and overall brand preference, resulting in a lower overall satisfaction rating. The study findings hold implications for both industry practitioners and academia. Companies operating in the white goods sector can utilize the insights gained from this study to refine their strategies, focusing on aspects such as product
quality, brand reputation, after-sales service, and effective marketing. By addressing these factors comprehensively, businesses can strive for higher customer satisfaction and strengthen their competitive positions in the market. From an academic perspective, this study contributes to the existing body of knowledge by offering a detailed examination of customer satisfaction and competitive trends within the context of the Kanyakumari district. The study enhances our understanding of consumer behavior in the white goods industry and highlights the significance of various factors influencing purchasing decisions. While this study provides valuable insights, it is important to acknowledge its limitations. The study was conducted in a specific geographical area, and the findings may not be directly applicable to other regions or markets. Additionally, the study focused solely on washing machines, and further investigations across a broader range of white goods could yield additional insights. To further advance the field, future study endeavors should consider expanding the scope of the study to encompass a larger sample size and a wider geographic area. This would enable a more comprehensive analysis of customer satisfaction and competitive trends in the white goods industry. Additionally, examining the impact of factors such as technological advancements, environmental sustainability, and changing consumer preferences would provide valuable insights for industry practitioners and studyers alike. In conclusion, this study contributes to the understanding of customer satisfaction and competitive trends in the white goods industry. The findings underscore the importance of a holistic approach that considers various factors influencing consumer behavior. By incorporating these insights, companies can enhance customer satisfaction, refine their strategies, and remain competitive in the dynamic market landscape of the white goods industry.

SUGGESTIONS AND RECOMMENDATIONS

Based on the analysis and interpretation of the data presented, here are a few suggestions and recommendations:

**Brand Image and Features:** Although brand image and product features are important factors in the purchase decision, they do not seem to be the main determining factors for customers in Kanyakumari District, particularly for those who bought Hilton washing machines, as the data suggests that the price played a bigger role. All brands should consider communicating the value proposition of their products more effectively, particularly highlighting their unique features, quality, and the value for money they offer.

**Availability and Offers:** MIDEA appears to be performing well in terms of product availability compared to Videocon and Hilton. All brands, particularly Hilton, should work towards improving their supply chain and distribution systems to ensure better product availability. The data also shows that customers appreciate special offers/gifts with their purchases. Brands should consider implementing more promotional campaigns that include special offers or gifts.

**After-Sales Service:** The satisfaction rate with after-sales services seems to be quite low for all three brands, particularly for Hilton. The brands should work on improving their after-sales services, which can include training service staff better, improving response times, and offering more comprehensive warranties.

**Product Aesthetics and Durability:** The satisfaction rate for look, color, and design is relatively high, particularly for MIDEA, suggesting that customers place a high value on the aesthetics of their washing machines. Brands should continue investing in product design to maintain this satisfaction level. The durability satisfaction rates for all brands are also fairly high, which should be maintained.

**Service Charges:** The satisfaction level for service charges is particularly high for Videocon, indicating that their pricing for services is deemed acceptable by most customers. MIDEA and Hilton might want to review their service charge structures to improve customer satisfaction.
Brand Preference: Despite the different issues highlighted, most customers still prefer their chosen brands, although Hilton has a lower preference rate. All brands should continue to work on improving their weak areas to increase their preference rates further. While the three brands have their strengths and weaknesses, there are ample opportunities for improvement, particularly in areas like after-sales service and product availability. By focusing on these areas, they can enhance their overall customer satisfaction levels and strengthen their positions in the market.

REFERENCES


