

A Study on Opinions and Perceptions of Customers Regarding the After-Sales Service for Selected White Goods in Pollachi Taluk

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Abstract

This study looks at how customers in Pollachi Taluk feel about certain white goods' after-sales services. In the increasingly competitive consumer durables industry, customer satisfaction and loyalty are largely determined by the quality of after-sales services. The study intends to assess the quality of the current after-sales services, pinpoint important elements impacting customer perceptions, and investigate possible avenues for enhancement. Customer data was gathered using a mixed-method approach that included questionnaires and interviews. The results emphasize how crucial timely service, skilled technicians, and clear communication are to creating satisfying client experiences. Businesses can use the study's practical insights to improve customer relations and service initiatives.

Keywords: After-Sales Services, White Goods, Customer Perceptions

Introduction

After-sales service is a marketing tactic used to build a brand's reputation, which in turn leads to brand loyalty. For the benefit of the business using their services, after-sales service providers must guarantee total client pleasure. The way in which that a business's products and services satisfy or exceed its customers' expectations is measured by customer satisfaction. In addition to the product or service, customer happiness is largely determined by how consumers are handled prior to, during, and after the sale.

White Goods

Large home appliances or heavy consumer durables are examples of white goods that were once exclusively offered in white. These products are still referred to as white goods even though they are now offered in a variety of colours. Air conditioners, water heaters, induction cookers, freezers, refrigerators, microwaves, dishwashers, drying cabinets, and washing machines are all included.

Need for the Study

In today's Competitive world, marketing of Products and services has become a challenge for the marketers. In such circumstances the retention of existing customers has been the core function of marketers. Positive after-sales experiences encourage repeat purchases and brand loyalty, while negative experiences can lead to customer churn. A study on customer perception helps businesses identify retention strategies. We have tried to focus on by studying customer perceptions; companies can align their services with customer expectations, ensuring satisfaction and loyalty.

Statement of the Problem

Now a day, The sellers also try to attract more new customers by introducing certain offers. These research helps to improves satisfied or dissatisfied results of consumers are as follows:

1. How the performance of service affects the sales service quality of white goods in Pollachi Taluk?
2. What makes the consumers to be assured in order to select the desired white goods?

Objectives of the Study

This study is focused on the following objectives.

- To ascertain consumer preferences for several brands of selected white goods.
- To measure the consumer satisfaction in after sales services of selected white goods.
- To suggest the selected white goods sellers to improve the consumer satisfaction by providing adequate service.

Scope of the Study

This study focuses on understanding customer opinions and perceptions of after-sales services provided for selected white goods in PollachiTaluk. The scope of the research includes:

- Geographical Coverage: The study, which includes both urban and rural consumers who use white goods like air conditioners, washing machines, and refrigerators, is limited to PollachiTaluk.
- Product Focus: A research emphasizes selected white goods that are commonly used in households, analyzing the after-sales services offered by various brands and retailers.

Research Methodology

Area of the study

The white goods consumers of PollachiTaluk.

Period of the Study

Data collections were done during the period of 2023-2024.

Data Collection

The data were collected from potential users of white goods. After the pilot study was completed, the results were considered for the subsequent round of data collection. Primary data will be gathered using a methodical questionnaire approach. Additionally, secondary data will be gathered from a variety of websites, books, journals, and magazines.

Sampling Design

706 respondents were analyzed by using Convenient Sampling Technique which includes the study area of PollachiTaluk.

Review of Literature

Kathiravan.C and Suresh.V (2017) conducted research on topic “An Examination on Customer Satisfaction towards Washing Machine Customers in Chennai city”. The objective of this research is to determine how satisfied customers are with their washing machine purchases. The study’s sample size was 200, and it was conducted using convenience sampling procedures. A five-point rating system has been employed in the questionnaire. To ascertain how independent variables relate to customer satisfaction in terms of correlation and regression, path analysis was employed. According to the study, brand loyalty towards washing machine use is impacted by customer happiness.

KrishnanA. R and Hari.K (2012) A research study was conducted on the topic “Factors Determining Customer Satisfaction in consumer durable White Goods”, A model of factor analysis has been applied. The following factors were taken from the research. These include competitive pricing, product compatibility, quality, repair, after-sales service, dependability, value, warranty, usage history, loyalty programs, and the conduct of salespeople prior to and during the sale in relation to client satisfaction.

Naseema CM (2016) Conducted Research on the topic “Customers attitude towards after sales service of white goods”. 200 respondents were selected for this study using random selection, and basic percentages were used to analyse and interpret the results. to use a questionnaire survey to find out how customers feel about white goods after-sales support. The outcome demonstrates that customers have a favourable opinion of the after-sales care provided by White Goods.

Preferences of Consumers on Different Brands

In addition to making a lasting impression on consumers, a brand educates clients and customers of what to anticipate from the producers, which is why it is so important. For the purpose of this study, it has been classified into twelve categories viz., Bosch, IFB, Godrej, Hitachi, LG, Samsung, Blue star, Haier, Whirlpool, Videocon, Voltas and others. The details are furnished in the following table.

Preferences of Consumers on Different Brands

Brand	N	%
Bosch	232	7.38
IFB	322	10.24
Godrej	387	12.31
Hitachi	123	3.91
LG	432	13.74
Samsung	543	17.28
Blue star	212	6.75
Haier	125	3.98
Whirlpool	206	6.55
Videocon	232	7.38
Voltas	175	5.57
Others	154	4.90
Total	3143	100.0

It is evaluated from the above table that 17.28 percent of the respondents had Samsung brand of white goods, 13.74 percent of the respondents had LG brand of white goods, 12.31 percent of the respondents had Godrej brand of white goods, 10.24 percent of the respondents had IFB brand of white goods, and a meager percent of the respondents had Bosch, Haier, Whirlpool, Blue star, Voltas, Videocon and other brand of white goods. It is found from the analysis that the majority (17.28%) of the respondents had Samsung brand of white goods.

Purchasing Place and Satisfaction of Consumers on Quality of After Sales Service towards White Goods

Purchasing Place	N	Percent	Mean	Range		S.D.
				Min	Max	
Wholesaler	49	6.9%	34.67	19	59	10.717
Retailer	350	49.6%	40.82	22	60	9.706
Online	165	23.4%	39.64	20	54	9.596
Supermarket	33	4.7%	39.85	26	53	10.860
Company outlet/showroom	109	15.4%	41.35	21	55	10.042
Total	706	100				

The above table shows the allocation of sample consumers according to purchasing place and the satisfaction of consumers on quality of after sales service towards white goods. Out of 706 consumers, 49 (6.9%) consumers of white goods are purchasing from wholesalers, 350 (49.6%) sample consumers of white goods are purchasing from retailers, 165 (23.4%) consumers are purchasing through online, 33 (4.7%) consumers are purchasing white goods from supermarket and 109 (15.4%) consumers of white goods purchasing from company outlet and showrooms. It is also revealed from the above table that the mean score of satisfaction on quality of after sales service towards white goods among the consumers purchasing from wholesaler is 34.67 which ranges between 19 and 59 with a SD of 10.717.

The mean score of satisfaction of consumers on quality of after sales service towards white goods among the retailers' category is 40.82 which ranges between 22 and 60 with a SD of 9.706. It is followed by the online consumers who expressed their satisfaction on quality of after sales service towards white goods ranges between 20 and 54 with a SD of 9.596 and the mean score is 39.64. The mean score of satisfaction on quality of after sales service towards white goods among the consumers purchasing from supermarket is 39.85 which ranges between 26 and 53 with a SD of 10.860.

Finally, the mean score of satisfaction on quality of after sales service towards white goods among the consumers purchasing from company outlet and showroom is 41.35 which ranges between 21 and 55 with a standard deviation of 10.042. Hence, the present analysis confirmed that the satisfaction of consumers on quality of after sales service towards white goods was high among the company outlet and showroom buyers.

Most Preferable Features in After Sales Service

The primary reason for why the majority of companies priorities after-sales service is that it boosts customer retention and brand loyalty. After-sales service can be provided in a variety of methods, indicating that assistance is not limited to the sales force. Customer service, catboat's, manufacturers, retailers, and training providers can all offer after-sale support. It's often included as part of the overarching marketing strategy. Therefore, most preferable features in after sales

service were analysed. Henry Garrett ranking method was used to rank the features. The details of results are furnished in the below table.

Most Preferable Features in After Sales Service

Feature	Total Score	Mean Score	Rank
Pre-installation	37772	53.501	2
User training	39557	56.030	1
Warranty service	35178	49.827	4
Online support	32429	45.933	6
Return/ Replacement	32959	46.684	5
Repair/ Maintenance service	36677	51.950	3

It is understandable that out of six features of after sales service, the feature “User training” was ranked as the first with a mean score of 56.030 and followed by the feature of pre-installation which was positioned second with a mean score of 53.501. The third rank was obtained by “Repair/ Maintenance service” with a mean value of 51.950 points. Warranty service was ranked fourth by the white goods consumers with a mean score of 49.827 points. The feature of return/ replacement was ranked in the fifth position with a mean score of 46.684 points. Finally, last position was occupied by the feature of online support with a mean score of 45.933 points. Hence, it is found that user training was highly preferable feature by the consumers among the various after sales services offered by the white goods sellers.

Suggestions

In this research, services provided by the white goods companies are the serious issues faced by the consumers. The services offered by the companies always has the second impression after the quality of the product which gives the first impression to everyone. So, services given are also considered as the key factors in white goods industry which affects not only the consumers but also the companies. Hence, the companies should take proper measures to improve the services to the consumers.

Conclusion

I conclude that, quality comes first whatever the product is. “A satisfied customer is the best business strategy of all.” From the research, Consumers often prefer purchasing white goods from trusted and convenient outlets such as authorized dealers, online platforms, or physical stores with good reputations. Quality of after-sales service is a significant determinant of consumer satisfaction and brand loyalty. The quality of after-sales service is as critical as the product itself in the white goods market. Retailers and Wholesaler brands must ensure seamless service to maintain competitive advantage and long-term customer satisfaction.

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