

Understand the Performance of Service Employees in Selected White Goods

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Abstract: All customers have needs that they want to have met, and they feel strongly about doing so. Consumers shop for products with the expectation that such items would fulfill their needs. If he is not certain that the product will meet his demands, he will reject it and look for one that does. For this reason, it is essential for every business to provide for the demands of its customers. Consumers are treated as if they were royalty, especially in a free market economy. This research is important because it will help us determine whether or not the things we've chosen to employ around the home are really meeting the needs of our consumers. It's not easy to deduce what consumers want when they're shopping for a product or service. Household appliances for the general public make things even more complicated.

Keywords purchase behaviour; consumer; white goods, Service Employee

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Introduction

Appliances in the "white goods" category are thought to save people time and hence enhance their free time. Goods that were formerly considered luxuries have become necessities, and they are now within reach of India's middle class. New customers cost 10 times as much as current ones to acquire, so it makes sense to do anything you can to keep the ones you already have. Large, bulky household appliances are sometimes referred to as "white goods" because of their traditional availability in just a white color. Despite the fact that these items may now be found in a variety of hues, they are still often referred to as "white products." It consists of appliances such as a washer, dryer, drying cabinet, freezer, fridge, stove, microwave, air conditioner, water heater, and induction cooker. Companies like Voltas Ltd., Videocon Industries Ltd., Bosch, Haier, IFB Industries, Godrej, Bluestar, Whirlpool Corporation, LG Electronics, Inc., Samsung, and Hitachi Ltd. are among the industry leaders.

In a statement, the government said that the goal of the PLI Scheme on White Products was to "build a full component ecosystem for Air Conditioners and LED Lights Industry in India and make India an important part of the global supply chains." On April 7th, 2021, the Federal Cabinet approved the Production Linked Incentive Program for White Products, with a budget of Rs 6,238 crore to be spent between FY 2021-22 and FY 2028-29. The effort aims to enhance recycling of refrigerant gases and decrease the incorrect disposal of white appliances. "The General Assembly finds that white appliances are difficult to dispose of, that white appliances contain chlorofluorocarbon refrigerants, pose a danger to the environment."

Literature Review

Peter C. Verhoef et.al (2021) As a result of digital transformation and the ensuing innovation in business models, consumers' expectations and behaviors have been dramatically altered, putting immense pressure on traditional businesses and disrupting a wide variety of markets. Using the existing literature as a guide, we separate the process of becoming digital into three distinct phases: digitization, digitalization, and digital transformation. We define digital business development plans and the assets and skills needed for digital transformation. We argue that digital revolution necessitates unique organizational forms and has repercussions for efficiency measures. Finally, We wrap off with a research agenda for future studies on digital disruption that we hope will both excite and guide researchers.

Fatma Sonmez Cakir et, al (2020) The purpose of this research is to examine the nexus between strong leadership and information sharing practices, which in turn affects organizational success and the success of a company's overall strategy and bottom line. In this work, we used statistical analysis on data gathered via one-on-one questionnaires in an effort to discover the connections between the variables. This research highlights the beneficial benefits of the independent variable and the mediator variable on the organization, as well as the significance of information sharing behavior. Leadership effectiveness and knowledge-sharing behavior were also shown to positively affect productivity, organizational strategy, and financial outcomes. Using LISREL, IBM SPSS 23, and the SPSS PROCESS V.3 add-on, we conducted confirmatory and explanatory factor analyses, as well as reliability analyses, on all Likert-scale items. By the use of the SPSS Program's regression menu, hypotheses were evaluated, and via the use of the correlation menu, the effects of the PROCESS V.3 add-on on the mediation variable were shown. The LISREL software was used for a confirmatory factor analysis.

Dr. C. Kathiravan et.al (2019) Home appliances used in the kitchen, bathroom, laundry room, and storage areas for food and other perishables make up a large portion of the consumer durables market. Due to rising consumer demand, the consumer durables sector is making rapid strides forward. Both spouses now need to work, which means there is more money available to spend on consumer durables. Credit options and affordable models that appeal to a wide range of consumers are also driving the expansion of this market. While formerly considered a luxury, today's consumer durables are a need in almost every home. Keeping up with the competition and being ahead of the curve are essential in today's consumer durables market, as they are in any other sector. Since there is little room for differentiation in the white goods market, manufacturers have little choice but to create products with several extra features. On the basis of extensive research into customer opinion, they regularly introduce fresh and cutting-edge additions. Aesthetics, performance, durability, pricing, and brand prestige are all crucial to the longevity and success of any white goods manufacturer. White Goods producers also need to take into account the impact their products will have on the purchaser's sense of identity. Primary data has been acquired from Refrigerator owners in the city of Chennai via the use of a structured set of 13 questions. Information has been gathered from secondary sources. For the research, 110 people were randomly selected as refrigerator owners since they represented a large enough sample size. Results from this survey indicate that consumers care

most about features like ease of use, distinctive design, energy efficiency, and the kind of refrigerator they purchase. It's possible that, with the help of this research, manufacturers will be better able to meet the needs of their customers by learning about their perspectives and expectations about the practicality of refrigerators. So, the findings of this survey reveal how people in the Chennai area feel about refrigerators.

R. Karthika et.al (2017) In recent years, the consumer durables sector in India has become one of the country's most dynamic. In India's middle class, consumer durables were formerly considered a luxury but are now considered essential. White goods, or consumer appliances, include things like refrigerators, ovens, microwaves, blenders, coffee makers, and washing machines, are the greatest contributing sector among durables. The introduction of international brands into the Indian white goods industry has resulted in intense rivalry and a wide variety of products for consumers to choose from, leading to a sea change in consumer mindset and behavior. Every business owner has to know what features customers value most and to what extent they are happy with those features. This study looks at how consumers feel about and behave while shopping for certain types of white goods, including refrigerators, washing machines, mixer grinders, wet grinders, and air conditioners. The study is descriptive, and its 500 participants filled out questionnaires both online and off. The research was place in the Tiruchirappalli district of Tamil Nadu state, India. The study's overarching goal is to learn how consumers' preferences in white-goods retail locations are influenced by a variety of circumstances. Consumers seem to have a positive outlook on the quality of the items, the store's assistance throughout the buying process, and the support they get after the transaction is complete.

Muzaffer Ertürk et.al (2016) Firms must hone their operations and procedures to be competitive in today's market, which is more globalized. This is why so many businesses invest in management software. Including the firm's structure, market circumstances, customer wants, and economic and technological shifts, these techniques provide multidisciplinary approaches such as statistics and operational research. Six sigma is used in these procedures. Six sigma methodology first appeared in the 1980s. It's a great resource for evaluating how different businesses are faring against one another in the marketplace. The study's overarching goal is to examine a company working in the white goods industry in Turkey that is successfully using the six-sigma technique and then assess how that implementation has affected the company's key performance metrics.

Methods

Research Design

The current investigation is a survey-based empirical study. This mixed-methods research provides both descriptive and analytical detail. The questionnaire used to obtain primary data from respondents was well-designed. Books, journals, research articles, magazines, reports, newspapers, and websites were all mined for secondary data.

Sample Design: Sample surveys are conducted, with convenience sampling being utilized to compile the results. The study will poll 300 people who regularly make use of home electronics

to determine customer preferences across a range of popular brands. From the primary population center of the Salem district, 110 respondents were chosen.

Any assistance supplied to a consumer after they have already made a purchase is considered after-sales support or after-sales service. Retailers, manufacturers, and independent after-sale service and education providers all have a role in assisting customers after a purchase has been made. After-sale services often include assistance with warranty servicing, training, repairs, and upgrades.

Product Selection

The following products were used to categorize electronics for this study:

- ☐ Air Conditioner
- ☐ Refrigerator
- ☐ Washing Machine
- ☐ Mixer Grinder
- ☐ Wet Grinder

Data Analysis

Table: 1 Information of Respondents

S.No	Demographic Variables		No. of Respondents	%
1	Age	Upto20	15	13.63
		21-30	37	33.63
		31-40	30	27.27
		Above 40	28	25.45
2	Sex	Male	35	31.81
		Female	55	50
		Illiterate	20	18.18
3	Educational Qualification	10 th	10	9.09
		12 th	20	18.18
		Graduate	36	32.72
		P.G	18	16.36
		Professional	12	10.90
		Home maker	14	12.72
4	Occupation	Employees	48	43.63
		Business	64	58.18
5	Monthly Income	Below20000	18	16.36
		20,001-40000	34	30.90
		40,001-60000	22	20
		60,001-80000	20	18.18
		Above 80000	16	14.54
6	Marital status	Married	65	59.09
		Unmarried	45	40.90
7	Size of the Family	2-3	35	25.45
		4-5	58	43.63
		Above 5	42	30.90
8	Residential Areas	Rural	29	26.36
		Semi-urban	48	43.63
		Urban	33	30

Table 1 reveals that 34% of respondents were between the ages of 21 and 30; Half of the respondents were female, and 33% had some kind of postsecondary education. Among those surveyed, 64% were business owners; Seventy percent of respondents were married, and their average monthly household income was between 20,000 and 40,000 rupees. Medium-sized families accounted for 43% of respondents. Semi-urban residents account for 43% of those who answered the survey.

Table: 2 Goods demand by the Respondents

Goods	No		Yes	
	N	%	N	%
Air conditioner	60	54.54	50	45.45
Refrigerator	40	36.36	70	63.63
Washing machine	45	40.90	65	59.09
Mixer grinder	55	50	55	50
Wet grinder	35	36.36	75	68.18

According to Table 2, the majority of respondents (68%) use their own grinder, a little over a third (63%) use their own refrigerator, almost six in ten (59%) use their own Mixer refrigerator, and just over half (50%) use their own mixer. Air conditioners are owned by 45% of respondents who used a grinder.

Table: 3 Brand Preferences by Respondents

Brands	No. of respondent	%
LG	40	36.36
SAMSUNG	30	27.27
WHIRLPOOL	10	9.09
ONIDA	12	10.90
GODREJ	18	16.36

From the data in Table 3, we see that 36% of respondents favored LG, 27% favored Samsung, 16% favored Godrej, 10% favored Onida, and 9% favored whirlpools.

Occupational Status and Satisfaction of Consumers on Quality of After Sales Service Towards White Goods

A person with specialized interests and abilities will find satisfying employment in a certain career. A person's occupation is one way they may show their unique personality to the world in a variety of ways. They give a person a reason to get out of bed and engage in life each day. Without engaging in worthwhile work, one may experience despair or a loss of sense of purpose in life. This led researchers to inquire about the professions of the sample customers, which included farmers, shop owners, public servants, and private sector workers. In the table below, you can see how we distributed our sample of customers based on their occupations, as well as how satisfied they were with the quality of our after-sale support for their white goods purchases.

Table 4 Occupational Status and Satisfaction of Consumers on Quality of After Sales Service towards White Goods

Occupation	N	Percent	Mean	Range		S.D.
				Min	Max	
Agriculturist	89	12.6%	41.27	19	60	10.060
Business	206	29.2%	41.60	26	57	9.381
Government employee	189	26.8%	40.03	23	56	9.968
Private employee	125	17.7%	35.66	20	55	10.093
Others	97	13.7%	42.07	26	55	9.304
Total	706	100				

The following table breaks down a representative customer sample by profession and their level of satisfaction with white goods' after-sale support. Among a total of 706 persons surveyed, we find that 89 (12.6%) are farmers, 206 (29.2%) are company owners, 189 (26.6%) are public servants, 125 (17.7%) are private sector workers, and 97 (13.7%) are in some other occupation. The aforesaid data also shows that agriculturists had a mean level of satisfaction with white goods after-sales service of 41.27, with a range of 19 to 60 and a standard deviation of 10.060. The average score for company owners who rated the quality of after-sale service they received for white goods was 41.60 (range: 26-57; standard deviation: 9.381). Government workers have an average score of 40.03 on a scale from 23 to 56, with a standard deviation of 9.968 when it comes to customer satisfaction with the quality of after sales service for white goods. Private sector workers had an average score of 35.66 on a scale from 20 to 55 for customer satisfaction with the quality of after-sale service provided for white goods, with a standard deviation of 10.093. Lastly, among the professionally competent customers, the mean score of satisfaction on quality of after sales service towards white goods is 42.07, ranging from 26 to 55 with a standard deviation of 9.304.

Conclusion

This research aims to quantify brand loyalty for a subset of home electronics products, with a focus on Salem, Oregon. Hence, in order to discover larger sales, manufacturers of electronic items need learn more about customer awareness. Product qualities like longevity and support from the company have also been well received. So, a marketer who is aware of customer behavior and tailors his marketing strategy accordingly would have a leg up on the competition. The results show that among customers who have used white goods for more than six years, the mean score of satisfaction with the quality of after sales service is 42.03, ranging from 26 to 59 with a standard deviation of 9.258.

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