

A STUDY ON CONSUMER BEHAVIOUR ON POST PURCHASE SERVICES OF HOME APPLIANCE

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

SANJAY S

Register No.40410211



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SANJAY.S 40410153** who carried out the project entitled "**A Study on consumer behaviour on post purchase services of home appliance**" under my supervision from January 2022 to March 2022.

Dr.mathan
Internal guide

External Guide

Dr. BHUVANESWARI .G
Dean – School of Management Studies

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **SANJAY.S (40410153)** hereby declare that the Project Report entitled “**A Study on consumer behaviour on post purchase services of home appliance**” done by me under the guidance of **DR.Mathan** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

.SANJAY.S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.MATHAN** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

SANJAY.S

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ABSTRACT

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. This study focused consumer behaviour about Home Appliances such as mobile phones and kitchen appliances like microwave ovens are also included in this category of various brands. The researchers explained in detail in the Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction.

Keywords: Consumer, Brand, Satisfaction

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CHAPTER 1 – INTRODUCTION

1.1. INTRODUCTION:

Economic strength of a country lays its ability to employ all its available resources gainfully. This would be possible only when there is a steady and effective demand for goods and services, which is the pre-condition for the ability and willingness of the people to purchase or pay for such goods and services. Ultimately, consumption function is the centre of all economic activities, which is largely influenced by the consumer behaviour. Consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine acts".

CASE OF CONSUMER DURABLES INDUSTRY

This sector has been witnessing momentous upswing in recent years, helped by drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an increase in the level of prosperous section of the population. The industry comprises of major international and local players such as BPL, Videocon, Voltas, Blue Star, LG, Samsung, IFB, Titan, Whirlpool, etc. The consumer durables industry can be broadly classified into two segments: Consumer Electronics and Consumer Appliances.

GOING TECHNO SAVVY:

Due to availability of more and more gadgets, many of them not really needed, the consumer durables industry has a high demand. Many of the products are upgraded version of the products consumers already possess. For example, consumer want to buy a new model of a mobile even though the present work is still working, demand of hi-tech LED TVs when LED or Flat screen TV is already available with them. All this is a trend impacting consumer behaviour.

STATEMENT OF THE PROBLEM

The consumer wave rides high in the country today. Fast developing technology and newer innovations coupled with heightened competition, rising income levels and rapidly increasing consumer awareness has led high expectations on the part of consumer. In marketing terms “consumer” is thought of ‘Who is the person to buy’, ‘what product to buy’, ‘object behind purchase’, ‘at what price’ and ‘at which place’.

1.5.OBJECTIVES OF THE STUDY

- To study the consumer awareness of the Home Appliances.
- To study the consumer level of usage of Home Appliances
- To find out the consumer satisfaction level of Home Appliances

1.5.1 Primary objective:

- This primary objectives is to clearly know about the study on post purchase services for home appliance .

1.5.2. Secondary objectives:

- To study about the Logistical related problem in post purchase service
- To study about the Payment issues in post purchase service
- To study about the Issues related to product quality in post purchase service
- To study about the Hidden cost in post purchase service

1.6. NEED FOR STUDY

- This research applied empirical method.
- Post purchase behaviour is basically behaviour of a customer/consumer after purchasing of a product.
- Buyer after the purchase, may be satisfy or dissatisfy depend on various factors and performance of product or service.

1.7. SCOPE & SIGNIFICANCE OF THE STUDY

- The study entitled challenges faced by elders towards post purchase services . this study aims to find out the awareness level and effectiveness of purchasing , this analysis will help to know the awareness level of elders regarding the post purchase services . and the elders' perception regarding the post purchase .

CHAPTER 2 – REVIEW OF LITERATURE

2.1.INTRODUCTION

Write 25 – 35 Review Of Literatures

- The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. This study focused consumer behaviour about Home Appliances such as mobile phones and kitchen appliances like microwave

ovens are also included in this category of various brands. The researchers explained in detail in the Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction.

- Rajarajan.M and Priyanga.T (2013)¹ in their article focused Consumer Behaviour towards Selected Household Appliances in Ramanathapuram District. The study revealed that lifestyle characteristics have a great impact on the purchase behaviour of the clusters. The study concluded that, the consumer behaviour have a great impact on the household appliances of the clusters.
- Vijayalakshmi.S and V.Mahalakshmi.V (2013)² studied an impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study. This empirical study contributes to a vital comprehension of the impact of dissimilar factors on consumer buying behaviors. The key findings of this study designates that, overall, the set of self- determining variable are weakly associated with the self-determining variable.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1.METHODOLOGY:

3.2. RESEARCH DESIGN:

- **PRIMARY DATA :**

Questionnaire method have been used as a tool for a data collection in this research.

- **SECONDARY DATA :**

- To understand the customer experience
- To identify the futures and preference of people
- To know the customers opinion towards the post purchase services
- To find out the problem faced by the cosumer after buying the appliances

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

3.3. SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 104 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent 's opinions about post purchase services**

3.6. SAMPLE SIZE: 104

3.7. PERIOD OF STUDY: 2 months

3.8. LOCATION & TARGETED PEOPLE OF STUDY: The person who purchased home appliance

3.9. HYPOTHESIS:

H0 – Null hypothesis (there is no significant relationship between the variables).

H1 – Alternative hypothesis (there is significant relationship between the variables).
After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis

3.10. TOOLS FOR ANALYSIS:

3.10.1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1.	Below 18	6	6.00
2.	18-28	37	37.00
3.	28-38	26	26.00
4.	38-48	19	19.00
5.	48-58	18	8.00
6.	58 and above	8	4.00

TOTAL		104	100.00
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Source: Primary data.

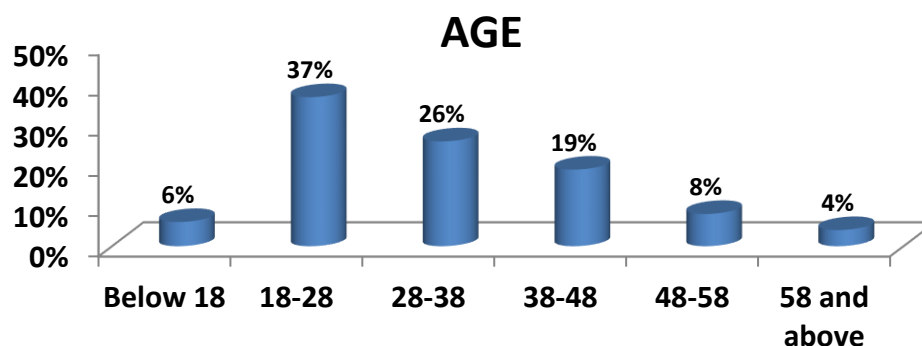


Chart 4.1.1: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents are 6%, between 18-28 age of respondents are 37%, between 28-38 age of respondents 26%, between 38-48 age of respondents are 19%, between 48-58 age of respondents are 8%, 58 and above age of respondents are 4%

Inference

Majority (37 %) of the respondents are age between 18 to 28 years.

Table 4.1.2: Gender of the respondents

S NO	Gender	No. of Respondents	Percentage
1.	Male	40	38.500
2.	Female	64	61.50
TOTAL		104	100.00

Source: Primary data.

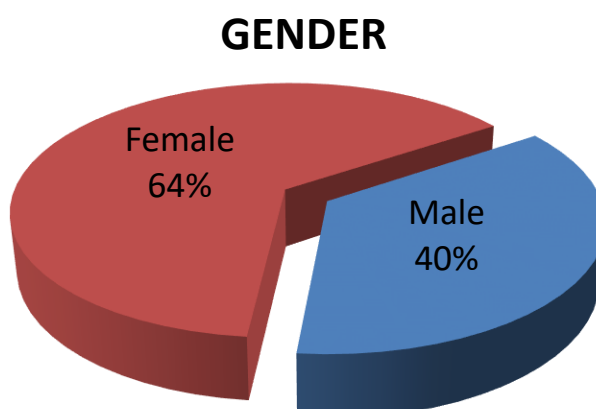


Chart 4.1.2: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 36% and female respondent is 64%.

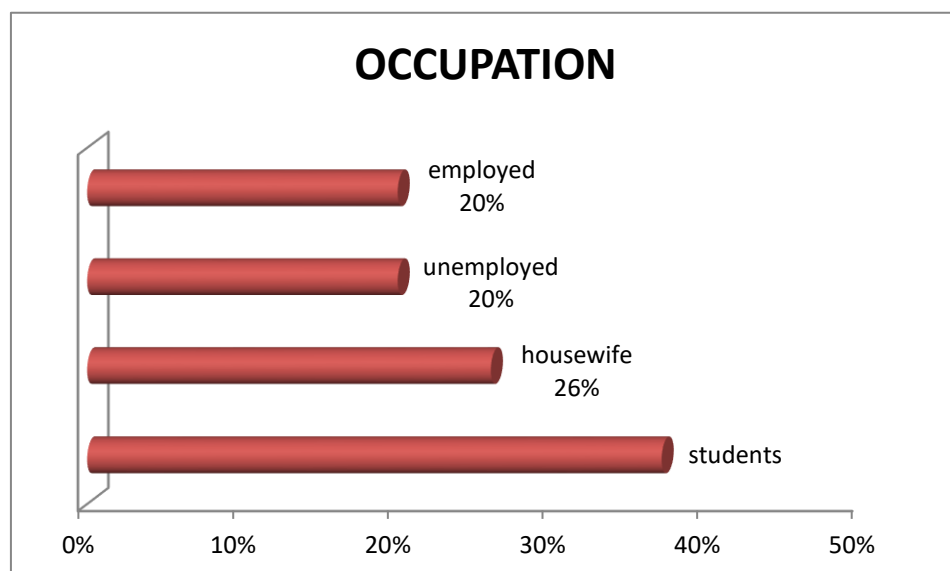
Inference

Majority (64%) of the respondents are Female.

Table 4.1.3: Occupation of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	Student	38	36.5
2.	Housewife	26	25.05
3.	Unemployed	20	19.00
4.	Employed	20	19.00
TOTAL		104	200

Source:
Primary



data

Chart 4.1.3: Occupation of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 37.00% is students 26.00% is housewife, 20.00% unemployed, 20.00% is employed

Inference

Majority (37%) of the respondents are students

Chart 4.1.1: Are using home appliance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	1.4	1.4	1.4
	Yes	71	98.6	98.6	100.0
	Total	72	100.0	100.0	

Chart:4.1.5 Are you a brand loyal customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both	17	23.6	23.6	23.6
	Yes	33	45.8	45.8	69.4

Chart:4.1.5 feel the difference between the various brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	23.6	23.6	23.6
	No	33	45.8	45.8	69.4

Maybe	22	30.6	30.6	100.0
Total	72	100.0	100.0	

Chart:4.1.6 Are you a brand loyal customer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	33	45.8	45.8	69.4
No	22	30.6	30.6	100.0
Total	72	100.0	100.0	

Chart:4.1.7 refers these types of brands

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Friends & relatives	3	4.2	4.2	4.2
advertisement	34	47.2	47.2	51.4
myself	13	18.1	18.1	69.4
newspaper	22	30.6	30.6	100.0
Total	72	100.0	100.0	

Chart:4.1.8 care about the brands

	Frequency	Percent	Valid Percent	Cumulative Percent
Not all times	25	34.7	34.7	34.7
Sometimes	2	2.8	2.8	37.5
Somewhat	29	40.3	40.3	77.8
Strongly	16	22.2	22.2	100.0
Total	72	100.0	100.0	

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STATISTICAL ANALYSIS

CHISQUARE:

Hypothesis:

H_0 (Null hypothesis)=:There is no significant difference between gender of the respondents and occupation

H_1 (Alternate hypothesis):There is no significant difference between gender of the respondents and occupation

Gender and occupation					
Cross tabulation					
Count of Gender	Column Labels				
Row Labels	Employed	Housewife	Students	Unemployed	Grand Total
female	11.1 6346 154	3.72 1153 85	25.6 3461 54		43
male	15.8 3653 846	5.27 8846 15	36.3 6538 46	3.51 9230 769	61
	27	9	62	6	104

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.735 ^a	9	.010
Likelihood Ratio	24.207	9	.005
N of Valid Cases	104		
50%) have expected count less than 5.			

Chi-Square Tests

Inference:

Since p value (0.05) is less than 0.05. We accept the alternate hypothesis and rejected the null hypothesis. Hence there is significant difference between gender and occupation

ONE WAY ANNOVA TEST

Hypothesis:2

H₀(Nullhypothesis)=There is no significant association between age of the respondents and their brands

H₁ (Alternatethypothesis)=There is significant association between age of the respondents and their brands

N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum		Maximum	Minimum
					Lower Bound	Upper Bound		

samsung	47	2.62	.709	.103	2.41	2.83	1	4
whirlpool	1	1.00	.975	.261	1.65	2.78	1	1
Bosch	14	2.21	.975	.261	1.65	2.78	1	4
panasonic	68	2.57	.798	.097	2.38	2.77	1	4
Total	130	2.54	.799	.070	2.40	2.68	1	4

	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	4.212	3	1.404	2.265	.046
Within Groups	78.096	126	.620		
Total	82.308	129			

Interpretation:

Since p value (0.046) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence **there is significant association** between age of the respondents and brand for home appliances

CHAPTER 5 – FINDINGS,SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority (37%) of the respondents are age between 18 to 28 years.
- Majority (64%) of the respondents are female respondents.
- Majority (38%) of the respondents are students.
- Majority (98.6%) of the respondents are using home appliances in their home.
- Majority (45%) of the respondents are brand loyal customer
- Majority (45%) of the respondents did not feel difference between the various brands
- Majority (47%) of the respondents are know via advertisement

5.2 SUGGESTIONS & RECOMMENDATIONS

This research study suggests farther studies in the field of home appliances have understudy of generalizations of findings to other area. Similarly research can be carried out in specific products such as TVs, Refrigerator washing machine etc.

1. Only few brands of Home Appliances are well known in the market, where as L.G, Voltas, Videocon undergo more of advertisement Samsung and Sony brands in order to make them familiar in the market.
2. Quality of Home Appliances companies to be improved in order to Customer care.

5.3. LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the consumer Satisfaction towards Big basket online services
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 200 respondents only.

5.4. CONCLUSION

The study of **“Consumer Behaviour of Home Appliances”** with special reference followed the questionnaire method and this survey result given preference to the customers the best performing Home Appliances products for its moderate price and quality.

This research study revealed that consumer usage of home appliances and most of the respondents has satisfied.

REFERENCES

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2. Vijayalakshmi.S and V. Mahalakshmi-“An impact of consumer buying behavior in decision making process in purchase of electronic home



appliances in Chennai (India): an empirical study”, Elixir Marketing Management, 59 (2013) 15267-15273, Pp. 15267- 15273.

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A STUDY ON CONSUMER BEHAVIOUR ON POST PURCHASE SERVICES OF HOME APPLIANCE .

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TechnologyChennai, Tamil Nadu, South India.*

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Institute of Science and Technology

Chennai, Tamil Nadu, South India.

I. ABSTRACT:

. The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. This study focused consumer behaviour about Home Appliances such as mobile phones and kitchen appliances like microwave ovens are also included in this category of various brands. The researchers explained in detail in the Consumers' behaviour is a composition of four aspects viz., consumer preference, information search purchase decision and post purchase behaviour or satisfaction.

Keywords: Consumer, Brand, Satisfaction

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. Economic strength of a country lays its ability to employ all its available resources gainfully. This would be possible only when there is a steady and effective demand for goods and services, which is the pre-condition for the ability and willingness of the people to purchase or pay for such goods and services. Ultimately, consumption function is the centre of all economic activities, which is largely influenced by the consumer behaviour. Consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine acts".

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GOING TECHNO SAVVY:

Due to availability of more and more gadgets, many of them not really needed, the consumer durables industry has a high demand. Many of the products are upgraded version of the products consumers already possess. For example, consumer want to buy a new model of a mobile even though the present work is still working, demand of hi-tech LED TVs when LED or Flat screen TV is already available with them. All this is a trend impacting consumer behaviour.

STATEMENT OF THE PROBLEM

The consumer wave rides high in the country today. Fast developing technology and newer innovations coupled with heightened competition, rising income levels and rapidly increasing consumer awareness

has led high expectations on the part of consumer. In marketing terms “consumer” is thought of ‘Who is the person to buy’, ‘what product to buy’, ‘object behind purchase’, ‘at what price’ and ‘at which place’

III. REVIEW OF LITERATURE:

Write 25 – 35 Review Of Literatures Model:

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OBJECTIVES OF THE STUDY:

- To study the consumer awareness of the Home Appliances.
- To study the consumer level of usage of Home Appliances
- To find out the consumer satisfaction level of Home Appliances

1.5.1 Primary objective:

1. This primary objectives is to clearly know about the study on post purchase services for home appliance .

1.5.2. Secondary objectives:

- ▶ To study about the Logistical related problem in post purchase service
- ▶ To study about the Payment issues in post purchase service
- ▶ To study about the Issues related to product quality in post purchase service

- To study about the Hidden cost in post purchase service

IV. METHODOLOGY:

- **PRIMARY DATA :**

Questionnaire method have been used as a tool for a data collection in this research.

- **SECONDARY DATA :**

- To understand the customer experience
- To identify the futures and preference of people
- To know the customers opinion towards the post purchase services
- To find out the problem faced by the cosumer after buying the appliances

DATA COLLECTION METHODS:

The survey questionnaire is designed online, hosted in google 1 drive and shared in a Google form. Link to the Google form is shared on professional platforms such as LinkedIn and construction professionals' forums, as well as direct emails sent to the key players in the built environment. A total of 104 responses were received.

STATISTICAL TOOLS: ANNOVA, CHI SQUARE, CORELLATION.

V. DATA ANALYSIS:

GENDER:

S.NO	PARTICULARS	NOOF RESPONSES	PERCENTAGE
1	Male	40	38.5%
2	Female	64	61.5%
TOTAL		104	100%

- ❖ Out of 100 respondent's male respondents are 40.00 percentage and female respondents 64.00 percentage.

AGE GROUP:

S.NO	AGE	NO.OFRESPONDENTS	P ERCENTAGE
1.	Below 18	6	6.00
2.	18-28	37	37.00
3.	28-38	26	26.00

4.	38-48	19	19.00
5.	48-58	18	8.00
6.	58 and above	8	4.00
TOTAL		104	100.00

- ❖ Out of 104 respondents, 37.00 percentage of the respondents are aged between 18-28, 26.00 percentage of the respondents are aged between 28-38, 19.00 percentage of respondents are aged between 38-48 and 6.00 percentage of the respondents are at the age group of above 48.

EDUCATIONAL QUALIFICATION:

NO	Particulars	No. of respondents	Percentage
1	Student	37	35.5
2	Housewife	26	25.05
3	Unemployed	20	19.00
4	Employed	20	19.00
TOTAL		104	100

From the above table it is interpreted that the number of respondents were 37.00% is students 26.00% is housewife, 20.00% unemployed, 20.00% is employed

Inference

Majority (37%) of the respondents are students

STATISTICAL ANALYSIS

CHI-SQUARE:

Hypothesis:

H_0 (Null hypothesis)=There is no significant

difference between gender of the respondents and occupation

H_1 (Alternate hypothesis):There is no significant difference between gender of the respondents and occupation

occupation

Gender and occupation

Cross tabulation

Count of Gender Labels	Employed	Housewife	Students	Unemployed	Grand Total
female	11.16	3.72	25.6		
male	3461	1153	3461		
	54	85	54		43
	15.83	5.27	36.3	3.519	
male	6538	8846	6538	2307	
	46	15	46	69	61
	27	9	62	6	104

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.735 ^a	9	.010
Likelihood Ratio	24.207	9	.005
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Chi-Square Tests

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Interpretation:

Since p value (0.046) is less than 0.05. we accept the alternate hypothesis and reject the null hypothesis. Hence **there is significant association** between age of the respondents and brand for home appliances.

FINDINGS:

Majority (37%) of the respondents are age between 18 to 28 years.

Majority (64%) of the respondents are female respondents.

Majority (38%) of the respondents are students.

Majority (98.6%) of the respondents are using home appliances in their home.

Majority (45%) of the respondents are brand loyal customer

Majority (45%) of the respondents did not feel difference between the various brands

Majority (47%) of the respondents are know via advertisement

SUGGESTIONS & RECOMMENDATIONS

This research study suggests farther studies in the field of home appliances have understudy of generalizations of findings to other area. Similarly research can be carried out in specific products such as TVs, Refrigerator washing machine etc.

1. Only few brands of Home Appliances are well known in the market, where as L.G, Voltas, Videocon undergo more of advertisement Samsung and Sony brands in order to make them familiar in the market.
2. Quality of Home Appliances companies to be improved in order to Customer care.

LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the consumer Satisfaction towards Big basket online services
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 200 respondents only.

CONCLUSION

The study of **“Consumer Behaviour of Home Appliances”** with special reference followed the questionnaire method and this survey result given preference to the customers the best performing Home Appliances products for its moderate price and quality.

This research study revealed that consumer usage of home appliances and most of the respondents has satisfied.

VI. REFERENCE:

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ANNEXURE – I QUESTIONNAIRE

Attach questionnaire used for the study

1.

A STUDY ON CONSUMER BEHAVIOUR POST PURCHASE SERVICES OF HOME APPLIANCE

Hi i'm sanjay .i'm currently pursuing MBA .this google form is to take survey for my project.

*** Required**

1. Name *

2. Gender *

Mark only one oval.

☐ female male

☐ transgender

☐

3. Age *

Mark only one oval.

☐ below 18 years

☐ 18-25 years

☐ 25-40 years

☐ 40 & above

4. OCCUPATION *

Mark only one oval.

- ☐ students
- ☐ Housewife
- ☐ Unemployed
- ☐ Employed

5. INCOME LEVEL

Mark only one oval.

- ☐ Less than 10k
- ☐ 10-20k
- ☐ 20-30k
- ☐ 40k& above

6. Are you using appliance in your home?

Mark only one oval.

- ☐ yes
- ☐ No

7. What kind of brand you are using in your home?

Mark only one oval.

- ☐ samsung
- ☐ whirlpool
- ☐ bosch
- ☐ panasonic
- ☐ others
- ☐

8. Did you feel the difference between the various brands?

Mark only one oval.

- ☐ yes
- ☐ No
- ☐ May be

9. Does the style ,look ,color are matters in while buying product to your home?

Mark only one oval.

- ☐ agree
- ☐ strongly agree
- ☐ neutral disagree
- ☐ strongly disagree

10. Need of branded appliance for*Check all that apply.*

- ☐ Recognition
- ☐ satisfaction value
- ☐ of money others
- ☐

11. Which product do you like mostly?*Mark only one oval.*

- ☐ TV
- ☐ refrigerator washing
- ☐ machine microwaves
- ☒ AC

12. who refers these types of brands?*Mark only one oval.*

- ☐ friends & relatives
- ☐ advertisement
- ☐ myself newspaper
- ☐

13. Are you a brand loyal customer ?*Mark only one oval.*

- ☐ Yes
- ☐ No

14. why do you prefer these brands ?

15. How long have you been using brand brand ?

Mark only one oval.

- ☐ years
- ☐ 2years
- ☐ 4years
- ☐ more than 5 years

16. What is your satisfaction before and after using this brand?

17. Does the brand operators are doing the post service efficiently?

Mark only one oval.

- ☐ good bad
- ☐ excellent
- ☒ some what okay

18. How much do you care about brands while buying appliance ?

Mark only one oval.

- ☐ not all times
- ☐ sometimes
- ☐ somewhat
- ☐ strongly

19. Reason to purchase the product?

Mark only one oval.

- ☐ office use
- ☐ personal use

20. After post purchase service are you satisfied?

Mark only one oval.

- ☐ highly satisfied
- ☐ satisfied unsatisfied
- ☐ neutral
- ☐

21. After the service how much they are charging ?

Mark only one oval.

- ☐ 0-100
- ☐ 400-800
- ☐ 800-1000
- ☐ 1000& above

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