

TO KNOW THE PERFORMANCE OF SEMI AUTOMATIC WASHING MACHINE IN JASHPUR & SURGUJA DISTRICTS AND DETERMINING THE FACTORS TO INCREASE THE MARKET SHARE

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Abstract

The purpose of this research paper is to understand trade partner's behaviour and to know the performance of SAWM in two districts of Chhattisgarh with reference to whirlpool of India limited. This research also helps to determine factors to increase the market share of SAWM in jashpur and surguja district. It also tests association between Customer's first visit and their overall shopping experience, also to know the overall satisfaction of the customers with the store. The research is descriptive in nature. The primary data has been collected through a structured self-designed questionnaire and filled by the trade partners. Total 122 trade partners have been selected as a sample using non probability convenience sampling. The data analysis has been done using regression analysis and chi square test with the help of SPSS and advanced excel. The study found that satisfaction is derived majorly from product quality. The study also investigated that there is a significant association between customers' first visit and their overall shopping experience.

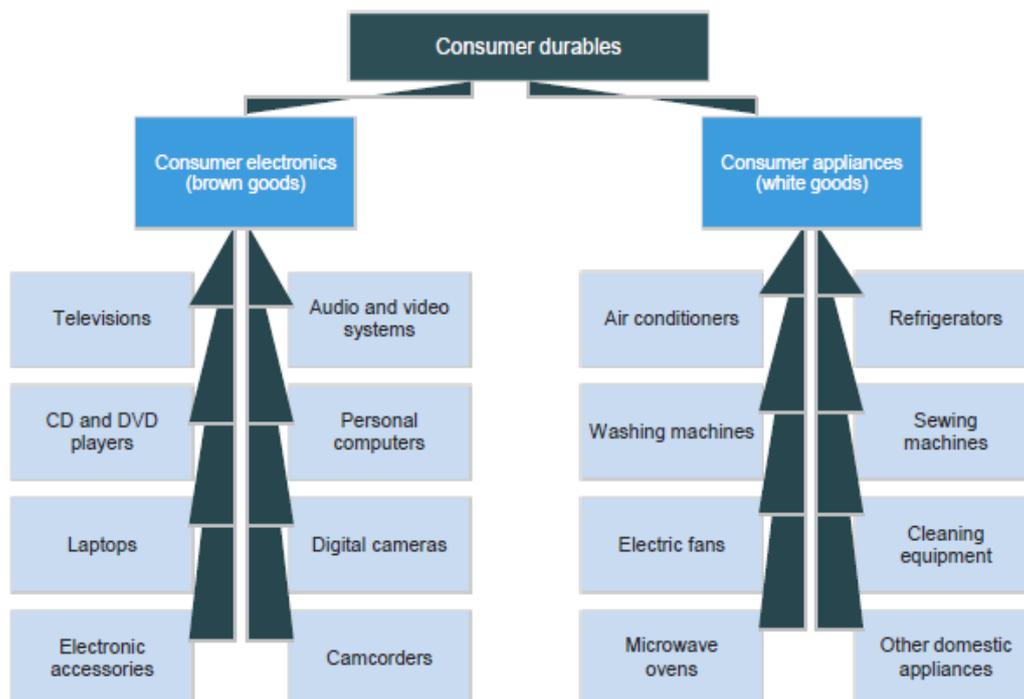
CONTEXTUAL BACKGROUND:

(a) Industry Scenario

Segmentation of Consumer Durables Industry:

The consumer durables industry can be broadly classified into 2 segments: Consumer Electronics and Consumer Appliances. Consumer Appliances can be further categorized into Brown Goods and White Goods. The key Product lines under each segment are as follows:

The Consumer Durable industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. Instruments such as kitchen appliances (microwave ovens, grinders etc.) are also included in this category. This industry includes all those goods which are durable i.e. products whose life expectancy is at least 3 years. These products are hard goods that cannot be used up at once. According to recent industry reports, the steadily growing market for consumer durables is estimated at Rs.300 billion.



HISTORY

The consumer durable industry is growing at a rapid pace. The government has allowed 100% FDI in this sector, resulting into various foreign players competing with each other in this industry.

The Consumer Durable products have now a day become a very important part of life due to change in life style and increase in income. The demand for the Consumer Durables is increasing day by day which leads to the increase in competition for the products.

The Consumer Durable industry was earlier dominated by a few players competing in the market with each other, but today there are nearly 10-12 players who are competing with each other for achieving the highest market share in different product categories.

Over the last few years the consumer durable industry has noticed an increasing trend in the sales of the product. The industry is growing annually at around 10 percent.

The profits of the companies are also increasing due to advancement in production capacities and automation in the material handling systems. Due to advancement in technology better quality of raw materials are available in huge quantity and at low price.

Because of high profits provided by the company to the dealers and distributors (business partners) the industry has noticed a better way to connect to the end users or the purchasers of goods and services.

CURRENT SCENARIO

The Indian Consumer Durable industry is the fifth largest producer and seller of Consumer Durables. The Consumer Durables industry consists of more than 10 players who are striving hard to maximize their market share.

The following are a few players of the consumer durable industry-

- ▶ LG Electronics
- ▶ Samsung

- ▶ Whirlpool of India
- ▶ Voltas
- ▶ Daikin
- ▶ Hitachi
- ▶ Onida
- ▶ Sony
- ▶ Videocon
- ▶ Haier
- ▶ General
- ▶ Lloyd
- ▶ Blue Star

(b) Market Scenario



Whirlpool entered India in the late 1980s as part of its global expansion strategy. It forayed into the market under a joint venture with TVS group and established the first Whirlpool manufacturing facility in Pondicherry for washing machine category.

In 1995 Whirlpool acquired Kelvinator India Limited and marked an entry into the refrigerator market as well. The same year the company also saw acquisition of major shares in TVS joint venture and later in 1996, Kelvinator and TVS acquisitions were merged to create, Whirlpool of India Limited. This expanded the company's portfolio in the Indian subcontinent to washing machines, refrigerator, microwave ovens and air conditioners.

Whirlpool of India Limited headquartered in Gurgaon, is now one of the leading manufacturers and marketers of major home appliances in the country. The company owns three state-of-the-art manufacturing facilities at Faridabad, Pondicherry and Pune. Each of the manufacturing set-up features an infrastructure that is witness of Whirlpool's commitment to providing its consumer with forward looking solutions

Whirlpool Brand in India

The Whirlpool Brand in India is the symbolic representative of the spirit that drives and inspires us to be consistent with what we do best, making Home Appliances with advanced and intuitive technology to give our customers better than expected results every time.

This enormous success comes from an enduring brand vision that drives us to create a strong bond with all our consumers. This bond has been created and strengthened over the years by providing forward looking solutions that have partnered with our consumers in managing their home life well.

Brand Vision

At the very core of our bond with our consumers, stands our brand vision, **Creating Happier Homes**

We constantly strive to make moments in our consumers' everyday home life more enjoyable through our products, so that these moments lead to a lifetime of joyful experiences.

Brand Philosophy

At Whirlpool we believe in the glory of making every day count just the way every homemaker does. We believe that delight lies in getting the everyday tasks done beyond ones expectations.

We also believe that advance technology should always deliver superior performance. For isn't that what technology is all about, surpass expectations every time and leave you with a sense of delight. At Whirlpool we are purposeful and never lose sight of what performance means and how it should be delivered. We design our Home Appliances with advanced technology which is intelligent, intuitive and innovative.

(c) Whirlpool Products

- Refrigerators
- Washing Machines
- Air Conditioners
- Microwave Oven
- Water Purifiers
- Built-In
- Induction cook top

A. Refrigerators

1. Single door



The whirlpool single door has the following features

- 7 days garden fresh that keeps the fruits and vegetables fresh throughout the week
- Insulated capillary technology that helps in retaining 12 hours cooling retention during power cuts, results in fastest ice making and also provides the coldest freezer of -26°C
- Advanced moisture control technology that enables moisture retention
- Micro Block technology that prevents bacteria growth up to 99.99%

2. Double Door

- Neofresh Refrigerators:



It has the 6th SENSE Deepfreeze Technology and unique Fresh flow air system. The Deep Freeze technology ensures that your freezer reaches the coldest temperature in category thus ensuring fast ice and crystal-free ice-cream.

The unique Fresh Flow Air System maintains constant circulation of cold and fresh air across the [refrigerator](#) to get uniform cooling and zero hot spots – thus maintaining optimum freshness in your refrigerator.

➤ **Professional Refrigerators:**

A fridge that ensures that the food inside it stays just as fresh as you would like to have it – no matter what goes on outside.

The **Whirlpool Double Door Refrigerators** are powered by the 6th Sense Intelli-Fresh Technology that has three intelli-sensors which sense, adapt and control the inside temperature according to the internal load and the outside temperature. As a result the food inside gets precise cooling – giving you perfect freshness, every time.

3. **Three door**

➤ **Protton World Series Refrigerators**



Experience the Sound of Freshness

The fridge's unique 3 door format gives you an exclusive bottom drawer – the Active Fresh Zone – for fruits and vegetables. This, coupled with the Advanced Moisture Retention Technology, Freshkeeper & MicroBlock creates the perfect conditions for fruits and vegetables to stay fresher for longer.

B. Washing machines

▶ **Fully automatic washing machine**



With stylish designs as well as smart features, the range of whirlpool [washing machines](#) offers you a convenient washing experience. Featuring brand-new and innovative technologies from the world's fabric care expert, 6th sense that adjusts water level, detergent measure as well as wash timing based on your cloth type and load, in a choice of striking colors - Whirlpool washing machines not only make your clothes appear the best, they also accessorize your home.

Distinguishing features

360° Tumble Care

Gives your expensive clothes the world's most advanced fabric care treatment with 360° Tumble care technology. Clothes roll in multiple tumbles, like a blooming flower, ensuring a gentle yet thorough scrubbing action.



Stainwash Technology

Stain removal is not an easy task. Whirlpool with more than 100 years of expertise in fabric care, brings to you a miracle technology that's tested for removing 16 tough stains. The patented 6-stage Stainwash Technology combines mechanical, chemical and thermal action to give you spotless clothes. In each step the gradual raising of temperature coupled with unique Agitronic motions unlocks the peak detergent performance for effective removal of stains.



In-built Heater

Whirlpool is India's only brand to give you top loaders with in-built automatic heater technology. Detergent Water at different temperatures removes different types of stains. Unlike water from geysers, the inbuilt heater

gradually heats the detergent water, ensuring removal of 16 types of tough stains. At 55°C odors and oily stains are removed while at 35°C protein stains are easily removed.



Agitronic Motion

Scientifically designed Agipeller helps in uniform cloth roll over. The Agitronic wash motion enables the clothes to move up & down, left & right resulting in dynamic and uniform wash performance ensuring whitest white clothes.

► Whirlpool Semi-Automatic Washing Machines



The range comes with 6 kg to 10.5 kg capacity which provides you ample space to load lots of clothes. To make sure that your clothes are washed gently, there is an impeller wash system, it washes your clothes by gently spinning them instead of twisting them. Offering upto 5 wash programs, these versatile machines, simplify effective washing for diverse stuffs that can remove 7 household stains easily. Also, the ace wash station has multi-utility tray and work surface making you spend less time on washing and more on other important things.

C. Air Conditioners



When the temperatures are high in summers, keep your body and home cool with a Whirlpool air conditioner. Whirlpool offers some of the most energy efficient [air conditioners](#) in both split as well as [window AC](#) categories. Built using cutting-edge technology, Whirlpool air conditioners are feature rich, too. The features like 6th Sense Power Saver and 6th Sense Fast Cool ensures that you experience enhanced cooling without being worried about your power bills. Whereas, climate control technology ensures that you are always comfortable with the right temperature in your room.

Features



3D COOL TECHNOLOGY

For Fast and Uniform Cooling

With its 3 dimensional air intake, the hot air inside the room is evacuated faster than the normal Air-Conditioners, leading to exceptionally fast cooling, higher heat exchange efficiency and in turn, more power saving.



INVERTER TECHNOLOGY

For Better Cooling and Better Power Savings

Whirlpool's Inverter ACs are powered by the cutting-edge inverter dynamics coupled with the advanced 6th Sense Power Saver technology. The combination provides superior cooling and 40% energy savings.

D. Water purifier

On the inside, the 7-Stage purification with powerful Reverse Osmosis (RO) membrane as well as S.A.F.E (Silver Anti-Microbial Filtration Enhancer) promises you the most uncontaminated, safest and freshest water,

for a longer period. The highlight not to be missed: Whirlpool [RO Water Purifier](#) is India's first in its class that comes with the WQA Gold Seal on all of its internal filters.

RESEARCH OBJECTIVES:

Primary Objective:

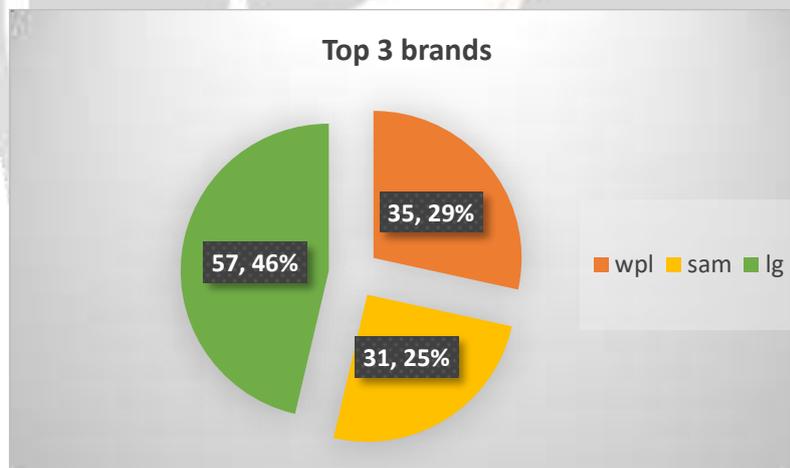
- To analyse market of Jashpur & Surguja districts for increasing the market share of SAWM

Secondary Objectives:

- To understand & identify potential of SAWM in these districts
- To increase the numeric reach of whirlpool in jashpur, surguja & upcountry
- To understand what customers look for while purchasing washing machine
- To identify the different perception of different brands of washing machine in retailer's mind
- To evaluate similarity index between whirlpool & different brands of washing machine

DATA ANALYSIS

(a). Top brand preference by customers:

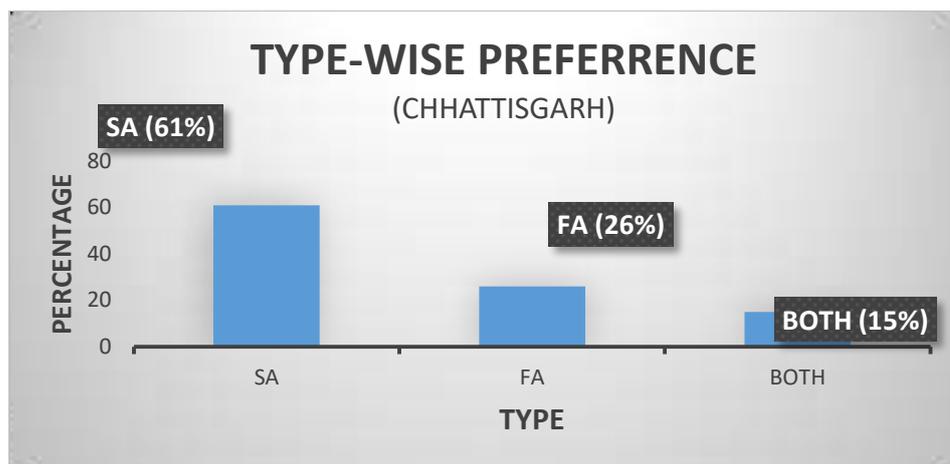


INTERPRETATION:

From above pie chart it can be concluded that;

- ▶ LG is the top most preferred brand by customers with 46% brand preference, followed by whirlpool with 29% and Samsung with 25%.

(b). Type wise preference of washing machine by customers

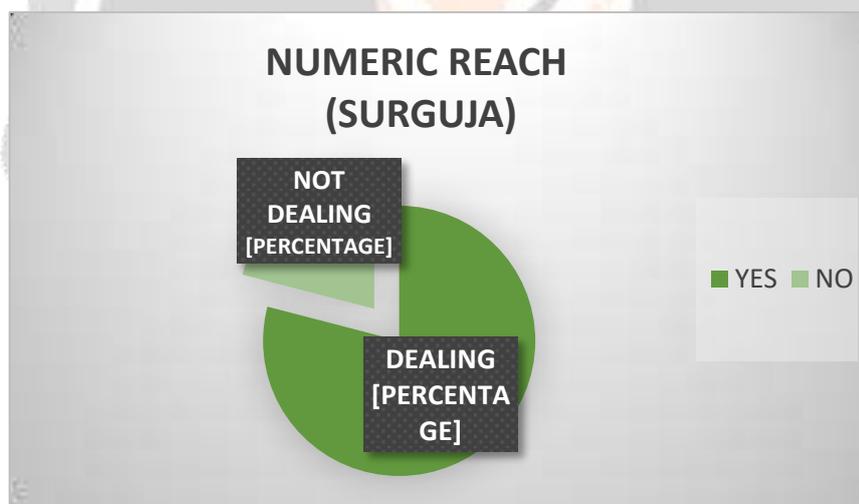


INTERPRETATION

From above bar graph it can be concluded that;

- ▶ Most preferred type of washing machine by customers in Chhattisgarh is SEMI-AUTOMATIC type with 61% preference,
- ▶ FULLY AUTOMATIC with 26% and both with 15% preference.

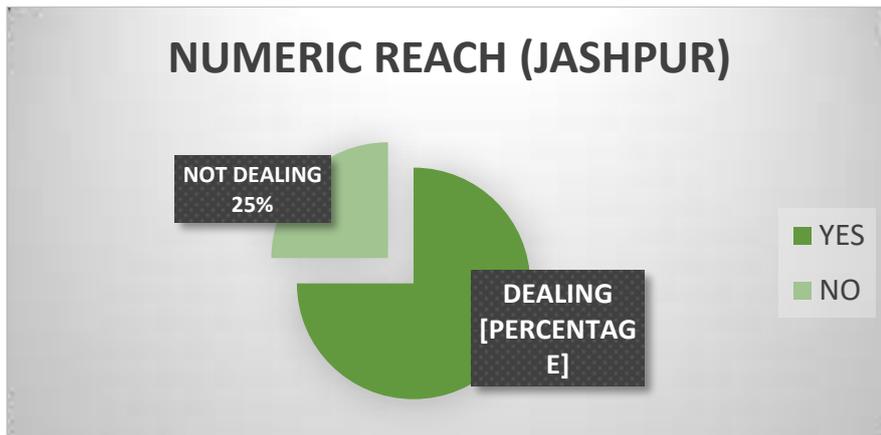
(c). Analysis of numeric reach of whirlpool in Surguja & Jashpur districts



INTERPRETATION:

From above pie chart it can be concluded that in Surguja district;

- ▶ 79% of retailers are already dealing with whirlpool
- ▶ 21% of retailers are still not dealing with whirlpool.

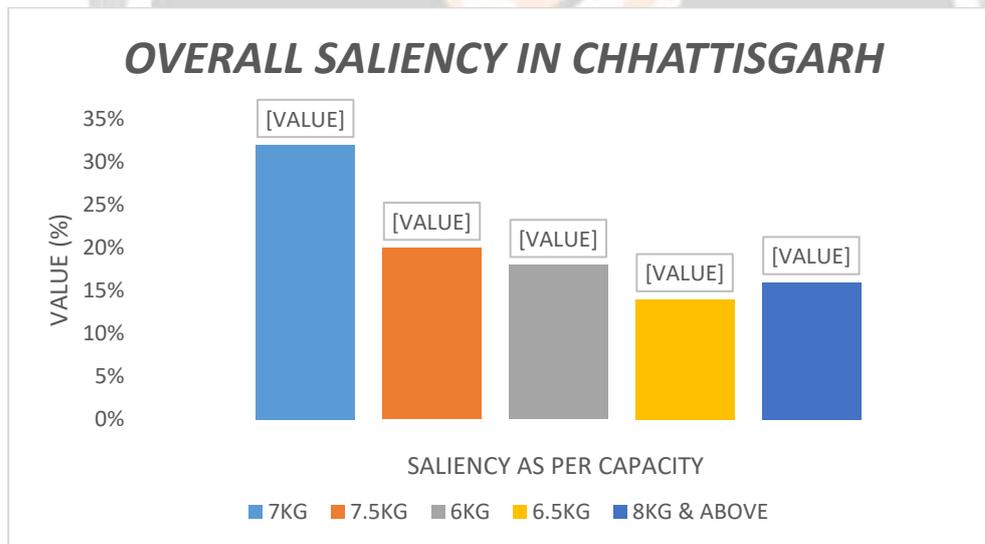


INTERPRETATION:

From above pie chart it can be concluded that in jashpur district,

- ▶ 75% of retailers are already dealing with whirlpool
- ▶ 25% of retailers are still not dealing with whirlpool.
- ▶ And from this it can be stated that whirlpool has a good numeric reach in these districts of Chhattisgarh.

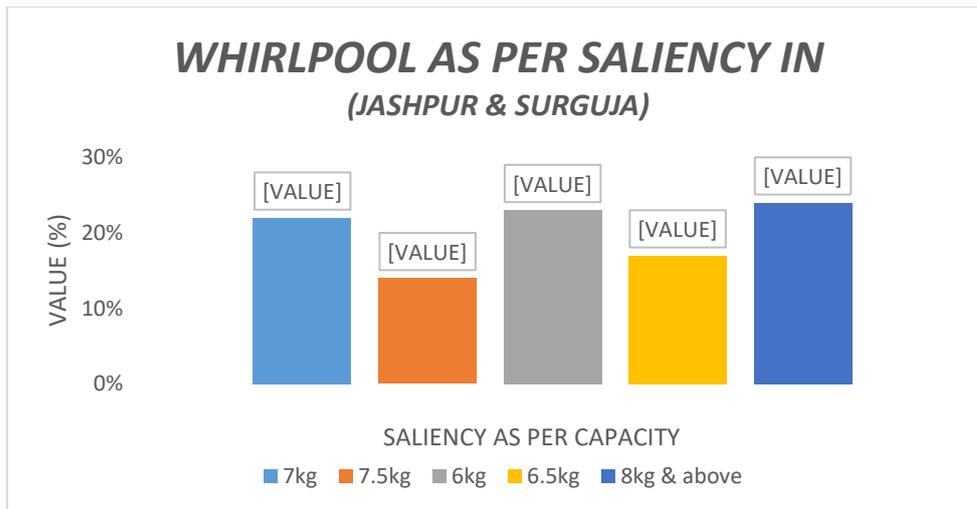
(d). Analysis & comparison of overall industry saliency (weighted distribution) of whirlpool with Chhattisgarh.



INTERPRETATION:

From above bar graph of it can be concluded that;

- ▶ As per overall industry 7 KG has highest saliency of 32% followed by 7.5 KG with 20% saliency, 6 KG with 18% in SAWM and so on.

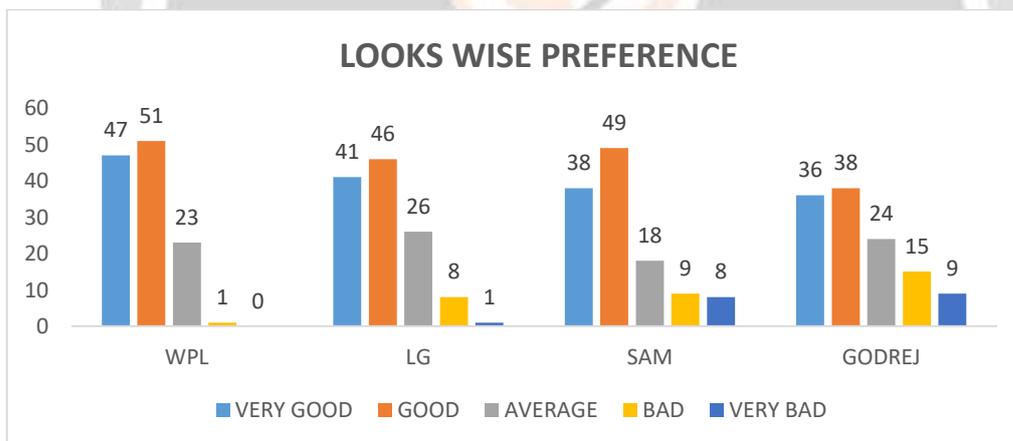


INTERPRETATION:

From above bar graph of it can be concluded that;

- ▶ Whirlpool in Chhattisgarh in 7 KG has saliency of 22% followed by 7.5 KG with 14%, 6 KG with 23% in SAWM and so on.

(e). Study of looks wise preference in mind of retailers in Chhattisgarh.

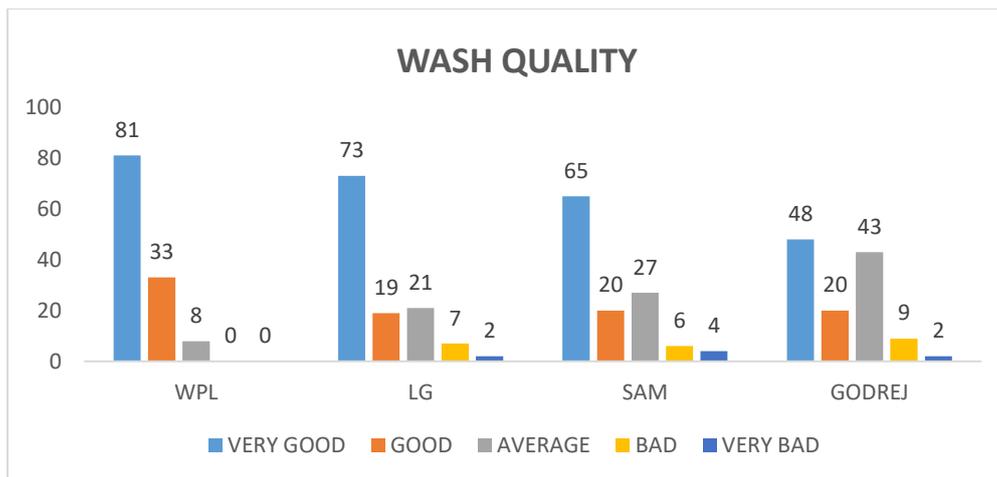


INTERPRETATION:

From above bar graph it can be seen that regarding look,

- ▶ 42 % of retailers have rated it as good
- ▶ 36 % of retailers have rated it as very good ,which is better than any other competitors followed by LG, Samsung and Godrej

(f). Study regarding satisfaction/reviews of wash quality of different brands



INTERPRETATION:

From above bar graph it can be seen that regarding wash quality;

- ▶ 66 % of retailers have rated it as good
- ▶ 27 % of retailers have rated it as very good ,which is better than any other competitors followed by LG, Samsung and Godrej

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