A STUDY ON CONSUMER'S SATISFACTION TOWARDS WIPRO FURNITURES WITH SPECIAL REFERENCE TO COIMBATOR CITY

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Abstract – Furniture plays a vital role in our daily lives, providing comfort, functionality, and aesthetic appeal to our living spaces. From traditional to modern designs, furniture has evolved over the years to reflect changing lifestyles and design preferences. With advancements in technology and materials, furniture designers have been able to create innovative and eco-friendly pieces that cater to the needs of the contemporary consumer. In this abstract, we explore the history and evolution of furniture, the current trends and innovations, and the impact of furniture on our well-being and the environment.

keywords: Furniture, Manufacturing, Marketing, Consumer Satisfaction towards the Wipro furniture.

INTRODUCTION

As we know that the demand of the furniture is significant for the people as it's designed for supporting their colorful conditioning such as seating, eating, sleeping etc. The consumer plays a vital part in the searching, purchasing, using and assessing of varied furniture according to their choice, taste and preference. The consumer behavior towards the Wipro furniture is valid due to its brand, quality, durability, style, colour, price and comfortetc. and it likewise satisfies the consumers through the payment system and reduction while they buy the furniture straight from the furniture stores.

STATEMENT OF THE PROBLEM

Furniture designs are one of the most running one in the market, which makes our home, office and every place more beautiful. Going beyond the basics, it also there to express our sense of style. And as our requirements and life circumstances change, so does our furniture. With the adding competition in the furniture industry, it has come crucial for Wipro Furniture to understand the level of satisfaction of their customers. The purpose of this study is to identify the factors that contribute to customer satisfaction towards Wipro Furniture and to analyse the relationship between customer satisfaction.

SCOPE OF THE STUDY

The scope of the research is to study the customer satisfaction towards Wipro furniture. Scope for the study Customer satisfaction survey is a systematic procedure for collecting consumer data, analyzing this data to make it into actionable data, driving the results throughout an organization and applying satisfaction survey is a management data system that continuously captures the voice of the customer through the estimate of performance from the customers. 'Point of view.

OBJECTIVES OF THE STUDY

✓ To analyse the customer satisfaction towards Wipro furniture with special reference to Coimbatore city.

✓ To know about the customer behaviour towards Wipro furniture and fittings products.

✓ To study the customer preference on Wipro furniture.

RESEARCH METHOLOGY

RESEARCH DESIGN

The study will be descriptive in nature.

SOURCE OF DATA.

Both the primary and secondary data are used for the study. The primary data has been collected from the respondents through questionnaire and secondary data has been collected from articles, books, magazines and newspaper.

SAMPLING TECHNIQUE

Convenience sampling technique is used for the study.

SAMPLE SIZE

The Sample Size consist of 120 respondents.

LIMITATIONS OF THE STUDY

✓ The study confined to Coimbatore city only and hence the results cannot be generated to

other areas.

✓ Internal prejudice of the respondents serves as a limitation of the study

REVIEW OF LITERATURE

Xu Wanqiu et al. (2023)[1] to provide a more optimized design method for the furniture design of single apartment by combining the user demand, space distribution and CMF design. To meet the needs of single apartment furniture users in many aspects, including physical, psychological, social, self-development, etc. Pursuing the material of furniture, controlling the details of furniture and harmonizing the colour of furniture are the special needs to meet the higher quality of living alone of empty nest youth, and can fill the vacancy in the design method of single apartment furniture at present.

Niswar ushen. S. Mr. K. Ponnumani, et al. (2021)[4] the main objective of the study was to know about the consumer behaviour towards furniture and fittings products. The study had gathered information from both primary and secondary sources. Convenience Sampling was carried out for the study. The study was concluded that Customers behaviour, and factors have impact on customers decision.

DATA ANALYSIS AND INTERPRETATIO

The table 4.1.4 shows that 5.00 % of the respondents are Illiterate, 16.67% of the respondents are Higher Secondary, 57.50% of the respondents are Under graduate and 10.83% of the respondents are Post graduate, 1.67% of the respondents are Profession degree, 5.00% of the respondents are Diploma, 3.33% of the respondents are Other.

TABLE 1.1

TABLE SHOWING FACTORS INFLUENCING OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Price	27	22.50
2	Brand name	40	33.33
3	Quality	42	35.00
4	Other	11	9.17
	TOTAL	**120**	**100**

(Source: Primary Data)

INTERPRETATION:

The table 4.1.12 shows that 22.50 % of the respondents are influencing based on Price 33.33% of the respondents are influencing based on Brand name. 35.00% of the respondents are influencing based on quality and 9.17% of the respondents are influencing based on Other.

INFERENCE:

Majority35.00 % of the respondents are influencing based on quality.

TABLE NO 1.2

TABLE SHOWING QUALITY OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF THE RESPONDENTS	LIKERT SCALE(X)	TOTAL (FX)
1	Highly Satisfied	11	5	55
2	Satisfied	4	4	16
3	Neutral	19	3	57
4	Dissatisfied	52	2	104
5	Highly Dissatisfied	34	1	34
TOTAL		**120**		**266**

(Source: Primary Data)

Likert scale = $\sum$ (FX)/ Total no of respondents

$= 266/120$

$= 2.22$

INFERENCE:

Likert scale value 2.22 is greater than the middle value (3), so the respondents are   satisfied with the quality.

TABLE NO 1.3

TABLE SHOWING OVERALLSATISFACTION OF THE RESPONDENTS

S.NO	PARTICULARS	NO. OF THE RESPONDENTS	LIKERT SCALE(X)	TOTAL (FX)
1	Highly Satisfied	31	5	155
2	Satisfied	7	4	28
3	Neutral	16	3	48
4	Dissatisfied	41	2	82
5	Highly Dissatisfied	25	1	25
TOTAL		120		338

(Source: Primary Data)

Likert scale = $\sum$ (FX)/ Total no of respondents

$$= 338/120$$

$$= 2.82$$

INFERENCE:

Likert scale value 2.82 is greater than the middle value (3), so the respondents are satisfied with the overall satisfaction.

TABLE 1.4

TABLE SHOWING RANK OF THE RESPONDENTS WHAT KIND OF FURNITURE THEY PREFER WHILE PURCHASE

FEATURES	1	2	3	4	5	TOTAL	RANK
Teak wood	15(5)	2(4)	7(3)	18(2)	78(1)	218	5
Play wood	14(5)	11(4)	15(3)	62(2)	18(1)	301	4
Rose wood	3(5)	13(4)	53(3)	29(2)	22(1)	306	3
Mahogany	15(5)	23(4)	35(3)	30(2)	17(1)	349	1
Oak wood	30(5)	8(4)	14(3)	28(2)	40(1)	320	2

(Source: Primary Data)

INTERPRETATION:

In the table 4.3, it understood that mahogany is ranked 1, oak wood is ranked as 2, Rose wood ranked as 3, Play wood is ranked as4, Teak wood is ranked as 5.

INFERENCE:

Majority of the respondents are ranked mahogany as first factor which they prefer while purchasing.

FINDINGS

PERCENTAGE ANALYSIS

- 35.00% of the respondents are influencing based on quality.

LIKERT SCALE ANALYSIS

- Likert scale value 2.22 is greater than the middle value (3), so the respondents are satisfied with the quality.

- Likert scale value 2.82 is greater than the middle value (3), so the respondents are satisfied with the overall satisfaction

RANK CORRELATION

The respondents are ranked mahogany as first factor which they prefer while purchasing

SUGGESTIONS

- ✔ Wipro furniture can ensure timely delivery and installation of furniture to avoid delays and inconvenience to customers.

- ✔ Wipro furniture can ensure high-quality and durable products to minimize customer complaints and dissatisfaction.

- ✔ It can provide a clear return and exchange policy to offer customers peace of mind.

- ✔ They can collaborate with interior designers and architects to offer a variety of designs with their product.

CONCLUSION:

This research would subsist beneficial for furniture manufacturing and retailing companies in Coimbatore to understand procedure of customer decision making. Customers behaviour and factors that have impact on customers judgment. This study will help the companies to be furthermore competitive in a furniture market. Once the products are produce based on the customers wants, the trade volume will growth its ultimately will spark the country GDP.

Reference:

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