Satisfaction is based on ‘Expectations’ i.e., Performance is used to measure if the expected outcome has been achieved. Performance can either be objective based on the actual performance, which is fairly constant across consumers or subjective based on the individual feelings, which can vary across consumers. The objective performance of a car describes how well it runs, how economical its gas mileage is, or how often it needs repair, whereas subjective performance might include an assessment of “how stylish it is” or “how good it makes me feel.” Research suggests that disconfirmation is based more often on subjective than objective performance. ‘Better than expected performance’ leads to a positive disconfirmation and to satisfaction. If performance is as good as expected, a simple confirmation has occurred, and this condition will also lead to satisfaction. In contrast, if performance is lower than expected, the result is negative disconfirmation and dissatisfaction. Customers’ evaluation of services is also susceptible to disconfirmation (P. Kumar 2001). In the present Indian context, the customers’ post purchase level of satisfaction is still a matter of strategy. But it is a matter of survival for many organisations in the western countries. As the behaviour of customers keep changing with the changing environment, customer satisfaction after purchase becomes a dynamic issue.

The present study is a sincere attempt of the researcher to identify the socio-economic characteristics of the respondents, consumer durables, the level of satisfaction of the consumers, purchase decision of consumer durables, factors that determines the consumer satisfaction and finally the
post purchase satisfaction level between the Home maker and the working women. This part of the report deals with a brief summary of the study with salient findings, where the suggestions are drawn based on the findings with the conclusion.

1.1 MAJOR FINDINGS

6.1.1 SOCIO-ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

- Among the total of 600 respondents, 557 respondents that is 92.83% of the respondents have refrigerator, 490 respondents that is 81.67% of them have the washing machine. 318 respondents i.e., 53% of the respondents have the DVD Player and 213 respondents that is 35.50% of the respondents have the Microwave oven at home.

- It was found that, out of the 600 samples surveyed, the highest age group of women consumers are between less than or equal to 30 years, that is 58.50% of women consumers fall in these age group. The remaining 41.50% of women falls in the age group of above 30 years.

- In the survey, it was found that at the time of survey 56.50 % of women consumers are married. The remaining 43.50% are single.

- Among the 600 respondents, it was found that 453 respondents i.e., 75.50% of the respondents who are married as well as unmarried are
in the nuclear family. The remaining 147 respondents that is 24.50% of them are in the joint family.

- Regarding the size of the family, irrespective of joint and nuclear family system, it was found that, the highest percentage of the total size of the families, members are between 4-6 i.e., in each family there are minimum of four and maximum of six. 355 respondents i.e. 59.17% of them come under this category. Only 55 respondents, i.e., 9.17% of the families, have more than six members in their family.

- In the survey it was found that 173 respondents i.e. 28.83% of the respondents come under the post graduation level. Only 21.50% of the respondents come under the category of up to HSC level. Therefore it was concluded that all the women consumers who were surveyed have a minimum qualification of school level education.

- It was found that 436 respondents i.e. 72.67% of them are working women. The remaining 164 respondents i.e. 27.33% of them are homemakers. In the working women category, majority of women i.e. 24.33% of them are private employees.

- Regarding the total family monthly income of the women respondents, it was found that majority of the respondents family
members earn Rs. 15001-20000 p.m. i.e. 23.83% of them come under this category.

6.1.2 CONSUMER DURABLES AND LEVEL OF SATISFACTION

- It was found that almost everyone was satisfied with their purchase i.e., 87.97%, for washing machine 68.57%, for DVD player 74.84% and for the microwave oven 55.87% of the respondents said ‘Yes’ as they were satisfied after they have used the product.

- It was found from the analysis that there is a significant difference between the unmarried and married women towards the purchase of the refrigerator, washing machine and microwave oven. When compared to single, the married women have more satisfaction towards their purchase of the refrigerator, washing machine and microwave oven. The needs of the married women differ with that of a single woman. Therefore their level of satisfaction also differs. In the case of the DVD player there is no significant difference between the single and married women and their level of satisfaction is same.

- From the analysis, it was found that, the post purchase level of satisfaction of the washing machine in the joint family is high when compared to the nuclear family, whereas, for the DVD player
the satisfaction level in the **nuclear family** is higher than that of joint family and regarding the of the refrigerator and microwave oven, there is no significant difference in the post purchase satisfaction between the Joint and the nuclear family.

- The study reveals that regarding the DVD player, **working women have more satisfaction** than that of home makers. Whereas, in case of **refrigerator, washing machine and microwave oven**, both working women and the home makers decide and use the products. Therefore there is no significant difference between home makers and working women with regard to the overall satisfaction of the product.

### 6.1.3 PURCHASE DECISION OF CONSUMER DURABLES

- It was found from the analysis that the purchase decisions of the consumer durable products are not equally distributed among the family members i.e., the **majority decision makers** in the family for Refrigerator (51.71%), washing machine (36.33%) and DVD player (37.42%) are the **parents** who take the final decision to purchase the product. But, regarding the Microwave oven the majority decision
maker is ‘Myself’ (the women respondents both single and married) i.e., 33.33%.

- The study highlight that the customer prefers different brand for different consumer durable products i.e., for the refrigerator, the majority of the purchaser prefer LG brand i.e., 28.90%, because of its quality. The first preferable brand for the washing machine, among the women consumers in the market is the LG washing machine, that is, 23.90% of them are using this brand, because of the quality. The top brand for DVD player that are mostly preferred by the women for their home is the Sony brand i.e., 29.56% of the respondents are using Sony because of its brand image and the Kenstar microwave oven are preferred by the majority of the women consumers in the market i.e., 30.50% are using this particular brand because of its quality.

- Irrespective of the working women and the home maker, majority of the women role at home towards the consumer durables are the ‘user’ of the product. That is for the refrigerator (39.32%), the washing machine (40.41%), the DVD Player (36.16%) and the microwave oven (54.93%) of the respondents are the users of the product. It is also further found that, among the different roles like adviser, payer, buyer, user and the final decision maker, the role of the women at home is not equally distributed.
6.1.4 HOME MAKERS Vs WORKING WOMEN

- It was proved that ‘occupation’ influences the post purchase satisfaction level of the consumer durable product (DVD player). It was also found that, among the women respondents, ‘Home makers’ are more satisfied with the product after the purchase rather than the ‘working women’.

- It was confirmed that there is a significant association between the ‘Occupation’ and the ‘Post Purchase Satisfaction Level”. That is, occupation influences the post purchase satisfaction level of the consumer durable product (Microwave oven). Among the women respondents, ‘working women’ are more satisfied with the product after the purchase rather than the ‘home makers’. Because of their job, family income and education they could analyze the market and purchase the best product and thereby derive more satisfaction after the purchase of the product.

- It was found that out of the 164 respondents, 14.6 % of the ‘home makers’ face more problems than the working women because of the self decision. The reason is, most of the home makers without analyzing the best brand, they have taken the hasty decision and
purchased the products in installments. This in turn has caused dissatisfaction among the family members.

- When compared to the working women, the homemakers faced more problems because of the self decision like conflicts and heard unsatisfactory words from their family members whereas, 64% of the working women had misunderstanding among the family members when compared to the home makers for making the self decision to purchase the consumer durable products.

6.1.5 DETERMINANTS OF CONSUMER SATISFACTION

- It was identified that based on the mean ranks, the first three most important factors to purchase the **refrigerator** are the product features and appearance, is followed by quality /durability and the brand image. For **washing machine** it is the product features and the appearance, is followed by brand image and quality. For **DVD player** it is the brand image, followed by the product features and appearance and price and for **Microwave oven** it is the brand image, followed by the product features and the appearance and quality /durability.
• It was observed that, the consumers are **highly satisfied** with the overall performance of the product, **satisfied** with the brand selection, **moderately satisfied** with the product model, **dissatisfied** are the children at home, and **highly dissatisfied** are the in-laws in the family regarding the post purchase level of satisfaction of the consumers of the refrigerator.

• It was found that the consumers are **highly satisfied** with the durability of the product, **satisfied** with the brand selection. Among the family members, husband and parents are **moderately satisfied**, the **dissatisfied** are the children and **highly dissatisfied** are the in-laws in the family regarding the post purchase level of satisfaction of washing machine.

• It was observed that the consumers are **highly satisfied** with the overall performance of the product, **satisfied** with the guarantee and warranty of the product, **moderately satisfied** with the credit facilities offered by the company. The **dissatisfied** are the children at home and **highly dissatisfied** are the in-laws in the family regarding the post purchase level of satisfaction of the consumers of the DVD player.

• It was observed that, the consumers are **highly satisfied** with the durability of the product, **satisfied** with the brand selection,
moderately satisfied with the credit facilities offered by the company. However, the consumers are dissatisfied with the delivery service offered by the company.

- It was found that among the four groups the “Product Satisfaction” is considered to be the most important factor for the post purchase satisfaction of the consumers of the refrigerator. Out of the three groups of factors, the most vital group that satisfies the women consumers of the washing machine and DVD player are “Brand image” and “Product selection” respectively. Regarding microwave oven “Product Satisfaction” is considered to be the most important group for the post purchase satisfaction of the consumers.

6.2 MANAGERIALS IMPLICATIONS

- There is a huge potential for consumer durable product and hence manufacturers must think of society and customers’ preference as their primary motive and based on which the product can be modified.

- The study reveals that certain factors are given high importance to make the purchase decision and so the manufacturer can focus their attention and design it accordingly.
• As the women customers post purchase level of satisfaction is analyzed, it would be a great benefit for the manufacturer to know how well their customers are not satisfied and with this they can overcome their weaknesses.

• Now a day, it is being consumer market and so manufacturers have to produce the product according to the will and wish of the customer. Therefore either working women or homemaker who is the greater population in the society, should be given greater importance and products which are most necessary for them with all the required features for them has to be produced and marketed.

• The study has revealed that there are some new customers who purchased the product and using it for past one year to five years and so the manufacturer can concentrate in this segment and encourage them to purchase some other products of their brand in the market.

• As per the study the age group who involves in decision making and as well as purchasing and using are less than are equal to 30 years and so these segments must be considered while manufacturing the product.

• The study makes a clear point that almost in all the families, parents are making the final decision to purchase the product and so the manufacturer when they introduce the product they must try to attract them first.
• To increase the demand for the consumer durable products, the manufacturer must consider the entire income group and produce the product as per their earning capacity.

• Most of the consumers are graduates and so the free flow of latest technology would benefit both the manufacturer and the consumers.

• Manufacturer must try to grab the attention of the children at home to recommend their brand in the family decision, because their involvement in the decision making is very less for most of the consumer durable products except, for the entertainment products.

1.3 IMPLICATIONS FOR THE SOCIETY

• Women in the family are playing a major role even in the society, that is, they are earning equally to the men and started to purchase the house hold products according to their requirements, which in turns increases the national income and so women should be encouraged to take major decision in all kinds of purchase.

• Though some women are not working, still they are being the main adviser to purchase the product and so both the working women and
the homemaker should be given equal importance in the society in all the areas.

- As the women are the best decision makers in the family, the society must give them some opportunity to design and market the products in large scale.

- As the Joint family system still exists, the young women in the family must be given opportunities to decide the product either to buy or not to buy.

1.4 SCOPE FOR THE FURTHER RESEARCH

Every Research paves the ways for further study where some more findings and suggestions can be framed. In this study the researcher has taken only eight brands but an attempt may be made by taking other brands and comparison study can be done. Further, in-depth study on each brand may also be undertaken. Research may also be undertaken to understand the relative importance attached to various factors for the eight brands and their experience level of these factors which can also be made to know where they stand in meeting the expectation of customers. These apart, there may be inherent distinction among the urban, semi-urban and rural-users in their brand choice preference. There is scope to compare major groups of people. The thesis thus proves that even though there is a large number of women customers, there has been a gap in their attitude towards selecting and purchasing the product and in the early days men use to select and make the
purchase according to their preference and so it is clear that both of them have the capacity to select and to buy the product for their home. This study can further be compared with women purchasing attitude with men.

For this study the researcher has taken only Refrigerator, washing machine, DVD Player and microwave oven where the study can be carried out with the other consumer Durable products also. This is a study that paves the way for comparative study in depth with working women and Home maker post purchase level of satisfaction for more than 1000 samples.

In order to know how the women select the products, an attempt can be made to know the factors that influence the women customers. Women are doing tremendous work in the society and so the women in all ages irrespective of their race, occupation, and the place they live in, must be considered which in turn encourage them in all the aspects and so the further research can be carried out based on them and this would increase their empowerment.

1.5 CONCLUSION

It is concluded that customers have a preference / loyalty towards particular brand of consumer durables and are not ready to buy any other type of brand available in the market under any circumstances when their most preferred factors with those brands are rightly available to them. This is because; they get high satisfaction even after using the product for more than 10 years. Further, the determinants like the total income, the number
of durables possessed, age and education level have significant positive effect on the ownership of durables. Income is one of the important determinants which have a strong positive influence on the ownership of durables where the customer’s expectation is also high when they possess the product. The post purchase level of satisfaction differs from product to product and from customer to customer. For example from the analysis it was found that the LG brand for Refrigerator gives high satisfaction to one set of customer where for the other set of customers it gives only satisfaction not the extreme satisfaction. What they determine and what they actually get out of the product gives them the satisfaction.

Therefore as far as the manufacturers are concerned, it is imperative that they must know that customer's expectation is being different for different products and they not only rely on Brand image but also the other factors which are discussed in the early section. When they considered this, they can retain the customer for a long period of time for different durables. From the customers point of view, while investing they don’t purchase any durables just like that, where as they analyses the entire market and their standards and so their time, money, approval from the family members, satisfactory comments from the family members are being their real investment therefore high expectation and high performance of the product gives them high post purchase satisfaction.