A STUDY ON CUSTOMER SATISFACTION TOWARDS KELTRON KITCHEN APPLIANCES LTD. WITH REFERENCE TO COIMBATORE

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ABSTRACT
The market for consumer durables has expanded over the years. The household income of Indian houses has experienced significant improvement in the past decades and as a result the demand for durables has also risen. The current projection shows that household income of the population in top 20 cities of India is expected to grow by 10% in the coming years. This is likely to increase the demand for consumer products as well. The middle income group section (household with disposable income between 200,000 to 1,000,000) which currently constitutes 5% of the population is expected to become 41% by 2025. Rural poverty is expected to decline to 26% by 2025. All these factors are expected to contribute towards improving the market scenario for consumer durables. The market for consumer durables has expanded over the years. The household income of Indian houses has experienced significant improvement in the past decades and as a result the demand for durables has also risen. This study aims to study the customer satisfaction towards the kitchen appliances and assess the brand image and brand awareness among the customers.

KEYWORDS: customer, satisfaction, improvement