POORNAPRAJNA COLLEGE (AUTONOMOUS), UDUPI

**A Mini-Project Report
Submitted in partial fulfilment of the requirements
for the award of the Degree of
BACHELOR OF COMMERCE (B.Com.)
under
MANGALORE UNIVERSITY**

"Washing Machine Market Demand and Competitive Analysis"

SUBMITTED TO

MR SANDEEP, ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE AND
MNAGEMENT.

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CERTIFICATE

This is to certify that **Ms. Anusha, Sharanya Naik, Yogitha, Shetty Shreya Sitaram,** students of final year B.Com. bearing the **U05PL21C0026, U05PL21C0051, U05PL21C0145, U05PL21C0057** has undertaken a Mini-Project Work titled **"Washing Machine Market Demand and Competitive Analysis",** in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce (B.Com.) under Mangalore University, is submitted to the Department of Commerce and Management, Poornaprajna College, Udupi, during the academic year 2023-24.

Further, this is a record of the bonafide work satisfactorily carried out by the candidate under my guidance and supervision. The views expressed and the results presented in this study are entirely of their own; and that, this report has not been submitted to any other Institute / University for the award of any other degree / diploma / certificate to the best of my knowledge and belief.

Mr. Sandeep   **Prof. Shivakumar P T**   **Dr. Ramu L**
Project Guide   Head, Dept. of Commerce & Mgmt.   Principal

Place: Udupi
Date: 15-06-2024

DECLARATION

We, hereby declare that the project report entitled "WASHING MACHINE MARKET DEMAND AND COMPETITIVE ANALYSIS", has been prepared by us during the academic year 2023-2024 under the valuable guidance and supervision of **Mr Sandeep**, Assistant Professor, Poornaprajna College (Autonomous) Udupi, in the partial fulfilment for the completion of SIXTH SEMESTER (**B.COM**) OF MANGALORE UNIVERSITY.

We also declare that all the information and data presented in this project have been obtained and presented in accordance with academic rules and ethical conduct. Any sources of information, data, or literature used in this project have been duly acknowledged.

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We are deeply indebted to all those people who have helped us in bringing out this project report in its present form.

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Introduction

A washing machine is machine manufactured and used to wash the laundry that is clothes, towels, sheets etc. Recently, washing the cloth with the help of machine is rapidly increased in the Indian households. At present, there are large number of companies manufacturing the washing machine such as a Samsung, LG, whirlpool etc. And the main goal of each company is that to make the product more reliable and to improve the efficiency as a result the washing machine should optimise the washing time according to different cloth. The IOT enabled washing machine and laundry services is key trend influencing the washing market growth. The demand and preferences for IOT enabled devices are increasing worldwide as they allow users to remotely control and monitor them through wireless connectivity. These are preferred by professionals with busy schedule who want to save time queuing at laundry stations and instead be able to monitor them from the office such technological advancements are expected to boost the growth of market during the forecast period. The Indian consumer durable industry has changed a lot in the last couple of years. There is change in a lifestyle, higher income makes the goods affordable. With the increase in advertisement, the behaviours of consumers change a lot. One major constraint that is time has changed the consumer durable demand more than any other factor. The marketing efforts of the firm have a propound impact on the buying decisions of customers. Buying behaviour of consumer related to study of how they make decisions to spend available resources like time, money and efforts. The heterogeneity among people across the world makes understanding. Consumer buying behaviour an intricate and challenging task.

Literature review

A literature review on washing machines would typically encompass information on the history, evolution, technology, environmental impact, user preferences, and future trends of this household appliance.

The history of washing machines can be traced back to the 18th century when the first manually operated machines were introduced. Over time, these machines evolved into semi-automatic and fully automatic versions, incorporating advanced features such as different wash cycles, temperature settings, and energy-saving options.

Technological advancements in washing machines have led to the development of smart and connected appliances that can be controlled remotely through smartphones and feature sensors to optimize water usage and energy efficiency. The introduction of frontloading machines has also gained popularity due to their superior performance and energy efficiency compared to top-loading machines.

Environmental concerns regarding the water and energy consumption of washing machines have led manufacturers to invest in developing eco-friendly models that reduce the environmental impact. Energy Star-rated washing machines are designed to consume less water and electricity, contributing to energy savings and reduced greenhouse gas emissions.

User preferences play a significant role in the design and features of modern washing machines. Consumers look for appliances that offer convenience, efficiency, durability, and smart features. The popularity of compact and stackable washing machines is increasing in urban areas with limited space, while families prefer large-capacity machines to accommodate their laundry needs.

Future trends in washing machines include the integration of artificial intelligence and machine learning algorithms to optimize wash cycles based on fabric type and soiling level. Manufacturers are also focusing on developing more sustainable materials for washing machine components to reduce waste and improve recyclability.

Overall, a literature review on washing machines provides valuable insights into the historical development, technological advancements, environmental impact, user preferences, and future trends of this essential household appliance.

Product profile

The top washing machine brands available in India are as follows:

LG:

 LG Corporation or LG group formly known as lucky gold star is a South Korean multinational conglomerate. LG washing machine are known for their efficient washing performance and power features. One of the key technology of this is the direct drive technology which generates 6 unique motions that take the washing of clothes to a whole next level. In India, LG electronics has earned a lot premium brand positioning and is the acknowledged trend sector for the industry. The company dominate the country's organic light emitting diate sector it ranked number one in the washing machine segment in India on July 2023, taking market shares of 34.8% respectively according to LG. LG is one of the most reputed brands in the market and washing machines are known for their performance making them a one of the most trusted and purchased option. A lot of buyers frequently shared positive experience and reviews about these washing machines. While mentioning the minimal man maintenance and longevity. This clearly indicates that investing in an LG washing machine a smart decision for long goal and offers a customer's peace of mind and a reliable solution for a laundry requirement.

LG offers a multiple models of best fully automatic washing machines among the many options user have rated and brought these 3 the most:

- ➢ LG 6.5kg 5 star inverter Turbodrumfully automatic top loading washing machine.
- ➢ LG 7 kg 5 star inverter fully automatic front load washing machine with inbuilt heater.
- ➢ LG 8kg 5 star inverter direct drive fully automatic front load machine.

Whirlpool:

Whirlpool Corporation started in 1911 as a small company in Benton Harbour Michigan for more than a 100 years, its flagship brand has driven innovations from introducing the very first automatic washing machine in 1942 in 1948 to winning more than a 20 CES innovations award. It is the second largest

contributor for the company accounting 20% of the company's revenue. Whirlpool is one of the top 5 players in the Indian washing machine market holding 80% of the market share.

Key features:

➢ The ozone air refresh technology whirlpool expert care uses an in build ozonier to generate eco-friendly ozone gases Intel sense inverter and direct drive.
➢ Fresh care + technology
➢ 100 stain removal
➢ Knob with Build in LCD Display Add garment features

Best whirlpool washing machines in India

➢ Whirlpool 10.5 kg Ace XL semi-automatic top loading washing machine Whirlpool 7kg semi-automatic top load
➢ Whirlpool 7.5kg fully automatic top load Whirlpool 8.5 kg fully automatic top load
➢ Whirlpool 8.5 kg 5 star semi-automatic top loading washing machine.

Samsung

Samsung Group is a South Korean multinational manufacturing Conglomerate headquartered in a Samsung digital city Suwon, South Korea. Samsung provides strong washing features like top loading washers with an active wave agitator that is specifically made to lesser vibrations and enhance performance. A smart washer feature called opti wash is available in some front loader. Machines that sense the amount of soil in the water and modify the cycle as necessary. Samsung washer models also include self-clean and front-loading choices with the clean guard antimicrobial technology to stop the growth of mould and mildew. Samsung takes no chances when it comes to ensuring that customer's clothes are cleaner and mare sterilised than ever before when drying them. All Samsung dryers features the steam sanitise functions which is intended to help get rid of germs, bacteria, pollen and dust mites multi steam is also available to assist in getting rid of wrinkles on clothes, static, electricity and any ordors.

Top Samsung washers and dryer:

➢ Samsung 4.5 Cu.ft Brushed black front load washer.
➢ Samsung 4.0 Cu.ft white top load washer.
➢ Samsung 7.2 Cu.ft white front load electric dryer.
➢ Samsung 7.5 Cu.ft brushed black front load gas dryer.

Panasonic

It introduced its first washing machine in the 1951. It symbolised liberation from the chore that consumed so much time. Enthusiasm towards better product led to the washing machine that included a cleaning and dying function with just the touch of a button. In 2003, Panasonic introduced a washer with a tilted drum to make loading unloading a laundry easier while reducing the water consumption, following shortly was a model featuring active foam, generating a superfine foam which drastically boosts the washing machine performance by continually introducing new technologies. Panasonic has led the trend in washing machine evolution. Going forward Panasonic will continue to reduce the burden of household work while delivering an even gentle cleaning and move beautifully finished result.

    1951 – First washing machine
    1960 – Twin tub washing machine
    1971 – Programmed fully automatic washing machine
    2000 – Top load washer dryer
    2003 – Washer dryer with tilted drum

Top washing machines:

  ➢ Panasonic 6.5kg 5 star fully automatic top loading washing machine
  ➢ Panasonic 7 kg 5 star semi-automatic top loading washing machine.

Godrej

Godrej is a well-known brand in the home appliances industry, including washing machines. They offer a range of washing machines with the various capacities, features and technologies to suit different needs. Some common features found in a godrej washing machine include:

1] Capacity: Godrej washing machines are available in capacities, ranging from 5 kgs for small households to 10 kg or more for a larger families.
2] Wash program: They typically come with multiple wash program, such as normal, gentle, quick wash, cotton, synthetic, etc.
3] Technology: Godrej incorporates technologies like aqua jet, pulsar, Turbo 6 pulsator and Trio-Roto in their machine.

4] Energy efficiency: Many washing machines are designed to be energy efficient, helping users to save an electricity bills while being environmentally friendly.

5] Smart features: Some models may come with smart features like digital displays, dealy start, child lock, fuzzy logic and auto restart.

6] Build a quality: They are known for their durability and providing a long-term reliability

7] Warranty options are available.

The top washing machines:

- ➢ Godrej 7.5 kg top load fully automatic.
- ➢ Godrej 8 kg semi-automatic top loading washing machine.

Objectives of the study

The consumer durable market has grown considerably in last few years in India with the growth, the level of competition has grown with the entry of new players and existing players. Expanding their product portfolio, literally, everyday companies come up with a new attractive offer to grab the better share of the market. The challenges is not only to get the new customer but also to continue with the existing customer.

The objectives are:

1] Dealers as well as the consumer's perception about the washing machine with respect to its competitors

2] To suggest some differentiating strategies like product differentiation strategy, price differentiation strategy, service differentiation strategy and channel differentiation.

3] To identify the factors affecting the purchasing decisions like price and promotion

4] To know the customer satisfaction for semi-automatic and fully automatic washing machine.

5] To know the major players of the market

Types of washing machine

There are two types of washing machines they are:

1] Semi-automatic washing machine

2] Fully automatic washing machine

1] Semi-automatic washing machine

A Semi-automatic washing machine is an appliance that makes it easier to do your laundry. It reduces the manual labour associated with hand washing. Moreover, it can help you save time and improve your efficiency. A semi-automatic washing machine will have 2 tubs for completing your laundry needs. The first tub is for washing your clothes. After the wash cycle ends, you must manually shift your clean laundry to the second tub. This tub helps in drying the clothes. The users can manually control the flow of water into the machine. Moreover, it is essential to drain the water after the wash cycle. This washing machine requires relatively more manual input than a fully automatic machine. However, this variant is an excellent entry level option for users who want a cost-effective appliance for doing their laundry.

2] Fully automatic washing machine

The evolution of appliances with life was eventual as people are getting busier in their lives on a day to day basis due to many more reasons. They have almost no or very little time to spend on cleaning clothes in semi-automatic machines. You can just put it in your laundry and take it out only for line drying. It requires almost no man power to run it or supervise its actions further.

These washing machines are available as front load and top load.

A] Top loading washing machines

Top loading washing machines are generally considered more convenient than their front loading counterparts, particularly for those with the mobility issues. There is no need to bend down while you load and unloaded laundry. In addition to these top loading washers can have a larger capacity and can be fitted into a tighter space as they don't require space for the door to swing open while you crouch. If you have a traditional London apartment this feature can be very useful Top loading washing machine characteristics include: Can add clothes mid cycle often a more budget friendly option Top loaders can be harsh on clothes.

B] Front loading Washing machines

Front-loading washing machines are more efficient than top loaders as they use less water and electricity. Often, these laundry machines have a greater variety of cleaning options and features than their to loading cousins. Front loading machine features include: Less wear and tear on your clothes Cleans laundry more efficiently often slightly more expensive than top loaders.

Pros and cons of washing machines

Semi-automatic washing machine

Pros:

They save money. You will not only find that semi-automatic washing machine prices are lower than for fully automatic once but also they can save you money as they require less water than a fully automatic They are water efficient if you live in a dry region or you want to save water the semi-automatic washing machines allows you to add the water yourself, so you can make sure you use exactly the amount you need without wasting water. They can be stopped and started at any time during the cycle. If you want to save energy or you are worried about power cuts semi-automatic washing machines can be stopped and started during any point of the wash you can adopt your wash to your needs.

Cons:

Takes a lot of time out of your day since you can't just press a button and put the machine on, semi-automatic machines take more of your time and are also less convenient to run. Cleaning results may not be as good as in a fully automatic machine Rougher on fabrics your clothes can get caught up and tangled in the wash. Electric risk. If you have a twin up semi-automatic, you will need to be careful when moving wet loads between tubs.

Fully automatic washing machine

1] Front load washing machines

Pros:

Energy efficient: Front load washing machines tends to be more energy efficient than top loaders. They often use less water and electricity which reduces the utility bills.
Superior cleaning: They use gravity and tumbling actions rather than a physical agitator to effectively remove dirt and stains
Gentler on fabric: Because they use a tumbling action rather than physical agitator. The wash cycle is gentler on material.
Stackable: If you are looking to save space front loaders can be stacked within a dryer above them, making them ideal for small laundry rooms.

Cons:

 Initial cost: Front load washing machines are generally more expensive upfront than top loaders.
 Longer washed cycles: These machines may take a bit longer to complete a wash cycle compared to top loaders.

2] Top load washing machines

Pros:

Convenience: Easy to load and unload, making them a convenient choice for those who have difficulty bending or kneeling.
Faster wash cycle: These machines typically have faster wash cycles compared to front loaders.
 Lower initial cost: Top loaders are generally less expensive upfront than front loaders.

Cons:

Less energy efficient: Top load washing machines tend to use more water and energy compared to front loaders.
Less gentle on clothes: The agitator in top load machines can be rough on clothes leading to more wear and tear.

Research methodology

Research design used:
This study is based on both primary and secondary data. Primary data have been collective by interview schedule and the questionnaires of response with around 60 customers. This research is done in order to know the customers satisfaction for semi-automatic and fully automatic washing machine. And why do they prefer fully automatic washing more than semi-automatic washing machine.

Unit of study:
The sample or target customer mainly comprise of the washing machine owners those who have purchased set automatic washing machine and fully automatic washing machine.

Universe of study:
The research was conducted in the city Udupi.

Sample size:
A total of 60 people have been targeted for the purpose of obtaining questionnaires.

Data collection:
Primary data collection comprises of questionnaires, which is mainly to understand the customer perception regarding 5 brands of washing machine and to know the different reason for their preference of semi-automatic washing machine or fully automatic washing machine

Secondary sources:

> ➢ Internet
> ➢ Company data

Based on the information obtained from the above sources, concepts were developed on a each analysis was made

Differentiations

Product differentiation:

Product differentiation in the washing machine market is critical for brands like LG, Whirlpool, Samsung, Godrej, and Panasonic to stand out. Here are some strategies each of these companies employ:

LG

1. Innovative Technologies: LG incorporates advanced technologies like Turbo Wash, 6 Motion Direct Drive, and True Steam, which enhance cleaning performance and efficiency.

2. Smart Connectivity: Features like LG Thin Q allow users to control their washing machines via smartphones, adding convenience.

3. Energy Efficiency: LG emphasizes energy-saving technologies, often earning high energy efficiency ratings.

4. Design: Sleek, modern designs with intuitive interfaces attract design-conscious consumers.

Whirlpool

1. Advanced Cleaning Features: Whirlpool machines often feature technologies like Adaptive Wash, which senses and adapts to the load, and Load & Go dispensers for detergent.

2. Affordability and Variety: They offer a wide range of models from budget to premium, catering to various consumer segments.

3. 6th Sense Technology: This feature optimizes water and detergent usage, ensuring efficient cleaning.

4. User-Friendly Designs: Whirlpool emphasizes ergonomic designs and easy-to-use interfaces.

Samsung

1. Eco Bubble Technology: This innovation pre-mixes detergent with air and water before the cycle starts, enhancing cleaning even at lower temperatures.

2. Add Wash Door: A unique feature that allows users to add forgotten items mid-cycle.

3. Smart Things Integration: Samsung washing machines can be controlled and monitored via the Smart Things app, promoting smart home integration.

4. Vibration Reduction Technology (VRT): Reduces noise and vibration, making their machines quieter.

Godrej

1. Eco-Friendly Initiatives: Godrej emphasizes sustainability with features like Eco Mode and low water consumption technologies.

2. Affordable Innovation: Balances advanced features with affordability, making their products accessible to a broader market.

3. Indian Market Customization: Designs and features tailored to the specific needs of Indian consumers, such as handling hard water and power fluctuations.

4. Anti-Allergen Technology: Features like Allergy Protect, which eliminate common allergens from clothes.

Panasonic

1. Economic Technology: Sensors that detect load conditions and optimize water and energy usage accordingly.

2. Active Foam System: Creates fine foam for better cleaning performance, even with tough stains.

3. Inverter Technology: Enhances motor efficiency and reduces energy consumption, making their machines more eco-friendly.

4. Robust Build Quality: Emphasis on durable materials and construction, ensuring longevity.

Conclusion These brands differentiate their washing machines through a combination of innovative technologies, smart features, energy efficiency, and targeted design. By addressing specific consumer needs and preferences, they maintain competitiveness in a crowded market

Price differentiation:

Here's a summary of the price range for washing machines from LG, Whirlpool, Samsung, Godrej, and Panasonic as of 2024:

LG Washing Machines

- ➢ Semi-Automatic Top Load: ₹10,590 - ₹20,990
- ➢ Fully Automatic Top Load: ₹15,990 - ₹35,660
- ➢ Fully Automatic Front Load: ₹22,990 - ₹45,990

Whirlpool Washing Machines

- ➢ Semi-Automatic Top Load: ₹9,500 - ₹17,000
- ➢ Fully Automatic Top Load: ₹15,000 - ₹35,000
- ➢ Fully Automatic Front Load: ₹21,000 - ₹50,000

Samsung Washing Machines

- ➢ Semi-Automatic Top Load: ₹9,000 - ₹18,000
- ➢ Fully Automatic Top Load: ₹16,000 - ₹33,000
- ➢ Fully Automatic Front Load: ₹25,000 - ₹55,000

Godrej Washing Machines

- ➢ Semi-Automatic Top Load: ₹8,000 - ₹16,000
- ➢ Fully Automatic Top Load: ₹14,000 - ₹28,000
- ➢ Fully Automatic Front Load: ₹20,000 - ₹40,000

Panasonic Washing Machines

- ➢ Semi-Automatic Top Load: ₹9,000 - ₹18,000
- ➢ Fully Automatic Top Load: ₹15,000 - ₹30,000
- ➢ Fully Automatic Front Load: ₹22,000 - ₹45,000

These prices give you a general idea of the market range for various washing machine brands and types in India. For more specific models and detailed price comparisons, visiting online retailers or manufacturer websites can provide the most up-to-date information.

Service differentiation:

Service differentiation strategies among leading washing machine brands like LG, Whirlpool, Samsung, Godrej, and Panasonic are pivotal in defining their market presence and consumer preference. Here's a detailed look at how each brand differentiates its services:

LG

1. Smart Technology Integration:
   - AI Direct Drive (AI DD): Uses artificial intelligence to detect the weight and softness of clothes, adjusting the wash pattern for optimal fabric care.
   - Thin Q Technology: Allows remote control and monitoring via smartphone app, integrating with other smart home devices.

2. Innovative Features:
   - Steam Technology: Provides better cleaning and sanitizing, reducing allergens.
   - Turbo Wash: Reduces washing time significantly without compromising cleaning efficiency.

3. Customer Support:
   - 24/7 Customer Care: Provides round-the-clock assistance and quick resolution of issues.
   - Extended Warranty: Offers extended warranties and service packages for added peace of mind.

Whirlpool

1. Advanced Washing Mechanisms:
   - 6th Sense Technology: Automatically senses, adapts, and controls the washing process based on the load size and type.
   - IntelliSense Inverter Technology: Ensures optimal energy usage and reduces vibration.

2. Customizable Washing Programs
   - Hard Water Wash: Designed specifically for regions with hard water, ensuring effective cleaning.

> Stain wash Programs: Specialized programs to remove different types of stains efficiently.

3. After-Sales Service:
   > Comprehensive Service Network: Extensive network of service centres and technicians.
   > Easy Access to Spare Parts: Ensures availability of genuine spare parts, enhancing the longevity of appliances.

Samsung

1. Cutting-edge Technology: -
   > Eco Bubble Technology: Mixes air, water, and detergent to create bubbles that penetrate fabric faster and more efficiently.
   > Quick Drive Technology: Reduces washing time by up to 50% and energy consumption by 20%.

2. Smart Home Integration: -
   > Smart Control: Allows remote monitoring and control via the Smart Things app.
   > AI-powered Laundry Assistant: Suggests optimal wash cycles based on usage patterns.

3. Customer Service Excellence:
   > Comprehensive Warranty Programs: Offers extensive warranties and support plans.
   > Customer-centric Policies: Flexible installation, demo services, and user-friendly return policies.

Godrej

1. Eco-friendly Initiatives:
   > Eco Mode: Energy-efficient wash cycles that save water and electricity.
   > Environment-friendly Products: Focuses on manufacturing products with minimal environmental impact.

2. User-friendly Features: -
   > I-Wash Technology: Customizes wash programs according to fabric type and soil level.

> ➤ Anti-Crease Technology: Reduces wrinkles, making clothes easier to iron.

3. Robust After-sales Service:
> ➤ Dedicated Service Helpline: Efficient customer service channels for prompt assistance.
> ➤ Extended Warranty and AMC: Annual Maintenance Contracts (AMC) to ensure longterm care.

Panasonic

1. Innovative Washing Solutions:
> ➤ Active Foam System: Creates fine foam for better penetration and effective stain removal.
> ➤ Stain Master: Targeted stain removal settings for common stains like sweat, mud, and sauce.

2. User Convenience:
> ➤ Built-in Heater: Provides hot water washes for improved hygiene.
> ➤ Gentle Hand Wash Mechanism: Mimics hand washing action for delicate fabrics.

3. Customer Support Services:
> ➤ Panasonic Service Connect: Digital platform for booking services and tracking requests.
> ➤ Extended Warranty Plans: Comprehensive warranty options to enhance product longevity.

Each brand leverages its unique technological advancements, customer service strategies, and eco-friendly initiatives to create distinct market propositions, catering to varied consumer needs and preferences.

Channel differentiation:

Channel differentiation refers to how companies use different marketing and distribution strategies to reach various market segments. Here's a breakdown of the channel differentiation strategies for washing machines from LG, Whirlpool, Samsung, Godrej, and Panasonic:

LG

1. Direct Sales Channels:
   - Official Website: LG offers direct sales through its official website, often with exclusive offers and bundles.
   - Exclusive LG Brand Stores: These stores provide a wide range of LG appliances, including washing machines, with hands-on demonstrations.

2. Retail Channels:
   - Large Retail Chains: LG washing machines are available at major retailers like Best Buy, Walmart, and Target.
   - Specialty Electronics Stores: Stores like Fry's Electronics and Micro Centre carry LG products.

4. Service Centres:
   - Dedicated Service Centre: These centres provide after-sales service and support for LG products.

Whirlpool
1. Direct Sales Channels:
   - Official Website: Whirlpool's website offers product details, sales, and promotions.
   - Brand Experience Centres: These centres provide an immersive shopping experience for customers.

2. Retail Channel:
   - Home Improvement Stores: Home Depot and Lowe's feature a variety of Whirlpool washing machines.
   - Mass Merchandisers: Retail giants like Walmart and Costco.

3. Online Retailers:
  - ➢ E-commerce Platforms: Amazon, Best Buy, and Home Depot's online store.
  - ➢ Regional and Local Online Stores: Regional stores also stock Whirlpool products.

4. Authorized Dealers:
  - ➢ Local Appliance Store: Smaller, locally-owned appliance stores carry Whirlpool machines.

Samsung

1. Direct Sales Channels:
  - ➢ Samsung's Official Website: Provides a comprehensive catalogue, often with special deals and financing options.
  - ➢ Samsung Experience Stores: These stores showcase the full range of Samsung products.

2. Retail Channels:
  - ➢ Big Box Retailers: Best Buy, Lowe's, and Home Depot.
  - ➢ Electronics Retailers: Stores like Micro Centre and Fry's Electronics.

3. Online Retailers:
  - ➢ E-commerce Platforms: Amazon, Best Buy, and Samsung's own online store.
  - ➢ Marketplace Websites: Platforms like Walmart.com and eBay.

4. Service Centres:
  - ➢ Samsung Authorized Service Centres: Provide warranty and non-warranty repair services.

Godrej

1. Direct Sales Channels:
  - ➢ Official Godrej Appliances Website: Offers product information and direct sales.
  - ➢ Godrej Stores: Dedicated stores that feature Godrej appliances.

2. Retail Channels:

➢ Regional Retail Chains: Prominent in Indian markets, stores like Chroma and Vijay Sales.
➢ Multi-brand Retail Stores: Often found in department stores that feature multiple appliance brands.

3. Online Retailers:
➢ Indian E-commerce Platforms: Flipkart, Amazon India, and Tata Cliq.

4. Local Dealers:
➢ Neighbourhood Appliance Stores: Widely available across urban and rural India.

Panasonic

1. Direct Sales Channels:
➢ Panasonic Official Website: Sells directly with occasional promotions and deals.
➢ Panasonic Brand Shops: Stores dedicated to showcasing Panasonic products.

2. Retail Channels:
➢ Large Retail Chains: Stores like Best Buy and Sears in various regions.
➢ Electronics Retailers: Specialty electronics retailers often carry Panasonic appliances.

3. Online Retailers:
➢ Global E-commerce Platforms: Amazon, eBay, and Best buy online.
➢ Regional Online Retailers: Websites like Newegg and B&H

4. Service Centres:
➢ Authorized Service Centres: These provide support and repair services for Panasonic products.

Each brand employs a mix of direct, retail, and online channels, alongside specialized service centres, to ensure comprehensive market coverage and customer support

Data analytics and discussions

In the data analytics, a survey based study conducted on the preferences and usage patterns of washing machines among 60 individuals offers a valuable opportunity to extract insights and trends from the gathered data. By analysing the survey responses we can uncover. Patterns related to brand preferences, features prioritisation, usage frequency, and customer satisfaction levels and more, through the lens of a data analytics this study allows us to derive actionable insights that can inform marketing strategies, product development decisions and overall industry trends in the realm of washing machines.

Group of individuals owns a washing machine.
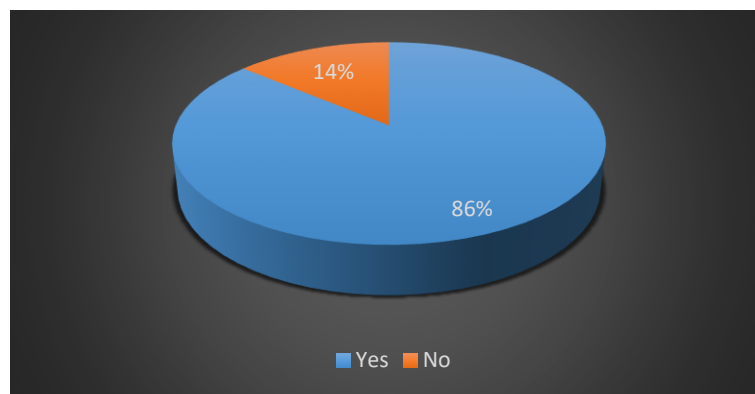
As per survey we received responses from a group of individuals, resulting in the following breakdown: 86.2% 'Yes': A significant majority 86.2% of respondents indicated that they do own a washing machine. This suggests that owning a washing machine is common among the surveyed group, reflecting its widespread adoption and likely, indicating that it is considered as necessary household appliance by most people. And also we received 13.8% 'No' response where a smaller portion of respondents stated that they do not own a washing machine. This minority might include people who rely on alternative laundry methods such as Laundromat, communal laundry facilities or a hand washing. The reason for a not owning a washing machine could be diverse, including financial constraints, lack of space, personal preferences or access to shared laundry facilities. Overall, the data indicates that the vast majority of people surveyed have chosen to have a washing machine in their homes, emphasising its importance in modern household routines.

Based on the percentage provided it appears that a significantly higher percentage of females own washing machines compared to male. There could be several factors contributing to this difference. Traditionally, household chores like the laundry have often been associated with the woman. So it's possible that this mind set has influenced more women to invest in the washing machines for convenience and efficiency in the managing laundry tasks. Additionally, lifestyle factors might also pay a role in the higher ownership among females. Woman may be more likely to prioritise a home cleanliness and organisation, making machine a valuable appliance in their household. The difference in ownership could also be influenced by economic factors. In some cultures or societies, women may be more responsible for managing household expenses and purchases a leading to a higher rate of ownership of appliances like washing machines. Furthermore, marketing and advertising efforts by manufacturers and retailers may also target women as the primary decision makers for household appliances, leading to a higher adoption rate among females. It is important to note that these percentage represent a general trend and may vary based on cultural economic and individual preferences. Ownership of washing machine is ultimately a personal choice and can be influenced by various factors that may not be captured in these statistics.

Occupational status
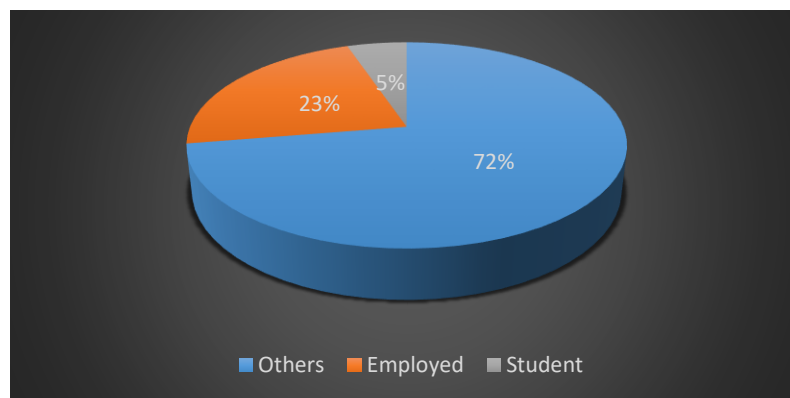
The data provided indicates the percentage of people who prefer using a washing machine based on their occupational status lets delve deeper into each category: Among students, only 5.2% prefer using a washing machine. This relatively low percentage could be due to the factors such as living in a dormitories with shared laundry facilities, financial constraint that may make owning a washing machine unfeasible or simply a lack of priority given to the laundry compared to other academic or social commitments. In contrast 22.4% of employed individuals prefer using a washing Machine. This higher percentage could be attributed to the

convenience and time-saving benefits that washing machines offer to individual's time is often a precious commodity and having a washing machine at home can help streamline household chores, allowing them to focus more on their professional responsibilities. The category labelled as other encompasses a significant majority with the 72.4% of individuals falling into this group. This diverse category could include a percentage of individuals such as retirees, homemakers, freelancers or individuals with the non-traditional employment arrangements. The high percentage within this category suggest that a large portion of population not covered under the student or employed categories still prefers using a washing machine.

Family kind
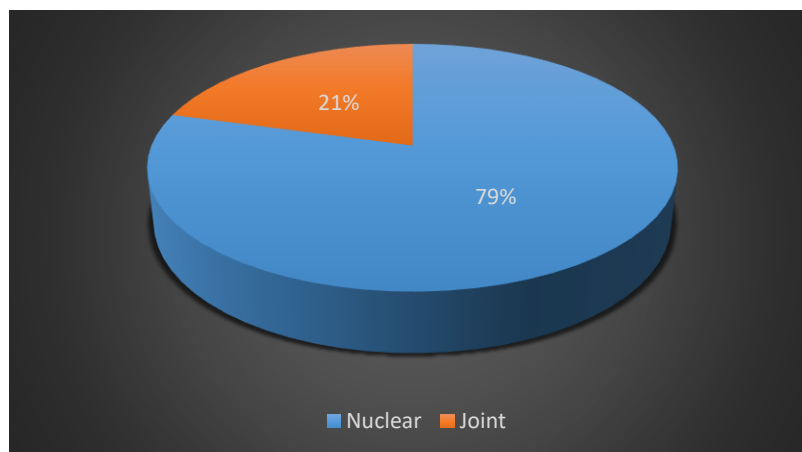
The preferences for a washing machine among a nuclear families compare to joint families can be attributed to a variety of factors. Let's delve into some of the reasons behind this trend. In a nuclear family setup, individuals have a more autonomy over their decisions, including household chores like laundry. Having a washing machine allows them to take care of their laundry needs independently without relying on other family members. Nuclear families often have both partners working full-time jobs or perusing their own careers. In such a scenarios time is a crucial factor and the convenience of a washing machine can save them valuable time and the effort that would otherwise, be spent on a manual washing. The nuclear families often need flexibility in their schedules. While the initial cost of purchasing a washing machine might seem high in the long run, it can be more costeffective for nuclear families. In urban settings nuclear families usually reside in the smaller homes or apartments where space is limited. A washing machine particularly a compact or stackable model fits well in such a constrained spaces. In joint families there tends to be a division of labour when it comes to household chores. Some members may be assigned the task of doing the laundry

manually. Joint families might weigh the cost of purchasing and maintaining a washing machine against the collective cost of outsourcing laundry services or hiring help for manual washing. In some joint family setups there may be a traditional preferences for certain rituals or practices which include manual washing of our clothes joint families often reside in a larger house with ample outdoor space which can accommodate traditional method of washing clothes. In such setups, there may be designated areas engaging in the shared chores like laundry can foster a sense of unity and togetherness among family members. The preference for washing machine in a nuclear families stems from a combination of factors like autonomy, convenience, lifestyle needs and space constraints.

Types of washing machine preferred by the group of individuals
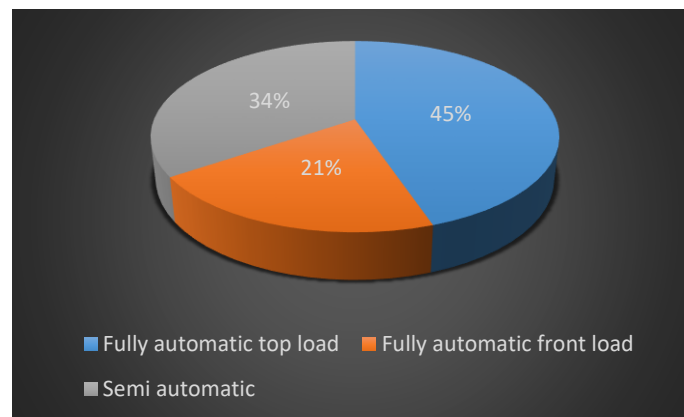
44.8% of people having a fully automatic top load washing machines because it is easy to use and popular due to their user-friendly design. They typically have simple control panels and loading mechanisms, making them convenient for consumers. The competitive pricing can make them an attractive choice for budget-conscious consumers looking for convenience of automatic washing. They use relatively less water compared to traditional. These washing machines are known for their quick wash cycles. 20.7% of the people having fully automatic front load washing machines because these are renowned for their superior cleaning performances and also more energy efficient than top load models use less water and detergent and have faster spin speed, resulting in the reduced energy consumption and lower utility bills overtime. The horizontal drum orientation in front load machines causes less wear an tear on clothes and gentle washing action is beneficial for the delicate fabrics and prolonging the lifespan of a garments 34.5% of the people having semi-automatic washing machine. They are often preferred for their affordability, generally cheaper to

purchase these washing machines allow users to have more control over the water level and the washing process. Often perceived as a durable and less prove to break down and offers flexibility in terms of adding or removing clothes during the wash cycles.

Customer satisfaction
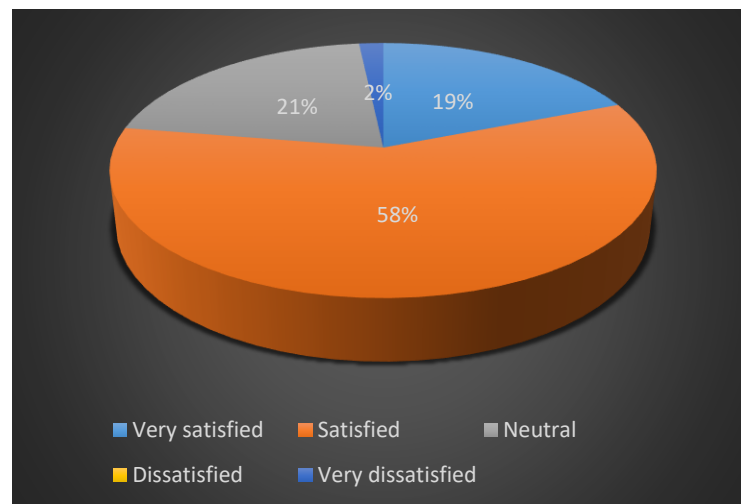
The varying degrees of customer satisfaction expressed by the individuals with their current washing machines can shed light on the overall consumer experience and the factors that contribute to their satisfaction levels. Below delve into the possible reasons behind the reported satisfaction levels in detail. Consumers who are very satisfied with their washing machines likely appreciate the machines cleaning performance. A washing machine that effectively cleans clothes without damaging them is crucial for these users, machines that have been reliable overtime and require minimal maintenance are likely to get high satisfaction from a user. The ease of use, accessibility of features and overall convenience of the washing machine may also contribute to a very satisfied. Consumers who are satisfied with their washing machines may appreciate the various features and functions. This could include customizable wash cycles, different load size options and energy saving modes. Users may feel that their machine offers good value for the price they paid and also meet the user's expectations. Those who fall in the neutral category may not have a strong feelings either positively or negatively about their washing machine. Consumers may see areas in which their washing machine could be improved but are overall accepting of its current performance. The absence of a decertified user suggest that the majority of the owners find their washing machines to meet their expectations to some extent, users who are very dissatisfied with their washing machines likely to face the critical issues that significantly affect their laundry experience. These could

include persistent malfunctions, poor cleaning results or major breakdowns, poor build quality or insufficient performance the reported levels of satisfaction with the washing machines reflect a range of experience and perception among consumers.

Factors affecting the purchasing decisions
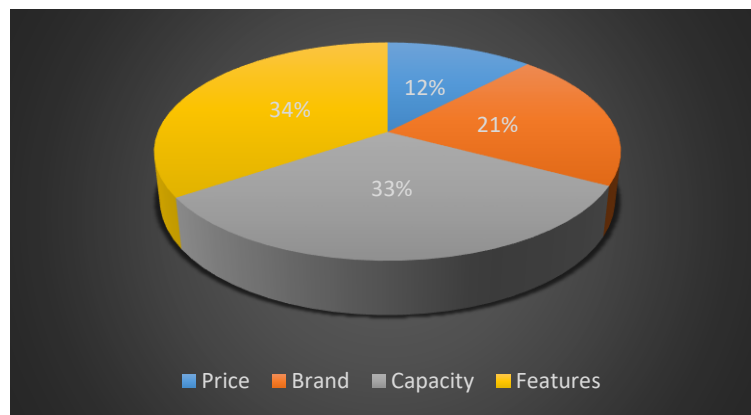
The data shows that consumers consider various factors when making a decision to purchase a washing Machine below are factors elaborate on each of the factors influencing purchasing a decision based on the given percentages. For some consumers, the price of the washing machine plays a significant role in their purchasing decision. Cost-conscious individuals may prioritise finding a washing machine that fits within their budget. While still meeting their basic requirements for laundry needs, consumers may be willing to pay a higher price if they believe the washing machine offers features, quality etc. Brand recognition and reputation can influence consumers purchasing decisions. Established brands with the history of producing reliable and high quality washing machines may attract consumers who value trust and familiarity in their appliances. Loyalty to a brand can be a strong driving force in the decision-making process. Consumers with a larger households or those who do laundry frequently may prioritise the capacity of the washing machine. A longer drum size can accommodate more laundry in a single cycle, reducing the overall time and efforts spent on laundry tasks. Consumers are increasingly interested in the washing machines with advanced weep. The features that offer customization options. These include different wash cycles for a specific fabrics, temperature settings, spin speed variations and energy saving modes. The integration of a smart technology in washing machine such as Wi-Fi connectivity, app controls and sensors is becoming more popular

## Brands preferred by customers

When it comes to choosing a washing machine brand from the options provided several factors should be taken into consideration to make an informed decision. According to survey, among the branded listed, Whirlpool stands out as a preferred choice for the washing machine. Whirlpool has built a strong reputation for producing high quality reliable appliance with the in innovative features. Whirlpool offers a wide range of washing machines to suit different needs and budgets, ensuring that there is a product for everyone.

## Sustainability and environmental impacts of washing machine
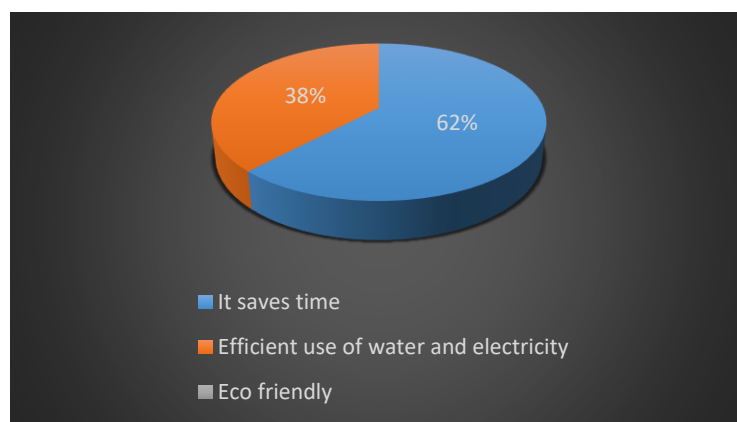
Washing machines have a revolutionized the way we do laundry by saving a significant amount of time compared to hand washing with the advancement of modern technology, high efficiency washer's use less water and incorporating features. In terms, of electricity usage advancements in motor technology have enabled washing machines to be more energy efficient. The lack of Eco friendliness indicate that there is a room to improve the Eco friendliness of washing machine. Manufacturers can consider using recycled materials in production, designing machine for easier repair and recycling and reducing carbon footprint of manufacturing processes.

After sale services:
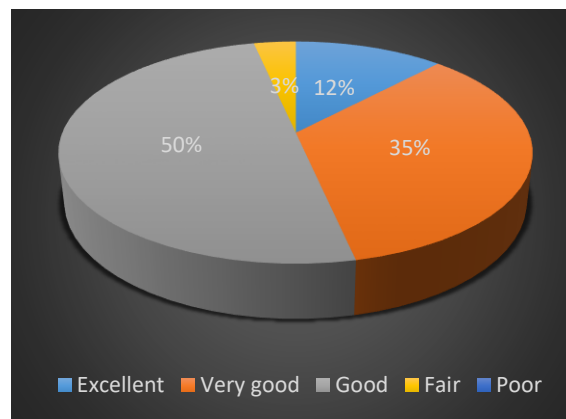
The data provided represents the distribution of customer responses regarding the after sale services for washing machines: 12.1% of customers rated the offer sale services as 'excellent', indicating a very high level of satisfaction with the services provided. This suggests that the company excelled in addressing a customer needs post purchases, 13.5% of customers rated the services as a 'very good', showing a positive sentiments towards sir. The aftersales support that indicate a significant portion of customers found the services to be of a high standard. A majority of 50% of customers rated the after sale services as a 'good' while not the highest rating, it suggests the customer satisfied with the services. 4.4% of customers rated the services as a 'fair'. This indicates that a small portion of customers found the services to be average or acceptable. No customer rate the offer sale services as 'poor'.

Problems faced by customers
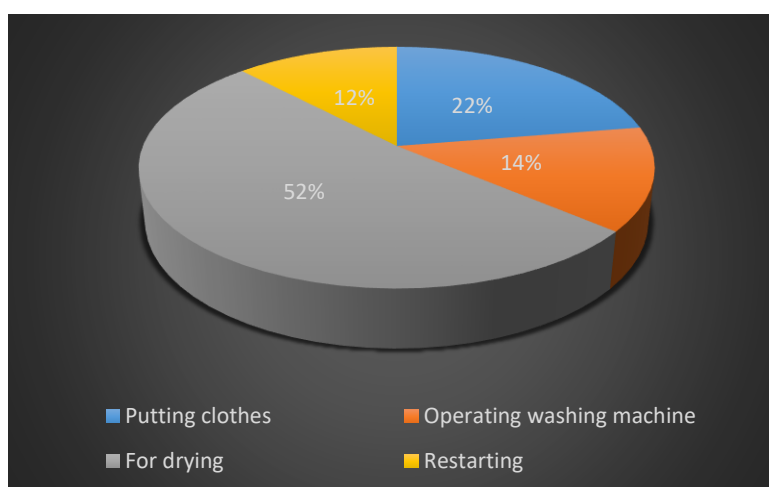
The data shows that the most common problem faced in doing the laundry is related to the drying process, accounting for 51.7% of issues. This could be due

to issues with the drying cycle in the machine. Lack of a proper ventilation and clothes may fold during the drying process. Another significant problem faced by 22.4% of people is putting a clothes into the washing machine. This could include issues such as a sorting clothes, selecting a right washing cycle or overloading the washing machine. A operating the washing machine itself accounts for 13.8% of the problems. This may involve difficulties in understanding the different functions of the machine using the appropriate amount of detergent or dealing with the error codes. Only 1% of problems faced in the laundry relate to the having to restart the mission pro washing process. This could be due to the power outages, machine malfunctions or errors in the washing cycles. These issues indicate that there are common challenges people face in the various stages of the laundry process from loading clothes to drying and dealing with the washing machine operations

CONCLUSION

According to the survey conducted, the following findings are drawn:

1. From the above research, the main thing which came out is that the customer is still focused on the traditional methods of washing. Mainly the customer walk-in is from the rural segment. Many research organizations also said that the rural market is still open to all companies; companies can grow more by focusing on the rural market.

2. Customers still prefer fully automatic washing machines more than semi-automatic washing machines because of different reasons, but the main reason for that was the price of the product, its easiness to use the product, and they are not willing to change their preference.

3. Other reasons for the preference of fully automatic washing machines over semi-automatic washing machines are that fully automatic washing machines are difficult to operate, and servants handle washing machines.

4. Customers still think that the brand name, promotion, and washing capacity of the washing machine affect the buying decision. Their prior knowledge of the brand today does not affect much because the market is changing day by day. Now nothing is predetermined, and anyone can sell their product in a highly volatile market.

5. According to the dealers, customers are brand cautious and also prefer quality products that can give value to their money invested. They sell the products of different brands in order to attract different customers.

6. The most important factor which came out is that the customers do not have the proper knowledge of different brands and the functions different companies provide.

7. The customers are satisfied with the products of Whirlpool, and most of them do not want to change their product. This means the customers of Whirlpool are brand loyal.

QUESTIONNARIES

Survey regarding Washing machine market demand and competitive analysis:

1. Name

2. Gender

   o Male
   o Female

3. Occupation

   o Student
   o Employed
   o Others

4. Family kind

   o Nuclear family
   o Joint family

5. Do you own a washing machine?

   o Yes
   o No

6. If yes what type of washing machine?

   o Fully automatic top load
   o Fully automatic front load
   o Semi-automatic

7. How satisfied are you with your current Washing machine?

   o Very satisfied
   o Satisfied
   o Neutral
   o Dissatisfied
   o Very dissatisfied

8. What factors influence your decision to purchase Washing machine?

   o Price
   o Brand

o Capacity
o Feature

9. Which brand of washing machines would you prefer?

o LG
o Samsung
o Godrej
o Panasonic
o Whirlpool
o Other

10. What are your thoughts on sustainability and environmental impact of washing machine?

o It saves time
o Efficient use of water and electricity
o Eco- friendly

11. What is your opinion regarding 'after sale services' of Washing machine?

o Excellent
o Very good
o Good
o Fair
o Poor

12. What kind of problem you faced in laundry?

o Putting clothes
o Operating washing machine
o For drying

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