

Customer Awareness and Satisfaction of Godrej Appliances in Chhattisgarh

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Abstract

The Indian home appliance market has expanded rapidly, driven by rising incomes and changing consumer lifestyles. In this context, this study examines customer satisfaction and brand awareness for Godrej Appliances in Chhattisgarh. Using a mixed-methods approach, a structured questionnaire (with 63 respondents) was administered across diverse demographic segments, complemented by in-depth interviews. The survey covered product quality, performance, design, pricing, after-sales service, brand reputation, and overall satisfaction, along with measures of Godrej brand awareness and reasons for brand choice. Key findings indicate that a majority of customers are satisfied with Godrej's product quality (63.5% agree they deliver high-quality products) and trust the brand, and many would recommend it to others (60.4% likely or very likely). Price and product quality emerged as the top reasons for choosing Godrej (30.2% and 27.0% of respondents, respectively). However, the data also reveal areas needing improvement: after-sales service responsiveness and competitive pricing were weaker elements. Preferences varied notably across demographic groups (e.g. urban vs. rural, income levels), suggesting targeted strategies are warranted. The qualitative interviews underscored themes like brand perception, trust, and the influence of word-of-mouth. By integrating quantitative and qualitative results, the study offers actionable recommendations—such as enhancing after-sales support, refining pricing strategy, and segment-specific marketing—to boost customer awareness and satisfaction for Godrej in this region.

Introduction

The Indian home appliance sector has seen sustained growth. Grand View Research reports that the market reached about USD 22.45 billion in 2024 and is projected to grow at ~7.2% annually through 2030. Consumer spending in India is rising rapidly; recent analyses predict that by 2026 India will be the world's third-largest consumer market, with both rural and urban household expenditures growing significantly. In this expanding market, consumers increasingly demand convenience, efficiency, and durability in appliances. Consequently, manufacturers must ensure high product quality and customer satisfaction to remain competitive.

Godrej Appliances, a division of the Godrej & Boyce flagship, is a long-established Indian appliance brand. Godrej entered the home appliance sector in 1958 with refrigerator, and later added air conditioners, washing machines, and other kitchen appliances. For decades it dominated categories like refrigerators: at one point its market share was around 27% and it was consistently a top-three player. As a major domestic brand with a wide product range, Godrej has historically been a key competitor against international players like Samsung, LG, Whirlpool, and Haier. Today Godrej continues to emphasize innovation, quality, and customer-centric design. However, its past experience shows that lapses in customer connection can erode

market share. In such a dynamic landscape, understanding current customer awareness of Godrej and their satisfaction levels is vital for strategic planning.

This paper investigates customer satisfaction and brand awareness for Godrej Appliances in Chhattisgarh. We begin by reviewing the company's background and relevant literature. We then outline the research objectives and describe the methodology (sampling, survey, and analysis). Key findings from the survey data are presented quantitatively. In the discussion, we analyze these results, identify patterns (including demographic differences), and interpret them in light of existing research. Finally, we offer recommendations for Godrej to improve customer awareness and satisfaction, and conclude with a summary of insights.

Company Background (Godrej Appliances)

Godrej & Boyce (part of Godrej Group) is a diversified Indian conglomerate founded in 1897. Its home appliances division began in 1958 with the production of refrigerators. Initially, Godrej sold only refrigerators, becoming a market leader – even though other local brands existed, Godrej's refrigerators consistently ranked among the top three in sales. Over time, the product line expanded: washing machines were introduced in the mid-1990s, followed by air conditioners, microwave ovens, and other kitchen appliances. Today Godrej Appliances offers a full range of major and small household appliances. Its products are known for energy efficiency and innovative features (for example, it launched India's first tilt-and-load front-loader washing machine). In recent years, Godrej Appliances has rebranded its image and updated its logo to appeal to younger consumers while emphasizing quality and after-sales support.

Despite past challenges (including a market share decline in the 2000s as foreign brands entered aggressively), Godrej remains one of the leading names in Indian home appliances. It is widely distributed through retail outlets and service networks across India. Given its history and scope, understanding customer perceptions of Godrej in a growing market is of practical importance to the company.

Literature Review

Brand awareness and customer satisfaction are critical topics in marketing research. High brand awareness means that consumers recognize and recall a brand, which often leads to consideration at purchase. Studies in consumer durables show that brand familiarity and perceived quality heavily influence buying decisions. For example, Godrej's legacy brand image in appliances has been analyzed in case studies, where surveys revealed that past complacency in brand communication led younger consumers to overlook Godrej. Similarly, marketing literature emphasizes that strong product performance (quality, features) and trust are central to satisfaction and loyalty. After-sales service quality, in particular, is repeatedly identified as a key determinant of satisfaction in appliances. Research on customer satisfaction in household appliances finds that prompt service and support build lasting relationships and significantly enhance overall satisfaction. Conversely, service failures can sharply reduce brand loyalty.

In addition, many studies note that consumer priorities can differ by demographic segments. Age, income, and urban/rural residence can moderate how satisfaction translates into loyalty. For instance, younger buyers may value technological features and branding more, while older or rural consumers might focus on reliability and price. Although few studies focus specifically on Chhattisgarh, general literature suggests that regional market differences may require tailored marketing approaches. In summary, prior work highlights the importance of analyzing multiple factors — product quality, price, service, brand image, and demographic variation — when assessing customer satisfaction and awareness in the appliance sector.

Research Objectives

Building on these insights, the study's objectives were defined as follows:

1. **Evaluate Customer Satisfaction Levels.** Assess overall satisfaction of customers who have used Godrej Appliances, focusing on product performance, reliability, after-sales service, and overall experience.
2. **Examine Brand Awareness.** Measure consumer awareness of Godrej Appliances as a brand, including recognition, recall, and associations, to gauge the effectiveness of Godrej's marketing.
3. **Identify Key Determinants of Satisfaction.** Determine which factors (such as product features, pricing, brand reputation, warranty policies, and service quality) most strongly influence customer satisfaction.
4. **Analyze Customer Feedback Mechanisms.** Evaluate how effectively Godrej captures and addresses customer feedback (through surveys, online reviews, complaint resolution, etc.) in improving its offerings.
5. **Provide Actionable Recommendations.** Based on findings, offer strategies for Godrej Appliances to enhance customer satisfaction and awareness, covering product development, marketing communications, service, and pricing.

These objectives guided the data collection and analysis.

Methodology

The research adopted a **descriptive study design**. A **structured questionnaire** (closed-ended) was used to gather primary data. Convenience sampling was employed, targeting appliance customers in the Raipur and Bilaspur areas of Chhattisgarh. The planned sample size was approximately 50–100 respondents. The questionnaire items were divided into sections: demographic profile, satisfaction ratings (using Likert scales) on various dimensions (quality, performance, service, etc.), brand awareness questions, and multiple-choice questions (e.g. reasons for choosing Godrej). Additionally, a few open-ended questions allowed brief qualitative input. The survey was administered in person at retail outlets and via snowball sampling.

To enrich the quantitative data, **in-depth interviews** were conducted with select respondents who had strong positive or negative views. These interviews explored personal experiences with Godrej products, perceptions of the brand, word-of-mouth influences, and suggestions for improvement.

For analysis, survey responses were tabulated and summarized with descriptive statistics (percentages, mode, etc.). Comparative patterns across demographic subgroups (age, income, urban/rural) were examined. Qualitative comments from interviews were coded thematically. Throughout, data were interpreted in light of the research objectives. (No advanced statistical testing was needed given the sample size; emphasis was on identifying trends and common themes.)

Key Findings

- **Demographics:** The final sample included 63 respondents. They represented both urban and rural areas of Chhattisgarh, varied age groups, income levels, and occupations. (E.g. roughly equal male/female, a range of incomes with a mode in the middle bracket). Most respondents had at least some familiarity with Godrej Appliances.

- **Overall Satisfaction:** A majority of customers expressed satisfaction with Godrej's products. For example, 63.5% of respondents agreed or strongly agreed that "*Godrej consistently delivers high-quality products/services*" (Table 1). Similarly, 60.4% of customers said they were "likely" or "very likely" to recommend Godrej to others based on their experiences (Table 2). Trust in the brand was also relatively high: 36.5% reported "some trust" and 27.0% "complete trust" in Godrej fulfilling its commitments (total ~63.5%).
- **Product Quality and Design:** Product quality was a strong positive driver. Over one-quarter of respondents (27.0%) cited **quality** as a main reason for choosing Godrej, second only to price (30.2%). Another 19.0% pointed to *range of designs* as a reason. The high satisfaction scores on quality reflect this: for instance, only 12.7% expressed any disagreement that Godrej delivers high quality (Table 1).
- **Pricing:** Price competitiveness emerged as a mixed factor. Price was the single most-cited reason for choosing Godrej (30.2%). However, interviews revealed some concerns about pricing: a few customers felt Godrej's products were priced higher than comparable foreign brands. Notably, prior reports have indicated that aggressive pricing by competitors once eroded Godrej's market share. In this survey, about one-sixth of respondents expressed dissatisfaction (disagree/strongly disagree) with Godrej's pricing/value proposition (Table 3).
- **After-Sales Service:** After-sales service was identified as an area for improvement. While 42.8% of respondents said Godrej was "effective" or "very effective" in resolving issues (Table 4), about 24% said Godrej was only "not at all" or "somewhat" effective. Qualitative feedback echoed this: some customers noted delays in service response and difficulty obtaining spare parts. This aligns with literature highlighting that service quality strongly influences satisfaction in appliances ijjsr.com.
- **Customer Relationship Management (CRM):** Satisfaction with CRM efforts (e.g. communication, feedback mechanisms) was moderate. On a 10-point scale question, the most common ratings were in the mid-range (scores 4–7), indicating ambivalence. About 60% of respondents agreed that Godrej communicates clearly and values customer feedback (Tables 5–6). However, the presence of sizable neutral/low responses suggests room for better engagement.
- **Brand Awareness:** While the survey did not directly ask a Yes/No awareness question, questionnaire responses imply substantial brand awareness – most participants were existing customers aware of Godrej's product lines. Notably, nearly all respondents could cite specific reasons for choosing Godrej, indicating functional awareness of the brand's offerings. Interviews revealed that many customers became aware of Godrej through friends or family ("word of mouth") or past experience with Godrej products in their households.
- **Market Position:** Combining these findings, it is evident that Godrej maintains a significant presence in Chhattisgarh. The majority of customers have a positive opinion of Godrej's reliability and product quality, and are aware of the brand's reputation. However, variations were observed across demographics: for example, urban and higher-income respondents tended to emphasize advanced features and brand image, while rural and lower-income groups prioritized price and basic functionality. Younger customers were more tech-aware and compared Godrej to global brands, whereas older customers focused on durability and local service. Such segment differences highlight the need for tailored marketing strategies.

(see Tables 1–4 for detailed survey results; Tables show number and percentage of respondents by response category for key questions).

Discussion

The findings provide a nuanced picture of customer sentiment toward Godrej Appliances in this region. The high satisfaction with product quality and the strong trust levels suggest that Godrej's core value proposition (durable, efficient appliances) remains intact. Over 60% agreement on quality consistency (Table 1) confirms that the brand's engineering reputation carries weight. This aligns with prior observations that Godrej historically dominated in product reliability. Moreover, the willingness of 60% of respondents to recommend the brand (Table 2) indicates solid loyalty potential.

Price sensitivity was apparent: 30% chose Godrej for its pricing (Table 7), but some customers felt less competitively priced than foreign brands. This matches past analysis where Godrej's higher pricing compared to competitors was noted. In our data, though a minority (6.3% strongly disagreed) expressed dissatisfaction with value-for-money, the overall mixed views suggest pricing strategy is critical.

After-sales service emerged as a key leverage point. Nearly a quarter of customers found issue resolution inadequate (Table 4). This result echoes research that after-sales service is a major satisfaction driver in appliances. Poor follow-up or limited service centers can tarnish an otherwise good product experience. The data suggest Godrej should strengthen service networks and responsiveness.

The customer feedback question (Table 6) showed that almost 59% felt Godrej uses feedback effectively, yet 35% were neutral or negative. This indicates that while some engagement channels exist, they may not fully capture customer concerns. Enhancing feedback loops (e.g. surveys, service calls, online platforms) could not only improve products but also signal to customers that Godrej listens.

Demographic patterns in the data highlight marketing implications. For instance, younger and urban respondents noted brand perception (some interviewees said Godrej was viewed as "traditional" compared to flashier foreign brands). Meanwhile, rural customers valued reliability and local service, even if they had not personally owned a Godrej appliance before. This means Godrej should tailor its messaging: emphasize innovation and modern design for younger audiences, while reinforcing trust and support for established markets. The variation in preferences supports a segmented strategy as noted in the literature.

Overall, the survey underscores that Godrej's strengths lie in product quality and brand legacy, but it needs to address price positioning and after-sales service to satisfy evolving customer expectations. By synthesizing these quantitative findings with interview themes (brand trust, word-of-mouth influence, aspirational cues), the study reveals that customers' future loyalty will hinge on maintaining quality while dynamically improving service and communication.

Recommendations

Based on the data and analysis, the following actions are recommended for Godrej Appliances to bolster customer awareness and satisfaction:

- **Enhance After-Sales Service Quality:** Strengthen the service network in Chhattisgarh (e.g. add service centers, faster maintenance response). Train staff to resolve issues promptly. Offer extended warranties or service packages for key products. (Literature shows robust after-sales support significantly raises satisfaction.)

- **Refine Pricing and Promotions:** Review pricing strategy to ensure competitiveness, perhaps by introducing value models or offering periodic discounts. Clearly communicate the value proposition (e.g. energy savings) to justify price. Consider targeted promotions (festive offers, bundle deals) to improve perception of value.
- **Targeted Marketing by Segment:** Develop tailored marketing messages. For urban/younger consumers, highlight innovative features, modern design, and smart connectivity. For rural/price-sensitive segments, emphasize reliability, energy efficiency, and the availability of localized service. Use region-specific advertising channels (local TV, billboards) and vernacular languages to improve brand recall.
- **Leverage Feedback and CRM:** Formalize a systematic customer feedback program (post-sale surveys, online review monitoring). Use this data to guide product improvements. Promote these efforts publicly (e.g. “Your feedback helped us launch...” communications) to increase customer engagement. Ensure consistent messaging and support across all channels (stores, online, call centers) so customers feel consistently treated.
- **Product Portfolio Alignment:** Given that price and design range were less-cited than quality, continue focusing R&D on high-quality, feature-rich products while expanding options in popular categories (e.g. double-door refrigerators, inverter ACs). Communicate clearly the breadth of Godrej’s product lineup through catalogs and digital media to improve consumer familiarity.
- **Brand Awareness Campaigns:** Increase visibility via advertising and social proof. Testimonials or influencer endorsements can help reframe Godrej as a modern, aspirational brand. Participating in local fairs or appliance expos in Chhattisgarh can also raise brand recall.

Implementing these recommendations should help Godrej Appliances strengthen its market positioning in Chhattisgarh by aligning offerings with customer priorities and addressing identified gaps.

Conclusion

This study provides a comprehensive assessment of customer awareness and satisfaction for Godrej Appliances in Chhattisgarh. By combining a structured survey with qualitative interviews, we identified both strengths (product quality, brand trust) and weaknesses (after-sales service, pricing) in the customer experience. The findings highlight the critical drivers of satisfaction — such as reliability, pricing, and service quality — and show how they vary across demographic segments. Overall, Godrej retains a solid brand presence and customer loyalty potential in this region, but it must proactively improve in specific areas to meet rising expectations. The actionable insights and recommendations derived here can guide Godrej Appliances in fine-tuning its marketing strategy, product development, and service delivery. Future research could expand the survey to more regions or conduct a longitudinal follow-up to measure the impact of any implemented changes.

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