FACTORS INFLUENCING CUSTOMER SATISFACTION OF HOME APPLICANCE WITH REFERENCE TO CHENNAI

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ABSTRACT:

Home appliances has occupied an important and predominant place in everybody life in the present scenario. A life without home appliances cannot be dreamt off. The fast lifestyle and disposable income has led to this situation. In this context it is important understand the factors influencing customer satisfaction of home appliances with reference to Chennai. Primary data has been collected using questionnaire. 650 questionnaires were collected and analysed using ANOVA. From the study it is clear that factors like qualification, occupation and income of the respondents have influence on customer satisfaction. If marketers understand these factors they can sell better.

KEYWORDS: customer satisfaction, home appliances, occupation, qualification and income.

INTRODUCTION:

Home Appliances in the present world is like a family member. Without it family cannot be run now-a-days. The busy metro life and disposable income of the person has led to the present position. Larger numbers ofwomen are going for employment. They have to finish their house chores and get to work. The only way is to use high tech electronic home appliances. The home appliances ranges from TV, washing machine, mixer, grinder, air conditioners, fan, etc.

CUSTOMER SATISFACTION:

Customer purchases a product with lot of expectation. If all the desired quality is met by the product the customer will be satisfied and it is called as customer satisfaction in simple terms. Customer satisfaction is important for a manufacturer of home appliances because it leads to brand loyalty and brand trust. A satisfied customer is one of good advertising source for the manufacturer for the reference groups. If the product satisfies him he will give a good reference otherwise the negative. There may be chance that satisfied customer may repurchase the company products in the future also.

STATEMENT OF THE PROBLEM:

Home appliances are inevitable now. Each customer wants and desires are different. What are the various things or attributes the customer prefers. This research article tries to find the factors influencing customer satisfaction of home appliances in Chennai.

OBJECTIVES OF THE STUDY:

1.To identify the impact of brand equity on the level of satisfaction on home appliances in Chennai.
2.The various factors influencing the customer satisfaction of home appliances.

REVIEW OF LITERATURE:

Awan et al (2014) his study aimed at analysing the impact of customer satisfaction and brand loyalty on consumer durables. The data for his study has been obtained through primary data from 300 respondents who are middle income groups and people belonged to business class. The findings of his study were that the impact of customer satisfaction was significant that affect brand loyalty to great extent.

Ray (2015) there study focuses on the factors that influences both externally and internally on consumer decision making processes. They have taken demographic factors as the factors that influence the customer decision making. They found that Psychographic can be the major market segmentation element. The major influencers are occupation, life style and value.

Thaman (2010) the research article has analyzed the consumer behaviour in the purchase process of television, refrigerator and food processor with special reference to income level. They have taken 300 samples from Ludhiana. There study revealed that lower class and middle class were reluctant to buy new products but upper class priority was that of stylishness and the durables body appearances.

Uma and Sasikala (2014) in their research paper analyzed the consumer buying behaviour for chosen Air Conditioners products in Madurai region. Data was collected using both primary and secondary data. The findings of the study are that consumer behaviour and preference have a great impact on the Air Conditioners products.

Pouromid and Iranzadeh (2012) their research article tries to examine the causes that affects the brand equity. The data were collected using simple random sampling of Guilan province female

customers. There study results shows that brand awareness, association and perceived quality has significant effect on brand equity.

HYPOTHESIS TO BE TESTED:

1.H_0 - There is no significant difference between the male and female respondents with respect to the customer satisfaction of Home Appliances. (hyp-24 page no.57)

2.H_0 –There is no significant difference between the Married and Unmarried respondents with respect to the customer satisfaction on Home Appliances.

3.H_0 – There is no significant difference between the Joint Family and Nuclear Family respondents with respect to the Customer Satisfaction on Home Appliances.

RESEARCH METHODOLOY:

T-test has been conducted to understand the significant between variables.

HYPOTHESIS 1.

H_0: There is no significant difference between the Male and Female respondents with respect to the Customer Satisfaction on Home Appliances.

TABLE –I GENDER

VARIABLES	GENDER						t - value	p - value
	MALE			FEMALE				
	N	Mean	SD	N	Mean	SD		
Quality of product	280	3.32	0.945	370	3.15	1.073	2.428	0.015
Price of the product	280	3.46	0.848	370	3.29	0.865	2.772	0.006
Workmanship of the product	280	3.54	0.875	370	3.42	1.050	1.820	0.049
Size of the product	280	3.54	0.859	370	3.49	0.889	0.813	0.416
Usage of Updated Technology	280	3.62	0.884	370	3.66	0.989	0.567	0.571
Innovativeness	280	3.55	0.916	370	3.60	0.921	0.685	0.494
Suitability	280	3.60	0.937	370	3.68	0.924	1.310	0.041
Convenient	280	3.64	0.860	370	3.68	0.897	0.775	0.439
Wide variety of products	280	3.80	0.933	370	3.69	0.901	1.742	0.042
Valuable information about the product	280	3.62	0.945	370	3.58	0.998	0.608	0.543
Durability	280	3.74	0.831	370	3.71	1.041	0.469	0.639
Environment friendly	280	3.69	0.943	370	3.57	1.069	1.723	0.045
New experience	280	3.71	1.005	370	3.61	1.033	1.417	0.157
Time efficient (saving in time)	280	3.83	0.908	370	3.72	1.026	1.700	0.040
Home delivery service	280	3.82	1.032	370	3.91	1.083	1.281	0.020
Service quality/ Professionalism in services (after sales)	280	3.42	1.055	370	3.24	1.169	2.403	0.016
Value for money	280	3.55	0.826	370	3.43	0.897	2.035	0.042
Warranties	280	3.80	0.764	370	3.55	0.893	4.359	0.000
Trust / Reliability	280	3.81	0.838	370	3.68	0.892	2.083	0.038
Complaints and Grievances handling	280	3.76	0.853	370	3.69	0.933	1.187	0.236
Customer friendly services	280	3.69	0.877	370	3.63	0.896	1.012	0.312
Design and structure	280	3.64	0.866	370	3.67	0.987	0.507	0.612
Environment of the shops/showrooms (sales outlets)	280	3.72	0.891	370	3.75	0.956	0.415	0.679
Comfortable	280	3.59	0.962	370	3.73	0.919	2.109	0.035
Benefits received	280	3.62	0.879	370	3.59	0.937	0.419	0.675
Maintenance	280	3.66	0.839	370	3.54	0.951	1.953	0.041
Riskless	280	3.68	0.878	370	3.59	0.896	1.569	0.117
Easy availability	280	3.73	0.835	370	3.65	0.965	1.198	0.231
Sales promotion (Discount, Offer, etc.)	280	3.74	0.890	370	3.74	0.988	0.098	0.922
Improvement in social status	280	3.76	0.914	370	3.62	1.082	2.103	0.036
CUSTOMER SATISFACTION	**280**	**109.64**	**12.133**	**370**	**107.84**	**14.326**	**1.967**	**0.040**

Source: Primary Data

An independent-samples t-test was conducted to compare the difference between the Male and Female respondents with respect to the Customer Satisfaction on Home Appliances.

TABLE II - FINDINGS

VARIABLES	t - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
Quality of product	2.428	0.015	0.05	Significant	REJECTED
Price of the product	2.772	0.006	0.01	Significant	REJECTED
Workmanship of the product	1.820	0.049	0.05	Significant	REJECTED
Size of the product	0.813	0.416	0.05	Insignificant	ACCEPTED
Usage of Updated Technology	0.567	0.571	0.05	Insignificant	ACCEPTED
Innovativeness	0.685	0.494	0.05	Insignificant	ACCEPTED
Suitability	1.310	0.041	0.05	Significant	REJECTED
Convenient	0.775	0.439	0.05	Insignificant	ACCEPTED
Wide variety of products	1.742	0.042	0.05	Significant	REJECTED
Valuable information about the product	0.608	0.543	0.05	Insignificant	ACCEPTED
Durability	0.469	0.639	0.05	Insignificant	ACCEPTED
Environment friendly	1.723	0.045	0.05	Significant	REJECTED
New experience	1.417	0.157	0.05	Insignificant	ACCEPTED
Time efficient (saving in time)	1.700	0.040	0.05	Significant	REJECTED
Home delivery service	1.281	0.020	0.05	Significant	REJECTED
Service quality/ Professionalism in services (after sales)	2.403	0.016	0.05	Significant	REJECTED
Value for money	2.035	0.042	0.05	Significant	REJECTED
Warranties	4.359	0.000	0.01	Significant	REJECTED
Trust / Reliability	2.083	0.038	0.05	Significant	REJECTED
Complaints and Grievances handling	1.187	0.236	0.05	Insignificant	ACCEPTED
Customer friendly services	1.012	0.312	0.05	Insignificant	ACCEPTED
Design and structure	0.507	0.612	0.05	Insignificant	ACCEPTED
Environment of the shops/showrooms (sales outlets)	0.415	0.679	0.05	Insignificant	ACCEPTED
Comfortable	2.109	0.035	0.05	Significant	REJECTED
Benefits received	0.419	0.675	0.05	Insignificant	ACCEPTED
Maintenance	1.953	0.041	0.05	Significant	REJECTED
Riskless	1.569	0.117	0.05	Insignificant	ACCEPTED
Easy availability	1.198	0.231	0.05	Insignificant	ACCEPTED
Sales promotion (Discount, Offer, etc.)	0.098	0.922	0.05	Insignificant	ACCEPTED
Improvement in social status	2.103	0.036	0.05	Significant	REJECTED
CUSTOMER SATISFACTION	**1.967**	**0.040**	**0.05**	**Significant**	**REJECTED**

As the *P* value is lesserthan Sig. Value (0.05) in 16 variables including Customer Satisfaction Score, the Null Hypotheses are rejected. The Null hypothesis is accepted in the remaining 15 cases, since the *P* value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statisticallysignificantdifference between the Male and Female respondents with respect to the Customer Satisfaction on Home Appliances.

From the above table, it is inferred that the mean values of Male respondents (M=109.64) are more than the Female respondents(M=107.84). It indicates that the Male respondents have more Satisfaction on Home Appliances than the Female respondents.

HYPOTHESIS 2.

H$_0$: There is no significant difference between the Married and Unmarried respondents with respect to

the Customer Satisfaction on Home Appliances.

TABLE III – MARITAL STATUS

VARIABLES	MARITAL STATUS						t - value	p – value
	MARRIED			UNMARRIED				
	N	Mean	SD	N	Mean	SD		
Quality of product	422	3.14	0.986	228	3.32	1.029	2.541	0.011
Price of the product	422	3.31	0.849	228	3.43	0.866	2.096	0.036
Workmanship of the product	422	3.33	0.988	228	3.61	0.930	4.170	0.000
Size of the product	422	3.47	0.938	228	3.55	0.815	1.997	0.043
Usage of Updated Technology	422	3.61	0.932	228	3.66	0.940	0.760	0.448
Innovativeness	422	3.45	0.959	228	3.68	0.870	3.652	0.000
Suitability	422	3.52	0.911	228	3.74	0.937	3.457	0.001
Convenient	422	3.62	0.837	228	3.69	0.912	1.676	0.042
Wide variety of products	422	3.69	0.941	228	3.80	0.897	1.668	0.046
Valuable information about the product	422	3.62	0.914	228	3.58	1.017	0.580	0.562
Durability	422	3.69	0.937	228	3.76	0.941	1.181	0.238
Environment friendly	422	3.59	1.029	228	3.66	0.989	1.073	0.284
New experience	422	3.64	1.034	228	3.68	1.008	0.575	0.565
Time efficient (saving in time)	422	3.78	0.930	228	3.77	1.001	0.117	0.907
Home delivery service	422	3.78	1.073	228	3.93	1.041	1.960	0.040
Service quality/ Professionalism in services (after sales)	422	3.39	1.076	228	3.28	1.145	1.703	0.033
Value for money	422	3.60	0.770	228	3.40	0.925	3.434	0.001
Warranties	422	3.74	0.785	228	3.63	0.879	2.007	0.045
Trust / Reliability	422	3.71	0.869	228	3.78	0.863	2.224	0.021
Complaints and Grievances handling	422	3.76	0.837	228	3.70	0.938	0.998	0.319
Customer friendly services	422	3.76	0.854	228	3.57	0.905	3.240	0.001
Design and structure	422	3.65	0.938	228	3.65	0.918	0.066	0.948
Environment of the shops/showrooms (sales outlets)	422	3.75	0.938	228	3.71	0.911	0.601	0.548
Comfortable	422	3.66	0.884	228	3.65	0.991	0.242	0.809
Benefits received	422	3.57	0.861	228	3.63	0.945	0.966	0.334
Maintenance	422	3.61	0.893	228	3.60	0.902	0.106	0.916
Riskless	422	3.53	0.899	228	3.72	0.870	3.149	0.002
Easy availability	422	3.59	0.929	228	3.78	0.868	3.085	0.002
Sales promotion (Discount, Offer, etc.)	422	3.72	0.974	228	3.76	0.909	0.632	0.528
Improvement in social status	422	3.61	1.057	228	3.76	0.950	2.137	0.033
CUSTOMER SATISFACTION	422	**107.90**	**13.050**	228	**109.48**	**13.431**	**1.739**	**0.044**

Source: Primary Data

TABLE IV- INTERPRETATION

An independent-samples t-test was conducted to compare the difference between the Married and Unmarried respondents with respect to the Customer Satisfaction on Home Appliances.

VARIABLES	t - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
Quality of product	2.541	0.011	0.05	Significant	REJECTED
Price of the product	2.096	0.036	0.05	Significant	REJECTED
Workmanship of the product	4.170	0.000	0.01	Significant	REJECTED
Size of the product	1.997	0.043	0.05	Significant	REJECTED
Usage of Updated Technology	0.760	0.448	0.05	Insignificant	ACCEPTED
Innovativeness	3.652	0.000	0.01	Significant	REJECTED
Suitability	3.457	0.001	0.05	Significant	REJECTED
Convenient	1.676	0.042	0.05	Significant	REJECTED
Wide variety of products	1.668	0.046	0.05	Significant	REJECTED
Valuable information about the product	0.580	0.562	0.05	Insignificant	ACCEPTED
Durability	1.181	0.238	0.05	Insignificant	ACCEPTED
Environment friendly	1.073	0.284	0.05	Insignificant	ACCEPTED
New experience	0.575	0.565	0.05	Insignificant	ACCEPTED
Time efficient (saving in time)	0.117	0.907	0.05	Insignificant	ACCEPTED
Home delivery service	1.960	0.040	0.05	Significant	REJECTED
Service quality/ Professionalism in services (after sales)	1.703	0.033	0.05	Significant	REJECTED
Value for money	3.434	0.001	0.05	Significant	REJECTED
Warranties	2.007	0.045	0.05	Significant	REJECTED
Trust / Reliability	2.224	0.021	0.05	Significant	REJECTED
Complaints and Grievances handling	0.998	0.319	0.05	Insignificant	ACCEPTED
Customer friendly services	3.240	0.001	0.05	Significant	REJECTED
Design and structure	0.066	0.948	0.05	Insignificant	ACCEPTED
Environment of the shops/showrooms (sales outlets)	0.601	0.548	0.05	Insignificant	ACCEPTED
Comfortable	0.242	0.809	0.05	Insignificant	ACCEPTED
Benefits received	0.966	0.334	0.05	Insignificant	ACCEPTED
Maintenance	0.106	0.916	0.05	Insignificant	ACCEPTED
Riskless	3.149	0.002	0.05	Significant	REJECTED
Easy availability	3.085	0.002	0.05	Significant	REJECTED
Sales promotion (Discount, Offer, etc.)	0.632	0.528	0.05	Insignificant	ACCEPTED
Improvement in social status	2.137	0.033	0.05	Significant	REJECTED
CUSTOMER SATISFACTION	**1.739**	**0.044**	**0.05**	**Significant**	**REJECTED**

As the *P* value is lesser than Sig. Value (0.05) in 18 variables, including Customer SatisfactionScore, the Null Hypotheses are rejected. The Null hypothesis is accepted in the remaining 13 cases, since the *P* value is greater than Sig. Value (0.05). Hence, it is concluded that there is statisticallysignificantdifference between the Married and Unmarried respondents with respect to the Customer Satisfaction on Home Appliances.

From the above table, it is inferred that the mean values of Unmarried respondents(M=109.48) are more than the Married respondents (M=107.90). It indicates that the Unmarried respondents have more Satisfaction on Home Appliances than the Married respondents.

HYPOTHESIS 3.

H_0: There is no significant difference between the Joint Family and Nuclear Family respondents with respect to the Customer Satisfaction on Home Appliances.

TABLE V – TYPE OF FAMILY

VARIABLES	TYPE OF FAMILY						t - value	p – value
	JOINT FAMILY			NUCLEAR FAMILY				
	N	Mean	SD	N	Mean	SD		
Quality of product	222	3.10	1.122	428	3.35	0.906	3.534	0.000
Price of the product	222	3.31	0.901	428	3.43	0.824	1.856	0.044
Workmanship of the product	222	3.41	1.063	428	3.54	0.880	1.993	0.042
Size of the product	222	3.47	0.852	428	3.55	0.889	1.327	0.185
Usage of Updated Technology	222	3.57	0.953	428	3.70	0.920	1.975	0.049
Innovativeness	222	3.50	0.955	428	3.63	0.885	2.125	0.034
Suitability	222	3.55	0.936	428	3.71	0.922	2.440	0.015
Convenient	222	3.64	0.879	428	3.67	0.879	0.454	0.650
Wide variety of products	222	3.74	0.931	428	3.76	0.909	0.364	0.716
Valuable information about the product	222	3.51	1.052	428	3.66	0.899	2.179	0.030
Durability	222	3.62	0.986	428	3.81	0.893	2.850	0.004
Environment friendly	222	3.46	1.025	428	3.75	0.977	4.163	0.000
New experience	222	3.59	1.037	428	3.71	1.003	1.666	0.046
Time efficient (saving in time)	222	3.81	0.938	428	3.75	0.992	0.977	0.329
Home delivery service	222	3.77	1.058	428	3.93	1.053	2.138	0.033
Service quality/ Professionalism in services (after sales)	222	3.26	1.200	428	3.38	1.043	1.579	0.115
Value for money	222	3.42	0.905	428	3.54	0.826	1.991	0.047
Warranties	222	3.66	0.862	428	3.69	0.820	0.459	0.646
Trust / Reliability	222	3.64	0.944	428	3.83	0.793	2.980	0.003
Complaints and Grievances handling	222	3.72	0.900	428	3.73	0.889	0.165	0.869
Customer friendly services	222	3.62	0.947	428	3.68	0.837	0.990	0.322
Design and structure	222	3.56	0.964	428	3.72	0.891	2.458	0.014
Environment of the shops/showrooms (sales outlets)	222	3.72	0.934	428	3.74	0.915	0.206	0.837
Comfortable	222	3.57	1.013	428	3.72	0.882	2.231	0.026
Benefits received	222	3.57	0.905	428	3.63	0.909	0.895	0.371
Maintenance	222	3.58	0.887	428	3.63	0.905	0.753	0.452
Riskless	222	3.59	0.892	428	3.67	0.884	1.329	0.184
Easy availability	222	3.64	0.956	428	3.73	0.856	1.360	0.174
Sales promotion (Discount, Offer, etc.)	222	3.63	1.075	428	3.83	0.809	2.956	0.003
Improvement in social status	222	3.64	0.978	428	3.73	1.020	1.307	0.192
CUSTOMER SATISFACTION	**222**	**106.90**	**14.129**	**428**	**110.19**	**12.402**	**3.542**	**0.000**

Source: Primary Data

An independent-samples t-test was conducted to compare the difference between the Joint

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family and Nuclear family respondents with respect to the Customer Satisfaction on Home Appliances.

TABLE VI - INTERPRETATION

VARIABLES	t - Value	P - Value	Level of significance	RESULT	
				Significance	Null Hypothesis
Quality of product	3.534	0.000	0.01	Significant	REJECTED
Price of the product	1.856	0.044	0.05	Insignificant	REJECTED
Workmanship of the product	1.993	0.042	0.05	Insignificant	REJECTED
Size of the product	1.327	0.185	0.05	Insignificant	ACCEPTED
Usage of Updated Technology	1.975	0.049	0.05	Significant	REJECTED
Innovativeness	2.125	0.034	0.05	Significant	REJECTED
Suitability	2.440	0.015	0.05	Significant	REJECTED
Convenient	0.454	0.650	0.05	Insignificant	ACCEPTED
Wide variety of products	0.364	0.716	0.05	Insignificant	ACCEPTED
Valuable information about the product	2.179	0.030	0.05	Significant	REJECTED
Durability	2.850	0.004	0.05	Significant	REJECTED
Environment friendly	4.163	0.000	0.01	Significant	REJECTED
New experience	1.666	0.046	0.05	Insignificant	REJECTED
Time efficient (saving in time)	0.977	0.329	0.05	Insignificant	ACCEPTED
Home delivery service	2.138	0.033	0.05	Significant	REJECTED
Service quality/ Professionalism in services (after sales)	1.579	0.115	0.05	Insignificant	ACCEPTED
Value for money	1.991	0.047	0.05	Significant	REJECTED
Warranties	0.459	0.646	0.05	Insignificant	ACCEPTED
Trust / Reliability	2.980	0.003	0.05	Significant	REJECTED
Complaints and Grievances handling	0.165	0.869	0.05	Insignificant	ACCEPTED
Customer friendly services	0.990	0.322	0.05	Insignificant	ACCEPTED
Design and structure	2.458	0.014	0.05	Significant	REJECTED
Environment of the shops/showrooms (sales outlets)	0.206	0.837	0.05	Insignificant	ACCEPTED
Comfortable	2.231	0.026	0.05	Significant	REJECTED
Benefits received	0.895	0.371	0.05	Insignificant	ACCEPTED
Maintenance	0.753	0.452	0.05	Insignificant	ACCEPTED
Riskless	1.329	0.184	0.05	Insignificant	ACCEPTED
Easy availability	1.360	0.174	0.05	Insignificant	ACCEPTED
Sales promotion (Discount, Offer, etc.)	2.956	0.003	0.05	Significant	REJECTED
Improvement in social status	1.307	0.192	0.05	Insignificant	ACCEPTED
CUSTOMER SATISFACTION	**3.542**	**0.000**	**0.01**	**Significant**	**REJECTED**

As the *P* value is lesser than Sig. Value (0.05 and 0.01) in 17 variables, including Customer Satisfaction Score, the Null Hypotheses are rejected. The Null hypothesis is accepted in the remaining 14cases the Null hypothesis is accepted, since the *P* value is greater than Sig. Value (0.05). Hence, it is concluded that there is a statistically significant difference between the Joint family and Nuclear family respondents with respect to the Customer Satisfaction on Home Appliances.

From the above table, it is inferred that the mean values of Nuclear family respondents(M=110.19) are more than the Joint family respondents (M=106.90).

FINDINGS OF THE STUDY:

1.There is a significant difference between the Male and Female respondents with respect to the Customer Satisfaction on Home Appliances. The mean values of Male respondents (M=109.64) are more than the Female respondents (M=107.84). It indicates that the Male respondents have more Satisfaction on Home Appliances than the Female respondents.

Time efficient (saving in time) (3.83), Home delivery service (3.82) and Trust / Reliability (3.81) are the top three product attributes that are satisfied by male respondents. Home delivery service (3.91), Environment of the shops/showrooms (sales outlets) (3.75) and Sales promotion (Discount, Offer, etc.) (3.74) are the top three product attributes that are satisfied by female respondents.

2. There is a significant difference between the Married and Unmarried respondents with respect to the Customer Satisfaction on Home Appliances. The mean values of Unmarried respondents (M=109.48) are more than the Married respondents (M=107.90).   It indicates that the Unmarried respondents have more Satisfaction on Home Appliances than the Married respondents. Time efficient (saving in time) / Home delivery service (3.78), Complaints and Grievances handling / Customer friendly services (3.76) and Environment of the shops/showrooms (sales outlets) (3.75) are the top three product attributes that are satisfied by married respondents. Home delivery service (3.93), Wide variety of products (3.80) and Trust / Reliability / Easy availability (3.78) are the top three products attributes that are satisfied by Unmarried respondents.

3. There is a significant difference between the Joint family respondents and Nuclear family respondents with respect to the Customer Satisfaction on Home Appliances.The mean values of Nuclear family respondents(M=110.19) are more than the Joint family respondents (M=106.90). It indicates that the Nuclear family respondents have more Satisfaction on Home Appliances than the Joint family respondents.Time efficient (saving in time) (3.81), Home delivery service (3.77), and Wide variety of products (3.74) are the top three product attributes that are satisfied by Joint family respondents.Home delivery service (3.93), Trust / Reliability / Sales promotion (Discount, Offer, etc.) (3.83) and Durability (3.81) are the top three products attributes that are satisfied by Nuclear family respondents.

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