

“Measuring Customers’ Satisfaction Level towards the Existing Attributes of Refrigerator in Bangladesh. A Comparative Study between Walton Brand and Jamuna Brand.”

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Abstract: The main concern of this study was to find out the customer satisfaction level of two commercial refrigerator brands ‘Jamuna’ and ‘Walton’ available in Bangladesh. This study based on the descriptive research which required qualitative data and quantitative data. Data from 100 respondents were collected at different places of Dinajpur and Thakurgaon district of Bangladesh and were analyzed. It was found that customers were satisfied with Walton and Jamuna Brand. Comparatively Walton brand has more satisfaction Attributes than Jamuna brand refrigerator. Although, these two commercial brands of refrigerators are populous in Bangladesh, The customers have some sort of complaint and suggestion to these brands. That is why they need to add some attributes to increase its marketability and sales.

Keywords: Customer Satisfaction, Comparative Analysis, Walton, Jamuna, Bangladesh.

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I. Introduction

In this present situation refrigerator is one which make the daily life easy and refresh due to the storage system. A refrigerator is necessary household machinery which consists of a heat pump and thermally insulated compartment which also transfers heat from the inside of the fridge to its external environment. That is why the inside temperature is being cooled under the immanent temperature of the room. Refrigeration is an essential food storage technique in developed countries. The reproduction rate of bacteria is depending on the temperature. So, Low temperature, Low bacteria reproduction. Now the technology is developed day by day. Every day it brings a change and presents their self in a new way. When Refrigerator was first introduced in Bangladesh, it was an expensive and fashionable item. Gradually the price of the refrigerators is going down. That’s why the people are being able to purchase the refrigerator. Besides price there are a lot of attributes available in a refrigerator, which influences the satisfaction level of the customers. Currently many foreign and domestic brands are available in the market such as Samsung, LG, Minister, Walton, Konka, Philips, Jamuna, Myone, Hitachi, Singer, Sony, Vision etc. Among these Sony, Samsung, Hitachi, Singer, Konka, LG are most widely known brand there also some domestic brand these are Walton, Jamuna, Myone, Minister, Transcom and so on. Here it is very important to know the customer acceptance and satisfaction level about the domestic. There are few studies, which measure customer satisfaction on refrigerator. If they did they would consider only price or quality or both price and quality. But there are more factors which may influence the satisfaction level of the customers. That is why we conduct this study by considering twelve greatly influencing factors as well as we set the objectives are-

- To measure the satisfaction level of customers towards present feature of Walton and Jamuna Brand.
- A Comparative analysis between Walton brand and Jamuna Brand.

II. Review of Literature

Nigel Hill, (1996) said that "Customer satisfaction is customers' perception that a supplier has met or exceeded their expectations." Customer satisfaction concept defined as a tool where the product's function compared to the customer's expectation and how well it meets customer's need (Armstrong & Kotler, 1996; Lindquist and Sirgy, 2008). It is very clear that why customer purchase products or services. When the products performance meets the customer needs, the customers will be satisfied to the product and customer will make frequent purchase. If the product performance can't meet the customer's expectation they will try to ignore the product. So customer satisfaction creates higher repurchase rates (Seiders, Voss, Grewal, and Godfrey, 2005). Customer attitude towards the product is influenced by some factors, such as quality, price and technology. Setting affordable price, developing product quality and adaptation of new technology greatly encourage the customer to through positive attitude towards the products. There are many brands available in the market but the matter is that from where customer will select the better one. In this case customers give more priority to the product, which consider above three things. A preference of particular brand based on benefit that is offered by a particular brand. Sometimes company charge high price and maintain brand loyalty because of the high preference of the customers (Hasan A. 2014). Srinivasa Rao Kasisomayajula (2013) The taste and preference of the consumer is changing rapidly. Customers always want the latest feature and the competition is in feature differentiation, timely delivery and promotion. Brand is anything which is bought by a customer. J. Douglas McConnell (1968) has said that quality is a determinant of brand preference but price is a major issue of choosing or ignoring a brand. A study is conducted by Chan Su Park and V. Srinivasan (1994) for measuring and understanding of different brand categories. The brand equity is measured by getting customer reaction from customer considering various attributes. Here the authors use attributes based and non attributes based component to measure the brand equity. Dr. Shendge (2012) on his study "A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to NaviPeth Area in Solapur City" viewed that Chocolate is liked and eaten by all age group of people. Attiya Kanwal (2011) stated that the consumer chose products by evaluating information cues, which are internal and external. If the customer is satisfied with the product he or she will buy it again and again. Customer will build a strong relationship and become loyal customer to this brand. Price is a major influencing factor to encourage the customer to purchase a product. If they charge high price Customer will ignore the product. The price of the brand is a major indication of customer's preference. The author also mentioned that quality is a sign of brand preference. Besides this he mentioned some other influencing factors these are family and friends, fashion, brand name, campaigns, advertising, availability etc.

III. Methodology and Hypothesis Design of the Study

3.1 Sampling area

For the convenience of the study and due to time limitation, we have selected Dinajpur and Thakurgaon district as the sampling area. Data were collected from the Showrooms, Retail stores, Dealers and residences.

3.2 Sample size

Customers or users of Wanton and Jamuna refrigerator are selected as respondents. Data have been collected from 100 respondents who familiar with Walton Refrigerator and Jamuna Refrigerator.

3.3 Data collection method

The study was conducted on the basis of both primary and secondary sources of information. Primary data were collected through a structured and unstructured questionnaire from the users of Walton and Jamuna Refrigerator. Different types of secondary data are included in this study. Sources of secondary information are given below:

- Annual report and sales report given by manager and sales person of showrooms.
- Website of Walton group and Jamuna group.

3.4 Questionnaire design

The questionnaire is consisted Personal information and General Information. Personal information consist of the data relates to the respondent. And general information consist of data relates to using refrigerator and there also a main feature for rating customer satisfaction. There is an option for preferred attributes and an option for providing suggestions. The aim was to check that the issues were pertinent and the questions were clear, understandable and comprehensible. I have collected primary data by pretesting one questionnaire and finally through a set of questionnaire.

3.5 Hypothesis Design

H_0 = There is no difference between the factors of Walton and Jamuna Refrigerator Brand.

H_1 = There is a difference between the factors of Walton and Jamuna Refrigerator Brand.

Table 1: Table of Hypothesis Design.

S.L	Factors	Null Hypothesis	Alternative Hypothesis
1	Color	$H_0=H_1$	$H_0\neq H_1$
2	Design	$H_0=H_2$	$H_0\neq H_2$
3	Size	$H_0=H_3$	$H_0\neq H_3$
4	Price	$H_0=H_4$	$H_0\neq H_4$
5	Lock Facility	$H_0=H_5$	$H_0\neq H_5$
6	Shelve & Drawer facility	$H_0=H_6$	$H_0\neq H_6$
7	Technology	$H_0=H_7$	$H_0\neq H_7$
8	Power Consumption	$H_0=H_8$	$H_0\neq H_8$
9	Cooling Compartments	$H_0=H_9$	$H_0\neq H_9$
10	Backup Facility	$H_0=H_{10}$	$H_0\neq H_{10}$
11	Freezing Time	$H_0=H_{11}$	$H_0\neq H_{11}$
12	Flexibility	$H_0=H_{12}$	$H_0\neq H_{12}$

IV. Analysis and Results Discussion

4.1 Satisfaction Level of Customer towards the Present Attributes of Walton and Jamuna Refrigerators in Bangladesh:

Table 2: Comparison of customer satisfaction on Color

S.L	Walton Refrigerator				Jamuna Refrigerator			
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	20	1.4	0.49	Very Satisfy	17	1.34	0.478
2	Satisfy	30			Satisfy	33		
3	Neutral	0			Neutral	0		
4	Dissatisfy	0			Dissatisfy	0		
5	Very Dissatisfy	0			Very Dissatisfy	0		
Total		50			Total	50		

The table 2 shows that customers of Walton are satisfied and there is no neutral or dissatisfied customer. The mean value of Walton is 1.4 that means the customers of Walton are almost very satisfied about the color of Walton refrigerator. This table also shows that the users of Jamuna are satisfied and there are no neutral or dissatisfied customers. The mean value of Jamuna is 1.34 that means users are almost very satisfied about the color of Jamuna refrigerator.

Table 3: Comparison of customer satisfaction on Design

S.L	Walton Refrigerator				Jamuna Refrigerator			
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	11	1.02	0.769	Very Satisfy	5	0.98	0.473
2	Satisfy	32			Satisfy	39		
3	Neutral	5			Neutral	6		
4	Dissatisfy	1			Dissatisfy	0		
5	Very Dissatisfy	1			Very Dissatisfy	0		
Total		50			Total	50		

Table 3 shows that customers of Walton are satisfied and there 5 respondent through neutral mark and there also 1 dissatisfied customer. The mean value of Walton is 1.02 that means the users of Walton are satisfied about the design of Walton refrigerator. This table also shows that the users of Jamuna are satisfied and there are 6 customers who mark neutral but there are not dissatisfied customers. The mean value of Jamuna is 0.98 that means users are satisfied about the color of Jamuna refrigerator. And the matter is that no one through complaint against the design of Walton Refrigerator.

Table 4: Comparison of customer satisfaction on Size

S.L	Walton Refrigerator				Jamuna Refrigerator			
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	7	0.96	0.57	Very Satisfy	3	0.70	0.65
2	Satisfy	34			Satisfy	31		
3	Neutral	9			Neutral	14		
4	Dissatisfy	0			Dissatisfy	2		
5	Very Dissatisfy	0			Very Dissatisfy	0		
Total		50			Total	50		

Table 4 shows that users of Walton are satisfied and there are 9 users who mark neutral but there is no Dissatisfy customer. The mean value of Walton is 0.96 that means the users of Walton are satisfied about the size of Walton refrigerator. This table also shows that the users of Jamuna are satisfied and there are some users who mark neutral and there are 2 dissatisfy customers. The mean value of Jamuna is 0.70 that means users are almost satisfied about the size of Jamuna refrigerator.

Table 5: Comparison of customer satisfaction on Price

Walton Refrigerator					Jamuna Refrigerator			
S.L	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	8	0.84	0.765	Very Satisfy	0	0.40	0.755
2	Satisfy	29			Satisfy	28		
3	Neutral	10			Neutral	14		
4	Dissatisfy	3			Dissatisfy	8		
5	Very Dissatisfy	0			Very Dissatisfy	0		
Total		50			Total	50		

Table 5 shows that the users of Walton refrigerator are almost satisfied about price. There only 3 dissatisfied customers. So the price of Walton is customer convenient. In case of Jamuna the customers are slightly satisfied and there are 8 dissatisfy customers that mean comparatively the price of Jamuna is higher than Walton.

Table 6: Comparison of customer satisfaction about Lock Facility

Walton Refrigerator					Jamuna Refrigerator			
S.L	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	4	0.68	0.74	Very Satisfy	1	0.46	0.578
2	Satisfy	30			Satisfy	22		
3	Neutral	12			Neutral	26		
4	Dissatisfy	4			Dissatisfy	1		
5	Very Dissatisfy	0			Very Dissatisfy	0		
Total		50			Total	50		

Table 6 shows that the mean value of Walton is .68 and users are approximately satisfied about the lock facility of Walton refrigerator, maximum customers are satisfied about the lock facility of Walton. But customers are slightly satisfied about the lock facility of Jamuna refrigerator because its mean value is .46 and maximum customers are neutral to through opinion.

Table 7: Comparison of customer satisfaction on Shelves and Drawer Facility

Walton Refrigerator					Jamuna Refrigerator			
S.L	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	2	0.54	0.676	Very Satisfy	1	0.64	0.579
2	Satisfy	26			Satisfy	32		
3	Neutral	19			Neutral	15		
4	Dissatisfy	3			Dissatisfy	2		
5	Very Dissatisfy	0			Very Dissatisfy	0		
Total		50			Total	50		

Table number 7 implies that the users of Walton are slightly satisfied and there are 19 neutral customers and 3 dissatisfy customers. No customers feel dissatisfaction about shelves and drawer facility of Walton brand. The mean value of Walton is .54 that means the users of Walton are slightly satisfied about the shelves and drawer facility of Walton refrigerator. This table also shows that the users of Jamuna are satisfied and there are some neutral and few dissatisfied customers. The mean value of Jamuna is .64 that means users are almost very satisfied about the color of Jamuna refrigerator.

Table 8: Comparison of customer satisfaction on Technology

Walton Refrigerator					Jamuna Refrigerator			
S.L	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	7	0.88	0.746	Very Satisfy	22	1.3	0.735
2	Satisfy	34			Satisfy	22		
3	Neutral	5			Neutral	5		
4	Dissatisfy	4			Dissatisfy	1		
5	Very Dissatisfy	0			Very Dissatisfy	0		
Total		50			Total	50		

Table 8 shows that the mean value of Walton is 0.88 and users of Walton are satisfied and there is only little number of neutral and dissatisfied customers. Customer's number 34 are satisfied with the technology of Walton brand. This table also implies that the mean value of Jamuna is 1.3 that means the users of Jamuna are

almost very satisfied about the Technology of Jamuna refrigerator. There are no dissatisfying customers of Jamuna brand for technology feature. So the technology of Jamuna brand is much better than Walton brand.

Table 9: Comparison of customer satisfaction on Power Consumption

S.L	Walton Refrigerator				Jamuna Refrigerator				
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD	
1	Very Satisfy	11	0.96	0.807	Very Satisfy	4	0.90	0.677	
2	Satisfy	30			Satisfy	41			
3	Neutral	5			Neutral	2			
4	Dissatisfy	4			Dissatisfy	2			
5	Very Dissatisfy	0			Very Dissatisfy	1			
Total		50			Total		50		

Table 9 shows that users of Walton are satisfied and there are some neutral and dissatisfied customers. The mean value of Walton is 0.96 that means the users of Walton are fully satisfied about the power consumption feature of Walton refrigerator. This table also shows that the users of Jamuna are satisfied and there only little number of neutral and dissatisfied customers. The mean value of Jamuna is .90 that means users are almost satisfied about the power consumption feature of Jamuna refrigerator.

Table 10: Comparison of customer satisfaction on Cooling Compartments

S.L	Walton Refrigerator				Jamuna Refrigerator				
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD	
1	Very Satisfy	2	0.62	0.666	Very Satisfy	2	0.72	0.536	
2	Satisfy	30			Satisfy	32			
3	Neutral	15			Neutral	16			
4	Dissatisfy	3			Dissatisfy	0			
5	Very Dissatisfy	0			Very Dissatisfy	0			
Total		50			Total		50		

Table 10 implies that the mean value of Walton is .62 that means the users of Walton are almost satisfied about the cooling compartment facility of Walton refrigerator. Maximum users are satisfy and there is no dissatisfied customer. This table also shows that the users of Jamuna are satisfied and there are no dissatisfy customers. The mean value of Jamuna is .72 that means users are almost very satisfied about the cooling compartment of Jamuna refrigerator. Here the users of Walton brand are more satisfied about the cooling compartments facilities than Jamuna brand.

Table 11: Comparison of customer satisfaction on Backup Facility

S.L	Walton Refrigerator				Jamuna Refrigerator				
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD	
1	Very Satisfy	4	0.76	0.686	Very Satisfy	2	0.74	0.599	
2	Satisfy	33			Satisfy	35			
3	Neutral	10			Neutral	11			
4	Dissatisfy	3			Dissatisfy	2			
5	Very Dissatisfy	0			Very Dissatisfy	0			
Total		50			Total		50		

Table 11 shows that users of Walton are satisfied and there are some neutral and dissatisfied customers too. The mean value of Walton is .76 that means the users of Walton are almost very satisfied about the Backup facility of it. This table also shows that the users of Jamuna are satisfied and there are 11 neutral 2 dissatisfied customers. The mean value of Jamuna is 0.74 that means users are almost satisfied about the backup facility of Jamuna refrigerator.

Table 12: Comparison of customer satisfaction on Freezing Time

S.L	Walton Refrigerator				Jamuna Refrigerator				
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD	
1	Very Satisfy	8	0.64	0.898	Very Satisfy	4	0.88	0.52	
2	Satisfy	22			Satisfy	36			
3	Neutral	14			Neutral	10			
4	Dissatisfy	6			Dissatisfy	0			
5	Very Dissatisfy	0			Very Dissatisfy	0			
Total		50			Total		50		

Table 12 shows Walton refrigerator take more time than Jamuna refrigerator though users are satisfied for both of it. But the mean value make a difference between them. The mean value of Walton is 0.64 and the mean value of Jamuna is 0.88. There are 6 dissatisfying customers for Walton but there is no dissatisfy customers for Jamuna. So the users are satisfied with Jamuna refrigerator.

Table 13: Comparison of customer satisfaction on Flexibility

S.L	Walton Refrigerator				Jamuna Refrigerator			
	Satisfaction Level	Frequency	Mean	SD	Satisfaction Level	Frequency	Mean	SD
1	Very Satisfy	6	0.46	0.862	Very Satisfy	9	0.88	0.71
2	Satisfy	16			Satisfy	27		
3	Neutral	24			Neutral	13		
4	Dissatisfy	3			Dissatisfy	1		
5	Very Dissatisfy	1			Very Dissatisfy	0		
Total		50			Total	50		

Table 13 shows that the mean value of Walton is .46 that means the users are nearly satisfy. Whether the users of Jamuna refrigerator are fully satisfied and the mean value of Jamuna is 0.88 and this table also implies that the maximum number of customers for Jamuna refrigerator are satisfy.

4.2Over All Comparison between Walton and Jamuna Refrigerator:

Table 14: Over all comparison of satisfaction level of refrigerator for Walton and Jamuna Brand

S.L	Attributes	Walton Brand (Mean Value)	Jamuna Brand (Mean Value)
1.	Color	1.4	1.34
2.	Design	1.02	0.98
3.	Size	0.96	0.70
4.	Price	0.84	0.40
5.	Lock facility	0.68	0.46
6.	Shelve & Drawer facility	0.54	0.64
7.	Technology	0.88	1.3
8.	Power consumption	0.96	0.90
9.	Cooling Compartments	0.62	0.72
10.	Backup facility	0.76	0.74
11.	Freezing Time	0.64	0.88
12.	Flexibility	0.46	0.88
Total		9.76	9.94

The table 14 shows that the overall mean value of Walton Refrigerator and Jamuna Refrigerator. The mean value of color for Walton Refrigerator is 1.4 and the Jamuna Refrigerator is 1.34. Here the customers of both Refrigerators are satisfied and the customers of Walton Refrigerator are more satisfied than Jamuna Refrigerator. Respectively in Design, Size Price, and Lock Facility the customers of Walton Refrigerator are more satisfied than customers of Jamuna Refrigerator, though the Customers are satisfied for both refrigerators. In case of Shelve & Drawer facility and Technology the Jamuna Refrigerator ensure more customer satisfaction than Walton Refrigerator. In case of Walton Refrigerator the mean value for Power Consumption is .96 and the mean value for Jamuna Refrigerator is .96 and that means this attributes is better in Walton Refrigerator than Jamuna Refrigerator. The mean value of Walton Refrigerator is .62 and Jamuna Refrigerator is .72 and where Jamuna also ensure more satisfaction level. Back up Facility of Walton Refrigerator slightly better than Jamuna Refrigerator because the mean value of Walton Refrigerator is .02 more. In case of Freezing Time and Flexibility the customers of Jamuna Refrigerator is more satisfied than Walton Refrigerator. Especially the Flexibility of Jamuna Refrigerator is comparatively good than other features. The total mean value of Walton Refrigerator is 9.76 and the total mean value of Jamuna Refrigerator is 9.94, here the maximum Customers of Walton Refrigerator are satisfied than Jamuna Refrigerator in various features though the mean value of Jamuna Refrigerator is higher than Walton Refrigerator.

4.3Result of Hypothesis Test:

The following are the result of hypothesis test for the brand of Walton Refrigerator and Jamuna Refrigerator:

Table 15: Paired Sample Test

Attributes and Pairs	Paired Differences					T	df	Sig.(2-tailed)
	Mean	S.D	S.E Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Color1 - Color2	0.06000	0.61974	0.08764	-0.11613	0.23613	0.685	49	0.497
Design1 - Design2	0.04000	0.90260	0.12765	-0.21652	0.29652	0.313	49	0.755
Size1 - Size2	0.26000	0.72309	0.10226	0.05450	0.46550	2.543	49	0.014
Price1- Prece2	0.44000	1.10951	0.15691	0.12468	0.75532	2.804	49	0.007
Lock F.1 – Lock F.2	0.22000	0.93219	0.13183	-0.04493	0.48493	1.669	49	0.102
SDF1 - SDF2	-0.10000	0.97416	0.13777	-0.37685	0.17685	-0.726	49	0.471
Tech1-Tech2	-0.42000	1.01197	0.14311	-0.70760	-0.13240	2.935	49	0.005
PC1 - PC2	0.06000	0.99816	0.14116	-0.22367	0.34367	0.425	49	0.673

CC1- CC2	-0.10000	0.73540	0.10400	-0.30900	0.10900	-0.962	49	0.341
BF1 - BF2	0.02000	0.91451	0.12933	-0.23990	0.27990	0.155	49	0.878
FT1 - FT2	-0.24000	1.04119	0.14725	-0.53590	0.05590	-1.630	49	0.110
Flx1- Flx2	-0.42000	1.05153	0.14871	-0.71884	-0.12116	-2.824	49	0.007

Table 16: Hypothesis Result

S.L	Attributes	t	Z	Result
1	Color	0.685	0.497	t > z = Rejected
2	Design	0.313	0.755	t < z = Accepted
3	Size	2.543	0.014	t > z = Rejected
4	Price	2.804	0.007	t > z = Rejected
5	Lock Facility	1.669	0.102	t > z = Rejected
6	Shelves and Drawer Facility	-0.726	-0.471	t < z = Accepted
7	Technology	-2.935	-0.005	t < z = Accepted
8	Power Consumption	0.425	0.673	t < z = Accepted
9	Cooling Compartments	-0.962	-0.341	t < z = Accepted
10	Backup Facility	00.155	0.878	t < z = Accepted
11	Freezing Time	-1.630	0.110	t < z = Accepted
12	Flexibility	-2.824	-0.007	t < z = Accepted

The Hypothesis has taken on Color, Size, Price and Lock Facility are rejected Thus there is a difference between Color, Size, Price and Lock Facility of two brands. The hypothesis has taken on Shelves and Drawer Facility, Technology, Power Consumption, Cooling Compartments, Backup Facility, Freezing Time, and Flexibility are accepted. Thus there is a difference between Shelves and Drawer Facility, Technology, Power Consumption, Cooling Compartments, Backup Facility, Freezing Time, and Flexibility of two brands.

IV. Recommendation and Conclusion

This study considers 12- attributes and 100 respondents in order to measure the satisfaction level of Refrigerator and make a comparison between the Walton Refrigerator Brand and Jamuna Refrigerator Brand. The findings of the study reveal that "Satisfaction Level", and "A comparison between the feature of Walton and Jamuna Brand". These findings provide some messages to Walton Group and Jamuna Group officials that they should place more emphasis on this feature ensuring through adopting new technology to manufacture and expanding the market base. And that will increase the customer satisfaction. It should be noted they should introduce more retail outlets especially Jamuna Refrigerator must do that. Independent's Sample t-test results have shown that attributes of refrigerator significantly differ between Walton Refrigerator Brand and Jamuna Refrigerator Brand. A similar research to this study can be completed on different Brands in Bangladesh. This study can help to recognize the attributes that their customers perceive important in case of refrigerator. This study also produces an assist to the policy makers, researchers, and those who are concerned for developing the varied aspects of refrigerator in Bangladesh. The findings reveal that the most important factors influencing customer's satisfaction level. And the findings also suggest that there are some of significant statistical differences between responses of Walton refrigerator and Jamuna Refrigerator customers.

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