

Empirical study based on consumer dissatisfaction of Gree Air Conditioning

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Abstract. due to the overall downward trend in the air-conditioning market, From 2012 to 2021, domestic air conditioning sales fell 25.12% year on year and sales fell 19.36% year on year, due to market pressure, inventory pressure and poor policy convergence, the price war among various brands has become more and more fierce. The competition among air-conditioning merchants fully reflects the competition of comprehensive strength, how to improve customer satisfaction has become the first problem to be solved. Therefore, it is necessary to evaluate and analyze the customer satisfaction degree of Gree air-conditioning system, in order to know the customer's perception of the quality of Gree air-conditioning service.

Keywords: Gree Air Conditioning; Customer Satisfaction; Promotion Strategy.

1. Introduction

This paper focuses on the customer satisfaction survey and promotion strategy of GREE air conditioning system. Firstly, the current situation of gree air conditioning system is analyzed through literature collection and questionnaire survey, survey shows that Gree air-conditioning customer satisfaction overall higher, but there are still 10%-20% of customers are not satisfied with gree air-conditioning[1]: There are 16.52% customers dissatisfied with the price, 15.32% customers dissatisfied with the energy consumption of the air conditioning, 16.67% customers dissatisfied with the refrigeration and heating, 15.5% customers dissatisfied with the after-sales service and so on. On the basis of the analysis results, this paper puts forward some countermeasures for improving the customer satisfaction of gree air conditioning, namely, product implementation strategy, optimization of customer information base, customer classification and management, and establishment of Customer satisfaction system[2]. We have found several strategies to improve customer satisfaction for Gree air-conditioning system, strengthen customer loyalty to Gree air-conditioning system through continuous improvement of customer satisfaction, lock in market share, and save money to attract new customers, at the same time increase the competitiveness of enterprises.

2. Theoretical basis of research

2.1 Two-factor-theory

Motivation is firstly a psychological concept, which refers to the psychological process of arousing people's motivation and inner motivation, and encouraging people to take action toward the desired goal. Many scholars and managers have studied this problem from different angles and put forward many related theories. Among them, the "Two-factor theory" put forward by American psychologist and behaviorist Herzberg in the late 1950s is the most influential one[3]. The "Two-factor theory", also known as the "Motivation-health factor theory", was put forward by American behavioral scientist Freyr Herzberg in 1959 in his books "Motivation factors at work" and "Work and human nature"[4]. The theory divides the factors affecting human behavior into health care factors (maintenance factors) and motivation factors (satisfaction factors), which are related to human work behavior, but they have different effects on human behavior[5].

2.2 Two-factor analysis of Gree air conditioning

The “Two-factor theory” is of guiding significance to the management of customer satisfaction: The health-care factor focuses on the low stage, and the incentive factor focuses on the high stage. According to the two-factor theory, intrinsic motivation is more important than extrinsic motivation. Herzberg tells us that the depth and effect of the incentives created by meeting various needs are different. The satisfaction of material needs is necessary, and their absence leads to discontent, but even when they are satisfied, their effect is often limited and unsustainable. The General Law of the two factors is that the health factor is basic and prerequisite, without it, it does not have the minimum qualifications and opportunities, and the acquisition of it does not mean that it has a competitive advantage; Incentive factors are critical and decisive. With the solution of the problem of food and clothing, the importance of this internal incentive is becoming more and more obvious.

3. Data processing based on spss19.0 software

3.1 Reliability analysis of questionnaire

CRONBACH's Coefficient was used to evaluate the internal consistency of each item in the questionnaire. The Cronbach Coefficient is calculated as $(K/(k-1))(1-s/St)$, in which K is the number of test questions. The CRONBACH Coefficient of each item is calculated by using SPSS statistical software. The results are as follows:

3.2 Reliability analysis of questionnaire

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized items	Number of items
.982	.982	17

Figure 1. Reliability analysis based on spss19.0

The results show that the Cronbach coefficients of the same kind of questions are all greater than 0.65, so the questionnaire has higher reliability in the survey of the satisfaction of GREE air conditioner. The analysis is shown in Figure 1.

3.3 Questionnaire validity analysis

KMO and Bartlett's test	
KMO number of sampling appropriateness	.990
The approximate chi-square	11914.566
Degrees of freedom	136
Bartlett's test of sphericity	significant
	.000

Figure 2. Validity analysis based on spss19.0

The KMO values of all kinds of scales were greater than 0.7, which indicated that the validity of factor analysis was high and factor analysis could be conducted. In addition, the significance of all kinds of questions was 0, less than 0.05. The selected variables are suitable for factor analysis. The analysis is shown in Figure 2.

4. SWOT analysis based on Gree Air Conditioning

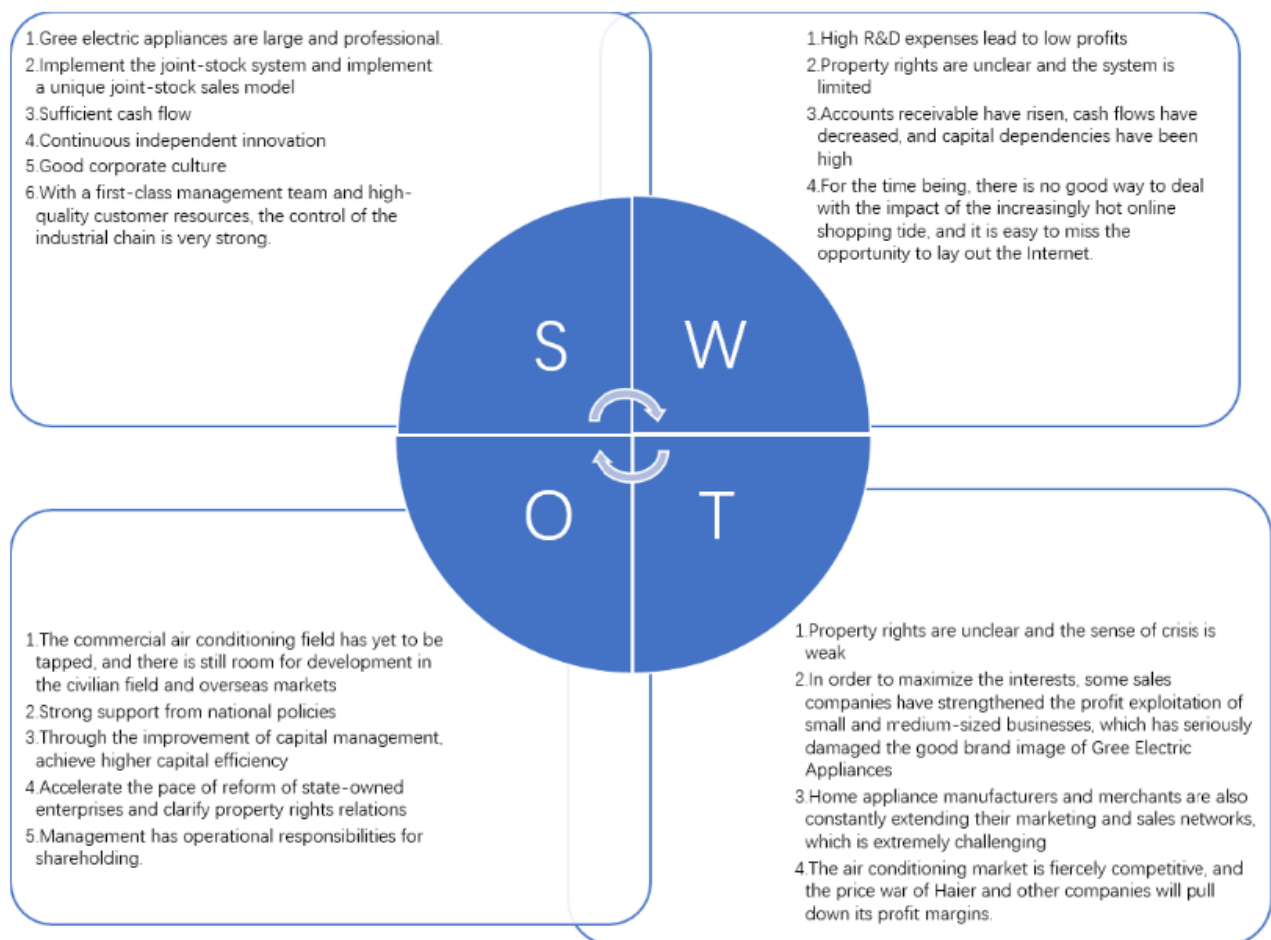


Figure 3.SWOT analysis based on Gree Air Conditioning

Above all, in the first half of 2021, due to slow weather warming in many parts of the country, rising prices of raw materials, and real estate construction is not completed in time, and other multiple factors, the domestic air-conditioning industry as a whole weak end demand. Sales of gree air conditioners rose 11.98 percent in the first half of the 2021 year-on-year, but fell 15.63 percent from the same period in 2019, according to industry online. The result of analysis is shown in Figure 3.

5. Conclusion

The strategy of improving customer satisfaction of GREE air-conditioner should follow the basic elements of GREE air-conditioner's customer-oriented and enterprise development, and try our best to improve the utilization rate of customer information, so Here's our strategy:

5.1 Initial advice

First of all, to ensure product quality, to meet customer needs, enhance customer loyalty, establish a good product impression.

5.2 Second advice

Update and utilize customer information base scientifically and efficiently, improve service organization and product performance according to customer feedback, opinions and suggestions.

5.3 Third advice

The classified management of customers, according to the customers' consumption ability, consumption demand, ge habit and so on, divides the types of customers, satisfies the customers' individual needs.

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