



Daffodil
International
University

Internship Report on

**“CONSUMER PERCEPTION REGARDING THE WASHING
MACHINE DURING PANDEMIC – A STUDY ON WALTON
WASHING MACHINE”**



“It’s our product”

Submitted To

Md. Abdur Rouf, PhD
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&
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Letter of Transmittal

14th June 2021

Md. Abdur Rouf, PhD

Associate Professor of Accounting

Director, MBA Program, Ashulia

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Daffodil International University

Subject: Submission of Internship Report

Dear sir,

With due respect, I am pleased to submit my internship report on **“CONSUMER PERCEPTION REGARDING THE WASHING MACHINE DURING PANDEMIC – A STUDY ON WALTON WASHING MACHINE”** to fulfill the requirement of MBA program under your supervision. It has been worthwhile experience for me in undertaking such a report work to get exposure to the real-life consumer experience regarding washing machine during pandemic specially on recent COVID-19 situation in Bangladesh. I have got the opportunity to work in Walton Hi-tech Industries Limited at “Home Appliance Department” under the supervision of Engr. Md. Hasibul Islam (Chief Operating Officer).

I would like to thank you for your encouragement and support which inspired me to work enthusiastically. I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

.....

Sincerely Yours

Md. Shahriar Kabir (ID: 193-12-109)

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Letter of Approval

It gives me tremendous delight to confirm that the extended report named "**CONSUMER PERCEPTION REGARDING THE WASHING MACHINE DURING PANDEMIC – A STUDY ON WALTON WASHING MACHINE**" has been finished by Md. Shahriar Kabir bearing ID: 193-12-109 an understudy of MBA program, Department of Business Administration, Daffodil International University under my watch and direction. Apparently, this is a unique work, which has not been distributed in any diary or submitted to any organization or office for any degree.

I do thus acknowledge it a completely suggest Internship Report for assessment.

Supervisor

.....

Md. Abdur Rouf, PhD

Associate Professor of Accounting

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Declaration

I, Md. Shahriar Kabir student of Department of Business Administration, Daffodil International University hereby declare that the internship report on “CONSUMER PERCEPTION REGARDING THE WASHING MACHINE DURING PANDEMIC – A STUDY ON WALTON WASHING MACHINE” is an original and this report has not been submitted or published elsewhere. This report is done by me for the partial fulfillment of my post graduate degree (MBA), as a part of my academic curriculum.

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Acknowledgment

First of all, I wish to express my thanks to the almighty Allah for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time. I would like to pay my gratitude to my respected supervisor & faculty “**Md. Abdur Rouf, PhD**” sir who gave me the proper guideline and direction while making the analysis on “CONSUMER PERCEPTION REGARDING THE WASHING MACHINE DURING PANDEMIC – A STUDY ON WALTON WASHING MACHINE”. I am very much grateful to Engr. Md. Hasibul Islam (Chief Operating Officer) for his entire support to finish my intern report as well as MBA degree. He had given me all types of support from the beginning. Without his direct support it was not possible for me to complete MBA degree.

My sincere thanks go to the authority and colleagues of Walton Hi-tech Industries Limited who gave me this opportunity to complete my internship in this organization. However, I tried very hard and worked very sincerely on this report to make an informative one. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things. I am really grateful to all for their supportive and friendly behavior.

I also show my appreciation to my beloved wife for her help and support in creating this report. It was not an easy journey for me to complete the internship report considering a fulltime job with lots of responsibilities. At last, my sincere apology, if there is any conceptual and printing mistake, if there is any.

Executive Summary

This report represents the consumer perception while buying a Washing Machine. Consumer perception is an important element to measure consumer inner choice regarding products. Consumer perception gives buying decision of a consumer. It will give comparative analysis of various Washing Machines considering usage, price, choice, age, income levels etc. Consumer collects information about a product and interprets the information to make a meaningful image about a particular product. This is called as consumer perception. When a consumer sees advertisements, promotions, consumer reviews, social media feedback, etc. relating to a product, they develop an impression about the product. The entire process of consumer perception starts when a consumer sees or gets information about a particular product. This process continues until the consumer starts to build an opinion about the product. Everything that a company does affects customer perception. The way the products are positioned in a retail store, the colors, and shapes in your logo, the advertisements that you create, the discounts that you offer, everything impacts the customer perception.

A happy customer is one who is satisfied with the experience that he has with a product or a service. The customer perception is built around the experience that a customer has with a product. Consumer perception can make or break your brand. When customers had a pleasant experience of getting their products delivered on time, they form a perception. Getting the products that were as described in the product description also creates a positive customer perception. When customers experienced a great after-sale service it is going to develop a positive opinion about the brand. But when customers had a bad experience such as broken products, no returns, no after-sales service, etc. the customers build a negative perception about the brand. When companies work towards strengthening the bond between customers and the company, customer perception improves, and this gives way for a better competitive edge. Consumer perception is also important to determine the kind of image a brand wants to build. Customer perception or consumer perception plays a major role in buying behavior. Hence companies are going the extra mile to create a pleasant and happy customer experience for its customers. Companies are ready to spend money and effort to influence customer perception and drive profitable consumer behavior.

Index

Chapter	Topics	Page Number
Nil	LETTER OF TRANSMITTAL	i
Nil	LETTER OF APPROVAL	ii
Nil	DECLARATION	iii
Nil	ACKNOWLEDGEMENT	iv
Nil	EXECUTIVE SUMMARY	v
Chapter-01	INTRODUCTION	10
1.1	Conceptual Framework of The Study	10
1.2	Need and Significance of The Problem	11
1.3	Purpose of The Study	11
1.4	Statement of The Problem	11
1.5	Definition of Terms	12
1.6	Objectives of The Study	13
1.7	Limitations	13
Chapter-02	REVIEW OF RELATED LITERATURE	14
2.1	Studies Related to Foreign	14
2.2	Critical Review	14
2.3	Gap Identified	15
Chapter-03	OVERVIEW OF WALTON WASHING MACHINE	16
3.1	Ambitions and Ethics of Walton	16
3.2	Journey of Walton Washing Machine	18
3.3	Product Mix of Walton Washing Machine	19
3.4	Structure Overview of Walton Washing Machine Project	21
3.5	Production Capacity and Capability of Walton Washing Machine	22
3.6	Pricing Point	23
3.7	Walton Starts Exporting Washing Machine	24
Chapter-04	CONSUMER PERCEPTION	25
4.1	Consumer Perception on Walton Washing Machine	25
4.2	Measuring Customer Perception	27
4.3	Consumer Perception Regarding the Walton Washing Machine During Pandemic	28
4.4	Growth of Walton Washing Machine at Pandemic	29
4.5	Market Consumption	30
Chapter-05	METHODOLOGY	31
5.1	Research Method Used for The Study	31
5.2	Sampling Plan	31
5.3	Sample Size	31
5.4	Sources of Data	31
5.5	Tools of Analysis	32
Chapter-06	ANALYSIS & DISCUSSIONS	33
6.1	Data Gathering and Analysis	33
6.2	Conclusion	45
Chapter-07	FINDINGS & RECOMMENDATIONS	46
7.1	Findings	46
7.2	Recommendation	47
7.3	References	47

List of Tables

Table-01: Pricing Variation of Different Washing Machines.

Table-02: Demographic Details of The Respondent.

Table-03: Washing Machine Details of The Respondent.

Table-04: Perception Level of The Respondent.

Table-05: Problems Faced by Respondents.

List of Figures

- Figure-01: Top Loading Walton Washing Machine.
- Figure-02: Front Load Walton Washing Machine.
- Figure-03: Semi-Automatic Walton Washing Machine.
- Figure-04: Structural Overview of Walton Washing Machine Project.
- Figure-05: Walton Washing Machine Production Line.
- Figure-06: Pricing Comparison.
- Figure-07: Market Consumption Analysis.
- Figure-08: Gender Factors Analysis.
- Figure-09: Age Group Factors Analysis.
- Figure-10: Marital Status Factors Analysis.
- Figure-11: Occupation Factors Analysis.
- Figure-12: Monthly Income Factors Analysis.
- Figure-13: Types of Washing Machine Factors Analysis.
- Figure-14: Brand of Washing Machine Factors Analysis.
- Figure-15: Size of Washing Machine Factors Analysis.
- Figure-16: Size of Washing Machine Factors Analysis.
- Figure-17: Year of Usage Factors Analysis.
- Figure-18: Mode of Purchase Factors Analysis.
- Figure-19: Media Influence Factors Analysis.
- Figure-20: Purpose of Purchase Factors Analysis.
- Figure-21: Influencing Factors Analysis.
- Figure-22: Perception Level of The Respondent.
- Figure-23: Problems Faced by The Respondent.

Abbreviations

WHIL: Walton Hi-tech Industries Limited.

WM: Washing Machine.

WWM: Walton Washing Machine.

CP: Consumer Perception.

R&D: Research and Development.

QC: Quality Checking.

S&I: Store and Inventory.

PD: Process Development.

L&D: Logistics and Distribution.

CHAPTER ONE

INTRODUCTION

1.1 Conceptual Framework of The Study

A washing machine (laundry machine, clothes washer, or washer) is a home appliance used to wash laundry. The term is mostly applied to machines that use water as opposed to dry cleaning (which uses alternative cleaning fluids and is performed by specialist businesses) or ultrasonic cleaners. The user adds laundry detergent, which is sold in liquid or powder form, to the wash water.

Together with the refrigerator, the washing machine is the commonest domestic appliance to be found in households the world over. The history of the washing machine goes back to the earliest civilizations, as people tried to find the best ways to wash their clothes, first in streams of running water and then in ever more sophisticated wash-houses and tanks. The washing machine meets a basic need: to wash clothes and household linen. And it is this daily necessity, with the associated desire to render the washing process less laborious and more hygienic, which has brought about the impressive array of inventions with which we are familiar nowadays. Nowadays, washing machines are connected to the internet and may have integrated Wi-Fi for deferred startup of washing programs, for instance during off-peak times when electricity costs are at their lowest. Some models work without detergent, thanks to electrolysis, which separates the positive and negative ions.

Washing machine is a machine used to wash the various types of clothes without paying any physical effort. If we have a washing machine, we need not to rub the clothes with our hands or squeeze them to remove the water. Washing machine is also called a clothes washer or simply the washer. It enables you to wash your clothes automatically without any supervision of its operation. All you need to do is put the clothes in the machine and select the wash mode. Nowadays washing machines are not mere fashionable home appliances. Rather it has become an inseparable part of our daily life. A better clean cloth means better care for our family.

1.2 Need and Significance of The Problem

It's rare that doing laundry feels like a lifesaving mission, but in the midst of the COVID-19 outbreak, washing clothes properly could be vital to our family's health. Laundering clothes and linens safely are particularly important if we are living with someone who has a suspected or confirmed case of the new coronavirus, someone with a compromised immune system, or someone who works in a hospital or another place where there may be exposure to the virus. While experts don't know exactly how long the new coronavirus (officially called SARS-CoV-2) remains infectious on clothes and other fabrics, early research shows that the virus can survive on cardboard for no longer than 24 hours and on metal and plastic for up to 72 hours, says Jaimie Meyer, M.D., an infectious-disease specialist and assistant professor of medicine at the Yale School of Medicine in New Haven, Conn. So, it's possible that the virus may remain infectious on clothes for hours to days, though there is no data available on that yet. If we are caring for someone in the house who is sick or we are cleaning the clothes of a family member who may have been exposed to the coronavirus, consider those clothes contaminated and keep them in a separate laundry bin until it's time to do the wash. In this pandemic washing machine might be a good alternative to keep away from corona virus.

1.3 Purpose of The Study

The purpose of the study is to know the rules, ability, capability, lacking, customer perceptions and growth of Walton at pandemic time. Walton was much capable to fulfill local customer demand as well as export market demand although have a lot of limitation of RM. Walton has gained reputation in terms of its unbeatable capability for producing washing machine in the most competitive way in aspect of quality, cost, design and innovation. Walton is producing Top loading, Front loading & Semi-Automatic Washing Machine by maintaining a standard & a unique goal of being passionate & developing loyalty in clients by providing quality product at low cost.

1.4 Statement of The Problem

The invention of the washing machine gave women back a vast amount of time. Free from the shackles of laundry, many women found themselves with enough time to enter the labor market. By entering the labor market, the status of women in society began to change.

1.5 Definition of Terms

Consumer:

Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer. A consumer is one who is the decision maker whether or not to buy an item at the store, or someone who is influenced by advertisement and marketing. A consumer can be a person (or group of people), generally categorized as an end user or target demographic for a product, good, or service. Any product, good, or service that is developed must have a target market in mind, in order to be effectively marketed and sold.

Perception:

Perception in marketing is described as a process by which a consumer identifies, organizes, and interprets information to create meaning. Perception is a psychological variable involved in the purchase decision process that is known to influence consumer behavior. Perception is important because it keeps us connected to the world. Perception helps to keep us alive. We are able to sense danger by a constant key mediator between stimulus and response. The knowledge gained from perception is equally as important as any of the other senses, if not more important.

Consumer perception:

Consumer perception is defined as a process by which consumers sense a marketing stimulus, and organize, interpret, and provide meaning to it. The marketing stimuli may be anything related to the product and/or brand, and any of the elements of the marketing mix. We can classify the marketing stimuli into two types, namely primary or intrinsic and secondary or extrinsic. The primary or intrinsic stimuli comprise the product and its components, namely brand name, label, package, contents, and physical properties. The secondary or extrinsic stimuli comprise the form in which the good or service offering is represented through words, visuals, graphics, and the symbolism, or through other cues such as price, outlet, salespeople, or marketing communication.

Pandemic:

A pandemic is a disease outbreak that spreads across countries or continents. It affects more people and takes more lives than an epidemic. The World Health Organization (WHO) declared COVID-19 to be a pandemic when it became clear that the illness was severe and that it was spreading quickly over a wide area.

Walton Washing Machine:

The main purpose of technology is to ease our lives. Human beings have capitalized on scientific innovations throughout history to bring positive changes to life. Washing machine is such an outcome of human endeavors to ease lives. Walton Washing machine is a result of constant innovation which is designed with a view to ease the lives of the people in Bangladesh. It relieves the consumers of manual washing and allows them to utilize their time on other activities. The washing machine operates in a very simple and automatic process. All we have to do is put the clothes inside and select the mode of washing. The washing, rinsing, and drying all depend on the mode we have selected.

1.6 Objectives of The Study

Evaluating the consumer perception of Walton Washing Machine and analyzing the strengths and weaknesses, which will help WHIL to initiate effective promotional and distribution strategy that will boost in sales.

Major objectives of this study can be defined as follows: -

- ❖ To identify consumer perception regarding Walton Washing Machine during pandemic.
- ❖ To identify the satisfaction level of consumer toward the company and the growth of Walton Washing Machine during pandemic.

1.7 Limitations

However, there was a huge chance for Walton to penetrate the market regarding washing machine but Walton failed to do that because of market analysis, forecasting and shortage of raw materials for production. All suppliers were close due to Covid-19 for a long time especially in China.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Studies Related to Foreign

“Project Report on Consumer Behavior towards Washing Machines and Refrigerator”

2.2 Critical Review

Objectives of previous work: -

- To know race of celebrity in buying decisions.
- To know consumer behavior while purchasing.
- To know what factor, affect consumer behavior.
- To know the consumer view regarding service and after sales service.
- To know various strategies used by companies to attract consumers.
- To know the consumer preference.

Research methodology of previous work: -

The project did certain the driver’s consumer behavior and to find the factor which affect purchase of Washing Machine. The Research divide into two parts: -

1. Exploratory research to find the various drives of consumer behavior.
2. Conclusive research to find the factor affecting the purchase.

Findings of previous work: -

1. This research was mainly dealt with knowing purchase and post purchase behavior.
2. This research was focused on product output which customer get from the product.
3. This research was also focus on changing preference of customers because in today/s time there were so many best options for customer for every electronic product.
4. This research also studied that product were reaching up to the expectation of customer or not. An electronic product company differentiate its product on different grounds.

2.3 Gap Identified

1. To know consumer perception during purchase and post purchase behavior for washing machine.
2. To know the benefits consumer seeking during washing machine purchase.

OVERVIEW OF WALTON WASHING MACHINE

3.1 Ambitions and Ethics of Walton

It will take no less than a year from hereon for normalcy to return to businesses that have been devastated in the past four months following the novel coronavirus outbreak. A vaccine will be available by this year, referring to anticipations of the World Health Organization and quite a few research organizations. Meanwhile, people have already started venturing out of their homes and in many instances going about their business so as soon as the vaccine sees the light of day the situation will become normal very fast. Business of Walton will take more time compared with the food business, whereas the business of luxury products will take the highest time to return to normalcy that had prevailed before the arrival of the pathogen. An economy is dependent on a country's consumption level but the consumption of people was affected for the pandemic. Consumption slumped not only in Bangladesh but in the whole world. So, the economic impact was massive, be it on investment, employment generation or international trade.

Walton, which was founded in 1977, witnessed tremendous growth in its business performance until the 2017-18 financial year, when natural calamities in the form of flood hit hard, coinciding with a huge amount of investment they had made that year. Performance of Walton bounced back the following year thanks to the huge investments and extreme marketing. In the 2018-19 financial year, Walton's revenue soared 89 per cent year-on-year to Tk 5,177.3 crore. The company's earnings per share stood at Tk 45.87 in that period. Walton's target was to boost its profit in the 2019-20 financial year riding on the additional benefits of the investment that was made the previous year. With a paid-up capital of Tk 300 crore, Walton is already in the process of raising Tk 100 crore in capital this year from the stock market through an initial public offering. The main sales season for refrigerators, the top-selling product of Walton, begins in March. This year, it was spoiled for the coronavirus. Bangladesh's first cases of COVID-19 were confirmed on 7 March and three weeks later the government put the country on shutdown until 30 May. The company had orders for 2.5 lakh refrigerators and 22,000 ACs from India. It only managed to dispatch 2,000 ACs, with the rest deferred. Fearing the worst in early March, Walton had stopped all new investments,

procurement of raw materials and kept a big amount of money with banks to ensure that its employees get their salaries. Just before the general shutdown began on 26 March, Walton disbursed Tk 77 crore among its 20,000. The company also started work on manufacturing various lifesaving medical equipment including ventilators, protective face shields, safety goggles, UV-C disinfectant system and Medi-cart robot alongside hand sanitizers. Now, Walton can manufacture 8,000 international standard face shields and more than 8,000 safety goggles a day. They are sold at home and abroad. Apart from these, Walton is also expanding its washing machine factory and the factory of some home appliances like clothes iron, blender, induction and rice cookers, microwave oven and components along with base polyol chemical factory, which will be used in the rigid and flexible foaming industry.

Many companies were cutting jobs during the pandemic, which was not a good decision because employees are assets. To ensure adequate liquidity at hand at this juncture, entrepreneurs need to take measures. It already has the production plants for batteries and motors of international standard, which are needed to produce electric vehicles. Walton now focusing on ensuring high quality, for which they were using copper condensers in refrigerators. Copper condensers increase the life span of the home appliance and make those more energy efficient. Walton is producing compressors with technology developed in Germany and has an annual production capacity of 4 million. The company has targeted to manufacture 10 million compressors annually within 2025. Walton exports its products to more than 35 countries, including the US and Europe, and now it is working to expand the market to South and North America, Russia and different European countries. To meet the ever-increasing demand for highly efficient, lightweight and cost-effective compressors, its research and development team is working to develop a new series of high COP (coefficient of performance) inverter compressor that will set a new standard of performance all over the world and will be introduced by the end of 2021. The company has a laboratory named NASDUT-UTS that maintains global standards and certification for quality testing. Its certification covers at least 80 per cent of the countries for quality, safety, including of the environment, energy efficiency and many more. Bangladesh has huge potential as business relations among the US, China and India are deteriorating. So, the government needs to provide suitable policy support now for industries to flourish and grab the opportunity. (Source: *The Daily Star*, Saturday, May 1, 2021)

3.2 Journey of Walton Washing Machine

If we dislike entering our laundry room, most probably it is missing one of the most urgent home appliances, a washing machine. Let not our home is incomplete without this modern washing appliance. Need to choose the right washing machine for our home at Walton's Home Appliances section from a large collection of washing machines of renowned manufacturers like Samsung, Whirlpool, Hitachi, Transtec, Panasonic and Siemens. All these brands have already carved a niche in the field of popular home appliances.



From front-loading and top-loading design to automatic and semi-automatic models, Walton has every kind of washing machine to suit our needs, styles and preferences. Based on washing features, load, capacity, used technology Walton Washing Machines are categorized into different types. We should learn about the features and given preferences to choose the best one for our family.

Walton has introduced Washing Machine in local market on January, 2013 by trading business. From 18th, February 2018, Walton has started manufacturing inside its own premises Walton Hi-Tech Industries Limited, Chandra, Kaliakoir.

Walton is one of the leading electronic product manufacturing companies in Bangladesh with one of the largest well-equipped R&D facilities in the world carried out its production through different subsidiaries under the banner of Walton group headquarters in Bangladesh. Very recent Walton achieved Super brand awarded.

3.3 Product Mix of Walton Washing Machine

Walton has two types of washing machines are as bellows-

1. Automatic Washing Machine

- ❖ Top Loading (Capacity: 6 kg, 7 kg, 8 kg, 9 kg, 12 kg and 15 kg)
- ❖ Front Loading (Capacity: 6 kg, 7 kg, 8 kg and 9 kg)

2. Semi-Automatic Washing Machine

- ❖ Single Tub (Capacity: 6 kg only)
- ❖ Twin Tub (Capacity: 7 kg, 8 kg, 9 kg, 10 kg and 12 kg)

Top Load:



Figure-01: Top Loading Walton Washing Machine.

The opening of a top loading washing machine is a vertically aligned drum. Clothes are loaded and unloaded via a door on the top. During the wash cycle, water is added to float clothes, which are then moved about by an impeller. Top-loading washing machines are easy for our back, as they don't require us to bend on our knees to load or unload the washer. Walton has top-loading washing machines to make laundry an effortless task with its range of products.

Top-load washing machines are flexible, eliminating the need to bend down to load and unload the wash. We can also add to or pause our load once it starts. With high-efficiency top-load washers without an agitator, we have many of the benefits of a front-load machine, such as gentle cycles, steam clean and enhanced stain-fighting power, all while enjoying increased capacity. Browse our top-load washing machines and compare them with front-load washers to find the right choice for our clothing care.

Front Load:

Washing machines that make our laundry tasks easy with their front-loading capability are known as front loading washers. Since they allow us to stack other items up on them, front-load washers are ideal for small laundry rooms and homes that do not have a separate laundry area. They are also more energy efficient than their top-loading counterparts. Walton has front-loading washing machines with its range of products.



Figure-02: Front Load Walton Washing Machine.

Semi-Automatic:

If we want to invest in a washer and we are tight on our budget, Walton keeps our needs covered with its budget-friendly semi-automatic models. Semi-automatic ones are perfect for us, if we are unsure of affording continuous water supply to the washer. They feature a twin-tub design, where we have to spend manual effort to shift the clothes from the wash tub to the drying tub.



Figure-03: Semi-Automatic Walton Washing Machine.

3.4 Structure Overview of Walton Washing Machine Project

Walton Washing Machine is a complete department including Research & Development (R&D), Production, Sourcing, Quality Control (QC), Process Development (PD), Store & Inventory (SI), Logistics & Delivery (L&D)

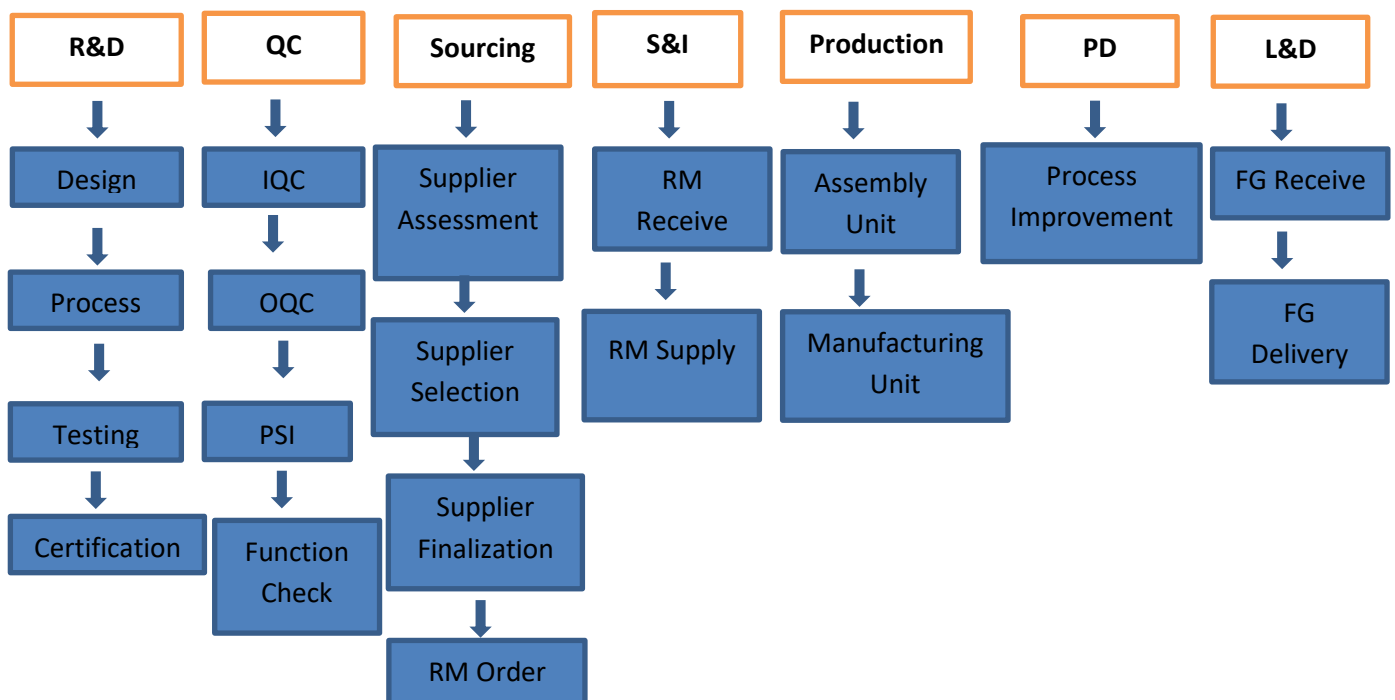


Figure-04: Structural Overview of Walton Washing Machine Project.

R&D Department: R&D has design section for creating product design and proto type. Process section ensures assembly procedure, lifetime testing and product certification.

QC Department: QC ensures In-line checking for any Raw Materials lot come in to factory and pass/fail of lot. Pre-shipment inspection occurs when supplier is ready to ship the raw materials. Functional QC for function check before final packing for delivery

Sourcing Department: Assess and select the right supplier for raw materials source. Then give raw materials order to the selected suppliers.

Store & Inventory Department: Raw materials receive and support to production.

Production Department: Manufacturing unit produces all parts related the product and assembly unit assemble the all parts to a finished product.

Process development: Process development department comply with all wrong process and ensures optimum processes.

Logistics & Delivery Department: Ensures receive and delivery of ready product to the customer through market.

3.5 Production Capacity and Capability of Walton Washing Machine



Figure-05: Walton Washing Machine Production Line.

It is about more than 750-acre area of total Walton factory and the area of Walton Washing Machine is 70,000 square feet. Currently working around 3,000 employees in Washing Machine project. Present production capacity is 1000 pcs/day. That means we can easily cover the present market demand and also export market demand. Walton already started export to India (Reliance Group, HUANDAI Group), Nepal, Yemen, East Timor, Kenya and Nigeria. 10-15 more countries are communicating with Walton for bringing Walton washing machine. Within 2021 at least 10 more countries will be added as Walton export customer.

3.6 Pricing Point

Pricing strategy opted by Walton is depended on ongoing price of their competitors in market. Analysis shows that Walton priced their product economically so that they can attract more customers. Pricing strategy opted by Walton is depended on ongoing price of their competitors in market. Analysis shows that Walton priced their product economically so that they can attract more customers.

Variant	Walton	LG	Whirlpool
Automatic Top Loading	16,500-29,500	22,000-42,900	25,000-55,000
Automatic Front Loading	29,500-45,000	48,000-90,000	49,000-79,900
Semi-Automatic Single Tub	6,900-10,000	9,900-15,000	10,500-16,800
Semi-Automatic Twin Tub	9,000-15,000	11,000-22,000	11,900-24,500

Table-01: Pricing Variation of Different WM.

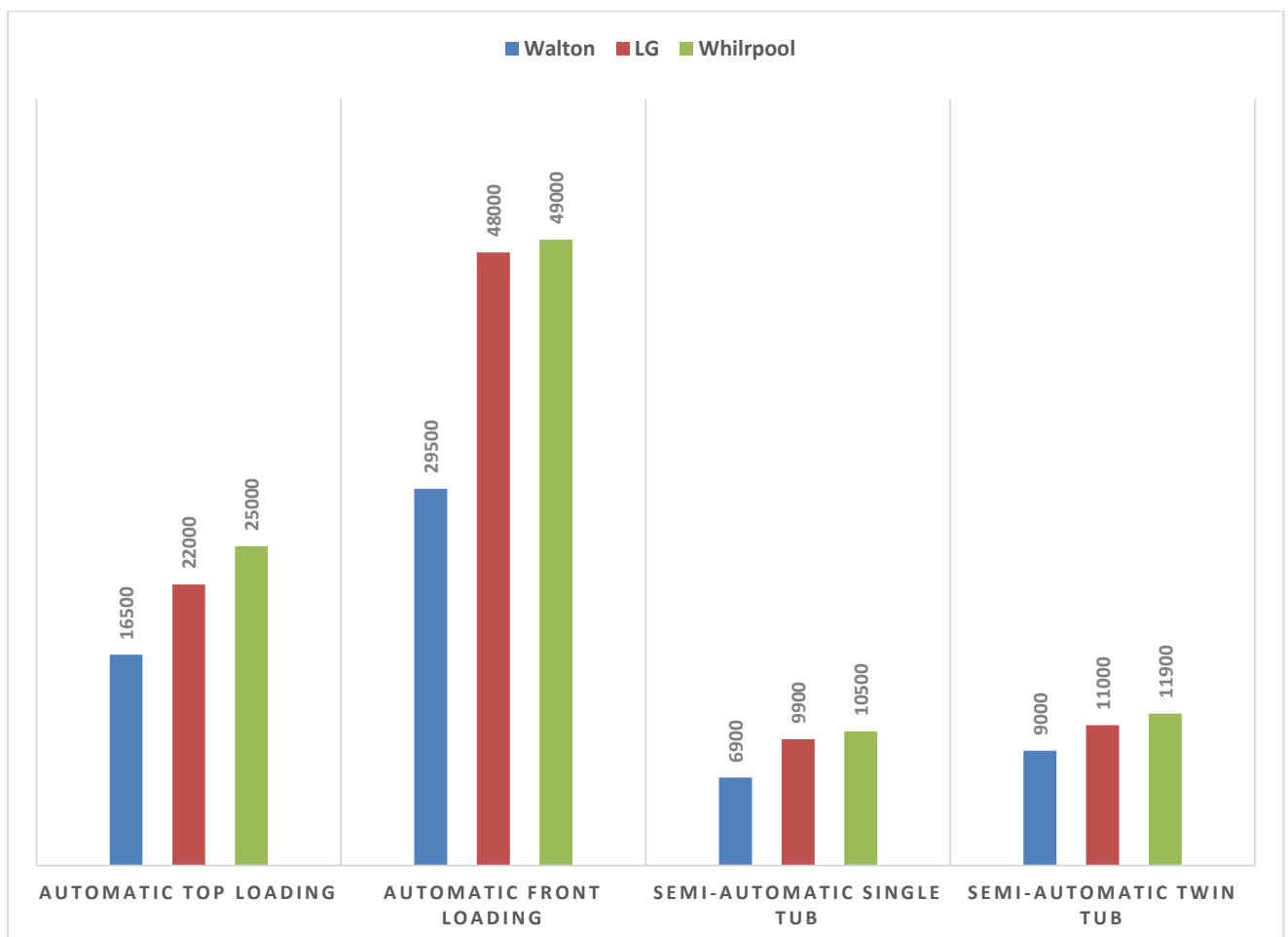


Figure-06: Pricing Comparison.

3.7 Walton Starts Exporting Washing Machine

Bangladeshi electronics giant Walton has accomplished another milestone in its exports business and started exporting locally made washing machines to India.

With this, Walton has added one more item to its existing export to the neighboring country, including refrigerator, air conditioner, television and some other home appliances, said a press release.

Sources said, Walton is supplying a giant volume of semi-automatic washing machine to a South Korean renowned brand as OEM (Original Equipment Manufacturer). The ‘Made in Bangladesh’ tagged Walton made products will be sold in Indian market. Walton is going to ship out the first consignment of washing machine to India on November 15 next. The announcement was made at an inauguration ceremony titled ‘Exporting Washing Machine to India’ held at Walton Corporate Office in the capital on Wednesday. The function was attended by Walton’s Deputy Managing Director Nazrul Islam Sarker, Executive Directors SM Zahid Hasan and Md. Humayun Kabir, International Business Unit (IBU) President Edward Kim and Walton Home Appliances’ Chief Executive Officer (CEO) Engineer Al Imran. Among others, Walton’s Senior Operative Directors Roqibul Islam and Engineer Syed Al Imran, Deputy Operative Director Engineer Abdur Rouf, Additional Director Augustin Sujan, Senior Operative Director Chiranjit Paul, Deputy Director Olga Alam were present on the occasion.

Walton is manufacturing and marketing 14 models of different capacities, ranging from 6 to 12.5 kg, energy efficient semi-automatic and automatic washing machines with top and front-loading functions which are priced between Tk 6,900 and Tk 48,000. Walton is providing up to 10 years guaranty for main parts (motor) of its washing machine, along with five-year home service as well as one year free after sales service.

(Source: The Daily Sun, Saturday, 1 May, 2021)

CHAPTER FOUR

CONSUMER PERCEPTION

4.1 Consumer Perception on Walton Washing Machine

Consumer perception refers to the customer's opinion of business or products. It summarizes how consumers feel about the brand including every direct or indirect experience they've had with the company. By monitoring customer perception, marketers can spot common user pain points and improve the customer journey.

A happy consumer is one who is satisfied with the experience that he has with a product or a service. The consumer perception is built around the experience that a consumer has with a product. Consumer perception can make or break our brand. When consumers had a pleasant experience of getting their products delivered on time, they form a perception. Getting the products that were as described in the product description also creates a positive consumer perception. When consumers experienced a great after-sale service it is going to develop a positive opinion about the brand. But when consumers had a bad experience such as broken products, no returns, no after-sales service, etc. the customers build a negative perception about the brand. When companies work towards strengthening the bond between customers and the company, customer perception improves, and this gives way for a better competitive edge.

Consumer perception is also important to determine the kind of image a brand wants to build. For example, when Walton Washing Machine has displayed in crowded places using bad quality stands, consumers get a perception that it is a low-quality brand. But when the same Washing Machines are presented well with neatly arranged, good quality attractive stands in a decorated showroom then the consumers build a different perception about the brand.

Customer perception or consumer perception plays a major role in buying behavior. Hence companies are going the extra mile to create a pleasant and happy customer experience for its customers. Walton is ready to spend money and effort to influence consumer perception and drive profitable consumer behavior.

Consumer perception can be influenced by external factors, some of which are listed below for Walton Washing Machine:

1. Personal Experience-

Consumer perception is highly influenced by the personal experience that a customer had while buying and using a particular product. As the quality, customer service, price, logo, color, discounts, etc. were able to make an excellent impression on the minds of the consumers; they would build a good perception of the Walton brand. But in case they did not enjoy the experience with the brand, it will leave an everlasting impression.

2. Advertising-

Customers get to see the products first through advertisements and therefore become one of the biggest factors that influence customer perception. The advertisement and campaigns that Walton runs will help to build a positive customer perception with the tag “FAST, RELIABLE, AFFORDABLE”.

3. Influencers-

People generally buy things when another person has tried and tested it. Such people who have bought Walton Washing Machine first and tried the product become influencers. When people hear about the Walton Washing Machine that the influencer has tried out, it will influence the person to buy it and test it out, as the recommendation has come from a known person whom they trust.

4. Customer Reviews-

Many people look into the customer reviews before buying a product. This shows that customer reviews are an important factor in defining customer perception. If the consumers see that Walton Washing Machine has a lower number of stars it means that product does not have good customer reviews. The impression that it creates on the consumer's mind is negative. So far, Walton Washing Machine has a good number of stars.

5. Social Media-

Social media has become the strongest medium to manage customer perception. When social media audience gets consistent communication regarding a product, the users build an image of the product. Social media can be used to post content, images, videos, etc. which helps to

build the kind of perception intended by the company. Walton has started creating communication on Facebook, LinkedIn, Instagram, Viber etc.

4.2 Measuring Consumer Perception

Consumer perception is not a mystery. Brands can monitor and measure perception by investing a little time and using smart tools and techniques. Consumer perception, when measured, provides a stream of valuable consumer insights. When a brand conducts deep dive and measures customer perception, it unlocks behind-the-scenes of how customers look at your brand. You can see how customers engage with and react to your brand. So how does Walton's monitor and measure consumer perception on Washing Machine when they're looking at it from behind the scenes? Here's how:

Analyzing Website Traffic-

Walton website has hidden truths about how customer perceive about brand. Analyzing Walton website traffic gives insights into customer perception. But it's important to look for clues in the right places. Free tools like Google Analytics can be used to analyze Walton website. Start by looking into basic details:

- How many customers typed company URL in the search bar?
- Who have clicked an email that had sent?
- Are there any customers who downloaded documents?

Online Customer Reviews-

72% of customers won't take action until they read reviews. Walton realizes how big an impact customer reviews can have on customer perception. Good reviews can create a positive customer perception. Therefore, companies resort to customer reviews to measure customer perception. Set up Google alerts that can notify Walton when reviews are posted. In this way Walton can immediately know what customers are talking about Washing Machine and measure the positive or negative perception that is created in the mind of the potential customers.

Analyzing Social Media Conversations-

This is one of the most effective methods to measure customer perception. Social media conversations are a great start to see what people are talking about your brand. Consumers of products and services are all over the internet and are using social media to express their experiences, liking or hatred towards a brand. Walton start tracking brand mentions it can lead to a collection of honest feedback. It will give insights into what customers feel about Walton Washing Machine, opportunities to manage own brand reputation, and an understanding around how consumers interact with Walton Washing Machine.

4.3 Consumer Perception Regarding the Walton Washing Machine During Pandemic

The novel coronavirus pandemic has now infected a lot of people all over the world. As per medical advisories by the World Health Organization, it is important to frequently wash our hands and practice social distancing to help curb the spread of the virus. Studies have also Suggested that the virus can stay on particular surfaces, including cloth, for a few hours, or maybe even a few days. Even though we have been able to improve our hygiene habits, we also need to be careful about the surfaces of our clothes which can be the carriers of the virus.

Walton is one of the leading electronic product manufacturing companies in Bangladesh. The specialty of Walton is that it offers good consumer products at a very affordable price. So, during a pandemic, for maintaining hygiene it was very much needed to clean the cloths regular basis.

In Bangladesh, it was not very common to use the washing machine in the house of the middle class or lower-middle-class people. But it was all most impossible to wash the clothes every day by the person. So, people were interested to buy a washing machine due to the high frequency of washing of clothes. In that case, Walton made it possible to provide a quality product at an affordable price, which reduces not only human work but also help to maintain personal hygiene.

While demand for most home appliances came down during the Covid-19 pandemic holiday since March, sales of washing machines have skyrocketed to the point that some brands have gone out of stock. Market players' reason that affluent people in urban areas suspended housekeeping, including laundry services, to avoid the risk of transmission of the virus from outside. Since there are many housekeepers who simultaneously serve at multiple houses, their chances of contracting Covid-19 were much higher. In order to get the washing done by them, these people are increasingly making use of the electronic appliance, leading to an abnormal rise in its sale.

When it came to local brand Walton, it has been 100 per cent growth, as per Al Imran, chief executive officer of Walton Home Appliance. The demand and sale of Walton washing machines increased significantly amid the coronavirus pandemic. Currently Walton was producing and marketing 14 models of semi-automatic and automatic top and front-loading washing machines. Their prices ranged from Tk 6,990 to Tk 45,500. Customers can even avail an equal monthly installment facility making a down payment of Tk 999 only. The company also provides free installation and home delivery. "Walton is conducting digital campaigns across the country to provide fast and swift aftersales service. Under the digital campaign season 7, customers may get Tk 10 lakh or cash vouchers. Walton provides a three-year warranty on top loading washing machines and a seven-year one for front loading ones.

4.4 Growth of Walton Washing Machine at Pandemic

Basically, people became more aware about the consequences of contracting Covid-19 and the importance of maintaining social distancing, which got them into purchasing washing machines. Another important driving factor was the different offers being provided by Walton. These include cash backs, equal monthly installment facility, and free installation services as well as the inclusion hygienic features & of inverter technology which substantially brings down power consumption.

Walton is conducting digital campaigns across the country to provide fast and swift aftersales service. Under the digital campaign season 7, customers may get Tk. 10 lakh or cash. The

demand and sale of Walton washing machines increased significantly amid the coronavirus pandemic, and the growth of Walton washing machine was 100%. Currently Walton is producing more than 1000pcs products/day to fulfilling the customer demand. Last 3 months average growth of Walton Washing Machine was 80%. The rising demand for washing machines by the middle class will rise, with the desire and need to quickly clean clothes and save time. As the middle-class numbers increasing, so will the buying power rise? At present, the middle-class accounts for 20% of the entire population in Bangladesh. The figure would likely reach a high percentage in the coming years. These factors should make the Walton Washing Machine market expand.

4.5 Market Consumption

In analysis of market consumption, it is shown that, 50% market consumption for Top Loading, 20% Front Loading, 20% Single Tub and 10% Twin Tube.

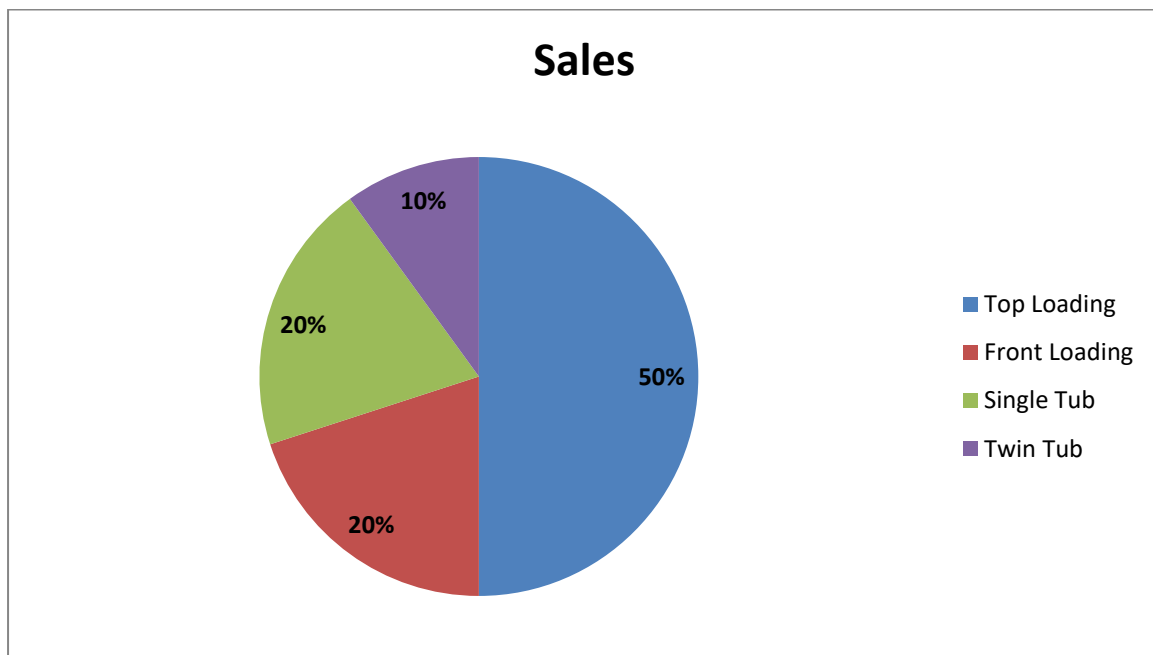


Figure-07: Market Consumption Analysis.

CHAPTER FIVE

METHODOLOGY

5.1 Research Method Used for The Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

5.2 Sampling Plan

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

- ☐ Sampling Units: Customers of washing machine section
- ☐ Sample Technique: Convenient Sampling.
- ☐ Research Instrument: Structured Questionnaire.
- ☐ Contact Method: Personal Interview.

5.3 Sample Size

The work is a case one of the electrical and electronics product manufacturing industry together representing great per cent of Washing Machine market share of Bangladesh. The survey was conducted in the city Savar, with 50 consumers as respondent.

5.4 Sources of Data

In methodology part there are two types of sources to collect authentic information.

1. Primary sources:

Interviewing the customer, dealers and sales executives is primary sources. Interviewing the customers is very important source because by this methodology a buyer can know the actual user experience and also can know the way of using the product for this reason interviewing the customer is the most authentic source. Interviewing the dealer and executives are also important because they know well about the products and by them a customer can gather a lot of knowledge about the Product.

2. Secondary sources:

Another part of methodology is identifying the company's positioning or strategies by various studies like various articles on internet or different type of research study about company or Products. TV advertisement, magazines and distributions channels are also source of the information.

5.5 Tools of Analysis

The data collected through questionnaires were arranged in various tables and proposed to critically analysis with the help of a number of statistical tools like simple percentage analysis, weighted average mean, rank analysis.

CHAPTER SIX

Analysis & Discussion

6.1 Data Gathering & Analysis

Table No:02 (Demographic Details of The Respondent)			
Factors	Category	No of Respondent	Percentage (%)
Gender	Male	18	36
	Female	32	64
Factors	Category	No of Respondent	Percentage (%)
Age group	Below 25 years	12	24
	26-35 years	13	26
	36-45 years	16	32
	Above 46 years	9	18
Factors	Category	No of Respondent	Percentage (%)
Marital status	Married	36	72
	Unmarried	14	28
Factors	Category	No of Respondent	Percentage (%)
Occupation	Student	11	22
	Self employed	6	12
	Private employee	19	38
	Government employee	14	28
Factors	Category	No of Respondent	Percentage (%)
Monthly income	TK. 20,000-25,000	14	28
	TK. 25,000-30,000	19	38
	TK. 30,000-35,000	10	20
	TK. 35,000 and above	7	14

Table-02: Demographic Details of The Respondent.

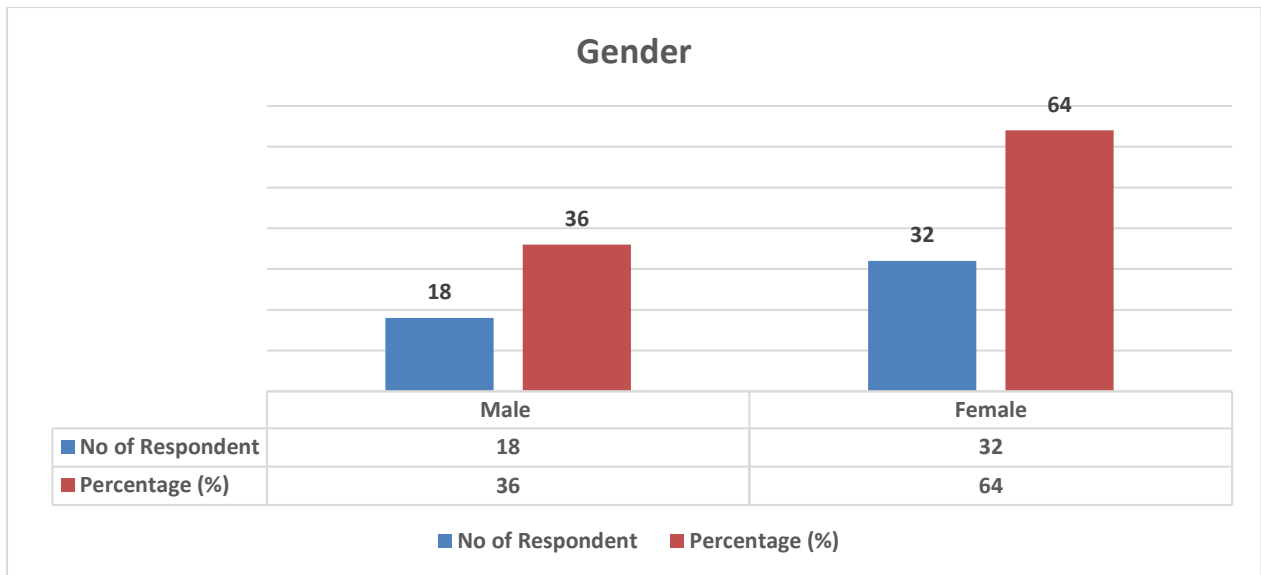


Figure-08: Gender Factors Analysis.

Out of 50 samples, majority i.e., 64 % respondent belong to female and 36% respondent belong to male.

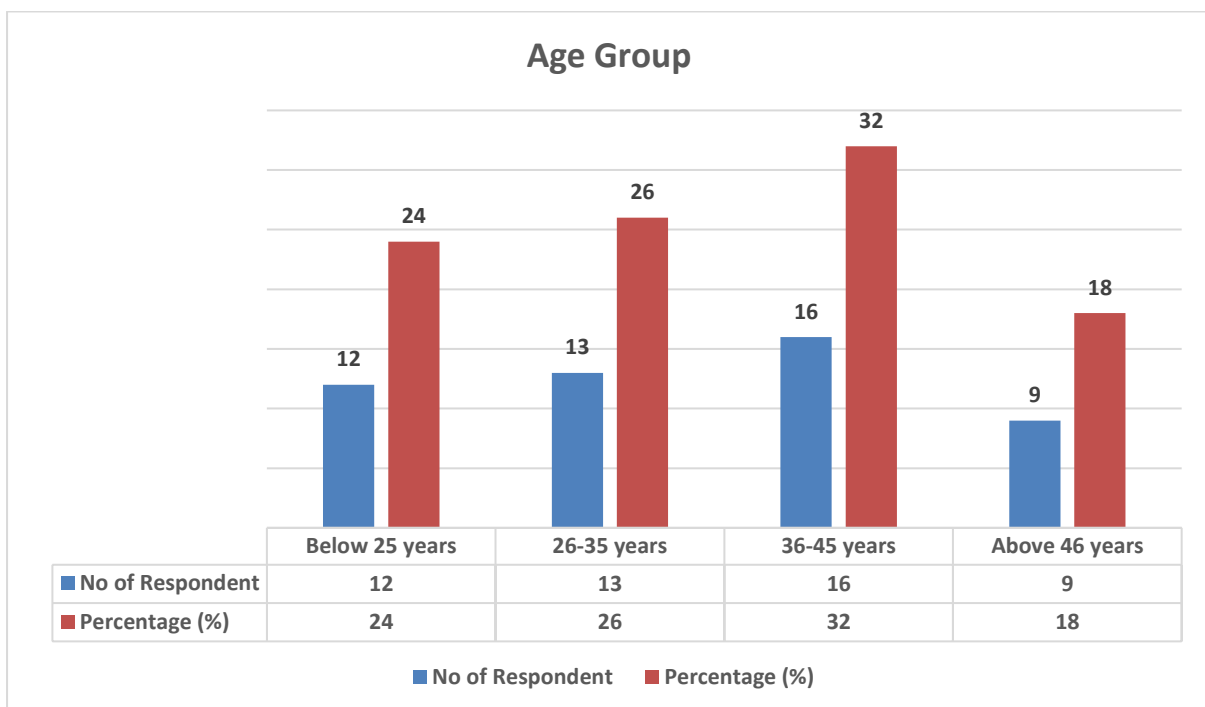


Figure-09: Age Group Factors Analysis.

32% respondent belong to the age group of 36-45 years. 24% respondent belong to the age group of below 25 years. 26% respondent belong to the age group of 26-35 years. 18% respondent belong to the age group of above 46 years.

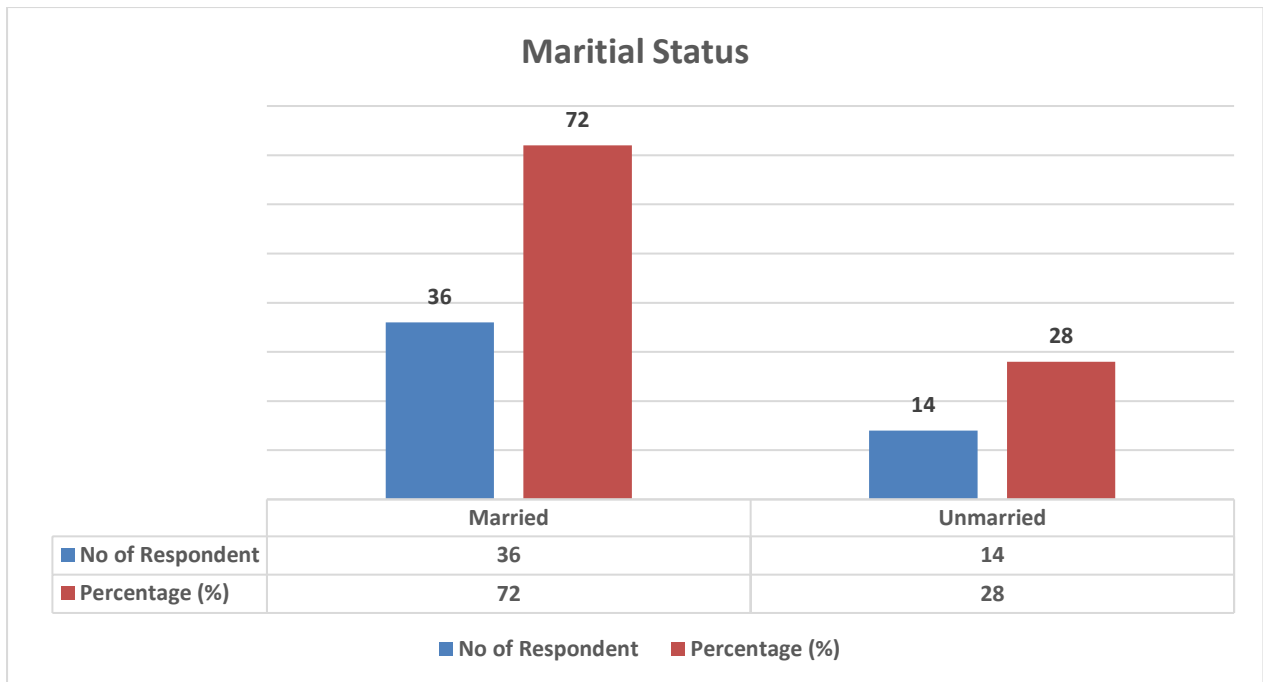


Figure-10: Marital Status Factors Analysis.

72 % respondent are married and 28% respondent are unmarried.

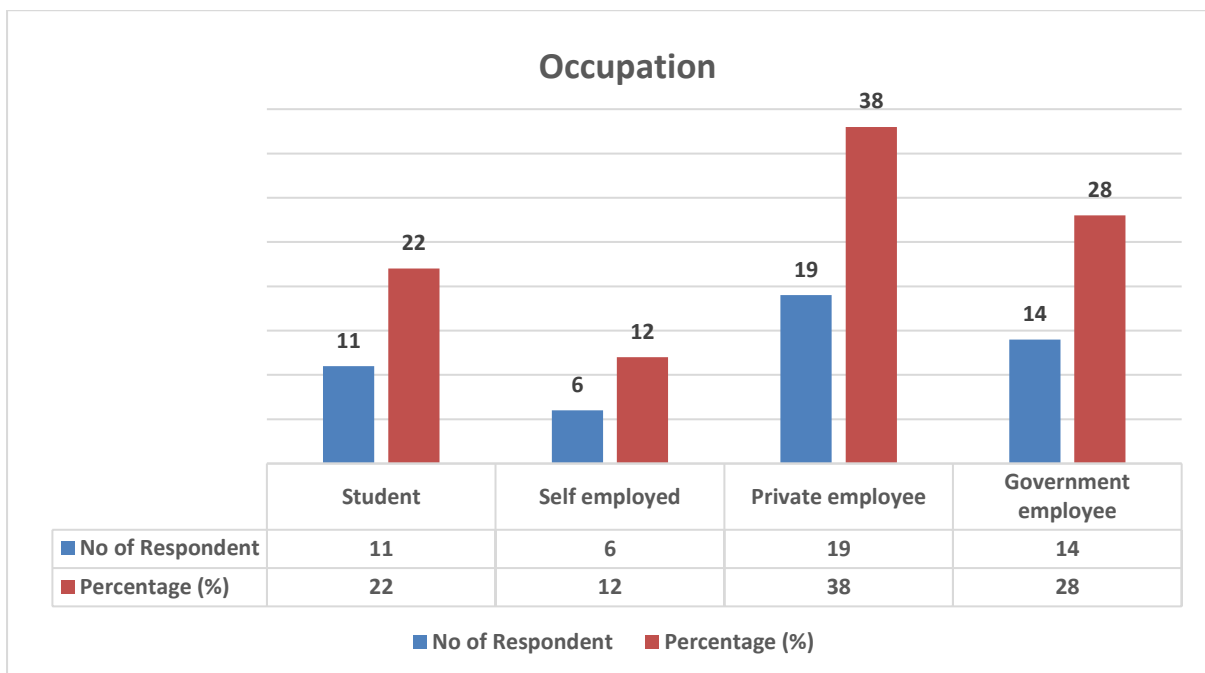


Figure-11: Occupation Factors Analysis.

38% respondent are Private Employee. 22% respondent are Student. 28% respondent are Government Employee. 12% respondent are Self Employed.

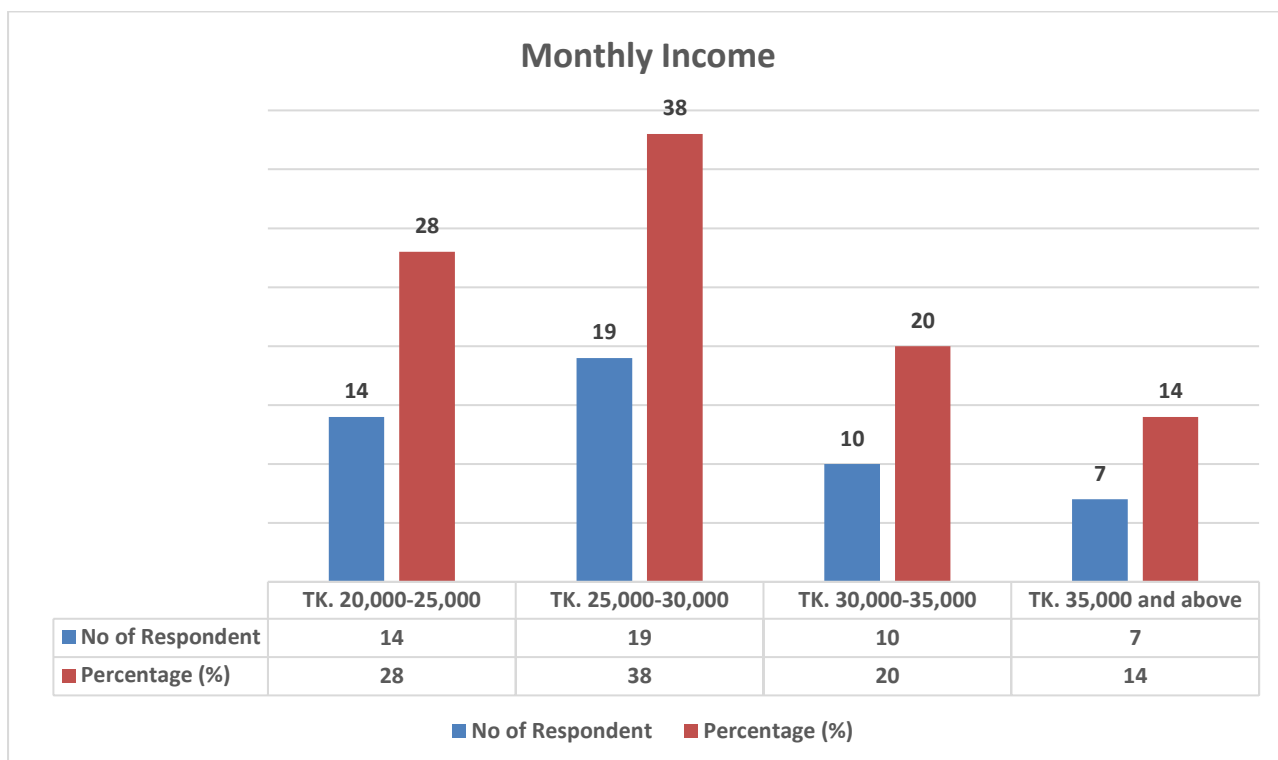


Figure-12: Monthly Income Factors Analysis.

38% respondent have a monthly income between TK.25,001 to TK.30,000. 28% respondent have a monthly income between TK.2,00 to TK.25,000. 20% respondent have a monthly income between TK.30,000 to TK.35,000. 14% respondent have a monthly income between TK.35,000 to above.

Table No:3 (Washing Machine Details of The Respondent)			
Factors	Category	No of Respodent	Percentage (%)
Types of Washing Machine	Front loading	15	30
	Automatic	17	34
	Top loading	10	20
	Semi Automatic	8	16
Factors	Category	No of Respodent	Percentage (%)
Brand of Washing Machine	Jamuna	6	12
	Whirpool	7	14
	LG	7	14
	Walton	15	30
	Singer	12	24
	Others	3	6
Factors	Category	No of Respodent	Percentage (%)
Size of Washing Machine	6 kg	10	20
	7 kg	16	32
	9 kg	17	34
	9 kg & abobe	7	14
Factors	Category	No of Respodent	Percentage (%)
Color of Washing Machine	Black	10	20
	Red	13	26
	Green	9	18
	Silver	14	28
	Others	4	8
Factors	Category	No of Respodent	Percentage (%)
Year of Usage	1 yrs - 2 yrs	5	10
	2 yrs - 3 yrs	18	36
	3 yrs - 4 yrs	12	24
	Above 4 yrs	15	30
Factors	Category	No of Respodent	Percentage (%)
Mode of Purchase	Cash	18	36
	Installment	15	30
	E-bill	12	24
	Cheque	5	10
Factors	Category	No of Respodent	Percentage (%)
Media Influenced	Advertisements	10	20
	Friends	8	16
	Relatives	15	30
	Dealers	6	12
	Company image	11	22
Factors	Category	No of Respodent	Percentage (%)
Purpose of Purchase	Family Purpose	20	40
	Personal Purpose	17	34
	Hospital Purpose	7	14
	Others	6	12
Factors	Category	No of Respodent	Percentage (%)
Inluencing Factors	Price	18	36
	Healthy Issue	10	20
	No side effect	14	28
	Status symbol	8	16

Table-03: Washing Machine Details of The Respondent.

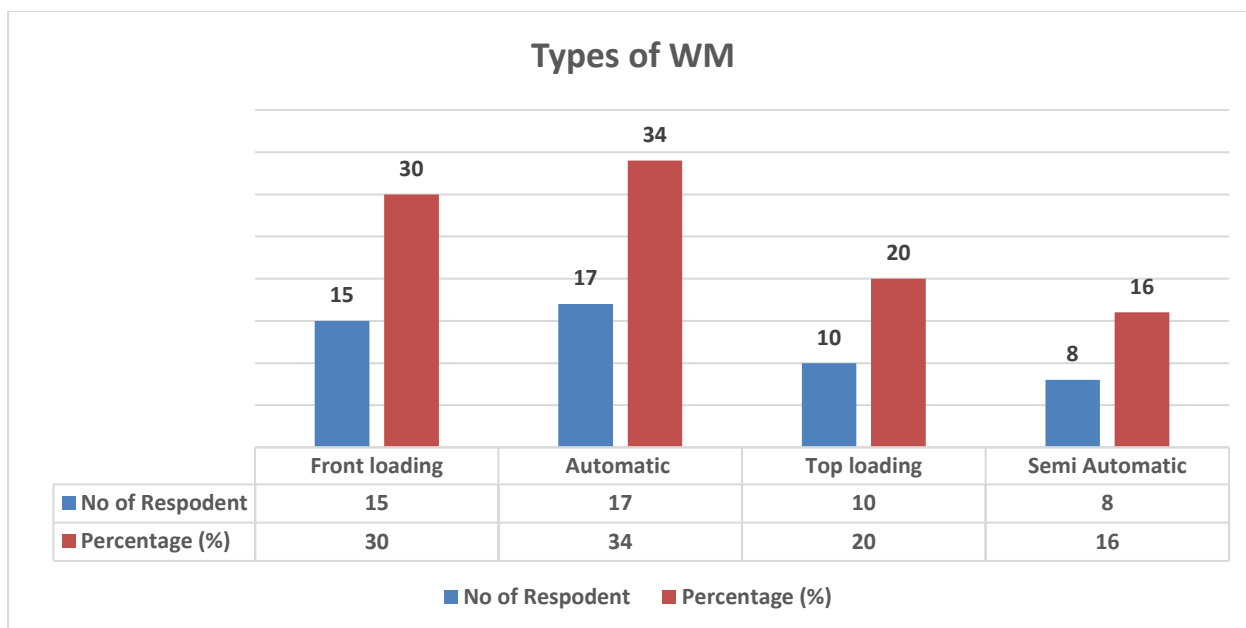


Figure-13: Types of Washing Machine Factors Analysis.

Out of 50 samples, Majority 34% of the respondents using Automatic model of WM. 30% of the respondents using Front loading WM. 20% of the respondents using Top loading WM. 16% of the respondents using Semi-Automatic model of WM.

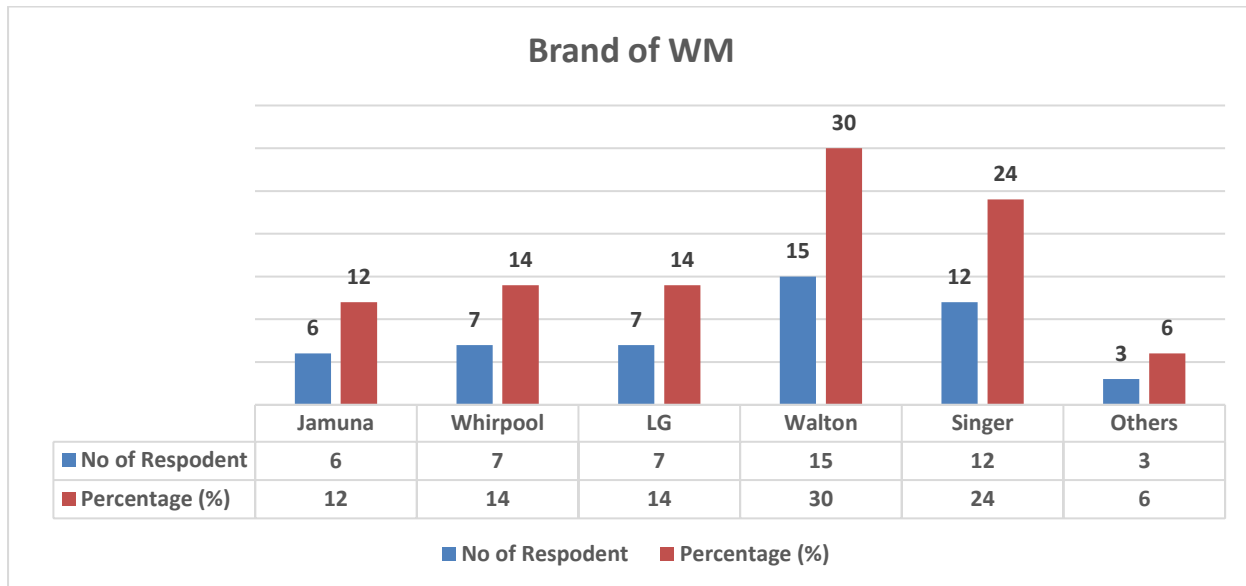


Figure-14: Brand of Washing Machine Factors Analysis.

Majority 30% of the respondents prefer Walton WM. 12% of the respondents prefer Jamuna WM. 14% of the respondents prefer Whirlpool WM. 24% of the respondents prefer Singer WM. 6% of the respondents prefer others WM.

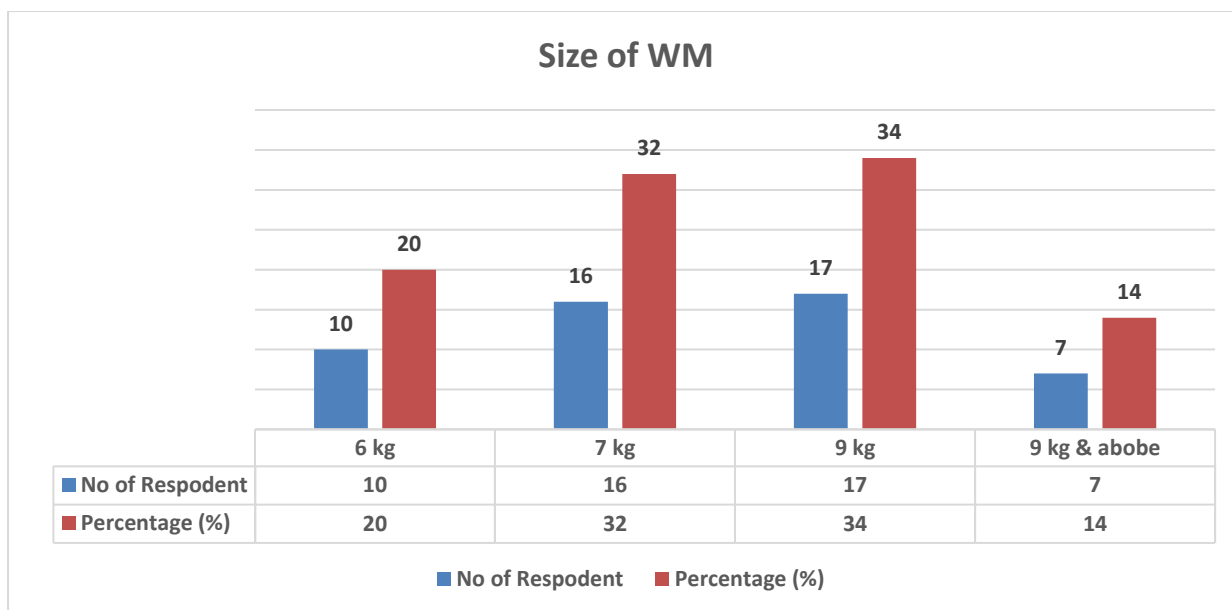


Figure-15: Size of Washing Machine Factors Analysis.

Majority 34% of the respondents prefer 9 Kg size of WM. 20% of the respondents prefer 6 Kg size of WM. 32% of the respondents prefer 7 Kg size of WM. 14% of the respondents prefer 9 Kg size of WM.

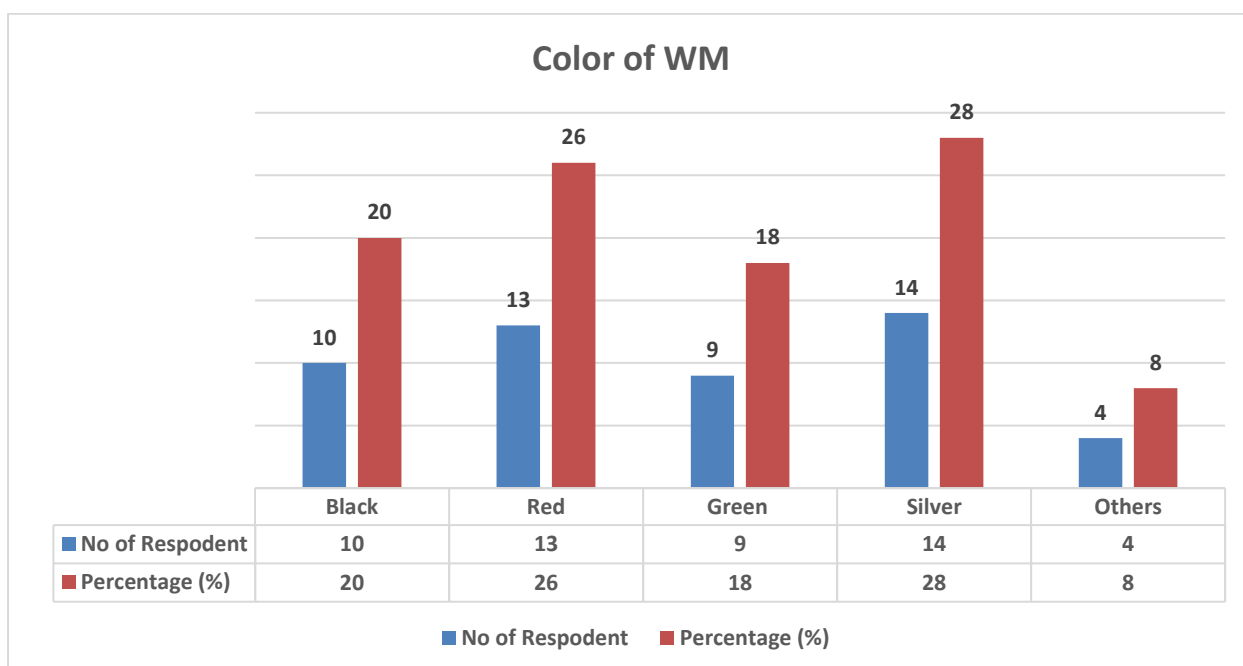


Figure-16: Size of Washing Machine Factors Analysis.

Majority 28% of the respondents like Silver color WM. 20% of the respondents like Black color WM. 26% of the respondents like Red color WM. 18% of the respondents like Green color WM. 8% of the respondents like others color WM.

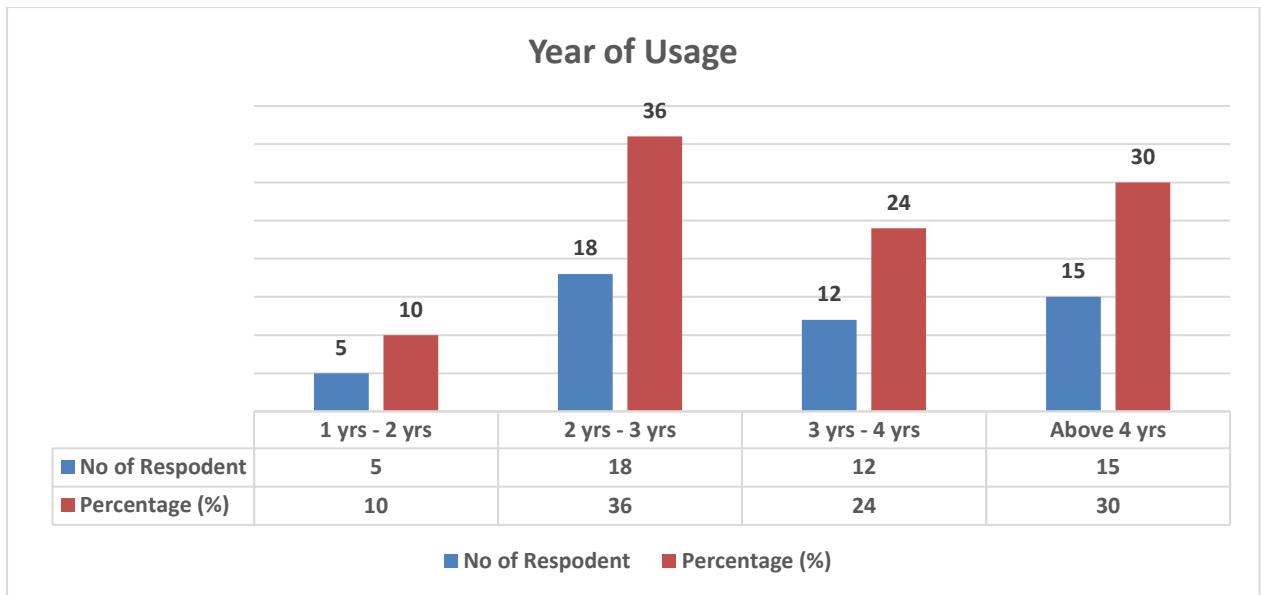


Figure-17: Year of Usage Factors Analysis.

Majority 36% of the respondent's usage of WM for 2 years-3 years. 10% of the respondent's usage of WM for 1 years-2 years. 24% of the respondent's usage of WM for 3 years-4 years. 30% of the respondent's usage of WM for 2 years-3 years.

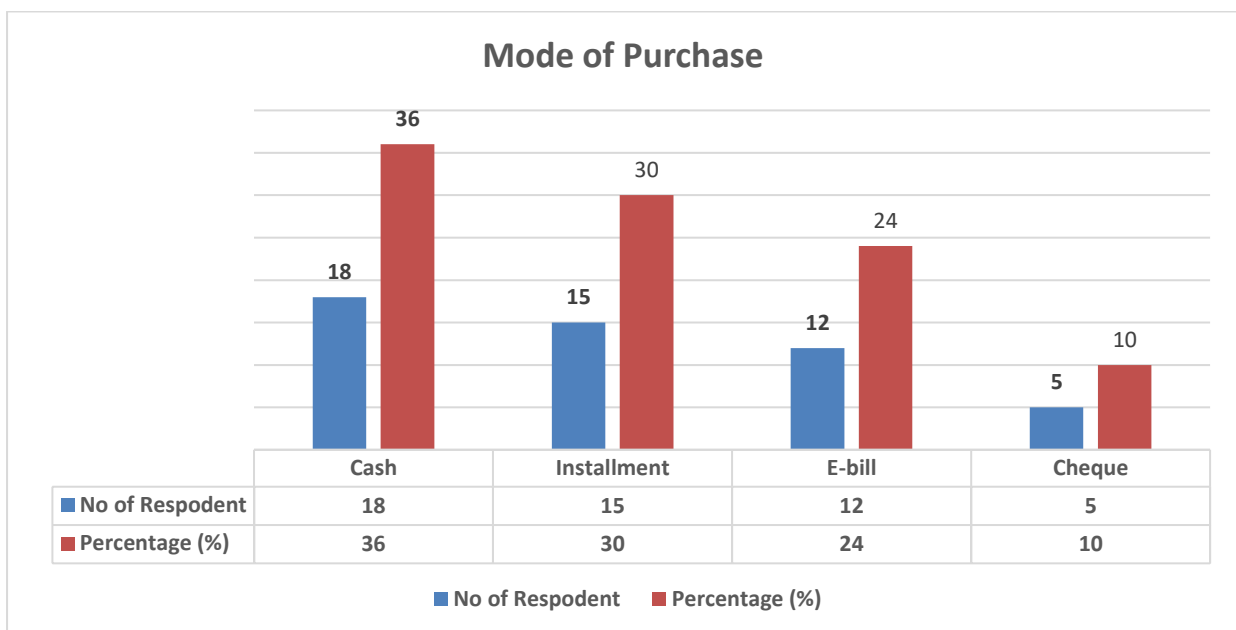


Figure-18: Mode of Purchase Factors Analysis.

Majority 36% of the respondents WM purchased by Cash. 30% of the respondents WM purchased by Installment. 24% of the respondents WM purchased by E-cash. 10% of the respondents WM purchased by Cheque.

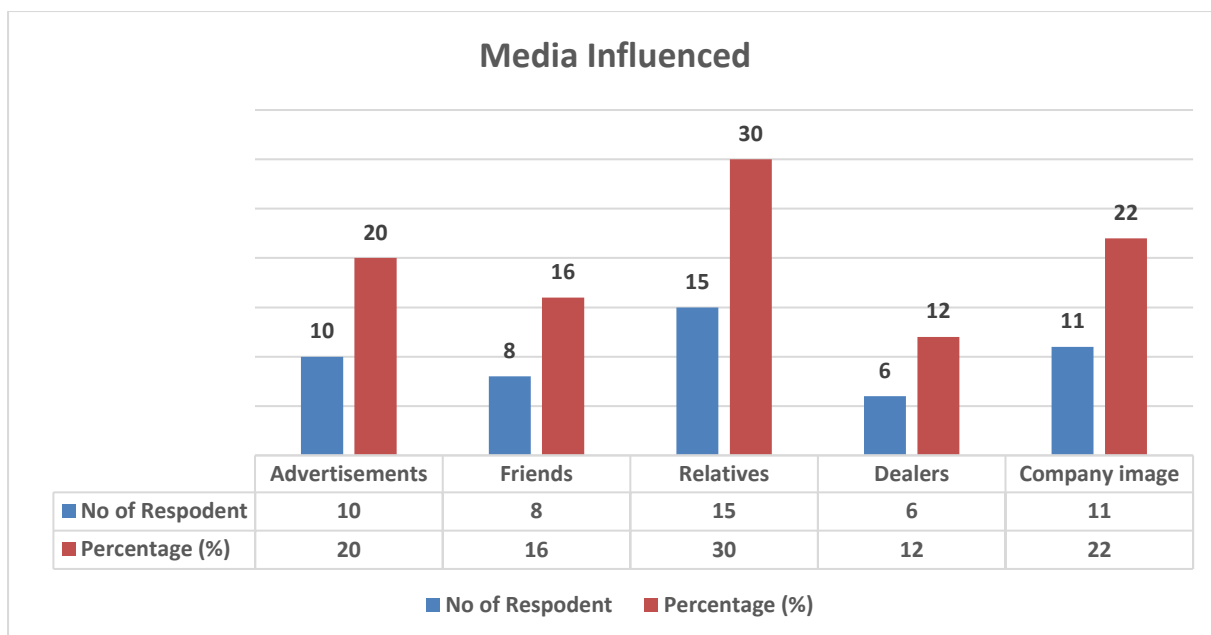


Figure-19: Media Influence Factors Analysis.

Majority 30% of the respondent's media influenced by Relatives. 20% of the respondent's media influenced by Advertisements. 16% of the respondent's media influenced by Friends. 12% of the respondent's media influenced by Dealers. 22% of the respondent's media influenced by Dealers.

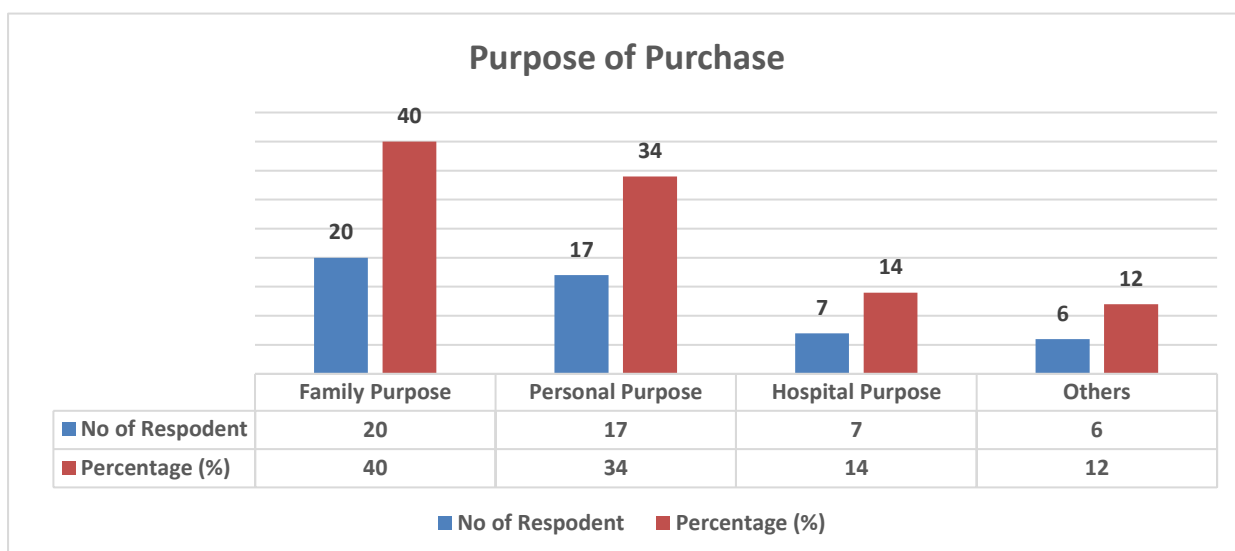


Figure-20: Purpose of Purchase Factors Analysis.

Majority 40% of the respondents prefer for Family purpose. 34% of the respondents prefer for Personal purpose. 14% of the respondents prefer for Hospital purpose. 12% of the respondents prefer for others purpose.

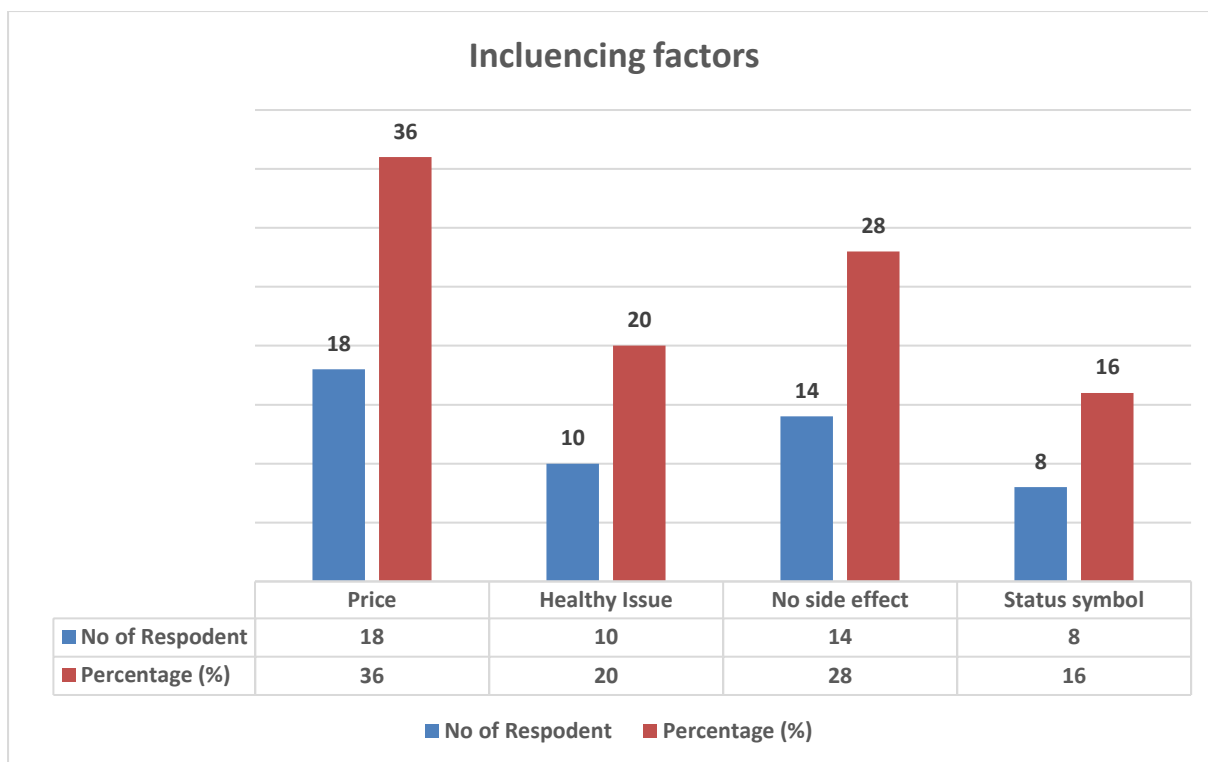


Figure-21: Influencing Factors Analysis.

Majority 36% of the respondent influencing factor is Price. 20% of the respondent influencing factor is Health issue. 28% of the respondent influencing factor is No side effect. 16% of the respondent influencing factor is Status issue.

Table No:4 (Perception Level of The Respondent)												
Sl no.	Category	1	2	3	4	5	6	7	Total	Total Score	Weighted Average Mean	Rank
1	Price	18	6	2	10	4	2	8	50	236	4.72	1
2	After Sales Service	4	4	4	10	16	8	4	50	210	4.20	3
3	Technology	10	8	12	2	2	10	6	50	196	3.92	4
4	Quality	8	10	6	6	6	8	6	50	228	4.56	2
5	Look/Variety	2	4	10	8	10	10	8	50	192	3.84	5
6	Display	2	14	10	4	2	8	10	50	180	3.60	6
7	No Sound	6	4	8	10	10	4	8	50	177	3.54	7

Table-04: Perception Level of The Respondent.

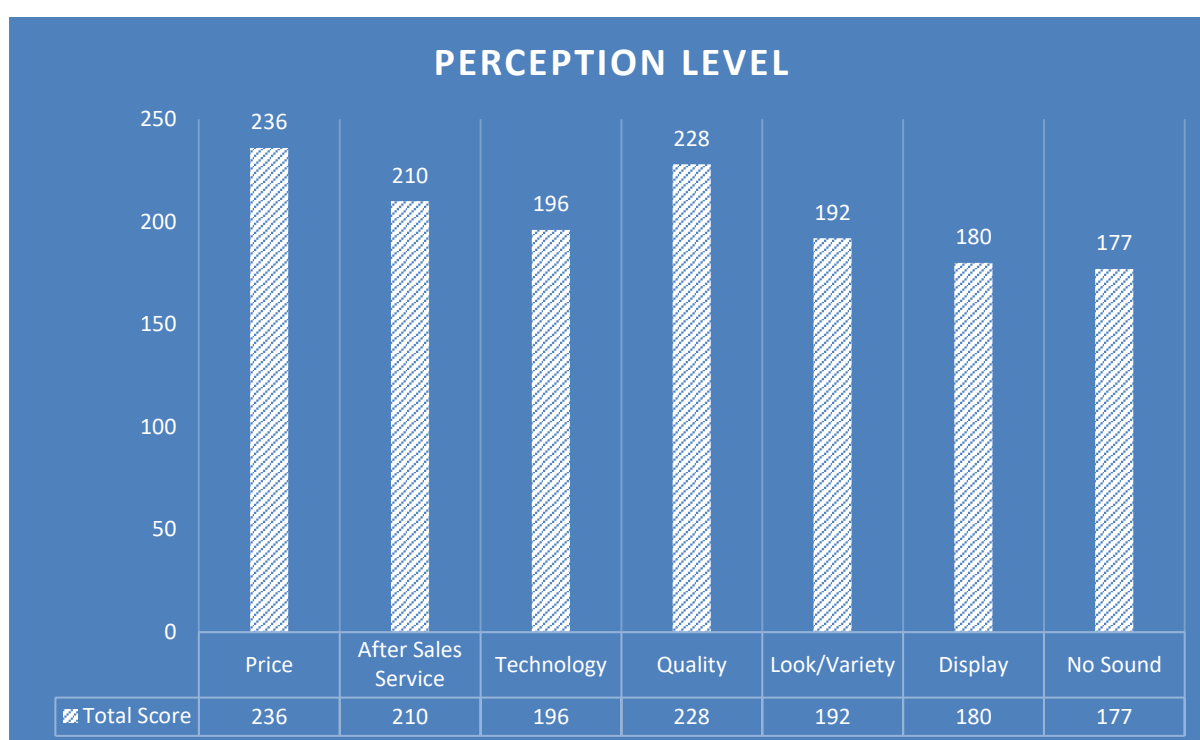


Figure-22: Perception Level of The Respondent.

Above the table reveals that: -

1. First rank of the satisfaction by the respondents is Price.
2. Second rank of satisfaction by the respondents is Quality.
3. Third rank satisfaction by the respondents is After Sales Service.
4. Fourth rank of the satisfaction by the respondents is Display.
5. Fifth rank of the satisfaction by the respondents is No sound.
6. Sixth rank of the satisfaction by the respondents is Technology.
7. Finally, seventh rank of the satisfaction by the respondents is look/variety.

Table No:5 (Problems Faced by Respondent)									
Sl no.	Problem	1	2	3	4	Total	Total Score	Weighted Average Mean	Rank
1	Power Consumption	18	8	11	14	50	150	3.00	1
2	Water Wastage	10	14	14	12	50	114	2.28	3
3	High Maintenance Cost	16	12	14	8	50	136	2.72	2
4	Others	8	14	12	16	50	112	2.24	4

Table-05: Problems Faced by Respondent.

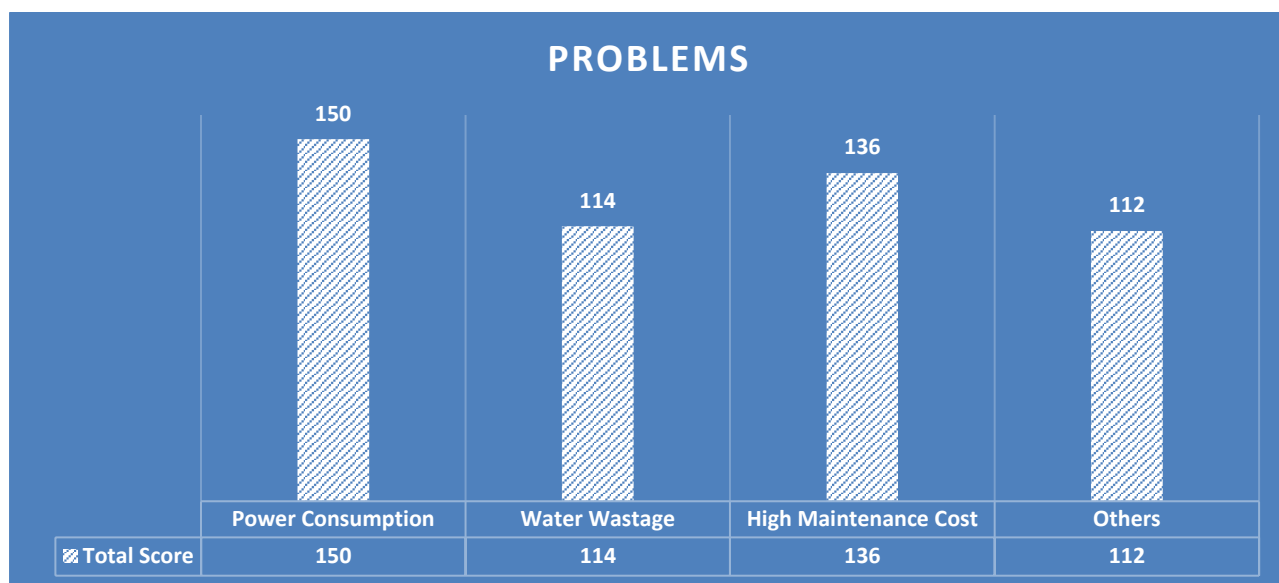


Figure-23: Problems Faced by The Respondent.

Above table reveals that: -

1. First rank given by the respondents for the problem of Power Consumption.
2. Second rank given to the problem of High Maintenance Cost.
3. Third rank given by the respondents for Water Wastage.
4. Finally, the fourth rank given to the others problem.

6.2 Conclusion

From the study it was concluded that most of the consumers were not satisfied with Look and Varity. In order to fulfill individual needs and wants manufactures should ensure customers' satisfaction, hence the positive performance so that the brand is retained in the evoked set and increases the likelihood for future purchase.

Nowadays, washing machines are connected to the internet and may have integrated Wi-Fi for deferred startup of washing programs, for instance during off-peak times when electricity costs are at their lowest. From the study it was concluded that most of the consumers were not satisfied with Look and Varity. In order to fulfill individual needs and wants manufactures should ensure customers' satisfaction, hence the positive performance so that the brand is retained in the evoked set and increases the likelihood for future purchase. The study came into conclusion that the consumer perception plays important role in order to purchase any product. The study examines the consumer behavior role while considering home appliance such as color television, refrigerators, air conditioners, washing machine, mixer grinders, the analysis and interpretations of the study gives constructive feedback that many customer today buying products with the brand image, the industries must give more focus on consumer behavior such as customers psychology, attitude, preference, taste. so then only they can maximize their sales and they can also more competence.

CHAPTER SEVEN

FINDINGS & RECOMMENDATIONS

7.1 Findings

1. Washing Machine can be a great companion for making life easier in a busy family specially on covid-19 pandemic situation considering hygiene issue. Family purpose use is highly agreed by the respondents which is 40%.
2. Price is the major decision-making factor to buy washing machine as consumer wants good quality product with low price.
3. Consumer gives high preference on quality while buying washing machine considering long life time.
4. Consumers highly prefer on automatic top loading with 9 kg capacity rather than semi-automatic and front-loading washing machine.
5. After sales service is another major influencing factor to make washing machine purchase decision.
6. Walton is the highest usage brand of WM in recent times as a trusted local electrical and electronics product manufacturing company in Bangladesh. 30% respondents are agreed regarding Walton washing machine usage.

7.2 Recommendation

Walton is Bangladeshi owned multinational company which is spreading their business through on the international market. Through it is a growing industry but it has some limitations and problems to expand their business. Some recommendations are as follows: -

1. Walton needs to introduce more technology-oriented product in its pipeline. Now it is high time to add extra feature which is user friendly like: - “Voice Control Smart

Washing Machine”. It will give voice command facility while operating the washing machine.

2. Uneven sound issue should be improved. To eliminate excess sound, Walton needs to maintain precise accuracy on manufactured parts (both metal and plastic).
3. Walton needs lucrative finishing look on washing machine to attract consumer to buy.
4. Walton should introduce low water consumption technology on washing machine.
5. Walton needs more media influence on TV, Radio, Social site etc.

The first of all is the brand value of the product of Walton. International brand image can make the proper growth of industries.

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