

**Those Who Purchase Appliances Based on Price Are Less Satisfied and Less Loyal, J.D. Power Finds**

Samsung Ranks Highest in 10 Segments; Costco and KitchenAid Rank Highest in One Segment Each

**TROY, Mich.: 18 July 2024** — People who purchase a new appliance primarily because of the price are far less satisfied than those who purchase for long-term benefits such as energy savings or a product guarantee/warranty, according to the J.D. Power 2024 U.S. Appliance Satisfaction Study,<sup>SM</sup> released today. Those who purchased for short-term savings because of a sale have an overall satisfaction of 714 (on a 1,000-point scale) and those who purchased because the product was environmentally friendly or had a warranty or guarantee have an overall satisfaction of 777 and 770, respectively. Additionally, only 38% of those who purchased for price say they “definitely will” purchase the same brand again compared to 56% for those who purchased because the appliance was environmentally friendly.

“Buying a home appliance based on price is similar to purchasing a plane ticket,” said **Michael Taylor, senior managing director of retail intelligence practice at J.D. Power**. “When people purchase on a discount or at low-end prices, it does not guarantee high satisfaction. Saving a buck on a durable good purchase today often comes at the expense of long-term satisfaction when buying a home appliance.”

The study measures customer satisfaction in 12 segments of major home appliances: cooktops; freestanding ranges; wall ovens; over-the-range microwaves; dishwashers; French door refrigerators; side-by-side refrigerators; top-mount freezer, two-door refrigerators; front-load clothes washers; top-load clothes washers; clothes dryers; and appliance retailers.

**Study Rankings****Cooktop**

**Samsung** (745) ranks highest in customer satisfaction among cooktops. **Whirlpool** (740) ranks second, followed by **LG** (723).

**Freestanding Range**

Samsung (722) ranks highest in customer satisfaction among freestanding ranges. The segment average is 698.

**Wall Oven**

Samsung (785) ranks highest in customer satisfaction among wall ovens. **KitchenAid** and Whirlpool rank second in a tie with a score of 744.

**Over-the-Range Microwave**

Samsung (729) ranks highest in customer satisfaction among over-the-range microwaves. LG (726) ranks second and KitchenAid (724) ranks third.

**Dishwasher**

KitchenAid (738) ranks highest in customer satisfaction among dishwashers, followed by Samsung (736) and **Bosch** (719).

**French Door Refrigerator**

Samsung (753) ranks highest in customer satisfaction among French door refrigerators, followed by Whirlpool (720).

### **Side-by-Side Refrigerator**

Samsung (762) ranks highest in customer satisfaction among side-by-side refrigerators. LG (727) ranks second and GE (714) ranks third.

### **Top-Mount Freezer, Two-Door Refrigerator**

Samsung (762) ranks highest in customer satisfaction among top-mount freezer refrigerators, followed by LG (703).

### **Front-Load Clothes Washer**

Samsung (753) ranks highest in customer satisfaction among front-load washers. **Maytag** (751) ranks second and Whirlpool (735) ranks third.

### **Top-Load Clothes Washer**

Samsung (723) ranks highest in customer satisfaction among top-load washers, followed by LG (717).

### **Clothes Dryer**

Samsung (732) ranks highest in customer satisfaction among clothes dryers, followed by LG (721).

### **Appliance Retailer**

**Costco** (718) ranks highest in customer satisfaction among appliance retailers, followed by **The Home Depot** (716) and **P.C. Richard & Son** (709).

The 2024 Appliance Satisfaction Study is based on 15,917 evaluations from customers who purchased home appliances during the past 12 months. The study was fielded from January through March 2024.

For more information about the J.D. Power Appliance Satisfaction Study, visit <https://www.jdpower.com/business/home/appliance-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2024069>.

### **About J.D. Power**

**J.D. Power** is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe, and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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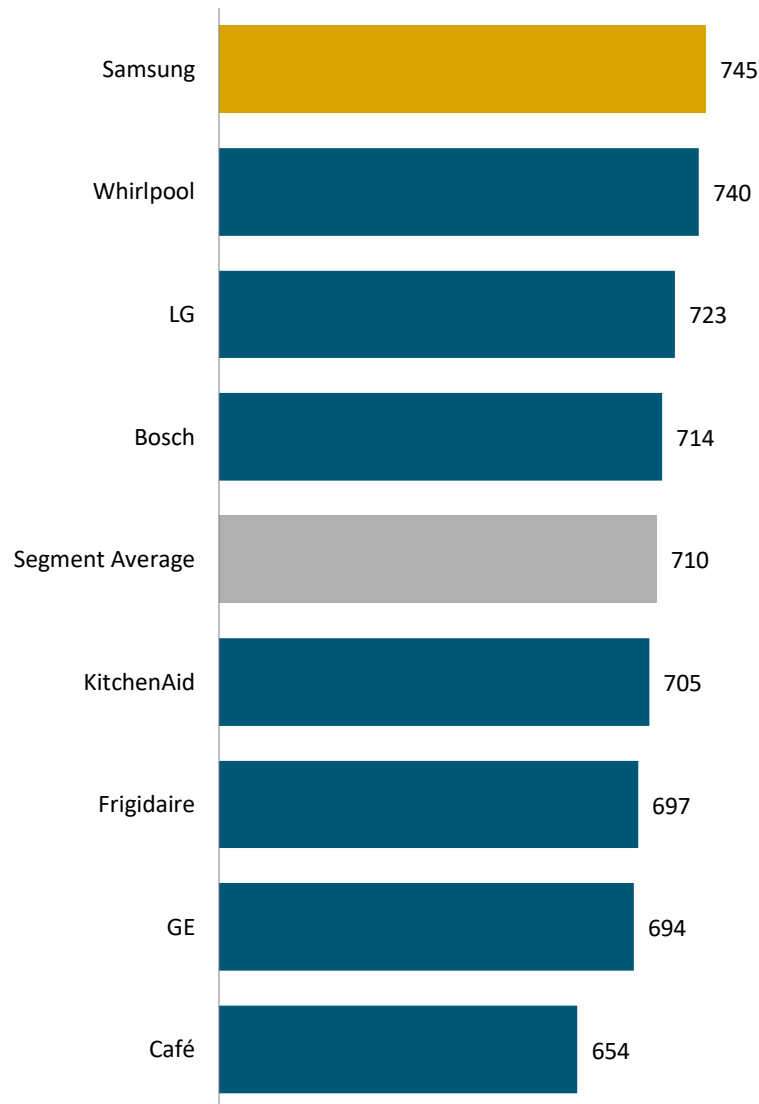
NOTE: Twelve charts follow.

# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Cooktop



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

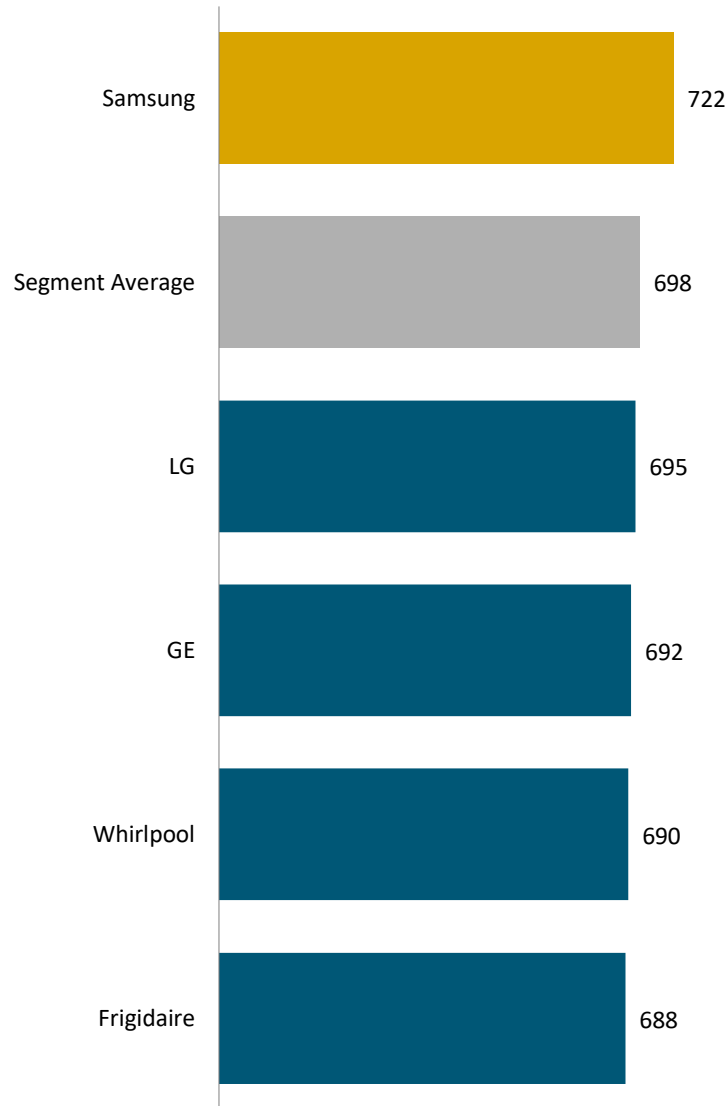
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Freestanding Range



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

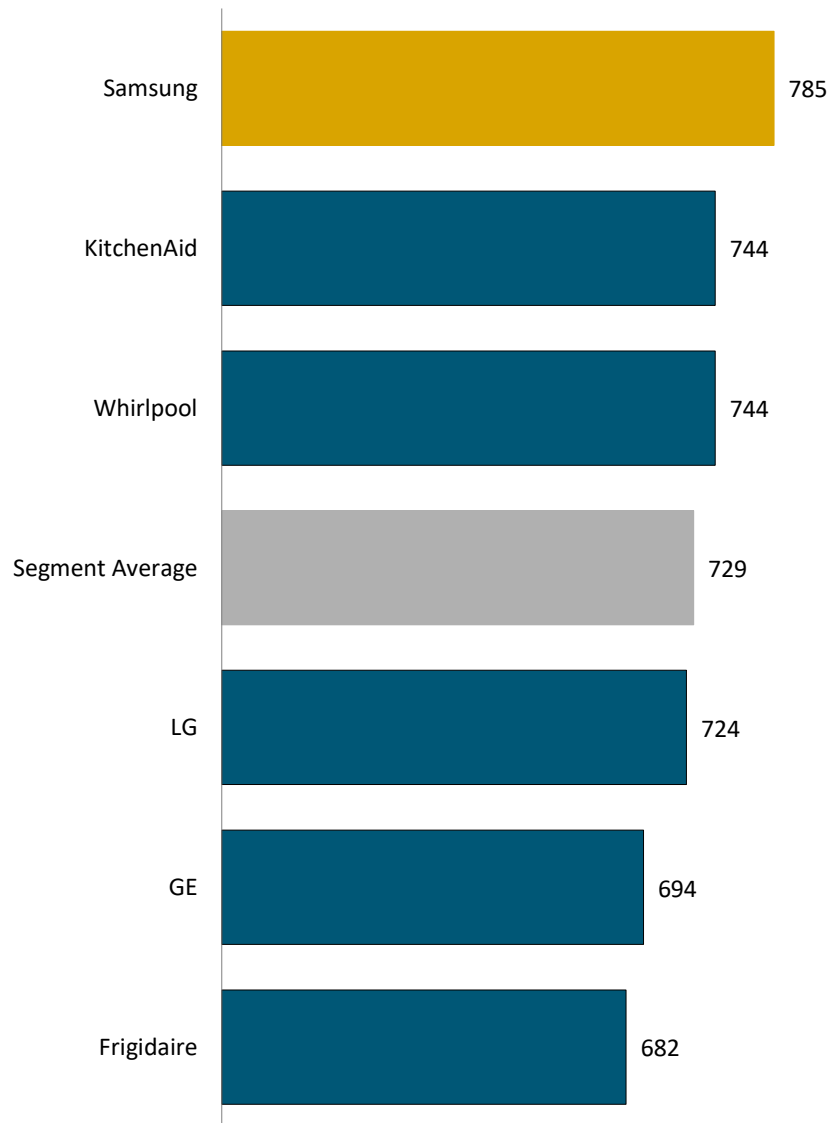
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Wall Oven



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

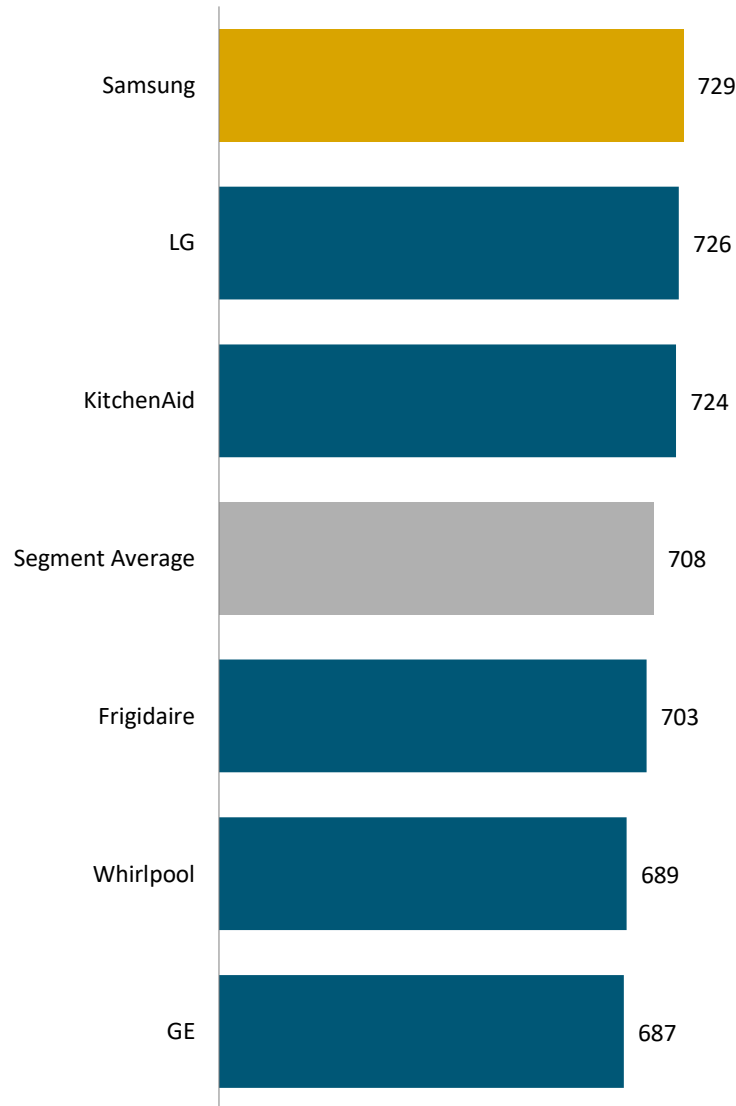
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Over-the-Range Microwave



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

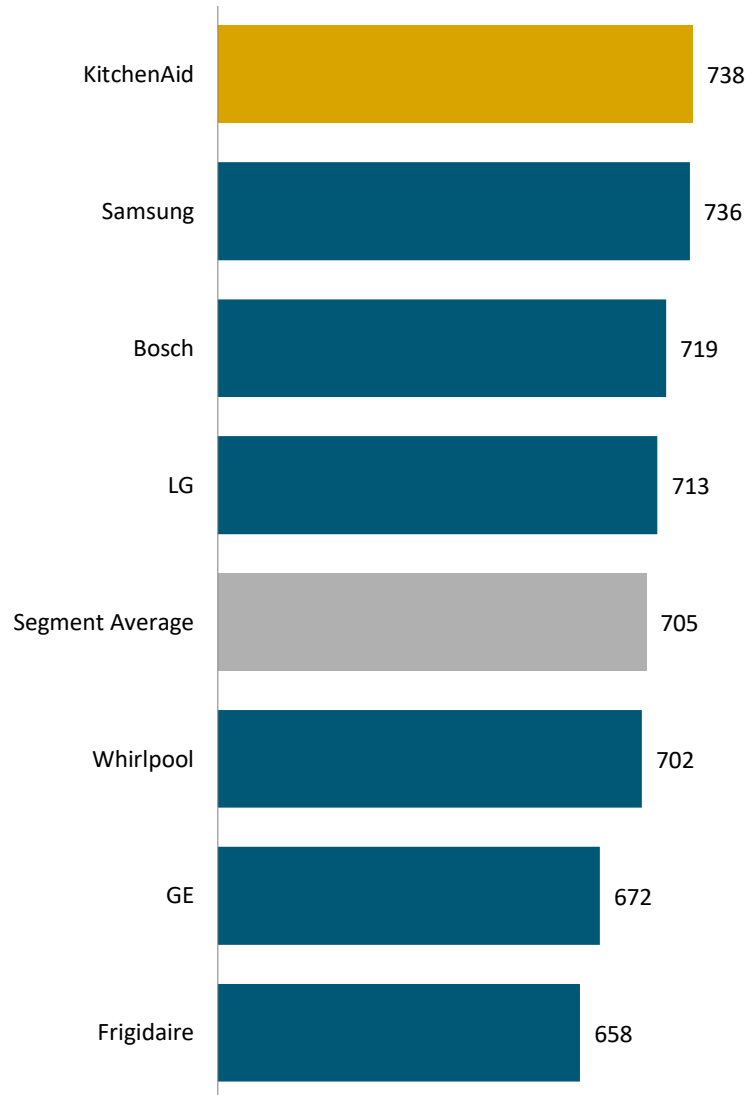
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Dishwasher



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

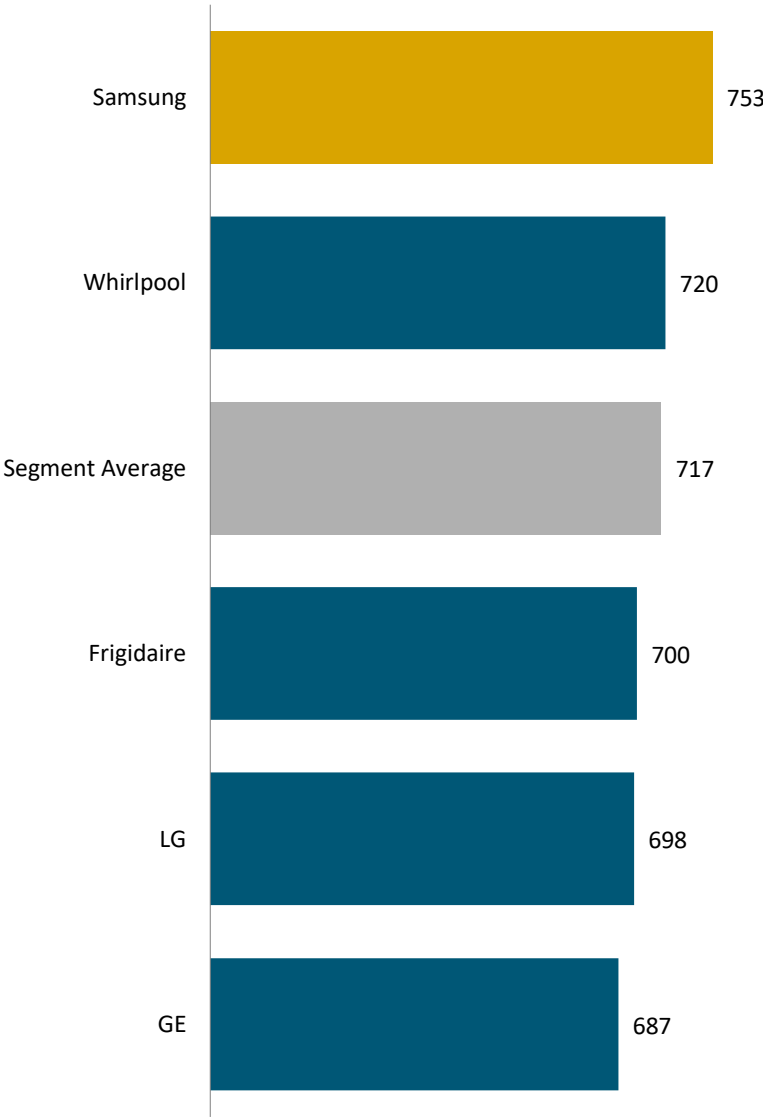
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### French Door Refrigerator



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

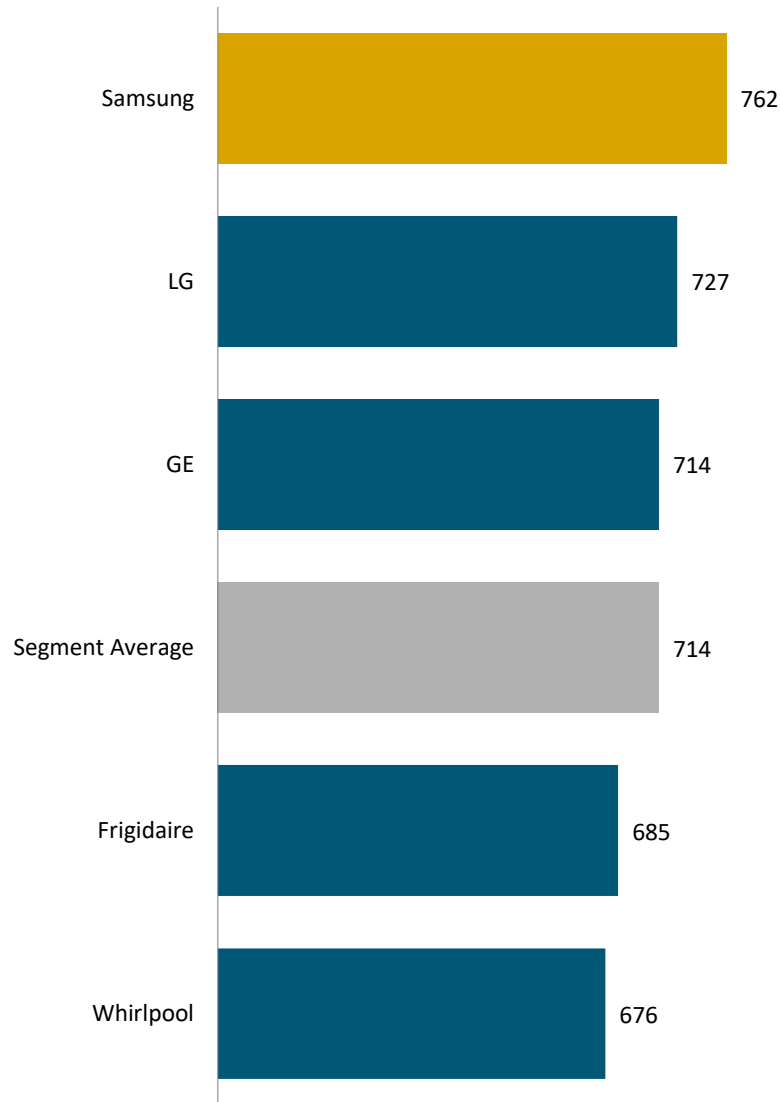
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Side-by-Side Refrigerator



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

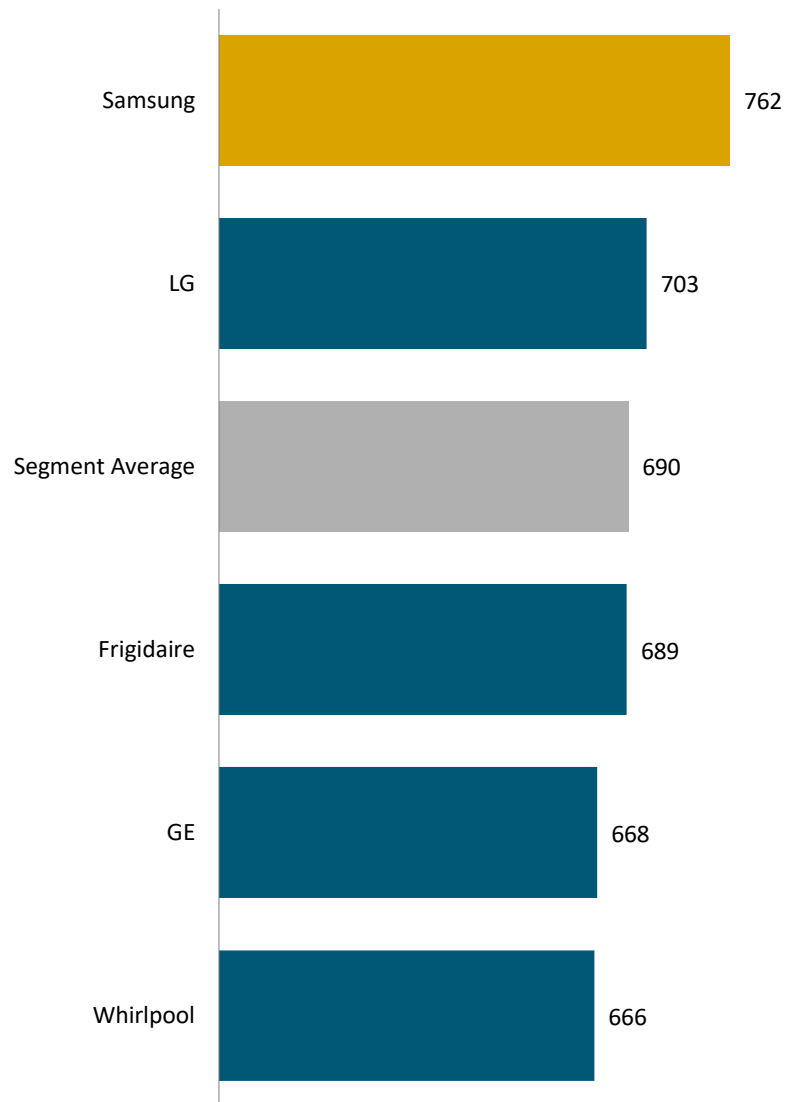
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Top-Mount Freezer, Two-Door Refrigerator



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

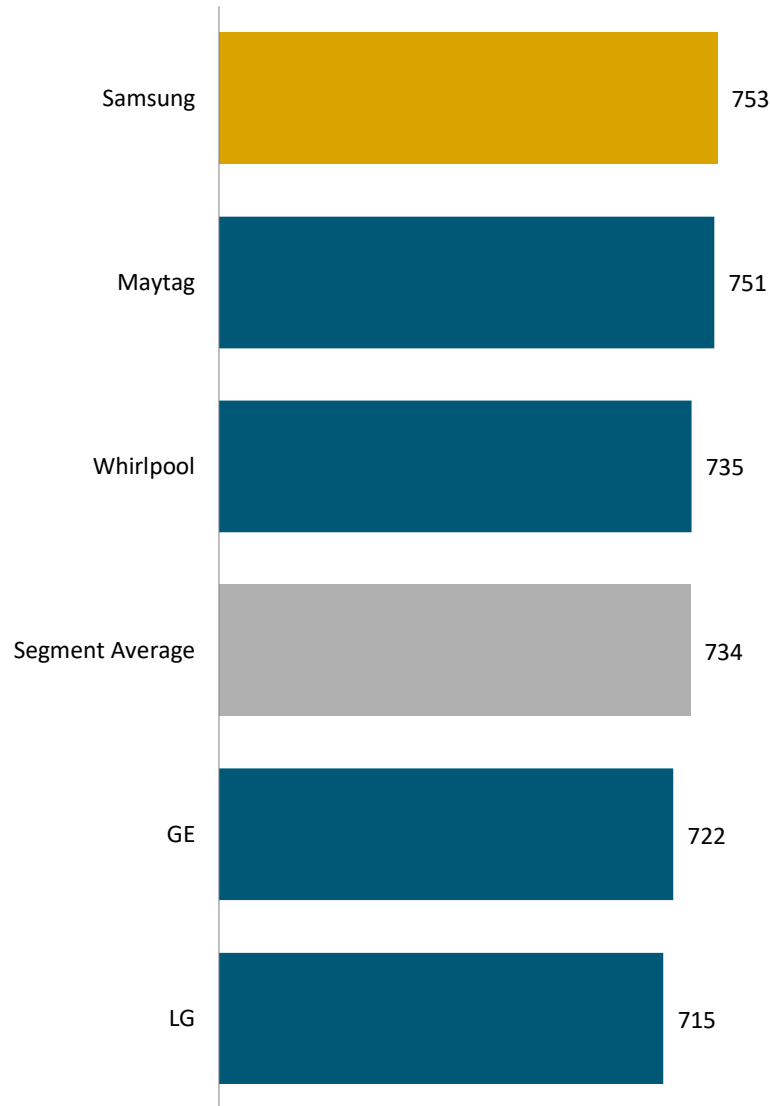
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Front-Load Clothes Washer



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

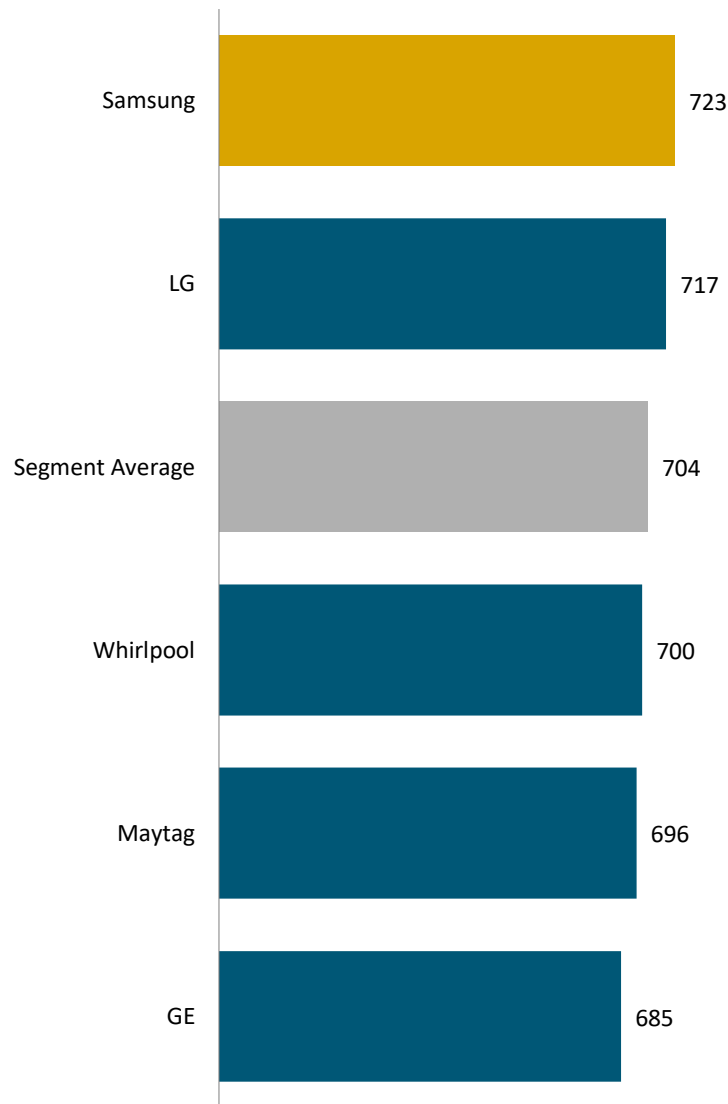
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Top-Load Clothes Washer



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

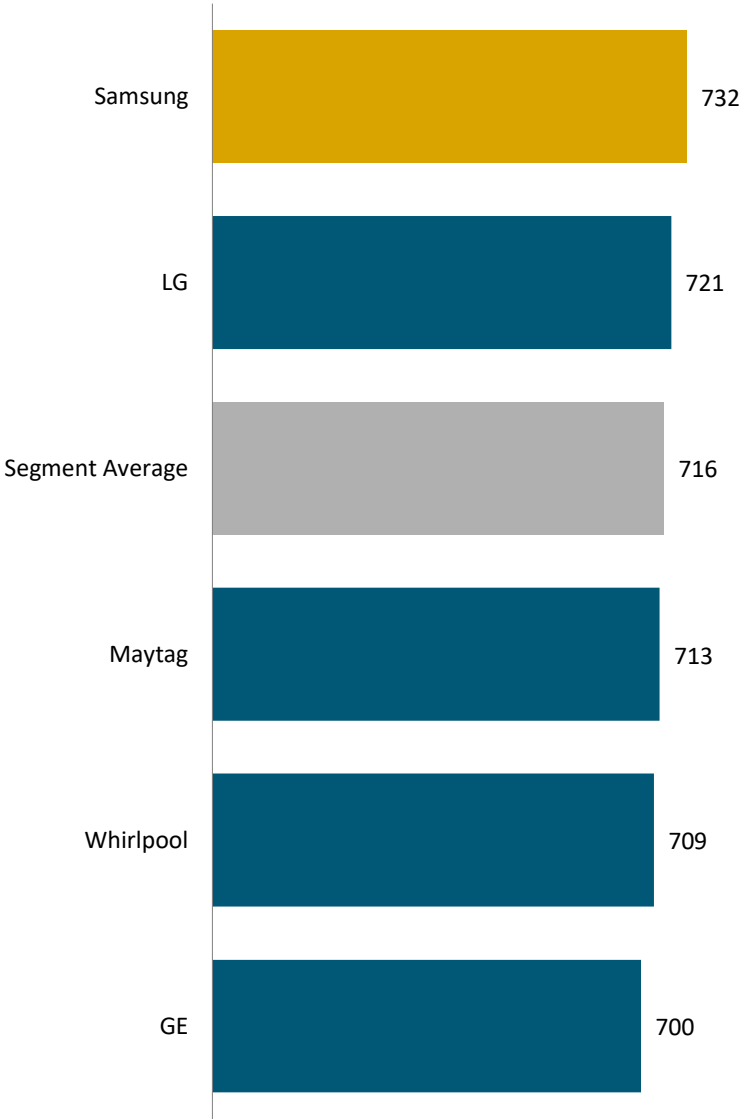
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Clothes Dryer



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

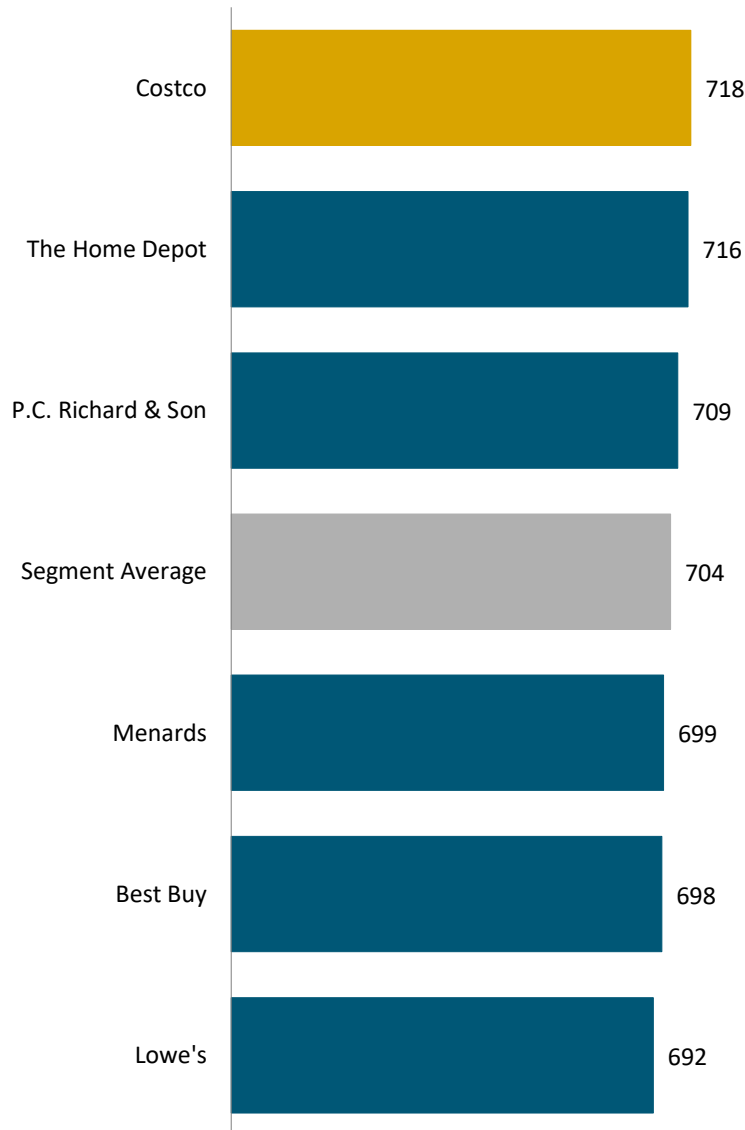
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# J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

## Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

### Appliance Retailer



Source: J.D. Power 2024 U.S. Appliance Satisfaction Study<sup>SM</sup>

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