



**A STUDY ON CONSUMER SATISFACTION TOWARDS
INDUCTION STOVE WITH REFERENCE TO COIMBATORE CITY**

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ABSTRACT

Energy Conservation and Environmental protection have today emerged as pressing issues and being recorded top most priority by the companies all over the world. Having the responsibility to hand over a cleaner, safer, and green Environment to the next generation, it is high time we switched over to induction heating for cooking. An induction stove is faster and more energy-efficient than a traditional electric cooking surface. It allows instant control of cooking energy similar to gas burners. Other cooking methods use flames or red-hot heating elements; induction heating only heats the pot. Because the surface of the cook top is only heated from contact with the vessel, the possibility of burn injury is significantly less than with other methods. The induction effect does not heat the air around the vessel, resulting in further energy efficiencies. Cooling air is blown through the electronics but emerges only a little warmer than ambient temperature. As regards the industry in which the company operates the growth rates are encouraging and more players are attracted to this segment. This study covers an analysis of the extent of awareness and satisfaction among the consumer for the usage of induction stove.

Keywords: induction stove, electric stove, electric cooker, consumer attitude, consumer behavior.

INTRODUCTION

Induction cooking technology was introduced in the “Kitchen of the Future” at the Chicago “Century of Progress” World’s Fair in 1933. For the first time, fairgoers witnessed the miracle of “cool heating” using electrical power. Energy Conservation and Environmental protection have today emerged as pressing issues and being recorded top most priority by the companies all over the world. Having the responsibility to hand over a cleaner, safer, and green Environment to the next generation, it is high time we switched over to induction heating for cooking. An induction cooker is faster and more energy-efficient than a traditional electric cooking surface.



GENERAL ECONOMIC SCENARIO

While the financial year 2012-13 started with a few uncertainties, as the year progressed the overall industrial production improved. The Indian economy grew by 7.2% as compared to 6.7% in the previous year. However, exports continued to be depressed owing to recessionary global trends especially in Europe and Middle East. The current trend in the economy is positive as witnessed by improved rates of growth in industrial production and higher advance tax collections for the first quarter. The GDP is expected to grow at more than 7%. While the overall outlook for growth seems to be positive, the unabated inflationary trend in consumer price index is a matter of concern. Given the increase in oil prices, this trend can have some adverse impact on disposable of income. As regards to the industry in which the Company operates the growth rates are encouraging and more players are attracted to this segment.

STATEMENT OF THE PROBLEM

There are recent developments in technology with every day new innovative products are coming up to the market, but consumers' preference will differ from time to time. One of the recent developments is induction stove. It is relatively the safest mode of cooking when compared to other forms of cooking like burning wood, coal or by gas stoves. At present different brands of induction stove are available in the market and there is a big dilemma among the consumers as to which brand of induction stove to purchase for their usage. The present study focused on identifying the attitude and satisfaction level of the consumers towards induction stove.

OBJECTIVES OF THE STUDY

1. To know about the awareness level among the customers towards induction stove.
2. To study about the customers opinions and attitude towards induction stove.
3. To study the level of customer satisfaction towards induction stove.
4. To offer suitable suggestions on the basis of results of the study.

RESEARCH METHODOLOGY

The methodology includes area of the study, sources of data, sample size and statistical tools used and other related matters. The study uses only primary data, for which purpose, 200 questionnaires have been prepared and collected from consumers of Coimbatore city using simple random sampling technique.

REVIEW OF LITERATURE

Friedman (1985), stated that "some consumers may feel that the use of brand names in popular culture simply reflects the increased commercial content of a culture." **Candiff (1985)**, defined "Positioning is significant to consumers in that it provides a basis for comprising alternative choices in the market place."



Paul S. Richardson, Alan S. Dick and Arun K Jain (1994), says "Consumer viewed the brands in category arranged in a brand ladder, with their favorite brand at the top and remaining brand in descending order of preference: there are now signs that this ladder is being replaced with a consumer perception of brand parity that many brands are equivalent."

Bearden and Teel, Oliveri (1998), Test and written in their study "Southern Economist" says "Selected determinants of consumer satisfaction and complaints reports have concluded that consumer's pre-purchase belief, about product performance expectations post purchase for captions that a product could or could not perform as expected have a significant influence on satisfaction."

Sam Jayachandran (2000), in his study he found that "most of the consumers considered "Quality" as the first orientation while selecting their brand so consumers have strong allegiance towards a particular brand. This is due to the reputation earned by the manufacturers for their products introduced earlier." Rust and Oliver (2011), "Satisfaction with a service provider is perceived as being both emotion and evaluate-based response to a service encounter."

STATISTICAL ANALYSIS

The various statistical techniques that are used to determine consumer attitude of the respondents, such as percentage analysis, Chi-square analysis, average score analysis and average ranking analysis. The few results are:

Table - 1: Gender wise distribution of the respondents

S.No	Gender	Number	Percentage
a	Male	60	30
b	Female	140	70
Total		200	100

From the above table it is known that out of the total respondents taken for study, 70 percent of the respondents are female and 30 percent of the respondents are male. Majority of the respondents are female.

Table - 2: Age Group of the respondents

S.No	Age Group	Number	Percentage
a	Up to 25 Years	21	10
b	25 to 35 Years	96	48
c	35 to 45 Years	47	24
d	Above 45 Years	36	18
Total		200	100



It is clear from the above table that out of the total respondents taken for study, 48 percent of the respondents belong to the age group of 25 to 35 years, 24 percent of the respondents belong to the age group of 35 to 45 years, 18 percent of the respondents belong to the age group of 45 years and above, 10 percent of the respondents belong to the age group of up to 25 years. Majority of the respondents are belonging to the age group of 25 to 35 years.

Table - 3: Educational Level of the respondents

S.No	Educational Level	Number	Percentage
a	No Formal Education	20	10
b	School Level	40	20
c	College Level	82	41
d	Professional Level	44	22
e	Others	14	7
Total		200	200

The above table shows that out of the total respondents taken from the study, 41 percent of the respondents have qualified college level, 22 percent of the respondents have qualified professional level, 20 percent of the respondents have qualified school level, 10 percent of the respondents have no formal education at all and 7 percent of the respondents have other educational qualifications. Majority of the respondents have qualified college level education.

Table - 4: Awareness level about induction stove

S.No	Sources of Awareness	Number	Percentage
a	Advertisements	85	43
b	Representatives	18	9
c	Exhibitions	63	31
d	Friends and Relatives	34	17
Total		200	100

From the above table it is understood that out of the total respondents taken for study, 43 percent of the respondents are aware of induction stoves through advertisements, 31 percent of the respondents are aware of induction stoves through exhibitions, 17 percent of the respondents are aware of induction stoves through friends and relatives, 9 percent of the respondents are aware of induction stoves through representatives. Majority of the respondents are aware of induction stove through advertisements.



Table - 5: Advertising Media

S.No	Media	Number	Percentage
a	Newspapers and Magazines	18	21
B	Posters and Banners	10	12
c	Notices and Pamphlets	6	7
d	Radio	5	6
e	TV	46	54
Total		85	100

The above table shows that out of those respondents who know about induction stoves through advertisement, 54 percent of them know about them through Television (TV), 21 percent of them know about induction stove through news papers and magazines, 12 percent of them know about induction stove through posters and banners, 7 percent of them know about induction stove through notices and pamphlets, 6 percent of them know about induction stove through radio. It is clear that majority of respondents know about induction stoves through television advertisements.

Table - 6: Influencing Factors

S.No	Factors	I Rank	II Rank	III Rank	IV Rank	V Rank	Total
a	Price	59	48	29	34	30	200
b	Quality	62	54	46	20	18	200
c	Size	39	28	24	68	41	200
d	Design	36	49	31	38	46	200
e	Utility	80	51	39	28	2	200

The above table shows that the ranking factors that influence the purchase of respondents. It is found that 80 respondents gave first rank to utility, 62 respondents gave first rank to quality, 59 respondents gave first for price, 39 respondents gave first rank to size and 36 respondents gave first rank to design. Regarding second rank, 54 respondents ranked quality, 51 respondents ranked utility, 49 respondents ranked design, 48 respondents ranked price and 28 respondents ranked size and so on for third, fourth and fifth rank respectively.

Table -7: Brand Awareness of Induction Stove

S.No	Awareness	Number	Percentage
A	Aves	52	15
B	Preeti	79	23
C	Impex	21	6



D	Butterfly	78	22
E	Prestige	95	27
F	Crompton Geaves	14	4
G	Others	9	3
Total		348	100

The above table shows that out of the total respondents taken for the study, 27 percent of the respondents are aware of Prestige induction stoves, 23 percent of the respondents are aware of Preeti, 22 percent of the respondents are aware for Butterfly, 15 percent of the respondents are aware of Aves, 4 percent of the respondents are aware of Crompton greaves induction stoves and another 3 percent of the respondents are aware of other brands of induction stoves. Majority of the respondents are aware of Prestige induction stove only.

Table - 8: Purchase of Induction Stove

S.No	Brand Names	Number	Percentage
a	Aves	32	16
b	Preeti	52	26
c	Impex	10	5
d	Butterfly	38	19
e	Prestige	62	31
f	Crompton Greaves	6	3
Total		200	100

From the above it is seen that out of the total respondents taken for study, 31 percent of the respondents have purchased Prestige induction stove, 26 percent of the respondents have purchased Preeti induction stove, 19 percent of the respondents are purchased Butterfly induction stove, 16 percent of the respondents have purchased Aves induction stove, 5 percent of the respondents have purchased Impex induction stove and rest of them have purchased Crompton greaves induction stove. Majority of the respondents have purchased Prestige induction stoves.

FINDINGS, RECOMMENDATIONS & CONCLUSION

This section is to express the findings; recommendations and conclusion of the study based on statistical tools applied to analyze the data. It includes the result of each and every table and test.

The following are the major findings of the study relating to consumers



Majority of the respondents were married women, aged between 25 to 35 years with the college level education, with monthly income between 10,000 and 20,000 and live in a nuclear family. They have clearly revealed that they are the ultimate decision maker of their family. A majority of the respondents are aware of induction stove through TV ads. It is also found that majority of the respondents are using Prestige induction stoves for a period of more than one year, and have purchased them mainly because of its special features and quality. Most of them were satisfied with their induction stove as the functioning was good and price was moderate. They are also satisfied with the dealer response, warranty period and after sales service and stated that they would recommend their brand to others.

On the application of Chi-Square analysis, the following results were obtained

Awareness of the brand was influenced by sex, education level, occupational status, monthly income and family size of the respondents. The brand purchased was influenced by sex, age, occupational status and family size. Decision making of the brand was influenced by marital status and family income. The choice of brand was influenced by marital status while the media of advertisement was influenced by age and educational level of the respondents.

On the application of average ranking analysis, the following results were obtained

Utility was the one of most preferred factor by members of either sex, married or unmarried, between 25 and 45 years old, having school, college or professional level education, employed in agriculture, business or profession, earning between 10,000 - 30,000 and above per month with a family size of 2 to 4 members.

Price was one of the most preferred factors by respondents aged between 25-35 years with the school, college or professional level education and employed in agriculture, business or profession earning between 10,000 and 30,000 & above per month.

Quality influenced the decision of those with no formal education and those with a family size of 2-4 members.

Size and design influenced only those with no formal education.

On the application of average score analysis, the following results were obtained

Male respondents, respondents aged 55 years and above, respondents whose occupation is in category other than those listed, respondents whose family income is between 20,000 and 30,000 have all got a high opinion about majority of factors considered in this study, such as opinion about functioning, price, satisfaction, dealer response, warranty period, and after sales service of induction stove.



Respondents with no formal education and those with a family size of 4 have high opinion about functioning of the induction stove, satisfaction of warranty period and after sales service.

On the basis of results of the study, the following recommendations are made

1. Creating Awareness

The study revealed that the customers are aware of the induction stove through advertisements. Regarding the media choice TV is found to be the major player in creating awareness about induction stove. On this basis it is recommended that the manufacturers of induction stoves go for selection media, method of advertisements etc., it is up to them to make a periodical study on suitability of advertisements and take appropriate steps.

2. Influencing factors

Among the various factors considered by the respondents, it is found that the majority of consumers have purchased induction stove based on features. The other factor considered was utility, hence it is recommended to the manufacturers of the induction stove to focus on these two aspects while going for product planning and development.

3. Improvement in the product functionality

The study reveals that the consumer's opinion about functioning of induction stove is mostly limited to 'Good' but not 'Very Good'. Significant percentages of them have opined that their functioning is just normal. It reveals that the induction stove functionality is not given a higher rating by the customers. Therefore it is recommended to the manufacturers to pay attention on these above aspects as well.

4. Considered to price modification

Though majority of the respondents commented that the price of induction stove is moderate, nearly equal number of respondents has opined that the price is either 'High' or 'Very High'. This type of observation is more relevant to the product preference and hence the manufacturers can contemplate on the possibility of price reduction.

5. Customer satisfaction

The study reveals that the customers are fairly satisfied with the brand of induction stove they use. Again it is observed that the satisfactory level of customers is not on the higher side. Therefore it is suggested to the manufacturers to take the appropriate steps to ensure that the customers are highly satisfied.

6. Ensuring Quality

It is also found that the customers purchased particular brand of induction stove mainly due to the quality factor. This shows the importance given to the quality of the product and any



deviation in the quality may lead to non-preference by the customers. Therefore it is always better for manufacturers to ensure that best quality products are supplied and made available to customers.

7. Redressal of Grievances

Among the problems faced by the respondents, two problems are identified as major problems. The first problem is that the induction stove accommodates only one vessel and the other problem is that not suitable to place all types of vessels. Therefore it is suggested to the manufacturers of induction stove to pay attention on the above problems and redress the grievances of customers.

CONCLUSION

Among the durable and non-durable commodities, marketing of durable commodities generally pose complex problems due to many reasons. One of the important reasons may be that the customer is either selective towards particular product or reluctant to show immediate response towards the product. By analyzing many brands of induction stove we came to know that the customers are facing some common problems in using induction stoves such as non suitability of vessels, high electricity consumption and not being able to cook more than one vessel at a time. There are several ways or methods through which these problems can be solved but these ways or methods are different from each other and brands to brands. In this sense, the same method cannot be employed for a single problem under different circumstances. The careful analysis and evaluation of market will reveal the attitude and preference of the customers and the manufacturers can take appropriate steps accordingly. This can be done at different stages right from the designing product plan to marketing plan. It means mere marketing strategies alone cannot pay attention to product type; design, quality assurance etc., so that marketing strategies become valid and more suitable on the application side. Thus more importance have to given to consumer preference along with marketing strategies.

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