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A Study on Consumer Preference towards Induction Stove with Special Reference to Coimbatore City

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Abstract: Due to shortage and delay in delivery of LPG cylinders the public is started to prefer Induction Stove. Induction stove is becoming a basic need rather than a luxury. There is a rapid growth witnessed by the companies producing induction stove since last few years the manufacturers brought out numerous models of superior technology. This being the case, every producer should satisfy the needs of the customer for their existence. The result of the study indicates that the variables namely Gender, Age, Educational Qualification, Occupation, Number of members in family, Awareness of the product, Various brands are found to be significantly associated with Preference.

Keywords: Induction Stove, Customer Preference.

I. INTRODUCTION

Due to shortage and delay in delivery of LPG cylinders the public is started to prefer Induction Stove. Induction stove is becoming a basic need rather than a luxury. There is a rapid growth witnessed by the companies producing induction stove since last few years the manufacturers brought out numerous models of superior technology. Various brands of induction stoves are available in the market today with different features. Therefore, consumers have a wide choice of induction stoves. Different customers have different interest. In buying an induction stove, it depends on their needs and utility of the product. Customer is the central theme of the marketing system. For a product to sell with or without advertising, it must satisfy some needs of the consumers. A customer is said to be the king and the businessmen are supposed to serve and satisfy customer. Every customer has certain wants and a strong desire to satisfy them. The customer purchases certain goods under the impression that the goods would satisfy his wants. If the product fails to satisfy his wants, he will discard the product and switch over to some other product, which can effectively satisfy customer needs. This being the case, every producer should satisfy the needs of the customer for their existence.

II. STATEMENT OF THE PROBLEM

Now-a-days, the customers are more dynamic. Their tastes, needs, preference are changing as per current scenario. There are various induction stove providers in our country and they are playing essential role in fulfilling the needs of the customers. Hence, the development of marketing the induction stove depends upon the customer preference and satisfaction. However, the following questions may arise regarding customer preference.

1. Whether the service provided by the induction stove marketer is satisfying the customer?
2. Are the facilities available adequate to satisfy the customers?

III. OBJECTIVE OF THE STUDY

1. To study the factors influencing the customers to purchase the induction stove.

IV. METHODOLOGY OF THE STUDY**Area of the study**

The sampling units are the consumers who are making use of **INDUCTION STOVE** in the Coimbatore City.

Sources of data – Primary Data

The validity is based on any data collected for the study. Primary data includes questionnaire. Questionnaire was the main tool for collecting the first hand information from the respondents. Hence, due attention was given construction of the questionnaire. The questions were framed in a simple manner, capable of being answered easily and quickly by the respondents.

Sample

By adopting convenient sample 250 respondents have been selected.

Framework of Analysis

The analytical tools applied for the analysis of the data collected is Chi-Square test.

V. REVIEW OF THE 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.”

ANALYSIS AND INTERPRETATION

VARIABLE NAME	χ^2
Gender	14.510**
Age	21.529**
Educational Qualification	23.184**
Occupation	27.951**
Number of members in family	42.113**

Awareness of the product	16.551**
Various brands	43.858**
Marital status	0.520
Type of family	1.074
Family monthly income	12.946

**5% Level of Significance

*1% Level of Significance

From the above table, it is ascertained the variables namely Gender, Age, Educational Qualification, Occupation, Number of members in family, Awareness of the product, Various brands are found to be significantly associated with Preference.

Marital status, Type of family, Family monthly income is found to be not significantly associated with Preference.

VI. SUGGESTIONS

- The manufacturers can produce the induction stoves which can be used by battery, electric chargeable in order to use when there is no electricity power.
- The producers can also modify the features as to suit all varieties of vessels.
- The producers can implement more advertising techniques to increase sale of induction cook top.
- Like time saving, if they try to reduce the consumption of power, it will attract more customers.
- They can also create awareness in the minds of public that the induction stove can be affordable by all types of consumers.

VII. CONCLUSION

Induction is safe, time and power saving, cheap, easy to handle, easy to carry etc. Though it has many advantages the producers have to concentrate more on the features where it lacks the attention of the public. Producers can also concentrate on the advertisement phase. It is sure that the induction stoves would be more welcomed by the consumers in the near future.

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