



## Consumers' Brand Preference Towards Induction Cooktops

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### ABSTRACT

*Now a day's LPG demand is more, it is overcome by the use of induction cooktops. Compared to LPG it is economical and convenient one. It can be used at anywhere and at any time, without much difficulty. In the modernized world most of the people have induction cooktop. It is one of the symbols to maintain family status. In this article the consumers' brand preferences towards induction cooktop is analysed. The main objectives of the study is brand preferences and level of satisfaction towards induction cooktops. Statistical tool like chi square test and likert scaling technique is used.*

**KEYWORDS :** Brand preferences, Consumer, Induction cooktop, Level of satisfaction.

### INTRODUCTION:

There are premier consumer goods manufactures exist in this era. This is of course called buyers' market where numerous products had their shapes, design and size to satisfy its consumer. In this manner they become customized, according to many research results the home maker become a prevailing role in purchasing induction cooktops. The reason is they are the persons who used the induction cooktops in home frequently, markets are steam lining the demand driven operation, optimize cost and create more brands with the deep domain knowledge and prove tools and techniques.

### BRAND PREFERENCE:

One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability. Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance.

### PROFILE OF INDUCTION COOKTOP

The induction cooktop is a modern electric stove that uses the electromagnetic induction principle to heat vessels. The induction cooktop has a heatproof ceramic panel, which is used as the cooktop panel. Through the electrified coil under the panel, the AC current creates a magnetic field that induces a vortex in iron and stainless steel pan bottoms. This heats the pan bottom quickly, and then conducts the heat to food.

### REVIEW OF LITERATURE

1. Matthew vankoughnett, cassond kurenor, Jeff Oakes (2011) University of British Columbia (UBC). In their investigation titled "An investigation into Induction stovetops" prepared for the New SUB: the report outlines a comparison between induction cooktops and conventional gas stovetops using a triple bottom line analysis approach. The results from the analysis are that induction cooktop have an increased initial capital investment, but they have lower operating cost.

2. Jordan Ho, Colin Moor house, David Zhaa (2011) Institute of Management Nirma University. In their study titled "An introduction into induction and Natural Gas stoves" a triple bottom line analysis for the new student union building" this report compares the attributes of induction and natural gas stoves and provides a recommendation as to which is more suitable for use in the new student union building through triple-bottom line analysis.

3. Carnegie Mellon (2012) University of Lucknow. In his article titled "An investigation of introduction and the Humble Pan" these explains a series of demonstrations and activities for high school students were designed around an exploration of the science of induction cooking. Demonstrations and lessons address topics such as thermal expansion, magnetic properties of metals, the relationship between electrical cur-

rents and magnetic fields, energy transfer and efficiency, and resistive heating.

### STATEMENT OF THE PROBLEM:

Now a day's LPG demand is more, it is overcome by the use of induction cooktops. Compared to LPG it is economical and convenient one. It can be used at anywhere and at any time, without much difficulties. In the modernized world most of the people have induction cooktop. It is one of the symbols to maintain family status. The players in the induction cooktop market are prestige, preethi, butterfly, philips, pigeon, bajaj, etc.

### OBJECTIVE OF THE STUDY:

1. To study the various induction cooktops available in the market.
2. To understand the consumers brand preference towards induction cooktops.
3. To find out the level of satisfaction of consumer regarding induction cooktops.

### HYPOTHESIS OF THE STUDY:

1. There is no significant relationship between the income of consumers and price of induction cooktop.
2. There is no significant relationship between the warranty period and price of induction cooktop.

### STATISTICAL TOOLS USED FOR ANALYSIS:

Statistical tools like Chi-Square, percentage analysis, using SPSS package are the tools used to analyze the data.

### SAMPLING TECHNIQUE:

Convenience sampling is used to select the samples for collecting data.

### SAMPLE SIZE:

The primary data is collected from 120 respondents those who are using induction cooktops.

### PERIOD OF THE STUDY:

The period of this study covers one year 2013-2014.

**Table 1 DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**

	Particulars	Frequency	percentage
Age	Below 25 years	20	16
	25-35 years	44	37
	35-45 years	37	31
	45-55 years	13	11
	Above 55 years	06	05
Gender	Male	22	18
	Female	98	82

Occupation	Business Employee	03	02
	Professional	44	37
	Homemaker	15	13
		58	48
Educational Qualification	School level	25	21
	Graduate	63	52
	Post graduate	30	25
	Others	02	02
Family Monthly Income	Below Rs. 15,000	19	16
	Rs. 15,000 to Rs. 25,000	65	54
	Rs. 25,000 to Rs. 35,000	24	20
	Above Rs. 35,000	12	10
Size of the Family	Small size ( less than 4 members)	51	42
	Medium size ( 4-6 members)	63	53
	Large size (above 6 members)	06	05

**Source: Primary Data**

Table 1 highlights demographic characteristics of respondents 37% of the respondents age ranges between 25-35 years, 82% of the respondents were female, 48% of the respondents were homemakers, 52% of the respondents were graduates, 54% of the respondents family monthly income ranges between Rs. 15,000 to Rs. 25,000 and 53% of the respondents belongs to medium size family.

**Table 2 MONTHLY INCOME AND AMOUNT FOR INDUCTION COOKTOP**

S.No.	Monthly Income	Amount for Induction cooktop				Total
		Below Rs. 2,000	Rs. 2,000 to Rs. 3,000	Rs. 3,000 to Rs. 4,000	Above Rs. 4,000	
1	Below Rs.15,000	7	6	6	0	19
2	Rs. 15,000 to Rs. 25,000	0	27	32	6	65
3	Rs. 25,000 to Rs. 35,000	4	8	9	3	24
4	Above Rs. 35,000	0	2	8	2	12
	Total	11	43	55	11	120

**Source: Primary data**

Table 2 reveals that out of 120 respondents; 65 respondents were in the income group of Rs. 15,000 to Rs.25, 000. Out of which, 32 respondents spent Rs. 3,000 to Rs. 4,000 for their induction cooktop; 12 respondents were in the income group of above Rs.35, 000. Out of which, 8 respondents spent Rs. 3,000 to Rs. 4,000 for their induction cooktop.

**Null Hypothesis:**

There is no significant relationship between the income of consumers and price of induction cooktop.

**Chi-square Table**

	Value	Df	Sig
Pearson Chi-Square	31.640	9	.000
Likelihood Ratio	33.325	9	.000
Linear-by-Linear Association	7.728	1	.005
N of Valid Cases	120		

7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.10.

Degrees of Freedom = 9

Chi-square value = 31.640

Table Value = 16.919

The distribution is significant at 5% level.

**Result:**

As the  $\chi^2$  value is greater than table value we reject the hypotheses. There is relationship between income of consumers and price of induction cooktop.

**Table 3 INDUCTION COOKTOP PRICE AND WARRANTY PERIOD**

S.No.	Induction Cooktop Price	Warranty Peroid			Total
		12 months	24 months	36 months	
1	Below Rs.2,000	0	3	0	3
2	Rs.2,000 to Rs.3,000	5	10	20	44
3	Rs.3,000 to Rs.4,000	4	16	25	58
4	Above Rs.5,000	1	3	8	15
	Total	10	29	56	120

**Source : Primary data**

Table 3 shows that out of 120 respondents; 58 respondents were spent Rs. 3,000 to Rs. 4,000 for their induction cooktop; 44 respondents were spent Rs. 2,000 to Rs. 3,000 for their induction cooktop; 15 respondents were spent above Rs. 4,000 for their induction cooktop 3 respondents were spent below Rs. 2,000 for their induction cooktop;

**Chi-square Test:**

The researcher wishes to know that there is any relationship between the warranty period and price of induction cooktop.

**Null Hypothesis:**

There is no significant relationship between the warranty period and price of induction cooktop.

**Chi-square Table**

	Value	Df	Sig
Pearson Chi-Square	16.408	6	.012
Likelihood Ratio	17.317	6	.008
Linear-by-Linear Association	6.134	1	.013
N of Valid Cases	120		

6 cells (50.0%) have expected count less than 5. The minimum expected count is .83.

Degrees of Freedom = 6

Chi-square value = 16.408

Table Value = 12.592

The distribution is significant at 5% level.

**Result:**

As the  $\chi^2$  value is greater than table value we reject the hypotheses. There is relationship between the warranty period and price of induction cooktop.

**Table: 4 Level of satisfaction towards induction cooktop**

S. No	Description	Highly Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly Dissatisfied (1)	Total	Likert value	Rank
1	Price	31(155)	59(236)	22(66)	7(14)	1(1)	120(472)	0.890	7
2	Design	36(180)	58(232)	20(60)	4(8)	2(2)	120(482)	0.909	4
3	Feature	31(155)	57(228)	26(78)	7(14)	1(1)	120(476)	0.898	6
4	Quality	28(140)	48(192)	26(78)	14(28)	6(6)	120(444)	0.837	8
5	Guarantee	36(180)	60(240)	18(54)	6(12)	0(0)	120(486)	0.916	3
6	Safety	45(225)	61(244)	13(39)	1(2)	0(0)	120(510)	0.962	2
7	Cooking time	59(295)	52(208)	9(27)	0(0)	0(0)	120(530)	1	1
8	Free offers	42(210)	44(176)	28(84)	4(8)	0(0)	120(478)	0.901	5

Source: Primary data

Table: 4 explore that overall satisfaction of their induction cooktop brands. Cooking time got first rank. Second, consumers were satisfied with the safety. Third, consumers were satisfied with the guarantee period. Design got fourth rank in this satisfaction level. Free offers got fifth rank in this satisfaction level. Feature, price and quality got sixth, seventh and eighth rank respectively.

#### FINDINGS:

1. It reveals that 34% of the respondents were using "Butterfly" induction cooktop.
2. Advertisement plays an important role by getting information about the brand of induction cooktop.
3. Most of the respondents (46%) interested to spend in Rs.3,000 to Rs.4,000 for buying the induction cooktop.
4. It indicates that quality (46%) plays a major factor for buying their brands.

5. Out of 120 respondents, 48% of the respondents were definitely ready to recommend the brands to others.
6. Overall suggestions given by the respondents (47%) were satisfied with their induction cooktop brands. 13% of the respondents were highly satisfied. No one is highly dissatisfied with their brands of induction cooktop.

#### SUGGESTIONS:

1. News paper and TV advertisement have to be increased, then only all the respondents were used the induction cooktops.
2. Most of the respondents were preferred automatic type of induction cooktop. So the manufacturer provides more automatic option to the induction cooktop.
3. Induction cooktop manufacturers will reduce the price of induction cooktop. It will attract all the respondents.
4. Manufacture increase the warrantee period also.
5. The manufacture provide more features and after sales services to the induction cooktop.

#### CONCLUSION

In the present scenario, the main problem faced by the people is the shortage of LPG. The demand of LPG is more than supply. The cost of the LPG is very high. So, they prefer to use induction cooktop. Manufacturer and dealers are offering different kinds of induction cooktop to the market and different features according to the needs of the buyer. Based on the model the cost of induction cooktop is increased. Even though the cost increased, the customer prefers to buy the induction cooktop because of continuous LPG demand. To satisfy the need of the buyers the manufacturer supply quality goods at reasonable price. It will increase the number of buyers. The overall performance of the induction cooktop dealer is good.

## REFERENCES

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