



Consumer Satisfaction Towards Induction Stove: A Study in Tuticorin Town

KEYWORDS

Consumer Satisfaction, Induction Stove and Consumer preference

V.Gopalakrishnan

S.Parameshwari

Research Scholar, Dept of management studies, M. S. University, Tirunelveli, Tamilnadu.

Research Scholar, Dept of management studies, M. S. University, Tirunelveli, Tamilnadu.

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. Induction cooking is not some radical new technology: It has long been widely used around the world, both by professionals and homeowners. But in the last few years the technology has improved so much – and the costs have dropped so much – that a new wave of equipment, for both commercial and residential uses, has become available. As lifestyles have become more hectic and environmental concerns have risen the introduction of induction heating in regards to cooking has brought a great sense of relief to many kitchens. Not only are they more economical and environmentally friendly, but the science behind the electric induction stove provides a safer cooking environment for the family. There are so many benefits of induction cooking that it is becoming increasingly popular in both residential and commercial kitchens. This study covers an analysis of the extent of awareness and satisfaction among the customer of usage of induction stove.*

INTRODUCTION

The economic development of a country to a large extent depends on technological development. The technological development in all fields is necessary. The looking had been developed to a high level. Here we are going to study about the induction stove which plays an important role in the cooking. The induction stove also have been developed by the technology. The consumer preference in selecting induction stove had become very tough. As every company is introducing their induction stove with more features and with a best performance which is more important for creating a good name in the induction stove market. In every country in induction stove companies are trying to produce the induction stove with features which satisfies the consumer. Every company is using more technology as possible to attract the consumers. Hence here we are going to study about the consumer preference and attitude towards induction stove.

NEED FOR THE STUDY

- To know about the consumer attitude
- To know what the consumers expect from the producers.
- To increase the standard of the product.
- To strengthen the relationship between consumers and producers
- To increase the knowledge about the market conditions.
- To know the sales volume of the company
- To know the limitations of the company

SCOPE OF THE STUDY

This study is an attempt to study about the consumers' preference towards induction stove in Tuticorin town.

OBJECTIVES OF THE STUDY

- To study about the features of the induction stove which satisfies the consumer's
- To know which model induction stove is most preferred by the consumers.
- To study about the problems faced by the consumers in using induction stove
- To know the suggestion of consumers about their induction stove
- To know the consumer's attitude in choosing an induction stove.

LIMITATIONS OF THE STUDY

The study group has prepared detailed interview schedule and collected data from consumers. This study covers the consumers of the Tuticorin city only. The findings of this study may not be applicable to other consumers belonging to other cities. The period given for collecting the data is very short. This data is collected only from 50 respondents only. So the data collected does not represent the total consumers and it cannot be very accurate.

METHODOLOGY AND TOOLS USED

This study is based on survey method. Primary data are collected from the field directly by using an interview schedule. The interview schedule was constructed by the study group. A pretest was conducted with 50 respondents having an induction stove who were located in different areas in Tuticorin Town. The interview was modified on the basis of pretest. Classification tables, percentages, bar charts, pie charts, exploded pie charts, drought nut charts; line charts, cylindrical and pyramid shaped bar charts are being used in this project study.

SAMPLING DESIGN

Study group selecting 50 respondents in the study area by adopting random sampling techniques.

INDUSTRY PROFILE

An Induction cooker uses induction heating for cooking. Unlike other forms of cooking, heat is generated directly in the pot or pan (cooking vessel), as opposed to being generated in the stove top by electrical coils or burning gas. To be used on an induction cooker, a cooking vessel must be made of ferromagnetic metal. In an induction cooker, a coil copper wire is placed underneath the cooking pot. An alternating electric current flows through the coil, which produces an oscillating magnetic field. This field includes an electric current in the pot. Current flowing in the metal pot produces resistive heating which heats the food. While the current is large, it is produced by a low voltage. An induction cooker is faster and more energy-efficient than a traditional electric hob. It allows instant control of cooking energy similar the gas burners. Because induction heats the cooking vessel itself, the possibility of burn injury is significantly less than with other methods; the surface of the cook top is only heated from contact with

the vessel. There are no fumes or red-hot electric heating elements as found in traditional cooking equipment. The induction effect doesn't heat the air around the vessel, resulting in further energy efficiency; some air is blown through the cook top to cool the electronics but this or emerges only a little warmer than ambient temperature. Induced current can heat any type of metal, but the magnetic properties of a steel vessel concentrate the current in a thin layer near the surface, which makes the heating effect stronger. Practical induction cookers are designed for ferromagnetic pots; users are advised to use only pots on which a magnet will stick. Non-ferrous metals have a skin depth that is too thick, lowering the resistance seen by the induced current and so making such metals unusable on an induction hob. Since heat is being generated by an induced electric current, the unit can detect whether cookware is present (or whether its contents have boiled dry) by monitoring how much power is being absorbed. That allows such functions as keeping pot at minimal boil or automatically turning an element off when cookware is removed from it.

RESULTS & DISCUSSIONS

The finding of the present revealed the following.

- 34 % Male respondents use the induction stove and 66 % Female respondents use induction stove
- 52 % Married persons used Induction stove
- 30 % of the respondents used Preethi induction stove

- 64 % of the respondents used button type induction stove
- 44 % of the respondents used induction stove for fast cooking
- 46 % of the respondents are motivated by the advertisement for buying
- 58 % of the purchase decision are taken by the respondents their own self
- 56 % of the respondents are motivated by the advertisement
- 38 % of the respondents used butterfly induction stove for cheap and best
- 80% respondents use an induction stove for the safety measure of child lock.

CONCLUSION:

Now a days induction stove is essential for day to day human life. So, all have a dream of buying an induction stove. It can come true within a very short period of time because the more number of induction stove companies were started in India. The buying capacity of induction stove shows the developing economic status of the country.

In view of the above discussion it can be very safely said that the "consumer satisfaction towards induction stove positively enhance the sale of the induction stove". Hence it is the opportunity for the companies for making their almost efforts to improve the production and sale of induction stove.

REFERENCE

Philip kotler, Gary Armstrong, "principles of marketing", (13th edition), Pearson education, pp. 191, 200, 2010. Leon G. Schiffman, Leslie Lazar Kanuk, "consumer behavior", (9th edition), Pearson education, pp. 544, 2008 | | David L. Loudon, Albert J. Della Bitta, "consumer behavior" (4th edition), Tata mc Graw hill, pp. 535, 2002. Naresh k. malhotra, "marketing research: an applied orientation," (5th edition), Pearson education, pp. 25, 104, 180, 426, 2008. | | [Online] Available : www.xjd.tcl.com | [Online] Available : www.prestigesmartkitchen.com | [Online] Available : www.bajajelectricals.com | [Online] Available : www.oppapers.com | [Online] Available : www.sciencedirect.com | [Online] Available : www.articlesnatcher.com | [Online] Available : www.scoopers.com |