



# AN EVALUATION OF THE CONSUMER PERCEPTION TOWARDS MODERN COOKING DEVICES WITH SPECIAL REFERENCE TO PURCHASING OF INDUCTION COOKER

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## ABSTRACT

**KEYWORDS:**  
*Consumer perception, induction cooker, modern cooking devices*

*Food is the basic necessity of human being. Preparation and serving of food is a part of household management. Home appliance market is considered as the fast growing business sector. There are so many innovative products coming under the sector with high sophistication. Kerala as the "Consumer state" is the most appropriate area which there is high literacy. So because of consumers are more aware about modern cooking devices, they want to quick preparation of their food item and they face problems of scarcity of fuel material. And also rising energy prices are leading to increased demand for energy efficient cooking appliances. The study proposes a descriptive research design and study conducted among 50 respondents of Malappuram district of Kerala by using of convenient sampling method. Descriptive statistics and chi square were used to analyse the data. The study shows that people have a higher level awareness towards usage of induction cooker.*

## INTRODUCTION

Rapid industrialization and increasing disposable incomes are expected to offer immense growth opportunities in developing countries for the global household cooking appliances market. The household cooking appliances market represents a well-entrenched and a relatively mature segment of the larger white goods industry in India. Today a wide and confusing array of cooking appliance is available in the market, with options ranging from pop out grills, fancy cook tops, separate ovens, induction cooking, rice cooker, gas stove etc. giving the blistering pace of modern lifestyles, easy to cook appliances which offer hassle-free maintenance are expected to score huge gains in the market place. Efficient energy usage, reduced noise level, automatic controls, consumer safety, cooking flexibility and varied colors, styles and designs etc. are the comparative features of modern cooking devices. In modern cooking, a lot of instruments are different cooking demands. Global market for household modern cooking appliances is expected to be driven in future largely by new and innovative, value added features and functionalities. Continuous product innovation is expected to be crucial in keeping consumer enthusiasm alive, especially in developed markets where quality innovations help to generate replacement of sales. The growing popularity of outdoor kitchens is expected to translate into increased market opportunities for outdoor grills, hobs and ranges. Induction cookers are fast, convenient, precise, clean, energy efficient and a very attractive addition

to any kitchen. Induction cookers will vary in quality and price. These utility has become unavoidable kitchen appliance. An induction cooker wills every dish that preparing on the cook top in your kitchen.

The induction method is highly energy efficient-at 90%. It outperforms the 40-65% efficiency rate of cook tops which use heat from all other sources (wood, gas, halogen, or radiant electric element). The induction cooker are gaining in popularity across the globe because of their, energy efficient, and relative ease of cleaning. Induction cookers are a type of induction heating applied to cooking. The cooking container (pot) must be eclectically conductive. So electrical currents can be created.

Perception begins with exposure. This occurs when a stimulus comes within range of one of an individual's primary sensory receptors. Stimulus is any of the senses. Examples of stimuli include products, packages, brand names, advertisement. Sensory receptors are human organs that receive sensory inputs like eyes, ears, nose and mouth. These sensory functions are to see, hear, smell, taste and feel. All these functions plan together either singly or in combination in the evaluation and use of most of consumer products.

Consumers have a number of perceptions that are significantly relevant to study of consumer behavior. These include the image they hold of themselves, and their perceived image of products categories of brand etc. The way a product is perceived or how it is positioned in the mind of the mind of

the consumer is more important to the ultimate success. Thus the marketers try to position their brands. So that they are perceived by the consumers in such a way that products process all attributes that fulfill this consumers' needs better than competing brands. Thus the positioning strategy is the essence of marketing mix.

## REVIEW OF LITERATURE

Janaki, P and Shanti, P (2013) in their study entitled, "Marketing Stimuli in Purchase of Home Appliances from Customer Perspectives", explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power. The objectives of the study are to study the purchase decision behavior relating to home appliances and to analyze customer response to the marketing stimuli of home appliances. The study was carried out with the sample size of 200 respondents selected based on proportionate random sampling with in Coimbatore city. The data were collected with interview schedule and were analyzed using percentage weighted average score analysis of variances. The findings of the study included that education and income of the respondents are the two socioeconomic variables which have significant association in all the stages which the buyers undergo while purchasing home appliances.

Vijayalakshmi, S and Mahalakshmi, (2013) have made an attempt on, "An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study", which presents consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making process of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. This empirical study contributes to a vital comprehension of the impact of dissimilar factors on consumer buying behaviors. The numerous independent variables in electronic home appliances market in India are deeply analyzed. The factors that are affecting the consumer behavior in electronic home appliances markets in India have been taken as the empirical study of this research. The key findings of this study designates that, overall, the set of self-determining variables are weakly associated with the self-determining variable.

Fatimah Furajji, MaBgorzata Latuszynska, Agata Wawrzyniak (2012) have written a paper on, "An Empirical Study of the Factors influencing Consumer Behaviour in the Electric Appliances Market", this study contributes to a deeper understanding of the impact of different factors on consumer buying behaviour. It analyses the relationship between several independent variables, such as cultural, social, personal, psychological and marketing mix factors, and consumer behaviour (as the dependent variable) in the electric appliances market. The purpose of this study was to determine

the factors affecting consumer preferences and behaviour in the electric appliances market in Iraq. The data employed to analyse the factors influencing consumers' purchase decision-making processes were obtained through a questionnaire in December 2011 in Basra, a city in southern Iraq. The major findings of the study indicated that, overall, the set of independent variables are weakly associated with the dependent variable. However, the in-depth analysis found that social factors, physical factors, and marketing mix elements are strongly associated with consumer buying behaviour. These analysis made it possible to discover consumer decision-making rules. The results helped producers and retailers in understanding consumer behaviour and improving consumer satisfaction.

Rajendraprasad, K. Hanagandi, Filipe Roduguese Melo and Shrinivas Patil (2012) in their study on, "A Relative Analysis on Customers' Satisfaction of Microwave Oven: Study on Selected Companies", explain that customer satisfaction is the key for company's boom and sustainability of today's competitive marketing world. A company ought to know their customers' sense towards products and services. The study enables firms to scrutinize the changes in customer satisfaction, so that company can act swiftly to satisfy them. Appraisal of customer satisfaction for unrelenting perfection is a prerequisite for any company. Customer retention is also money-spinning; companies will amplify profits by having better customer loyalty and satisfaction. Customers who are discontented tell twice as many people about it as compared to contented ones. The Indian microwave oven manufacturing companies like Videocon, Onida are having convincingly good products and also they are priced comparatively less with foreign players. The market statistics in India indicate that foreign companies LG, Samsung, IFB have achieved greater heights. The Indian key players Onida and Videocon are not able to get a bigger pie. The study aimed to analyze the satisfaction level of customers towards microwave oven products of LG, Onida & Videocon. The sample size of 300 respondents was taken from three major cities like Hubli, Dharwad and Belgaum of North Karnataka. Thus it was analyzed with statistical tools like standard deviation, arithmetic mean and testing hypothesis with chi-square test.

## SIGNIFICANCE OF STUDY

The size of consumer market in India is increasing day by day. Consumer preferences are changing and becoming highly diversified. The buyers are exhibiting diversified preference and less predictable purchase behaviour. This study of consumer behaviour is the study of how individual make decision to spend their available resources (time, money, effort) on modern cooking devices like induction cooker, microwave oven, rice cooker etc. it includes what they buy, when they buy it, why they buy it, where they buy it, and how often they buy it.

Kerala the "Consumer state" is the most appropriate area which there is high literacy. So because of consumers are more aware about modern cooking devices, they want to quick preparation of their food item and they face problems of scarcity of fuel material. And also rising energy prices are leading to increased demand for energy efficient cooking appliances. Hence the study is proposed.

## OBJECTIVES OF THE STUDY

1. To find out the awareness level of modern cooking devices among the consumers.

2. To assess the usage of modern cooking devices among the households.
4. To find out the key factors for acceptance of induction cooker.
5. To assess the brand awareness towards induction cooker.

## HYPOTHESES OF THE STUDY

### Null Hypothesis – Ho

There is no significant association between the age and the reason for satisfaction of the respondents.

### Alternative Hypothesis – Ha

There is a significant association between the age and the cause for satisfaction of the respondents.

## METHODOLOGY

The study employed descriptive research design. A sample of 50 families from Nilambur Municipality has been taken for the study. 10 wards were selected from Nilambur Municipality. Five families were selected from each ward, totaling a sample size of 50 families. The total sample size of the study is 50. The data required for the study were collected from the selected convenience sampling through field survey based on the structured schedule and interview techniques. For analysis purpose percentage method, Chi square test method are used. The data collected used by using of interview schedule prepared in English. The actual data was collected from 1st to 30th March of 2018 with approved interview schedule. Each interview took place 15 to 20 minutes. The secondary data are collected from books, magazines, journals, internet and other supporting organizations.

## RESULTS AND DISCUSSION

**Table 1: Demographic Profile of the Respondents**

Gender of the respondents		
Variable	Frequency	Percent
Male	34	68
Female	16	32
<b>Total</b>	<b>50</b>	<b>100%</b>
Occupation Of The Respondents		
Variable	Frequency	Percent
Business	10	20
Office	4	8
Professional	12	24
Others	24	48
<b>Total</b>	<b>50</b>	<b>100%</b>
Age wise classification of respondents		
Variable	Frequency	Percent
20-30	6	12
30-40	18	36
40-50	14	28
50-60	10	20
60-70	2	4
<b>Total</b>	<b>50</b>	<b>100%</b>

It can be seen that 36% of the consumers are in the age group of 30-40, 28% are in the age of 40-50 and 4% are in the age group of 60-70. Majority of the respondents are in the age group of 30-40. It can be understood from table it can be observe that 68% of the consumers under study are male and 32% of the consumers are female. It is clear that most of the

respondents are male. The table also shows that the occupation wise classification of consumers. It can be seen that 48% of the respondents are coming under the category of others, 24% are professional, and 20% are in business. Majority of the respondents belongs to others group.

**Table 2- Awareness about modern cooking devices**

Devices Awareness	Induction Cooker		Oven		Rice cooker		Gas stove	
	Frequency	Percent	Frequency	Percent	Frequency	Frequency	Frequency	Percent
YES	50	100%	28	56%	20	40%	50	100%
NO	0	0%	22	44%	30	60%	0	0%
Total	50	100%	50	100%	50	100%	50	100%

Table 2 shows that the awareness about modern cooking devices. 100% of the respondents are aware about induction cooker. 56% of the respondents are aware about microwave.

Only 40% of the respondents are aware about rice cooker. 100% of the respondents also aware about gas stove. 60% of the respondents are not aware about rice cooker.

**Table 3 No. of times the modern cooking devices using in a day**

Devices	Induction cooker		Oven		Rice cooker		Gas stove	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Zero time	0	0%	41	82%	40	80%	2	4%
Ones	6	12%	4	8%	6	12%	4	8%
Twice	14	28%	2	4%	2	4%	12	24%
Thrice	30	60%	3	6%	2	4%	32	64%
Total	50	100%	50	100%	50	100%	50	100%

Table 3 shows that no. of times the modern cooking devices using in a day. 60% of the respondents are using induction cooker at three times in a day. 28% of the respondents are using induction cooker at two times in a day. Only 12% of the respondents are using induction cooker ones in a day. 6% respondents are using microwave at three times

in a day. 84% respondents are not using oven in a day. 64% of the respondents are using gas stove at three times in a day. 24% of them using at two times in a day. Only 4% respondents are using rice cooker at three times in a day. 80% of them did not using rice cooker in a day. Majority of the respondents are using at three times as induction cooker and gas stove.

**Table 4 Traditional cooking devices pollute indoor air**

Serial No.	Options	No. of persons	Percentage
1	Yes	46	92%
2	No	4	8%
Total		50	100%

Table 4 shows that opinions about traditional cooking devices pollute indoor air. 92% of respondents opinioned that traditional cooking devices pollute indoor air. Only 8%

respondents tell that traditional cooking devices do not pollute indoor air.

**Table 5 Factors affected the purchase decision**

Serial No.	Options	No. of persons	Percentage
1	Scarcity of fuel	20	40%
2	Less energy consumption	8	16%
3	Easy to use and safety	20	40%
4	Less cost	2	4%
Total		50	100%

Table 5 shows that completion to purchase induction cooker. It can be seen that 40% of the consumers purchased because of scarcity of fuel material and easy to use and safety. 16% purchased because less energy consumption. Only 4%

of the respondents purchased because of less cost. Most of the respondents purchase an induction cooker because scarcity of fuel material and easy to use and safety.

**Table 6 Brand preference**

Serial No.	Brand	No. of persons	Percentage
1	Carpel	6	12%
2	Prestige	18	36%
3	Crompton Greaves	6	12%
4	I-bell	10	20%
5	Others	10	20%
Total		50	100%

Table 6 shows the brand preference of induction cooker towards consumers. It can be seen that 36% of correspondents are using the brand prestige. 20% are using I-bell and others.

12% are using carpel and Crompton greaves. Prestige is the brand of induction cooker possessed by majority of the respondents.

**Table 7 Advantages feel from induction cooker**

Serial No.	Advantages	No. of persons	Percentage
1	Auto-operation	6	12%
2	Safe	14	28%
3	Less power consumption	12	24%
4	Time saving	18	36%
Total		50	100%

Table 7 shows the advantages feel from induction cooker. 36% of the respondents get the advantages of time saving. 28% of the respondents are get the advantages of safe. 24% of the respondents are opinioned less power consumption. 12% of the respondents get auto operative advantage. Majority of the respondents are get time saving advantage.

**Chi-Square Analysis Table Association between age and the cause for satisfaction of the respondents**

**Null Hypothesis –Ho**

There is no significant association between the age and the reason for satisfaction of the respondents.

**Alternative Hypothesis – Ha**

There is a significant association between the age and the cause for satisfaction of the respondents.

**Observed Frequency Table**

Reason for Satisfaction	AGE					
	20-30	30-40	40-50	50-60	60-70	Total
Less power consumption	0	4	0	4	0	8
Healthier food	0	0	2	2	0	4
Less time consumption	2	0	4	0	0	6
Easy usage	4	12	8	4	2	30
Other reason	0	2	0	0	0	2
<b>Total</b>	6	18	14	10	2	50

**Expected Frequency Table**

Reason for Satisfaction	AGE					
	20-30	30-40	40-50	50-60	60-70	Total
Less power consumption	0.96	2.88	2.24	1.6	0.32	8
Healthier food	0.48	1.44	1.12	0.8	0.16	4
Less time consumption	0.72	2.16	1.68	1.2	0.24	6
Easy usage	3.6	10.8	8.4	6	1.2	30
Other reason	0.24	0.72	0.56	0.4	0.08	2
<b>Total</b>	6	18	14	10	2	50

Degree of freedom = 16, Table value = 26.3, Calculated value = 25.9983. Since the calculated value (25.9983) is less than the table value (26.3) at 5% level of Significance, the null hypothesis is accepted. That is there is no significant association between the age and reasons for satisfaction of respondents.

**CONCLUSION**

During the initial period of the introduction of induction cooker in the market, people did not accept or considered induction cooker as a product that will help their day to day cooking or in the preparation of food or as a medium which will help to save their time. But now it has been changed. Now all most all families are using induction cooker. They use induction cooker not only for cooking but also as a medium which is useful to prepare healthier food. As now the people are very conscious in their health, it is commonly accepted by the people that food cooked in the induction cooker are good for health.

Today, almost all families are using induction cooker and are satisfied with product, not only because of its time saving capacities but also because of its utilities and other factors. But people expect a little more from their brand. Especially in the case of durability and less power consumptions. The consumers using induction cooker expect these changes in the coming years from their brand.

To conclude, it can be said that induction cooker is now becoming an essential product in every home. Rising energy prices are leading to increased demand for energy efficient cooking devices. And also today is a fast moving life, people are trying to move towards fast food because of limited time and because of fast moving life. In a situations like these induction cooker has placed a great importance. And it can be also said that more revolutions can be expected in these products in the coming years which is expected by the consumers.

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