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A STUDY ON CONSUMER PERCEPTION TOWARDS INDUCTION STOVE IN TRICHY TOWN

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Abstract:

Introduction – Consumer - Perception – Induction Stove – Home appliance – durability of the product- technological development in all fields is necessary- market condition - more economical and environmentally friendly- residential and commercial Kitchens-need- scope- objective–Limitation- methodology–sample-Conclusions

KEY WORDS:

Consumer Perception , Induction Stove , technological , economical and environmentally .

INTRODUCTION

Nowadays, home appliances make the day -to- day life more sophisticated. Consumer preference of a product should be based on sales service, reputations of the company and durability of the product. The rising income of the middle class is an incentive to purchase home appliance. Nowadays, 40 percent of the population affords to purchase these durable goods. Just like banking and insurance sector, durable goods sector also diversified their activities in producing different variety of consumer durables

The economic development of a country to large extend 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 cooking. The induction stoves also have been developed by the technology. The consumer perception in selecting induction stove had become very tough. As every company is introducing heir induction stove with more features and with a best preference which is more important for creating a good name in the induction stove market in every country I 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 perception towards induction stove.

INDUCTION STOVE

Although induction stoves have been used in Europe since the 70's they did not become a trend in the united state until more recently. 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 to induction cooking that it is becoming increasingly popular in both residential and commercial Kitchens

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A STUDY ON CONSUMER PERCEPTION TOWARDS INDUCTION STOVE IN TRICHY TOWN

NEED

- To know about the consumer perception
- To know what the consumer expect from the producer
- To strengthen the relationship between consumer and producer
- To increase the knowledge about the market conditions

SCOPE

This study is an attempt to study about consumer perception towards induction stove in Trichy Town

OBJECTIVE

- To study about the features of the induction stove which satisfies the consumes
- 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 consumers perception in choosing an induction stove

LIMITATION

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

METHODOLOGY

The universe for the purpose of this study is the Trichy Town only and a sample of 50 respondents having an induction stove is considered for the study. Primary data are collected from the sample consumers with use of interview schedule –secondary data are collected from various published records of induction stove companies and libraries, Journals and magazines. Data collected during the period of 6 months from September 2013 to February 2014. Data are analyzed with statistical tools such as 'Percentages, charts' are being used in this study.

Table – 1
Gender wise distribution of the Respondents

Sex	No of respondents	Percentage
Male	17	34
Female	33	66
Total	50	100

Source : Primary Data

From the above table, shows that nearly 34 percent of the respondents are male 66 percent of them are female. This gender wise classification shows the maximum respondents are female in gender which depicts their perception of induction stoves.

Table – 2
Marital Status of the Respondents

Marital status	No of respondents	Percent
Married	26	52
Unmarried	24	48
Total	50	100

Source : Primary Data

From the above table shows that 52 percent of respondents are married and rest of respondents are unmarried. Married respondents are more perception and expectation in induction products

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Brand use	No of respondents	Percent
Brand	12	24
Assemble	38	76
Total	50	100

Source : Primary Data

From the above table shows that 76 percent of respondents are branded induction and rest of respondents are assembled one.

The finding of the present revealed the following

34 percent male respondents use the induction stove and 66 percent female respondents use induction stove; 52 percent married persons used induction stove; 76 percent of the respondents used brand induction stove ; 64 percent of the respondents used button type induction stove; 44 of the respondents used induction stove for fast cooking; 46 percent of the respondents are motivated by the advertisement for buying; 58 percent of respondents purchase decision are taken by wife ; 80percent of respondents use an induction stove for the safety measure of child lock

CONCLUSION

Now a day's induction stove is essential for day to day human life. So all have dream of buying an induction stove. It can come true within a very short period of time because the more number of induction stove company 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.

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