

Users' opinion towards selected consumer products

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■ **ABSTRACT** : Today user's opinion towards consumer products plays an integral part of marketing strategies. It is one of the important marketing component to the manufacturer and also a rich source of information for consumer about different service features, packages and price. Proper consumer product design can also increase the consumer's satisfaction and safety. The present was conducted with the objectives to study the factors influencing the customers to purchase the consumer products and to assess the satisfaction towards design of the consumer products.

■ **KEY WORDS**: Consumer, Products, Design, Opinion

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Technology is improving at faster rate than over before as well as kitchen appliances certainly not have been left out. The modern kitchen is replaced with time, labour and drudgery reducing tools/ technologies viz., induction cook top, refrigerator fridge, micro oven etc.

Induction cooking technology was introduced in the "Kitchen of the Future" at the Chicago "Century of Progress" World's Fair in 1933. For the first time, fairgoers witnessed the miracle of "cool heating" using electrical power. 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. An induction cooker is faster and more energy-efficient than traditional electric cooking (Saravanabhavan and Sivakumar, 2016). Induction

cooking is often considered one of the most efficient technologies for stove top cooking. This technology relies on the principle of magnetic induction, in which eddy currents are excited in a ferromagnetic cookware when in the presence of an oscillating magnetic field. These induced currents dissipate heat by the Joule effect, generating the heat for cooking directly in the cooking vessel. As such, less heat is lost in inefficient thermal conduction between heating element and cookware. A typical induction cooker is composed of a switching power electronics circuit that delivers high-frequency current to a planar coil of wire embedded in the cooking surface. The cookware is magnetically coupled to the coil by the oscillating magnetic field, analogous to the coupling between primary and secondary coils of a transformer (Sweeney, 2015).

Refrigerator is a popular household appliance that consists of a thermally insulated compartment and a heat pump (mechanical, electronic or chemical) that transfers

heat from the inside of the fridge to its external environment so that the inside of the fridge is cooled to a temperature below the ambient temperature of the room. It is important to understand that every refrigerator has an area for which the temperature is lower than that of the ambient. Refrigeration is an essential foodstorage technique in developed countries. A refrigerator maintains a temperature a few degrees above the freezing point of water. Optimum temperature range for perishable food storage is 3 to 5°C (37 to 41 °F). A similar device that maintains a temperature below the freezing point of water is called a freezer. The refrigerator replaced the icebox, which had been a common household appliance for almost a century and a half (Brosekhan *et al.*,2010).

Opinion is a strong pricing influence in a dynamic world. Early buyers express opinion in multiple ways: on the web, through word of mouth, in consumer reviews and in surveys. This information provides vital intelligence for companies. Consumer product opinion is a function of the product's quality and the consumer's viewpoint.

Today user's opinion towards consumer products plays an integral part of marketing strategies. It is one of the important marketing component to the manufacturer and also a rich source of information for consumer about different service features, packages and price. Keeping this in view the study was conducted with the following objectives:

- To study the factors influencing the customers to purchase the consumer products.
- To assess the satisfaction of ueres towards design of the consumer products.

■ RESEARCH METHODS

The study was conducted in twin cities *i.e.* Hubballi and Dharwad. The purposive random sampling method was used to select the sample. Sixty consumers who owned and were using induction cooking stove and refrigerator formed the sample for study. A self structured schedule with an interview method was used to collect the data.

■ RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

General information of the selected respondents:

The result presented in Table 1 indicated that slightly more than half percentage of the sample (55.00 %) belonged to middle age group followed by old age (35 %) and young age group (10%). The education level of respondents showed that one third of the sample were degree holders. About 31.60 percentage of the respondents had completed job course. Meagre and equal percentage of the respondents were illiterates (5%) and studied upto to primary school. Majority of the respondents were housewives and only 40 per cent of them were jobholders.About (46.00%) of the respondents

Table 1: General information of the selected respondents (n=60)

Particulars	Frequency	Percentage
Age		
Young (18-30)	06	10.00
Middle (31-50)	33	55.00
Old (more than 60)	21	35.00
Education		
Illiterate	03	5.00
Primary school	03	5.00
High School	04	6.66
PUC	11	18.30
Degree	20	33.33
Job course	19	31.60
Occupation		
House wife	36	60.00
Agriculture	-	-
Other	24	40.00
Family type		
Nuclear	58	96.66
Joint	02	3.33
Extended	-	-
Type of house		
Own	46	76.66
Rented	14	23.33
Annual family income		
Low(less than 71,444)	13	21.66
Medium (71,444-1,23,997)	47	78.33
High (more than 1,23,997)	-	-
Sources of awareness		
Advertisement	38	63.33
Representatives	09	15.00
Exhibition	-	-
Relatives /Friends	17	28.33

having their own house and only 14 per cent are living in rented house. Majority of the respondents (78.33) belonged to medium income level followed by low income level group (21.66%).

Decision making pattern while purchasing the consumer products:

It was clear from the Table 2 that majority of the respondents (65%) took decision with husband while purchasing the consumer goods. In 16.66 percentage of the families, the entire family was involved in decision making followed by only husband (11.66%). Meagre percentage of the respondents (6.66%) took decision alone to purchase any new consumer goods.

Reasons for selecting consumer products:

Table 3 shows that the rankings on reasons for selecting consumer products. It is found that 'fast cooking' was the major reason for purchasing induction stove and was ranked first. They ranked other reasons such as 'easy to use', 'time saving' and 'safety' as second, third and fourth rank, respectively.

The users ranked easy to store, easy to use, safety and time saving as first, second and third ranks as the reasons for purchase of refrigerator, respectively. The above result was in accordance with findings of Anis (2016).

Source of awareness towards consumer products:

Majority of the users (63.33%) got to know about consumer products through advertisements followed by relatives and friends (28.33%) and sales' representatives (28.33%).

Influencing factors on purchase of consumer products :

Garrets rank correlation co-efficient for the factors that influence on the purchase of consumer goods is shown in the Table 4. The users ranked price as the major influencing factor followed by utility, quality and design as the influencing factors on purchase of induction stove. Similarly, they ranked price as first followed by quality, utility and design as the influencing factors while purchasing refrigerator. Price was also a main factor on

Members involved	Frequency	Percentage
Husband	07	11.66
Wife	04	6.66
Both	39	65.00
Entire family	10	16.66

Consumer products	Induction stove		Refrigerator	
	Garret score	Rank	Garret score	Rank
Time saving	26.94	III	14.07	IV
Fast cooking	30.19	I	-	
Easy to use	28.60	II	26.60	II
Safety	15.03	IV	22.13	III
Easy to store	-	-	35.13	I

Consumer products	Induction stove		Refrigerator	
	Garret score	Rank	Garret score	Rank
Price	68.28	I	66.30	I
Quality	43.20	III	56.13	II
Design	34.48	IV	41.43	IV
Utility	55.92	II	43.90	III

purchase of consumer products as also reported by Revathi (2016).

Factors influencing the purchase of a particular brand:

The Table 5 depicts the rankings for criteria/factors for purchasing consumer products of particular brand. It was interesting to know that the users considered durability as the prime reason to choose a particular brand and gave first rank (Table 5).

Design of the consumer products:

The data clearly indicate that majority of respondents (83.33%) were satisfied with existing design of induction stove and only 16.66 per cent respondents required changes in the design. Though they were satisfied they opined that stove to be designed in a such a way that all types of vessels can be used on it (Table 6).

Satisfaction with service of consumer products:

Customer's satisfaction is a term frequently used

Reasons	Induction stove		Refrigerator	
	Garret score	Rank	Garret score	Rank
Superior quality	32.6	IV	31.90	IV
Price	55.56	II	52.46	II
Durability	66.8	I	65.80	I
Brand image	50.07	III	31.9	IV
Advertisement	24.76	V	25.79	V

Particulars	Frequency	Percentage
Satisfaction with present design		
Yes	50	83.33
No	10	16.66
Changes in design of products		
Yes	46	76.66
No	14	23.33

Particulars	Frequency	Percentage
Before sale service		
Very much satisfied	05	8.33
Satisfied	18	30.00
Partially satisfied	20	33.33
Dissatisfied	17	28.33
After sale service		
Very much satisfied	04	6.66
Satisfied	10	16.66
Partially satisfied	20	33.33
Dissatisfied	26	43.33
Overall satisfaction with consumer products		
Yes	21	35.00
Somewhat	27	45.00
No	12	20.00

in marketing. Measuring customer satisfaction provides an indication of how successful the organization is providing products or services to the market place. The Customer satisfaction depends on both psychological and physical variables with satisfaction levels such as before and after sale services. Table 7 clearly indicates that majority of the respondents (33.33%) were partially satisfied with before and after sale services of the product. About 43.33 per cent respondents were dissatisfied with after sale services (Table 7) (Aravinth, 2012 and Kumar and Kavita, 2015).

Conclusion:

Customer feedback is information provided by clients about whether they are satisfied or dissatisfied with a product or service and about general experience they had with a consumer product. Their opinion is a resource and plays an important role in improving the design of the consumer products.

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