



WOMEN SATISFACTION TOWARDS MODERN KITCHEN AND MODERN KITCHEN TOOLS IN COIMBATORE NORTH

Dr. D.Parimaladevi

*Assistant Professor and Head, Department of Business Administration with CA,
Vellalar College for Women, Thingal, Erode.*

Abstract

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 women satisfaction towards modern kitchen and modern kitchen tools in Coimbatore North, so that company can act swiftly to satisfy them. Appraisal of customer satisfaction for unrelenting perfection is a prerequisite for any company. Women 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. So, the researcher has selected 205 women respondents from the study area, Coimbatore North, randomly. A structured questionnaire is a main tool for data collection. Secondary details were collected from the association of civil engineers and related books and journals. The collected data were subdued into tables and charts with the help of percentage analysis, mean score analysis, chi-square analysis, correlation analysis and multiple regression analysis. The research found that most of the women customers were satisfied towards modern kitchen and modern kitchen tools who belongs to 31-40 years, professional, private employees, between Rs.1 to 2 lakh family monthly income, married, 4-6 members family and using one-line kitchen.

Introduction

Customer satisfaction the key for company's boom and sustainability today's competitive marketing world. A company ought to know how their customers sense the products and services. This study enables a firm to scrutinize the changes in customer satisfaction so company can act swiftly to satisfy them. Appraisal of customer satisfaction for unrelenting perfection is a prerequisite for any company. In a spirited market where businesses combat for a single customer the customer satisfaction tactics is seen as a solution. Customer point of reference for satisfaction of consumer the products or services and whole cluster of parameters are associated with them like service quality, Brand, good product etc. Customer satisfaction in business terms is a measure of how products and services supplied by a company meet or surpass customer expectation.

Statement of the Problem

The place of housing being one of the most important needs of man in the hierarchy of needs has been discussed severally by different authors. Housing is considered as totality of the building and the environment in which it is situated including the physical structure, facilities and apparatus for the total health and comfort of the people within a household. Housing therefore is a fundamental product for every human being irrespective of their financial standing. Socially, housing symbolizes the status of the family to both the wider community and the family itself. Also, the quality and quantity of housing stock is a reliable barometer of the technology, culture and civilization of any nation. Thus housing provides social contacts, good image, a sense of belonging and an indicator of social status this lead to a home.

In viewing a house is a structure and a home as an experience, Shu-Mei Chen, Shwuhuey Wang et.al. (2011) considered housing as an interactive process with meanings tied to status, social position, career path, wealth, power, aspirations, and personal identity. However a home is a place where goods and services are consumed rather than produced. Every home has a food preparation point referred to as a kitchen. Different interior spaces like bedrooms, living rooms, lobbies and kitchens make up a residential house. However, the kitchen receives the greatest contact. The design and organization of the Kitchen within a house for the educated and career women is important. So, the modern kitchen and modern kitchen tools give significant level of satisfaction among the women who laid on love in living with. Dissatisfied women customers are facing psychologically



disturbed in everyday life. So, to examining the women consumers' satisfaction in using modern kitchen and modern tools in Coimbatore North, particularly, Coimbatore North has more number of modern kitchen houses and hence, the study emerged.

Literature Review

According to Joseph et al., (1991), the increases in the percentage of modern homes that own microwave ovens had shifted demand outward for fresh potatoes but inward for frozen potatoes. Also, this research found that the consumers have perceived high level of satisfaction in utilizing microwave ovens. A study conducted by Young Jun Ko et al., (1997), who described that the universal design of the modern kitchen consists five sub criteria like 'equitable use', 'flexibility in use', 'intuitive use', 'accessibility' and 'safety'. The modern kitchen was designed in Korea, America and Japan. So, the consumers were satisfied in using the modern kitchen and its facilitated tools. Anandi Nagarajan (1998) stated in her research that maximum of the consumers were satisfied with using microwave oven in their home modern kitchen.

The researcher James Hollyer et al., (2000) presented in their research that shared-use kitchens also called "test-kitchen incubators" were designed to offer the chance for entrepreneurs to develop culinary and business skills. The designers of modern kitchen has designed a modern kitchen with building the kitchen correctly from the outset and operating a kitchen facility where safe food production was the highest priority. Yasemin Tekmen (2007) discussed about the historical investigation of kitchen tools that evolved towards a multifunctional nature. He inferred that the consumers were highly aware and highly satisfied with the multifunctional modern kitchen. Meng et al., (2009) inferred that the magnetic induction heating was a common technique exploiting high frequency heavy current losses on metallic objects. The researchers have found that the consumers were satisfied in using magnetic induction heating machine. According to the authors Patrick Olivier et al., (2010), the ambient kitchen was a high fidelity prototype for exploring the design of pervasive computing algorithms and applications for everyday environments. Also they found that the consumers have highly satisfied with the ambient kitchen.

Objectives of the Study

1. To identify the socio-economic conditions and mean women satisfaction towards modern kitchen and modern kitchen tools.
2. To examine the level of satisfaction of the women consumers towards modern kitchen and modern kitchen tools in Coimbatore North.

Methodology

Descriptive research design has been used in this research. Purposively selected Coimbatore North taluk, because the modern apartments and modern buildings are more available in Coimbatore North when compare to Coimbatore South. So, the study comprises of women consumers who are living in Coimbatore North. Random sampling method has been used for selecting the women consumers who have been more experiencing in utilizing modern kitchen and modern kitchen tools. Around 205 women consumers were taken for this research. A questionnaire is a main tool for data collection. After collecting the data, it has subdued into tables and graphs with the help of statistical tools like percentage analysis, mean score analysis, chi-square analysis, correlation analysis and multiple regression analysis. This research has used primary as well as secondary data.

Results and Discussion

This research has categorized into four sections viz., percentage and mean score analysis, chi-square analysis, correlation analysis and multiple regression analysis. The following tables show the results of the opinion of the women consumers towards modern kitchen and modern kitchen tools in Coimbatore North.

Section 1 : Socio-Economic Status (Percentage Analysis)

The following table shows the percentage analysis of the socio-economic status of the women consumers in the study area.

Table 1 : Socio-Economic Status

No.	Variables	No. of Respondents	%	Mean Score
1	Age			
	Upto 30 Years	20	9.6	3.7
	31-40 Years	92	44.8	4.3
	41-50 Years	56	27.2	3.9
	Above 50 Years	38	18.4	4.1
	Total	205	100.0	
2	Educational Qualification			
	School level	30	14.6	3.6
	College level	90	43.8	4.2
	Professional	66	32.0	3.8
	No formal education	20	9.6	4.0
	Total	205	100.0	
3	Present Status			
	Business Woman	27	13.2	4.0
	Govt. Employee	64	31.2	3.8
	Private Employee	25	12.4	3.7
	House Wife	89	43.2	4.2
	Total	205	100.0	
4	Family Monthly Income			
	Upto Rs.50,000	34	16.4	3.7
	Rs.50,001-1,00,000	47	23.0	3.9
	Rs. 1,00,001-2,00,000	93	45.4	4.3
	Above Rs.2,00,000	31	15.2	4.1
	Total	205	100.0	
5	Marital Status			
	Married	125	60.8	4.3
	Unmarried	80	39.2	4.0
	Total	205	100.0	
6	Family Size			
	Up to 3 members	39	18.8	3.8
	4 to 5 members	120	58.6	4.2
	Above 5 members	46	22.6	3.9
	Total	205	100.0	
7	Type of Kitchen Design			
	Single-line kitchen	64	31.4	4.2
	Two-line kitchen	44	21.7	3.7
	L-shaped kitchen	54	26.5	3.9
	U-shaped kitchen	29	14.2	3.8
	Island kitchen	13	6.2	3.8
	Total	205	100.0	

- It is noticed from the analysis that 9.6 percent of the respondents belong to upto 30 years age category, 44.8 percent of the respondents belongs to 31-40 years age category, 27.2 percent of the respondents belong to 41-50 years age category and remaining 18.4 percent of the respondents belong to above 50 years age category.

- While considering educational qualification of the respondents that 14.6 percent of the respondents qualified with school level, 43.8 percent of the respondents qualified with college level, 32.0 percent of the respondents are professionals and 9.6 percent of the respondents are having no formal education.
- Around 13.2 percent of the women consumers are engaged in their business, 31.2 percent are government employee, 12.4 percent are private employee and 43.2 percent are house wives.
- The respondents percentage of 16.4 belong to upto Rs.50000 family monthly income category, 23.0 percent belong to Rs.50001 to Rs.100000, 45.4 percent belong to Rs.100001 to Rs.200000 and 15.2 percent belong to above Rs.200000 family monthly income category.
- Around 60.8 percent are married and 39.2 percent are unmarried.
- It brings from the analysis that 18.8 percent of the respondents are having upto 3 members in their family, 58.6 percent are having 4-5 members in their family and 2.6 percent are having above 5 members in their family.
- In the case of type of kitchen design, the respondents who are using single-line kitchen with the percentage of 31.4, two-line kitchen users percentage as 21.7, L-shaped kitchen users percentage as 26.5, U-shaped kitchen users percentage as 14.2 and Island kitchen users percentage as 6.2.
- It is found from the analysis of mean score among the sample women respondents, most of the women consumers were satisfied with using modern kitchen and modern kitchen tools who belongs to 31-40 years age category, educated till college level, house wives, earn Rs.1-2 lakh in a month, married, having 4 to 5 members in their family and single-line kitchen.

Section 2 : Factors Influencing Level of Satisfaction of the Women Consumers

In this section, the researcher has examined the factors that influenced the level of the satisfaction of the women consumers towards modern kitchen and modern kitchen tools in the study area. For this seven independent variables have been selected and a dependent variable level of satisfaction of the women consumers was selected. In the satisfaction, there are 15 statements were designed with five point Likert's scaling technique for identify the satisfaction level of the women consumers. The responses were converted into score and categorized as 3 heads viz., low, medium and high level of satisfaction by using SPSS 22.0. In order to examine the relationship between the selected independent variables and the dependent variable, a hypothesis is framed and tested by chi-square test and the results are shown below table.

H₀ :There is no significant association between selected independent variables and level of satisfaction.

Table 2 : Factors Influencing Satisfaction of the Women Consumers

No.	Variable Name	Calculated t ² Value	DF	Table Value	Result
1	Age	18.627	9	16.919	H ₀ Rejected
2	Educational Qualification	24.582	9	16.919	H ₀ Rejected
3	Present Status	21.625	9	16.919	H ₀ Rejected
4	Family Monthly Income	20.564	9	16.919	H ₀ Rejected
5	Marital Status	3.564	3	7.815	H ₀ Accepted
6	Family Size	25.610	6	12.592	H ₀ Rejected
7	Type of Kitchen Design	22.557	8	15.507	H ₀ Rejected

From the above table it shows that among the framed seven hypotheses, six hypotheses were rejected and one hypothesis is accepted. It is cleared that there is a close positive significant association of level of satisfaction towards modern kitchen and modern kitchen tools with the age, educational qualification, present status, family monthly income, family size and type of kitchen design of the women consumers. On the other hand, the variables marital status do not have significant association with level of satisfaction of the women consumers towards modern kitchen and modern kitchen tools.

Section 3 : Degree of Association (Correlation Analysis)

In order to examine the degree of association between selected variables with mean satisfaction score, Pearson correlation analysis has been used to test the following framed null hypothesis.

H₀ : There is no significant positive association of selected variables with mean satisfaction score.

Table 3 : Degree of Association of the Women Consumers' Satisfaction

No.	Variable Name	'r' Value	'p' Value	Result
1	Age	0.826	0.000	H ₀ Rejected
2	Educational Qualification	0.671	0.004	H ₀ Rejected
3	Family Monthly Income	0.774	0.001	H ₀ Rejected
4	Family Size	0.765	0.001	H ₀ Rejected

From the above table, it is identified that the four hypotheses were rejected and so there is a positive significant association of age, educational qualification, family monthly income and family size with level of satisfaction towards modern kitchen and modern kitchen tools of the women consumers in study area, Coimbatore North.

Section 4 : Prediction of Satisfaction of the Women Consumers

In order to predict the mean satisfaction of the women consumers towards modern kitchen and modern kitchen tools in the study area, the researcher has taken age of the women consumers, educational qualification, family monthly income, family size of the women consumers as independent variables and mean satisfaction score has taken as dependent variable. To predict the satisfaction of the women consumers, a hypothesis has framed and tested by using multiple regression analysis. The results are discussed in the following.

H₀ : Satisfaction of the women consumers positively predicted by the variables age, educational qualification, family monthly income, family size of the women consumers.

Table 4 : Prediction of Satisfaction of the Women Consumers

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	5.300			
1.	Age	0.040	0.015	2.567	0.010*
2.	Educational qualification	0.064	0.016	3.971	0.000*
3.	Family Monthly Income	0.115	0.018	6.421	0.000*
4.	Family size	0.020	0.012	1.713	0.087 ^{NS}
	R Value	0.902			
	R² Value	0.813			
	F Value	26.441*			

Note : * - Significant at 1% level; NS – Not Significant

The resulted equation is formulated as follows :

Satisfaction of the Women Consumers

$$\begin{aligned}
 &= 5.300 \\
 &\quad + 0.040 (\text{Age}) \\
 &\quad + 0.064 (\text{Educational Qualification}) \\
 &\quad + 0.115 (\text{Family Monthly Income}) \\
 &\quad + 0.020 (\text{Family Size})
 \end{aligned}$$

The multiple linear regression co-efficient is found to be statistically fit as R² is 0.813 for satisfaction of the women consumers. It shows that the independent variables contribute about 18.3 percent of the variation in the satisfaction of the women consumers. Among the four hypotheses, three hypotheses are rejected due to positive significant result and one hypothesis is accepted due to not significant result. It is found from the analysis that the variables age, educational qualification and family monthly income are having positive association.



Findings

- It is found from the analysis that majority of the women respondents belongs to 31-40 years age category, having college level education, house wives, earn between Rs.1 to 2 lakh family monthly income, married, having 4 to 5 members in their family and using single-line kitchen design.
- It is noted from the analysis that maximum of the women consumers have perceived high level of satisfaction towards modern kitchen and modern kitchen tools who belongs to 31-40 years aged, qualified with college level, status as house wives, earn monthly as Rs.1 to 2 lakh, got married, having 4 to 5 members in their family and using single-line kitchen.
- From the Chi-square analysis, it is found that there is a close positive significant association of level of satisfaction towards modern kitchen and modern kitchen tools with the age, educational qualification, present status, family monthly income, family size and type of kitchen design of the women consumers.
- It brings from the result of correlation analysis that there is a positive significant association of age, educational qualification, family monthly income and family size with level of satisfaction towards modern kitchen and modern kitchen tools of the women consumers in study area.
- It is found from the multiple regression analysis that satisfaction of the women consumers towards modern kitchen and modern kitchen tools were predicted by 4 percent increase of age of the women consumers, 6.4 percent increase of educational qualification of the women consumers and 11.5 percent increase of family monthly income of the women consumers.

Recommendations and Suggestions

- From the results, it is noted that middle aged married house wives have more satisfaction than the other category of the women consumers. So, the policy makers have keenly noticed the research and wherever less delight of the women consumers, they have to find and take necessary implications and attractive offers to increase the usage level of the modern kitchen and its tools. It increases the usage level and satisfaction level of the women consumers in the study area.
- Also, Coimbatore is the well educated city and have a accountability culture, women are continuously educated and have more knowledge about the modern kitchen and its flexible usage, the women consumers have initiate to use the modern kitchen and its tools without hesitate for their fast kitchen process.
- In the recent days of modern technological life style, most of the women consumers are interested to use the modern kitchen and its tools. But the design a modern kitchen is so cost and also its tools. So, the manufacturer and policy makers may reduce their selling cost that definitely attract the women consumers and increase the installing and purchase level of the women consumers.

Conclusion

This study is mainly focused on to examining the women consumers' satisfaction towards modern kitchen and modern kitchen tools in Coimbatore North. From the study, the researcher has strongly found the middle aged married house wives have perceived more satisfaction than others. Also, the research has given valuable recommendations and suggestions to improve the satisfaction level of the women consumers and so it is reward exercise of the researcher if the suggested recommendations has implemented or followed by the policy makers and women consumers in the forthcoming years.

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