



RESEARCH ARTICLE

A STUDY ON CONSUMER SATISFACTION WITH SPECIAL REFERENCE TO BUTTERFLY  
PRESSURE COOKER IN GUDALUR TOWN

Jaganathan A and Palanichamy K

Bharathiar University Arts & Science College, Gudalur, The Nilgiris, Tamil Nadu

ARTICLE INFO

Received 25<sup>th</sup>, April, 2016,  
Received in revised form 4<sup>th</sup>,  
May, 2016, Accepted 20<sup>th</sup>, June, 2016,  
Published online 28<sup>th</sup>, July, 2016

**Keywords:**

Consumer satisfaction, Butterfly Pressure  
Cooker, Consumer Awareness, Consumer  
Behaviour and Brand.

ABSTRACT

Marketing of any product is a very difficult process in these days. Because, competition is very heavy among the producers; and our consumers have more education and awareness about the product. The Butterfly- pressure cooker manufacturing firms advertise their various models of butterfly in extensive ways to cover national market. But at the same time, local dealer make advertising through local advertising media very strongly.

All the activities are made in order to increase their sales. At the same time, the consumers change their expectation according to their more income in butterfly pressure cooker.

Copyright © 2016 Jaganathan A and Palanichamy K., This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

INTRODUCTION

All the behavior of human beings during the purchase of goods and services may be termed as “buyer behavior.” The process whereby individuals decide whether, what, when how and from whom to purchase goods and services can be termed as the customer’s or the buyer’s behavior”. The wealth of products and services produced in a country make our economy strong, Almost all the products, which are available to buyers, have a number of alternative supplies; i.e., substitute products are available to consumers, who make a decision to buy products. Therefore, a seller, most of his time, seeks buyers and tries to please them, In order to be successful, a seller is concerned with.

A buyer makes a purchase of a particular product or a particular brand and this can be termed “product buying motive.” And the reason behind the purchase from a particular seller is “patronage motives.” More or less, after the Second World War, the sellers markets have disappeared and buyers markets have come up. It means that the manufacture’s attention has switched over from the products to the consumers and specially concentrated on the consumer behavior. The manufacturer possesses no control over the behavior of consumers. A modern marketer first, tries to understand the consumers and their response, and then he studies the basic characteristics of their behavior. It can be said that consumers is the pivot, around which the whole marketing system revolves. The selection or choice of products or services by

consumers greatly determines the fate of the producers. As such, the marketer must know the consumers, more and more, in order to manufacture the products, which give them satisfaction, in the way, the customers need. The marketing programmers and policies depend upon the consumer behaviors. If one makes out the marketing programmed, neglecting the consumer behavior, one will naturally invite failure. Determining the size, form, style, color, package, brand etc.

The tern consumer behavior can be defined as the behavior that consumers display in searching for purchasing, evaluating, and disposing of products, services and ideas which they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption-related items.

Consumer research is the methodology used to study consumer behavior. As in any science, consumer behavior theories must be tested and either supported or rejected before conclusions can be generalized as principles applicable to marketing practice. Some consumer behavior research is conducted on the basis of observations of actual behavior in the marketplace; other research is conducted under controlled conditions in the laboratory; still other research is based on the manipulation of marketing variables within a simulated marketing context. Only through constant testing, evaluation, rejection, and support of related hypotheses can behavioral principles be developed to provide marketers with meaningful insights into psychological and environmental factors that in fluency consumer decision

\*✉ **Corresponding author: Jaganathan A**

Bharathiar University Arts & Science College, Gudalur, The Nilgiris, Tamil Nadu

making. Consumer's behavior research also enables marketers to carve out new market segments based on variables that emerge as important discriminators among consumers for a specific product or product category.

**Scope of The Study**

The scope of the project is fully dependent up on the objectives of the project. The study can find the consumers' and dealers' perception of Butterfly pressure cooker. It can be helpful to conduct further research by the company with the help of the study the company can identify the level of consumer satisfaction, towards models, after sales service, etc. The study is also helpful to find the dealers' satisfaction towards profit margin, credit facilities, prompt supply etc. To find out the satisfaction and effectiveness of the advertisement of the butterfly pressure cooker. The study helps in identifying the market potential of butterfly pressure cooker.

**Objectives of The Study**

- To find consumer's awareness towards different brands of pressure cooker and mode of awareness.
- To find the consumers' level of satisfaction towards various factors.
- To examine effectiveness of advertisement towards butterfly pressure cooker.
- To offer suggestions to improving the sales of butterfly pressure cooker.

**RESEARCH METHODOLOGY**

The population under consideration of survey was the consumer's and dealers in Gudalur town. Sample size 100 respondents. Stratified Random sample was taken for conducting dealer's survey. The total market (Population) in Gudalur Town was subdivided (Stratified) into areas like Gudalur Town, Devala, Pandalur, and Devarshola. A Simple random sample is chosen independently from each area.

For the study purpose, data was collected through questionnaire method. The questionnaire consists of a set of questions presented to respondents to get their answers. The questionnaire is very flexible in that there are any numbers of ways to ask questions. Statistical tools applied for simple percentage method.

**Limitations of The Study**

The study is undertaken only over a limited area. It covers only in and around Gudalur Town. Most of the respondents are busy due to their nature of jobs might be affected the genuinely of data gathered. There may be errors due to change in market fluctuations.

**Data Analysis And Interpretation**

1. Respondent's awareness towards various brands of stainless steel pressure cookers

**Table no.1**

Brands	No. of Respondents	% of Respondents
Butterfly	60	60
Prestige	10	10
Premier	20	20
Piegon	10	10
TOTAL	100	100

Sources : primary data

Table 1 states the respondent's awareness towards different brands of stainless steel pressure cooker 60 (60%) of the respondents are aware of Butterfly, 10(10%) are aware of Prestige cookers, 20 (20%) of the respondents know Premier cookers, 10 (10%) of the respondents are aware of piegon of the respondents know other brands of pressure cookers.

2. Mode of awareness towards different brands of pressure cookers

**Table no.2**

Awareness	No. of Respondents	% of Respondents
Family members	14	14
Dealers	16	16
Advertisement	60	60
Friends/relatives	10	10
Others	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

The above table represents the awareness towards different brands of pressure cookers by the respondents. 60 (60%) of the respondents came to know about the product through advertisements, 16 (16%) of the respondents are aware of the pressure cooker through dealers, 14 (14%) of the respondents know about the cooker through family members, 10 (10%) of the respondents know about the product through friends and relatives. Hence from the above table we can conclude that most of the respondents are aware of the product through advertisements.

3. Mode of purchase of the pressure cooker

**Table no.3**

Mode	No. of Respondents	% of Respondents
Cash	70	70
Credit	0	0
Hire purchase	0	0
Credit card	30	30
Others	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

The above table represents the mode of purchase of the Butterfly pressure cooker by the respondents. 70 (70%) of the respondents have purchased the cooker by paying cash. 30 (30%) of the respondents have purchased through credit cards. Hence from the above table we can find that majority of the respondents have purchased the pressure cooker by paying cash.

4. Problems faced with the butterfly pressure cooker.

**Table no.4**

Faced Problems	No. of Respondents	% of Respondents
Yes	40	40
No	60	60
<b>Total</b>	<b>100</b>	<b>100</b>

The above table states whether the respondents have faced any problem while using the Butterfly pressure cooker. 60 (60%) of the respondents have not faced some any problem, 40 (40%) of the respondents have faced some problems while using the butterfly pressure cooker. Hence from the above table we can find that majority of the respondents have not face any technical or other problems while using the Butterfly pressure cooker.

5. Satisfaction towards after sales service of the butterfly pressure cooker

**Table no.5**

Satisfaction	No. of Respondents	% of Respondents
Satisfied	60	60
Dissatisfied	0	0
<b>Total</b>	<b>60</b>	<b>60</b>

The above table states the level of satisfaction by the respondents towards the after sales service provided by the Butterfly pressure cooker. All the respondents are satisfied towards the after sales service provided by the Butterfly pressure cooker company.

- Effectiveness of the butterfly pressure cooker advertisement

**Table no.6**

Option	No. of Respondents	% of Respondents
Yes	60	60
No	40	40
<b>Total</b>	<b>100</b>	<b>100</b>

The above table represents whether the advertisement of Butterfly pressure cooker had influenced the respondents to purchase it. 60 (60%) of the respondents are not influenced to purchase it, 40 (40%) of the respondents are influenced to purchase the Butterfly pressure cooker. Hence from the above table it is concluded that majority of the respondents are not influenced by the advertisement to purchase the pressure cooker.

## FINDINGS RECOMMENDATIONS AND CONCLUSION

Majority of the users are females and income group is between Rs. 6001 to Rs. 8000. Many of the respondents are private sector employees. The users are aware of prestige, butterfly and premier pressure cookers. There are aware of the cooker through advertisement and dealers. They have purchased the butterfly pressure cooker within a period of 1 year. Many of the respondents are using 7.5 liters pressure cooker. Brand popularity, durability and after sales service are the factors influencing the customers to purchase the pressure cooker. The users are satisfied with the operation, washing, design and after sales service of the butterfly pressure cooker they have not faced any technical problems.

## Recommendations

The company can create the awareness of butterfly pressure cooker through intensive advertisement in the effective media (audio-visual medium). The company can afford competitive prices for promoting the sales. The company can increase the guarantee period of the pressure cooker than the competitors. Many of the respondents are not much satisfied towards the fuel consumption and time consumption of the butterfly pressure cooker. Hence the company has to take necessary measures to satisfy their consumers'. The company can improve the sales through motivating the dealers by increasing the margin. The company can arrange free demonstration of butterfly pressure cooker in each dealer showroom. The company can offer more credit period to the dealers according to their expectations. The company can improve the distribution network system so that the dealer gets prompt supply of the pressure cooker.

## CONCLUSION

The conclusion of the study is based on the data analysis, findings and recommendations. It is concluded that the researcher has obtained various sources of information through survey from the consumers'. The company has to reduce the price of butterfly pressure cooker. The company can keep concentration upon intensive advertisement through audio visual media for improving the sales. The company can offer free gift, discount, exchange offer and other promotional activities for increasing the volume of sales. The company can offer more profit margins and more credit period to the dealers so that they will maintain regular stock in their shop. The company improves the model of the pressure cooker so that the customers are attracted to it. Therefore if the company takes necessary steps to increase the awareness of Butterfly pressure cooker by giving intensive advertisement in the popular channels then the Butterfly pressure cooker can be a market leader in the pressure cooker market.

## BIBLIOGRAPHY

### Books Referred

- Research Methodology, Kothari.C.R.
- Fundamentals of Statistics, Kapoor V.K
- Marketing management - S.A Sherlekar, Himalaya publishing house Mumbai
- Marketing management - Philip Kotler, Dorling Kindersely (India) Pvt ltd

\*\*\*\*\*