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## **A study on consumer brand preference towards table top wet grinder in Coimbatore city**

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### **Abstract**

Consumer Behavior refers to the buying behavior of ultimate consumers. Those persons who buy for personal or household use and not for business purposes are called consumers. The efficiency with which a business concerns functions depends on the extent of understanding on consumer and consumer preferences. It is also relevant in case of consumer durables such as Household appliances. In the Indian Scenario both men and women are going for employment not only to meet their financial demand but also to live with comfort. As a result, the needs and wants of the people have increased. The consumer behavior models have helped in giving a framework for studying the buying preferences of the consumers. The changes taking place in their order in view of the fast changes occurring in the Socio-economic environments in all parts of the world. The consumer market consists of all the households and individuals who buy goods and services for their personal use. Consumers differ tremendously in income, educational level, taste and age. So it is necessary for the marketers to divide consumers into so many groups and to develop products or services designed to suit their needs. In olden days, marketers had close and direct contact with the consumers which enabled them to understand consumers. But the growths in the size of firms and markets have made it impossible on the part of the marketers to have such a close contact. This necessitated the present day marketing managers to conduct consumer research to have an idea about the behavior of consumers. Our consumer market is growing at a tremendous pace. The changing socio-cultural, political and economic orders have transformed people into sophisticated consumers. The thoughts of consumers have undergone a sea change. Many of the Indian Households are buying a number of consumer durables like pressure cooker, water Heater, Television, Refrigerator, washing Machine, Mixer, Wet Grinder, Fan, Vacuum cleaner to name a few

**Keywords:** study, consumer brand preference, wet grinder

### **Introduction**

A wet grinder can refer to either a tool for abrasive cutting of hard materials, or a food preparation appliance used especially in Indian cuisine for grinding food grains to produce a paste or batter. A wet grinder for abrasive cutting uses fluid for lubrication or cooling, where as one for food preparation uses water to combine with ground grain to produce batter. Some angle grinders, most tile saws, and some grinders for sharpening blades used in woodworking are wet grinders. The fluid helps with lubrication of the cutting process and with cooling to avoid cracking or damaging the cutting tool or the work piece. Wet grinding is rare in western cuisine but common in Indian cuisine. Wet grinders are used to make pastes from grains and lentils, such as those used in cooking dosas and idlis in South Indian cuisine. These grinders generally consists of a few granite stone plates that are rolled against another stone plate with the items to be ground between them. Wet grinders have two advantages over electric mixers or blenders. First, the stone grinder generates less heat than a mixer; heat affects the flavor of the food. Second, the stones remain sharp for a greater time than do metal blades. Dosa is made from a batter obtained by wet-grinding rice and pulses. Wet grinders are largely manufactured in Coimbatore because granite is easily available in this region. Beginning in March 2006, the label "Coimbatore Wet Grinder" is a registered geographical indication for Tamil Nadu

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**Review of Literature**

According to birlasunlife (2003) [1] Having grown up in a traditional South Indian family (Madras, for some), most of the mornings I used to wake up to the smell of idlis or dosas being made for breakfast. Those were the days when the batter – the paste of pulses used as raw material for idles and dosa.

According to crunchy(2007) [2] After having bought a horror of a wet grinder called MANTRA grinder(a Coimbatore based company), the grinder broke literally into 2 out of fatigue fracture of the body, merely 3 months after the purchase. We were primarily using it for ATTA mixing as my mother has arthritis

According to Ravikantbhat (2008) [3] My tryst with wet grinders goes many years back when we owned an electric appliance store in my hometown miraj and were leading suppliers of wet grinders to local restaurant

According to Vish (2009) [4] I have been using a large and heavy Butterfly wet grinder for dosa idli batter grinding for the last 10 years. It has given me good and trouble-free service so far. But I have now realized that I don't have the time for elaborate cleaning rituals it forces me to do after each round of grinding.

According to Nadar (2010) [5] I purchased this grinder from the local Indian store and not from Amazon, who was also ready to provide 1 year of support for free. I did take the grinder to the store to fix the jammed motor 2 times in a year which was fixed quickly, but I think we use it too much. We use it like 2 times a week; yes we eat Dosas and Idlies at least 3 times a week. Overall, I am happy with the unit it works well.

**Objectives of the Study**

- To study about the socio economic factors of consumer.
- To study the source of awareness about various brands of table top wet grinder.
- To study the factor influencing the customer to purchase the table top wet grinder.
- To study about the satisfaction level of the product.
- To offer various suggestion to improve the product.

**Statement of the Problem**

- To know the different brands of table top wet grinder.
- To find the level of satisfaction.
- To find out the opinion towards table top wet grinder.
- Study on consumer attitude towards table top wet grinder among the people.

**1.5 Research Methodology**

**Sample Design**

In this study “Random sampling” procedure is used. Random sampling is preferred because of some limitation and the complexity.

**Sample Size**

The sample size of the study is 110.

**Collection of Data**

Source of data

Data were collected through both primary and secondary data.

**Primary data:** A primary data is a data, which is collected a fresh and for the first time and thus happen to be original in character. The primary data is collected with the help of structured questionnaire from the various consumers.

**Secondary data:** Secondary data are the data which are already collected by someone else. That is data collected in website, books, etc.

**Tools and Techniques Used For Analysis**

The data was collected through structured questionnaire it has been tabulated, analyzed and applied the following statistical tools.

- Simple percentage analysis.
- Chi-square test.
- Ranking method.

**Simple Percentage Analysis**

Percentage analysis is mainly used to standardize the response of the respondent. This analysis is carried out for all the questions given in the questionnaire.

Percentage analysis is used to process the data.

$$\text{Percentage} = \frac{n}{N} * 100$$

N=total no of respondents

n= number of respondents assured

**CHI-SQUARE**

Chi-square statistical is used in the context of sampling analysis for comparing variance to a theoretical variance. It can be used to determine if categorical data shows dependency or the two classifications are independent and also used to make comparison between theoretical population and actual data when categories are used.

$$\text{Chi-square test}(X^2) = \sum \frac{(o-e)^2}{E}$$

$$\text{Degree of freedom} = (R-1)(C-1)$$

O=Observed frequency

E=Expected value

R=Number of Rows

C=Number of Coolums

**Ranking Analysis**

Ranking is a relationship between a set of items such that for any two items the first is either ‘ranking higher than’ ‘ranking lower than’ or ‘ranking equal to the second in mathematics, that is known as weak order or to total reorder of objects. It is not necessarily a total order of object because two different objectives can have the same ranking. The ranking themselves are totally ordered.

**Analysis and Interpretation of Data**

**Table 1:** Age of the Respondents

S.NO	AGE	NO.OF RESPONDENT	PERCENTAGE
1	20 to 30	27	23
2	31 to 40	41	35
3	41 to 50	39	34
4	Above 51	9	8
Total		116	100

**Interpretation**

From the above table shows that, 35% of respondents are belonging the age group of 31 to 40 years, 34% of respondents are belonging the age group of 41 to 50 years, 23% of respondents are belonging the age group of 20 to 30 years, 8% of respondents are belonging the age group of above 51 years.

The (35%) of majority of the respondents are 31 to 40 years category.

**Table 2:** Occupational Status of the Respondents

S. No	Occupational Status	No. of Respondents	Percentage
1	Student	18	15
2	Private employee	22	19
3	Government employee	23	20
4	Business	14	12
5	Home maker (House wife)	39	34
Total		116	100

**Interpretation**

The above table shows that 34% of the respondents are belonging to Home maker (House wife), 20% of the respondents are belonging to Government employee, 19% of the respondents are belonging to Private employee, 15% of the respondents are belonging to Students and 12% of the respondents are belonging to Business.

**The (34%) majority of the respondents are belonging to Home maker (House wife).**

**Table 3:** Brand of the Respondents

S. No	Brand	No. Of Respondents	Percentage
1	Preethi	22	19
2	Lakshmi	23	20
3	Sowbhagya	26	22
4	Butterfly	39	34
5	Bajaj	6	5
Total		116	100

**Interpretation**

The above table shows that, 34% of the respondents are using butterfly brand of table top wet grinder, 22% of the respondents are using Sowbhagya brand of table top wet grinder, 20% of the respondents are using Lakshmi brand of table top wet grinder, 13% of the respondents are using Preethi brand of table top wet grinder, 5% of the respondents are using Bajaj brand of table top wet grinder.

The (34%) of majority of the respondents are using Butterfly brand of table top wet grinder.

**Table 5:** Source of Awareness of the Table Top Wet Grinder

S. No	Awareness	No. Of Respondents	Percentage
1	Advertisement	55	47
2	Friends	22	20
3	Relatives	19	16
4	Personal	20	17
Total		116	100

**Interpretation**

The above table shows that, 47% of the respondents are came to know through Advertisement, 20% of the respondents are came to know through Friends, 17% of the respondents are came to know through Personal and 16% of the respondents are came to know through Relatives.

The (47%) of majority of the respondents came to know through Advertisement.

Chi-Square Test

**Relationship between Gender and Colour of Table Top Wet Grinder**

**Null Hypothesis**

There is no significant relationship between gender and colour of the table top wet grinder.

Calculate Value	Degree of Freedom	Table Value	Accepted/ Rejected	Level of Significance
5.6688	3	7.81	Accepted	5%

**Interpretation**

The calculated value of chi-square is less than table value at 5% level of significance. So the null hypotheses are accepted. Hence there is no relationship between gender and colour of the table top wet grinder using by the respondents.

**Ranking Factors**

Rank the Following Brand While Purchasing Of Table Top Wet Grinder

S. No	Factors	Total Score	Rank
1	Preethi	407	I
2	Lakshmi	327	IV
3	Sowbhagya	351	III
4	Butterfly	367	II
5	Bajaj	268	V

**Interpretation**

- Preethi was ranked first by the selected sample respondents with the total score of 407.
- Butterfly was ranked second by the selected sample respondents with the total score of 367.
- Sowbhagya was ranked third by the selected sample respondents with the total score of 351.
- Lakshmi was ranked fourth by the selected sample respondents with the total score of 327
- Bajaj was ranked fifth by the selected sample respondents with the total score of 268.

**Findings**

- The (35%) of majority of the respondents are 31 to 40 years category.
- The (34%) majority of the respondents are belonging to Home maker (House wife).
- The (34%) of majority of the respondents are using Butterfly brand of table top wet grinder.
- The (47%) of majority of the respondents came to know through Advertisement
- There is no relationship between gender and colour of the table top wet grinder using by the respondents.
- Preethi was ranked first by the selected sample respondents with the total score of 407.
- Butterfly was ranked second by the selected sample respondents with the total score of 367.
- Sowbhagya was ranked third by the selected sample respondents with the total score of 351.
- Lakshmi was ranked fourth by the selected sample respondents with the total score of 327
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**Suggestions**

Price should be reduced so that all types of customer will buy Manufacture should supply quality of products. Advertisement should be given to increase sales. More models & design should be introduced with colours. Warranty period should be extend

**Conclusion**

The survey mainly focused to the consumer’s preference towards table top wet grinder in Coimbatore city. The data

which are collected from the respondents and other resources are analyzed. It was found out that preethi is one of the best brands providing satisfaction to the customer in the market. The main performance given by the wet grinder is mostly to attract women. So wet grinders are always coming up with innovative products for woman of today. It is the vast range of products across age and income groups. And it is the most trusted product for women.

#### **Limitations of the Study**

- The area of study is restricted to Coimbatore city.
- For convenience purpose, the population taken for the study refers to home makers (house wife).
- The data was collected for the limited period.
- In order to complete the study within the time frame, the number of respondents had been restricted to 110.

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