

## Consumer purchase decisions of pressure cooker – A retailer centric study

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**ABSTRACT** - *This study investigates the consumer purchase habits of pressure cookers with a focus on retailer-centric factors. The research aims to understand how various retail strategies, in-store promotions, and consumer preferences influence the purchasing decisions of customers in the market for pressure cookers. By analysing data collected from surveys from multiple retail outlets, this study identifies key determinants such as brand loyalty, price sensitivity, product features, and the impact of in-store experiences on consumer behaviour*

**Keywords** (purchase decision, promotion, price, features)

### 1.INTRODUCTION

In today's fast-paced world, consumers are continuously looking for ways to streamline their cooking process while keeping the quality and flavour of their meals. Pressure cookers have become a popular alternative, providing a convenient and fast way to prepare a variety of dishes. However, despite the obvious benefits, many customers are apprehensive to incorporate pressure cooking into their everyday routine. The purpose of this study is to give a detailed analysis of the elements influencing consumer behaviour in the pressure cooker market. By researching pressure cooker purchasers' attitudes, wants, and motivations, we can acquire useful insights into what influences their purchasing decisions and suggest possibilities for merchants to enhance sales and customer happiness. Pressure cookers have grown in popularity in recent years, with many consumers recognizing the advantages of pressure cooking, such as shorter cooking times, greater energy economy, and convenience of use. However, the pressure cooker market is very competitive, with a wide range of brands and models available to consumers. This fragmentation has created uncertainty among consumers, making it difficult for them to make informed purchasing decisions. A pressure cooker is a kitchen equipment that rapidly cooks food under high pressure. Pressure cookers have been around for centuries, but they became popular in the United States after World War II. Pressure cookers

function by trapping steam in the pot. The steam increases the pressure inside the pot, which raises the boiling point of the water. This permits the food to cook more quickly than it would under lower pressure.

### 2.LITERATURE REVIEW

**Lee et al. (2017).** The study investigates the impact of demographic characteristics on customer purchase decisions in the kitchen appliance industry. They say that understanding these elements is critical for developing efficient marketing strategies and product designs that cater to specific consumer demographics. **Kim et al. (2018)** They underline the necessity of knowing how various promotional strategies, such as price cuts, bundle offers, and limited-time promotions, affect consumer views and buy intentions. **Lopez, M., & Garcia, R. (2014).** The study investigates how different retail strategies influence consumer purchase behavior, specifically focusing on pressure cookers. Retail environments and marketing strategies were analyzed to determine their impact on consumer behavior. Consumers are highly influenced by visual merchandising and in-store promotions. **Lee et al. (2019).** The study investigate the impact of product performance on consumer purchase decisions in the kitchen appliance industry. **Shamout, M.D., (2016).** The study would most likely begin with an overview of the importance of promotional activities in retail marketing and why retailers use them. Shamout may examine the various promotional tactics accessible to merchants, including as price discounts, coupons, sales promotions, advertising campaigns. **Erasmus, A. C. (2010).** This study analyzes customer service in appliance sales departments, with an emphasis on pressure cookers as a specific application Using a projective technique, salespeople provide recommendations for improving service and fostering informed purchasing decisions. **Smith, A., & Williams, P.(2019).** The study aims to identify and analyze the various factors that influence consumers when purchasing pressure cookers in retail stores. There is a trend towards purchasing multi-functional pressure cookers that offer more than just basic cooking capabilities. **N Anilkumar, J Joseph (2013).** This study "Influence of Variables on Consumer Behavior

towards Kitchen Durables: A Consumer Study Specific to Kochi" is likely to provide a comprehensive understanding of previous research on consumer behavior towards kitchen durables, particularly in the context of Kochi. That consumer research has become important in current market segmentation, targeting, and product. **Wang, Y., & Zhao, X. (2007)**. The study aims to understand how different aspects of the retail setting influence consumer decisions and drive sales. Wang and Zhao suggest that retailers pay attention to these details to make their stores more appealing and comfortable for consumers **Martin, J., & Robinson, K. (2006)**. The study aims to identify how different pricing strategies influence consumer behavior and purchasing decisions. . Discounts and promotions are highlighted as effective tools for managing price sensitivity.. **Hernandez, P., & Martinez, L. (2005)**. This study investigates the impact of retailer promotions on consumer purchases of pressure cookers. Retailers can create attractive bundles that complement the pressure cooker, such as cookbooks, utensils, or additional safety features, to enhance the perceived value. **Lee, J., & Park, S. (2004)**. The study aims to identify how various retailer strategies can shape consumer decisions and enhance sales. Lee and Park suggest that retailers invest in visually appealing displays and in-store promotions to capture consumer attention and encourage purchases. **Gonzalez, F., & Rodriguez (2002)**. Their study underscores the significance of consumer perceptions, shaped by personal experiences, word-of-mouth, and marketing efforts, in influencing purchasing decisions. Gonzalez and Rodriguez (2002) found that stores conducting regular product demonstrations enjoyed higher sales volumes. Product placement and store layout also play crucial roles. **Kumar, A., & Mehta, S. (2003)**. offers an in-depth analysis of consumer purchase habits for pressure cookers in retail environments The authors suggest that retailers adopt a dynamic pricing strategy, including regular sales events, loyalty programs, and bundling offers, to attract budget-conscious shoppers. **Silva, R., & Pereira, J.** The study explores the factors that impact consumer decisions when purchasing pressure cookers The study also examined the impact of promotional activities, finding that discounts and special offers can sway consumer preferences, though the effectiveness of these promotions can vary based on the consumer's prior brand loyalty and the perceived value of the discount

### 3.SCOPE OF THE STUDY

Consumer purchase decisions of pressure cooker – A retailer centric study focus on how retailers influence buying behaviour. It would explore the impact of Product, pricing strategy, promotion on consumer choices. The study would also assess how customer interactions with retailers shape their decisions, including the importance of product features, brand preference, and trust in the retailer.

### 4. HYPOTHESIS

- There is a relationship between the type of outlet and factors influencing consumers pressure cooker purchase
- There is a relationship between purchase and outlet location

### 5.OBJECTIVE OF THE STUDY

- To understand the factors influencing consumer's pressure cooker purchases.
- To analyse the consumer decision making process of pressure cookers.
- To understand the USPs of eight different brands from retailer perspective

#### 5.1 Analysis for factors influencing consumer's pressure cooker purchases

**Null Hypothesis:** There is no relationship between the type of outlet and factors influencing consumers pressure cooker purchases

**Alternate Hypothesis:** There is a relationship between the type of outlet and factors influencing consumers pressure cooker purchase

S.No	Factors	Asymptotic Significance	Null hypothesis
1	Warranty	0.039	Rejected
2	Price	0.042	Rejected
3	Capacity	0.047	Rejected

#### Inference:

While observing the results of the chi square test shown in the table, the Asymptotic Significance is lesser than 0.05 ( $p < 0.05$ ), the null hypothesis is rejected that there is a Significant relationship between the two variables. Hence it is found that, Warranty, price, capacity has significant relationship between outlet and factors influence purchase habits.

#### 5.2 Analysis for consumer decision making process of pressure cookers:

**Null Hypothesis:** There is no relationship between purchase and outlet location

**Alternate Hypothesis:** There is a relationship between purchase and outlet location

#### 5.2 Chi square analysis to determine the relationship between purchase and outlet location:

**Table 5.2:Relationship between purchase and outlet location**

S.NO	Factors	Asymptotic Significance	Null Hypothesis
1	Safety Measures	0.003	Rejected
2	Features	0.037	Rejected
3	Reviews	0.001	Rejected
4	Store visit	0.000	Rejected

#### Inference:

While observing the results shown in the table, the Asymptotic Significance is lesser than 0.05 ( $p < 0.05$ ), the null hypothesis is rejected that there is a Significant relationship between the two variables. Hence it is found that safety measures (0.003), features (0.037), reviews (0.001) and store visit (0.000) has significant relationship with purchase and outlet location.

### 5.3 Analysis of unique selling proposition of eight different brands from retailer perspective.

#### 5.3 Frequency analysis to determine unique selling proposition:

##### 5.3.1 Smart functionality

**Table 5.3.1 : Smart functionality**

Smart functionality	Frequency	Percent
Prestige	55	47.8
Hawkins	35	30.4
Butterfly	14	12.2
Pigeon	1	0.9
Ideal	3	2.6
Premier	1	0.9
Preethi	5	4.3
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 2.5.1, it is inferred that Prestige is best known for smart functionality (47.8%) among consumers than other pressure cooker brands

##### 5.3.2 User friendly interface:

**Table 2.5.2: User friendly interface**

User friendly interface	Frequency	Percent
Prestige	35	30.4

Hawkins	45	39.1
Butterfly	13	11.3
Pigeon	3	2.6
Ideal	4	3.5
Premier	3	2.6
Preethi	11	9.6
Ultra	1	.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 2.5.2, it is inferred that Hawkins is best known for user friendly interface (39.1 %) among consumers than other pressure cooker brand.

##### 5.3.3 Wide range of presets:

**Table 5.3.3: Wide range of presets**

Wide range of presets	Frequency	Percent
Prestige	42	36.5
Hawkins	41	35.7
Butterfly	8	7.0
Pigeon	0	0
Ideal	2	1.7
Premier	3	2.6
Preethi	18	15.7
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference

From the above figure 2.5.3, it is inferred that Prestige is best known for wide range of presets (36.5%) among consumers than other pressure cooker brands

##### 5.3.4 Safety features:

**Table 5.3.4: Safety features**

Safety features	Frequency	Percent
Prestige	67	58.3
Hawkins	27	23.5
Butterfly	7	6.1
Pigeon	0	0
Ideal	1	.9
Premier	2	1.7

Preethi	10	8.7
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 5.3.4, it is inferred that Prestige is best known for safety features (58.3 %) among consumers than other pressure cooker brand

#### 5.3.5 Capacity

**Table 5.3.5 Capacity**

Capacity	Frequency	Percent
Prestige	32	27.8
Hawkins	46	40.0
Butterfly	13	11.3
Pigeon	0	0
Ideal	2	1.7
Premier	6	5.2
Preethi	15	13.0
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 5.3.5, it is inferred that Hawkins is best known for Capacity (40 %) among consumers than other pressure cooker brands

#### 5.3.6 Design

**Table 5.3.6: Design**

Design	Frequency	Percent
Prestige	66	57.4
Hawkins	24	20.9
Butterfly	9	7.8
Pigeon	0	0
Ideal	1	0.9
Premier	5	4.3
Preethi	9	7.8
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 5.3.6, it is inferred that Prestige is best known for Design (57.4 %) among consumers than other pressure cooker brands

#### 5.3.7 Energy efficiency:

**Table 5.3.7: Energy efficiency**

Energy efficiency	Frequency	Percent
Prestige	45	39.1
Hawkins	29	25.2
Butterfly	15	0.9
Pigeon	1	0
Ideal	2	1.7
Premier	2	1.7
Preethi	20	17.4
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 5.3.7, it is inferred that Prestige is best known for Energy efficiency (39.1 %) among consumers than other pressure cooker brand

#### 5.3.8 Warranty:

**Table 5.3.8: Warranty**

Warranty	Frequency	Percent
Prestige	34	29.6
Hawkins	33	28.7
Butterfly	19	16.5
Pigeon	0	0
Ideal	2	1.7
Premier	5	4.3
Preethi	21	18.3
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 5.3.8, it is inferred that Prestige is best known for Warranty (29.6 %) among consumers than other pressure cooker brands

#### 5.3.9 Repairs and service:

**Table 5.3.9: Repairs and service**

Repairs and services	Frequency	Percent
Prestige	24	20.9
Hawkins	6	5.2
Butterfly	24	20.9
Pigeon	0	0
Ideal	1	0.9
Premier	3	2.6

Preethi	56	48.7
Ultra	1	0.9
<b>Total</b>	<b>115</b>	<b>100.0</b>

#### Inference:

From the above figure 5.3.9, it is inferred that Preethi is best known for Repairs and services (48.7 %) among consumers than other pressure cooker brands

#### 7.FINDINGS:

##### To understand the factors that influencing consumer's pressure cooker purchases

- It is Identified that safety and price are the major factors influencing consumers pressure cooker purchase

##### To analyze consumer decision making process of pressure cookers

- It is identified that mostly consumers prefer to buy prestige pressure cooker
- It is identified that consumers trust established brands than new entrants

##### To understand the USPs of eight different brands from retailer perspective

- It is identified that mostly Prestige pressure cooker is known for smart functionality, design, safety features, wide range of presets.
- It is identified that Preethi pressure cooker is best known for repairs and services.

#### 8. SUGGESTIONS:

- Prestige pressure cooker may develop their repair and service quality.
- Company may offer extended warranties to enhance consumer confidence and satisfaction.
- As safety is the major factor , the company may invest in new safety technologies and prominently highlight these features in marketing campaigns.

#### 9. CONCLUSION:

In conclusion, consumer purchase habits for pressure cookers are influenced by several key factors , including price, brand reputation, features, safety, and user reviews. Buyers often prioritize durability, ease of use, and energy efficiency. Additionally, modern consumers show a growing preference for multifunctional models and those with advanced technology such as digital controls and preset cooking programs. Understanding these preferences can help manufacturers and retailers tailor their offerings to meet consumer demands effectively

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