



A STUDY ON FACTOR INFLUENCING CONSUMER USABILITY AND ADAPTABILITY TOWARDS PREETHI ZODIAC WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: Due to changes in lifestyle, rising income levels, easier access to credit, and more consumer knowledge, household durable goods that were once seen as luxury items have evolved into necessities. A reducing kitchen gadget entitled the Preethi Zodiac Mixie is created to offer users a quick and effective way to prepare a wide range of dishes. The Preethi Zodiac Mixie is the ideal addition to any kitchen owing to its adaptability and simplicity of use, giving customers the convenience of cooking a range of recipes without the burden of conventional kitchen appliances. Preethi Zodiac's consumer usability and adaptability has received a lot of recognition nowadays. The study aims to investigate the factors influencing consumer usability and adaptability towards Preethi zodiac mixie. Data for this study was gathered via google forms from a sample size of 100 respondents.

Keywords- Preethi zodiac, usability, adaptability

I. INTRODUCTION

Consumers are adapting to new goods that correspond with the quick changes in the environment and modern kitchens. Preethi Zodiac Mixie is a special kitchen equipment that can be used in any kitchen setting of its numerous characteristics. It has a vigorous motor and a variety of replaceable accessories that let consumers modify their cooking process. Moreover, the Mixie has an integrated timer and a virtual touchpad display that are intended to make use simple and effective. It is the ideal appliance for houses with busy people because it combines the functions of a mixer and a blender. It is a multifunctional and practical device for any kitchen because it is made to handle a range of activities, from blending to mixing. It has an elegant, contemporary appearance that is both attractive and useful. It has a number of practical features, including a pulse setting and different speed settings. Moreover energy-efficient, the device lowers electricity costs. It is also quite simple to maintain, which makes it a perfect option for busy households. The Preethi Zodiac Mixie is a great option for any kitchen due to its cutting-edge design, practical functionality, and energy efficiency.

II. OBJECTIVE:

- To study on factor influencing consumer usability and adaptability towards Preethi zodiac Mixie.

III. SCOPE OF THE STUDY:

The consumer can expect higher expectations in a less amount of time due to the rapid advancement of technology, and they will need to finish the task so that the manufacturer will be happy as well. Any home's décor may look elegant by using the right household gadgets. It improves the attractiveness and look of any room's ambiance. Modern kitchens are expanding quickly today; thus, kitchen appliances

must also be cutting-edge and distinctive in order to appeal to consumers. Whereas the primary goal of the study is to determine the factor influencing consumers usability and adaptability towards Preethi zodiac. And it also includes the problem faced by consumer on using it.

IV. RESEARCH METHODOLOGY:

1. **Sample design:** Descriptive research design

2. **Sample size:** 100 respondents.

3. **Sampling Technique:** Probability sampling method – Simple Random sampling.

4. **Source of Data:**

- ✓ **Primary Data:** collected through Google forms
- ✓ **Secondary Data:** collected through Magazines, Journals and Newspaper

5. **Area of the Study:** The geographical area of the study is Coimbatore city.

6. **Tools used for the study:** Chi-square and ANOVA method

V. DATA ANALYSIS AND INTERPRETATION:

(i) CHI-SQUARE TEST:

Comparison between occupational status and purchase intention towards Preethi zodiac

H_0 = There is no significant relationship between occupational status and purchase intention for Preethi zodiac

H_a = There is significant relationship between occupational status and purchase intention for Preethi zodiac

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Occupational status	24.920	5	.000
Purchase intention	36.600	4	.000

Source Author's Computation

The P- value is less than 5% level of significance, so null hypothesis is rejected

(ii) ONE WAY ANOVA:

Comparison between age with level of adaptability

H_0 = There is no significant relationship between age and level of adaptability in purchasing Preethi zodiac.

H_a = There is significant relationship between age and level of adaptability in purchasing Preethi zodiac.

AGE		Sum of squares	Df	Mean square	F	Sig.	S/NS
Brand	Between groups	1.215	3	.405	1.258	.293	NS
	Within groups	30.895	96	.322			
	Total	32.110	99				
Elegant design and color	Between groups	3.201	3	1.067	2.178	.096	NS
	Within groups	47.039	96	.490			
	Total	50.240	99				
E Efficient grinding	Between groups	12.944	3	4.315	6.387	.001	S
	Within groups	64.846	96	.675			
	Total	77.790	99				
Versatile food Processor	Between groups	19.487	3	6.496	6.851	.000	S
	Within groups	91.023	96	.948			
	Total	110.510	99				
Stainless steel Jars	Between groups	11.468	3	3.823	2.537	.061	NS
	Within groups	144.642	96	1.507			
	Total	156.110	99				
Unique locking System	Between groups	17.457	3	5.819	4.388	.006	S
	Within groups	127.293	96	1.326			
	Total	144.750	99				
Multifunctional Super sharp Blades	Between groups	8.761	3	2.920	2.210	.092	NS
	Within groups	126.879	96	1.322			
	Total	135.640	99				
Warranty	Between groups	2.212	3	.737	.596	.619	NS
	Within groups	118.698	96	1.236			
	Total	120.910	99				

Source Author's Computation

The P-value is greater; hence the Null value is accepted.

VI. FINDINGS:

- There is significant relationship between occupational status and purchase intention for Preethi zodiac.
- There is no significant relationship between age and level of adaptability in purchasing Preethi zodiac

VII. CONCLUSION

When it involves consumer usability and adaptability, the Preethi Zodiac Mixie has proven to be a remarkable success. It provides a distinctive experience with its simple-to-use interface and user-friendly design. According to the results of this study, there is no significant relationship in adapting Preethi zodiac except versatile food processor, unique locking system, etc.... And there is significant relationship between occupational status and purchase intention for Preethi zodiac mixie. Preethi Zodiac's jars have stainless steel blades that have been sharpened to provide the best grinding and juicing experiences. Consumers like the product's ease of use, simple design, and ability to be customized to their unique demands.

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