

CUSTOMER SATISFACTION AND BEHAVIOR OF USING NON-STICK COOKWARE PRODUCTS OF BANGKOK METROPOLITAN REGION.

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ABSTRACT

The objective of this research is to compare customer satisfaction and behavior of using non-stick cookware products. And this research is quantitative research. Population and sample groups are 10,890,642 in the Bangkok Metropolitan Region. It is determined based on the Krejcie and Morgan's sample size calculation. And studied with a sample of 384 people who have used uncoated cookware and non-stick cookware in the Bangkok Metropolitan Region by testing the hypothesis with T-Test and One Way ANOVA statistics. Customer satisfaction with the service of non-stick cookware shops in the Bangkok Metropolitan Region is classified by personal factors, the results of the research revealed that the sample groups that have different sex, age, status, occupation and monthly income. Classified by the customer satisfaction with the service of non-stick cookware shops found that there are factors such as respond to customer needs, sufficient quantity, Multi-Function, and fast delivery. And if classified by behavior of using non-stick cookware products, it is found that there are differences depending on the sample with the purpose of buying the non-stick cookware and the person who is the most involved in the decision to buy non-stick cookware.

Keywords: Customer satisfaction, Behavior of using non-stick cookware, respond to customer needs

INTRODUCTION

Consumer products are household products such as Kitchenware (Smart SME., 2018), (Office of the National static, 2018). Currently, the nonstick surface makes Teflon-coated cookware convenient to use and easy to clean. It also requires little oil, making it a healthy way to cook and fry food which meets the needs of the new generation of consumers. Including product development that is different and able to access a variety of consumer applications. This is a problem that has been very concerned that Thai people tend to cook by themselves. Sometimes the spatula touches the pan quite strongly, causing the coating to slip off. Therefore, the development of non-stick cookware must be consistent with the context, behavior and lifestyle of Thai consumers. Currently, Thai families are small and choose to live in condominiums, resulting in an increase in demand for kitchenware for condominiums. If it is non-stick cookware that does not require cooking oil and are easy to clean, will greatly satisfy the new generation. The non-stick cookware under the trademark is a cookware that has been tested by a laboratory and is recognized for quality and safety. With the conclusion of several billion pieces of kitchenware products to markets around the world for over 40 years without any health problems to consumers. (Satieen Stainless Steel, 2019)

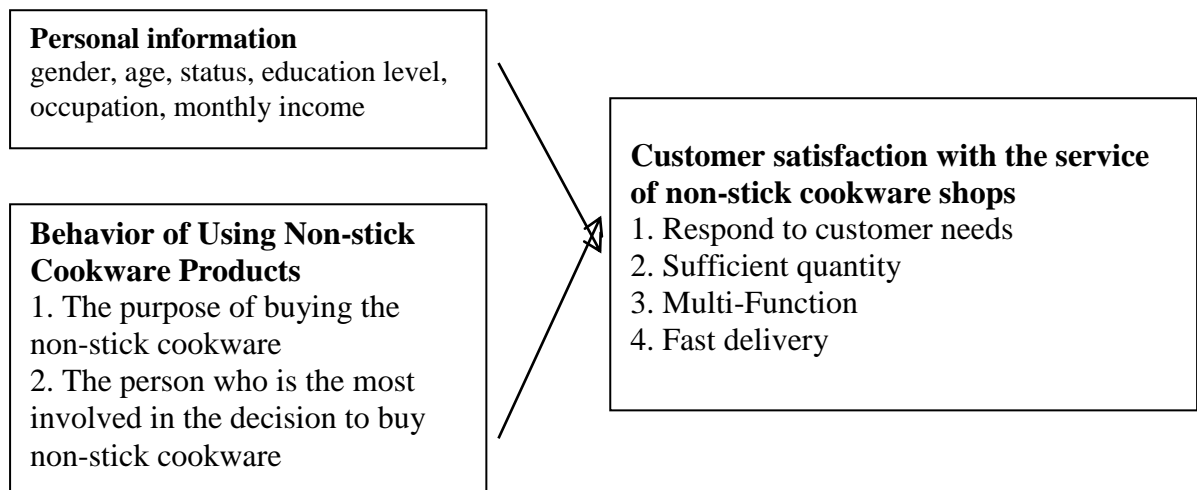
In conclusion, non-stick cookware is a kitchen product that is a demand and satisfaction for customers. This has resulted in the progress of this type of kitchenware business and increased business promotion capacity. And with the strategy of creating a competitive advantage and having cost-effective. The non-stick cookware is able to respond

to the needs of consumers such as quality products, sufficient quantities, products with Variety, service availability, and fast delivery service.

Research objectives

The objective of this research is to compare customer satisfaction and behavior of using non-stick cookware products.

Research framework



RESEARCH METHODOLOGY

And this research is quantitative research. Population and sample groups are 10,890,642 in the Bangkok Metropolitan Region. It is determined based on the Krejcie and Morgan's sample size calculation. And studied with a sample of 384 people who have used uncoated cookware and non-stick cookware in the Bangkok Metropolitan Region (Marayat Yotongyos and Asst. Pranee sawadisap. (n.d.)) Questionnaire passed the tool quality check. From experts Passed Validity with IOC 0.5, Reliability of $\alpha = 0.75$ and up, Discrimination (r) 0.2 and up. Data collection by the researcher making a letter asking for cooperation to collect data from the questionnaire of people using kitchenware stores in the Bangkok Metropolitan Region. Then, the researcher used the questionnaire to check the accuracy and then analyzed the data with T-Test and One Way ANOVA statistics.

RESULTS

Most of the samples were female (62.40%) aged over 40 years old (38.26%), marital status (52.24%), studying at the degree or equivalent (40.64%), engaged in personal business (38.82%) and had income per month 10,001-20,000 baht (29.82%). The customer satisfaction and behavior of using non-stick cookware products of Bangkok Metropolitan Region classified by personal factors, it was found that the sample group having different gender, age, status, occupation, and monthly income had the satisfaction of customers towards the non-stick Cookware Products shops. Which is statistically different (p -value $< .05$) as follows: respond to customer needs, sufficient quantity, multi-function, fast delivery. And if classified by behavior of using non-stick cookware products, it was found the sample that purpose of buying the non-stick cookware and the person who is the most involved in the decision to buy

non-stick cookware are different Which is statistically different (p-value <.05) as follows: respond to customer needs, sufficient quantity, multi-function, fast delivery.

Summary

Currently, Thai families are small and choose to live in condominiums, resulting in an increase in demand for kitchenware for condominiums. If it is non-stick cookware that does not require cooking oil and are easy to clean, will greatly satisfy the new generation.

Which customer satisfaction and behavior of using non-stick cookware products of Bangkok Metropolitan Region classified by personal factors, found that the sample of sex, both male and female, come to use the service in the stores between the ages of 20-39 years, 40-59 years, 60 years and over which covers all 3 ages, youth, working age, and the elderly, found that 40-59 years of age are most satisfied with the customers towards non-stick cookware service.

For the status of a group of people, either married, divorced, widowed, or single-mother and single-parent. it was found that the marital status had the highest satisfaction of customers towards the service of the lacquer ware shop.

For the career, there are company employees, civil servants / state enterprises, farmers, and personal businesses. (Online shops or online sellers) found that most of the personal businesses were the most satisfied with the non-stick cookware stores.

For a monthly income of less than 10,000 baht, or between 10,000 - 20,000 baht, or 20,000 - 30,000 baht, or 30,000 baht or more. Found that monthly income 10,001-20,000 baht is most satisfied with the services of non-stick cookware stores.

The customer satisfaction and behavior of using non-stick cookware products of Bangkok Metropolitan Region classified by personal factors, it was found that the sample group having different gender, age, status, occupation, and monthly income had the satisfaction of customers towards the non-stick Cookware Products shop are different, such as respond to customer needs, sufficient quantity, multi-function, fast delivery. And if classified by behavior of using non-stick cookware products, it was found the sample that purpose of buying the non-stick cookware and the person who is the most involved in the decision to buy non-stick cookware are different in respond to customer needs, sufficient quantity, multi-function, fast delivery.

Suggestion

Private entities, companies, or business establishments engaged in the production or import of non-stick products cookware can use the results to improve user uncoated cookware services. And focus on persuading consumers to turn their attention to non-stick cookware and encourage behavior modification to maintain health by using non-stick cookware which does not use oil in cooking

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