

## **Descriptive Study on Consumer Behavior of Non-Stick Pan Users in Surabaya**

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### ***Abstract-***

Tujuan dari penelitian ini adalah untuk menggambarkan perilaku konsumen pengguna panci anti lengket di Surabaya. Penelitian ini menggunakan statistik deskriptif dengan pendekatan kuantitatif. Dalam penelitian ini, penulis menggunakan elemen perilaku konsumen yang meliputi: Siapa, Apa, Mengapa, Kapan, Dimana, dan Bagaimana. Dalam penelitian ini, jumlah sampel adalah seratus empat puluh responden yang menggunakan produk pan non-stick untuk menjawab masalah penelitian metode pengolahan data yang digunakan seperti tabel frekuensi, persentase bar chart, dan tabulasi silang. Studi ini menemukan bahwa konsumen non-stick pan mayoritas adalah perempuan, dengan rentang usia 20-30 tahun, bekerja sebagai karyawan. Mereka menuntut untuk produk berkualitas tinggi dan sebagian besar konsumen puas dengan produk yang mereka miliki. Sebagian besar konsumen membeli produk karena fitur non-stick dan mereka kadang-kadang menggunakannya. Konsumen membeli produk di toko perlengkapan memasak dan supermarket. Selain itu, mayoritas mengetahui produk dari keluarga mereka.

***Kata Kunci:*** Perilaku Konsumen, Analisa Perilaku Konsumen, Panci Anti Lengket.

***Abstract-***The purpose of this study was to describe consumer behavior of non-stick pan users in Surabaya. This study use descriptive statistics with quantitative approach and for the method the author use convenience sampling. In this research, the author uses the six elements of consumer behavior that includes: Who, What, Why, When, Where, and How. In this research, the number of samples is one hundred forty respondents who used non-stick pan products to answer the research problems of data processing methods used such as frequency tables, percentage bar chart, and cross tabulation. The study found that consumers of non-stick pan are majority female, with age range 20-30 years old, work as employee. They demand for high quality product and most of the consumer satisfied with the product they owned. Most of the consumer purchase the product because of the non-stick feature and they occasionally use it. The consumer buy the product in house ware / cooking ware store and supermarket. Furthermore, majority know the product from their families.

***Keywords:*** Consumer Behavior, Consumer Behavior Analysis, Non-stick Pan.

## **INTRODUCTION**

Global trends affect consumers' buying habits and impacts on their choices and needs. Therefore understanding today's consumer behavior is a key to capture the future needs and expectation. In today's economy, where Indonesian Rupiah keeps on going downhill, companies face more challenge in introducing new product to the market. One way to keep new products to flow is to rely on what's missing on the market and fill it with innovative products. According to Jerry W. Thomas in *New Products for Tough Times (2009)*, there are some obstacles in introducing new products such as error targeting, lack of customer knowledge, complexity, and lack of empathy. However, if the company can go beyond the obstacle, the product will be a huge success.

The potential for non-stick pan product is huge, namely approximately 70%-80% of the total population (<http://www.bisnis.com/industri/manufaktur/21893-potensi-pasar-peralatan-rumah-tangg...> 5/2/2011 accessed on August 20, 2013). From the same source, Vice GM Marketing Group Maspion, Edwin Siswanto, said that Indonesian population of 237 million people are estimated to 45 million households, but only 10% of families in Indonesia been using nonstick pan, thus market potential is huge.

As the competition raising nowadays with many new brands and non-stick pan products on the market, companies put more effort in innovation and understanding what the consumer's wants and needs. From newer to technology, marketing, and also the promotion plan need to be adjusted according to the current situation.

## **RESEARCH METHODOLOGY**

This research is using descriptive research which describes the consumer behavior of non-stick pan products in Surabaya as the outcome of this research. The topic insist of who is the non-stick pan users in Surabaya, what the consumer buy, why they bought the non-stick pan product, when they use the product, where the purchase the non-stick pan, and how they know the product.

This research uses primary data from the structured questionnaire that later on will be conducted in Surabaya. The distribution of questionnaire is done to gather

data about respondents according to several questions of non-stick pan users in Surabaya. In this research the data is nominal and the measurement scale is categories that become a label to identify and classify the object from one to the other object number.

The target population in this research is the consumer of non-stick pan products. The population's characteristics are people who live in Surabaya and have Indonesian nationality, above 20 years old, and have and use non-stick pan products. The sampling technique is non-probability sampling because the chance from the population to be chosen to answer the questioner is unknown. Also it is a convenience sampling which the researcher use to get the easiest respondent. The number of sample to represent the population is 140 people.

## **RESULT AND DISCUSSION**

The research result describes the consumer behavior on non-stick pan users in Surabaya and in this research it is found that the consumer share characteristic according to age, gender, and also occupation. According to the research result, 140 respondents who are consumer of non-stick pan in Surabaya consist of 120 female and 20 male. It may contribute to the nature of female who usually deal with house ware or cooking ware products compared to male.

According to age, from 20 years old above, the most dominant users are people in the age range of 20-30 years old where most of them confront a different lifestyle and more "modern" in a way. Majority of people in the age range of 20-30 may look the benefits of non-stick pan product compared to the traditional pan.

According to the occupation of the consumer, the most dominant is people who work as employee. It may contribute to the fact that most of employees cook at home rather than buy food from restaurant due to the living cost in Surabaya is considered high and cooking at home is more affordable.

From the research result that has been conducted according to the characteristic and the elements of consumer behavior, the description of consumer behavior of non-stick pan user can be defined as followed:

**"Who the consumer is"**

According to the survey of 140 people in table 12-14, it defines the consumer of non-stick pan users in Surabaya are majority female (85,7%), in the age range of 20-30 years old (53,6%) and the occupation is majority employee (50,7%). In short, the consumer of non-stick pan users in Surabaya is majority young adult female employees. The distribution of questionnaires are in Malls in Surabaya such as Galaxy Mall, Tunjungan Plaza, and Pakuwon Trade Center during lunch and dinner hour in various days for one month, thus may contribute to the age range as well as gender and occupation of the respondent.

#### **“What the consumer buy”**

According to the survey of 140 people in table 15-19, it shows that majority of the people set their first priority on quality (72,1%) of the non-stick pan products they buy. This also means that the price, technology, as well as brand come after the quality. Most of the consumer buy non-stick pan in size 18 cm (27,1%), 20 cm (30%), and 22 cm (18,6%). Furthermore, Maxim brand is the market leader of non-stick pan products in Surabaya since 72,1% of the consumer claim that Maxim product is what they buy. Also, 72,9% of the consumer own in the range between 2-4 non-stick pan products hence it shows that many consumer repurchase the product. Also, majority of the consumer set a budget of 100.000-200.000 on non-stick pan product that they buy. In conclusion, what the consumer of non-stick pan in Surabaya buy are good quality product, in the size 18-22 cm, Maxim brand, with price range 100.000-200.000 IDR, and they buy more than one product.

Although the consumer want good quality as their first priority, it is undoubtedly that the consumer are act based on their perception of brand and price as well. Maxim is known in Surabaya as the market leader and the first to introduce non-stick pan product, thus it may unconsciously attach in the consumer minds to be the most affordable price with quality. However, there are many other brand that offer even higher quality than most of the Maxim product, buy yet it may be in higher price point and foreign brand to the eyes of the consumer.

#### **“Why consumer buy the product”**

According to the survey of 140 people in table 20, it shows that 71% of the consumer buy the non-stick pan product because of the non-stick feature rather than the other feature such as anti scratch, easy to clean, has variety of sizes, or using less oil. It also describes how the consumer may experience the traditional pan as “sticky” thus they buy the non-stick pan products. Indeed, the most advertize feature of the product is the non-stick feature thus may trigger a feeling of a specific need hence the consumer buy the product to satisfy his need.

#### **“When they use the product”**

According to the survey of 140 people in table 21, it shows that 35% of consumer occasionally uses the non-stick pan when cooking. It means that people are not attached to the product in their daily life. However, 27,1% of the consumer stated that they use the product almost every time when cooking thus it become the consumer’s daily routine and interdependent to the product. In this case, the consumer’s response is very diverse but there are majorities which they occasionally use it and almost every time uses it. However, consumer age, gender, and profession may play a part in this case, as well as whether they actually consume time to cook in their daily routine or not.

#### **“Where the consumer buy the product”**

According to the survey of 140 people in table 22, it shows that 60% of the consumer buy the non-stick pan product in house ware or cooking ware store in Surabaya (e.g.: Cafe glass, ACE Hardware, Hartono, Toeng, etc), and 37,1% of them buy in Supermarket (e.g.: Bonet, Alfa mart, Giant, Carefour, Ranch Market, Indomaret, etc.). With the result, it can be identified that majority of the consumer mostly buy the non-stick pan product in both special house ware / cooking ware store, or supermarket and not in traditional market and internet. It may also describe that the consumer are likely to buy in a modern store and actually see, touch, and feel the product with big range variety of choices.

#### **“How the consumer know the product”**

According to the survey of 140 people in table 23, it shows that family is the source of information to know about non-stick pan products. It also describes that

when a member in the family purchase and use the product, the other member in the family may also act similarly in the future. Family, as a personal source of information, becomes the biggest influence for most of the consumer. Second biggest influence is TV commercial that mark key interest and influence the consumer's purchase decision. In short, the personal influence in family is the most effective in spreading the information about non-stick pan product, as well as TV commercial.

#### **“How the consumer evaluate the product”**

According to the survey of 140 people in table 24, it shows that 92,1% of consumer are satisfy with the product and 7,9% not satisfy. It means that majority of the consumer are happy with the product and it shows that they would likely to repurchase the product. In table 25, it shows that majority of the consumer complain the current product to be easily scratch. Thus in conclusion, majority of consumer are very happy about the product and also the feature offered in non-stick pan product; however they feel that the product can easily scratch. In this case, most of non-stick pan products in the market are not anti-scratch, it means that yes they are scratch-able. However, producers of non-stick pan product suggest the special spatula to be used and also the proper way to rinse the product to be applied.

#### **Cross Tabulation According to Age**

According to the age of the consumer of non-stick pan in Surabaya, the age range are 20-30 years old, 31-40 years old, 41-50 years old, and >50 years old. In all age range, the consumer's first priority in choosing non-stick pan product is quality, and the brand they use is Maxim, they have 2-4 non-stick pan products, and their price range is 100.000-200.000 IDR. Consumer in age range 20-30 prefer pan size 18 cm, people in 31-40 years old prefer pan size 30cm, people in 41-50 and above 50 years old prefer pan size 20cm. In other words, consumer in all age range knows mostly Maxim product and very little know and buy from other brand. Although they demand quality, consumer also has price range in set to buy the non-stick pan products.

Consumer in age 20- 30, 31-40, as well as 41-50 years old mostly buy the product because of the non-stick feature, however consumer above 50 years old

mostly buy because they can use less oil (considered more healthy). Furthermore, consumer in the age range 20-30 and above 50 years old occasionally use the product when cooking, whereas people in age range 31-40 almost use it every time when cooking.

Most of the consumer in all age range buys the product either in house ware / cooking ware store or supermarket. However, some of the consumer in age range 20-30 years old buy it on internet, whereas consumer in other age range are not using the internet at all. Also, there are consumers who are in age range 41-50 and above 50 that buy it in traditional market; however it is not an option for consumer in younger age.

Consumer in age 20-30, 31-40, and 41-50 mostly know non-stick pan product from family, however consumer above 50 years old know the product from store promotion. Although internet is an option to some people in age range below 40, consumer above 40 does not get any information from internet. It may contribute to the fact that younger people are more technology friendly compared to the older ones.

Majority of people in age 20-30 and 31-40 are satisfy with the product, leaving some of them still remain not satisfy. In the other hand, consumer in age range 41-50 and above 50 years old are all feel satisfy with the product. Furthermore, most of the consumer in all age range majority critique the product to be easily to scratch.

### **Cross Tabulation According to Gender**

According to the gender of non-stick pan users in Surabaya, both female and male considered quality as their first priority to buy non-stick pan product. Female consumer prefers to buy pan with size 20 cm, and male consumer majority prefer pan with size 18 cm. Both male and female are using Maxim brand, and own 2-4 non-stick pan products with price range 100.000-200.000 IDR.

For female consumer, many of them buy the product because of the non-stick feature, but some other buy because it is easy to clean, use less oil, an also anti scratch and have variety of sizes. For male consumer, they buy mainly because of the non-stick feature, and some because of they can use less oil. In short, for male

consumer, they do not really matter the cleaning process or the variety of size but more to the functionality of the product.

Majority in both gender occasionally use the product when cooking, although some of them also rarely, often, as well as almost every time using it. For female and male consumer, they majority buy the product in house ware/cooking ware store, but some of female consumer also buy in various store or even internet. In the other hand, male consumer only buys either in house ware / cooking ware store or supermarket, not in traditional market or internet.

Both male and female consumer mainly get the information about non-stick pan product from their families, however for some female consumer they get information from friend, internet, and magazine that none of male get from those instruments. Both genders mostly satisfy about the product and their main critique is that the product can scratch easily. However, male consumer does not complain about the price, compare to some female that do critique that the product is rather expensive.

### **Cross Tabulation According to Occupation**

According to the occupation, the consumer of non-stick pan divided to several types such as employee, student, housewives, business owner, and teacher. Most of people in all types of occupation answered quality as their first priority in choosing non-stick pan. As for employee and housewives mainly buy pan with size 20 cm, where student prefer smaller size, and some teacher prefer larger size. Most of consumer in all occupation buy Maxim product, with 2-4 products. For business owner, majority have higher price range to buy the product which is 200.000-300.000 IDR, where the rest of the consumer prefers to be in 100.000-200.000 IDR.

The main reason to buy the product is because of the non-stick feature. In addition, people who choose the anti scratch feature is a student, and has variety of sizes are housewives only. For business owner, employee, and student, they occasionally use the product, whereas for housewives they are more often use the product, and for teachers who use it almost every time when cooking. The cooking routine for several occupation may affecting the product contact, for example,



housewives tend to have more time in the kitchen thus more often use the cooking product compared to business owner.

Consumers in different occupation mainly buy the product in house ware / cooking ware store and supermarket. Only one student buys it from the internet, and housewives buy it in the traditional market. Also, only housewives that get the information mainly from TV, compared to the others who mainly know from their family. I may be due to the amount of spare time that the housewives may have to watch TV compared to the other occupation.

Only housewives and teachers are completely satisfy with the product, whereas the other occupation though majority satisfy, there are still some of them remain not satisfy. In all occupation, the critique is mainly about the product is easy to scratch, however only some housewives and students complained that the price is rather expensive.

#### **Cross Tabulation According to Frequency of Using Non-Stick Pan**

According to the frequency of using the product, it divided into two section, people who are seldom use the product and people who are often use the product. As for people who seldom use product, majority prefer pan size 18 cm, and people who are often use the product prefer pan size 20 cm. People who are often use the product has higher budget to buy non-stick pan for 200.000-300.000 IDR.

The main reason to buy the product is because of the non-stick feature. Consumers mainly buy the product in house ware / cooking ware store and supermarket. Majority know the product from family, regardless the frequency of using the product. Both people who are seldom and often use the product majority satisfy with the product and critique that the product easily scratch.

As **Schiffman & Kanuk (2009:23)** said, “*Consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs*”. The definition above means that all the process of searching, purchasing, using, and evaluating the goods is expected to satisfy the consumer itself. The consumer behavior of non-stick pan users in Surabaya describes how they take effort to satisfy and consume, as well

as evaluate the non-stick pan product that exists in the market. From understanding who the consumer is, what they need, the reason they buy, when they use the product, where they prefer to buy the product, as well as how they get information and how they evaluate after purchase. With that being said, marketers can understand what consumer wants and needs so that they can apply specific marketing strategies to response those needs.

## **CONCLUSION AND RECCOMENDATION**

Consumer behavior is a behavior that consumer manifest when searching, buying, using, as well as evaluation a product or service to satisfy his needs. Consumer behavior can be described by understanding who is the consumer, what they buy, why they buy the product, when they use the product, where they buy the product, how they know the product, and how they evaluate the product. According to research result analysis, there are several summary that describe consumer behavior of non-stick pan users in Surabaya, such as:

- a) The respondents are 120 female and 20 male, the biggest age range is 20-30 years old, and the occupation is employees.
- b) According to what they buy, majority of respondents prefer high quality product, with pan size 20 cm, Maxim brand, and price range within 100.000-200.000 IDR except for respondents who are business owners have higher budget price of 200.000-300.000 IDR.
- c) Most of respondents in the range 20-30, 31-40, and 41-50 years old purchase non-stick pan product because of the non-stick feature. In the other hand, respondents above 50 years old purchase the product because they can use less oil (considered healthier).
- d) Majority of respondents use the product occasionally (2-3 days a week) except respondents in the age range 31-40 majority use the product almost every time when cooking (6-7 days a week).
- e) Respondents which are non-stick pan users in Surabaya majority prefer to buy non-stick pan product in house ware / cooking ware store or supermarket.

- f) Majority of the respondents know the non-stick pan products from their families except majority of housewives know the products from TV advertisements.
- g) Most of the respondents satisfy with the non-stick pan products, however they critique that the product easily scratch.

In a manner corresponding to the research conclusion above, indeed there are several recommendations that may useful for producer or seller of non-stick pan product, such as:

- a) Consumer of non-stick pan in Surabaya are demanding high quality product that not easily scratch. Producer and seller of non-stick pan product should give more accentuation in regard of promoting their quality and keep innovatee the product in order to compete with the market leader.
- b) Even though the market is dominated by Maxim brand, there are still room to grow from other brand since the consumer's priority is not towards brand but more to quality and price. Brand awareness is necessary, yet not neglected the quality.
- c) Many consumers still use the product as supplementary product since they only use it occasionally. In response to that, marketers need to advertize and emphasize the product to be used as daily routine thus trigger the sense of belonging to the product and eventually the consumer will repurchase and spread the word about it.
- d) According to research result, the majority of consumers are people in age range 20-30 and majority employee thus marketers need to give sense of youthfulness, simplicity, as well as excitement to the product or the advertisement. Furthermore, TV advertisement is effective to give much information but with high cost and internet may be a good alternative that is more affordable.
- e) Last but not least, improving distribution channel especially in house ware / cooking ware store as well as supermarket is key to the market share since majority of consumer prefer to buy in those stores.

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