

The Study On Optimizing Market Opportunities For The Launch Of A New Gas Stove With Reference To Viruksa Manufacturing Solution Pvt Ltd

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I. INTRODUCTION

Viruksa Manufacturing Solution Pvt. Ltd., a leader in home appliances, is set to launch a new gas stove. This study focuses on analyzing market potential, customer behavior, and optimal marketing strategies to ensure a successful entry. The research aims to provide actionable insights to shape Viruksa's strategy.

Key objectives include analyzing market trends, growth potential, and target customer segments; assessing competitors and market share; crafting a tailored marketing strategy and positioning statement; and forecasting sales and market share using predictive models. The methodology integrates secondary research (industry reports, market studies, academic papers) and primary research (surveys, focus groups, customer interviews). Data analysis will use statistical tools and visualization, while market modeling will predict sales and market share.

Expected outcomes are a comprehensive market analysis report, a tailored marketing strategy, and data-driven recommendations on pricing, distribution, and promotion. A predictive model will estimate market share and sales. These insights will enable Viruksa to deeply understand the market and customer needs, make informed decisions, and maximize market share. The study also aims to anticipate challenges and opportunities, ensuring effective strategies for business growth and success.

INDUSTRY PROFILE

The home appliances industry is a competitive sector covering cooking, refrigeration, laundry, and cleaning appliances. Constant innovation drives the market, as manufacturers develop features, technologies, and designs to meet changing consumer preferences. Key influences include consumer spending habits, urbanization, and environmental sustainability. Major players such as Whirlpool, Electrolux, and Bosch compete with newer entrants and local

manufacturers. The industry is experiencing growth, fueled by demand for convenient, energy-efficient, and smart home-integrated appliances. Consumers prioritize ease of use, energy savings, and advanced connectivity.

Companies like Viruksa are well-positioned to leverage these trends and expand market share. By emphasizing innovation, product quality, and customer satisfaction, Viruksa can set itself apart from competitors and solidify its market presence. Their expertise in gas stoves provides an opportunity to diversify the product portfolio and penetrate new markets.

The home appliances industry offers substantial growth and innovation prospects. Companies like Viruksa, by focusing on consumer needs, investing in research and development, and executing strategic marketing initiatives, can thrive in this dynamic landscape. They can tackle challenges and seize opportunities by staying responsive to market demands and delivering superior value to customers.

COMPANY PROFILE

Viruksa Manufacturing Solutions pvt ltd, they take pride in being a leading provider of innovative manufacturing solutions, with a strong focus on quality, efficiency, and customer satisfaction, they strive to exceed expectations in every project they undertake. Their team of dedicated professionals brings a wealth of experience and expertise in the manufacturing industry. They are committed to delivering exceptional results by leveraging the latest technologies, streamlined processes, and a customer-centric approach. As a trusted partner for a wide range of industries, they specialize in offering end-to-end manufacturing solutions tailored to meet unique requirements. From concept development and design to prototyping, production, and quality control, they offer a comprehensive suite of services to bring visions to life. At Viruksa, they value transparency, integrity, and open communication. They believe in building long-term relationships with clients based on trust and mutual respect. Their team works closely with clients to understand

specific needs and goals, providing personalized support throughout the manufacturing process. Whether clients are small start-ups or established industry leaders, they are there to help bring ideas to fruition. Partnering with innovation, and dedication can make in transforming manufacturing dreams into reality.

FUNCTIONAL AREA OF THE COMPANY.

FINANCE - Manages accounting, budgeting, and financial analysis to ensure stability and growth. Oversees financial planning, risk management, and compliance.

OPERATIONS - Oversees production, logistics, and supply chain management to ensure efficiency and productivity. Focuses on quality control, process improvement, and customer satisfaction.

DIGITALMARKETING-

Develops and implements online marketing strategies to enhance brand presence and drive engagement. Leverages social media, analytics, and creativity to reach target audiences.

INNOVATION AND TECHNOLOGY- Drives growth through research and development, digital transformation, and emerging technologies. Fosters innovation, improves processes, and develops new products and services.

SUPPLY CHAIN MANAGEMENT - Streamlines procurement, inventory, and distribution to ensure optimal efficiency and productivity. Manages logistics, risk management, and global

Philip Kotler and Kevin Lane Keller (2016), in their seminal work *Marketing Management* emphasize the importance of market analysis in identifying opportunities and threats. They argue that effective market segmentation enables companies to target specific consumer groups more accurately, thereby tailoring marketing efforts to meet diverse needs. This approach is essential for Viruksa Manufacturing Solution Pvt Ltd to identify target demographics for their new gas stove and to design products that align with market demands.

Kotler and Gary Armstrong's *Principles of Marketing* (2018) outline the importance of identifying target markets, positioning the product effectively, and executing a comprehensive promotional plan. Their work suggests that a successful launch involves a mix of advertising, public relations, and sales promotions to generate initial interest and drive sales. For Viruksa Manufacturing Solution Pvt Ltd, implementing these strategies will be crucial for the successful introduction of their new gas stove.

Quelch and Kenny's *Extend Profits, Not Product Lines* (1994), discusses the importance of choosing appropriate distribution channels to optimize market reach. They suggest that selecting the right mix of direct and indirect distribution methods can impact product success. For Viruksa Manufacturing Solution Pvt Ltd, evaluating the most effective distribution channels—whether through online platforms, retail partnerships, or direct sales—will be essential for maximizing market access.

Solomon in *Consumer Behaviour: Buying, Having, and Being* (2019), further explore how both rational and emotional factors drive consumer decisions. They argue that understanding these factors can help in crafting effective marketing strategies that resonate with consumers. For Viruksa, insights into consumer motivations and preferences will guide the development of marketing campaigns that effectively communicate the benefits of their new gas stove.

STATEMENT OF PROBLEM

Viruksa manufacturing solution private ltd, a new player in the home appliances industry, faces a range of challenges as it launches its new gas stove product. The company struggles to accurately assess the market size and growth potential, making it difficult to develop effective marketing strategies that resonate with target customers. Moreover, Viruksa must design and deliver a high-quality gas stove product that meets customer needs and preferences, while also establishing efficient sales and distribution channels to reach customers. Financial management is another concern, as the company must balance its resources to support business growth and investment in research and development. Additionally, Viruksa must navigate the competitive landscape and leverage technology to enhance operations and competitiveness. Finally, the company must maintain a skilled workforce to drive business success. By addressing these challenges, Viruksa can establish a strong foothold in the market and achieve its business objectives.

OBJECTIVE OF THE STUDY

Primary Objective-

To analyze the market potential and identify optimal strategies for Viruksa manufacturing solution pvt ltd. new gas stove market entry using data analytics.

Secondary Objectives-

- To segment and profile the target audience for Viruksa's new gas stove using data analytics tools and techniques.

- To identify key factors influencing customer purchasing decisions and preferences for gas stoves.
- To find out there relationship between market strategies and product features

SCOPE OF THE STUDY

This study will focus on conducting a comprehensive market analysis and understanding consumer behavior related to the launch of Viruksa's new gas stove product. The research will delve into the target market segment, market size, growth potential, and trends in the home appliances industry, providing valuable insights into the competitive landscape and market positioning of Viruksa's product. Additionally, the study will examine consumer preferences, needs, and purchasing decisions related to gas stoves, enabling Viruksa to tailor its marketing strategies and product development to meet customer demands. The research will also assess Viruksa's internal capabilities, including its marketing strategies, sales and distribution channels, financial resources, and human resources, identifying areas for improvement and opportunities for growth. By leveraging these findings, Viruksa can refine its market entry strategy, optimize product development, and enhance overall business performance.

LIMITATIONS OF THE STUDY

- **Data Availability and Quality** - The accuracy and completeness of the analysis rely heavily on the quality and availability of data. Missing, outdated, or unreliable data can affect the validity of findings.
- **Geographical Constraints** - The study may focus on a limited geographical area or market, potentially excluding regions with distinct consumer behaviour patterns that could influence the overall strategy.
- **Dynamic Market Conditions** - The gas stove market is influenced by rapidly changing external factors, such as fluctuating raw material costs, government regulations, and economic conditions, which may not be fully predictable or incorporated into the study.
- **Customer Insights** - Customer preferences and perceptions may evolve over time, which could lead to mismatches between the study's findings and future market dynamics.
- **Sample Representativeness** - If data collection is based on surveys or customer interviews, the selected sample may not fully represent the diversity of the target market, introducing bias into the results.

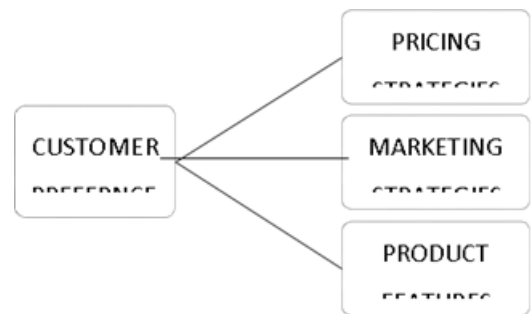
II. RESEARCH METHODOLOGIES

The research methodology for studying this project includes the selection of a suitable research design, sampling technique, data collection method, and data analysis tool.

RESEARCH DESIGN

This study uses a quantitative method to collect and analyze data. The research will begin with a comprehensive review of secondary sources, including industry reports, market studies, and academic papers, to gather information on the home appliances industry and consumer behavior. Primary research will then be conducted through online and offline surveys, focus groups, and in-depth interviews with industry experts and consumers. Quantitative data will be analyzed using statistical software to identify trends and patterns.

RESEARCH MODEL AND HYPOTHESIS



HYPOTHESIS–

Null hypothesis (H₀) - There is no significant relationship between pricing strategies and product features

Alternate hypothesis (H₁) - There is a significant relationship between pricing strategies and product features.

SAMPLEING METHOD

Online surveys will be used to collect data from the sample of consumers and interviews will be used to collect data from consumers who prefer to respond in person.

SAMPLE SIZE

A sample size of 120 consumers has been selected for the study.

TOOLS FOR DATA COLLECTION

To collect data, researchers use various tools such as surveys, which can be online or paper-based questionnaires, and interviews, which can be structured or semi-structured conversations. Observations involve systematically recording behaviors and interactions.

STATISTICAL TOOL

This study used a range of statistical tools to analyze the data. Inferential statistics such as correlation analysis will be used to examine the relationships between variables. Hypothesis testing (t-test, ANOVA, non-parametric tests) will be used to identify significant differences in 2 variables. Data visualization techniques such as bar charts, histograms, scatter plots, and box plots will be used to illustrate the findings. Statistical software such as SPSS and Excel will be used to analyze the data. Additionally, specific statistical tests such as correlation analysis, one way ANOVA, and Chi-Square test will be used to examine the relationships between two variables. And performed regression to find out the influence between pricing strategies, market strategies and product features with respect to customer preference.

III. DEMOGRAPHIC INFORMATION

TABLE NO.3.2.1-

The Table Showing the importance of advertising in respondents decision to purchase a gas stove.

	FREQUENCY	PERCENTAGE
Very important	28	27
Important	39	38
Somewhat important	21	20
Not very important	10	10
Not at all important	5	5
TOTAL	103	100

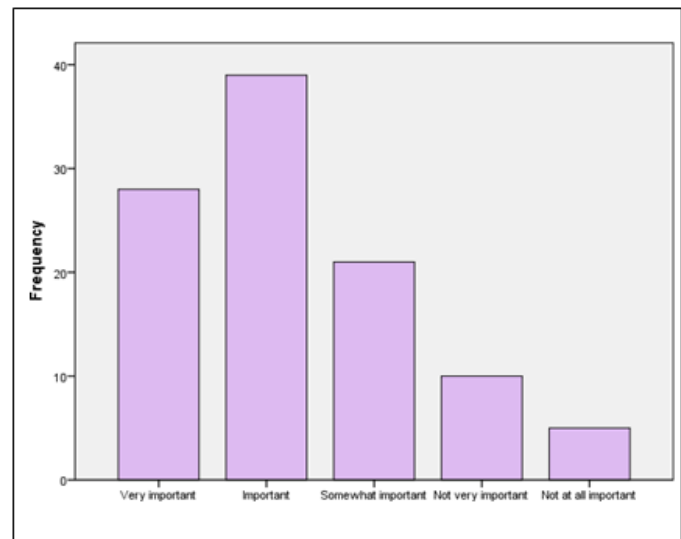


CHART NO.3.2.1-

The Chart Showing the importance of advertising in respondents decision to purchase a gas stove.

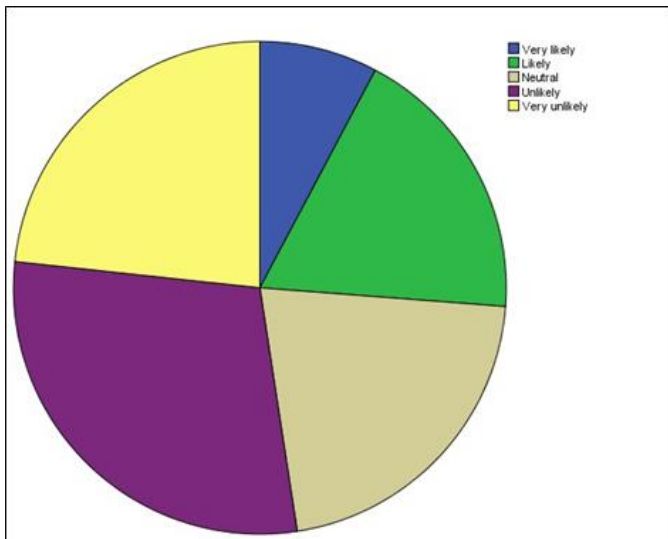
INTERPRETATION-

The majority of respondents consider advertising important, with 38% rating it as "Important" and 27% stating it is "Very important." A smaller proportion, 20%, view advertising as "Somewhat important," while 10% and 5% consider it "Not very important" and "Not at all important," respectively. This suggests that advertising plays a significant role in influencing purchasing decisions for most respondents.

TABLE NO.3.2.2-

The Table Showing how likely are the respondents to purchase a gas stove based on social media influencer recommendations.

	FREQUENCY	PERCENTAGE
Very likely	8	8
Likely	19	18
Neutral	22	21
Unlikely	30	29
Very unlikely	24	24
TOTAL	103	100

**CHARTNO.3.2.2-**

The Chart Showing how likely are the respondents to purchase a gas stove based on social media influencer recommendations.

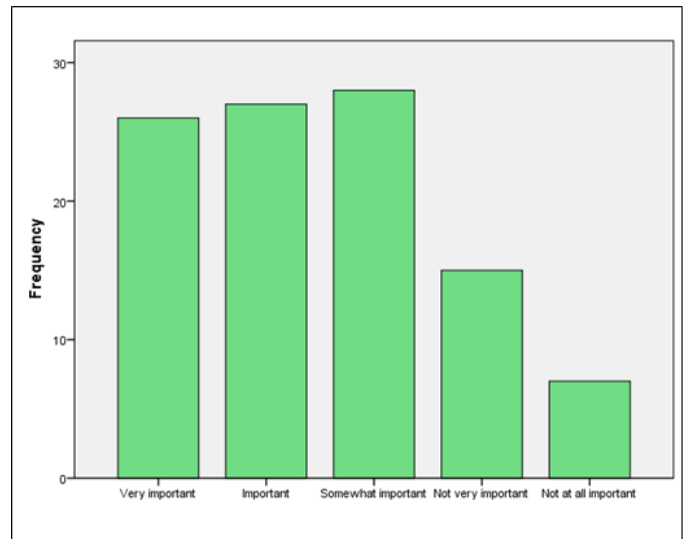
INTERPRETATION-

The majority of respondents (29%) are "Unlikely" to make a purchase based on such recommendations, while 24% are "Very unlikely." A smaller portion, 21%, feel "Neutral" about it. Only 18% of respondents are "Likely," and 8% are "Very likely" to make a purchase influenced by social media recommendations. This suggests that social media influencers have a relatively low impact on the purchasing decisions of most respondents.

TABLENO.3.2.3-

The Table Showing how important are promotions (e.g., discounts, freebies) in respondents decision to purchase a gas stove.

	FREQUENCY	PERCENTAGE
Very important	26	25
Important	27	26
Somewhat important	28	27
Not very important	15	15
Not at all important	7	7
TOTAL	103	100

**CHARTNO.3.2.3-**

The Chart Showing how important are promotions (e.g., discounts, freebies) in respondents decision to purchase a gas stove.

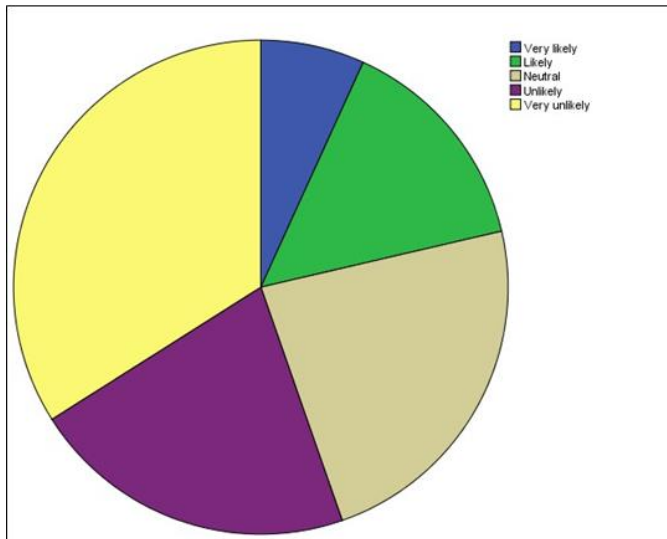
INTERPRETATION-

A significant portion of respondents (27%) consider promotions "Somewhat important," while 26% view them as "Important" and 25% as "Very important." Fewer respondents, 15%, find promotions "Not very important," and 7% consider them "Not at all important." This indicates that promotions play a crucial role in influencing the purchasing decisions of most respondents.

TABLENO.3.2.4-

The Table Showing how likely are the respondents to purchase a gas stove based on online reviews.

	FREQUENCY	PERCENTAGE
Very likely	7	7
Likely	15	15
Neutral	24	23
Unlikely	22	21
Very unlikely	35	34
TOTAL	103	100

**CHARTNO.3.2.4-**

TheChartShowinghowlikelyaretherespondentstopurchasea gas stove based on online reviews.

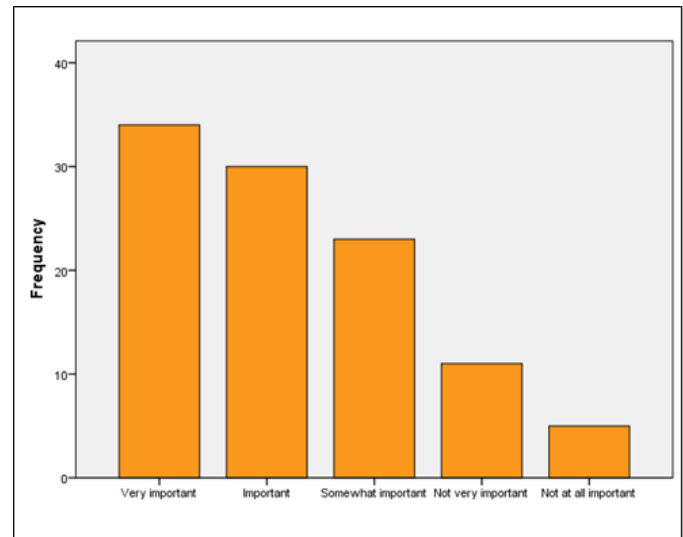
INTERPRETATION-

A large proportion, 34%, are "Very unlikely" to be influenced by online reviews, while 21% are "Unlikely." A smaller group, 23%, feel "Neutral" about the influence of online reviews. Only 15% of respondents are "Likely" and 7% are "Very likely" to make a purchase based on online reviews. This suggests that online reviews have a relatively low impact on the purchasing decisions of most respondents.

TABLENO.3.2.5-

TheTableShowinghowimportantisthecompany'swebsitein the respondents decision to purchase a gas stove.

	FREQUENCY	PERCENTAGE
Veryimportant	34	33
Important	30	29
Somewhat important	23	22
Notveryimportant	11	11
Notat all important	5	5
TOTAL	103	100

**CHARTNO. 3.2.5-TheChart**

Showinghowimportantisthecompany'swebsitein the respondents decision to purchase a gas stove.

INTERPRETATION-

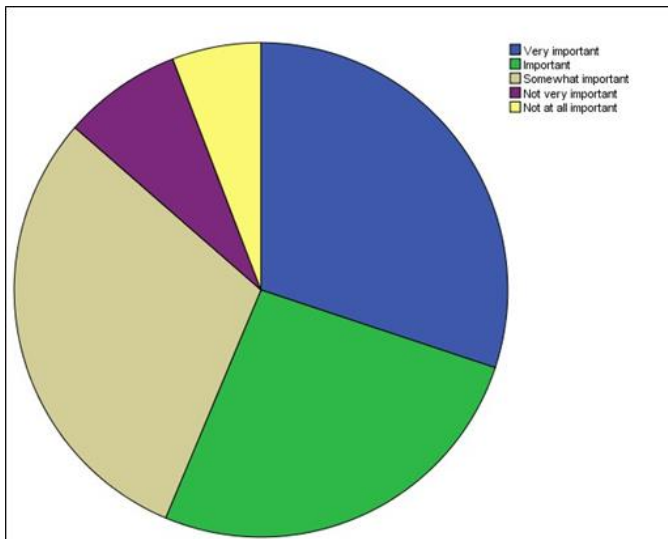
A significant portion of respondents, 33%, consider the company's website "Very important," and 29% view it as "Important." Additionally, 22% find the website "Somewhat important." A smaller percentage, 11%, consider it "Not very important," and only 5% say it is "Not at all important." This suggests that the company's website plays a crucial role in influencing the purchasing decisions of most respondents.

PRODUCTFEATURES

TABLENO.3.3.1-

TheTableShowinghowimportantisthedesign ofthegasstovein the respondents decision to purchase.

	FREQUENCY	PERCENTAGE
Veryimportant	31	30
Important	27	26
Somewhat important	31	30
Notveryimportant	8	8
Notat all important	6	6
TOTAL	103	100



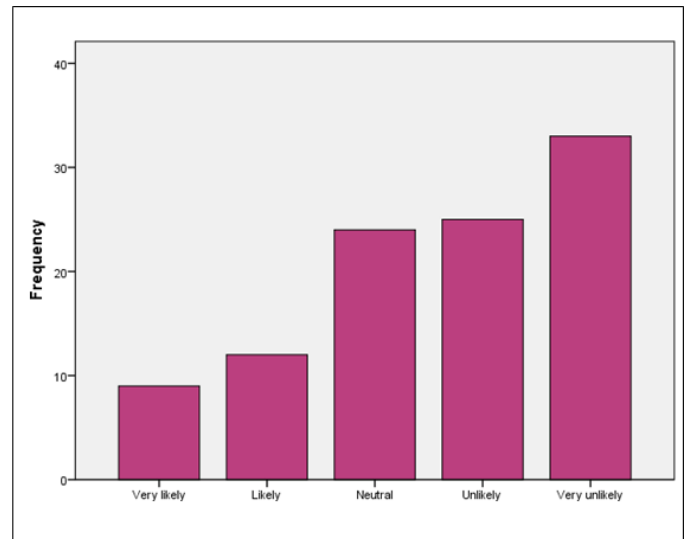
CHARTNO. 3.3.1-TheChart Showinghowimportant isthedesign ofthegasstovein the respondents decision to purchase.

INTERPRETATION-

The majority of respondents consider the design important, with 30% stating it is "Very important" and another 30% rating it as "Somewhat important." A further 26% view it as "Important." A smaller proportion, 8%, find it "Not very important," and 6% say it is "Not at all important." This suggests that the design of the gas stove plays a significant role in the purchasing decision for most respondents.

TABLENO. 3.3.2-TheTableShowing howlikelyaretherespondentstopurchaseagas stove with advanced safety features.

	FREQUENCY	PERCENTAGE
Verylikely	9	9
Likely	12	12
Neutral	24	23
Unlikely	25	24
Veryunlikely	33	32
TOTAL	103	100



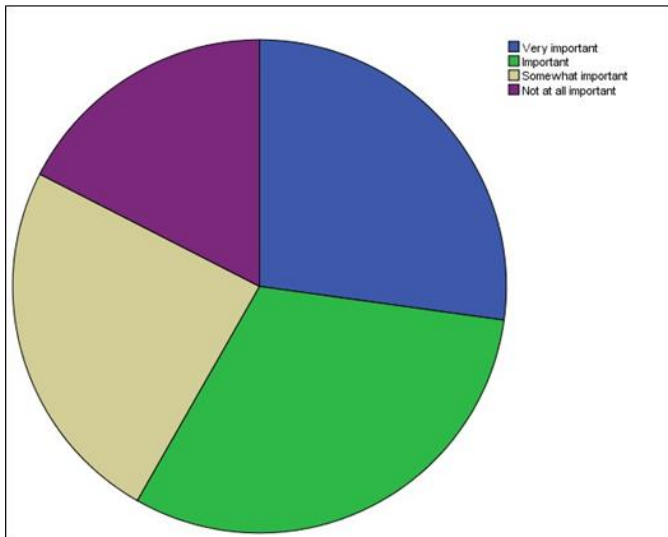
CHARTNO.3.3.2-TheChartShowinghowlikelyaretherespondentstopurchasea gas stove with advanced safety features.

INTERPRETATION-

The majority of respondents (32%) are "Very unlikely" to purchase a gas stove with advanced safety features, while 24% are "Unlikely." A smaller group, 23%, are "Neutral" about it. Only 12% are "Likely," and 9% are "Very likely" to purchase a gas stove based on its advanced safety features. This suggests that while safety features are considered, they have a relatively low impact on the purchasing decisions of most respondents.

TABLENO.3.3.3-TheTableShowinghowimportantistheenergyefficiencyofthe gas stove in the respondents decision to purchase.

	FREQUENCY	PERCENTAGE
Veryimportant	28	27
Important	32	31
Somewhat important	25	24
Notat all important	18	18
TOTAL	103	100

**CHARTNO.3.3.3-**

The Chart Showing how important is the energy efficiency of the gas stove in the respondents decision to purchase.

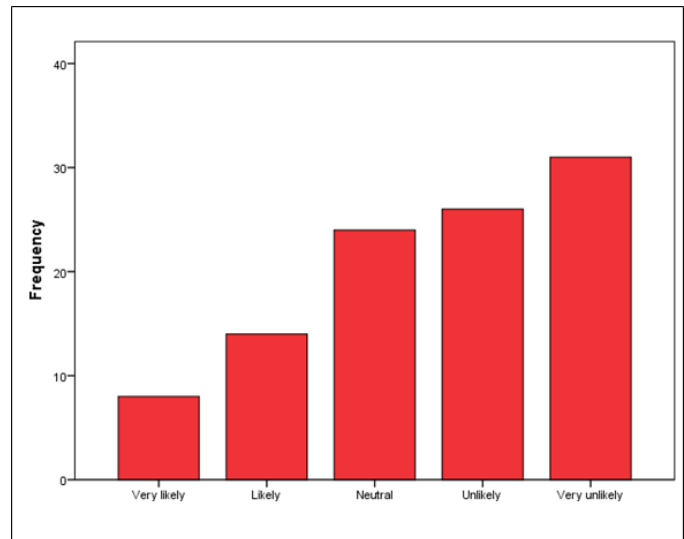
INTERPRETATION-

The majority of respondents consider energy efficiency significant, with 31% rating it as "Important" and 27% saying it is "Very important." A smaller group, 24%, view it as "Somewhat important." However, 18% of respondents consider it "Not at all important." This indicates that energy efficiency plays an important role for most respondents, but it is less critical for a portion of the respondents.

TABLENO.3.3.4-

The Table Showing how likely are the respondents to purchase a gas stove with smart technology integration.

	FREQUENCY	PERCENTAGE
Very likely	8	8
Likely	14	14
Neutral	24	23
Unlikely	26	25
Very unlikely	31	30
TOTAL	103	100

**CHARTNO.3.3.4-**

The Chart Showing how likely are the respondents to purchase a gas stove with smart technology integration.

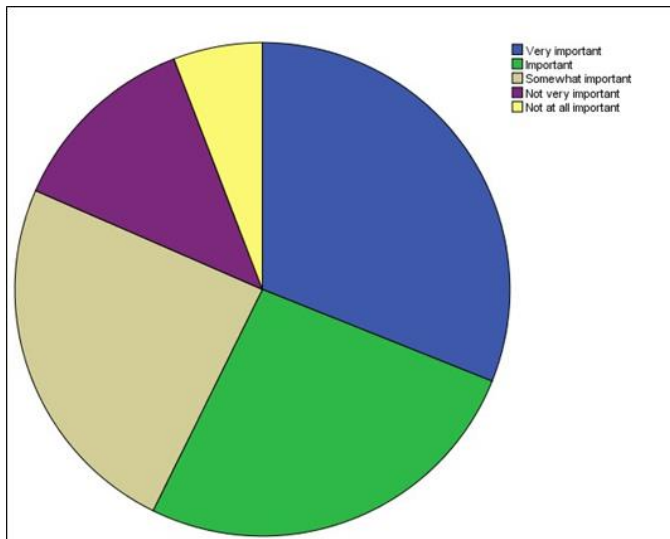
INTERPRETATION-

A large proportion of respondents (30%) are "Very unlikely" to purchase a gas stove with smart technology, while 25% are "Unlikely." A smaller group, 23%, are "Neutral" about it. Only 14% are "Likely," and 8% are "Very likely" to purchase a gas stove with smart technology. This suggests that smart technology has a relatively low influence on the purchasing decisions of most respondents.

TABLENO.3.3.5-

The Table Showing how important is the durability of the gas stove in the respondents decision to purchase.

	FREQUENCY	PERCENTAGE
Very important	32	31
Important	27	26
Somewhat important	25	24
Not very important	13	13
Not at all important	6	6
TOTAL	103	100

**CHARTNO. 3.3.5-TheChart**

Showinghowimportantisthedurabilityofthegasstove in the respondents decision to purchase.

INTERPRETATION-

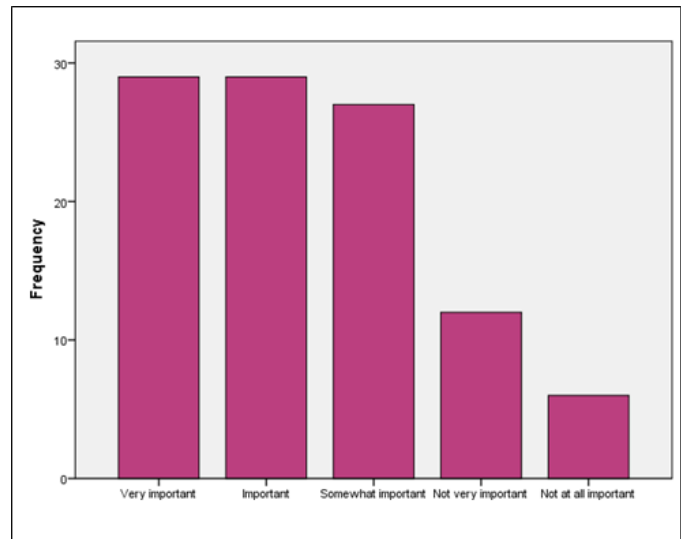
Asignificantportionofrespondents,31%,considerdurability"Veryimportant,"and26%view it as"Important."Another 24%think it is"Somewhat important."A smaller percentage, 13%,finddurability"Notveryimportant,"and6%sayitis"Notatallimportant."Thisindicates that durability is a key factor for most respondents when deciding to purchase a gas stove.

PRICINGSTRATEGIES

TABLENO.3.4.1-

TheTableShowinghowimportantisthepriceofthegasstovein respondents decision to purchase.

	FREQUENCY	PERCENTAGE
Veryimportant	29	28
Important	29	28
Somewhat important	27	26
Notveryimportant	12	12
Notat all important	6	6
TOTAL	103	100



CHARTNO. 3.4.1-TheChart Showinghowimportant isthepriceofthegasstovein respondents decision to purchase.

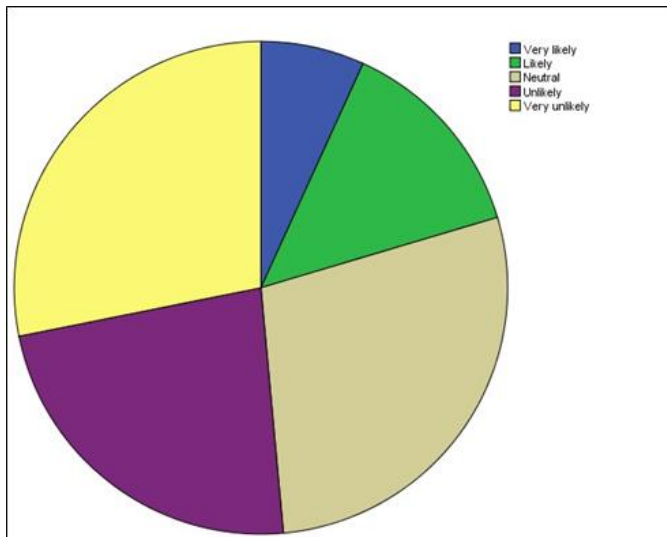
INTERPRETATION-

A significant portion of respondents, 28%, consider the price "Very important" and another 28% view it as "Important."A further 26% think the price is "Somewhat important." Smaller percentages, 12% and 6%, find the price "Not very important" and "Not at all important," respectively. This indicates that price plays a major role in the purchasing decisions of most respondents.

TABLENO.3.4.2-

TheTableShowinghowlikelyaretherespondentstopurchasea gas stove with a premium price (higher than average market price).

	FREQUENCY	PERCENTAGE
Verylikely	7	7
Likely	14	14
Neutral	29	28
Unlikely	24	23
Veryunlikely	29	28
TOTAL	103	100

**CHARTNO.3.4.2-**

The Chart Showing how likely are the respondents to purchase a gas stove with a premium price (higher than average market price).

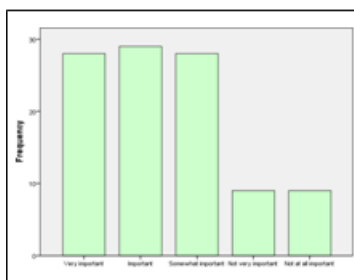
INTERPRETATION-

A majority of respondents, 28%, are "Neutral" about purchasing a gas stove at a premium price, while 28% are "Very unlikely" and 23% are "Unlikely" to make such a purchase. A smaller proportion, 14%, are "Likely" and only 7% are "Very likely" to purchase a gas stove with a premium price. This suggests that most respondents are hesitant or indifferent to paying a premium for a gas stove.

TABLENO.3.4.3-

The Table Showing how important are discounts and offers in the respondents decision to purchase a gas stove.

	FREQUENCY	PERCENTAGE
Very important	28	27
Important	29	28
Somewhat important	28	27
Not very important	9	9
Not at all important	9	9
TOTAL	103	100

**CHARTNO.3.4.3-**

The Chart Showing how important are discounts and offers in the respondents decision to purchase a gas stove.

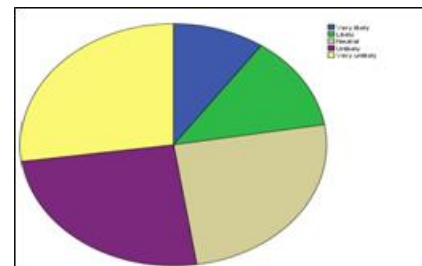
INTERPRETATION-

A large portion of respondents, 28%, consider discounts and offers "Very important" and 27% view them as "Important." Another 27% think they are "Somewhat important." A smaller percentage, 9%, find them "Not very important" and an equal 9% say they are "Not at all important." This indicates that discounts and offers play a significant role in the purchasing decisions of most respondents.

TABLENO.3.4.4-

The Table Showing how likely are the respondents to purchase a gas stove with a bundle deal (e.g., with cookware or installation).

	FREQUENCY	PERCENTAGE
Very likely	10	10
Likely	13	13
Neutral	26	25
Unlikely	26	25
Very unlikely	28	27
TOTAL	103	100

**CHARTNO.3.4.4-**

The Chart Showing how likely are the respondents to purchase a gas stove with a bundle deal (e.g., with cookware or installation).

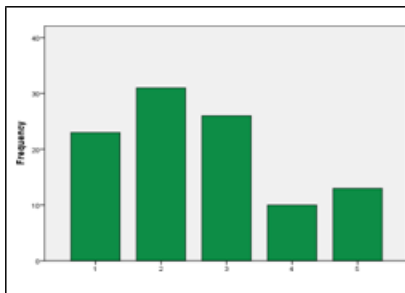
INTERPRETATION-

A significant portion of respondents, 27%, are "Very unlikely" to purchase such a bundle, while 25% are "Unlikely." Another 25% are "Neutral" about the bundle deal. Smaller groups, 13% and 10%, are "Likely" and "Very likely" to purchase the bundle, respectively. This suggests that bundle deals have a relatively low impact on the purchasing decisions of most respondents.

TABLENO.3.4.5-

TheTableShowinghowimportantisthefinancingoption(e.g., EMI, loan) in the respondents decision to purchase a gas stove.

	FREQUENCY	PERCENTAGE
Veryimportant	23	22
Important	31	30
Somewhat important	26	25
Notveryimportant	10	10
Notat all important	13	13
TOTAL	103	100



CHARTNO. 3.4.5-TheChart

Showinghowimportantisthefinancingoption(e.g., EMI, loan) in the respondents decision to purchase a gas stove.

INTERPRETATION–

Asignificantportionofrespondents,30%, considerfinancing"Important,"and22%viewitas "Very important."Another 25% think it is "Somewhat important." Smaller percentages, 13% and 10%, find it "Not at all important" and "Not veryimportant,"respectively. This indicates thatfinancingoptionsplayanimportantroleinthepurchasingdecisionsofmanyrespondents, but are less significant for a portion of them.

ONE WAY ANOVA

HYPOTHESIS:

NullHypothesis (H0): There is no difference among different ages with respect to factors of pricing strategies.

Alternate Hypothesis (H1): There is difference among different ages with respect to factors of pricing strategies.

ANOVA

PS

	Sum of Squares	df	Mean Square	F	Sig.
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Between Groups	29.392	4	7.348	1.630	.173
Within Groups	441.811	98	4.508		
Total	471.204	102			

INTERPRETATION–

TheresultsoftheANOVAtest indicatethat the p-value (Sig.) forthe analysis is0.173, which is greater than the standard significance level of 0.05. This suggests that there is insufficient evidence to reject the null hypothesis (H0). In other words, the data do not support the claim that there is a significant difference among different age groups with respect to the factors of pricing strategies. The F-value of 1.630 indicates that the variance between groups is not substantially higher than the variance within groups, further reinforcing that age does not significantly influence perceptions of pricing strategies in this context.

CORRELATION

HYPOTHESIS:

NullHypothesis(H0):Thereisnorelationshipbetweenthefactors marketstrategiesand product features

Alternate Hypothesis (H1): There is a relationship between the factors of market strategies and product features

Correlations

	MS	PF
PearsonCorrelation	1	.371**
MS Sig.(2-tailed)		.000
N	103	103
PearsonCorrelation	.371**	1
PF Sig.(2-tailed)	.000	
N	103	103

**. Correlationissignificantatthe0.01level(2-tailed).

INTERPRETATION–

The correlation analysis results indicate a positive and statistically significant relationship between market strategies (MS) and product features (PF), as shown by the Pearson correlation coefficient of 0.371 and a p-value (Sig.) of 0.000. The p-value is less than the standard significance level of 0.01, leading to the rejection of the null hypothesis (H_0). This finding implies that there is a moderate positive correlation between market strategies and product features, suggesting that as one factor improves or becomes more aligned with customer preferences, the other tends to align similarly. Businesses should consider the interplay between these factors when formulating strategies, as enhancements in one area could positively influence the effectiveness of the other.

IV. SUMMARY OF FINDINGS

- The majority of respondents (78%) are aged between 23 and 37, with the largest group (32%) in the 28-32 range. Only 6% are above 38, reflecting a predominantly younger demographic.
- The majority of respondents (53%) are from urban areas, followed by 35% from semiurban areas, with only 12% from rural areas. This highlights stronger representation from urban and semiurban locations.
- The majority of respondents (75%) earn between 10,001 and 30,000, with the highest proportion (28%) earning between 20,001 and 30,000. Only 6% earn above 40,001, indicating a predominance of lower to middle income brackets.
- The respondents are almost evenly split, with 52% unemployed and 48% employed, showing a slight majority of unemployed individuals.
- The majority of respondents (65%) view advertising as important or very important, indicating that advertising significantly influences purchasing decisions for most individuals.

V. SUGGESTIONS AND RECOMMENDATIONS

- Focus on enhancing the design of products, as a significant portion of respondents consider it an important factor in purchasing decisions.
- Invest in improving the company's website, as it plays a crucial role for most respondents.
- Emphasize energy efficiency in marketing, as it is important to a majority of respondents, though not critical for all.
- Consider providing promotions, as they are seen as important by most respondents, encouraging purchasing decisions.

- Develop clear and engaging advertisements that resonate with the majority of respondents who view advertising as important.
- Offer financing options prominently, as they play a significant role for many respondents, improving purchase feasibility.

VI. CONCLUSION

In conclusion, the survey results reveal that various factors significantly influence respondents' decisions to purchase a gas stove. Price and promotions, particularly discounts and offers, are key considerations for most respondents. Additionally, the design, durability, and energy efficiency of the gas stove also play an important role in their purchasing decisions. While the influence of social media, online reviews, and smart technology integration is relatively low, factors like financing options and bundle deals still have some impact, though not as strong. The findings suggest that consumers are price-sensitive and value practical features such as durability, energy efficiency, and the potential for discounts, while the importance of advanced features and premium pricing is less pronounced.

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and preferences, which is critical for launching a new product in a competitive market.