

CONSUMER'S ATTITUDE TOWARD A LARGE-SIZED SIDE-BY-SIDE TYPE REFRIGERATOR. Lee K. W.*, Park S. I., Chang J. O., Lee Y. M. Department of Food and Nutrition, Kyungwon University, Sungnam, Kyungki-Do, 461-701, Korea.

The purpose of the study was to investigate the consumer's opinion and attitude for developing a large-sized Korean style refrigerator. The study was conducted in three parts. The first part was the general survey for the use of refrigerator. The second part was to investigate the attitudes toward drinking water supplied through the dispenser and ice maker of the refrigerator. In the third part, consumers' general concepts for the foreign refrigerator, buying tendency, and degree of satisfaction were investigated. The survey was carried out by trained interviewers who visited 250 home consumers and special developing point was confirmed by telephone survey from August to October, 1996. Subjects consisted mainly of housewives living in and around Seoul area, who were using either foreign refrigerators or home-made ones and were interested in buying bigger capacity, side-by-side type refrigerators. The results were as follows: 60.2% of the subjects felt uncomfortable about the use of the tap water filtered through the water purification system attached to the refrigerator for the function of ice maker and dispenser. 39.2% of the subjects wanted to install their own water purification system for the purpose. And 51.6% of the subjects rather wanted to buy refrigerator without water supplying facilities. Also, 61.1% of the subjects considered the use of the home drinking water which was put into the container in the refrigerator for the water supply of ice maker and dispenser. Consumers showed positive attitude toward foreign refrigerator on such basic properties as firmness, durability, additional facilities, design and interior compartmentization. But they showed negative attitudes on price, influence on domestic industry and after service(A/S). There were significant differences in their attitudes between the groups: those who owned foreign refrigerators estimated their positive properties higher, and those who owned home-made ones agreed more on their negative attitudes. 82.4% of the subjects preferred foreign made refrigerators to home-made ones in most aspects, especially in their durability, function and design. But in contrast to their higher preference rate, 64.1% of the subjects wanted to buy foreign refrigerator in future, which showed some differences between their preconceptions and actual buying behaviors.