

Modern Kitchen Tools: A Boon for Homemakers

Shobha, H. Kaur and M. Sidhu

*Department of Family Resource Management, College of Home Science,
Ludhiana, Punjab, India
E-mail: muninderkaur@pau.edu*

KEYWORDS Branded. Unbranded. Homemakers. Kitchen Tools. Trends. Standardized

ABSTRACT With the urbanization and industrialization, Indian woman is engaged in both household and professional activities. She has to perform dual roles, at work and home for which lot of physical and mental efforts are required. Sometimes due to over burden she may have frustration also which leads to dissatisfaction and unpleasantness at home. This kind of pressure due to dual roles can be reduced by engaging paid help or using labour saving tools in kitchen as maximum time of housewife is consumed in a kitchen. A housewife has to face lot of changes with design, price and metals of these tools. But by using these tools, a housewife can save her time and energy which she can use for other useful activities. Considering the importance of kitchen tools in the life of homemakers, a study was planned to know the changing scenario of these tools in the market. Two markets of Ludhiana city were purposively selected for the survey which, were having maximum number of crockery shops selling kitchen tools. Five shops each from these markets were selected randomly thus making a selection of 10 shops for the study. A pre-structured interview schedule was prepared to get the information from shop-owners regarding the availability of branded and non-branded kitchen tools and frequency of sale of modern kitchen tools. Study revealed that homemakers were keen to purchase these kitchen tools to reduce their time and energy. Moreover, shop-owners also had a good sale of kitchen tools and interested to possess more of these new and latest kitchen tools.