

Research design of the consumer vote for the Kitchen Innovation Award for the evaluation of the product concepts

Method:	Online survey (December 2024)
Sample size:	N = 1.500
Country:	Germany
Quotation:	Interest in innovations in the kitchen and kitchen equipment sector (Co-)decision-makers when purchasing kitchen equipment Exclusion of pure buyers of no-name products in the kitchen equipment sector Gender: 50% female - 50% male Age: 33% 1965-1979 Generation X 33% 1980-1993 Generation Y 33% 1994-2007 Generation Z

Results for: NUC Electronics Co., Ltd.
KUVINGS HANDS-FREE SLOW JUICER AUTO10 PLUS

Q20 - Innovation	TOTAL	Generations			Gender		Living environment		
		GenZ	GenY	GenX	Male	Female	urban	suburban	rural
		%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅
How new or innovative is this product for you?									
1 = Not innovative at all	7%	5%	9%	7%	7%	7%	6%	11%	6%
2	15%	12%	17%	15%	12%	18%	14%	14%	18%
3	37%	34%	37%	41%	43%	31%	34%	37%	44%
4	25%	30%	19%	24%	22%	27%	25%	25%	24%
5 = Very innovative	17%	19%	18%	13%	16%	17%	21%	14%	8%
Mean	3,3	3,47	3,22	3,2	3,29	3,3	3,42	3,16	3,1
Bottom box (1+2)	22%	17%	26%	22%	19%	25%	20%	25%	24%
Top box (4+5)	42%	49%	37%	37%	38%	44%	46%	39%	32%
	TOTAL	Household size			Self-assessment cooking		Net household income		
		1-2 persons	3-4 persons	5 persons and more	(very) good (T2B)	medium-poor (B3B)	under 2,000€	2,000€ to under 4,000€	over 4,000€
		%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅
1 = Not innovative at all	7%	7%	7%	0%	7%	7%	8%	7%	7%
2	15%	15%	13%	18%	13%	18%	13%	13%	18%
3	37%	41%	32%	32%	31%	47%	41%	40%	32%
4	25%	25%	24%	23%	28%	19%	22%	26%	24%
5 = Very innovative	17%	11%	23%	27%	22%	9%	17%	15%	19%
Mean	3,3	3,16	3,43	3,59	3,45	3,05	3,28	3,29	3,31
Bottom box (1+2)	22%	22%	20%	18%	20%	25%	21%	20%	25%
Top box (4+5)	42%	36%	47%	50%	50%	28%	39%	41%	43%

Q21 - Product benefits How high do you personally rate the product benefits in the kitchen (e.g. quick work, easier work, easy to clean, etc.)?	TOTAL	Generations			Gender		Living environment		
		GenZ	GenY	GenX	Male	Female	urban	suburban	rural
		%/Ø	%/Ø	%/Ø	%/Ø	%/Ø	%/Ø	%/Ø	%/Ø
1 = Very low product benefit	9%	4%	11%	12%	10%	9%	10%	8%	7%
2	15%	15%	15%	15%	17%	13%	14%	12%	22%
3	27%	24%	27%	30%	28%	26%	22%	40%	30%
4	33%	40%	31%	27%	32%	33%	35%	25%	34%
5 = Very high product benefit	16%	17%	15%	15%	13%	19%	19%	15%	8%
Mean	3,31	3,5	3,24	3,18	3,22	3,4	3,39	3,26	3,15
Bottom box (1+2)	24%	19%	26%	27%	27%	22%	24%	20%	29%
Top box (4+5)	49%	57%	46%	42%	45%	52%	54%	40%	42%
	TOTAL	Household size			Self-assessment cooking		Net household income		
		1-2 persons	3-4 persons	5 persons and more	(very) good (T2B)	medium-poor (B3B)	under 2,000€	2,000€ to under 4,000€	over 4,000€
		%/Ø	%/Ø	%/Ø	%/Ø	%/Ø	%/Ø	%/Ø	%/Ø
1 = Very low product benefit	9%	13%	4%	9%	9%	10%	11%	7%	11%
2	15%	18%	13%	5%	12%	20%	14%	15%	16%
3	27%	27%	26%	32%	25%	31%	27%	27%	28%
4	33%	31%	36%	23%	33%	32%	33%	38%	27%
5 = Very high product benefit	16%	10%	20%	32%	21%	7%	16%	13%	19%
Mean	3,31	3,08	3,56	3,64	3,46	3,06	3,28	3,35	3,28
Bottom box (1+2)	24%	31%	17%	14%	21%	30%	25%	22%	27%
Top box (4+5)	49%	41%	56%	55%	54%	39%	49%	51%	46%

Q22 - Design What do you think about the design of this product?	TOTAL	Generations			Gender		Living environment		
		GenZ	GenY	GenX	Male	Female	urban	suburban	rural
		%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅
1 = Not appealing at all	6%	4%	11%	3%	9%	4%	6%	7%	6%
2	12%	6%	14%	15%	12%	11%	7%	16%	18%
3	35%	33%	34%	39%	34%	36%	34%	37%	36%
4	33%	38%	26%	33%	31%	34%	33%	27%	35%
5 = Very appealing	14%	18%	15%	10%	14%	15%	19%	12%	5%
Mean	3,37	3,61	3,21	3,3	3,3	3,45	3,52	3,22	3,15
Bottom box (1+2)	18%	10%	25%	18%	21%	15%	13%	23%	24%
Top box (4+5)	47%	56%	41%	43%	45%	49%	52%	39%	40%
	TOTAL	Household size			Self-assessment cooking		Net household income		
		1-2 persons	3-4 persons	5 persons and more	(very) good (T2B)	medium-poor (B3B)	under 2,000€	2,000€ to under 4,000€	over 4,000€
		%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅
1 = Not appealing at all	6%	9%	2%	5%	6%	6%	8%	5%	7%
2	12%	15%	8%	9%	10%	14%	6%	10%	16%
3	35%	35%	36%	36%	29%	44%	39%	36%	32%
4	33%	32%	34%	23%	33%	31%	36%	33%	31%
5 = Very appealing	14%	8%	20%	27%	20%	5%	11%	16%	14%
Mean	3,37	3,15	3,63	3,59	3,51	3,16	3,36	3,44	3,3
Bottom box (1+2)	18%	24%	10%	14%	16%	20%	14%	15%	23%
Top box (4+5)	47%	40%	54%	50%	53%	36%	47%	49%	45%

Q23 - Technology / Functionality How do you like this offer from a functional point of view? Please also include criteria such as technology and user-friendliness in your evaluation.	TOTAL	Generations			Gender		Living environment		
		GenZ	GenY	GenX	Male	Female	urban	suburban	rural
		%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅
1 = I don't like it at all	5%	4%	5%	6%	7%	3%	6%	4%	3%
2	7%	6%	10%	6%	5%	9%	6%	8%	10%
3	33%	29%	34%	36%	35%	31%	31%	36%	34%
4	37%	44%	34%	32%	35%	39%	37%	33%	40%
5 = I think it's very good	18%	18%	18%	19%	19%	18%	20%	19%	13%
Mean	3,56	3,66	3,5	3,51	3,53	3,59	3,59	3,55	3,48
Bottom box (1+2)	12%	10%	15%	12%	12%	12%	12%	12%	13%
Top box (4+5)	55%	62%	52%	51%	54%	57%	57%	52%	53%
	TOTAL	Household size			Self-assessment cooking		Net household income		
		1-2 persons	3-4 persons	5 persons and more	(very) good (T2B)	medium-poor (B3B)	under 2,000€	2,000€ to under 4,000€	over 4,000€
		%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅	%/∅
1 = I don't like it at all	5%	6%	3%	9%	4%	6%	8%	4%	5%
2	7%	9%	4%	9%	7%	8%	5%	7%	8%
3	33%	30%	36%	32%	29%	39%	36%	31%	34%
4	37%	40%	34%	27%	38%	35%	34%	42%	32%
5 = I think it's very good	18%	14%	23%	23%	22%	12%	17%	15%	22%
Mean	3,56	3,45	3,71	3,45	3,66	3,39	3,48	3,57	3,57
Bottom box (1+2)	12%	15%	7%	18%	11%	14%	13%	11%	13%
Top box (4+5)	55%	54%	57%	50%	60%	47%	51%	57%	54%