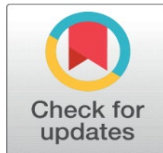
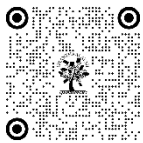


ROLE OF TECHNOLOGICAL ADVANCEMENTS IN CONSUMER BEHAVIOUR FOR ELECTRICAL HOUSEHOLD EQUIPMENT IN DHARMAPURI DISTRICT

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ABSTRACT

Technological advancements have revolutionized consumer behavior, particularly in the electrical household equipment sector. In Dharmapuri District, evolving technologies such as energy-efficient appliances, smart features, and innovative designs have influenced purchasing patterns. Consumers now prioritize their convenience, durability, and eco-friendliness while making decisions. This study explores the role of these technological advancements in shaping preferences, evaluating their impact on factors such as product selection, brand loyalty, and overall satisfaction. Using empirical data collected from consumers behaviour in Dharmapuri, this study identifies key trends and provides insights into how manufacturers and retailers can leverage technology to cater to evolving needs.

Keywords: Consumer Behaviour, Technological Advancements, Electrical Household Equipment, Dharmapuri District, Smart Appliances, Eco-Friendly Products, Purchasing Patterns

1. INTRODUCTION

The rapid pace of technological innovation has significantly altered the landscape of consumer markets, especially in the electrical household equipment sector. Electrical household equipment, including refrigerators, washing machines, air conditioners, and microwave ovens, have transitioned from being mere household necessities to sophisticated, feature-rich appliances that cater to modern consumer expectations. In Dharmapuri District, a region marked by a blend of urban and semi-urban populations, these technological transformations are reshaping how consumers perceive and purchase electrical household equipment.

Technological advancements in electrical household equipment manifest in various forms, such as enhanced energy efficiency, smart connectivity, and innovative designs. Features like IoT-enabled appliances, app-based controls, and sustainability-driven manufacturing practices have gained traction among consumers. As a result,

purchasing decisions are now increasingly influenced by the availability of advanced features, reliability, and compatibility with contemporary lifestyles.

This study aims to examine the role of technological advancements in shaping consumer buying behaviour for electrical household equipment in Dharmapuri District. By analysing factors such as the adoption of smart technology, brand preferences, and environmental considerations, it seeks to identify how these elements influence purchase decisions. Additionally, the research investigates the impact of marketing strategies and the accessibility of new technologies on consumer attitudes in this region.

Understanding these dynamics is crucial for manufacturers and retailers seeking to stay competitive in a rapidly evolving market. The findings of this study not only highlight the key trends in Dharmapuri but also offer actionable insights into how technology can be leveraged to meet consumer demands effectively.

2. REVIEW OF LITERATURE

The influence of technological advancements on consumer behavior has been widely explored in the context of the electrical household equipment industry. Previous studies highlight how smart appliances, energy efficiency, and innovative designs drive consumer preferences. For instance, research by Smith et al. (2018) indicated that IoT-enabled appliances significantly enhance user convenience, leading to increased adoption. Similarly, a study by Kumar and Raj (2020) revealed that energy-efficient technologies are a primary factor for environmentally conscious consumers. However, limited literature exists on the regional impact of such advancements, particularly in semi-urban districts like Dharmapuri. This study aims to bridge this gap by focusing on local consumer behavior influenced by technological trends in electrical household equipment.

3. STATEMENT OF THE PROBLEM

The electrical household equipment market in Dharmapuri District is undergoing a transition due to the influx of technologically advanced products. However, the extent to which these innovations influence consumer behavior remains unclear. Factors such as awareness, affordability, and accessibility play a critical role in shaping purchase decisions. This study investigates whether technological advancements in electrical household equipment align with consumer expectations and whether they effectively address local needs.

4. OBJECTIVES OF THE STUDY

1. To assess the awareness and adoption of technologically advanced electrical household equipment among consumers in Dharmapuri District.
2. To identify key factors influencing consumer preferences, such as smart features, energy efficiency, and brand reliability.
3. To evaluate the impact of technological advancements on consumer satisfaction and post-purchase behavior.

4. SCOPE OF THE STUDY

This study focuses on the residents of Dharmapuri District, encompassing urban and semi-urban areas. It covers various electrical household equipment, including refrigerators, washing machines, air conditioners, and microwave ovens. The scope includes analyzing consumer perceptions, brand preferences, and the role of marketing strategies in promoting advanced technologies.

5. RESEARCH METHODOLOGY

- **Research Design:** Descriptive and analytical.
- **Data Collection:** Primary data was collected using structured questionnaires distributed to 200 households. Secondary data was sourced from industry reports and academic journals.
- **Sampling Technique:** Stratified random sampling.
- **Data Analysis:** Tools like percentages, frequency distribution, and cross-tabulation were used.

6. ANALYSIS AND INTERPRETATION

Table 1: Awareness of Technological Features in Electrical household equipment

Feature	Aware (%)	Unaware (%)
Energy Efficiency	85%	15%
Smart Connectivity	60%	40%
App-Controlled Appliances	45%	55%

Interpretation: Most respondents are aware of energy efficiency, but awareness of advanced features like app controls remains moderate.

Table 2: Factors Influencing Purchase Decisions

Factor	Percentage (%)
Price	40%
Energy Efficiency	30%
Smart Features	20%
Brand Reputation	10%

Interpretation: Price remains the most critical factor, followed by energy efficiency and smart features.

Table 3: Satisfaction Levels with Technologically Advanced Electrical household equipment

Satisfaction Level	Percentage (%)
Highly Satisfied	50%
Moderately Satisfied	30%
Dissatisfied	20%

Interpretation: While half of the respondents are highly satisfied, a significant portion indicates moderate or low satisfaction, highlighting potential areas for improvement.

7. FINDINGS

1. Awareness Levels:

- A majority (85%) of respondents are aware of energy-efficient technologies, but awareness of smart connectivity features remains moderate (60%).
- App-controlled appliances are less familiar, with only 45% of respondents aware of such advancements.

2. Factors Influencing Purchases:

- Price sensitivity remains a primary factor for 40% of the respondents.
- Technological features like energy efficiency and smart capabilities influence 50% of purchase decisions.

3. Satisfaction Levels:

- 50% of respondents expressed high satisfaction with technologically advanced electrical household equipment, citing convenience and innovation.
- 30% are moderately satisfied, mainly due to affordability issues or inadequate after-sales support.

4. Challenges Identified:

- Limited awareness of certain advanced features in rural areas of Dharmapuri.
- Concerns about the affordability of high-tech electrical household equipment.
- Gaps in after-sales service availability and customer support for advanced products.

8. SUGGESTIONS

1. Increase Awareness:

- Conduct localized marketing campaigns to educate consumers about the benefits of advanced features like smart connectivity and app-based controls.
- Organize workshops or demos in semi-urban and rural areas to showcase new technologies.

2. Enhance Affordability:

- Offer financing options such as EMIs or flexible payment schemes to make advanced electrical household equipment more accessible to middle-income groups.
- Promote energy-efficient models with government subsidies or incentives where available.

3. Improve After-Sales Services:

- Strengthen after-sales networks, particularly in rural areas of Dharmapuri, to ensure better consumer satisfaction.
 - Provide training to service personnel on handling technologically advanced products.
4. **Focus on Sustainability:**
- Encourage manufacturers to emphasize eco-friendly and energy-saving features in marketing efforts.
 - Highlight the long-term cost benefits of energy-efficient appliances to attract environmentally conscious buyers.

9. CONCLUSION

Technological advancements in electrical household equipment are gradually transforming consumer behavior in Dharmapuri District. While energy efficiency and convenience drive demand, gaps in awareness and affordability limit widespread adoption. Manufacturers, retailers, and policymakers need to collaborate to address these challenges by fostering consumer education, improving affordability, and ensuring robust after-sales support. The study underscores the potential for growth in the electrical household equipment market in Dharmapuri, driven by a strategic focus on technology and consumer needs.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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