

ASSESSMENT OF SATISFACTION LEVEL OF HOUSEWIVES WITH THE DESIGN OF THE PRODUCT IN HOUSEHOLD APPLIANCES

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ABSTRACT

Product design is one of the most important non-price factors which determine the success of a product. The role of it changes throughout the life-cycle of a product. In the initial product development stage, the role of design is to create a marketable product from an innovation. As the product life cycle matures, more competitors enter the market and the chief role of design is in product differentiation; through quality, appearance, performance, ease of use, reliability, reparability and so on. Product design in household appliances is generally affects the cost of production through the choice and use of materials and how the product is assembled. In this concern the present study was planned to assess the satisfaction level of housewives regarding existing household appliances its functioning and aesthetic appeal. In this study descriptive research design was planned and personal interview method was adopted to collect the information with the help of self developed restructured, pretested and precoded interview schedule.. The data was collected from 30 randomly selected housewives from Pantnagar campus itself and the data was analyzed with the help of percentage and frequency. Therefore a great need of product design in the field of household appliances is arises in terms of its maintenance, handling and functioning.

KEYWORDS: Product, Design, Household Appliances, Efficiency, Productivity