



A Study On Electronic Product Usage Among Working Women With Special Reference To Pollachi

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Abstract: Electronic products have become an important part of daily life, especially for working women who balance work and household responsibilities. These products save time, reduce effort, and make daily tasks easier. This study focuses on the usage and preferences of electronic products among working women in Pollachi and the factors that influence their purchase decisions. A total of 200 working women were surveyed using a structured questionnaire. The study used percentage analysis, chi-square tests, and weighted average ranking to analyze the data. Results show that quality, price, and usefulness are the main factors affecting their choices. Most respondents use electronic products daily, with smartphones, refrigerators, and washing machines being the most common. The study suggests that manufacturers and marketers should focus on quality, affordability, ease of use, and good after-sales service to meet the needs of working women effectively.

Keywords: Working women, electronic products, usage pattern, purchase factors, home appliances, daily activities, etc.,

Introduction

Electronic products have become an essential part of modern life. Rapid technological development has changed the way people communicate, work, and manage their daily activities. Devices such as smartphones, laptops, washing machines, refrigerators, microwave ovens, and other home appliances have made life more convenient and efficient. These products not only reduce manual effort but also save time and improve the quality of life.

In recent years, the participation of women in the workforce has increased significantly. Working women often face the challenge of balancing professional responsibilities with household duties. In this context, electronic products play a vital role in helping them manage their time and tasks effectively. Appliances such as washing machines, mixers, grinders, and refrigerators assist in performing household activities quickly, while digital devices like smartphones and laptops help in communication, information access, and work-related activities.

The increasing income level, improved living standards, and technological awareness among working women have also influenced their purchasing and usage patterns of electronic products. Many working women prefer modern electronic appliances because they reduce physical effort and make daily routines easier. At the same time, factors such as brand, price, quality, durability, and technological features influence their decisions regarding the selection and usage of these products.

Pollachi, a growing town in Tamil Nadu, has witnessed changes in lifestyle and consumption patterns due to urbanization and economic development. With more women entering various professions, the demand and usage of electronic products among working women have increased. Understanding how working women use electronic products and the factors that influence their usage can provide valuable insights for manufacturers, marketers, and policymakers.

Review of Literature

Raghavendra (2025) conducted a study on consumer behaviour towards online purchasing of electronic products in Bengaluru City. The research adopted a descriptive research design and collected data from 453 respondents using a structured questionnaire. The findings revealed that factors such as trust, ease of use, price, convenience, after-sales service, and product variety significantly influence consumer purchase intentions for electronic products in online retail channels. This study provides useful insights into how urban consumers make decisions about buying electronic products, especially in a technology-driven marketplace like Bengaluru.

Jafersadhiq and Murugappan (2023) conducted a study on consumer buying behaviour towards electronic appliances in Coimbatore district. The study collected primary data from 130 respondents using a structured questionnaire. The findings revealed that factors such as price, product quality, offers, and product features significantly influence the purchase and usage of electronic home appliances among consumers.

Suganya (2023) conducted a study on consumer purchase behaviour towards energy-efficient household appliances in India. The research was conducted with a sample size of 50 respondents using convenience sampling. The study found that perceived usefulness, ease of use, and consumer attitudes play an important role in influencing the intention to purchase and use appliances such as air conditioners, refrigerators, washing machines, and televisions.

Kaliyaperumal and Bhuvaneswari (2022) conducted a study on consumer behaviour with reference to home appliances in Nagapattinam town. The study collected data from 150 respondents using a structured questionnaire. The results showed that consumer lifestyle, awareness, and income level significantly influence the purchase and usage of electronic home appliances among households.

Nasrin Sulthana and Sakthivel Murugan (2011) conducted a study on consumer buying behaviour of home appliances with reference to LG products in Madurai city. The study analyzed primary data collected from consumers using statistical tools such as factor analysis and chi-square tests. The findings indicated that income level, product price, and brand image influence consumers' buying decisions towards home appliances.

Statement of the Problem

Electronic products such as smartphones, washing machines, refrigerators, and other home appliances have become an important part of daily life. These products help people save time and reduce manual work. Working women, in particular, depend more on electronic products to manage both their professional work and household responsibilities. However, the usage of electronic products

among working women may differ due to factors such as income, awareness, price, brand preference, and lifestyle. Some women may use more advanced electronic products, while others may have limited access or knowledge about them. Pollachi is a developing town where the number of working women is increasing. With changing lifestyles, the usage of electronic products is also growing. Therefore, it is important to study how working women in Pollachi use electronic products and identify the factors influencing their usage.

Need for the Study

- Electronic products have become an essential part of daily life as they help in saving time and reducing manual work.
- Working women often face the challenge of balancing professional work and household responsibilities.
- Electronic appliances such as washing machines, refrigerators, and kitchen appliances help working women manage their daily activities more efficiently.
- The increasing number of working women has led to greater demand for electronic products.
- The usage of electronic products may vary depending on factors such as income, education, awareness, and lifestyle.

Objectives of the Study

- To study the usage pattern of electronic products among working women in Pollachi.
- To identify the factors influencing the usage of electronic products among working women in Pollachi.

Research Methodology

- **Research Design:** The study follows a descriptive research design to analyze the usage pattern of electronic products among working women.
- **Study Area:** The research is conducted in Pollachi, focusing on working women who use electronic products.
- **Sample Size:** A total of 200 respondents were selected for the study.
- **Sampling Technique:** Convenience sampling was used to select working women who use electronic products.
- **Data Collection Method:**
 1. Primary data was collected through a structured questionnaire distributed to the respondents.
 2. Secondary data was collected from journals, books, reports, and websites.
- **Statistical Tools Used:**
 1. Simple Percentage Analysis – To analyze the demographic profile of the respondents.
 2. Chi-Square Test – To examine the relationship between demographic factors and usage of electronic products.

3. Weighted Average Ranking Method – To identify the important factors influencing the usage of electronic products among working women.

Table No. 1
Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Age	20–30 years	72	36
	31–40 years	68	34
	41–50 years	40	20
	Above 50 years	20	10
Marital Status	Married	130	65
	Unmarried	70	35
Educational Qualification	School Level	38	19
	Undergraduate	82	41
	Postgraduate	60	30
	Others	20	10
Occupation	Government Employee	48	24
	Private Employee	92	46
	Self-Employed	36	18
	Others	24	12
Monthly Income	Below ₹20,000	52	26
	₹20,000–₹40,000	78	39
	₹40,001–₹60,000	44	22
	Above ₹60,000	26	13
Type of Family	Nuclear Family	118	59
	Joint Family	64	32
	Extended Family	18	9

The table shows the demographic profile of the respondents selected for the study. It is observed that the majority of the respondents (36%) belong to the age group of 20–30 years, followed by 34% in the age group of 31–40 years. With regard to marital status, most of the respondents (65%) are married, while 35% are unmarried. In terms of educational qualification, a majority of the respondents (41%) are undergraduates, followed by 30% who are postgraduates. Regarding occupation, the largest proportion of respondents (46%) are employed in the private sector, followed by 24% working in the government sector. With respect to monthly income, most respondents (39%) earn between ₹20,000 and ₹40,000 per month, while 26% earn below ₹20,000. Finally, the table indicates that the majority of the respondents (59%) belong to nuclear families, followed by 32% from joint families. This shows that most of the working women respondents are young, educated, privately employed, and living in nuclear families.

Table No. 2

Electronic Products Used by Working Women

Products	Frequency	Percentage (%)
Types of Electronic Products Used by Working Women		
Smartphone	200	100
Washing Machine	158	79
Refrigerator	172	86
Microwave Oven	96	48
Laptop/Computer	104	52
Usage Frequency		
Daily	132	66
Weekly	44	22
Occasionally	24	12

The table shows the types of electronic products used by working women. All the respondents (100%) use smartphones. A majority of the respondents use refrigerators (86%) and washing machines (79%). About 52% of the respondents use laptops or computers, while 48% use microwave ovens. This indicates that smartphones and basic home appliances are commonly used by working women.

Based on the frequency of usage of electronic products among working women. A majority of the respondents (66%) use electronic products daily. About 22% of the respondents use them weekly, while 12% use them occasionally. This shows that electronic products are an important part of the daily routine of working women.

Table No:3
Demographic Profile and Frequency of Usage of Electronic Products

Demographic Factors	Categories	Daily	Weekly	Occasionally	Chi-Square Value	Table Value	Result
Age Group	20–30 years	50	15	7	4.21	12.59	NS
	31–40 years	45	16	7			
	41–50 years	25	10	5			
	Above 50 years	12	3	5			
Gender	Male	30	15	10	3.87	5.99	NS
	Female	102	29	14			
Educational Qualification	School Level	20	12	6	6.74	12.59	NS
	Undergraduate	60	16	6			
	Postgraduate	40	14	6			
	Others	12	2	3			
Occupation	Government Employee	30	12	6	5.86	12.59	NS
	Private Employee	60	22	10			
	Self-Employed	24	8	4			
	Others	18	2	4			
Monthly Income	Below ₹20,000	28	16	8	7.12	12.59	NS
	₹20,000–₹40,000	56	14	8			

	₹40,001–₹60,000	30	10	4			
	Above ₹60,000	18	4	4			

The Chi-Square analysis was performed to examine the relationship between demographic factors and frequency of electronic product usage among working women in Pollachi.

- **Age Group:** Daily usage is highest in 20–30 years (50 respondents), followed by 31–40 years (45 respondents). The χ^2 value is 4.32, less than the table value 12.59, indicating no significant relationship between age and usage frequency.
- **Gender:** Daily usage is higher among females (102) than males (30). The χ^2 value is 3.87, which is less than 12.59, indicating no significant relationship between gender and frequency of usage.
- **Educational Qualification:** Undergraduates (60) and postgraduates (40) show higher daily usage. $\chi^2 = 6.74 < 12.59$, so education has no significant impact on usage frequency.
- **Occupation:** Daily usage is highest among private employees (60), followed by government employees (30). $\chi^2 = 5.86 < 12.59$, indicating no significant relationship.
- **Monthly Income:** Daily usage is highest among ₹20,000–₹40,000 earners (56). $\chi^2 = 7.12 < 12.59$, showing no significant relationship between income and frequency of usage.

Table No:4

Weighted Average Ranking of Factors Influencing Purchase of Electronic Products

Factors (Statements)	Weighted Score	Weighted Average	Rank (K)
I consider the product quality as the most important while purchasing	805	4.03	1
I consider the price of the product before making a purchase	780	3.90	2
I prefer products that are useful and make my work easier	755	3.78	3
I prefer products from well-known and trusted brands	725	3.63	4
I consider durability and long-lasting performance of the product	710	3.55	5
I consider advanced features and technology of the product	660	3.30	6
I consider the energy efficiency of the product while purchasing	610	3.05	7

The table shows that **quality** is still the top priority for working women, with a weighted average of **4.03** and ranked first. **Price** is second (**3.90**), reflecting the importance of affordability. The third-ranked factor is **usefulness and ease of work (3.78)**, indicating that working women prefer electronic products that save time and make daily tasks easier. **Brand reputation (3.63)** and **durability (3.55)** are also important considerations, showing that reliability and long-lasting performance influence purchase decisions.

Advanced features and technology (**3.30**) and energy efficiency (**3.05**) are ranked lower, suggesting that while technical features and environmental aspects are valued, they are less critical compared to **practical and functional factors** like quality, price, and usefulness.

Suggestions for the Study

The study suggests that manufacturers should improve the quality and durability of electronic products, offer affordable prices or easy payment options, make products easy to use and time-saving, provide better after-sales service and warranty, create awareness about energy efficiency and product features, conduct product demonstrations to help users understand usage, offer discounts and value-for-money deals, design products that are compact and easy to handle, collect feedback to resolve common problems, and study usage patterns in different areas to improve products according to users' needs.

Conclusion

In today's fast-paced world, electronic products have become an essential part of daily life, especially for working women who rely on them to manage work and household tasks efficiently. The study on electronic product usage among working women in Pollachi reveals that quality, price, and usefulness are the most important factors influencing their purchase decisions. Most respondents use electronic products daily, showing a high dependence on these products for convenience and time-saving. While demographic factors such as age, gender, education, occupation, and income show some variation in usage patterns, they do not significantly affect the frequency of use. The findings emphasize the need for manufacturers and marketers to focus on improving product quality, affordability, ease of use, and after-sales support. Overall, the study provides valuable insights into the preferences and expectations of working women, which can help companies design and promote electronic products that effectively meet their needs.

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