

**OPEN ACCESS**

Volume: 11

Special Issue: 1

Month: March

Year: 2024

E-ISSN: 2581-9402

Received: 23.02.2024

Accepted: 11.03.2024

Published: 22.03.2024

Citation:

Logeswari, R., and N. Kannan. "Recognizing Consumer Attitudes and Behavior In Indian Product Repair Decisions - A Conceptual Review." *Shanlax International Journal of Management*, vol. 11, no. S1, 2024, pp. 186–89.

DOI:

<https://doi.org/10.34293/management.v11iS1-Mar.8084>

# Recognizing Consumer Attitudes and Behavior In Indian Product Repair Decisions - A Conceptual Review

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## Abstract

*The way consumers make product replacement choices is crucial for eco-friendly consumption. This research paper investigates the mind sets and behaviours of Indian consumers when it comes to product maintenance decisions. The right to fix things began long ago and is still going strong today. Rules and regulations that play a major role in the repair of laws are introduced in favor of the right to repair laws. Companies should make spare parts, tools, and instructions on how to fix consumer gadgets to prolong their useful life and avoid them ending up in garbage dumps. Using various theoretical frameworks and empirical research, the paper investigates the factors that shape consumer attitudes towards maintenance, the decision-making process involved, and the implications for businesses and decision-makers. Understanding these dynamics is crucial for encouraging eco-friendly consumption habits and tackling environmental concerns.*

**Keywords:** Consumer Behavior, Product Repair Decisions, Attitudes, Indian Consumers, Sustainability.

## Introduction

Consumer decisions on product replacement impact consumption patterns. The need to prolong product lives by maintaining them rather than replacing them is highlighted by the rise in environmental concerns and the deteriorating condition of nature. This research seeks to comprehend the attitudes and actions of Indian customers with regard to decisions about product maintenance. India's varied cultural, economic, and environmental context offers a special setting for researching consumer behavior. In this sense, India provides a special setting for researching consumer behavior because of its special setting for researching consumer behavior. Understanding consumer attitudes and behaviors about product maintenance is crucial. This article will look at consumer perceptions about product repair, trends in behavior when making decisions about repairs, and the implications for lawmakers and manufacturers. In order to promote environmentally friendly consumption, the study examine the variables and decision-making processes in this research.



**Figure 1 The Timeline for Global Implement Policy Interventions done by Governments for Right to Repair**

In FY'22, India generated more than 17 lakh tonnes of e-waste, with less than one-third being recycled and the rest ending up in places like rubbish dump, garbage dump and trash dump etc. There is not enough of oversight and quality regulator over waste handling procedures since the majority of garbage management is handled by the unofficial sector. Third in the world after China and the US, India has a significant amount of e-waste, which is impeding its efforts to become carbon neutral and poor quality control of trash management. To move the situation in the correct direction, appropriate legislation is required. The Lifestyle for the Environment (LiFE) project, which attempts to promote sustainable production and consumption, was approved by the Indian government in November 2021. In response, the Department of Consumer Affairs established a committee in July 2022 to develop an extensive policy pertaining to the right to repair. The Department of Consumer Affairs established the Repairs to Returns (RtR) site in December 2022 with the goal of educating customers about their goods and making product repairs easier to access by serving as a common repository for repair-related data. The introduction of the RtR portal by the Government of India is a commendable advancement. The Option to fix site gives clients arranged and exact data about fix and after-deals administrations, really decreasing pursuit costs and limiting the gamble of misrepresentation. Regardless, the entrance presently can't seem to understand its maximum capacity. As of now, it fundamentally works as a gathering of checked connections and web journals for clients, without any unmistakable elements that are not currently open to well informed clients through essential online inquiries.

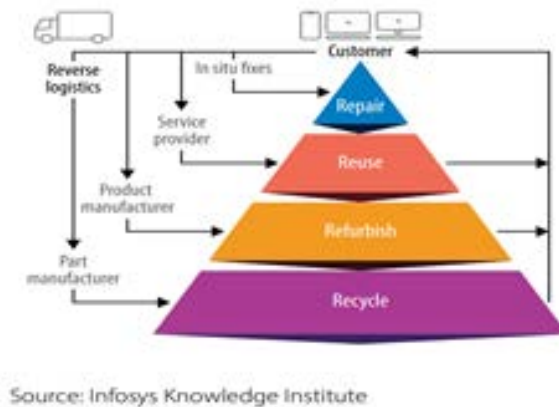
### Theoretical Framework

Theory of Planned Behavior (TPB) accepts that social expectations are affected by mentalities towards the way of behaving, emotional standards, and saw conduct control. In the perspective of product repair decisions among Indian consumers, attitudes towards repair, social influences, and perception of control over repair activities are likely to play significant roles in shaping consumer behavior. Environmental concerns have gained prominence in consumer decision-making processes, especially regarding product repair versus replacement. Indian consumers may exhibit attitudes toward repair as a more sustainable option, influenced by factors such as climate change, resource scarcity, and waste management issues.

According to Infosys, today's business should stretch out past the reuse and reusing of items and parts. A viable sustainable option with a low carbon footprint is the extension of product life through customer-enabled repair. The option to fix structures require that makers build their items in a way that empowers clients to freely fix them. Products should be designed to be repairable, local suppliers should be cultivated, hardware and software should be unified, industry standards should be adopted, and customers should be given the ability to make repairs easier. Supportability

is driven by something beyond administrative strain and natural worries. Products produced in environmentally friendly ways have a significant market.

**Cultural Factors:** Consumer attitudes and behavior around decisions for product repair are also influenced by cultural norms and values. In the Indian setting, customer preferences for repair versus replacement may be influenced by values like frugality, thrift, and the idea of “Jugaad” (creative solutions). Fixing something settles or corrects the connection between the repairable thing and the client as well as between the repairable thing and society. This also opens the possibility of giving the object new meanings during the process, which makes it relevant not only to technological issues but also to cultural and societal ones.



**Figure 2 Fix at the Client's Area Creates the Littlest Strategies Cost and Emanations**

### Determinants of Consumer Attitudes and Behaviour towards Repair

1. **Economic factors:** One of the most important things for customers to weigh is if repairing something is more affordable than replacing it. Financial restrictions may lead Indian customers, especially those from lower-income sectors, to prioritize repair.
2. **Product Quality and Trust:** Customer attitudes regarding repair are greatly influenced by perceptions of the quality of the product and confidence in the repair services. Customer confidence in choosing repair can be increased by positive experiences with repair services and perceived dependability. The right to repair mandates that products be designed with ease of maintenance and repair in mind, placing a strong emphasis on reparability as a key consideration throughout the design process. (DE Vijaya Deepika, 2023) India's purchase habit has made incredible strides. The global pandemic, which lasted for three years, has had a significant impact on selecting various brands. The coordinated retail industry saw difficulties planned operations and inventory network of items and administrations, evaluating expansion, questionable monetary circumstances and geo political elements which made an extraordinary effect on retailers and their monetary settings.
3. **Environmental Consciousness:** Indian consumers are starting to adopt sustainable purchasing practices as a result of their growing environmental consciousness. Consumers who have positive opinions toward repair are more likely to pick it as an environmentally beneficial alternative because they align with environmental principles.
4. **Decision-Making Process:** Product repair decisions are made through a multi-stage dynamic interaction that incorporates issue recognizable proof, data search, alternative assessment & post-purchase review. In order to determine whether repair solutions are feasible, Indian consumers may conduct a thorough information search and comparison.

## Implications For Businesses And Policymakers

1. Business Strategies: Companies can benefit from consumer preferences for repair by providing guarantees, clear pricing, and dependable repair services. Using sustainable methods and encouraging product longevity might help draw in customers that care about the environment.
2. Policy Interventions: A key task for policymakers is to encourage sustainable consumption habits. Consumers can be persuaded to choose repair over replacement by offering incentives for repair work, enforcing laws governing product durability and recyclable materials, and educating the public on the effects of consumer decisions on the environment. In order to allow customers and repairers to fix their devices, manufacturers are implied to have to build and implement software in a different way by the R2R .

## Conclusion

The UN Sustainable Development Goals, particularly the 12th goal on responsible consumption and production, can be attained in part by exercising the right to repair. Reuse and repair are already part of the Indian culture. Product life will be extended and e-waste will be decreased with the availability of authentic product parts and manufacturer instructions. The government must uphold the right to repair. It might represent a turning point toward a circular economy . A complex combination of economic, environmental, cultural, and individual factors shapes consumer attitudes and behavior in product repair decisions among Indian customers. Businesses and legislators may create plans to satisfy customer demands and promote sustainable consumption habits by comprehending these dynamics. Further investigations into these phenomena in various cultural and socioeconomic situations are necessary to advance our understanding of consumer behavior and advance sustainable development.

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