

## PROSPECTS OF PRODUCT DESIGN IN HOUSEHOLD APPLIANCES

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### ABSTRACT

*Product and process technology is rapidly evolving. Competition is becoming more and more globally based. Customers are emphasizing improved quality and reliability, but reduced defense spending requires an emphasis on value and affordability. This dynamic and challenging environment requires the implementation of new technologies for product design and development. 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 the present study descriptive research design was planned to find out demographic characteristics of the respondents, awareness about the product design and type of household appliances and what do housewives go in for household appliances in terms of size, shape, colour, design and efficiency in major and minor household appliance used by the housewives. The data was collected from 30 randomly selected housewives from Pantnagar campus itself. To collect the information pretested and precoded interview schedule was developed. The respondents were questioned regarding their demographic characteristics, awareness about product design and type of appliances used by them with the aim of performing household task. It was found that most of the respondents were metric pass and more than 85 percent of the housewives were not aware about the product designing.*

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

**Received:** Mar 30, 2016; **Accepted:** May 26, 2016; **Published:** Jun 17, 2016; **Paper Id.:** JEEFUSJUN201603