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A Deep Dive into Consumer Satisfaction in Post Purchase with Next-Gen Home Products in Erode District

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Abstract

The rapid evolution of home technology has significantly altered consumer expectations and experiences, particularly in the Erode District, where next-gen home products are gaining prominence. This study delves into the complex dynamics of consumer satisfaction in the post-purchase phase of next-gen home products, aiming to unravel how product attributes, brand perception, and the efficiency of support services influence consumer contentment. The study also reveals a significant consumer preference for product customisation and the essential role of straightforward installation services. Furthermore, warranty, price, and brand reputation emerge as influential factors in shaping consumer satisfaction. Notably, a substantial correlation between satisfaction with product attributes and support services suggests an intertwined relationship affecting consumer satisfaction levels. The study recommends manufacturers and service providers to prioritise key areas such as security, ongoing product improvements, and personalised consumer experiences to enhance satisfaction. Additionally, it highlights the necessity for robust customer support and active engagement strategies to address consumer needs effectively.

Keywords: Consumer, Next-Gen, Post-Purchase, Satisfaction, Technology

1. Introduction

In the contemporary consumer electronics landscape, next-generation home products have emerged as pivotal elements shaping the domestic environment, integrating cutting-edge technology to enhance living standards. This transition towards a more connected and automated home space reflects broader technological advancements and changing consumer expectations. In this context, understanding consumer satisfaction in post-purchase becomes essential for manufacturers and marketers, particularly in regions experiencing rapid adoption of such technologies. The study aims to unravel the multifaceted aspects of consumer experiences, focusing on the factors influencing satisfaction levels after purchasing next-gen home products.

Next-gen home products, encompassing a wide array of devices from smart home systems to AI-enabled appliances, offer unprecedented convenience, efficiency, and security, redefining the essence of modern living spaces. However, the transition from traditional to smart home products is challenging. Consumers' expectations, influenced by product attributes, brand perceptions, and the quality of support services, play a crucial role in determining the overall satisfaction with these products. Moreover, the interaction with technology, encompassing ease of use, reliability, and integration with existing devices, further compounds the complexity of consumer satisfaction.

Erode District, with its unique demographic composition and rapidly evolving market dynamics, presents an intriguing case for examining consumer satisfaction with next-gen home products. The district's growing exposure to technological innovations and increasing consumer demand for smart home solutions

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make it a fertile ground for such a study. By delving into the influence of product attributes and brand perception, alongside the effect of support services and user interaction with technology, this research aims to provide comprehensive insights into the post-purchase satisfaction levels of consumers in the district.

2. Review of Literature

Richins and Bloch[1] shed light on the nuanced relationship between product involvement and post-purchase satisfaction, revealing that high involvement in durable goods like cars could initially led to decreased satisfaction, a phenomenon partially explained by benefits and problems disconfirmation. This interplay between expectation and reality was pivotal in understanding consumer responses to technology over time. Lemon and Verhoef[2] contributed to the understanding of customer experience in the era of complex consumer behaviour, which called for an integrated approach in managing customer journeys across multiple touchpoints. Similarly, Korneeva *et al.,*[3] delved into the consumer preferences for smart homes, highlighting the potential of these technologies to enhance safety and security, while also noting concerns over cybersecurity and technology dependence, particularly among younger demographics. Ganvir and Kalita[4] through a comprehensive review, emphasized the critical role of consumer acceptance and technology adoption in the success of smart homes, suggesting that the design of smart homes must consider socio-cultural aspects and the integration with Product-Service Systems (PSS) for broader acceptance.The adoption of smart technologies in retail settings, as explored by Riegger *et al.,*[5] suggested a transformative potential for enhancing customer experiences through Technology-Enabled Personalization (TEP). The effectiveness of personalized messages, mediated by the technology through which they are conveyed, underscored the importance of integrating smart devices into the customer's extended self. Chin *et al.,*[6] further explored the impact of AI-powered smart home devices on young consumers' requirements for convenience, security, and environmental sustainability, highlighting the moderating effect of trust on technology adoption. This underscored the nuanced relationship between technological features and consumer motivation to use smart home devices.

3. Statement of the Problem

In the rapidly evolving market of next-generation home products, consumers in the Erode District face a variety of choices that promise to enhance convenience and functionality but also present challenges in terms of product selection, usage, and post-purchase experiences. While these products offer benefits through innovative features and connectivity, the influence of product attributes such as quality, price, and brand reputation on consumer satisfaction remains unexplored. As these technologies become more integrated into daily life, brand reputation and perceived value play a significant role in shaping consumer expectations and satisfaction, yet the impact of these factors on Erode District's unique consumer base is not fully understood, highlighting a gap in the existing literature. Furthermore, the post-purchase experience, including customer service, ease of use, and installation effectiveness, is crucial to long-term satisfaction. As home technology advances, consumer comfort and familiarity with these products significantly affect their satisfaction, but there is a limited analysis of how post-purchase support and usability contribute to overall satisfaction in the region, pointing to the need for a detailed investigation to address these gaps.

4. Objectives of the Study

- To know the demographic profile of the respondents.
- To understand the factors influencing consumer satisfaction and satisfaction from support services and user interaction with next-gen home products.
- To examine the relationship between consumers' satisfaction factors and satisfaction from support services and user interaction.
- To analyse the impact of factors influencing overall satisfaction and satisfaction from support services and user interaction with independent variables.

5. Methodology

The investigation into consumer satisfaction with next-gen home products in the Erode District employed a descriptive research design. This approach aimed to elucidate the intricacies of consumer satisfaction, focusing on the role of support services and technology interaction post-purchase.

The methodology ensures a comprehensive analysis through a convenience sampling method to capture diverse consumer insights across various occupational backgrounds. With a sample size of 79 respondents, a structured questionnaire is utilised for primary data collection and secondary data is collected from scholarly articles, industry reports, and market studies.The collected data are analysed by using simple percentage analysis, mean rank, correlation analysis, t-test and Analysis of Variance (ANOVA).

6. Analysis and Discussion

6.1 Profile of the Respondents

The profile of the respondents is analysed by using simple percentage analysis and the results are shown in Table 1.

It is found from Table 1 that the survey reveals insightful distributions across various demographic categories among the respondents. The age group distribution shows a slight predominance of individuals aged 25 to 35 years, making up 26.6% of the total, closely followed by the 36 to 45 years age group at 22.8%, indicating a strong representation from the younger to middle-aged brackets. Gender distribution is nearly balanced, with males constituting 50.6% and females 49.4%, illustrating an almost equal participation rate from both genders. Regarding educational levels, the largest segment of respondents has attained Diploma/UG qualifications, representing 30.4% of the total, highlighting a significant inclination towards higher education among the participants. Occupation-wise, there is an even spread across categories, with 'Professionals and Office Staff in White-Collar Roles', 'Service Industry and Retail Workers' and 'General Job Categories or Unspecified Occupations' each accounting for 25.3% of the respondents, suggesting a diverse occupational background among participants.

6.2 Factors Influencing Consumer Satisfaction with Next-Gen Home Products

Table 2 shows the factors influencing consumer satisfaction with next-gen home products examined with mean rank and standard deviation.

Table 1. Profile of the respondents

Profile Category	Classifications	No. of Respondents	Percentage
Age Group	Below 25 years	16	20.3
	25 to 35 years	21	26.6
	36 to 45 years	18	22.8
	46 to 55 years	12	15.2
	Above 55 years	12	15.2
	Total	**79**	**100**
Gender	Male	40	50.6
	Female	39	49.4
	Total	**79**	**100**
Educational Level	Illiterate	2	2.5
	Upto School Level	16	20.3
	Diploma/UG	24	30.4
	PG	22	27.8
	Ph.D	15	19.0
	Total	**79**	**100**
Occupation	Professionals and Office Staff in White-Collar Roles	20	25.3
	Workers in Skilled Trades and Technical Positions	19	24.1
	Employees in the Service Industry and Retail Workers	20	25.3
	General Job Categories or Unspecified Occupations	20	25.3
	Total	**79**	**100**

Source: Computed

Table 2. Factors influencing consumer satisfaction with next-gen home products

Factors	Mean	Std. Deviation	Mean Rank
Quality of Product	2.75	1.45	14
Innovative Features	2.82	1.47	13
Ease of Use	2.72	1.54	15
Aesthetic Appeal	2.97	1.51	11
Compatibility with Existing Devices	2.89	1.54	12
Energy Efficiency	2.99	1.57	10
Price	3.18	1.54	6
Brand Reputation	3.16	1.57	7
Customer Support Services	3.10	1.68	8
Warranty and Guarantees	3.28	1.67	5
Product Customization	3.34	1.69	3
Installation Services	3.33	1.68	4
Software Updates and Maintenance	3.43	1.67	2
Security and Privacy Features	3.44	1.77	1
Consumer Reviews and Testimonials	3.01	1.61	9

Source: Computed

Table 2 reveals that the descriptive statistics for the factors influencing consumer satisfaction with next-gen home products are ranked with 'Security and Privacy Features' in the first position with the highest mean score 3.44, followed by 'Software Updates and Maintenance' as second with the mean score 3.43, 'Product Customization' as third with the mean score 3.34, followed by 'Installation Services' (3.33), 'Warranty and Guarantees' (3.28), 'Price' (3.18), 'Brand Reputation' (3.16), 'Customer Support Services' (3.10), 'Consumer Reviews and Testimonials' (3.01), 'Energy Efficiency' (2.99), 'Aesthetic Appeal' (2.97), 'Compatibility with Existing Devices' (2.89), 'Innovative Features' (2.82), 'Quality of Product' (2.75), and 'Ease of Use' (2.72).

6.3 Factors Affecting Satisfaction from Support Services and User Interaction

Table 3 shows the factors affecting satisfaction from support services and user interaction examined by using mean rank.

Table 3 shows that 'Personalization Features' is ranked first with the highest mean score of 3.48, followed by 'User Feedback Mechanisms' with the mean score of 3.44, 'Warranty Service Efficiency' (3.38), 'Mobile App Functionality and Usability' (3.34), 'Frequency and Usefulness of Updates' (3.28), 'Voice Assistant Integration and Performance' (3.24), 'Customization Options for User Interface' (3.14), 'Interoperability with Other Smart Devices' and 'Software Stability and Reliability' (3.10), 'Training and Education on Product Use' (3.06), 'Quality of Installation Services' (2.99), 'Availability of Online Resources (FAQs, forums)' (2.91), 'Clarity of User Manuals and Guides' (2.89), 'Accessibility of Technical Support' and 'Responsiveness of Customer Service' (2.76).

6.4 Relationship between Factors Influencing Consumer Satisfaction with Next-gen Home Products and Satisfaction from Support Services and User Interaction

Table 4 shows the relationship between factors influencing consumer satisfaction with next-gen home products and satisfaction from support services and user interaction. A null hypothesis is framed and is examined by using correlation analysis.

H_0: There is no significant relationship between the factors influencing consumer satisfaction with next-gen home products and satisfaction from support services and user interaction.

Table 4 exhibits the direct challenges in the initial null hypothesis by revealing a significant positive correlation between factors influencing consumer satisfaction with

Table 3. Factors affecting satisfaction from support services and user interaction

Factors	Mean	Std. Deviation	Mean Rank
Accessibility of Technical Support	2.76	1.43	14
Responsiveness of Customer Service	2.76	1.47	14
Clarity of User Manuals and Guides	2.89	1.46	13
Availability of Online Resources (FAQs, forums)	2.91	1.50	12
Quality of Installation Services	2.99	1.57	11
Training and Education on Product Use	3.06	1.57	10
Customization Options for User Interface	3.14	1.57	7
Interoperability with Other Smart Devices	3.10	1.65	8
Software Stability and Reliability	3.10	1.71	8
Frequency and Usefulness of Updates	3.28	1.68	5
Voice Assistant Integration and Performance	3.24	1.72	6
Mobile App Functionality and Usability	3.34	1.73	4
User Feedback Mechanisms	3.44	1.68	2
Warranty Service Efficiency	3.38	1.78	3
Personalization Features	3.48	1.79	1

Source: Computed

Table 4. Factors influencing consumer satisfaction with next-gen home products and satisfaction from support services and user interaction

Correlation			
		Factors Influencing Consumer Satisfaction with Next-Gen Home Products	Factors Affecting Satisfaction from Support Services and User Interaction
Factors Influencing Consumer Satisfaction with Next-Gen Home Products	Pearson Correlation	1	.451**
	Sig. (2-tailed)		.000
	N	79	79
Satisfaction from Support Services and User Interaction	Pearson Correlation	.451**	1
	Sig. (2-tailed)	.000	
	N	79	79
**. Correlation is significant at 0.01 level (2-tailed).			

Source: Computed

next-gen home products and satisfaction derived from support services and user interaction. The Pearson Correlation coefficient of .451**, significant at 0.01 level (2-tailed), firmly establishes a meaningful relationship between these two dimensions. This statistically significant correlation signifies that an improvement in consumer satisfaction with next-gen home products is closely linked to enhanced satisfaction from support services and user interaction.

6.5 Relationship between Independent Variables and Factors Influencing Consumer Satisfaction with Next-gen Home Products and Support Services and User Interaction

The relationship between various independent variables namely age group, educational qualification, occupation, gender and factors influencing consumer satisfaction with

next-gen home products and support services and user interaction has been examined by framing the following null hypothesis. It is tested with t-test and ANOVA at a 5% level of significance.

H_0: There is no significant relationship between the age group, educational qualification, occupation and gender and the factors influencing consumer satisfaction with next-gen home products and satisfaction from support services and user interaction.

Table 5 shows the relationship between age group and satisfaction.

Table 5 systematically evaluates the impact of age groups on factors influencing consumer satisfaction with next-gen home products and satisfaction derived from support services and user interaction. The ANOVA results for consumer satisfaction with next-gen home products indicate a sig. value of .111, and for satisfaction from support services and user interaction, a sig. value of .073. Both the values fall above the conventional significance level of .05, suggesting no significant relationship between age groups and the studied satisfaction factors. This outcome refutes the possibility of age being a determining factor in consumer satisfaction with next-gen home products and their interaction with support services, thereby supporting the null hypothesis. The analysis implies that age does not significantly influence how consumers perceive next-gen home products or the satisfaction derived from support services and user interaction, highlighting a uniformity in consumer responses across different age brackets.

Table 6 illustrates the relationship between educational qualification and satisfaction.

Table 6 presents an analysis to determine if educational qualification influences consumer satisfaction with next-gen home products and their satisfaction with support services and user interaction. The ANOVA results for consumer satisfaction with next-gen home products show a sig. value of .128, indicating no significant relationship between educational qualification and consumer satisfaction in this domain. Conversely, for satisfaction derived from support services and user interaction, the sig. value stands at .016, which is below the .05 significance threshold. This suggests a significant relationship between educational qualification and satisfaction with support services and user interaction. Hence, while educational qualifications do not markedly influence consumer satisfaction with next-gen home products directly, they play a significant role in shaping

Table 5. Age group and satisfaction

Dimensions		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Factors Influencing Overall Consumer Satisfaction with Next-Gen Home Products	Between Groups	575.079	5	115.016	1.865	.111
	Within Groups	4502.136	74	61.673		
	Total	5077.215	79			
Satisfaction from Support Services and User Interaction	Between Groups	717.140	5	143.428	2.117	.073
	Within Groups	4945.594	74	67.748		
	Total	**5662.734**	**79**			

Source: Computed

Table 6. Educational qualification and satisfaction

Dimensions		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Factors Influencing Overall Consumer Satisfaction with Next-Gen Home Products	Between Groups	551.561	5	110.312	1.779	.128
	Within Groups	4525.655	74	61.995		
	Total	5077.215	79			
Satisfaction from Support Services and User Interaction	Between Groups	970.136	5	194.027	3.018	.016
	Within Groups	4692.598	74	64.282		
	Total	**5662.734**	**79**			

Source: Computed

satisfaction from support services and user interaction, challenging the null hypothesis for this specific aspect of consumer experience.

Table 7 gives the relationship between occupation and satisfaction.

Table 7 examines the relationship between occupation and its impact on consumer satisfaction with next-gen home products, as well as satisfaction from support services and user interaction. The ANOVA results show sig. values of .004 for consumer satisfaction with next-gen home products and .009 for satisfaction from support services and user interaction. Both the sig. values fall below the .05 threshold, indicating a significant relationship between occupation and both sets of satisfaction factors. This finding contradicts the initial null hypothesis, suggesting that occupation does indeed play a critical role in influencing consumer satisfaction levels with next-gen home products and their experiences with support services and user interaction. The data implies that different occupational groups may have varying expectations and experiences with next-gen home products and related support services, highlighting the importance of considering occupation in the design and marketing of these products. Table 8 reveals the relationship between gender and satisfaction.

Table 8 evaluates gender differences in satisfaction with next-gen home products and support services. The findings show a significant gender disparity in satisfaction with the products, evidenced by a sig. (2-tailed) value of .000, indicating males report higher satisfaction than females, contradicting the null hypothesis in this area. However, for satisfaction from support services, with a sig. (2-tailed) value of .095, there is no significant gender difference, supporting the null hypothesis that gender doesn't significantly affect satisfaction with support services. This highlights a complex interaction where gender significantly influences product satisfaction but not satisfaction from support services.

7. Suggestions

- Manufacturers and service providers should focus more on enhancing security and privacy features, as these are key factors affecting consumer satisfaction.

Table 7. Occupation and satisfaction

Dimensions		Sum of Squares	Degrees of Freedom	Mean Square	F	Sig.
Factors Influencing Overall Consumer Satisfaction with Next-Gen Home Products	Between Groups	926.704	5	231.676	4.131	.004
	Within Groups	4150.511	74	56.088		
	Total	5077.215	79			
Satisfaction from Support Services and User Interaction	Between Groups	931.184	5	232.796	3.641	.009
	Within Groups	4731.550	74	63.940		
	Total	5662.734	79			

Source: Computed

Table 8. Gender and satisfaction

Dimensions	Gender	N	Mean	Std. Deviation	t	Degrees of Freedom	Sig.
Factors Influencing Overall Consumer Satisfaction with Next-Gen Home Products	Male	40	49.3750	6.51109	3.839	76	.000
	Female	39	42.9737	8.16216			
Satisfaction from Support Services and User Interaction	Male	40	48.4000	7.36868	1.692	76	.095
	Female	39	45.1579	9.47693			

Source: Computed

- Emphasizing product customization and easy installation services will address the growing demand for personalized experiences.
- Offering strong warranties and competitive pricing will help to solidify consumer trust and satisfaction for next-gen home products.

8. Conclusion

The post-purchase experience including service, ease of use, and installation effectiveness is vital for long-term consumer satisfaction with next-gen home products. As home technology advances, consumer comfort and familiarity with these products also impact satisfaction levels. However, there is limited analysis of how these factors influence overall consumer satisfaction in the Erode District, highlighting the need for further investigation. The study emphasizes the importance of integrating product quality, support services, and customer engagement to enhance satisfaction, providing a roadmap for brands in this competitive market.

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