

**UNIVERSITI TEKNOLOGI MARA**

**KITCHEN ELECTRICAL APPLIANCES DESIGN  
AND ITS INFLUENCES TO THE CONSUMER  
LIFESTYLE**

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## ABSTRACT

This research discusses about the influences of kitchen electrical appliance design toward consumer lifestyle. Kitchen electrical appliances are becoming more important towards our daily activity at home. Moreover, it's become a symbol of quality of life in consumer lifestyle whereby the increasing of technology, function, and design appearance makes it more and not just as for their functions. It has also played an important role as a part of home interior decorations. This research looks into on how consumers make a decision in selecting kitchen electrical appliances. The selection they made may reflect their lifestyle and their status in the community through design appearance, variation of functions, choices of brands, and ranges of price. Further to that, these appliances can improve their quality of life in term of assisting them in the kitchen. The issue raised is that, there were many previous researches on household electrical appliances regarding the context of consumer decision making, but the studies regarding kitchen electrical appliances design toward consumer lifestyle need to be further elaborated. Therefore, the aim of this research is to investigate the consumer decision making toward the kitchen electrical appliance, on how they interpret the appearance of kitchen electrical appliance. In order to investigate, this research uses mixed methods which include quantitative for percentage and qualitative for in-depth information. This research is focus on Shah Alam resident area whereby the participant is from ages above 20 to above 60 years. As a result, it can be concluded that, there are strong bonding and influence factors between kitchen electrical appliances design, consumer lifestyle and their finances. The fact that, the design was created not to impress the consumer in term of aesthetic alone but also to become their representation in the community.

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# **CHAPTER ONE**

## **INTRODUCTION**

Home appliances seem to become an important element in consumer daily life. While more and more people move to urban areas, home appliances also have become parts of our lives and considered essential for modern living (Broadbridge & Marshall, 1995). The access to design evolution and global market trend through media technology have influence the consumer taste and demand towards the home appliances design and function. The education level have an impact to the socio economic, therefore provide strong financial and opportunity to purchase durable and expensive household product. Furthermore, the important of kitchen appliances also increase, because its function and design as stated by Seal (2011) that kitchen appliances become one of criteria for kitchen interior planning, which have considered in term of product appearance.

The awareness of product design become important in this day because of product design and lifestyle are parallel due to competitive business climate which design appearance becomes central in new standard for product development (Brandt, 2011). The definition on product design according to Creusen (2011) stated that product design is the process and results in order to determine the physical and performance of the product. This product has referred from characteristic of functionalities and physical appearance.

### **1.1 BACKGROUND OF STUDY**

The kitchen appliances can be considered as an assistant to consumer through its function. As stated by Richin, Keage, and Kajjar (1992), that home appliances were making less time and energy when doing work at home. The increase of social economic, people has more time for their work and less for work activity at home. Therefore, the increasing of new technology for kitchen electrical appliances will help people to do their work quickly and efficient (Silva, 2000). In fact for some of the kitchen activity are specialize, therefore require specialize equipment according to the types of work. The common kitchen activities at home are cooking, washing plate,