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Fading Repair Culture in Indian Consumerism

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Peer Review Information	Abstract
<p>Submission: 13 March 2026</p> <p>Revision: 0.2 April 2026</p> <p>Acceptance: 16 April 2026</p>	<p>This teaching case study addresses the swift fading repair culture among Indian consumers. The rising Indian consumer market, technological advancement, planned obsolescence influence mindset of consumers. This case study also examines consumer barriers like cost, time and trust. The presentation on case scenarios gives a better understanding among MBA students, how to connect with theoretical concepts. It emphasises on government initiatives and impact to repair negligence. Finally, the case question and discussion leads to identification of factors for fading repair culture and the significance of right to repair for better sustainability livelihood.</p>
<p>Keywords</p>	
<p><i>Repair, repair culture, right to repair.</i></p>	

Introduction

India is enrooted with many tradition and culture, one among is repairing and resorting the household products was the best practices. This was achievable with the help of third party or individual repair service providers like from artisans, tailors, cobbler how repairs the shoe, air cooler repair, cell phone fixers, TV and household electronic repair shops, vehicle mechanics etc. These stand-alone players supported the circular economy and contributed to maintaining the practice of repair culture among consumer in India.

But this repair culture is fading due to increasing replace mindset among Indian consumers. This attitude and approach are visible due many concurring factors rising service cost, availability of repairable parts or components, lack of transparency in repair services, time consuming and tangled with launch new product or model.

Industry Overview: According to The Economic Time, Indian electronic market will be the fourth leading consumer market by 2027. Indian market has massive consumption market and has characterized as vigorous global producer.

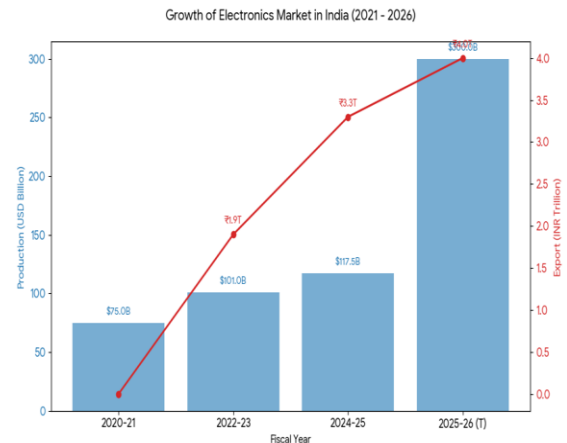


Figure 1: Represents the Growth of Indian Electronic Market.

This scenario enriches the consumption pattern of Indian consumer. Consumers are inclined to purchase more and more; the major driving factor is majority of the middle-class segmented groups are shifted towards buying for desire rather than for their need. Another factor for rising spending habits is no costs EMI option and growing E commerce, quick commerce, digital influence etc. paving way for consumption. The other side of the coin is the manufacturer strategy through planned obsolescence.

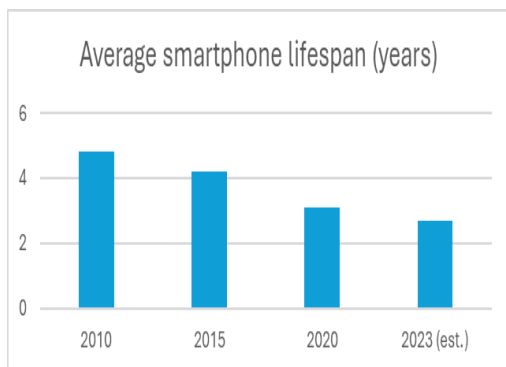


Figure 2: Average Life Span of Smart Phone in Indian Market

Figure 2 exhibits the average life span of smart phone which is strategized by manufacturer to reduce the usage of existing products and increase the sales of new models and design periodically

Problem Statement

1. Manufactures are evidently adopting obsolescence strategy by curbing the availability of fixing equipment’s and components for repair, limiting the warranties and complicate design where individual repairer cannot resolve the issue.
2. Fading repair culture among consumers, lack of trust over individual repair service provider. These issues lead to environmental challenges and diminishing of sustainable practice.

Case Narrative 1, Mr. Joe started facing a serious issue with his smartphone, unexpected flickering, overheating and health of the battery started declining. Since it’s been the latest model, without further delay Joe, rushed to nearby authorised service shop. The repairer thoroughly investigated the smartphone and recommended that the services cost is equal new smartphone and availability of repairable parts are not in market currently. So, he suggested to go for a new smartphone rather waiting repair services. Now he has to decide on repair or replace.

Like others, Joe did not have an intention to replace his smartphone very soon, he has been forced by external market factors and internal hesitation towards future problems that may raise after services. He made his decision to purchase a new smart phone. But he very well knew that his, smartphone will not vanish, what will happen to his old smartphone as soon as he disposed. He had heard about millions of E-waste piling up in India over news, will his old smart phone would be one among it. Finally, it was a moment of truth he demanded the repairer to “repair the smartphone and extend it life span”.

Bonus Input

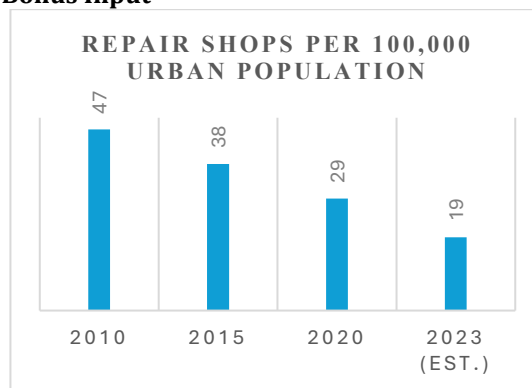


Figure 3: Exhibiting The Decline Of Repair Shops In Urban Region

Exhibit 2 Case Scenario of “Use and through consumerism” was published in The Hindu on March 23, 2026. This story took place in Hyderabad, Mr. Felix Dominic an IT professional was facing serious trouble with his washing machine for few months. After consulting with a technician, Mr. Felix Dominic took a quick decision on disposing his old machine and purchasing new washing machine. Since this cost of repair is 50% to 60% of new washing machine, there was consent offers cum discounts was flashing in his is social feeds.

USE-AND-THROW IS HYDERABAD’S ATTITUDE TOWARDS APPLIANCES
Key Insights from the Study

<p>KEY FINDINGS</p> <ul style="list-style-type: none"> Use-and-throw mindset dominates Preference for replacement over repair High-income groups (₹20 lakh+) replace more Affordability drives low repair tendency IT/telecom & large appliances show high replacement Rapid tech obsolescence Around 65% replacement rate in some categories Strong shift toward disposability Repair culture declining significantly Skills & service ecosystem weakening Rising e-waste concerns Sustainability challenge 	<p>SPENDING ON APPLIANCES AS % OF ANNUAL HOUSEHOLD INCOME</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Annual Income Group</th> <th>% of Annual Income</th> </tr> </thead> <tbody> <tr> <td>Up to ₹3 lakh</td> <td>0.6%</td> </tr> <tr> <td>₹3-10 lakh</td> <td>1.2%</td> </tr> <tr> <td>₹10-20 lakh</td> <td>1.8%</td> </tr> <tr> <td>₹20 lakh and above</td> <td>2.4%</td> </tr> </tbody> </table> <p>Higher income groups spend a larger share of their income on appliances, leading to higher replacement tendency.</p>	Annual Income Group	% of Annual Income	Up to ₹3 lakh	0.6%	₹3-10 lakh	1.2%	₹10-20 lakh	1.8%	₹20 lakh and above	2.4%	<p>REPLACEMENT INTENSITY BY CATEGORY</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Category</th> <th>Replacement Intensity (%)</th> </tr> </thead> <tbody> <tr> <td>IT & Telecom (Mobiles, Laptops, Tablets, etc.)</td> <td>65%</td> </tr> <tr> <td>Large Appliances (Refrigerator, AC, Washing Machine, TV, etc.)</td> <td>55%</td> </tr> <tr> <td>Small Appliances (Mixers, Irons, Microwaves, etc.)</td> <td>35%</td> </tr> <tr> <td>Other Appliances (Fans, Geysers, etc.)</td> <td>25%</td> </tr> </tbody> </table> <p>IT & telecom and large appliances have the highest replacement intensity.</p>	Category	Replacement Intensity (%)	IT & Telecom (Mobiles, Laptops, Tablets, etc.)	65%	Large Appliances (Refrigerator, AC, Washing Machine, TV, etc.)	55%	Small Appliances (Mixers, Irons, Microwaves, etc.)	35%	Other Appliances (Fans, Geysers, etc.)	25%
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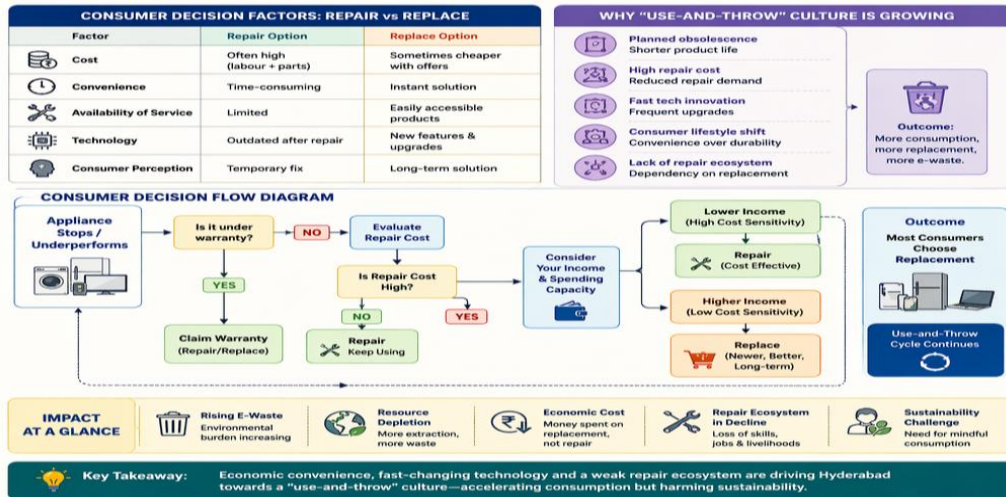


Figure 4: Highlights The Case Via Infographic

Is repair becoming a national issue?
 India is becoming the largest maker of electronic waste, this e-waste comprises of electronic

appliances, electronic devices, and white goods which is not function and through way due to cease of product life.

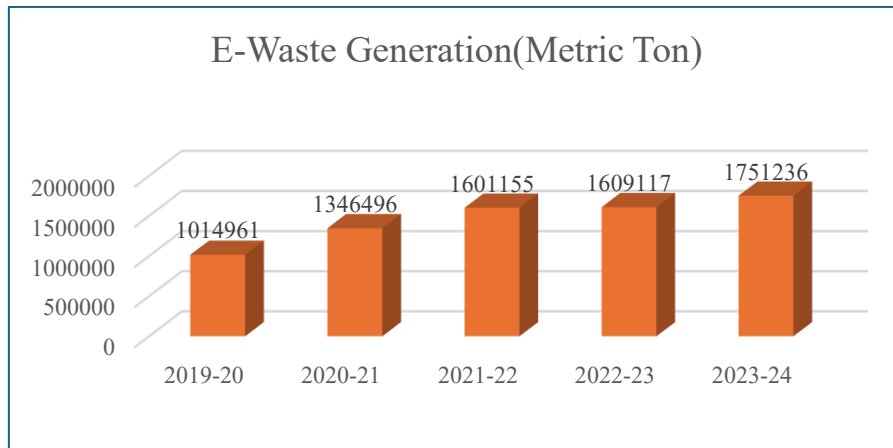


Figure 5: Exhibiting The Metric Ton E Waste Generated In India

Figure showing India's e-waste, source from Down to Earth, written by Kiran Pandey, published on: 17th Dec 2024. Apart from this government of India has identified the reparability index which contributes to consumer rights. In this case the major secondary

data is used from Government of India press releases, in the year 2022, Government has initiated Right to Repair portal. This official portal manages, connects, addresses, resolve the consumer repair issues by bring the manufacturer in the front line.

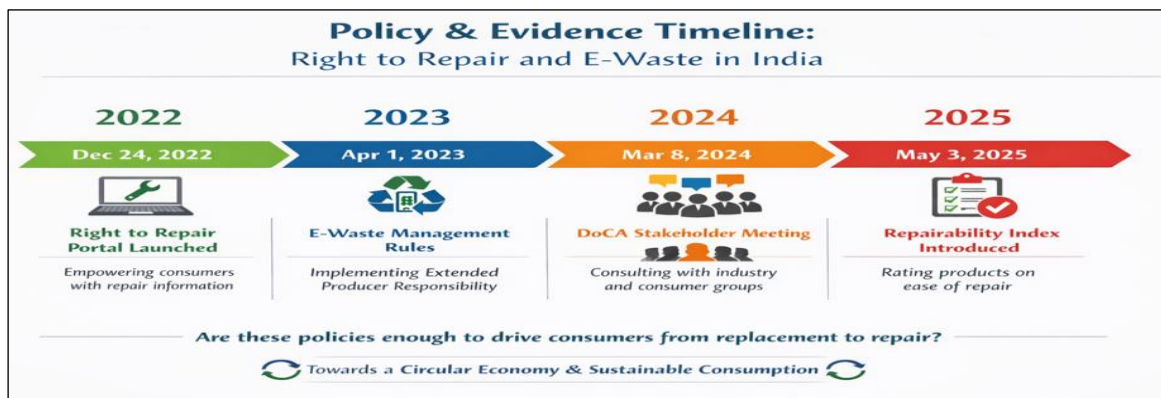


Figure 6: Highlights The Government of India Policy Initiatives to Build and Enhance Repair Practices

Key challenges

S.No	Key Factors	Driving variables
1	Behavioural Factor	Consumer behavioural factors like reliability and trust towards repairability.
2	Economic Consideration	High repair cost, offers/ discounts for new product and increasing spending habits which leads to replace
3	Market restrictions	Limited repairable part, lack of transparency in repair services and lack knowledge about repair ecosystem.

Theoretical Framework

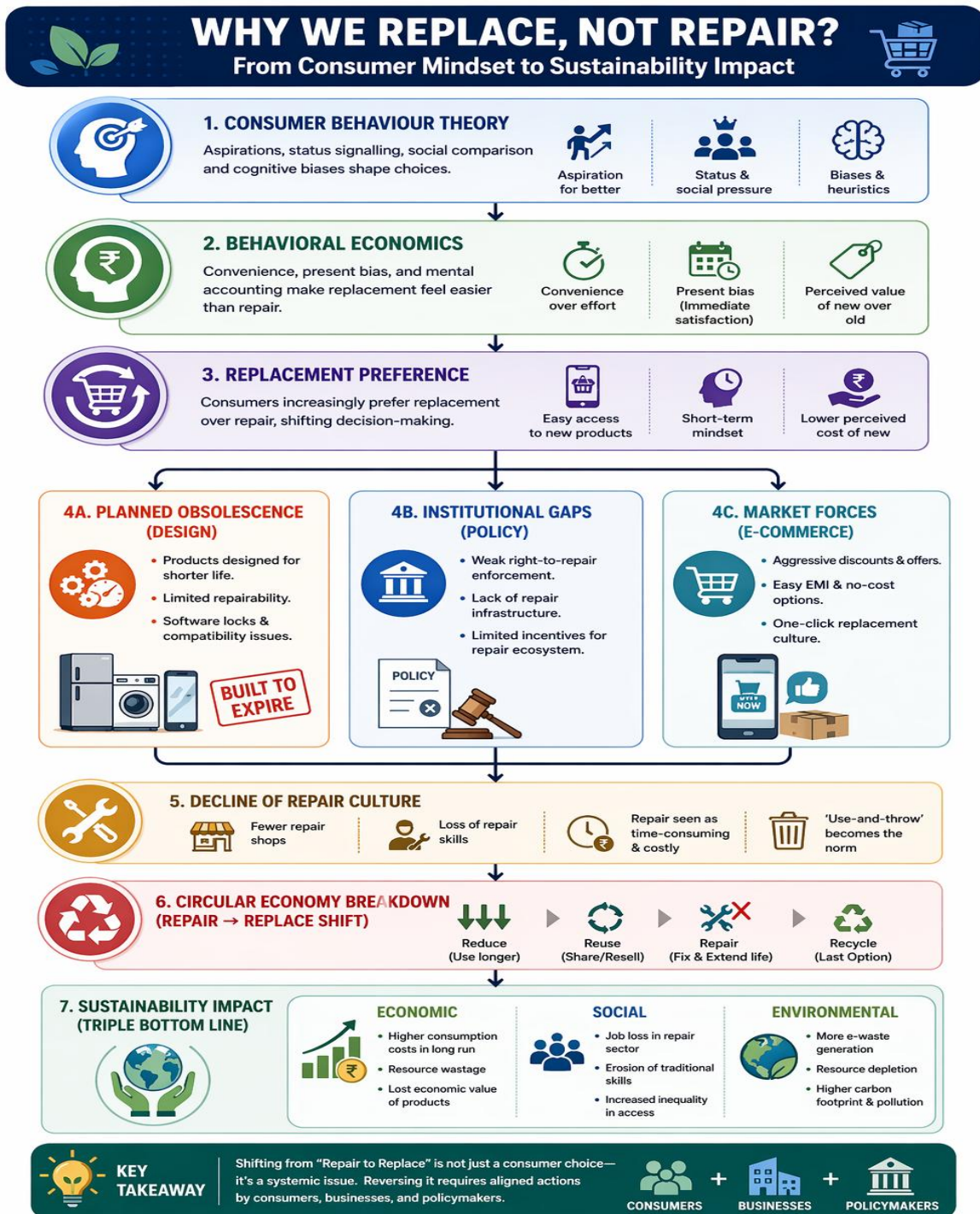


Figure 7 Exhibiting the Theoretical Framework for Repair or Replace Practice Among Consumer.

Discussion Questions

1. Critically analyse Indian consumer behaviour to through new age consumption pattern.
2. Why repair culture is fading among Indian consumers?
3. Apply PESTEL analysis in the case for consumer, repairer, manufacturer and policy maker.

towards-appliances-notes-study/article70769807.ece

Teaching Notes

The teaching case study can be utilized in Marketing Management course, Consumerism, Consumer behaviour and market research and Sustainable practices. The case fulfils the learning objectives

1. Wider discussion on consumer behaviour towards purchase, use and disposal pattern.
2. Presentation of emerging consumer right, right to repair.
3. Probe the given case scenario via theories.
4. Nurture argument on planned obsolescence.

Conclusion

India is a place of tradition, for long generations their habits towards repair culture predominant. But, with external factors like rising innovation, new product launch, quick fashion change, planned market forces and internal factors like consumer behaviour, emotional link and psychological factor shift them from reuse to dispose. Government of India continuously bring policies but the effect very minimal. Government should mandate Right to Repair and stimulate the business regulations.

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