

Investigating the Impact of Consumer Attitudes, Beliefs, and Perceptions on Consumer Behaviour in the Electrical Power Industry: A Critical Perspective from Chandrapur District

Rahul Haridas Dhakale, Research scholar, Renaissance Institute of Management studies, Gondwana University, Maharashtra

Abstract

The electrical power industry plays a vital role in supporting economic development, industrial growth, and the everyday needs of households and businesses. In this context, understanding consumer behaviour is essential for improving service quality, customer satisfaction, and the effectiveness of electricity distribution. This study critically investigates the impact of consumer attitudes, beliefs, and perceptions on consumer behaviour in the electrical power industry, with particular reference to Chandrapur District. The study focuses on how consumers' experiences with electricity supply, service reliability, billing practices, tariff structures, complaint resolution, communication, and awareness of energy conservation influence their attitudes and behavioural responses. Consumer beliefs regarding the affordability, accessibility, reliability, and quality of electricity services may significantly shape their levels of satisfaction, trust, and willingness to adopt responsible energy-use practices. Similarly, perceptions of service providers and institutional responsiveness can influence consumer loyalty, complaint behaviour, payment patterns, and acceptance of energy-efficiency initiatives. The study adopts a critical perspective to examine the relationship between psychological factors and observable consumer behaviour within the regional context of Chandrapur. It also recognizes that consumer behaviour may be influenced by demographic, socio-economic, and technological factors. The findings are expected to provide useful insights for electricity distribution agencies and policymakers in developing consumer-oriented strategies, strengthening communication, improving service delivery, and promoting energy conservation. The study ultimately emphasizes the importance of understanding consumer perspectives in creating a more responsive, efficient, and sustainable electrical power sector.

Keywords: Consumer Behaviour, Consumer Attitudes, Consumer Beliefs, Consumer Perception, Electrical Power Industry, Electricity Services, Consumer Satisfaction, Energy Conservation, Chandrapur District, Service Quality.