

Exploring the Interplay of Social Influences, Product Quality, Brand Reputation, and Pricing Strategies in Shaping Consumer Attitudes and Purchase Intentions Toward Luxury Home Appliance Brands in India

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Abstract

This research investigates the complex relationship between consumer awareness and purchasing behavior in the luxury home appliance market, focusing on the elements that shape consumer sentiment and intent to purchase. By examining various factors such as social influences, product quality, brand reputation, and pricing strategies, the study aims to understand the determinants influencing consumer attitudes toward high-end home appliance brands and the subsequent impact on purchase intentions. The study employs a mixed-method approach, combining qualitative and quantitative techniques, including interviews and surveys, to gather comprehensive data on consumer preferences within this specific market segment. Social influences, such as peer recommendations and online reviews, play a crucial role in shaping consumer perceptions. Product quality, encompassing durability, functionality, and design, significantly impacts consumer choices, as does the reputation of the brand, which includes factors like heritage, reliability, and customer service. Pricing strategies, including perceived value for money and promotional offers, also influence purchasing decisions. The study's findings are anticipated to provide substantial insights for brand managers and marketers seeking to enhance their strategies in targeting and engaging with consumers in the luxury home appliance sector. By understanding these key motivators, companies can better align their marketing efforts with consumer expectations, ultimately driving brand loyalty and increasing market share. This research contributes to the broader field of consumer behavior by offering empirical evidence on the factors that influence purchasing decisions in the context of luxury domestic appliances, providing a foundation for future studies and practical applications in marketing and brand management.

Keywords

Consumer Awareness, Purchasing Behavior, Luxury Home Appliances, Consumer Sentiment, Purchase Intentions, Social Influences, Brand Reputation, Pricing Strategies