



A Study On Factors Affecting Consumer Attitude And Purchase Intention Of Luxury Home Appliance Brands

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ARTICLE INFO ABSTRACT

The research investigates the complex correlation between consumer cognizance and purchasing conduct in the realm of high-end domestic appliances, with a specific focus on the elements that influence consumer sentiment and intent to purchase. This study examines a range of factors that impact consumer choices, including social influences, product quality, brand reputation, and pricing strategies. The study's objective is to gain a deeper understanding of the determinants influencing consumers' attitudes towards luxury home appliance brands and the subsequent impact of these attitudes on purchase intentions through an investigation of the aforementioned factors. By employing a blend of qualitative and quantitative approaches—including interviews and surveys—the study will amass data for the purpose of examining the factors that influence consumer preferences in this particular market segment. It is anticipated that the results obtained from this research will provide significant insights for brand managers and marketers aiming to augment their comprehension of consumer behaviour within the luxury home appliance sector.

Keywords: Consumer Attitude, Purchase Intention, Luxury Home Appliances, Brand Perception, Consumer Behavior

Introduction

Within the ever-evolving realm of consumer behaviour and brand inclination, the luxury home appliance sector emerges as an intriguing area of research. The objective of this study is to investigate the complex interaction of elements that influence consumer perceptions and intentions to buy luxury home appliance brands (Selvi, 2019) Given the swift progressions in technology and the evolving preferences of consumers, it is imperative for marketers and consumers equally to possess a comprehensive comprehension of these factors. The luxury home appliance market is characterized by the convergence of aesthetics, prestige symbolism, and functionality. In contrast to conventional appliances, these items frequently command higher price points and are linked to concepts of exclusivity, excellence, and way of life (Ali et al., 2020) The attitudes of consumers towards prestige home appliance brands are thus subject to the influence of an intricate network of psychological, sociological, and economic determinants.

An essential element that warrants investigation is the influence that brand reputation and image have on consumer behaviour. Significant resources are allocated by luxury brands to develop a unique identity that appeals to affluent consumers. The identity of the product transcends its functional attributes and encompasses intangible qualities including exclusivity, craftsmanship, and heritage (Sahoo, 2022) Gaining insight into the manner in which these brand attributes impact consumer attitudes and intentions to make purchases is fundamental to this research. Furthermore, it is impossible to overstate the significance of perceived value and benefits linked to luxury home appliances. Consumers frequently assess the perceived return on investment of these products with respect to their quality, durability, and improved user experience (Imelia & Ruswanti, 2017) Investigating the influence of these perceived benefits on consumer attitudes will yield significant insights into the underlying incentives that drive the purchase of luxury appliances.

Moreover, consumers' attitudes towards prestige brands are significantly influenced by the socio-cultural environment in which they function. Aspirations regarding lifestyle, cultural values, and societal conventions

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all impact consumer preferences and perceptions of luxury. For example, the exhibition of high-end appliances may denote social standing and accomplishment in some cultures, while in others it may be considered pretentious or superfluous. An additional noteworthy facet to investigate pertains to the impact that marketing and promotional tactics have on consumer perceptions. Luxury brands frequently utilize intricate marketing strategies in order to construct narratives that inspire and evoke desire in relation to their products. Experiential marketing and celebrity endorsements are examples of strategies that aim to elicit particular emotional reactions and associations in the minds of consumers.

In summary, the objective of this research endeavor is to elucidate the complex interplay of factors that influence consumer sentiments and intentions to buy luxury home appliance brands. Through an examination of these elements, marketers can formulate enhanced approaches to connect with affluent consumers, whereas consumers can arrive at well-informed decisions that are in line with their personal goals and values. This investigation into the realm of high-end household appliances holds the potential to provide significant knowledge regarding the dynamic characteristics of consumer conduct and brand inclinations in the present-day market.

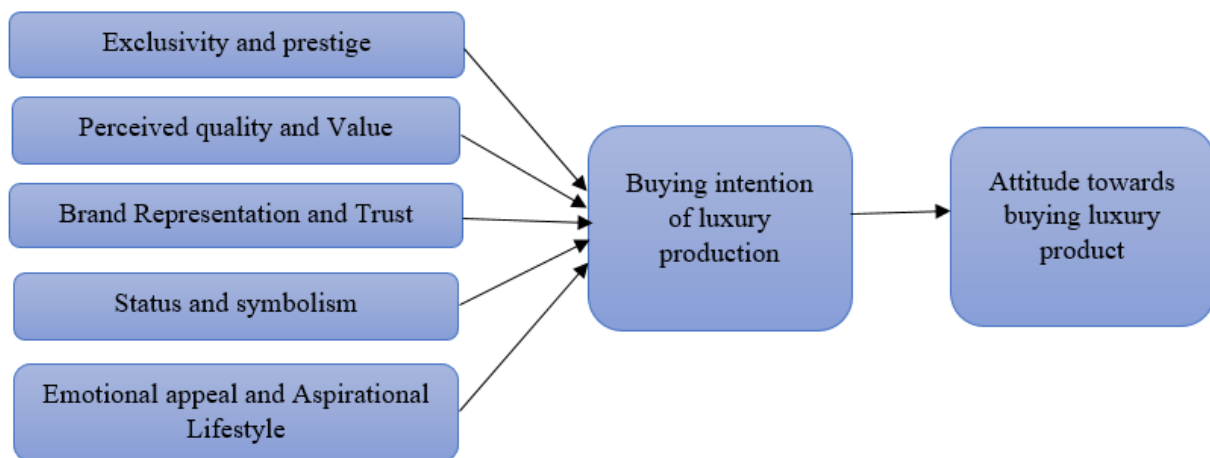


Fig.1.1 Factors Affecting Consumer Attitude and Purchase Intention of Luxury Home Appliance Brands (Authors Contribution)

The objective of this research is to examine the intricate interplay of factors that influence consumer perceptions and intentions to buy luxury home appliance brands. At the core of this investigation lie critical elements including perceived quality, brand image, and congruence with lifestyle preferences. In order for marketers to develop effective strategies for this discerning market segment, they must possess a comprehensive understanding of these factors. The study investigates the subtle inclinations that form the foundation of consumer conduct regarding the acquisition of high-end household appliances. The significance of consumer attitudes and purchase intentions in the luxury home appliance market cannot be overstated (Kivuva, 2022). These attitudes have a significant impact on brand loyalty and purchasing decisions. By identifying the specific determinants that influence these attitudes and intentions, marketers are able to formulate precise and influential marketing strategies. This research provides significant contributions to the understanding of consumer behavior in the luxury home appliance industry, enabling companies to enhance the effectiveness of their positioning and branding strategies.

The increasing desire for high-end household appliance brands reflects the changing consumer perspective concerning the improvement of lifestyles, progress in technology, and the value of renowned brands. With the growing emphasis on quality, performance, and social standing among consumers, luxury brands are strategically positioned to meet these demands, thus exerting a significant influence on consumer behaviour in the home appliance industry (Chaudhry & Kulkarni, 2023). Consumer attitudes towards luxury home appliance brands are significantly impacted by a number of critical elements. These elements comprise design aesthetics, exclusivity, brand reputation, perceived quality, and compatibility with lifestyle preferences. In addition, these attitudes are significantly influenced by factors such as interpersonal pressure, environmental consciousness, pricing perception, and after-sales service. Comprehending these variables is crucial in order to forecast and direct purchasing intentions in the market for luxury home appliances. In analysing consumer behaviour with regard to luxury home appliance manufacturers, the notion of purchase intention is crucial. It functions as an indicator of consumer preparedness and inclination to make a purchase, being impacted by factors such as brand image, adherence to quality criteria, and congruence with personal style (Costa & Gamage, 2024). Through an in-depth analysis of purchase intention, marketers have the ability to uncover highly valuable

knowledge regarding consumer preferences. This knowledge empowers them to execute strategic brand positioning and targeted marketing campaigns that are specifically designed to increase brand attractiveness and stimulate sales within this exclusive market segment.

Luxury Appliance Brands

1. Samsung

Initiated in the late 1960s as a grocery trading company, Samsung branched out into the electronics industry with the establishment of Samsung Electronics Devices. Samsung began producing televisions, refrigerators, and calculators in the 1970s; by 1978, the company had produced 5 million televisions. Samsung has demonstrated sustained success in the semiconductor industry, forayed into digital solutions, and emerged as a frontrunner in smartphone innovation with the introduction of the Galaxy series over the course of several decades. Under the stewardship of Lee Jae-yong, the company diversified into VR technology and self-driving vehicles, contributing substantially to South Korea's GDP, and remains family-owned.

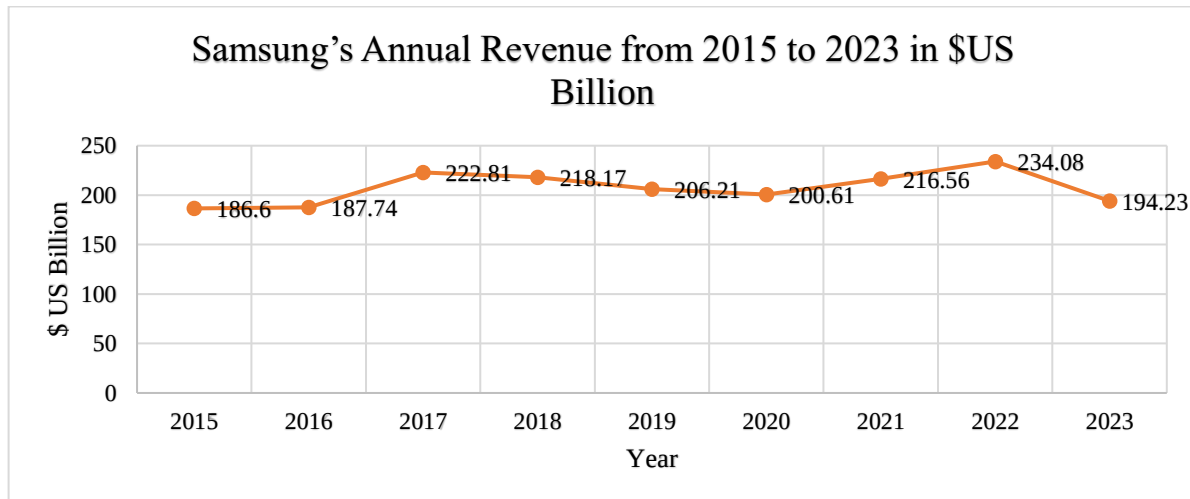


Fig.1.2 Samsung's Annual Revenue from 2015 to 2023 in \$US Billion

Samsung's annual revenue from 2015 to 2023 experienced fluctuations, reflecting varying market conditions and industry dynamics. The revenue trend generally showed growth, with notable peaks in 2017, 2018, and 2021, reaching \$240.71 billion. However, there were declines in 2019 and 2023, possibly influenced by economic factors or company-specific challenges. Overall, Samsung's revenue trajectory over this period underscores its significant role in the global electronics market, despite occasional setbacks in certain years.

2. LG Electronics

LG Electronics Inc. reported consolidated revenue of KRW 84.2 trillion and operating profit of KRW 3.55 trillion in 2023, despite economic challenges, to achieve revenue records for the third consecutive year. The combined revenue of home appliances and vehicle components surpassed 40 trillion KRW, demonstrating sustained growth. LG has increased profitability through strategic expansions into B2B markets, subscription services, and content, capitalising on its global user base. By focusing on emerging markets and expanding product distribution via its Overseas Sales & Marketing Company, the organisation intends to advance towards future growth.

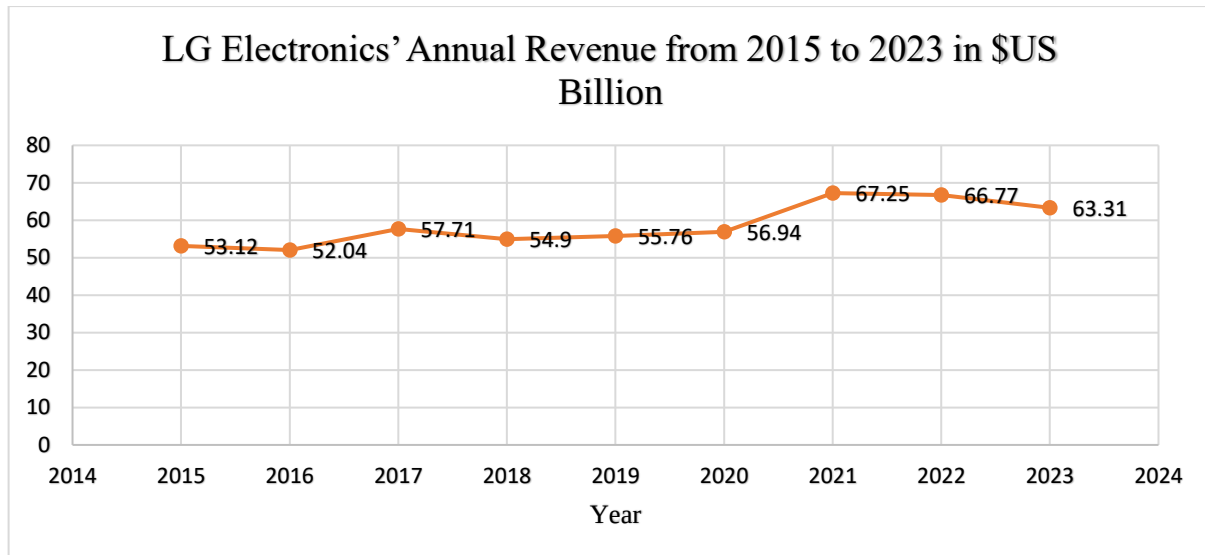


Fig.1.3 LG Electronics' Annual Revenue from 2015 to 2023 in \$US Billion

There was variability in the annual revenue of LG Electronics between the years 2015 and 2023. Revenue decreased marginally from \$53.12 billion in 2015 to \$52.04 billion in 2016, before recovering in the following years. Revenue rose substantially to \$67.25 billion by 2021, representing a substantial increase. In contrast, subsequent years witnessed a decline in revenue, which peaked at \$63.31 billion by 2023. In general, LG Electronics exhibited revenue growth and resilience throughout this period, notwithstanding certain fluctuations; this reflected changes in market dynamics and consumer demand.

3. Panasonic

Since its establishment in 1918, Panasonic Holdings Corporation, previously known as Matsushita Electric Industrial Co., Ltd., has experienced substantial expansion as a Japanese multinational electronics corporation. After its inception as a supplier of lighting receptacles, the company diversified its product line to include televisions, domestic appliances and automotive systems. Prominent examples of Panasonic's innovations include the Technics line of audio equipment and the SL-1200 turntable, both of which are icons. It has expanded into smart home technologies, rechargeable batteries, and avionic systems over time. Sanyo acquisitions and investments in AI and machine learning are notable. Panasonic has been actively developing supply-chain management software and electric vehicle batteries in recent ventures.

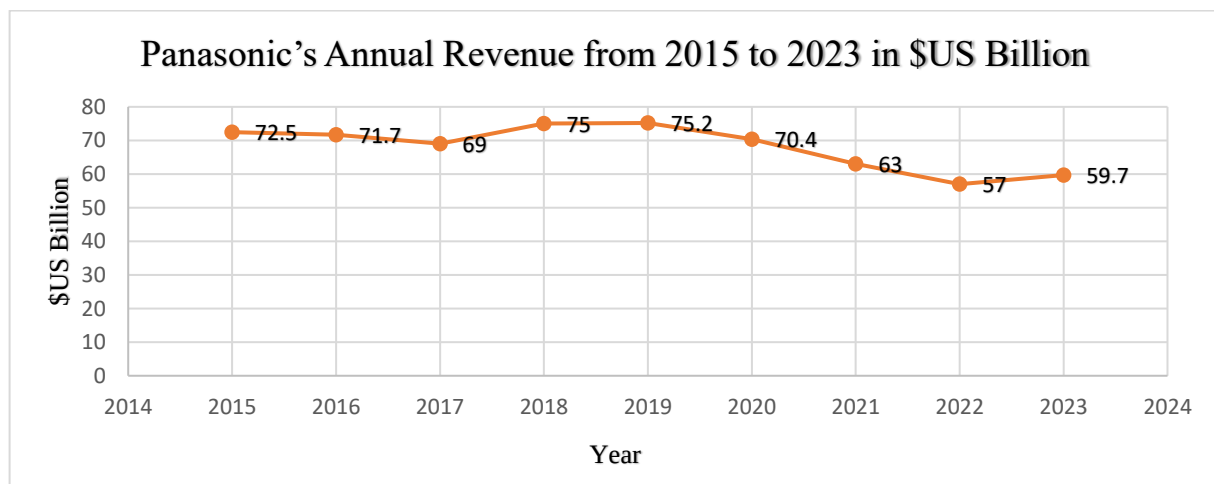


Fig.1.4 Panasonic's Annual Revenue from 2015 to 2023 in \$US Billion

The annual revenue trajectory of Panasonic exhibits a varied performance from 2015 to 2023. The revenue experienced volatility, commencing at \$72.5 billion in 2015 and declining to \$63 billion in 2021. Economic conditions, market competition, and strategic adjustments are probable contributors to these outcomes. Notwithstanding its decline to \$57 billion in 2022, revenue marginally rebounded in 2023 to reach \$59.7 billion. In general, the revenue trajectory indicates that continued innovation and adaptation to market dynamics are required.

4. Godrej

The Godrej Group, founded in 1897 and already boasting a revenue exceeding USD 4.1 billion, serves a wide array of industries, including real estate, agriculture, consumer products, and appliances, for 1.1 billion consumers worldwide. Our technologies significantly underpin the space missions of India. By allocating 23% of promoter holdings to trusts that support environmental, health, and educational initiatives, we indicate our commitment to these causes. By implementing our Good & Green strategy, we intend to promote sustainability and inclusive growth in India.

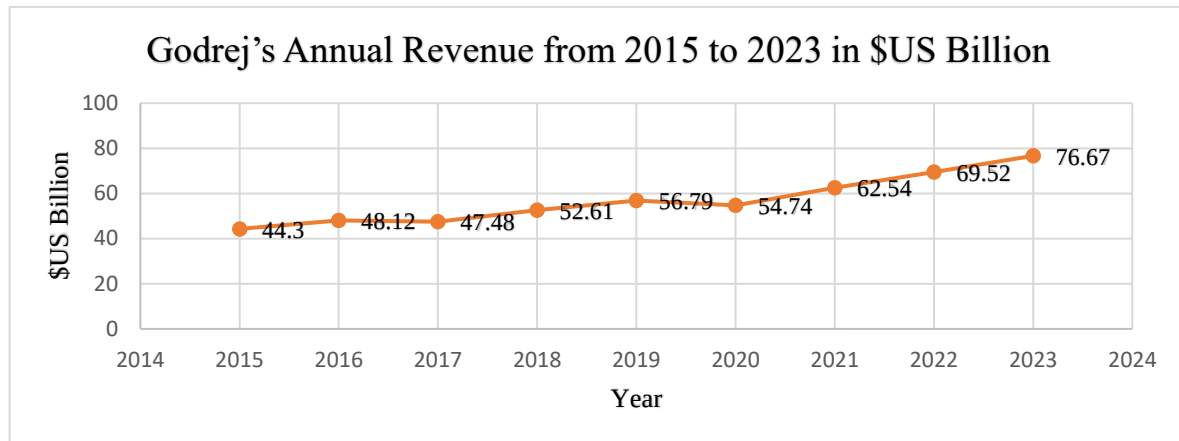


Fig.1.5 Godrej's Annual Revenue from 2015 to 2023 in \$US Billion

During the time span spanning from 2015 to 2023, Godrej experienced a steady and progressive growth in its annual revenue, which escalated from \$44.3 billion in 2015 to \$76.67 billion in 2023. Notwithstanding intermittent variations in specific years, such as a decline in 2017 succeeded by robust expansion in the years that followed, the overarching trend has been favourable. The revenue growth of the company during this period can be attributed to effective business strategies, market expansion, and potentially advancements or acquisitions. This consistent expansion highlights Godrej's industry prowess and competitiveness, thereby establishing the company favourably for further triumphs on the international stage.

Household appliances retail value worldwide

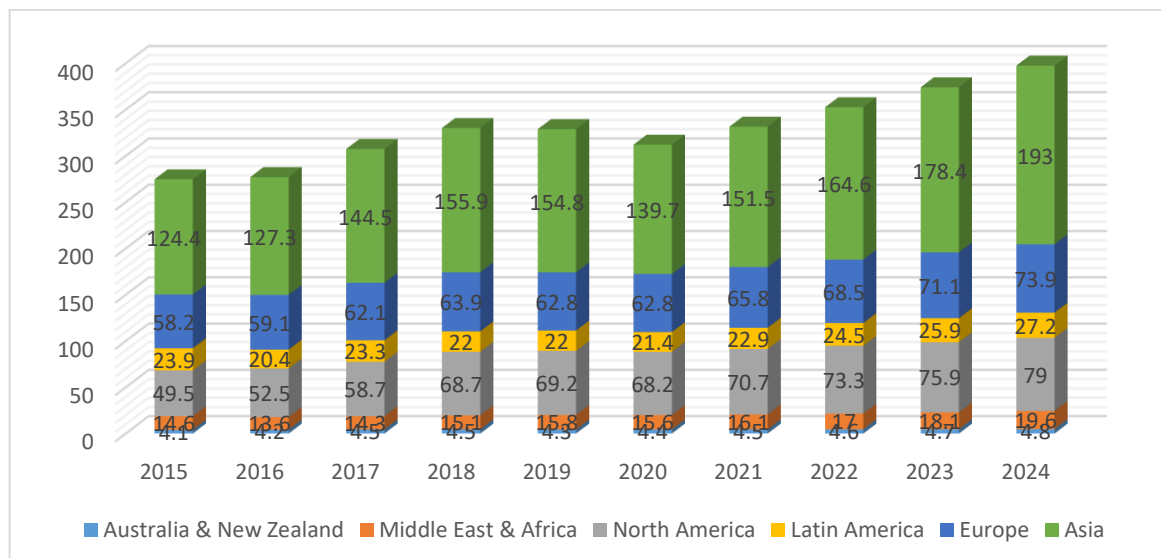


Fig.1.2 Major household appliances retail value worldwide from 2015 to 2024, by region (in billion U.S. dollars)

The retail values of main household appliances exhibited regional variation from 2015 to 2024. Asia ranked second with \$124.4 billion in 2015, followed by North America with \$49.5 billion. Asia's value increased to \$193 billion by 2024, whereas North America's value rose to \$79 billion. In the same manner, Europe expanded to \$73.9 billion. In 2024, Latin America recorded modest growth, reaching \$27.2 billion. In 2024, Australia and New Zealand maintained a constant \$4.8 billion. Consistent growth was observed in the Middle East and Africa, which accumulated \$19.6 billion by 2024. These trends are indicative of the ever-changing global appliance markets.

Scope of the study

The scope of this study encompasses a comprehensive investigation into the factors influencing consumer attitudes and purchase intentions towards luxury home appliance brands. The research will focus on identifying key determinants that shape consumer perceptions and behaviors in this specific market segment. Factors such as brand image, perceived quality, pricing, lifestyle congruence, and social influences will be examined to understand their impact on consumer attitudes and purchase decisions. The study will employ both qualitative and quantitative research methods, including surveys and interviews, to gather insights from consumers. The findings of this study aim to contribute to the existing knowledge of consumer behavior within the luxury home appliance industry and provide practical implications for marketers and brand managers seeking to enhance consumer engagement and market share in this competitive sector.

Literature Review

Author & Year	Factors/Variable	Method	Conclusion
Tanmayee N Umrikar & Devkumar (2022)	A study of consumer purchase decision of electrical home appliance with emphasize on marketing mix and electric energy sustainability	correlation analysis, demographic analysis, consumer perception survey, income bracket analysis	Income significantly influences the purchase of energy-efficient appliances, especially among those earning around 10 lakhs annually. Marketing mix should align with consumer acceptance levels. Cost concerns highlight areas for improvement, while buying factors like warranty and support warrant ongoing optimization efforts.
Hossein Vazifehdust (2017)	International Journal of Scientific Management and Development The Effect of Brand Equity on Buying Intention of Ultimate Consumer (Case Study: Electric Home Appliances Industry)	Data collection, regression analysis, and Friedman Variance Analysis	The study concludes that brand awareness, perceived quality, brand association, and brand loyalty significantly influence consumer buying intention. Enhancing these factors can notably increase consumer purchasing inclination, underscoring their crucial role in consumer decision-making.
Dr.C.Esakkiammal (2022)	A study on consumer attitude towards foreign brand home appliances	Anova and t-test for data analysis	Understanding and meeting consumer preferences is crucial in today's competitive consumer goods market. Marketers must use effective communication across media to tailor products to consumer desires, gaining a strategic advantage over competitors.
J. Ramyarani (2020)	Women's purchase behavior towards luxury products	Demographic analysis, correlation analysis, and regression analysis	This study advances understanding by demonstrating the critical role of brand attitude, perceived value, and purchase intention in influencing actual luxury goods purchases. These empirical findings underscore the importance of considering consumer behaviour and brand attachment in luxury marketing strategies.
Megha Gupta (2023)	Influence of brand attitude on purchase intention of modular kitchen	Surveys, questionnaires, convenience sampling, and literature review for data analysis	Retailers and dealers in India's modular kitchen industry can enhance brand perception through social media engagement and targeted print media, while leveraging psychographic variables for increased purchase intent and sales.
Mehrdad Ghanbari (2017)	The Intermediate Role of Brand Loyalty in the Relationship between Consumer Value and Purchase Intention (Case Study: Consumers of SNOWA Household Appliances in Kermanshah City)	Questionnaires with validated and reliable measures based on Likert scales	The study highlights the significant role of brand loyalty influenced by functional, emotional, and social values in driving purchase intentions for snowa appliances, suggesting managerial emphasis on these values to enhance consumer loyalty.
Nicola Mantellina (2019)	Branding and consumers in the kitchen appliances industry context	Qualitative interviews, literature review, and empirical data	This research underscores the intricate nature of consumer experience and its pivotal touchpoints in the kitchen appliances industry. Key findings emphasize the critical role of reliability alongside price, quality, and brand interaction, shaping enduring customer relationships.

Research Gap

Luxury home appliance brands constitute an exclusive sector in the consumer products industry due to their distinctive branding strategies and premium pricing. Although previous research has examined consumer behaviour in relation to luxury products, there is a significant knowledge vacuum regarding the precise determinants that impact attitudes and intentions to purchase luxury home appliance brands (Cahyanaputra et al., 2022). Before anything else, the majority of research on luxury consumption has neglected the unique

context of luxury home appliances in favour of fashion, automobiles, or electronics. Furthermore, the current body of literature frequently fails to consider the intricate relationship that exists between functional attributes (such as quality, features, and durability) and psychological factors (such as conspicuous consumption, self-image, and prestige) that impact consumer perceptions of luxury home appliances (Jain, 2024). Comprehending these elements is of the utmost importance for policymakers and marketers seeking to optimise brand positioning and consumer engagement within this specialised market. In an effort to reconcile this divide, the present study investigates the nuanced factors that influence consumer behaviour in the luxury home appliance industry.

Research Methodology

A structured quantitative approach was utilised in the investigation of the factors that influence consumer attitude and purchase intention with regard to prestige home appliance brands. The research employed a cross-sectional design and selected one hundred participants at random from the intended consumer population (MINGAYN GUO, 2023). This demographic consists of individuals who have acquired or are contemplating acquiring premium domestic appliances. Random sampling guarantees that every individual in the population has an equal opportunity of being selected, thereby establishing the sample's representativeness. The gathering of data entails the administration of a structured questionnaire survey, which consists of closed-ended and Likert scale items specifically designed to evaluate a range of factors including price sensitivity, purchase intention, brand perception, social influence, and product quality. Pre-testing is performed on the questionnaire in order to ascertain its accuracy and dependability (Yang, 2023). Following this, the data is analysed utilising the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including means, frequencies, percentages, and standard deviations, are employed to provide concise summaries of the investigated variables and participant demographics. Inferential statistics, such as correlation and regression analysis, are applied to investigate the relationships between variables and to test hypotheses. The primary objective of this study is to make a scholarly and practical contribution by providing significant insights into the factors that influence consumer attitudes and intentions to purchase luxury home appliance brands.

Limitation

during the process of investigating the variables that influence consumer sentiment and intent to purchase luxury home appliance brands, a number of constraints were identified. A notable limitation was the reliance on convenience sampling, which, by virtue of its non-probabilistic characteristics, might not accurately reflect the larger population. Moreover, the data collection process was predominantly concentrated on particular geographic regions, potentially neglecting rural areas in the process; consequently, this restricts the applicability of the results. The exclusion of rural data may have implications for the study's overall validity, given the potential for substantial variations in consumer preferences and behaviours between urban and rural environments. Therefore, in order to prevent overgeneralization, caution must be exercised when interpreting the results. Subsequent investigations ought to strive for sampling techniques that are more inclusive and representative in nature, in order to encompass a wider range of consumer behaviours and perspectives spanning various geographic and demographic segments.

Research Objectives

1. Identify key factors shaping consumer attitudes towards luxury home appliance brands.
2. Determine the impact of consumer attitudes on purchase intentions.
3. Explore the impact of brand image on purchase intentions.
4. Assess the relationship between price perception and brand loyalty.
5. Examine demographic influences on luxury home appliance purchasing decisions.

Hypothesis of Research

H1: There is a significant relationship between consumer attitudes and key factors influencing luxury home appliance brand perception.

H2: Consumer attitudes significantly affect purchase intentions towards luxury home appliance brands.

H3: Brand image significantly influences purchase intentions of luxury home appliances.

H4: Price perception positively influences brand loyalty towards luxury home appliance brands.

H5: Demographic factors significantly influence luxury home appliance purchasing decisions.

Result and Discussion

Demographics of the Sample

Predictor	% (n = 100)
Age	
Under 25 years	14
25-35 years	37
36-45 years	13
46-55 years	18
56 years and above	10
Gender	
Male	54
Female	46
Education	
High school or equivalent	13
Bachelor's degree	27
Master's degree	33
Doctorate or professional degree	20
Other	7
Household Income	
Under \$30,000	21
\$30,000 - \$50,000	25
\$50,001 - \$100,000	23
\$100,001 - \$150,000	13
Over \$150,000	18

Hypothesis Testing

H₁: There is a significant relationship between consumer attitudes and key factors influencing luxury home appliance brand perception.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	110.790	4	27.697	54.863	.000 ^b
Residual	47.960	95	.505		
Total	158.750	99			

a. Dependent Variable: The importance of the following factors in shaping your attitude towards luxury home appliance brands

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.122	.274		.447	.656
	My attitude towards luxury home appliance brands is influenced by the opinions of family and friends	.688	.108	.680	6.352	.000
	Level of agreement with the following statements regarding luxury home appliance brands	.148	.110	.131	1.338	.184
	To what extent does the exclusivity of owning luxury home appliances influence your attitude towards these brands?	-.099	.102	-.093	-.967	.336
	How important is environmental sustainability in shaping your attitude towards luxury home appliance brands?	.164	.085	.161	1.921	.058

a. Dependent Variable: The importance of the following factors in shaping your attitude towards luxury home appliance brands

The table presents the results of an analysis examining the relationship between consumer attitudes and factors influencing luxury home appliance brand perception. The ANOVA results indicate a significant relationship between these variables, with the regression model explaining a substantial portion of the variance in consumer

attitudes ($F(4,95) = 54.863, p < .001$). Examining the coefficients, it's evident that the opinions of family and friends significantly influence consumer attitudes towards luxury home appliance brands ($\beta = .680, p < .001$). However, the level of agreement with statements about luxury home appliances, exclusivity, and environmental sustainability showed weaker or non-significant effects. Therefore, the hypothesis that there is a significant relationship between consumer attitudes and key factors influencing luxury home appliance brand perception is accepted, particularly emphasizing the influence of social factors like the opinions of family and friends.

H2: Consumer attitudes significantly affect purchase intentions towards luxury home appliance brands.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.805	4	20.701	40.147	.000 ^b
	Residual	48.985	95	.516		
	Total	131.790	99			

a. Dependent Variable: My positive attitude towards a luxury home appliance brand increases my likelihood of purchasing their products.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.396	.293		1.353	.179
	How much does your attitude towards luxury home appliance brands influence your decision-making process when considering a purchase?	.462	.093	.476	4.945	.000
	To what extent do your past experiences with a brand influence your intention to purchase their products again?	.316	.114	.312	2.770	.007
	How likely are you to recommend a luxury home appliance brand to others based on your positive attitude towards it?	-.206	.123	-.206	-1.676	.097
	How much does the reputation of a luxury home appliance brand influence your purchase intentions?	.298	.101	.294	2.953	.004

a. Dependent Variable: My positive attitude towards a luxury home appliance brand increases my likelihood of purchasing their products.

The ANOVA results indicate that the regression model is significant ($F(4,95) = 40.147, p < .001$), suggesting that consumer attitudes significantly influence purchase intentions toward luxury home appliance brands. Each predictor variable contributes significantly to the model ($p < .01$), with attitudes towards luxury brands ($\beta = .476, p < .001$) having the strongest impact on purchase intentions. Past brand experiences ($\beta = .312, p = .007$) and brand reputation ($\beta = .294, p = .004$) also significantly influence purchase intentions. However, the likelihood of recommending a brand to others did not have a significant effect ($\beta = -.206, p = .097$). Therefore, the hypothesis that consumer attitudes significantly affect purchase intentions toward luxury home appliance brands is accepted. Positive attitudes towards luxury brands, influenced by past experiences and brand reputation, enhance the likelihood of purchasing their products.

H3: Brand image significantly influences purchase intentions of luxury home appliances.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.782	4	20.695	34.978	.000 ^b
	Residual	56.208	95	.592		
	Total	138.990	99			

a. Dependent Variable: The overall image and perception of a luxury home appliance brand significantly influence my purchase intentions.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.095	.353		.269	.789
	To what extent does a luxury home appliance brand's marketing and advertising influence your purchase intentions?	.297	.095	.284	3.135	.002
	How much does the association of a luxury home appliance brand with celebrities or influencers affect your purchase intentions?	.325	.097	.315	3.352	.001
	How likely are you to purchase a luxury home appliance brand if it is perceived as being trendy or fashionable?	.305	.095	.275	3.222	.002
	I believe that higher prices for luxury home appliances are justified by their quality and features.	.056	.095	.051	.595	.553

a. Dependent Variable: The overall image and perception of a luxury home appliance brand significantly influence my purchase intentions.

The ANOVA results indicate a significant relationship between brand image and purchase intentions for luxury home appliances ($F(4, 95) = 34.978$, $p < .001$). The regression model explains a substantial portion of the variance in purchase intentions ($R^2 = .597$). Analyzing the coefficients, marketing/advertising ($\beta = .284$, $p = .002$), association with celebrities/influencers ($\beta = .315$, $p = .001$), and trendiness/fashion ability ($\beta = .275$, $p = .002$) significantly influence purchase intentions. However, the hypothesis regarding justification of higher prices by quality/features is not supported ($\beta = .051$, $p = .553$). Therefore, the hypothesis that brand image significantly influences purchase intentions of luxury home appliances is accepted, with marketing/advertising, celebrity/influencer associations, and trendiness/fashion ability being key drivers.

H4: Price perception positively influences brand loyalty towards luxury home appliance brands.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.294	4	14.324	24.874	.000 ^b
	Residual	54.706	95	.576		
	Total	112.000	99			

a. Dependent Variable: I believe that higher prices for luxury home appliances are justified by their quality and features.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.469	.376		1.249	.215
	How much does the perception of value for money influence your loyalty to a luxury home appliance brand?	.303	.135	.270	2.234	.028
	To what extent does the price of a luxury home appliance influence your perception of its quality?	.234	.114	.211	2.049	.043
	How likely are you to switch to a different luxury home appliance brand if you find a similar product at a lower price?	.213	.112	.223	1.898	.061
	How important is price consistency in maintaining your loyalty to a luxury home appliance brand?	.121	.119	.115	1.017	.312

a. Dependent Variable: I believe that higher prices for luxury home appliances are justified by their quality and features.

The ANOVA results indicate that the regression model significantly explains the relationship between price perception and brand loyalty toward luxury home appliance brands ($F(4,95) = 24.874$, $p < .001$). The coefficients reveal that the perception of value for money ($\beta = .270$, $p = .028$) and the influence of price on perceived quality ($\beta = .211$, $p = .043$) positively affect brand loyalty. However, the likelihood of switching brands due to lower prices ($\beta = .223$, $p = .061$) and the importance of price consistency ($\beta = .115$, $p = .312$) show weaker associations. Therefore, the hypothesis that price perception positively influences brand loyalty toward luxury home appliance brands is accepted, with particular emphasis on perceived value and quality, while acknowledging nuances in price sensitivity and consistency.

H5: Demographic factors significantly influence luxury home appliance purchasing decisions.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.214	2	.107	.421	.000 ^b
Residual	24.626	97	.254		
Total	24.840	99			

a. Dependent Variable: Gender

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.639	.225		7.293	.000
	How does your income level affect your likelihood of purchasing luxury home appliances?	-.036	.047	-.084	.776	.440
	How much does your occupation influence your purchasing decisions when it comes to luxury home appliances?	-.009	.051	-.020	.180	.056

a. Dependent Variable: Gender

The table presents results of an ANOVA test examining the impact of demographic factors on luxury home appliance purchasing decisions, with gender as the dependent variable. The regression model indicates a significant overall effect ($F(2,97) = 0.421$, $p < .001$). However, examining individual coefficients, neither income level ($p = .440$) nor occupation ($p = .056$) show significant associations with gender. Thus, the hypothesis that demographic factors influence luxury home appliance purchasing decisions is partially accepted, as the overall model is significant but the specific factors of income level and occupation do not significantly predict gender-based differences in purchasing behavior.

Conclusion

In conclusion, this study delved into the intricate factors influencing consumer attitudes and purchase intentions towards luxury home appliance brands. Through a comprehensive analysis of various determinants such as brand perception, product quality, pricing, and social influences, several significant insights were revealed. The findings underscored the importance of brand image and perceived value in shaping consumer attitudes, with quality emerging as a fundamental driver of purchase intention. Moreover, the impact of social factors like peer influence and societal norms on consumer behavior was highlighted. These insights provide valuable implications for marketers and policymakers aiming to enhance consumer engagement and brand loyalty in the luxury home appliance market. Moving forward, understanding these nuanced dynamics can empower brands to craft more targeted marketing strategies and innovative product offerings that resonate with consumers' desires and preferences, ultimately fostering enduring relationships and sustained business growth in this competitive industry landscape.

Future Research

Further research into the variables that influence consumer sentiment and intention to buy luxury home appliance brands could significantly build upon the present study. To begin with, the implementation of a longitudinal study would yield significant benefits in terms of monitoring temporal developments and capturing the dynamic interplay between variables such as brand reputation, aspects that were not comprehensively investigated in the present cross-sectional study. Adopting a longitudinal approach would yield more profound insights into the evolution and variability of consumer perceptions and behaviours with

regard to luxury appliance brands. Such knowledge would be more valuable in informing marketing strategies and brand management.

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