

Factors Influencing on Consumer Purchase Intentions for Home Appliances: A Study based on Central Province of Sri Lanka

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Abstract

Consumer purchase intention, which reflects an individual's willingness and likelihood to buy a product, is a critical construction in consumer behavior research. Understanding the drivers of purchase intentions is particularly important in the home appliance sector, where consumers face multiple product choices and brands. This study examines the factors influencing purchase intentions for home appliances in the Central Province of Sri Lanka, focusing on price, technological advancements, environmental considerations, brand loyalty, and after-sales services and warranty. The objectives are to identify the significant predictors of purchase intention, assess the strength of their impact, and provide both theoretical and managerial insights. A quantitative, explanatory, and deductive research design was employed. Data was collected through structured questionnaires from 210 consumers using convenience sampling across Kandy, Matale, and Nuwara Eliya districts (95.5% response rate). Data analysis was conducted using descriptive statistics, Pearson correlation, and multiple regression. The findings revealed that all five factors had significant positive correlations with consumer purchase intention ($r = 0.546-0.604$, $p < 0.01$). However, regression analysis indicated that only technological advancements ($\beta = 0.220$, $p = 0.015$) and environmental considerations ($\beta = 0.254$, $p = 0.002$) exerted statistically significant influence, explaining 46.2% of variance in purchase intentions ($R^2 = 0.462$). Environmental considerations emerged as the strongest predictor. Price, brand loyalty, and after-sales services and warranty, although positively correlated, did not demonstrate significant predictive power. This study extends the consumer behavior literature by highlighting the growing importance of technology adoption and sustainability in shaping purchase intentions within emerging markets. For practitioners, the results underscore the need for home appliance manufacturers and marketers to prioritize technological innovation, eco-friendly product features, and sustainability-driven marketing strategies to effectively capture consumer interest and strengthen purchase intentions in the Central Province of Sri Lanka.

Keywords: brand loyalty, consumer behavior, home appliances, purchase intention, sustainability