

A Conceptual Study on the Factors Influencing Consumer Buying Behaviour towards Indigenous White Goods Brands

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Abstract: The white goods markets, which includes appliances like refrigerators, washing machines, and air conditioners, microwaves have traditionally been dominated by global brands. However, indigenous brands are gaining more attention in emerging markets and understanding what drives consumers to choose them is essential. This paper presents a conceptual framework to explore the key factors that influence consumer buying behaviour towards indigenous brands in the white goods sector. The framework combines insights from consumer behaviour highlighting factors such as product quality, price, after-sales service, cultural relevance, and national pride. It also looks at how trust, perceived service quality, and brand loyalty play a role in the decision-making process. By offering a comprehensive understanding of these factors, the study aims to provide valuable guidance for marketers and policymakers in promoting indigenous brands. The study shed light on the challenges, opportunities and future outlook of white goods in indigenous brands. This framework also suggests future research areas to validate these factors and improve indigenous brand strategies.

Key Words: White Goods, Indigenous Brands, Consumer Buying Behaviour, Brand Loyalty, Consumer Trust

I. Introduction

The white goods industry, encompassing key household appliances such as refrigerators, washing machines, and air conditioners, has seen notable expansion in developing countries. This growth is primarily driven by rising disposable incomes, rapid urbanization, and evolving consumer lifestyles, all of which boost the demand for modern home amenities (Kushwaha, Rapo, & Ahmad, 2015). In theory, these market forces are anticipated to provide indigenous manufacturers with a competitive advantage. These firms possess insights into domestic consumer buying behaviour, allowing them to develop products that meet local needs and preferences. Additionally, supporting indigenous brands aligns with broader national objectives, such as enhancing economic self-reliance, boosting industrial competitiveness, and reducing reliance on imported goods. However, this anticipated result has not been fully realized. Despite the relative benefits for local manufacturers, consumer preferences in many emerging markets still favour international white goods brands. This trend is often linked to factors such as perceived product quality, brand reputation, and socio-cultural influences that favour foreign brands over indigenous ones (Sharma, 2020). This gap between the expected consumer support for indigenous brands (disolen) and the prevailing preference for foreign brands (disen) underscores a significant gap in the literature. While previous studies have examined general consumer buying behaviour in the white goods sector, there has been limited focus on the specific factors that influence consumer decisions regarding indigenous brands.

The global market for white goods, which includes major household appliances like refrigerators, washing machines, air conditioners, and microwaves, has experienced considerable changes over the past few decades, especially in emerging regions such as India, Brazil, and parts of Africa and Southeast Asia (Kumar & Roy, 2021). Historically dominated by multinational companies, this sector is now seeing indigenous brands gaining traction by offering affordable, culturally tailored, and locally produced options (Chakraborty, Das, & Mitra, 2020).

The process of consumer buying behaviour is complex, shaped by a mix of psychological, social, cultural, and economic factors. (Kotler & Keller, 2016). When it comes to white goods, which are often seen as high-involvement purchases, the decision-making process is more detailed and logical, with consumers prioritizing product longevity, after-sales support, energy efficiency, and brand reliability. (Patel & Srivastava, 2022). Although indigenous brands are sometimes viewed as lower in quality, they are increasingly attracting consumers through value-driven marketing, national pride, and a deeper understanding of local preferences. A significant trend among domestic buyers is the growing consumer ethnocentrism, where there is a preference for locally made products over foreign ones due to emotional, cultural, or economic reasons (Shimp & Sharma, 1987). This inclination often benefits indigenous brands, particularly when bolstered by government initiatives like "Make in India" or similar nationalistic campaigns. However, despite these favourable conditions, many Indigenous brands face challenges with inconsistent brand positioning, limited brand recognition, and perceived lower quality in consumers' minds (Verma & Bhattacharta, 2021). While there is extensive literature on consumer buying behaviour and branding, research specifically focused on consumer buying behaviour for Indigenous brands in the white goods sector is limited. Most existing models do not adequately incorporate the socio-cultural, personal and economic factors unique to developing countries, especially concerning white goods consumption. This paper aims to address this gap by creating a conceptual framework that outlines the various factors influencing

consumer buying behaviour toward indigenous white goods brands. The framework is intended to combine traditional consumer behaviour theories with contextual factors such as cultural identity, national pride, and economic considerations offering a comprehensive understanding for researchers, marketers, and policymakers alike. Therefore, this conceptual study aims to investigate the key determinants that shape consumer purchasing behaviour towards local white goods brands. By identifying and synthesizing these influencing factors, the study seeks to offer actionable insights that could help indigenous manufacturers improve their brand positioning and enhance market competitiveness in the face of global competition

Consumer Behaviour

The scientific investigation of consumer behaviour monitors the sequences of actions consumers undertake to find and acquire products together with the use and assessment and disposal of these products which satisfy their requirements. As a field of study consumer behaviour examines which products consumers chose to buy and the reasons behind their selections and timing of purchases and which brands they purchased and their locations of purchase among other behaviours (Schiffman, Kanuk & Wisenblit, 2010).

White Goods

The white durable products, sometimes referred to as heavy durables and formerly painted with a white enamel finish, will soon be smart products. White goods innovation is being pursued by the Indian government. White goods, which were formerly thought of as luxury commodities, are now considered essential tools in everyone's life. (Ojha 2013). White goods comprise major household electrical appliances including: Refrigerator and freezer, Air conditioner, Washing Machine, Dryer, Microwave Oven, Vacuum Cleaner, Dish washer.

Indigenous Brands

An indigenous brand is a company or product line that is strongly linked to the traditions, culture, and values of a specific native community. These brands strive to maintain cultural authenticity while creating products that meet modern needs. In India, an indigenous white goods brand is one that makes appliances like fridges, washing machines, and Air conditioners, etc. But with a special Indian touch. These brands are usually Indian owned, use resources found in India, and focus on being eco-friendly and ethical, in line with Indian values and culture. They're all about making modern appliances while staying true to Indian roots.

Historical Evolution

Evolution of Consumer Buying Behaviour : over the years, consumer buying behaviour has evolved significantly, shaped by societal, economic, technological, and marketing changes.

- **Pre-Industrial Era:** In early economies, consumer choices were largely driven by basic needs and product availability. Goods were produced locally, and brand recognition was either minimal or absent.
- **Industrial Revolution:** The advent of mass production brought about product standardization. Consumers began to have options, and price became a key factor in decision-making. Marketing started to influence consumer choices.
- **Post-War Era (1950s–1970s):** The rise of consumerism shifted the focus to product quality and brand identity. During this time, the academic study of consumer behaviour gained traction (Engel, Blackwell & Kollat, 1968).
- **Digital Age (1990s–Present):** The internet and mobile technology transformed consumer access to information. Consumers became more informed, socially influenced, and environmentally aware, leading to more complex purchasing decisions. Emotional, cultural, and ethical considerations began to play a larger role.
- **Present Trends:** Today, consumer behaviour is shaped by a combination of psychological, sociological, cultural, and technological factors. There is a growing interest in supporting indigenous brands.

Growth of Indigenous White Goods Brands: The white goods sector encompasses large home appliances like refrigerators, washing machines, air conditioners, and microwave ovens. Historically, this market has been dominated by multinational companies due to their technological advantages and brand reputation.

- **Pre-Liberalization Era (Before 1991 in India):** Indigenous manufacturing was constrained by import restrictions, limited technology, and restricted R&D. The market was largely state-controlled, with domestic brands like Godrej and Voltas facing limited competition.
- **Post-Liberalization (1991 Onwards):** Economic reforms allowed foreign direct investment (FDI) and the entry of global players like LG, Samsung, and Whirlpool. This increased competition but also pushed indigenous brands to enhance their quality and adopt new technologies.
- **Recent Developments (2010–Present):** A surge in nationalism, Make in India initiatives, and consumer awareness about supporting local industries have provided indigenous brands with a new platform.

- **Current Scenario:** Indigenous white goods brands are now competing on quality, after-sales service, energy efficiency, and digital integration.

Factor influencing consumer buying behaviour towards indigenous white goods brands

Personal factors: Personal factors are significantly influencing consumer buying behaviour towards indigenous white goods brands, encompassing aspects such as age, income, occupation, lifestyle, and personality.

- **Income:** Among the various factors affecting consumer behaviour, income is the most dominant. It serves as a primary determinant of consumer actions.
- **Occupation:** The nature of a person's job is closely tied to their buying habits. Consumers often select items like clothing and accessories to meet their professional requirements.
- **Age:** The age of a consumer plays a vital role in shaping their buying choices. For example, teenagers may gravitate towards fashionable, Western-style attire, while older individuals might not prioritize staying up-to-date with fashion trends, leading to distinct consumption patterns.
- **Lifestyle:** Lifestyle reflects an individual's way of living. Each consumer's unique lifestyle results in variations in their buying and consumption behaviours.

Economic Factor : Economic factors, which are external influences on consumer buying behaviour towards indigenous white goods brands, include personal income, family income, income expectations, liquid assets, and savings, as follows:

- **Personal income:** This refers to the earnings of an individual. Those with higher incomes are more likely to engage in purchasing activities, while those with lower incomes tend to buy less.
- **Family income:** Like personal income, family income is a significant economic factor affecting consumer behaviour. It represents the combined incomes of all family members.
- **Income expectation:** Anticipated changes in income also have a substantial impact on consumer behaviour. When consumers expect their income to increase soon, they are likely to spend more.
- **Liquid assets:** These are assets that can be quickly converted into goods or services. Having more liquid assets provides consumers with greater spending flexibility, while fewer liquid assets limit their expenditures.
- **Savings:** Savings also play a crucial role in influencing consumer behaviour. When consumers aim to increase their savings, they typically reduce their consumption, and the reverse is also true.

Psychological Factors : Psychological factors that affect consumer behaviour mirror the consumer's mental state. These include perception, motivation, learning, and attitude.

- **Perception:** This involves the process of selecting, organizing, and interpreting information from our internal and external environments to form a meaningful understanding. Each consumer perceives the same product in a unique way based on their individual perceptions.
- **Motivation:** Motivation is an internal drive that encourages action, such as fulfilling a need, achieving a goal, or solving a problem.
- **Learning:** Learning is a process that results in lasting changes in behaviour. Individuals typically acquire knowledge from past experiences, which shapes their attitudes and responses to products or services.
- **Attitude:** Attitude is an individual's predisposition to respond positively or negatively to a product, service, event, or people, reflecting their thoughts and feelings about an object.

Social Factors : Social factors Consumers are inherently social creatures, existing within the framework of a community. Social factors, such as family, reference groups, and roles and status, play a significant role in shaping and being shaped by individuals' purchasing and consumption habits.

- **Family:** Family is a fundamental social influence on consumer behaviour. Society typically consists of two-family structures: nuclear and joint families. Nuclear families often have more independence in purchasing, using, and disposing of products than joint families.
- **Reference group:** A reference group is any individual or collective that influences a consumer's decision-making process when buying goods and services. These groups offer feedback on previous purchases and share opinions that guide consumer decisions.
- **Role and status:** Role and status reflect an individual's power within society. Consumers make purchases in alignment with their role and status, aiming to maintain their societal standing.

Cultural Factors : Cultural factors every consumer is part of a society, each with its own values and beliefs. Cultural factors consist of culture, subculture, and social class.

- **Culture:** Cultural factors have a profound impact on consumer buying behaviour. They encompass the core values, needs, wants, preferences, perceptions, and behaviours that consumers learn from close family and other significant individuals in their lives.
- **Sub-culture:** Within a culture, numerous subcultures exist, each sharing a common set of beliefs and values. These subcultures include individuals from different religions, castes, geographies, and nationalities. Differences among these subcultures lead to distinct variations in consumption behaviour.
- **Social class:** Social class also influences consumer behaviour. It classifies individuals, families, and society based on factors like power, education, and status, typically divided into upper, middle, and lower classes, each exhibiting unique consumption patterns.

Factor Category	Key Sub Factors
Personal Factors	Age, Occupation, Lifestyle, Personality
Economic Factors	Personal income, Family income, Income expectation, Liquid assets, Saving
Psychological Factors	Perception, Motivation, Learning, Attitudes
Social Factors	Family, Reference Groups, Role and status
Cultural Factors	Culture, Subculture, Social Class

Need For the Study

The growing emphasis on self-sufficiency and the encouragement of indigenous brands, it has become increasingly important to comprehend consumer buying behaviour regarding indigenous produced white goods. Indigenous brands are striving to carve out a niche in markets traditionally led by international companies, making it crucial to understand consumer preferences and the elements that affect their buying choices. Despite the sector's expanding potential, there is a notable lack of conceptual literature on consumer attitudes towards indigenous white goods brands. This study seeks to address this gap by presenting a theoretical framework on consumer buying behaviour, which can guide future empirical research and inform strategic decisions for businesses and policymakers.

II. Litreature Review

(Shrivastava, 2024) This research explores how price, quality, and brand affect consumer perceptions of durable goods in online shopping within Chhattisgarh. It employs a mixed-methods approach to guide e-commerce strategies and improve consumer satisfaction and loyalty in the local market. Data collection was conducted using a mixed-methods approach, with surveys administered to a diverse population in Chhattisgarh. The finding highlighted to describe offers insights for e-commerce strategies in the region and provides recommendations for boosting consumer satisfaction and loyalty.

(Pal & Kumari, 2023) The article investigates the impact of various factors on consumer purchasing decisions for electronic products across different socio-demographic groups. It suggests that sellers should recognize socio-personal factors as key determinants of consumer desires and behaviours, and consider these when manufacturing electrical products for semi-urban markets. However, the study finding are primarily applicable to Social and personal factors significantly influence consumer purchasing decisions, while situational determinants also play a crucial role.

(Gajbe, Nagdive, & S.J, 2022) The authors also examine the relationship between promotional strategies and consumer behaviour, discovering that consumers are fully aware of product features, indicating that they pay attention to a company's promotional strategies. The final model display consumer behaviour in the electronics durable goods sector, noting that various factors such as economic, cultural, social, psychological, and personal influence consumer behaviour. Marketers can affect consumer behaviour through promotional strategies.

(Rawat & Bhakar, 2021) The paper examines impact of demographic factors affecting consumer intentions and finds that these factors significantly impact purchase intentions. The study is based on primary data collected through questionnaires from 314 respondents in various areas of Madhya Pradesh. The study finding indicate demographic factors have a notable effect on consumer purchase intentions, with data gathered from 314 respondents in Madhya Pradesh.

(Ganapathy & K, 2021) In this paper, the authors explore the impact of consumer buying behaviour influence of married women, both working and non-working, in Kozhikode district, revealing that women are more inclined to purchase six types of durable goods: TV, refrigerator, washing machine, air conditioner, personal computer, and car. The research examines variables such as gender role orientation, personality, and purchasing involvement, aiming to compare the influence of housewives and working wives on family purchasing decisions for durables. This study aids in developing marketing strategies.

(Talukdar, 2019) The analysis of pre-purchase behaviour of consumers focuses on durable goods, aiming to understand the Indian consumer durable market, which is projected to rank fifth by 2025. The study examines pre-purchase consumer behaviour for durable goods, factors influencing consumer satisfaction, and decision-making, conducted in Kamrup Metropolitan and Kamrup District of Assam.

(Bharathi & Dinesh, 2018) According to this study, the general buying patterns of female consumers regarding consumer durables, identifying what women consider important when purchasing and what influences their decisions. The finding suggested that women prioritize consumer durables due to lifestyle changes and convenience, gathering information, planning budgets, and being brand-oriented buyers. Social media and peers also influence women's buying decisions.

(Maradi, 2017) The study identifies and assesses the extent to which consumer behaviour issues affect the marketing of consumer durables in the rapidly growing Bijapur District (Karnataka State). It identifies consumer behaviour problems in Bijapur District and determines factors influencing purchasing decisions for consumer durables. The result indicates that empirical survey methods are employed for data collection, revealing that consumer behaviour impacts the marketing of consumer durables and identifying factors influencing buyer behaviour in Bijapur District.

Mohamed Ali & Ramya (2016) In this article, the authors aim to identify and comprehend the factors that shape consumer purchasing behaviour, thereby crafting a strategy, marketing message, and advertising campaigns that are more effective and aligned with the target consumers' needs and perspectives. The article delves into the factors affecting consumer buying behaviour and the strategies for creating effective marketing campaigns, emphasizing the importance of understanding customer needs and preferences. Additionally, the authors investigate the significance of product life spans and review existing data on the longevity of consumer durables, though they do not address the environmental impact of product durability.

Johar Seema (2015) In this paper, the authors explored a decision as the act of choosing an action from multiple options. This process involves consumers recognizing their needs, gathering information, assessing alternatives, and making a purchase choice. The study focuses on women's buying behaviour and their role in the decision-making process. It examines bargaining techniques, tests purchase readiness, and uses statistical tools like percentages and diagrams, as well as Weighted Average scaling and ranking methods for data analysis. The finding shows that consumer durables market grows more competitive, understanding consumer interests is vital for boosting sales.

(Kushwaha, 2015) In this article, the authors analyse the factors influencing consumer durable purchase decisions among different socio-demographic consumer profiles, finding that social and personal factors are strongly linked to the purchase decisions of emerging urban consumers. They analyse factors influencing consumer durable purchase decisions and aim to understand consumer behaviour for improved marketing strategies, focusing on personal, cultural, social, psychological, and situational factors. Social and personal factors have a strong influence on purchase decisions, and situational factors can help predict consumer behaviour.

(Madhavan, Kaliyaperumal, & Dr.C, 2015) In this paper, the authors examined consumer purchasing behaviour and decision-making processes during consumption, offering a summary of existing literature on consumer behaviour to enhance understanding and aid in forming hypotheses for future research. The finding showed that consumer buying behaviour during purchase decisions and review existing theories and models of consumer behaviour. Secondary sources such as databases, journals, textbooks, and websites are used to provide a summary of existing literature on consumer behaviour, aiming to achieve a better understanding.

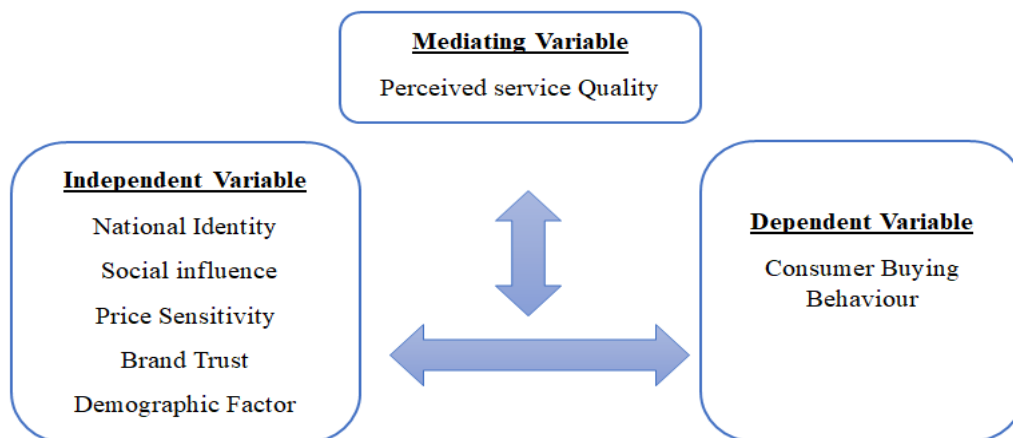
(Roopa, 2014) In this paper, the authors use a simple percentage method for statistical interpretation, supported by tables and graphs, to identify factors influencing consumer buying behaviour and the degree of relationship between brand and product sales. Factors influencing consumer buying behaviour and the relationship between brand and product sales are examined. Primary data is collected through questionnaires from 100 respondents, while secondary data is gathered from sources like textbooks, newspapers, magazines, and the internet. The limited sample size may not represent the entire population, and the study is confined to specific consumer durables only. The finding demonstrated that factors influencing consumer buying behaviour and the effectiveness of advertisements in creating brand awareness are explored.

Copper Tim (1994) The article highlights the growing importance of product durability in environmental impact assessments, noting that longer product life spans offer both business advantages and environmental benefits. It also identifies factors that encourage shorter product life spans, underscoring the increasing significance of product durability in both business and environmental contexts. The finding shows that longer product life spans can provide various benefits to businesses.

Objectives of the Study

- To examine consumer preferences for indigenous brands within the white goods sector.
- To study consumer buying behaviour in concerning selected white goods products.
- To identify and assess the key factors that influence consumer decision making during the buying of white goods.

Conceptual Framework



This conceptual framework provides an in-depth analysis of the factors influencing consumer buying behaviour toward indigenous white goods brands. It examines the intricate relationships between independent variables namely brand trust, national identity, price sensitivity, and social influence and their effect on consumer purchasing decisions. The dependent variable in this study is consumer buying behaviour toward indigenous brands, which is shaped by the dynamic interaction of these factors. By incorporating perceived quality as a mediating variable, the framework facilitates an exploration of how these independent variables influence consumer buying behaviour through the essential lens of product quality perception. This approach underscores the crucial role of perceived quality in mediating the relationship between the independent variables and consumer buying behaviour, thus offering valuable insights into the key drivers of purchasing decisions in the context of indigenous white goods brands.

III. Research Methodology

The study is exploratory and uses secondary data, as this study is based on conceptual study, all data and insights are derived solely from secondary sources, which include materials previously collected and published by researchers, institutions, or organizations for their own problem-solving purposes. These sources include academic journals and scholarly articles on consumer buying behaviour, branding and marketing, government and industry reports on indigenous manufacturing and the white goods sector, reputable business and marketing publications and where available case studies and reviews of specific local brands. Together, these secondary sources form the basis for the theoretical framework and analysis developed in this study.

Research Paradigm

This study is grounded in the interpretivist research paradigm, which is apt for exploring the complex, socially constructed buying behaviours and attitudes of consumers. Interpretivism emphasizes understanding the lived experiences, beliefs, and motivations that shape consumer choices (Schwandt, 2000). Since the goal of this research is to develop a conceptual framework to understand the factors influencing purchasing behaviour towards indigenous white goods brands, a paradigm that facilitates depth, context, and meaning-making is essential. This is particularly pertinent here, where consumer decisions may be swayed not only by economic or functional aspects but also by cultural significance, national pride, brand trust, and emotional connections to indigenous brands (Geertz, 1973). This paradigm enables researchers to interpret how these meanings affect consumer buying behaviour, drawing from narratives and perceptions rather than solely quantitative metrics.

Research Design

The study employs a conceptual and exploratory research design, focused on developing a theoretical model rather than empirically testing hypotheses. It synthesizes existing literature on consumer buying behaviour, brand perception, and indigenous market dynamics to identify and organize key influencing factors. These include product quality, pricing, after-sales service, brand loyalty, cultural identity, and perceived trustworthiness.

Data Collection and Analysis

This paper centers on constructing a conceptual framework, it sets the stage for future empirical research. Subsequent studies may utilize qualitative methods such as semi-structured interviews, focus groups, or ethnographic observation within the interpretivist paradigm. The gathered data could be analyzed using thematic analysis or grounded theory methodology to refine the proposed framework and ensure its applicability in various market contexts.

Contribution to Knowledge

By employing an interpretivist approach, this study seeks to offer a culturally nuanced and consumer-centric understanding of decision-making processes in emerging markets. The framework provides valuable insights for marketers, brand managers, and

policymakers interested in promoting indigenous brands within the white goods sector. It also highlights the significance of non-economic factors, such as cultural pride and emotional connection, in shaping consumer preferences.

Finding of the Study

The study emphasizes the role of national identity in shaping consumer preferences for indigenous white goods, particularly when brands align with local values and support government initiatives. Consumers also prioritize perceived quality and technological innovation, valuing reliability and performance alongside cost considerations. Social factors such as family opinions, peer influence, and online reviews significantly impact brand perceptions. Additionally, value-for-money is a crucial factor in consumer decision-making, with a strong preference for products that offer affordability, functionality, and durability. However, challenges such as limited brand awareness and distribution networks remain obstacles, indicating a need for improved visibility and targeted marketing efforts.

On the basis of literature review there are some challenges and opportunities:

Challenges

- **Perceived Service Quality and Brand Image :** A significant hurdle for indigenous brands is the perception that they offer lower quality compared to well-established multinational corporations. Consumers frequently associate renowned global brands with high quality, dependability, and advanced technology, posing a challenge for indigenous brands striving to gain credibility (Verma & Bhattacharta, 2021).
- **Lack of Innovation and Technology :** Many indigenous brands may lack the resources to invest in research and development (R&D) and innovation compared to global competitors. This can hinder them from introducing new, cutting-edge features and technology that increasingly define the competitive landscape of the white goods market (Sharma & Sheth, 2019).
- **Consumer Trust and Loyalty :** While brand loyalty is crucial for sustaining long-term success, indigenous brands may find it challenging to build consumer trust initially due to lack of recognition, limited advertising, and a perceived lack of reliability compared to their global counterparts (Patel & Srivastava, 2022).

Opportunities

- **National Pride :** Indigenous brands have a unique opportunity to leverage cultural relevance and national pride. Consumers in emerging markets are increasingly driven by a sense of national identity and the desire to support local businesses (Shimp & Sharma, 1987). National initiatives, such as India's "Make in India" campaign, have significantly boosted locally made products (Rao & Joshi, 2020), creating new opportunities for indigenous brands.
- **Price Competitiveness :** Indigenous brands frequently capitalize on their reduced production and distribution expenses to offer attractive pricing, especially in markets where consumers are highly price-sensitive (Kumar & Roy, 2021).
- **Government Support and Incentives :** Many governments are currently providing active support to local businesses through programs, grants, and subsidies designed to encourage domestic manufacturing and entrepreneurship. (Patel & Srivastava, 2022).

IV. Discussion

The study underscores the importance of national identity in shaping consumer preferences for indigenous white goods, especially when brands align with local values and support government initiatives. Consumers also emphasize perceived quality and technological innovation, valuing reliability and performance alongside cost considerations. Social factors such as family opinions, peer influence, and online reviews play a significant role in shaping brand perceptions. Furthermore, value-for-money is a key factor in consumer decision-making, with a strong preference for products that offer affordability, functionality, and durability. However, challenges such as limited brand awareness and distribution networks remain obstacles, suggesting a need for improved visibility and targeted marketing efforts.

V. Conclusion

This conceptual paper explores the various interconnected factors that influence consumer purchasing behaviour toward indigenous white goods brands. Drawing from existing literature and theoretical models, the study emphasizes how consumer choices are shaped by a combination of personal, psychological, cultural, social, and economic factors. Crucial aspects such as brand perception, the impact of advertising, cultural connections, consumer ethnocentrism, and environmental consciousness significantly influence preferences and buying intentions.

The ongoing changes in consumer behaviour, coupled with growing support for local manufacturing and sustainability, present a timely and strategic opportunity for indigenous white goods brands. Today's consumers are increasingly motivated by values like national identity, product reliability, and environmental awareness, providing local brands with a chance to stand out meaningfully. Indigenous brands in the white goods industry face notable challenges, including brand perception, limited distribution, and lower consumer trust. However, they also have opportunities to leverage, such as offering culturally relevant

products, competitive pricing, and national pride. By utilizing local insights, focusing on innovation, and building strong consumer relationships, indigenous brands can establish a strong presence in the competitive white goods market. This study further highlights the importance of investing in brand equity, enhancing customer engagement, and aligning product strategies with modern consumer expectations. While the conceptual nature limits direct empirical conclusions, the insights provided here serve as a valuable foundation for future research and strategic planning. In conclusion, a deeper understanding of these behavioural drivers can empower indigenous white goods brands to enhance consumer loyalty, strengthen their market position, and contribute positively to indigenous economic growth.

Limitations of the Study

As a conceptual paper, this study is based on theoretical analysis and does not involve the collection of primary data. Consequently, several limitations arise. The absence of primary data such as surveys, interviews, or focus groups limits the ability to validate the proposed concepts with direct consumer insights. The study is contextually limited, focusing on indigenous brands within a specific national framework, which may affect the applicability of its findings to broader or international contexts. Given the dynamic nature of consumer buying behaviour shaped by ongoing technological developments and economic fluctuations, the conceptual framework may not fully capture emerging trends. Lastly, the exclusive reliance on secondary sources introduces potential subjectivity, as interpretations may be influenced by the scope, focus, and inherent biases of the reviewed literature.

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