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A Native Model of Consumer Purchasing Behavior for Small Electrical Home Appliances in Iran

ABSTRACT

The aim of this study is to explain a native model of consumer purchasing behavior for small electrical home appliances in Iran. In terms of nature, the study is exploratory with an interpretive approach; in terms of methodology, it is qualitative; and in terms of purpose, it is applied research. The research method is grounded theory based on the approach of Anselm Strauss and Juliet Corbin (1998). Data were collected through semi-structured interviews with experts, including managers, specialists from executive organizations, owners of industries and businesses in the home appliance sector, and marketing professors, who were selected through non-probability purposive sampling. The interviews continued until theoretical saturation was achieved. Data analysis was conducted through the stages of open, axial, and selective coding using MAXQDA Analytics PRO 20.4.0 software. The credibility of the findings was evaluated based on the model proposed by Yvonna Lincoln and Egon Guba (1985). The results of the analysis led to the development of a theory entitled the “Financial–Environmental Purchasing Behavior Model of the Iranian Consumer in the Small Electrical Home Appliance Market.” The findings indicate that under conditions of economic and political instability in Iran, Iranian consumers simultaneously consider financial, economic, and political conditions—including declining income, reduced purchasing power, currency fluctuations, sanctions, and political tensions—while seeking to maximize purchasing value and maintain product compatibility with Iranian culture, lifestyle, and social recommendations. Therefore, under unstable financial and economic conditions, consumers employ financial management strategies, information search and evaluation strategies, and ultimately product–need fit evaluation in order to preserve alignment between the value paid, Iranian culture, and lifestyle. Brands, in turn, adopt business development, marketing and promotion, and pricing strategies in an effort to enhance perceived value and product compatibility with Iranian consumer culture, thereby reinforcing perceptions of fair value relative to cost, trust in the brand, and alignment with Iranian culture in the minds of consumers. In this regard, the final results of the study demonstrate that the interaction of these bilateral strategies between consumers and brands leads to the formation of a sustainable native competitive advantage and increased consumer loyalty within Iran’s small electrical home appliance industry. Consequently, the sustainability of Iran’s domestic market is grounded in the interaction among three axes: “consumer loyalty,” “perceived economic value,” and “environmental alignment.” Strengthening these three components can contribute to the consolidation of national brands and the development of sustainable competitiveness under stagflationary conditions and within the structure of the Iranian market.

Keywords: Purchasing behavior, consumer, electrical home appliances

Introduction

Consumer purchasing behavior has long been recognized as one of the central concepts in marketing and management studies because it explains how individuals select, purchase, use, and evaluate products and services within different economic, cultural, and social environments [1, 2]. The complexity of consumer behavior has increased significantly in contemporary markets due to rapid technological change, globalization, digital transformation, and the expansion of

competitive environments. In modern consumer markets, purchasing decisions are no longer solely based on functional product attributes or rational economic calculations; rather, they are influenced by a multidimensional set of psychological, cultural, social, environmental, and economic factors that interact dynamically during the decision-making process [3, 4]. Consequently, understanding consumer behavior has become an essential prerequisite for organizations seeking to create competitive advantage, improve customer satisfaction, and sustain long-term market performance [5, 6].

The theoretical foundations of consumer behavior research have evolved considerably over the past decades. Early models of consumer decision-making focused primarily on rational information processing and linear purchasing stages. The Nicosia model emphasized communication processes between firms and consumers and proposed that consumer decision-making results from continuous interaction between marketing messages and consumer responses [2]. Subsequently, the Howard–Sheth model introduced a more comprehensive explanation by incorporating psychological variables, learning processes, perceptual constructs, and external influences into buyer behavior analysis [1]. Later, Engel, Blackwell, and Miniard conceptualized consumer behavior as a sequential process involving problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase evaluation [7]. Additional developments by Hawkins, Best, and Coney highlighted the role of environmental influences, lifestyle, and psychological processes in shaping consumption behavior [8]. Similarly, Mowen and Minor emphasized motivational, emotional, and personality-based determinants of purchasing behavior, thereby expanding the theoretical scope of consumer analysis [9].

With the emergence of relationship marketing, digital commerce, and highly turbulent economic environments, more recent consumer behavior theories have increasingly emphasized contextual and environmental dynamics. Contemporary marketing scholars argue that consumers operate within uncertain and continuously changing environments where purchasing decisions are influenced by social media, online reviews, digital marketing campaigns, cultural narratives, and macroeconomic conditions [5, 10]. Schiffman and Wisenblit explained that modern consumers exhibit hybrid decision-making patterns combining rational evaluation, emotional attachment, symbolic consumption, and social identity construction [11]. Solomon also argued that consumer behavior reflects broader social meanings associated with lifestyle, identity, and cultural belonging rather than merely economic exchange [4]. Furthermore, Stephens emphasized that consumer behavior in contemporary markets should be analyzed through interdisciplinary frameworks integrating psychology, sociology, economics, and technology-oriented perspectives [12].

The home appliance industry represents one of the most significant sectors for analyzing consumer purchasing behavior because home appliances are durable goods characterized by relatively high financial involvement, long consumption cycles, and strong dependence on household lifestyle and economic conditions [3, 13]. Purchasing decisions in this industry are generally associated with extensive information search, evaluation of alternatives, brand comparison, and post-purchase expectations regarding quality, durability, and after-sales services [4, 11]. In addition, rapid technological developments, product innovation, and the expansion of smart home technologies have transformed consumer expectations and purchasing criteria in the home appliance market [6]. Consequently, researchers increasingly recognize that purchasing behavior in the home appliance sector reflects a complex interaction among economic conditions, perceived value, technological expectations, lifestyle orientation, and social influence [14, 15].

In emerging and developing economies, the complexity of consumer behavior becomes even more pronounced because purchasing decisions are strongly affected by economic instability, inflation, income inequality, and fluctuations in purchasing

power [13, 15]. Consumers in low-income or economically constrained environments often adopt adaptive purchasing strategies aimed at maximizing value while minimizing financial risk [15]. Such conditions intensify consumer sensitivity toward price, payment methods, installment opportunities, product durability, and long-term utility [14]. At the same time, social influence and cultural values continue to shape consumption patterns because purchasing decisions in collectivist societies are frequently influenced by family recommendations, peer evaluation, and broader social expectations [4, 12]. Therefore, understanding consumer behavior in developing markets requires context-sensitive and culturally embedded models capable of explaining the interaction between economic pressures and sociocultural influences.

The Iranian market provides a distinctive context for studying consumer purchasing behavior because it is characterized by persistent economic turbulence, sanctions, inflationary pressures, exchange-rate fluctuations, and regulatory restrictions affecting product availability and market competition [10, 16]. These conditions have substantially altered consumer priorities and decision-making patterns in the durable goods market, especially in the home appliance sector. Iranian consumers increasingly evaluate products not only based on quality and brand reputation but also according to affordability, installment payment conditions, after-sales services, product durability, and compatibility with local consumption culture [17, 18]. Consequently, purchasing behavior in Iran reflects a financial–environmental logic in which consumers simultaneously seek economic value, functional efficiency, and sociocultural compatibility under conditions of uncertainty and constrained purchasing power [16].

The role of culture in shaping consumer behavior has received considerable attention in both international and Iranian studies. Cultural values influence product perception, consumption habits, lifestyle orientation, and brand preference [4, 11]. In collectivist cultures such as Iran, family structures, social recommendations, and cultural traditions strongly affect purchasing decisions, particularly for household-related products and durable goods [17]. Cultural occasions such as Nowruz, dowry preparation traditions, and family-oriented consumption norms create specific seasonal and symbolic patterns of home appliance purchasing behavior. Moreover, lifestyle differences between urban and rural consumers, variations in dietary habits, and household organization patterns influence the demand for specific categories of small electrical home appliances. These cultural dimensions demonstrate that consumer behavior in Iran cannot be adequately explained through universal consumer behavior theories alone and instead requires a native framework reflecting local social and cultural realities [16, 19].

Economic conditions also exert substantial influence on consumer behavior in the home appliance market. Inflation and exchange-rate volatility directly affect product prices, purchasing power, and consumer expectations regarding future economic conditions [13]. Under such circumstances, consumers become increasingly cautious and tend to delay purchases, prioritize essential needs, and intensify information search activities [15]. In addition, installment purchasing systems, discount campaigns, and economical product alternatives become particularly attractive under recessionary conditions [14]. Kotler and Caslione argued that turbulent economic conditions force both firms and consumers to adopt adaptive strategies aimed at survival, risk reduction, and resource optimization [10]. Within the Iranian context, these dynamics are intensified by sanctions, import restrictions, and limitations on foreign brand accessibility, thereby reshaping competitive structures and influencing consumer perceptions toward domestic brands and local products [16].

Another important dimension influencing purchasing behavior in the home appliance market is branding and perceived value. Brand image, trust, reputation, and perceived quality significantly affect consumer choice, particularly in markets

characterized by uncertainty and information asymmetry [5, 11]. Consumers frequently use brands as cognitive shortcuts to reduce perceived risk and simplify decision-making processes [1]. Studies conducted in the home appliance sector have shown that emotional attachment to brands, product symbolism, and perceived social status associated with ownership can strongly influence purchasing intentions [20, 21]. In Iran, where economic uncertainty increases perceived purchasing risk, consumers often rely heavily on brand credibility and after-sales service reliability when evaluating alternatives [17]. Therefore, branding strategies and perceived product value play a critical role in shaping both initial purchase decisions and long-term consumer loyalty.

Marketing communications and digital technologies have also transformed the structure of consumer behavior in the home appliance industry. Advertising, influencer marketing, online reviews, social media platforms, and digital comparison tools increasingly shape consumer awareness and evaluation processes [12, 22]. Contemporary consumers often engage in extensive online information search before making purchasing decisions, especially for durable products requiring substantial financial commitment [11]. Digital platforms facilitate comparison among brands, prices, features, and user experiences, thereby reducing information asymmetry and increasing consumer empowerment [5]. Studies in Asian markets have demonstrated that advertising style, emotional communication, and online brand interaction significantly affect purchasing behavior for home appliances [20, 22]. Moreover, WOM marketing and user-generated content increasingly influence trust formation and product evaluation processes [4].

Several empirical studies have examined home appliance purchasing behavior from different perspectives. Qin found that demographic factors significantly influence the effectiveness of the marketing mix and purchasing decisions in the home appliance sector [23]. Sisodiya and Solanki identified price sensitivity, product quality, technological features, and social influence as major determinants of home appliance purchasing behavior in India [14]. Sugunavalli emphasized the role of brand preference and perceived quality in shaping consumer choice within the home appliance market [21]. Tamilselvan and Kumaresan demonstrated that advertising and decision-making style significantly affect home appliance purchase behavior among Indian consumers [22]. Similarly, Kamran and Siddiqui highlighted the influence of emotional advertising on consumer buying behavior for home appliance products [20].

Within the Iranian context, several studies have attempted to explain consumer behavior in the home appliance market. Rahmanian examined the role of product and brand emotions in purchase behavior and found that emotional attachment and brand perception significantly influence consumer decisions in Iran's home appliance industry [17]. Amininejad et al. developed a behavioral model for future purchase among home appliance buyers and emphasized the importance of trust, satisfaction, and perceived value in shaping repurchase intentions [18]. Vazifedoust et al. proposed a mixed-method model explaining future purchase behavior among LG home appliance buyers and identified product quality, after-sales services, and brand reputation as key determinants of consumer loyalty [19]. Furthermore, Naqdi et al. developed a native consumer behavior model based on value theory under sanctions and emphasized the influence of economic pressures, sanctions, and cultural values on durable goods purchasing behavior in Iran [16].

Despite the growing body of literature, several research gaps remain in the understanding of consumer purchasing behavior for small electrical home appliances in Iran. First, many previous studies have focused on isolated variables such as advertising, brand perception, or satisfaction rather than providing a comprehensive paradigmatic model integrating causal, contextual, intervening, strategic, and consequential dimensions of consumer behavior. Second, most existing models are

derived from global consumer behavior theories and may not fully capture the unique economic, political, cultural, and market-related conditions characterizing the Iranian environment. Third, limited research has examined the interaction between consumer strategies and brand strategies under conditions of economic instability, sanctions, and fluctuating purchasing power. Finally, insufficient attention has been paid to the role of native cultural patterns, collective social influence, and environmental constraints in shaping purchasing behavior within Iran's small electrical home appliance market.

Given these gaps, developing a native qualitative model capable of explaining the multidimensional structure of consumer purchasing behavior in Iran's small electrical home appliance market appears necessary. Such a model can contribute both theoretically and practically by expanding context-sensitive consumer behavior theory and by providing actionable insights for marketers, producers, and policymakers operating under turbulent economic conditions. Therefore, the aim of the present study is to develop a native model of consumer purchasing behavior for small electrical home appliances in Iran using the grounded theory approach.

Methodology

This study was conducted using the grounded theory qualitative method based on the approach of Anselm Strauss and Juliet Corbin (1998), with the aim of developing a native model of consumer purchasing behavior for small electrical home appliances in Iran. This approach was selected because it enables the systematic discovery and explanation of central, causal, contextual, and intervening factors, along with their consequences and interrelationships, through real market data. Therefore, in terms of nature, the study is exploratory with an interpretive approach; in terms of method, it is qualitative; and in terms of purpose, it is applied research (Strauss & Corbin, 1998).

In this study, data were collected using the following two methods:

- **Library Studies:** This method was employed to examine consumer behavior concepts and models, review models used in the home appliance industry, explain the research background, and identify research gaps.
- **Field Studies:** In order to identify the factors influencing consumer behavior and to examine the perspectives and experiences of experts in Iran's home appliance industry, data in this section were collected through semi-structured interviews with 15 experts. Theoretical saturation was achieved after 13 interviews; however, to ensure the reliability of the obtained data and confirm that no additional significant insights would emerge from further interviews, the interviews continued until 15 participants had been interviewed. Sampling for these interviews was conducted through non-probability purposive sampling. The participants in this section consisted of experts, including managers, specialists from executive organizations, owners of industries and businesses in the home appliance sector, and marketing professors. From a demographic perspective, 11 interviewees were male and 4 were female, with an average age of 46 years. In addition, 2 participants held doctoral degrees, 9 held master's degrees, and 4 held bachelor's degrees in management and engineering fields related to the home appliance industry. The interview protocol and set of questions were developed based on a review of the research literature and through consultation with several industry experts and marketing professors. The questions were designed in a semi-open format so that participants could freely express their perspectives and opinions without restriction. The average duration of each interview ranged from 20 to 25 minutes.

In this study, the qualitative data collected through 15 interviews were analyzed for theory generation using the grounded theory method based on the approach of Strauss and Corbin (1998), through a systematic and inductive process. In this regard, the interview files were first transcribed into text format. Subsequently, in order to extract central, causal, contextual, intervening, strategic, and consequential factors, the data were coded in three stages—open coding, selective coding, and axial coding—using MAXQDA Analytics PRO 20.4.0 software.

Findings and Results

Open coding constitutes the first stage in qualitative data analysis and coding. At this stage, the text of all interviews was examined line by line through multiple rounds of review. Subsequently, by fragmenting sentences and considering each meaningful statement as a concept, initial coding was conducted through categorizing, describing, and assigning labels to the codes. At this stage, there were no restrictions on coding, and in the present study, 2,599 codes were extracted as concepts. As shown in Table 1, this sample pertains to the open coding stage of Interview No. 1. This process was similarly repeated for coding the remaining interviews and was subsequently integrated into the axial coding table in the next stage.

Table 1

Sample of the Open Coding Stage for Interview No. 1

Question No.	Verbatim Statement	Open Code
1-2	In principle, the home appliance market is segmented based on geography or demographic factors such as income level.	Market segmentation: geographical regions; Market segmentation: demographic factors; Market segmentation: income level
2-2	The segmentation of the home appliance market in Iran differs from most parts of the world due to economic issues, exchange rates, and sanctions.	Influencing factor—Iran: economic factors; Influencing factor—Iran: exchange rate; Influencing factor—Iran: sanctions
2-2	In Iran, due to the impact of economic issues, exchange rates, and sanctions on people's income and purchasing power, the market is segmented into three categories based on income level: low, medium, and high.	Market segmentation—Iran: income level; Influencing factor—Iran: purchasing power
3-2	Currently, home appliances are divided into two categories: conventional and smart appliances. Conventional appliances themselves are divided into three groups: large appliances, small appliances, and audio-visual appliances.	Product segmentation: conventional home appliances; Product segmentation: smart home appliances; Product segmentation: large electrical home appliances; Product segmentation: small electrical home appliances; Product segmentation: audio-visual home appliances
4-2	Factors such as culture, quality, brand, energy consumption, price, advertising, the visual aspect of the product, and after-sales services are influential.	Influencing factor: culture; Influencing factor: quality; Influencing factor: brand; Influencing factor: energy consumption; Influencing factor: price; Influencing factor: advertising; Influencing factor: product appearance/design aesthetics; Influencing factor: after-sales services
4-2	Culture is important because, for example, if people in a culture are accustomed to taking their clothes to dry cleaners, this affects their purchasing behavior regarding washing machines, irons, and similar products.	Influencing factor: washing habits
5-2	In the Iranian home appliance market, price ranks first due to economic conditions.	Influencing factor—Iran: price
5-2	The next priorities are quality, brand, after-sales services, and product visual aesthetics.	Influencing factor—Iran: quality; Influencing factor—Iran: brand; Influencing factor—Iran: after-sales services; Influencing factor—Iran: product appearance/design aesthetics
5-2	Culture is important because of the existence of different subcultures.	Influencing factor—Iran: culture; Influencing factor—Iran: subculture
6-2	Small home appliances include goods that people use daily, such as coffee makers, tea makers, microwaves, vacuum cleaners, irons, and so forth.	Influencing factor: frequency of product use
6-2	Consequently, culture, quality, brand, price, and product visual aesthetics are much more influential.	Influencing factor: culture; Influencing factor: quality; Influencing factor: brand; Influencing factor: price; Influencing factor: product appearance/design aesthetics
6-2	For example, in countries where people culturally prefer drinking coffee at home every day, this affects their purchasing decisions.	Influencing factor: food style and dietary habits; Influencing factor: lifestyle
6-2	If the prevailing culture in a country is that most people prefer healthy food.	Influencing factor: dietary style—preservation of nutritional value; Influencing factor: lifestyle
6-2	Or prepare food at home.	Influencing factor: food consumption method; Influencing factor: lifestyle
6-2	Or dine in restaurants.	Influencing factor: food consumption method; Influencing factor: lifestyle
6-2	This culture of food consumption affects purchasing behavior regarding food-preparation appliances such as air fryers, food processors, shakers, and similar products.	Influencing factor: food consumption method
7-2	In Iran, price is extremely important.	Influencing factor—Iran: price

7-2	After that, quality, brand, and product visual aesthetics are influential.	Influencing factor—Iran: quality; Influencing factor—Iran: brand; Influencing factor—Iran: product appearance/design aesthetics
8-2	In my opinion, the causal factors in purchasing small home appliances are price, quality, and brand.	Causal factor: price; Causal factor: quality; Causal factor: brand
9-2	The contextual factors are culture, exchange rates, sanctions, and the prohibition on importing foreign home appliances.	Contextual factor: culture; Contextual factor: exchange rate; Contextual factor: sanctions; Contextual factor: import prohibition
10-2	Intervening factors are actually advertising and product appearance/design.	Intervening factor: advertising; Intervening factor: product appearance/design aesthetics
11-2	Currently, due to economic conditions, consumer behavior has become highly cautious.	Consumer strategy: cautious purchasing
11-2	Therefore, for better purchasing, consumers should first determine their budget according to their income and purchasing power.	Consumer strategy: budget determination before purchase
11-2	In the second stage, they should identify product models within that price range through price-comparison websites such as Torob.	Consumer strategy: online search and comparison
11-2	Then, when comparing models, they should focus on satisfying their needs and reviewing others' opinions.	Consumer strategy: evaluation of personal needs; Consumer strategy: evaluation of user reviews
11-2	Currently, the best way to compare products is through reviews on Digikala or the product's own website.	Consumer strategy: evaluation of user reviews
12-2	Considering that, in my opinion, import prohibition and exchange rates are contextual factors and price is the dominant causal factor in the market, producers or brands can capitalize more on this factor to attract customers.	Brand strategy: smart pricing
12-2	They should examine competitors' product prices in the market.	Brand strategy: competitor price analysis
12-2	They should offer economical products based on market conditions.	Brand strategy: economical product development
12-2	For example, instead of offering a 10-function food processor priced at 10 million tomans, they can replace it with an economical chopper priced at 2 million tomans.	Brand strategy: replacing products with economical alternatives
12-2	Since imports are prohibited, after-sales services have no meaning for foreign suppliers because they do not have official representation in Iran; therefore, focus should be placed on after-sales services.	Brand strategy: focus on after-sales services for Iranian products
12-2	Extending warranty periods, offering return guarantees, or providing rapid services can attract consumers' attention.	Brand strategy: improvement of after-sales services
13-2	When consumers initially determine their budget, it prevents impulsive purchasing.	Consumer outcome: reduction of impulsive buying
13-2	It enables them to make purchases within the framework of their financial conditions.	Consumer outcome: financial condition management
13-2	When consumers compare the opinions and experiences of others regarding after-sales services, prices, and related factors, this increases consumer awareness.	Consumer outcome: increased awareness
13-2	It reduces purchasing risk for consumers.	Consumer outcome: reduced purchasing risk
13-2	It also reduces post-purchase stress.	Consumer outcome: reduced purchase-related stress
14-2	Due to current economic conditions in Iran, including low income levels and limited purchasing power, consumers have restricted budgets, which creates pressure on brands or producers to provide affordable products.	Market outcome: pressure to provide economical products
14-2	If a brand or producer recognizes this opportunity and offers a product with minimum features and quality but appropriate pricing, it can ensure organizational survival during recessionary conditions and increase sales and market share under improved conditions.	Brand strategy: economical product development; Brand strategy: smart pricing; Brand outcome: survival under recessionary conditions; Brand outcome: increased sales through product development; Brand outcome: increased market share
14-2	Regarding services, when foreign brands cannot provide services in the market.	Influencing factor—Iran: lack of services by foreign competitors
14-2	Providing desirable customer service can become a competitive advantage for Iranian brands and increase customer satisfaction and brand loyalty.	Brand strategy: improvement of after-sales services; Brand strategy: competitive advantage—after-sales services for Iranian products; Brand outcome: awareness of brand positioning—high-quality services; Brand outcome: increased customer satisfaction; Brand outcome: increased loyalty

Axial coding constitutes the second stage of the coding process. At this stage, the concepts and relationships among the codes extracted in the first stage are examined. Codes that are conceptually related around a specific axis are integrated into a single group and form a category, while the dimensions and components of each category are also identified. In the present study, given the use of the Strauss and Corbin approach, the paradigmatic model includes five categories—causal factors, contextual factors, intervening factors, strategies, and consequences—organized around the core category as follows:

- **Causal Factors:** Categories that represent the causes underlying the emergence of the core phenomenon and explain why and how individuals engage in this phenomenon. In the context of consumer behavior, these are factors that directly influence, generate, and develop consumer behavior.

- **Contextual Factors:** Conditions and circumstances within which the core phenomenon occurs and within which strategies and actions are implemented to manage the phenomenon. In the context of consumer behavior, these are factors that generally provide the context for a particular consumer behavior event.
- **Intervening Factors:** Factors that influence strategies and causal conditions and either facilitate or constrain them, thereby intensifying or weakening their effects.
- **Strategies:** Reactions or actions undertaken by individuals in response to the core phenomenon.
- **Consequences:** Tangible or intangible outcomes and effects generated by strategies and conditions, which generally represent the influential outputs of the model.

At this stage, which represents the final phase of coding, a core category is identified that expresses the principal issue or subject of the study and forms the foundation of the research process, around which all other concepts are organized.

Therefore, after coding the qualitative data and identifying the categories, concepts, dimensions, components, and sub-components, the research findings are presented as follows:

- **Core Category:** Since all categories revolve around understanding consumer behavior, the core category is identified as the “Native Model of Consumer Purchasing Behavior for Small Electrical Home Appliances in Iran.”

The causal, contextual, intervening, strategic, and consequential factors are presented in Table 2. Overall, the study includes 6 categories, 18 concepts, 71 dimensions, and 110 components. The content and relationships among these factors and the core category are illustrated in Figure 1 as a schematic representation of the qualitative research model.

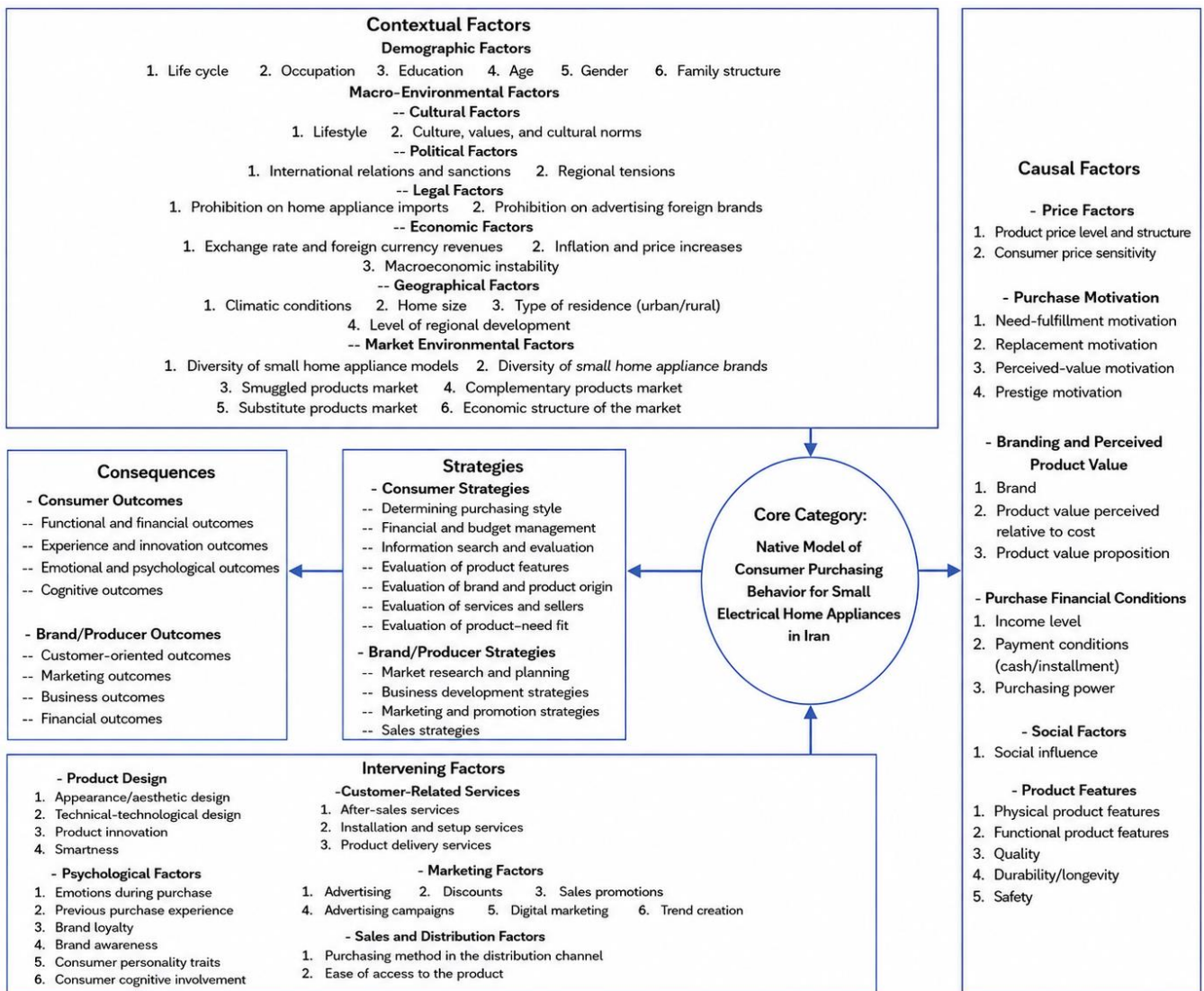
Table 2

Categories, Concepts, Dimensions, and Components Extracted from the Interviews

Category	Concepts	Dimensions	Components	Sub-Component 1	Sub-Component 2
Core	Native model of consumer purchasing behavior for small electrical home appliances in Iran				
Strategies	Consumer strategies	Determining purchasing style	Avoidance of trendy market products		
			Cautious purchasing		
		Financial and budget management	Purchasing during discount periods and campaigns		
			Price evaluation		
			Determining monthly installment ceilings		
			Determining target price range		
		Information search and evaluation	Identifying stores offering payment facilities		
			Evaluating payment conditions		
			Determining budget before purchase		
			Evaluating product value relative to cost		
Evaluation of product features	Online product comparison				
	Evaluation of bestselling online models				
	Evaluation of bestselling online brands				
	Evaluation of product testing videos				
Evaluation of brand and product origin	Evaluation of user reviews				
	Evaluation of product applicability				
	Evaluation of product features according to needs				
		Evaluation of brand and product origin	Conscious brand loyalty strategy		
			Evaluation of domestic or foreign origin of products		

Evaluation of services and sellers	Evaluation of after-sales service quality
	Evaluation of after-sales service activation
	Evaluation of store credibility and legitimacy
	Evaluation of foreign online stores
Evaluation of product-need fit	Evaluation of product compatibility with consumption culture
	Evaluation of product compatibility with climatic conditions
	Evaluation of product compatibility with lifestyle
	Need identification

Figure 1
Conceptual Model



Causal factors in the native model of consumer purchasing behavior for small electrical home appliances in Iran constitute the main drivers initiating the decision-making process and the starting point of interaction with contextual and intervening conditions within the paradigmatic framework of the study. First, purchase motivations, including need fulfillment, replacement, perceived value seeking, and prestige, determine the purpose of purchase as the initial purchase driver. Price-

related factors, including price level and structure and price sensitivity, together with the financial conditions of purchase, including income level, payment method, and purchasing power, determine the range of choice within the context of economic factors, particularly inflation and exchange-rate fluctuations. Social factors, including the influence of individuals and social networks, especially within Iran's collectivist culture, guide purchasing behavior from the outset. Product features, including physical, functional, and usage-related characteristics, provide the key criteria for selection. Finally, brand and perceived product value evaluate the available options through trust and the consumer's mental cost–benefit comparison.

Contextual factors in the native model of consumer purchasing behavior for small electrical home appliances in Iran provide the setting and environment for decision-making and, by creating interaction between purchase motivations and intervening factors, pave the way toward the core category. Thus, within contextual conditions, the drivers arising from causal factors acquire meaning and lead to actual choice. These factors include the following:

Demographic factors, including life cycle, occupation, education, age, gender, and family structure, determine the demographic characteristics and family structure of consumers and create the context for the formation of need patterns and consumer preferences.

Macro-environmental factors include:

Cultural factors, in which lifestyle functions as the main framework for shaping need patterns, while values and norms direct the path of product preference.

Political factors, including international relations, sanctions, and regional tensions, create the context for product supply, brand presence, and security of access.

Legal factors, including import prohibition and restrictions on advertising foreign brands, create the framework of brand-choice options by determining regulatory boundaries. In fact, they shape the range of brands present in the market and the extent of consumer awareness of them.

Economic factors, including exchange-rate fluctuations, inflation, instability, living costs, changes in the household consumption basket, production costs, and energy imbalance, shape financial capacity and budgetary constraints.

Geographical factors, including climatic conditions, home size, place of residence, and the level of regional development, determine the context of product need and product compatibility with the environment of use.

Market-environmental factors, including the diversity of models and brands, the smuggled-goods market, complementary and substitute products, and the economic structure of the market, define the competitive space and the level of access to products.

Intervening factors are a set of variables that, in interaction with contextual conditions, change the intensity and direction of the effect of causal factors on consumer purchasing behavior. These factors, in fact, play moderating, inhibiting, or reinforcing roles and influence the path and quality of strategy implementation and, ultimately, brand and consumer outcomes. These factors include the following:

Product design, including appearance and aesthetic aspects, technical design and technological aspects, innovation, and smartness, strengthens customer interest through visual appeal, improved functionality, the addition of new features, and the creation of competitive differentiation.

Psychological factors, including emotions during purchase, previous purchase experience, brand loyalty, brand awareness, personality traits, and the consumer's level of cognitive involvement, affect attitudes and trust toward the brand and product.

Customer-related services, including after-sales services, installation and setup services, and product delivery, facilitate the selection process by reducing perceived risk and increasing confidence in the availability of product parts in the event of future malfunction.

Marketing factors, including advertising, discounts, sales promotions, advertising campaigns, digital marketing, and trend creation, influence awareness, motivation, and purchase intention and guide the path of customer attention.

Sales and distribution factors, including the purchasing method and ease of access to the product, strengthen the purchase experience and increase the likelihood of immediate purchase action.

In this study, the strategy–outcome model was designed and analyzed based on two actor dimensions: the consumer and the brand/producer. Consumer strategies include strategies implemented by buyers to manage the selection and purchase process, whereas brand/producer strategies include strategies employed by suppliers to create competitive advantage and attract customers. Therefore, strategies are, in fact, the actions of the brand/producer and the consumer, implemented under the influence of causal factors and within the context of contextual factors. Depending on intervening conditions, they can generate outcomes at the consumer or brand level. Ultimately, this strategy–outcome relationship expresses the causal logic of the paradigmatic model as follows and as illustrated in Table 3.

Consumer strategies, including determining purchasing style, financial and budget management, information search and evaluation, evaluation of product features, brand and product origin, services and sellers, and product–need fit, lead to outcomes at the psychological and emotional level, including reduced risk and increased post-purchase confidence and satisfaction; at the cognitive level, including increased pre-purchase awareness and informed decision-making; at the functional and financial level, including purchase compatibility with needs and lifestyle, financial condition management, and maximization of purchase value; and at the experiential level, including the experience of using a new brand or product.

Brand/producer strategies, including market research and planning, business development strategies, marketing and promotion strategies, and sales strategies, lead to customer-oriented outcomes, including creating motivation to own the product, improving services and customer relationships, and increasing loyalty and satisfaction; marketing outcomes, including improved interactions and positive brand feedback, improved branding and brand perception, improved conversion rates, and increased access to the target audience; business outcomes, including creating sustainable competitive advantage, increasing market share, and survival under recessionary conditions; and finally, financial outcomes, including increased sales, increased profit, and optimization of marketing costs.

Table 3

Sample Strategy–Outcome Relationship in the Research Model

Actor Level	Strategy Category	Strategy Example	Outcome Category	Outcome Example
Consumer	Information search and evaluation	Evaluation of user reviews	Cognitive outcomes	Informed decision-making; increased pre-purchase awareness
Consumer	Financial and budget management	Management of financial conditions; maximization of purchase value relative to cost	Functional and financial outcomes	Management of financial conditions
Consumer	Evaluation of services and sellers	Evaluation of after-sales service activation	Psychological and emotional outcomes	Reduced purchase risk; increased post-purchase confidence
Brand/Producer	Sales strategies	Installment sales strategy	Financial outcomes	Increased sales
Brand/Producer	Marketing and promotion strategies	Content production and management	Marketing outcomes	Improved branding and brand perception
Brand/Producer	Business development strategies	Improvement of after-sales services	Customer-oriented outcomes	Increased customer satisfaction; increased brand loyalty

Iranian consumer purchasing behavior in the competitive and dynamic market of small electrical home appliances is a multilevel pattern resulting from the interaction of a deep understanding of consumers' needs, wants, preferences, and selection criteria. In this regard, many purchasing decisions in this market occur within a context shaped by the dynamic interaction of demographic factors and macro-environmental factors, including cultural, political, legal, economic, geographical, and market-related factors. Thus, at the level of contextual factors, Iran's macro-environmental characteristics—including food styles and habits, cleaning and washing habits, collectivism, cultural occasions particularly Nowruz, and the culture of preparing a dowry within cultural factors; sanctions and regional tensions within political factors; import prohibition and market brand restrictions within legal factors; exchange-rate fluctuations, inflation, economic instability, increased living costs, and the shrinking household consumption basket within economic factors; climatic conditions and small urban homes; and finally, the market for smuggled home appliances in Iran—create a specific context and form distinctive purchase tendencies among consumers in Iran's small home appliance market, distinguishing Iranian consumer behavior from the global pattern.

At the level of causal factors, financial drivers, including price, income level, purchasing power, and payment conditions, together with the type of need, constitute the motivational core of purchasing behavior. In interaction with social drivers, including the influence of family, friends, influencers and bloggers, social networks, and others' recommendations (WOM), they guide purchasing behavior and the path of brand selection. Therefore, these factors are the main drivers initiating the decision-making process and represent the distinguishing point of purchasing behavior among Iranian consumers of small home appliances within the context of Iran's economic and political conditions and collectivist culture.

Finally, at the level of intervening factors, factors such as after-sales services, brand loyalty, brand awareness, and marketing factors, including discounts and brand promotions, change the intensity and direction of the effect of causal factors on consumer purchasing behavior in interaction with contextual conditions and cause delay or acceleration in Iranian consumer behavior within a high-risk economic environment. These factors also influence the path and quality of strategy implementation centered on financial management, information search, and evaluation of products, brands, services, and sellers by Iranian consumers of small home appliances and ultimately affect brand and consumer outcomes.

Ultimately, as a result of this interaction, brand and consumer strategies operate simultaneously within a two-way system. Brands actively attempt, through smart pricing and the development of economical products aligned with the economic conditions of Iranian consumers, Iranian lifestyle content production, WOM campaigns, and the creation of competitive advantage in after-sales services for Iranian products, to strengthen perceived value, awareness of the positioning of Iranian products and their after-sales services, and the compatibility of Iranian products with Iranian lifestyle in the minds of Iranian consumers. Consumers then make their final purchase decisions based on the perceptual image they receive from the implementation of these strategies by the brand.

Thus, the outcome of this behavioral system is improved services and customer relationships, increased loyalty and satisfaction, improved interactions, positive feedback and brand perception, and the formation of sustainable native competitive advantage in Iran's domestic market for Iranian products, accompanied by reduced purchase risk, increased post-purchase confidence and satisfaction, and financial condition management along with the maximization of purchase value for Iranian consumers. In this regard, this theory explains that under Iran's economic and political instability, the purchasing pattern operates in a financial–environmental manner, such that consumers, while simultaneously considering economic

conditions, reduced income, purchasing power, exchange-rate fluctuations, sanctions, and regional tensions, also seek to maximize purchase value and maintain product alignment with Iranian culture, Iranian lifestyle, and social recommendations.

In this study, to ensure the accuracy, precision, and representativeness of the qualitative findings, the strategies proposed by Lincoln and Guba (1985) were used as one of the main indicators of data trustworthiness within the grounded theory framework of Strauss and Corbin (1998). Accordingly, this strategy was presented based on four criteria: credibility, transferability, dependability, and confirmability, as described below and in Table 4.

In this study, the credibility of the findings was examined through the following methods:

In the model presented in this study, concepts were generated inductively using the grounded theory method. The concepts were systematically and directly extracted from interviews with 15 industry specialists during the open coding process and were then organized into axial and selective codes. In this regard, to ensure the credibility of the findings, the extracted code tables and code interpretations were reviewed by five experts who had provided the greatest conceptual and analytical insight during the interview process, and their feedback was received through the participant review process. Finally, comments that were consistent with the logic of the data and theoretical saturation were incorporated into the model. Therefore, participant review at this stage was conducted in accordance with the criteria of Lincoln and Guba (1985), because this criterion emphasizes the depth and diversity of data more than numerical coverage.

In this study, data triangulation was conducted to enhance the theoretical credibility and conceptual coherence of the findings using two methods: analyst triangulation and outcome triangulation.

In this regard, analyst triangulation was conducted to reduce researcher bias and increase interpretive accuracy through the review of codes and comparison of interpretations by three analysts from different domains, including the principal researcher, a marketing specialist in Iran's home appliance industry who was not among the interviewees, and a methodologist. Points of disagreement were recorded in analytical memos and revised based on the logic of the data and theoretical saturation so that convergence could be achieved in identifying the main categories and determining the structure of the paradigmatic model.

Outcome triangulation was conducted to compare and align the research findings with external sources, including reports on Iran's home appliance market and the research background on consumer behavior in this industry. In this regard, comparison of the findings with Iranian market reports, including sales data in terms of value and volume, trends in sales of economical products, and changes in consumption preferences during the economic recession, showed that the behavioral pattern extracted from the interviews was consistent with the field reality of the market. In addition, comparison of the findings with the research background showed that key concepts of the model, such as cultural, economic, social, psychological, and product-related factors, overlapped with existing theoretical models and, in some cases, reflected Iran-specific differences, including emphasis on price, installment payment conditions, durability, and functionality in the Iranian market.

In this study, to strengthen the credibility and reliability of the qualitative data, analysis was conducted using objective evidence, including verbatim statements of interviewees, official market data, industrial reports, actual consumer behavior on sales platforms, and real examples of strategies adopted by active brands in Iran's small home appliance industry. The results indicated the consistency of the paradigmatic model of this study with the verbatim statements of interviewees and the economic and cultural realities of the country. For example, online consumer behavior data, including ratings, user

reviews, home appliance brand campaigns, sales statistics for the first six months of 2025, and price trends in Iran's domestic market during this recessionary period, indicate the effect of economical pricing strategies and WOM marketing on outcomes such as increased sales of these products during the economic recession and increased loyalty to domestic brands.

In this study, to evaluate the applicability of the findings and the proposed behavioral model to similar situations and contexts, such as developing countries with high inflation and similar cultures, approaches including rich data description, cross-case analysis, and the use of specific coding and analysis procedures were employed.

This study included a wide range of influential data with detailed coverage of demographic, cultural, political, legal, geographical and climatic, financial and economic, market-structural, social, and psychological factors, all of which were fully reflected in the codes. In addition, the multilevel design of causal, contextual, and intervening categories in terms of dimensions, components, and sub-components, along with outcomes and strategies from the perspectives of consumers and brands/producers, indicates the explanatory applicability of the model presented in this study under similar conditions.

In this study, comparative analysis across interviews and categories was conducted to identify similarities and differences in purchasing behavior among different groups of consumers from various income levels, different regions in terms of development status, including urban or rural areas, and different purchase motivations. This process led to the creation of various categories of factors affecting consumers of small home appliances in Iran.

In this study, a systematic and purposeful structure was considered for open, axial, and selective coding to extract and organize concepts and develop the paradigmatic model of the concepts. The coding structure was based on the pattern of category type, concepts, dimensions, components, and sub-components, as well as the use of analytical memos.

Given the complete documentation of the research process, the use of a consistent coding procedure, the preservation of analyses in memos, and analytical review by a marketing specialist in Iran's home appliance industry who was not among the interviewees and by a methodologist in the analyst triangulation section, this study possesses internal consistency, traceability of the research stages, and replicability in similar studies.

All stages of this study, from beginning to end—including the design of interview questions, recording of interviews, open, axial, and selective coding, extraction of categories, concepts, dimensions, components, and sub-components, and organization and classification of all codes into five category groups, namely causal factors, contextual factors, intervening factors, strategies, and consequences around the core category, and finally extraction of the final model—were documented. This documentation includes initial and revised versions of the codebook, open, axial, and selective coding tables, and analytical memos.

As previously stated, this study has a systematic and purposeful structure for coding, organizing concepts, and developing the paradigmatic model. The coding structure is based on the pattern of category type, concepts, dimensions, components, and sub-components, as well as the use of analytical memos.

In this study, to reduce researcher bias and increase interpretive accuracy, analytical review was conducted by a marketing specialist in Iran's home appliance industry who was not among the interviewees and by a methodologist. Points of disagreement were recorded in analytical memos and revised based on the logic of the data and theoretical saturation.

In this study, to ensure the accuracy of the findings and prevent the researcher's personal biases, confirmability criteria were addressed through analyst triangulation, outcome triangulation, the use of objective evidence, including verbatim statements of interviewees, official market data, industrial reports, actual consumer behavior on sales platforms, and real

examples of strategies adopted by active brands in Iran’s small home appliance industry, cross-case analysis, preservation of analyses in memos, and maintenance of all analyses from the interview level to the extraction of the paradigmatic model as a traceable chain of evidence.

Finally, based on the aforementioned points, within the framework of Lincoln and Guba’s (1985) strategy and according to the four criteria of credibility, transferability, dependability, and confirmability, as presented in Table 4, the overall validity and reliability of the study were fully established based on real data and a systematic analytical process.

Table 4

Research Validity and Reliability Based on Lincoln and Guba’s Criteria

Criterion	Theoretical Purpose	Implementation Mechanism in the Study
Credibility	Alignment of the research findings with participants’ analyses and external sources	Analyst triangulation; outcome triangulation; use of objective evidence
Transferability	Applicability of the findings and proposed behavioral model to similar situations and contexts	Rich data description; cross-case analysis; use of specific coding and analysis procedures
Dependability	Maintaining internal consistency and systematic order in the research stages	Complete documentation of the research process; use of a consistent coding procedure; preservation of analyses in memos; analytical review
Confirmability	Ensuring the accuracy of findings and preventing the researcher’s personal bias	Analyst triangulation; outcome triangulation; use of objective evidence; cross-case analysis; preservation of analyses in memos; documentation and maintenance of all analyses

Discussion and Conclusion

The findings of the present study demonstrated that consumer purchasing behavior for small electrical home appliances in Iran is shaped through a multidimensional interaction among causal, contextual, intervening, strategic, and consequential factors within a native paradigmatic framework. The extracted model indicated that Iranian consumers make purchasing decisions under conditions characterized by economic instability, sanctions, inflation, exchange-rate fluctuations, and cultural collectivism, and therefore purchasing behavior operates according to a financial–environmental logic. In this regard, the findings revealed that price-related factors, purchasing power, payment conditions, product durability, brand trust, after-sales services, and compatibility with Iranian lifestyle constitute the most influential drivers of consumer decision-making in this market. These findings are consistent with the classical and contemporary perspectives of consumer behavior theory, which emphasize the interaction of economic, psychological, social, and environmental variables in shaping purchasing decisions [1, 4, 7].

One of the central findings of the study was the dominant role of financial and economic factors in shaping consumer purchasing behavior in Iran’s small home appliance market. The findings showed that Iranian consumers, due to declining purchasing power, inflation, exchange-rate instability, and uncertainty regarding future economic conditions, prioritize price, installment payment conditions, and perceived value relative to cost when evaluating products. This finding aligns with the perspective of Nicholson and Snyder, who argued that under conditions of economic instability and constrained household budgets, consumers become increasingly price-sensitive and adopt more rational and cautious purchasing strategies [13]. Similarly, Kotler and Caslione emphasized that turbulent economic environments force consumers to prioritize financial security, value maximization, and risk reduction in their purchasing decisions [10]. The findings are also consistent with the study by Contreras-Velásquez et al., which demonstrated that low-income consumers in developing economies emphasize affordability, durability, and utility maximization when making purchasing decisions [15].

The results further indicated that purchase motivation in Iran’s small home appliance market extends beyond functional need fulfillment and includes replacement motivation, prestige motivation, and perceived value seeking. This finding supports the theoretical assumptions of Solomon, who argued that consumer purchasing behavior simultaneously reflects utilitarian,

symbolic, and identity-related dimensions of consumption [4]. Likewise, Mowen and Minor emphasized that emotional and symbolic motivations significantly influence consumer decisions, particularly in durable product categories associated with household identity and lifestyle representation [9]. In the Iranian context, prestige-oriented motivations and symbolic aspects of product ownership appear to coexist with strong economic constraints, producing a hybrid purchasing pattern in which consumers simultaneously seek social value and financial efficiency.

Another important finding of the study was the influential role of contextual cultural factors in shaping purchasing behavior. The results demonstrated that lifestyle patterns, food consumption habits, cleaning habits, family-oriented consumption culture, collectivism, and culturally embedded occasions such as Nowruz and dowry preparation strongly influence the demand structure for small electrical home appliances in Iran. These findings are consistent with the views of Hawkins et al., who emphasized that cultural and subcultural environments shape consumer values, lifestyle orientation, and consumption preferences [8]. Similarly, Schiffman and Wisenblit argued that culture affects how consumers interpret product meanings, evaluate alternatives, and define consumption priorities [11]. The findings also support the arguments of Rahmanian, who found that emotional and cultural attachment to products and brands significantly affects consumer behavior in the Iranian home appliance market [17]. Therefore, the present study confirms that purchasing behavior in Iran cannot be fully understood through universal economic models alone and requires consideration of culturally specific consumption patterns.

The findings also highlighted the substantial influence of political and legal contextual factors, particularly sanctions, import restrictions, and limitations on foreign brand advertising. These conditions were found to alter consumer perceptions, reshape market competition, and increase the importance of domestic products and after-sales services. This finding is highly consistent with the study by Naqdi et al., who emphasized that sanctions and market restrictions have fundamentally transformed the behavioral logic of durable goods consumers in Iran [16]. Furthermore, Kotler and Caslione explained that unstable political and regulatory conditions increase consumer uncertainty and intensify the importance of trust, availability, and perceived reliability in purchasing decisions [10]. The present findings suggest that sanctions and import limitations not only influence product accessibility but also shape the cognitive structure through which Iranian consumers evaluate domestic and foreign brands.

At the level of intervening factors, the findings revealed that product design, psychological factors, customer-related services, marketing activities, and distribution conditions significantly modify the effect of causal and contextual factors on consumer purchasing behavior. Product appearance, technological innovation, smart features, and aesthetic design were found to increase product attractiveness and influence consumer preferences. These findings are consistent with the study by Sisodiya and Solanki, who identified technological innovation and product features as key determinants of home appliance purchasing behavior [14]. Likewise, Sugunavalli emphasized that product quality, visual attractiveness, and perceived technological superiority strongly influence brand selection in the home appliance market [21].

Psychological factors such as emotions during purchase, previous purchase experience, brand loyalty, and brand awareness also emerged as major intervening variables influencing consumer decisions. These findings support the arguments of Howard and Sheth, who highlighted the importance of learning, perception, and psychological processing in buyer behavior [1]. Similarly, Solomon explained that consumer behavior is strongly shaped by emotional attachment, symbolic meaning, and cognitive involvement with brands and products [4]. The findings are also aligned with the study by

Rahmanian, which demonstrated that emotional dimensions of product and brand perception significantly influence purchase behavior in Iran's home appliance market [17].

The findings further demonstrated the critical role of after-sales services and customer-related support in reducing perceived risk and strengthening consumer trust. Consumers in the Iranian market appear to attach substantial importance to warranty conditions, service accessibility, installation support, and product maintenance due to economic uncertainty and the long-term nature of durable product usage. This finding is highly consistent with the study by Vazifedoust et al., which identified after-sales services as one of the main predictors of future purchase behavior and brand loyalty among home appliance buyers [19]. Amininejad et al. similarly emphasized that trust and perceived service quality significantly influence repurchase intentions in the home appliance market [18]. Therefore, the present study confirms that after-sales service functions not only as a functional support mechanism but also as a strategic trust-building instrument in uncertain markets.

Another significant finding of the study was the increasing role of digital marketing, WOM communication, online reviews, and social media in shaping purchasing decisions. Consumers were found to rely extensively on online information search, user reviews, product comparison websites, influencer recommendations, and digital content before making purchase decisions. This finding supports the perspective of Stephens, who argued that contemporary consumer behavior increasingly operates within digitally interconnected environments where consumers actively seek peer-generated information and online evaluations [12]. The findings are also consistent with Tamilselvan and Kumaresan, who demonstrated that advertising and consumer decision-making style significantly affect home appliance purchase behavior [22]. Furthermore, Kamran and Siddiqui found that emotional advertising and persuasive communication strategies strongly influence consumer attitudes and purchasing intentions for home appliances [20]. Therefore, the results of the present study indicate that digital communication channels and WOM marketing have become central mechanisms shaping consumer trust, awareness, and product evaluation in Iran's home appliance market.

The strategy–outcome dimension of the study also produced important findings. Consumer strategies such as cautious purchasing, budget management, information search, and evaluation of product–need fit were found to reduce purchasing risk, increase informed decision-making, and improve financial condition management. These findings align with Engel et al.'s consumer decision-making framework, which emphasizes information search and evaluation of alternatives as key stages in reducing uncertainty and improving purchase quality [7]. Similarly, Schiffman and Wisenblit argued that consumers under conditions of high involvement engage in extensive cognitive evaluation and information processing before purchase decisions [11].

At the brand level, the findings showed that strategies such as economical product development, smart pricing, digital marketing, WOM campaigns, and strengthening after-sales services contribute to customer satisfaction, increased loyalty, improved brand perception, and sustainable competitive advantage. These findings support the strategic marketing perspectives proposed by Kotler and Keller, who emphasized that successful firms create value through integrated marketing strategies aligned with consumer needs and environmental conditions [5]. Sheth also argued that future marketing success depends on firms' ability to integrate consumer insights, adaptive strategy, and contextual understanding within turbulent environments [6]. The findings of the present study therefore demonstrate that competitive advantage in Iran's home appliance market emerges not solely from product quality but from the strategic alignment between economic value, cultural compatibility, and consumer trust.

Overall, the findings of the present study contribute to consumer behavior literature by proposing a native qualitative model capable of explaining the multidimensional structure of purchasing behavior within a turbulent economic and cultural environment. Unlike many existing models that focus on isolated behavioral variables, the present model integrates causal, contextual, intervening, strategic, and consequential dimensions within a coherent paradigmatic framework. Furthermore, the study expands the literature on consumer behavior in developing economies by demonstrating that under conditions of inflation, sanctions, and market instability, consumers adopt adaptive financial–environmental purchasing strategies aimed at maximizing value while preserving cultural and social compatibility.

One limitation of the present study was that the findings were derived from qualitative interviews conducted within the Iranian market and therefore may reflect the specific economic, political, and cultural conditions of Iran during the period of data collection. In addition, although the study included participants from different professional backgrounds related to the home appliance industry, the findings may not fully represent all consumer groups across different provinces, socioeconomic classes, and demographic segments. Another limitation concerns the dynamic nature of consumer behavior, particularly under unstable economic conditions, which may lead to changes in purchasing patterns over time.

Future studies are recommended to quantitatively test the relationships among the categories identified in the present paradigmatic model using structural equation modeling or mixed-method approaches. Researchers may also compare purchasing behavior patterns between consumers in urban and rural areas or among different income groups to identify variations in financial and cultural decision-making mechanisms. In addition, future research could investigate the role of digital ecosystems, artificial intelligence-based recommendation systems, and social commerce platforms in shaping home appliance purchasing behavior under emerging technological conditions. Comparative cross-cultural studies between Iran and other developing economies experiencing inflationary conditions and economic instability may also contribute to the generalizability of the proposed model.

From a practical perspective, the findings suggest that home appliance firms operating in Iran should prioritize economical pricing strategies, installment purchasing systems, and product durability in order to align with consumers' financial realities. Managers should also strengthen after-sales services, digital communication channels, WOM campaigns, and culturally compatible marketing content to enhance consumer trust and brand loyalty. Furthermore, domestic brands can create sustainable competitive advantage by emphasizing compatibility with Iranian lifestyle, household consumption patterns, and local cultural values. Policymakers may also use the findings of the study to support domestic manufacturing, improve consumer protection systems, and facilitate more stable market conditions capable of increasing consumer confidence and strengthening long-term market sustainability.

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Authors' Contributions

All authors equally contributed to this study.

Declaration of Interest

The authors of this article declared no conflict of interest.

Ethical Considerations

The study protocol adhered to the principles outlined in the Helsinki Declaration, which provides guidelines for ethical research involving human participants. Written consent was obtained from all participants in the study.

Transparency of Data

In accordance with the principles of transparency and open research, we declare that all data and materials used in this study are available upon request.

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