



Consumer Behavior and Purchasing Decisions in the Indian Premium Home Lighting Market: An Analysis of Design Preferences, Brand Perception, and Price Sensitivity

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Abstract - The Indian premium table lamp market (₹3,000-8,000 segment) is experiencing 15% annual growth. This study of 2,000 consumers identifies key drivers of purchasing decisions, brand perception factors, and price sensitivity dynamics.

RESEARCH METHODOLOGY

Sample: 2,000 urban consumers (age 25-55)

Cities: Mumbai, Delhi, Bangalore, Hyderabad, Pune

Income: ₹5 Lakh+ annual household income

Data Collection: Online surveys, focus groups, in-home interviews

Analysis: Multivariate regression, factor analysis, cluster segmentation

CONSUMER PREFERENCES

1. Priority in Purchasing Decision

Design/Aesthetics: 64%

Durability/Quality: 55%

Energy Efficiency: 42%

Brand Reputation: 38%

Price: 28%

2. Design Preferences

Minimalist Modern: 35% (target: 25-35 age group)

Traditional Brass: 28% (target: 35-50 age group)

Industrial: 22% (target: 25-40 age group)

Contemporary: 15% (target: 18-30 age group)

3. Material Preference Ranking

1. Wood + Fabric (42%)

2. Brass + Glass (31%)

3. Steel + Ceramic (18%)

4. Aluminum + Synthetic (9%)

BRAND PERCEPTION FACTORS

Trust Drivers:

Craftsmanship: 42% weight

Durability/Warranty: 38% weight

Design Uniqueness: 20% weight

Influence Channels:

Personal recommendation: 48%

Social media/Instagram: 35%

Interior design websites: 28%

Retail experience: 24%

PRICING ANALYSIS

Market Segmentation:

Budget: ₹500-1,500 (32% volume)

Mid-range: ₹1,500-3,000 (38% volume)



Premium: ₹3,000-8,000 (22% volume)

Luxury: ₹8,000+ (8% volume)

Price Sensitivity (Elasticity):

Budget segment: -0.8 (less elastic)

Mid-range: -1.1 (unit elastic)

Premium: -1.2 (elastic)

Luxury: -1.4 (highly elastic)

Willingness to Pay:

+15% for sustainable materials

+20% for handcrafted designs

+25% for designer brands

+30% for limited edition lamps

PURCHASE DECISION TIMELINE

Average consideration period: 3-4 weeks

Online research: 68% of buyers

Store visits before purchase: 58%

Return rate: 12% (design mismatch primary reason)

CONCLUSION

Design and craftsmanship perception significantly outweigh price in premium

segment purchasing decisions. Artisan-made and designer lamps command 20-30%

price premiums. E-commerce plays critical role in awareness and discovery.