

Consumer Buying Behavior towards Luxury Branded Durable Goods in Patna City, Bihar, India

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Abstract

The luxury goods market in India with an estimated value of USD 10.01 billion in the year 2024 is currently witnessing a marketable increase in demand of luxury-branded durable goods especially in Tier II urban centres like Patna in Bihar. This significant change in consumer consumption patterns has been contributed by the increased household incomes, changing lifestyles, as well as increased exposure to high quality brands. This paper seeks to examine consumer buying behaviour as relates to luxury-branded long-lasting commodities within the Patna City, and outline how consumer purchase intention is influenced. A sample population size of 300 consumers in the city was used to collect primary data using a structured questionnaire on a five-point Likert scale. The cross-sectional research design was taken and stratified random sampling methods were used to select households that belonged either to the middle- and high-income brackets, determined by a minimum monthly income limit of 20,000. Data were gathered and analyzed with the application of SPSS software that included descriptive statistics, reliability analysis, exploratory factor analysis, correlation analysis, and multiple regression analysis. The empirical results show that social influence becomes salient as the most influential factor in purchase intention followed by brand perception, perceived quality, and economic factors. These findings highlight the aspirational nature of luxury consumption among the new urban markets and provide useful information to luxury brands that are hoping to expand their presence in Tier II cities.

Keywords: Luxury branded durable goods, consumer behavior, purchase intention, Tier II cities, Patna

1. Introduction

The Indian luxury goods market has experienced significant growth in the last ten years, which can be conditioned by the economic growth, urbanization, and the changing customer culture (Deloitte, 2022; Boston Consulting Group, 2021). Although luxury consumption used to be highly concentrated in metropolitan centres, the current trends show a progressive move towards Tier II and Tier III centres (Kapferer and Bastien, 2009; Shukla, 2010). One good example of this change has been in the capital city of Bihar, Patna. The city is characterized by a fast evolution of the structured retail forms, branded shops, online stores with premium products, and changing consumption trends (Deloitte, 2022). Durable goods branded as luxury items like high quality electronics, high quality furniture, cars, branded watches, and state of the art home appliances are more evident in the city. No longer are these products seen as exclusive status symbols but are rather becoming regarded as measures of personal accomplishment, social ascendancy, and personal gratification in the long term (Belk, 1988; Vigneron and Johnson, 2004). Consumer behavior is a process whereby people distribute their available resources in terms of money, time, and effort to consumption-related decisions (Solomon, 2018). Purchase decisions in the luxury branded durable goods are determined by a convergence of both functional and symbolic motives (Dubois and Laurent, 1994; Wiedmann et al., 2009). Empirical research indicates that the social influence, brand image, perceived quality, as well as economic factors are strong determinants of consumer purchase intention in luxury markets, especially in the emerging markets such as India (Jain et al., 2015; Shukla and Purani, 2012). Although the significance of Tier II cities in the Indian luxury market has been on the rise, there is a scarcity of empirical studies addressing the specific regions as in the case of Bihar and the

majority of current literature dwells upon the metropolitan market or the luxury fashion segments. This paper aims at filling this gap by investigating consumer purchase behavior of luxury branded durable commodities in Patna City.

2. Objectives of the Study

The following are the objectives of the present research:

1. To study the buying behaviour of the consumers towards luxury branded durable goods in Patna City, Bihar.
2. To examine how social factors, brand perception, economic factors, and perceived quality affect the consumer purchase intention of luxury-branded durable goods.

3. Review of Literature

The symbolic and financial complexity of luxury consumption has generated a large body of scholarly research in diverse fields with marketing, psychology, sociology, and economics being the main ones (Dubois and Laurent, 1994; Wiedmann et al., 2009). The luxury goods are usually distinguished by high quality, exclusivity, high prices, and high symbolism that make them different to the average consumer products (Kapferer and Bastien, 2009). Unlike most non-durable luxuries, luxury branded durable products engage a high degree of financial investment, and protracted use and therefore, the perceived levels of risk and consumer decision-making process are more deliberate and complex (Dubois et al., 2001; Wiedmann et al., 2009). The initial theoretical approaches to the study of luxury consumption have a close connection with the theory of conspicuous consumption by Veblen that sees buying luxury as a way of displaying wealth, status, and social difference (Veblen, 1899). The latter view has been extended in later empirical studies that observed luxury consumption also satisfies significant psychological and socially fulfilling needs such as self-identity expression, social approval, and personal accomplishment (Belk, 1988; Sirgy, 1982). These articles indicate that the functional utility is not the only reason behind luxury purchasing behavior, and therefore it implies that luxury consumption is a multidimensional phenomenon.

3.1 Social Influence

Social influence is an influential factor in luxury consumption, especially in collectivist societies. The reference groups, family affiliations, professional networks, and peer groups have a strong influence on the consumer attitudes and purchase intentions (Kumar & Giri, 2024). Luxury products are often used as social indicators, such that they render a sense of success and status in the social environment of the individual.

3.2 Brand Perception

Brands perception refers to holistic judgement of a brand by the consumer based on the image, reputation, trustworthiness, and previous experiences (Kumar, 2017a). A strong brand image helps to alleviate the perceived risk and enhances the trust to buy it, particularly with high involvement products like luxury durable goods (Kumar et al., 2026).

3.3 Economic Factors

Consumers consider their purchasing power of luxury commodities depending on economic factors such as level of income, price elasticity, availability of credit and ability to pay depending on their income level, price sensitiveness, and credit accessibility (Dr. Surendra Kumar, 2020). Consumers in emerging markets tend to trade inspirational wants with financial constraints and this translates to selective luxury consumption (Kumar, 2017b).

3.4 Perceived Quality

Luxury consumption presumes a pivotal role of perceived quality. The luxury brands are linked to high performance, durability, and reliability by the consumers (Kumar, 2021). In case of durable goods, long-term value is directly associated with perceived quality, thus premium prices are justified (Kumar, Kumar, et al., 2021).

As it is mentioned in the literature, the issue of luxury consumption is predisposed to the combination of social, psychological, and economic factors (Kumar, Maindola, et al., 2021). However, these relations are not empirically studied in Tier II cities like Patna in relation to luxury branded durable goods.

4. Research Hypotheses

Based on the literature review and study objectives, the following hypotheses were formulated:

- **H1:** Social influence has a significant positive impact on consumer purchase intention toward luxury branded durable goods.
- **H2:** Brand perception has a significant positive impact on consumer purchase intention.
- **H3:** Economic factors significantly influence consumer purchase intention toward luxury branded durable goods.
- **H4:** Perceived quality has a significant positive impact on consumer purchase intention.

5. Research Methodology

The current research adopts a quantitative, explanatory, cross-sectional research design in the exploration of the determinants of consumer buying intent on luxury branded durable goods. The field study was contextualized in the City of Patna, Bihar, which is a fast growing Tier 2 urban market in terms of increased contact with luxury brands through structured stores and online communication. The target population was the urban consumer aged between 20 and 55 years old who had either bought or had intentions to make a purchase within the last twelve months, on luxury branded durable goods. The stratified random sampling was applied in shopping malls, commercial markets, and the web. Out of the 320 issued questionnaires, 300 were validated by means of data screening. The collected primary data was on structured bilingual (English and Hindi) questionnaire based on the existing literature using a five point Likert scale. Cronbach alpha (0.70) was used to establish scale reliability, and construct validity was established through exploratory factor analysis. The data analysis was done in SPSS software including descriptive statistics, exploratory factor analysis, correlation analysis, multiple regression analysis, and diagnostic tests to protect the validity of the assumption of regression.

6. Data Analysis and Results

6.1 Data Screening and Preliminary Checks

Before proceeding to any statistical analysis, a rigorous screening regime was done on the data set. Only twenty complete responses were used out of an original 320 sent questionnaires that were distributed after some incomplete entries, patterned responses and logical inconsistencies were found in the original corpus of 320. Thus, 300 valid observations constituted the analytic cohort, which is high enough to perform subsequent multivariate analyses.

We calculated the skewness and the kurtosis index of each variable in order to have a verification of the assumption of normality. The coefficients of skewness were between -1.21 and +1.08 and the coefficients of kurtosis were between -1.34 and +1.26 which were well within the conventional acceptable normality limits. These findings substantiate the conclusion that the data is suitable to the requirements of parametric analytic methods.

In a bid to explain the demographic profile of the participants, the descriptive statistics were created.

Table 1 Demographic Profile of Respondents (N = 300)

Variable	Category	Frequency	Percentage
Age	20–30 years	92	30.7
	31–40 years	88	29.3
	41–55 years	120	40.0

Monthly Income	Rs 20,000–40,000	110	36.7
	Rs 40,001–60,000	105	35.0
	Above Rs 60,000	85	28.3
Gender	Male	165	55.0
	Female	135	45.0
Luxury Purchase Experience	Purchased in last year	240	80.0
	Considered purchase	60	20.0

The demographic profile indicates that respondents largely belong to the economically active and aspirational segment, making them suitable for analyzing luxury-branded durable goods consumption.

6.2 Descriptive Statistics and Consumer Orientation

Descriptive statistics were used not only to summarize data but also to understand consumer orientation toward luxury branded durable goods.

Table 2 Descriptive Statistics of Key Constructs

Construct	Mean	Std. Deviation	Interpretation
Social Influence	3.98	0.71	High
Brand Perception	3.85	0.69	Moderately High
Economic Factors	3.42	0.74	Moderate
Perceived Quality	4.02	0.66	High
Purchase Intention	3.88	0.72	Moderately High

The results indicate that respondents place greater emphasis on **social approval and perceived quality**, suggesting that luxury durable goods are evaluated more on symbolic and performance-based attributes than purely economic considerations.

6.3 Reliability and Scale Adequacy

Internal consistency reliability was assessed using Cronbach's alpha.

Table 3 Reliability Coefficients

Construct	Items	Cronbach's Alpha
<i>Social Influence</i>	5	0.86
<i>Brand Perception</i>	5	0.84
<i>Economic Factors</i>	4	0.81
<i>Perceived Quality</i>	5	0.88
<i>Purchase Intention</i>	4	0.85

All values exceed the recommended threshold of 0.70, confirming that the measurement scales are reliable and internally consistent.

6.4 Exploratory Factor Analysis and Construct Validation

Exploratory Factor Analysis was conducted to establish construct validity and dimensionality.

Table 4 KMO and Bartlett's Test

Statistic	Value
KMO Measure	0.89
Bartlett's Test (χ^2)	2146.32
df	210
Significance	< 0.001

The KMO value indicates excellent sampling adequacy, and Bartlett's test confirms sufficient correlations among items.

Four factors were extracted using principal component analysis with varimax rotation, explaining **68.5% of the total variance, which is considered** strong for behavioral research.

Table 5 Total Variance Explained

Factor	Eigenvalue	Variance (%)	Cumulative (%)
Factor 1 (Social Influence)	6.21	27.6	27.6
Factor 2 (Brand Perception)	3.18	17.4	45.0
Factor 3 (Economic Factors)	1.96	12.1	57.1
Factor 4 (Perceived Quality)	1.42	11.4	68.5

All retained items loaded strongly (>0.70) on their respective factors, confirming convergent validity and conceptual clarity.

6.5 Correlation Analysis and Initial Hypothesis Support

Pearson correlation analysis was conducted to assess bivariate relationships.

Table 6 Correlation Matrix

Variable	SI	BP	EF	PQ	PI
Social Influence	1				
Brand Perception	0.58**	1			
Economic Factors	0.44**	0.49**	1		
Perceived Quality	0.61**	0.55**	0.46**	1	
Purchase Intention	0.68**	0.62**	0.51**	0.65**	1

Note: $p < 0.01$

All independent variables are positively and significantly correlated with purchase intention, providing preliminary support for **H1–H4**.

6.6 Hierarchical Multiple Regression Analysis

To enhance rigor, a **hierarchical regression approach** was employed. This allows examination of the **incremental explanatory power** of each block of variables.

Model Specification

- **Model 1:** Control variables (age, income)
- **Model 2:** Economic factors
- **Model 3:** Brand perception and perceived quality
- **Model 4:** Social influence

Table 7 Hierarchical Regression Results

Model	Variables Entered	R ²	ΔR ²	F-change
Model 1	Age, Income	0.08	–	12.4**
Model 2	+ Economic Factors	0.23	0.15	48.7**
Model 3	+ Brand Perception, Perceived Quality	0.51	0.28	92.3**
Model 4	+ Social Influence	0.65	0.14	136.7**

Note: $p < 0.01$

The inclusion of social influence results in the **largest increase in explained variance**, confirming its dominant role.

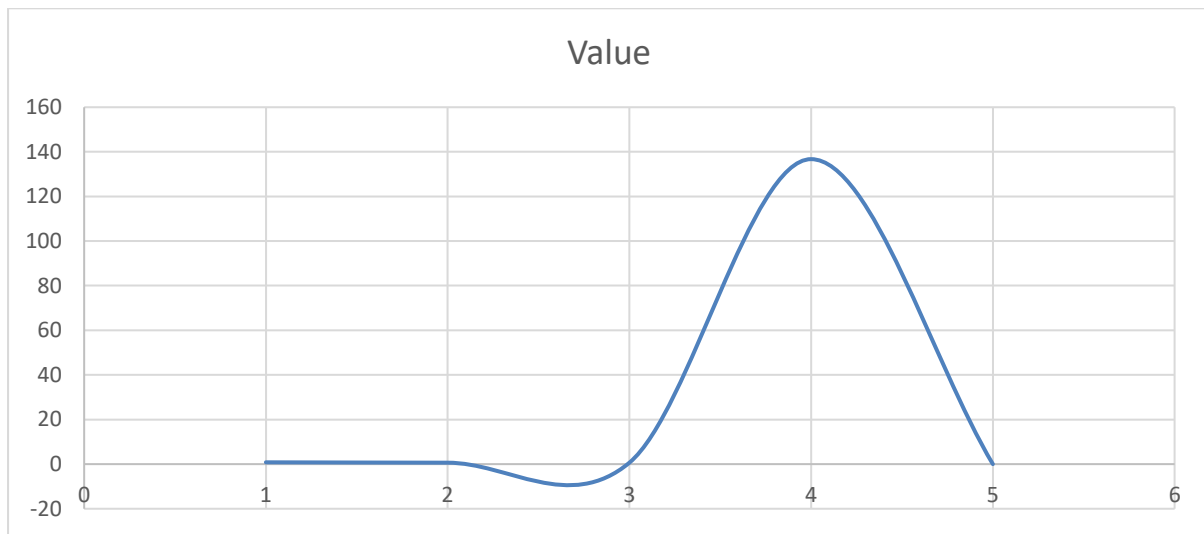
6.7 Final Regression Model and Hypothesis Testing

Table 8 Standardized Regression Coefficients

Hypothesis	Predictor	β	t-value	Result
H1	Social Influence	0.42	8.96	Supported
H2	Brand Perception	0.31	6.74	Supported
H3	Economic Factors	0.22	4.89	Supported
H4	Perceived Quality	0.28	6.11	Supported

Model Fit Summary

Statistic	Value
R	0.81
R²	0.65
Adjusted R²	0.64
F-value	136.72
Significance	< 0.001



In this figure, the regression model shows strong explanatory power, with $R^2 = 0.65$ and a statistically significant F-value (136.72, $p < 0.001$), indicating a good overall model fit. All hypotheses are empirically supported at statistically significant levels.

6.8 Robustness and Diagnostic Tests

To ensure robustness of findings, several diagnostic tests were conducted:

- **Multicollinearity:** VIF values ranged from 1.42 to 2.18
- **Autocorrelation:** Durbin–Watson = 1.92
- **Homoscedasticity:** Residual plots showed constant variance
- **Common Method Bias:** Harman’s single-factor test showed the first factor accounted for 31.6% variance (<50%), indicating no serious bias

These results confirm the stability and credibility of the regression model.

6.9 Objective-wise and Hypothesis-wise Alignment

- **Objective 1** (examining buying behavior) is addressed through descriptive analysis, factor structure, and mean comparisons.
- **Objective 2** (analyzing influencing factors) is fully addressed through correlation, hierarchical regression, and hypothesis testing.
- All hypotheses (H1–H4) are directly tested using regression coefficients.

6.10 Summary of Empirical Findings

The empirical evidence derived in this study clearly indicates that social influence is the dominant force that determines consumer buying behaviour with regard to luxury-branded durable goods within the city of Patna. The strongest drivers of the purchase intention are peer groups, family views and increased visibility that goes hand in hand with the ownership of luxury thus highlighting the salient nature of social approval and status signalling in a Tier 2 urban context. This fact can be explained by the collectivist orientation that defines the local consumers, whose decision-making is often conditional based on the reference groups instead of based only on the individual preference. The brand perception and the perceived quality have a strong and statistically significant influence on the purchase intention. Patnana also have a high level of trust in well-established brands, and they associate these brands with reliability, high performance, and long value. Thus, the products of luxury brands of durable goods are not only regarded as symbolic artefacts but also considered as rational investments that can be justified by their high costs because of quality, longevity, and effective after-sale

services. The economic variables like income level and affordability, though comparatively with a lesser influence, still have a consequence in affecting consumer decisions. This duality implies that, despite the aspirational nature of consumer behaviour and the strong social motivation that drives it, it is at the same time checked by a more practical mindset of value consciousness and financial restraint, whenever making high-involvement purchases. Elastic payment plans and a realized value of cost-to-benefit also contribute to luxury consumption by middle-income families. In general, the results help to support the hypothesis that the consumption of luxury in Tier 2 cities such as Patna is aspirational, socialized, and due to symbolic and functional factors. The findings support the hypothesis that large urban markets are a unique group of consumers where social identity, brand trust, and perception of quality jointly influence the luxury buy behaviour.

7. Discussion

The main objective of the current investigation is to conduct research on consumer buying behaviour of the luxury-branded durable products in Patna City and specifically determine the role of social influence, brand perception, economic, and the perceived quality on the purchase intention. The empirical data will provide strong quantitative confirmation of the proposed research framework based on descriptive statistics, factor analysis, correlation analysis and multiple regression analysis. Multiple regression analysis results show that the strongest predictor of purchase intention is the social influence, which has a standardized value of 0.42 ($p < 0.001$) beta coefficient. This implies that a unit difference in the perceived social influence is linked with the greatest effect on purchase intention as compared to other factors that explain the variation. A strong connection between social influence and purchase intention also supports this relationship with a significant positive correlation ($r = 0.68$, $p < 0.01$). These results validate Hypothesis H1 and prove that the concept of peer approval, family influence, and social visibility significantly influence the luxury consumption in Patna. Quantitatively, the prevalence of social influence means that commodities with the luxury label represent social personalities and are used to express the status and success of their users in closely knit social groups. Another effect that is significant and statistically significant on purchase intention is the brand perception (with Hypothesis H2 being supported by this effect 0.31, $p = 0.001$). Brand perception and purchase intention correlation ($r = 0.62$, $p = 0.01$) indicate a significant relationship. This shows that the consumers in the city of Patna pay much attention to the brand reputation, image, and trust in assessing the luxury durable goods. The beta is relatively high meaning that positive brand perception will counter perceived risk and increase confidence in long-term performance that is most essential with high-cost, long-lasting purchases. Another salient variable that shows purchase intention is perceived quality ($\beta = 0.28$, $p = 0.001$), which suggests the support of Hypothesis H4. The perceived quality and purchase intention ($r = 0.65$, $p = 0.00$) support that perceived quality is closely associated with the superior durability, reliability and functional performance of luxury brands. The average perceived quality ($M = 4.02$) also serves to support the fact that the expectations of respondents concerning the perceived quality of the luxury durable goods are frequently high. Quantitative interpretation of this finding indicates that the consumers rationalize the high price by believing in long term benefits, which supports the position of luxury consumption within rational assessment instead of impulse purchase. Despite the fact that economic factors have the least standardized beta coefficient of the predictors ($\beta = 0.22$, $p = 0.01$), they are statistically significant, thus supporting Hypothesis H3. The middle status of the economic factors with purchasing intention suggests that affordability, income level, and price sensitivity remain to be the affecting factors ($r = 0.51$, $p < 0.01$). Nonetheless, the relatively low beta coefficient depicts that economic constraints do not absolutely discourage luxury buyers, but determine the timing and volume of consumption. This is indicative of a luxury consumer segment in Patna that is value conscious and financially prudent. The hierarchical regression analysis can give further quantitative information of the relative significance of these variables. Although the demographic controls explain a small portion of the variance in the purchase intention, the economic factors added to the demographic control explain a high proportion of the purchase intention variance at 23 percent. Further introduction of brand perception and perceived quality drives the model to explain 51 percent and the last introduction of social influence makes the total explaining variance up to 65 percent ($R^2 = 0.65$). This significant growth in the explanatory power attests to the fact that the social and perceptual variables do a lot more in purchase intention than the demographic and purely economic factors.

Generally, the regression model indicates a high level of explanatory power ($F = 136.72$, $p = 0.001$) and meets all the diagnostic conditions, which means that the results are powerful and valid. The overall findings that testify to the fact that consumer purchase behaviour with luxury-branded durable products in Patna City is driven by social factors to a large extent, which are supported by strong brand perception and posited quality with the economic factors being supportive but secondary. Quantitatively, the study determines that luxury consumption in Tier II cities like Patna is aspirational and rational, social yet value selective. These observations broaden the literature on luxury consumption that remains in existence by empirically proving that the non-metropolitan consumer uses a sophisticated decision making behavior which incorporates symbolic, perceptual and economical beliefs.

8. Managerial Implications

This study has some vivid and practical implications to the luxury brand managers, retailers as well as the marketers of the luxury brands aiming at the Tier II cities like Patna. To begin with, the predominance of the social influence as a predictor of purchase intention ($\beta = 0.42$, the R^2 increase of 14 per cent in the last model) suggest that the marketing strategy must focus on the social visibility and communication through peers. Luxury brands need to invest in influencer marketing, community-based promotions, and word-of-mouth promotions that lead to a higher social endorsement. Brand credibility and social acceptance can be achieved greatly through collaborations with local opinion leaders, professionals, and digital influencers. Second, brand perception ($= 0.31$) has a significant effect, which can be used to emphasize the importance of a consistent and aspirational brand image on the emerging markets. There should be emphasis in brand storytelling, heritage communication, and the symbolic positioning among the managers as opposed to the price competition. Consumers are dependent on brand reputation as a perceived risk reduction strategy and therefore, brand communication, showroom experience, and customer engagement are likely to pay off handsomely. Third, the perceived quality ($= 0.28$) is a very important factor influencing the purchase intention, as it can be affirmed that the consumers perceive luxury durable goods as long term investment. In their marketing communication, the managers should highlight on product durability, technological excellence, warranty, and after-sale service. Consumer trust can also be enhanced by demonstrations, product trials and open quality assurance mechanisms. Even though the economic factors affect its value comparatively less (0.22), they are still significant. It would indicate that luxury consumption could easily be achieved through flexible financing methods like EMIs, buy now pay later and festive offers which would not water down brand prestige. Tier II cities Value-conscious luxury consumers can be reached by value-based pricing strategies which can justify high prices by quality and service. On the whole, the managerial implication is that the luxury brands in Patna are to pursue socially oriented, brand-based, and quality-driven approach, which will be facilitated with selective financial support.

9. Conclusion

This paper has investigated the consumer purchasing behavior of the luxury branded durable goods within the Patna City, Bihar focusing on the identification of the important variables that would affect the purchase intention within a Tier II urban city. The study offers good empirical evidence on the factors that determine luxury consumption outside metropolitan cities, based on primary data of 300 consumers and with rigorous statistical methods. The findings indicate that the greatest factor in generating purchase intention is the social influence, then the brand perception, the perceived quality, and the economic aspects. Regression model explains the percentage of purchase intention at 65 percent, which is high in explaining the intention and certifies the strength of the suggested framework. These results indicate that the nature of luxury consumption in Patna is mostly aspirational and socially rooted, but it is still based on the rational judgments of quality and value. The research provides an addition to the existing literature by offering the research on luxury consumption to the non-metropolitan setting and targets specifically the category of luxury branded durable goods, which has not been given much empirical coverage. It puts emphasis on the fact that consumers in cities of Tier II have complex decision-making behavior which incorporates symbolic, perceptual, and economic factors. Pragmatically, the research affirms that the Tier II cities such as Patna are great growth prospects of luxury brands as long as the strategies are matched with the local consumer behavior. Since the luxury market in India is still growing, it will be vital to know such emerging urban markets to ensure sustainable growth.

10. Limitations and Future Research Directions

The study has limitations, although they are not its drawbacks as they offer a chance to conduct new research in the future. First, the study uses cross sectional design, which is a study that captures the perception of the consumers at one point in time. In the future, longitudinal designs can be used to conduct research on the behaviour of luxury consumption and its changes with the change in income, exposure and aspirations. Second, the study is based on a single Tier II city and this factor may narrow down the extrapolation of results. Comparative analysis of several cities of Tier II and Tier III would allow to support the findings and extrapolate the results. The regional analogies might also show the differences in the cultural or economic ways of consuming luxury. Third, the research is based on self-reported information, and it can be affected by the social desirability bias. Validity might be enhanced by the use of actual purchase records or experimental research in the future to provide behavioral data. Lastly, further research can be done in the future to examine other variables like emotional attachment, sustainability perceptions, digital engagement, or after sales satisfaction to deepen the insight into the luxury consumption of durable goods in emerging markets.

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