

"An Investigation into the impact of Product Differentiation Marketing Strategies on Consumer Decision-Making in the Consumer Durable electronic Goods industry"

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Abstract-

Above title refers to take a dive in the depth of Product differentiation Marketing strategy's effect on Consumer buying behaviour. Primary Data collection has been held through questionnaire which were dully filled by end users; However, we have also referred the literature to have an understanding to give more clarity on the subject. Collected data has been analysed through SPSS. For the data analysis, Liner Regression and Anova have been used to formulate the Hypothesis. As a result, we found that there is Positive relation between Product differentiation Marketing strategies and Consumer decision making. Scope and limits have been discussed in the studies.

Keywords- Product Differentiation, Consumer durables, Customer buying Perception, Consumer Decision Process, Consumer buying perception.

Introduction

Today's time there are many factors which affects customers buying like Product Design, functionality, after sales service support etc. Brands are mostly more focused, to affect Consumer Decision Making, for which they keep implementing and improvising new Ideas like Continuous Product technical development. Same time it has been also observed that Marketing plays a crucial role to create an awareness around the end users. While developing the marketing campaign, it is always considered the emotional aspects to design ads for promotion. Since as human being every customer has a emotions hence it becomes mandate to add a little twist to make it more towards human emotion to push decision making entire process. Some more significant aspects of emotions include their individuality (the same products can elicit distinct emotions in different customers) and their temporality (an individual can undergo varying emotions in response to a product at different moments), and mixed (a subject may sometimes experience more than one emotion at the same time) (Maheswaru & Shavitt, 2000; Scarabis, Florack. & Gosejohann;2006)(Barrena & Sánchez, 2009a) The enthusiasm for witnessing traditional products being updated with electronic goods in our day-to-day life. Change in business of this ideology is basically depending upon to switching its view from durability to more user friendly, (Bajpai & Tripathi, 2017). It is often observed the customers decisions changes as per their gender as well as per their usage. The relevance of this research to through a light on insight to Marketers, Strategy maker enabling business at the new level and enriching the customers satisfaction which drives the growth in business. Kotler (2008) identifies five distinct roles within the framework of decision-making:

- a) Initiator: The individual who first proposes the idea to the potential consumer.
- b) Influencer: The person who wields influence over the purchasing decision.
- c) Decider: The person responsible for making the final decision regarding the product.
- d) Buyer: The individual who physically makes the purchase.
- e) User: The person who utilizes the product.

Understanding these roles within a given community is of utmost importance for marketers. For instance, in a village setting, the sarpanch or village headman could serve as a significant influencer for a cluster of families. Kashyap and Raut (2010) concur, emphasizing that opinion leaders carry substantial sway, particularly when it comes to influencing and

initiating purchases of products that mirror their lifestyle and social standing within society (Vishesh, 2020). Referrals play a pivotal role in the entire process of decision-making; when someone close to the end users recommends a product and defines their experience with it, decision-making becomes considerably more straightforward. In such cases, the need for physical inspection of the product is diminished, as the product's appearance becomes a critical consideration in today's context. Based on customers takes a decision. However, we have tried to pin up all the point which is possible attempt while making the purchase decision.

Customer decision making is a complex process that involves a series of mental activities and evaluations performed by individuals when considering a purchase. It encompasses various stages, from recognizing a need or desire for a product or service to making a final choice and evaluating the outcome of the decision. Let's explore the customer decision-making process in detail:

Need Recognition: The process of making decision often commences with the customer's acknowledgment of a requirement or issue. This recognition can notice from internal factors (like depleting a product supply) or external stimuli. (such as advertisements or recommendations).

Information Search: After recognizing the need, customers engage in an information search to gather relevant information about the available options. This search can involve seeking information from multiple sources, including personal contacts, online research, reviews, and advertisements. The extent of the search depends on the level of involvement and the perceived importance of the purchase.

Evaluation of Alternatives: Once customers have gathered sufficient information, they evaluate the available alternatives based on specific criteria. These criteria may include price, quality, features, brand reputation, past experiences, and personal preferences. Customers may also assign different weights to each criterion based on their individual needs and priorities.

Purchase Decision: Upon assessing the available final options, buyer arrive at their purchase decision. This decision is influenced by a combination of rational and emotional factors. Rational factors include the objective evaluation of the available options, while emotional factors can be driven by personal preferences, social influence, or the desire for certain benefits or experiences associated with a particular choice.

Post-Purchase Evaluation: After the purchase, customers evaluate their satisfaction with the chosen product or service. This assessment is based on perceived performance of the product and its alignment with their expectations. Positive encounters can result in customer satisfaction, loyalty, and repeated purchases. Negative experiences, on the other hand, can result in dissatisfaction, negative word-of-mouth, or the decision to switch to a different brand or product in the future.

Throughout the decision-making process, customers are influenced by various internal and external factors. Internal factors include personal needs, preferences, attitudes, and previous experiences, while external factors include social influence, cultural norms, marketing efforts, and recommendations from friends, family, or online sources. It's important to note that the decision-making process is not always linear, and customers may revisit certain stages or skip them depending on the nature of the purchase, their level of involvement, time constraints, and other situational factors. Additionally, advancements in technology and the rise of e-commerce have provided customers with greater access to information and alternative options, impacting their decision-making process.

Understanding the customer decision-making process helps businesses tailor their marketing strategies, product offerings, and customer experiences to meet the needs and preferences of their target audience.

Objectives

1. Investigating customer decision-making: Getting through the factors that affects consumer decision-making while purchasing consumer durable electronic goods, including product technology, Features, brand perceived value, pricing, and the impact of marketing communications.

2. Study an impact of product differentiation: Analysis of Product differentiation marketing strategies on consumer behaviour, including brand preference, purchase intent, and overall atonement.

Literature Review

Customer decision-making is the process through which individuals or organizations assess different options and make choices regarding the purchase or consumption of products, services, or ideas. This process involves several stages and factors that influence the final decision. Here are some key elements involved in customer decision-making: (Eccb29f76b24e85cba8b6b60adf5ab4932d8, n.d.-a; Lucid Content Team, n.d.)

Under the quality-based model, the category manager can choose between implementing a strategy that focuses on vertical differentiation or one that employs a bi-dimensional differentiation approach. On the other hand, under the type-based model, the category manager can opt for a strategy involving horizontal differentiation or one that relies on one-dimensional differentiation. We analyse the structure of the optimal product category and pricing for each product differentiation strategy and develop efficient algorithms specifically for the quality-based consumer decision model. Our findings reveal that within the quality-based choice model, a vertical differentiation strategy proves to be more profitable than a one-dimensional differentiation strategy. Conversely, within the type-based choice model, a horizontal differentiation strategy is favoured over a one-dimensional differentiation strategy. These results hold robustly, even when considering the influence of consumer choice heterogeneity. Therefore, further differentiation in terms of quality or type is actually not preferable when consumers follow a sequential decision-making process.(Shao, 2015)

In consumer markets, where product substitution is prevalent, aligning supply with demand becomes challenging. This is particularly true in saturated sectors with mature markets, fierce competition, and extensive product differentiation. Traditional approaches of relying on technical aspects like quality and price to distinguish products prove difficult. Therefore, marketers could benefit from gaining a deeper understanding of how consumers' buying decisions are actioned by their perceived emotions. However, considering Creusen's (1998) assertion that the initial impression of a product significantly influences the purchase decision, the emotional reaction of consumers towards a product could play a pivotal role. Recognizing the influence of emotions on consumers' sentiments and purchasing choices, it becomes evident that product differentiation can gain advantages by comprehending how products elicit emotions and by evaluating emotion-sensitive updated software tools for product designing and marketing purposes.(Barrena & Sánchez, 2009b)

Ever since its introduction by John Dewey in 1910, the concept of the five-stage decision process has gained widespread acceptance and remains a fundamental element in a popular model of consumer behavior. These stages, namely Problem Recognition, Information Search, Alternative Evaluation, Choice, and Outcomes, serve as the cornerstone of this model. Several factors have been identified to influence the desired state throughout this process, including Reference Groups, Novelty, and Thinking. Reference Groups play a significant role as a source of information regarding our desires. Through ongoing socialization, we acquire a sense of what is deemed "good," "bad," "better," and "best." As our social circles evolve and we switch comparison groups, our desired states can be swayed accordingly. This phenomenon is often evident among college students shortly after they arrive on campus. Within a matter of weeks, their environment and primary points of reference shift from their high school friends back home to their newfound acquaintances in the college setting. The noticeable disparities in clothing and behavior can swiftly influence desires for new sweaters, jackets, and similar items. Similar changes can occur when college graduates transition into a corporate environment that requires suits, ties, umbrellas, and so on. Relocating to a different neighborhood or a distant region of the country can also lead to a shift in Reference Groups and consequently impact one's aspirations.(Bruner & Pomazal, 1988)

Over the past five years, the emergence of social media platforms has brought about significant changes in buying and selling methods. Social media provides individuals with the opportunity to share their experiences and opinions about products and companies, which can easily be disseminated to their friends and acquaintances. As a result, companies are increasingly focused on creating positive customer experiences to minimize negative word-of-mouth messages that can quickly spread across social media platforms and reach potential customers. Blogging has also gained immense popularity among fashion-conscious women as another form of social media. Fashion blogs have become highly effective in sharing

experiences and recommendations online, serving as a cost-efficient way to market products directly to the target customers. These blogs not only help women discover specific products to purchase but also provide a space for exploration, where they might stumble upon something desirable. By linking users directly to the point of purchase, fashion blogs can significantly increase online store sales. The presence of social media and the accompanying changes in available options have profoundly impacted the traditional model of buying behaviour. Through social media, consumers can conduct in-depth analyses of companies and share their experiences and opinions with other users, leading to a viral marketing effect where messages can reach thousands of users with just a few clicks. Consumers play an essential role in the fashion market. The terms "buyer" and "consumer" are frequently used interchangeably, there exists a subtle distinction between them. Buyers can be ultimate consumers, industrial purchasers, or institutional purchasers. Consumers exhibit various behaviour patterns during the purchase process and when disposing of goods, services, ideas, or experiences. They closely observe the cues provided by the fashion industry to shape their perceptions and fulfil their needs. However, businesses often encounter obstacles in effectively reaching their consumers and prospects. Similarly, consumers and prospects may face significant barriers in their decision-making process. Building strong commitment, loyalty, and enthusiasm among consumers is a challenge. Today, the accessibility and transparency of information have greatly influenced the decision-making process. Therefore, it is crucial to examine the obstacles and misconceptions that prevent prospects from becoming consumers or hinder repeat purchases. Consumer decision-making in the realm of fashion is heavily influenced by the abundance of information available from various sources within society. These sources include advertising, magazines, celebrities, online platforms, friends, family, and bloggers. When it comes to fashion purchases, consumers engage in a dedicated process that requires thorough involvement. In contemporary society, social influencers hold significant sway in the fashion marketplace. Journalists, celebrities, bloggers, magazines, and brand advocates are considered the most influential forces in shaping customers' purchasing decisions. Their personal opinions, expertise, and status position them as experts in the eyes of consumers. Social influencers wield considerable power, influencing trends and what is considered a "must-have" fashion item. Consumers tend to emulate their style and perceive them as authorities in the product category. Consequently, in today's society, consumers are influenced to a much greater extent by social influencers compared to the past. (Eccb29f76b24e85cba8b6b60adf5ab4932d8, n.d.-b)

Mostly companies employ a range of marketing performance statics, including brand loyalty, market share, price premium, and customer lifetime value, to assess their success or shortcomings. Pricing plays a crucial role in the marketing mix, and pricing strategies are integral to a company's overarching marketing strategy (Kotler and Keller, 2012; Tirole, 1988). Also, research on pricing in both marketing and finance domains hasn't been as extensively used in theory and practicality as compared to other marketing variables (Duke, 1994; Christopher, 2000). The disconnect between theory and practice can be attributed to the differing orientations of marketing and finance researchers. Finance researchers focus on analysing the impact of firm strategies and stakeholders' short- and long-term expectations, while marketing researchers concentrate on understanding customer action and the perception of branding on marketing strategies and decisions (Madden et al., 2006). Additionally, finance researchers typically utilize firm-level data from equity markets and financial statements, whereas marketing researchers often looks for surveys or experimental approaches (Madden et al., 2006). As a result, marketing researchers infrequently work with large databases that can illuminate patterns and behaviours of companies, consumers, or products. They also rarely integrate findings from industrial organizations or broader microeconomic theory, such as finance, into their research. Consequently, pricing strategies are often founded on intuition and managerial expertise, rather than empirical evidence, owing to the limited till proven empirical research on pricing controversies and their underlying factors (Myers et al., 2002; Christopher, 2000). To bridge this gap, we seek to contribute empirical research on pricing using real-world data.

Many companies try to enhance their marketing strategies through brand differentiation by integrating technological and marketing innovations. However, the relationship between pricing differentiation and branding remains a question, especially for different types of market players like small and medium enterprises (SMEs), multinational companies (MNCs), and retailer (private label) brands. Surprisingly, there is a paucity of empirical research on how brand differentiation and investments in brand building influence consumers' willingness to pay higher prices and to what extent these effects vary across different contexts. This constitutes the second gap we aim to address in our research.

Hanssens et al. (2009, p. 116) aptly put it, while key marketing and financial metrics undeniably impact market valuation and a firm's market value, the exact interplay between these marketing assets, capabilities, and actions in determining market value remains somewhat mysterious. The likelihood of commanding a higher price is positively influenced by the level of marketing investments made in a brand. Brand equity and marketing investment exhibit a negative interaction, resulting in lower-quality brands achieving inferior price performance compared to higher-quality brands at equivalent levels of marketing investments.(Davicik & Sharma, 2015)

Mostly literature has extensively examined different aspects of buyer's preference, but most of these studies have been performed in developed nations. As a result, there is a dearth of high-quality research on consumer preference specifically in India, a developing country. This current research aims to bridge this gap by investigating consumer preference for **High electricity consuming product** in the Indian context. Consumer preference is a complex model influenced by factors such as culture, personal taste, education, gender, and income group. While some argue that consumer preference is driven by materialistic desires, others suggest that it can be influenced by the country of origin of the product. The possession and quality of goods are often used by materialistic individuals to evaluate personal and others' success, shaping their preferences. buyer's preferences can vary based on factors like brand, price, type of advertisement, **Film star** endorsements, and country of origin. Additionally, factors like gender differences in buying decisions and customers' perceived fit and ability to express preference also contribute to variations in consumer preference. Other factors shaping user preference include country origin, buyer's ethnocentrism, social status, price relative to competitor brands, and influence from family and friends. Brand equity plays a significant role in influencing brand choice, fostering brand loyalty, and protecting brands from market threats. Foreign brands are generally perceived to be of higher quality than local brands. Price knowledge is considered a fundamental requirement for rational decision-making and a key factor for marketers. Effective advertising serves as an introduction to and familiarization with products, particularly for marketers of large consumer goods such as cars and appliances.

Advertising plays a crucial role in the process of building a brand (Huhmann and Bhattacharyya, 2005; Rajagopal, 2011). It serves as a catalyst for consumer purchase decisions and adds enjoyment to their lives (Keller, 2005; Mortimer, 2008; Wang et al., 2009). Advertising serves as the initial point of contact between marketers and potential consumers (Kansal, 2013) and is instrumental in establishing brand equity (Keller, 2005). It acts as a means of communication with consumers and proves to be an effective marketing tool, conveying social and cultural values within society (Dyer, 1982). There is a high likelihood that consumers will consider purchasing the advertised brand in the future (Smith et al., 2007), and the product information provided through advertising increases the likelihood of purchase consideration (Lee and Labroo, 2004; Shapiro, 1999). Additionally, repeated exposure to advertising positively impacts purchase intentions (Nordhielm, 2002). Studies on advertising indicate that attitudes toward advertisements influence attitudes toward the brand and purchase intentions (MacKenzie et al., 1986; Mitchell and Olson, 1981; Shimp, 1981). Furthermore, research has shown that advertising on Facebook positively influences intention-to-purchase (Duffett, 2015), and approximately one in five Facebook users have made purchases as a direct result of advertisements (Reuters and Ipsos, 2012).(Bajpai & Tripathi, 2017b; Bruner & Pomazal, 1988; Punj, 1987)

Hypotheses

- H₁ Gender significantly influences the product purchasing decisions for high electricity consumption products like water heaters.
- H₂ Earning has a pivotal impact on product purchasing decisions for high electricity consumption products like water heaters.
- H₃ There is a positive impact of product differentiation marketing strategies on product purchasing decision for high electricity consumption products like water heaters.
- H₄ Product differentiation marketing strategies are significantly related to Brand Recall.

Research Methodology

Study explains, Quantitative research has been approached to investigation into the impact of Product Differentiation Marketing Strategies on Consumer Decision-Making in the Consumer Durable electronic Good. Regression analysis have been used to examine the result, and the reliability of the data is ensured through careful sampling techniques. Five-point Likert’s scale has been used in the questionnaire to seek the responses.

Sample Size:

Sought information for 500 participations to investigate the subjected Title. Out of which, valid responses measured to be 491 participants.

Data Collection:

Data collected through Primary and secondary data; Primary data was collected through structured questionnaire. Convenient sampling technique was utilized while selecting samples are marketplaces, organizations, Institutes. The survey includes questions related to their recent product purchasing decisions, exposure to marketing activities, perceptions of brand value, and factors influencing their choices.

Reliability:

Reliability shown in table 1, Cronbach’s Alpha value is highly acceptable since the value is .987 and hence we can move further to analysis the data for study. The survey instrument developed using established measurement scales with demonstrated validity and reliability. Thus, questionnaire was considered reliable since Cronbach alpha greater than .7 (Gliem and Gliem (2003), 2003)

Data Analysis and Findings:

Regression analysis employed to analyse the collected data. Liner regression helped to determine the extent to which marketing variables predict variations in product buying decisions. Control variables, such Gender, income, Marketing strategies will be included to isolate the specific influence of marketing efforts.

Data Analysis

The research exerts the regression analysis will seek a statistically significant relationship between Product differentiation marketing stargies efforts and product buying decisions. This will help further to support the hypothesis that marketing plays a pivotal realm in shaping consumers' choices.

Hypotheses Study: -

H₁ Gender significantly influences the product purchasing decisions for high electricity consumption products like water heaters.

Table 1 Model Summery

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.091 ^a	.008	.006	1.23116

a. Predictors: (Constant), Gender
 b. Dependent Variable: WH_01

Table 2 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	6.233	1	6.233	4.112	.043 ^b
Residual	741.207	489	1.516		
Total	747.440	490			

- a. Dependent Variable: WH_01
 b. Predictors: (Constant), Gender

Table 3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.825	.357		7.922	.000
	Gender	.376	.185	.091	2.028	.043

- a. Dependent Variable: WH_01

Hypothesis test if Gender influences carries a significant impact of purchasing decisions for high electricity consumption products like water heater. The dependent variable WH_01 was regressed on predicting variable Gender to test the hypothesis H₁. Gender significantly predicted WH_01, $F(1,489) = 4.112$, $p < 0.05$ referring table 2, which indicates that the Gender can play a significance act in line with WH_01 ($b = .376$, $p < .05$) referring table 3. It clearly indicates the positive affect of Gender. Furthermore, the $R^2 = .008$, referring table 1, shows the model explain 0.8% of the variance in WH_01.

Table 4 Table shows the summery of the findings

Hypotheses	Regression Weights	Beta Coefficients	R ²	F	p- value	Hypotheses Supported
H ₁	Gender → WH_01	.376	.008	4.112	.043	Yes

H₂ Earning has a pivotal impact on product purchasing decisions for high electricity consumption products like water heaters.

Table 5 Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.016 ^a	.000	-.002	1.23616

- a. Predictors: (Constant), Annual Income
 b. Dependent Variable: WH_01

Table 6 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.201	1	.201	.132	.717 ^b
Residual	747.239	489	1.528		
Total	747.440	490			

- a. Dependent Variable: WH_01
- b. Predictors: (Constant), Annual Income

Table 7 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.566	.092		38.887	.000
Annual Income	-.015	.042	-.016	-.363	.717

- a. Dependent Variable: WH_01

Hypothesis test if Annual Income influences carries a significant impact of purchasing decisions for high electricity consumption products like water heater. The dependent variable WH_01 was regressed on predicting variable Annual Income to test the hypothesis H₂. Annual Income has been failed to predict WH_01, $F(1,489) = .132$, $p > 0.05$ referring table 6, which indicates that the Annual Income does not play significance role in line with WH_01 ($b = -.015$, $p > .05$) referring table 7. It clearly indicates there is a negative effect of Annual Income. Furthermore, the $R^2 = .000$, referring table 1, shows the model does not explain any variance in Dependent variable i.e., is WH_01.

Table 8 Table shows the summery of the findings

Hypotheses	Regression Weights	Beta Coefficients	R ²	F	p- value	Hypotheses Supported
H ₂	AI \neq WH_01	-.015	.000	.132	.717	No

H₃ There is a positive impact of product differentiation marketing strategies on product purchasing decision for high electricity consumption products like water heaters.

Table 9 Model Summery

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.620	.619	.76223

- a. Predictors: (Constant), Marketing_01
- b. Dependent Variable: WH_01

Table 10 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	463.336	1	463.336	797.493	.000 ^b
Residual	284.104	489	.581		
Total	747.440	490			

- a. Dependent Variable: WH_01
- b. Predictors: (Constant), Marketing_01

Table 11 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.710	.106		6.702	.000
Marketing_01	.782	.028	.787	28.240	.000

a. Dependent Variable: WH_01

Hypothesis test if Product differentiation marketing strategies influences carries a significant impact of purchasing decisions for high electricity consumption products like water heater. The dependent variable WH_01 was regressed on predicting variable Product differentiation marketing strategies to test the hypothesis H₃. Product differentiation marketing strategies significantly predicted WH_01, $F(1,489) = 797.493$, $p < 0.05$ referring table 10, which indicates that the Product differentiation marketing strategies plays a significance act in line with WH_01 ($b = .782$, $p < .05$) referring table 11. It clearly indicates the positive affect of Product differentiation marketing strategies. Furthermore, the $R^2 = .620$, referring table 9, shows the model explain 62 % of the variance in WH_01.

Table 12 Table shows the summery of the findings

Hypotheses	Regression Weights	Beta Coefficients	R ²	F	p- value	Hypotheses Supported
H ₃	PDM → WH_01	.782	.620	797.493	.000	Yes

H₄ Product differentiation marketing strategies are significantly related to Brand Recall.

Table 13 Model Summery

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.310	.308	1.193

a. Predictors: (Constant), WH_01

b. Dependent Variable: Water Heater

Table 14 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	311.497	1	311.497	218.884	.000 ^b
Residual	694.480	488	1.423		
Total	1005.978	489			

a. Dependent Variable: Water Heater

b. Predictors: (Constant), WH_01

Table 15 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.248	.164		7.628	.000

WH_01	.646	.044	.556	14.795	.000
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a. Dependent Variable: Water Heater

Hypothesis test if WH_01 is significantly related to Brand Recall. The dependent variable Brand Recall was regressed on predicting variable WH_01 to test the hypothesis H₄. WH_01 significantly predicted Brand Recall, $F(1,488) = 218.884$, $p < 0.05$ referring table 14, which indicates that the WH_01 plays a significance act in line with WH_01 ($b = .646$, $p < .05$) referring table 15. It clearly indicates the positive affect of WH_01 on Brand Recall. Furthermore, the $R^2 = .31$, referring table 13, shows the model explain 31 % of the variance in Brand Recall.

Table 16 Table shows the summery of the findings

Hypotheses	Regression Weights	Beta Coefficients	R ²	F	p- value	Hypotheses Supported
H ₄	WH_01 → BR	.646	.31	218.884	.000	Yes

Discussion and Implication

1. The study defines a range of product differentiation strategies, including tangible and intangible attributes, branding, packaging, pricing, innovative etc. Also, examines how these strategies are helpful for customers to distinguish the product.
2. The research tried to find out how the consumers undergo when making purchasing decisions. It investigates how differentiation strategies affects consumers' evaluation of products.
3. The study tries to find out how product differentiation affects consumers' perceptions of a product's value proposition.
4. The research analyzes how other way consumer segments respond to various product differentiation strategies.
5. The research paper takes into account the competitive overall landscape within the chosen realm of industry or product vertical. It assesses how differentiation strategies helps to a company's market positioning to gain competitive advantage.
6. The scope further extends to provide a glance and recommendations for businesses aiming to optimize their product differentiation strategies. It explores how companies can customize their strategies to align with consumer preferences and current market dynamics.

Limitations and suggestion for future research

1. In the realm of economy which has been changing rapidly which may result might not be considered over a period of time due to change in Consumer preferences.
2. Customer purchase decisions are not limited till product differentiation but there are multiple factors apart.
3. Findings could be affected by the characteristics of the sample chosen, potentially leading to results that are not representative of the large population.
4. Data accumulation through surveys might suffer from response bias, where responder provide socially desirable answers or inaccurately recall their preferences and decisio

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