

**The Effect of Price and Quality on Consumers’ Purchase Decisions for
Electric Home Appliances in Adrar City: A PLS-SEM Approach**

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Abstract:

This study aims to examine the effect of price and quality on purchase decisions regarding electronic home appliances, as well as the moderating role of demographic factors on this relationship. A purposive sample of 100 respondents aged 20 years or older was selected from Adrar city. A questionnaire was used as the primary survey tool to collect data. Specialised software, including IBM SPSS (version 27) and SmartPLS (version 4.11.4), were used to process data.

The findings suggest that price and quality have a significant positive impact on purchase decisions for electronic home appliances. In addition, the multigroup analysis demonstrates the full and partial moderating roles of demographic factors on the relationship between price/quality and purchase decision.

Keywords: price; quality; purchase decision; electronic home appliances; PLS-SEM Approach.

Jel Classification Codes: M31, L25.

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1. INTRODUCTION

From a marketing perspective, the consumer remains the core of the marketing process. In such a competitive market, companies must, more than ever before, identify the characteristics and the key drivers affecting the purchasing decisions of their target consumers to meet their needs and desires with a suitable marketing offer.

Although numerous marketing studies have been carried out in various environmental areas, conducting sector- specific investigation is still required to identify the decisive factors influencing purchase decisions in a given context, as these decisions vary depending on product categories, prices, consumer demographic characteristics, and many other factors. Within this context, this study investigates the effect of price and quality on consumers' purchase decisions for electric home appliances in Adrar city.

1.1. Central Research Question

In light of the aforementioned matters, this research addresses the following core inquiry: Do price and quality have an impact on consumers' purchase decisions for electric home appliances in Adrar city?

1.2. Research Hypotheses

This study operates under the following hypotheses:

H₁: There is a significant effect of price on purchasing decisions.

H₂: There is a significant effect of quality on purchasing decisions.

H₃: There are significant moderate effects of demographic variables on the impact of price on purchasing decisions.

H₄: There are significant moderate effects of demographic variables on the impact of quality on purchasing decisions.

1.3. Research Objectives

To align with the central research question and hypotheses, this study focuses on the following objectives:

- To examine the attitudes of consumers toward the price and product quality.
- To identify the consumer purchase experience for electronic home appliances.

- To investigate the impacts of price and quality on purchase decisions.
- To evaluate the moderating role of demographic factors on the relationship between price/quality and the purchase decision.

2. THEORETICAL BACKGROUND

This section of the study contains the core concepts relevant to the topic of this research, a summary of previous research, and a proposed model explaining the relationships between variables to guide empirical testing.

2.2. Concepts

Three key concepts underpin this study:

2.2.1. Price:

As stated by the Oxford dictionary of Business and Management, the price is the amount of money for which the product is exchanged (Oxford University Press, 2009). In its simplest form, the price is the money that a buyer gives to a seller in exchange for a good or service (Asmundson, 2013). Broadly, price is the total of all values that consumers exchange to gain benefits by owning or using a product or service (Sihombing et al., 2023).

As mentioned above, the price refers to a sacrifice made by the consumer to acquire a product. Therefore, it is logical that the consumers will only complete a transaction when they perceive that the product's benefits exceed the cost.

2.2.2. quality:

According to the standard definition of the American Society for Quality (ASQ), the term "quality" refers to the totality of characteristics of a product or service that enable it to satisfy given needs. In the same context, a well-known quote states: "the quality is when the customers come back, and our products do not." (Kotler & Armstrong, 2021).

Based on the aforementioned, it can be seen that the meaning of quality centres on consumer satisfaction, and that it is the consumer who assesses product quality by its ability to fulfil their needs and desires. Also, the genuine quality is measured by repeat purchases and loyalty.

2.2.3. purchase decision:

At its most basic level, decision-making is the process of selecting

between two or more alternatives. Applying this principle to consumer behaviour, it can be said that the consumer purchase decision is a process that consists of five known steps, namely: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Puska et al., 2018). It can be seen that the purchase decision is a part of consumer behaviour. Moreover, a complex purchase decision usually involves several sub-decisions regarding brand, quantity, location, timing, and payment methods. The effects of price and quality appear in the third phase when consumers comparing alternatives based on these factors.

2.1. Literature Review

Several studies have examined the drivers that affect consumers' purchasing decisions, and this research reviews literature focusing on price and quality regarding electric home appliances.

Initially, a study conducted by (Fellah & Ghali, 2024) concluded that perceived quality and perceived value have a significant impact on consumer's purchase intention for electrical home appliances in Saida city. Just like, another investigation carried out by (Karpe et al., 2023) argued that among several determinants affecting consumer purchase intention towards luxury home appliances brands, such as product quality, pricing, and social influences, the quality emerged as the fundamental driver of purchase intention.

In addition, (Widodo & Mahadika, 2023) examined the influence of product features, brand image, and product price on consumer purchase intention for electronic products, especially laptops. After surveying 363 respondents, the data were analysed using SmartPLS. The study's findings supported the proposed hypotheses, revealing that the price was the primary factor influencing electronic product purchase intention. Consistent with the findings of (Alshare et al., 2020), price and quality play an influential role in choosing a cellular device brand along with other factors. However, the study noted that the price did not necessarily indicate high quality to the consumers.

Furthermore, a study conducted among students from different universities in China emphasises that price and packaging have a significant

relationship with both satisfaction and the buyer's decision process (Zhao et al., 2021). Moreover, Nahra Putra & Nurmahdi performed a study to analyse the impact of price and quality on purchasing decisions for Modena gas cooktops. Data were analysed using SPSS software. The results showed that price and quality have a significant influence on purchasing decisions; therefore, the study recommends maintaining product quality and aligning prices with competitors (Nahra Putra & Nurmahdi, 2020).

Likewise, (Issock et al., 2018) designed an integrated model to explore drivers affecting consumers' purchase intention towards energy-efficient appliances. The model was tested through the structural equation modelling (SEM) approach. The empirical results affirmed that price, among other drivers, positively influences consumers to purchase energy-efficient appliances. In the same way, an investigation was undertaken to identify the factors affecting consumer behaviour when purchasing household products in Johannesburg. A questionnaire was used to collect data from a sample of 60 respondents. The results highlighted that price, quality, and product features are the main drivers for purchasing household appliances (Mashao & Sukdeo, 2018).

Similarly, a study examined the effect of various factors on consumer buying decisions for electronic products, along with their association with personal factors. A sample of 163 respondents was interviewed in Bara, Nepal. One-Way ANOVA and Pearson Chi-square tests were carried out to determine the relationship between variables. The findings support the results of previous studies: quality, service, durability, and power consumption are key drivers of the buying decision, while price was not a statistically significant factor (Kushwaha et al., 2015).

According to S. Vijayalakshmi & V. Mahalakshmi, social factors, physical factors, and marketing mix elements are strongly associated with the buying behaviour of Indian consumers. These results contribute insights into consumer buying decisions within the electronic home appliances market; hence, these findings offer potential for understanding decision-making rules (Vijayalakshmi & Mahalakshmi, 2013).

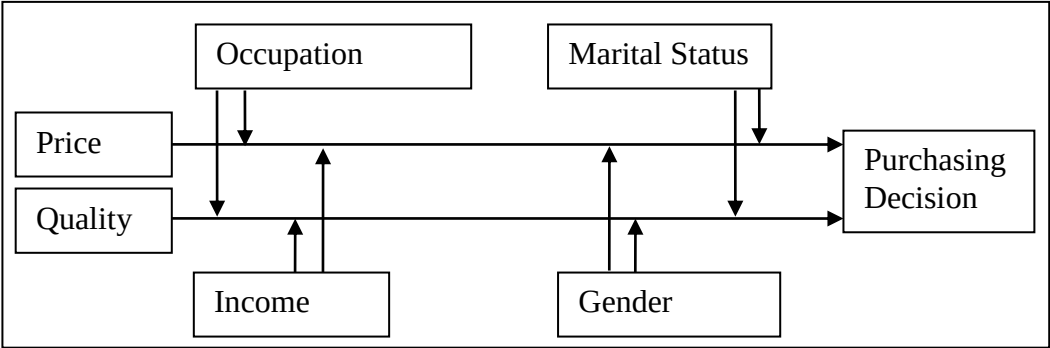
Again, an empirical study of the factors influencing Consumer Behaviour in the electric appliances market found that marketing mix

elements, alongside other factors, are strongly associated with consumer buying behaviour; thus, providing evidence to help producers and retailers enhance consumer satisfaction (Furaiji et al., 2012).

2.3. Conceptual Model

In view of the preceding description, Figure 1 depicts the proposed conceptual model for this study. The model attempts to determine the effect of price and quality on purchase decisions, with six demographic factor groups serving as moderators.

Fig.1. Research Model



Source: Adapted from (Tonce et al., 2020), (Lei et al., 2023), and (Widodo & Mahadika, 2023).

3. Research Methodology

The research methodology for this study comprises the following key components: research approach, population and sampling, instrumentation, data collection procedures, data analysis techniques, pilot testing, and ethical considerations.

3.1. Research Approach

The present study adopted a quantitative approach for numerous reasons, including the nature of the data, the need for data processing, the identification of the relationship between variables, the possibility of generalizing findings to a large population, and the need to achieve high reliability. In addition, deductive reasoning was combined appropriately with the quantitative approach.

3.2. Population and Sampling

The population of the current study consists of individuals in Adrar

city who purchased or intended to purchase an electrical home appliance during the first trimester of 2026. For the sampling, the study employed a purposive sample of 100 respondents. The target respondents are individuals aged 20 years or over who participate in, or are responsible for, the decision to buy electric home appliances.

3.3. Instrumentation

This study used a questionnaire as the primary survey tool to collect data. The questionnaire was divided into three sections: The first section was designed to identify the demographic characteristics of the respondents using closed-ended questions. The second section contained statements to collect data regarding price and quality, which served as independent variables. The final section was developed to collect data on the purchase decision, which served as the dependent variable. In the second and third sections of the questionnaire, each item was measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.4. Data Collection procedures

As mentioned above, the data were collected from the sample participants in Adrar city during the first trimester of 2026. The questionnaires were distributed in person, and respondents were invited to complete them voluntarily. Of 100 questionnaires distributed, however, 85 were returned, and 73 were found usable.

3.5. Data Analysis techniques

The data were processed using specialised software, including IBM SPSS (version 27) and SmartPLS (version 4.11.4). Descriptive statistics such as frequencies, percentages, means, and standard deviations were employed to summarise the participants' characteristics and analyse their opinions. In addition, structural equation modelling was used to estimate the study's measurement and structural models.

3.6. Pilot Testing

To ensure the validity and reliability of the questionnaire, two marketing experts were consulted to review the survey tool. After making the necessary changes, a pilot test was performed among a small sample.

3.7. Ethical considerations

Participants were informed that their collaborations were voluntary

and no incentives were offered. Furthermore, the authors declare no competing interests.

4. RESULTS AND DISCUSSION

4.1. Personal Characteristics of the Participants

The personal demographic characteristics of the respondents were summarised in Table 1. Among 72 participants in this study, 77.80% are male and 22.20 % are female. The distribution of respondents across monthly income levels was nearly balanced. Specifically, 29.20% of the respondents earned between 50,000 and 70,000 DZD, 25.00% earned between 71,000 and 90,000 DZD, and 27.80% earned above 91,000 DZD. Those who earned less than 50,000 DZD were classified as low-income, representing only 18.10% of the sample. In terms of occupation, the study sample was dominated by employees 50.00%, followed the self-employed 29.16%, and retirees 20.84%. Concerning the marital status, 29.30% of the respondents are married, while the remaining 16.70% are single.

Based on the above, it is noted that the demographic characteristics of the sample respondents make them suitable decision-makers for purchasing electric home appliances.

Table 1. Demographic Profile of Respondents

Respondents Characteristics	Frequency	%
Gender:		
Male	56	77.80
Female	16	22.20
Income:		
Below 50.000	13	18.10
50.000-70000	21	29.20
71000-90000	18	25.00
Above 91000	20	27.80
Occupation:		
Retiree	15	20.84
Employee	36	50.00
Self-Employed	21	29.16

Marital Status:		
Single	12	16.70
Married	60	83.30
Total	72	100.00

Source: Results from SPSS Analysis, version 27.

4.2. Descriptive Statistical Analysis

As shown in Table 2, all mean scores of latent variables are higher than 4. This signifies that the respondents have strongly positive attitudes toward electronic home appliances in terms of price and quality. Furthermore, they have either already purchased these products or express a high intention to do so. Additionally, the standard deviation values indicate moderate variability in responses.

Table 2. Mean and Standard Deviation of the Variable of the research

Variables	Mean	SD	Sig	Degree of agreement
Price	4.069	0.633	0.00	high
Quality	4.066	0.636	0.00	high
Purchasing Decision	4.052	0.649	0.00	high

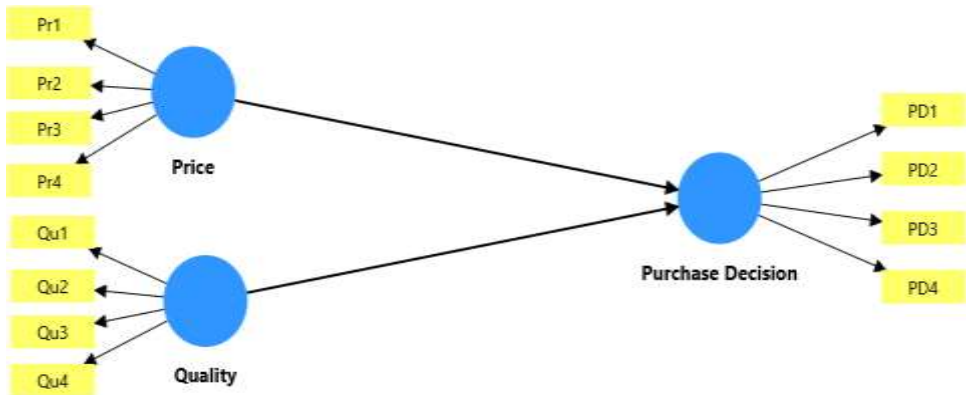
Source: Results from SPSS Analysis, version 27.

4.3. Evaluation of PLS-SEM Results

In this exploratory study, data analysis was performed using Smart PLS version 4.11.4. To explore and predict relationships within a complex model involving moderating variables, a PLS-SEM method was used. A two- stage approach, comprising Measurement model evaluation and Structural model evaluation, is recommended. As the demographic factors were incorporated into the model, a multigroup analysis (MGA) was performed. Figure 2 illustrates the initial model of PLS-SEM.

Fig.2. Initial Theoretical Path Model

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Source: Results from Smart PLS Analysis, version 4.11.4

4.3.1. Measurement Model Assessment

Assessing the reflective measurement model of this study necessitates a rigorous examination of the model's reliability and validity. Reliability is tested through indicator reliability (outer loadings) and internal consistency reliability (Cronbach's Alpha and composite reliability). Validity is assessed by evaluating convergent validity (via Average Variance Extracted, AVE) and discriminant validity (using the Fornell-Larcker Criterion, the Heterotrait-Monotrait Ratio (HTMT), and cross-loading).

The results presented in Table 3 show that the outer loadings of all items in the model ranged from 0.739 to 0.867, confirming indicator reliability. Additionally, the Cronbach's Alpha and composite reliability values exceeded the 0.6 threshold, indicating strong internal consistency reliability. Moreover, each construct had an Average Variance Extracted (AVE) value greater than 0.65, demonstrating convergent validity (Hair et al., 2017).

Table 3. Summary of Reliability and Convergent Validity Test Results

Constructs	Indicators	Outer Loading	AVE	CR	CA
Price	Pr1	0.739	0.662	0.887	0.829
	Pr2	0.839			
	Pr3	0.820			
	Pr4	0.852			
Quality	Qu1	0.777	0.672	0.891	0.837

	Qu2	0.841			
	Qu3	0.792			
	Qu4	0.865			
Purchase Decision	PD1	0.804	0.700	0.903	0.856
	PD2	0.861			
	PD3	0.812			
	PD4	0.867			

Source: Results from Smart PLS Analysis, version 4.11.4

Based on the results displayed in Table 4, especially the shaded cells, it was noted that the square root of the Average Variance Extracted for each construct is not greater than its correlation with other constructs. Thus, the Fornell-Larcker Criterion is not satisfied. Similarly, the values of Heterotrait-Monotrait Ratio (HTMT) are greater than the critical threshold of 0.85, indicating that each construct is not entirely distinct and is correlated with other constructs. (Hair et al., 2017).

Table 4. Fornell-Larcker Criterion

Variables	Price	Purchas Decision	Quality
Price	0.814		
Purchase Decision	0.989	0.836	
Quality	0.986	0.992	0.820

Source: Results from Smart PLS Analysis, version 4.11.4

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Variables	Price	Purchas Decision	Quality
Price			
Purchas Decision	1.173		
Quality	1.184	0.172	

Source: Results from Smart PLS Analysis, version 4.11.4

Table 6 presents another reference for the discriminant validity assessment, which is the cross-loadings. It is observed that the correlation value (shaded cells) between each indicator (item) and its assigned construct is greater than the correlation between the indicator and any other construct. As a result, the cross-loading reference offers evidence that the model satisfies the criterion for discriminant validity.

Table 6. Cross-loadings

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Variables	Price	Quality	Purchase Decision
Pr1	0.739	0.738	0.726
Pr2	0.839	0.835	0.830
Pr3	0.820	0.809	0.819
Pr4	0.852	0.823	0.839
Qu1	0.758	0.777	0.765
Qu2	0.833	0.841	0.830
Qu3	0.773	0.792	0.789
Qu4	0.864	0.865	0.865
PD1	0.785	0.785	0.804
PD2	0.860	0.860	0.861
PD3	0.797	0.797	0.812
PD4	0.866	0.866	0.867

Source: Results from Smart PLS Analysis, version 4.11.4

4.3.2. Structural Model Assessment

To ensure a structural model's quality and validity, multiple key criteria should be satisfied: addressing collinearity issues, examining the model's explanatory power, assessing predictive relevance and effect size, evaluating the significance and relevance of path coefficients, and checking model fit indices (specifically for covariance-based SEM).

Table 7 illustrates that all values of the Variance Inflation Factor (VIF) are below the conservative threshold of 3, confirming the absence of collinearity issues.

Table 7. Collinearity Assessment.

VIF Tolerance Values for the Structural Model

Constructs	Inner VIF Values
Price —> Purchase Decision	1.248
Quality —> Purchase Decision	1.248

Source: Results from Smart PLS Analysis, version 4.11.4

As observed in Table 8, the coefficient of determination (R^2) value of the purchase decision is 0.989, suggesting that exogenous variables (price and quality) demonstrated a very high level of explanatory power. In other words, both price and quality explain 98.90 % of the variance of the purchase decision. (Hair et al., 2017).

Table 8. Results of R^2

Dependent Variable	R ²	R ² Adjusted	Interpretation
Purchase Decision	0.989	0.988	Substantial Level

Source: Results from Smart PLS Analysis, version 4.11.4

As presented in Table 9, the predictive relevance (Q^2) value for purchase decision (also known as the Stone-Geisser indicator) is 0.978, being close to 1, demonstrates that the model possesses very high predictive power (Hair et al., 2017).

Table 9. The Predictive relevance

Reflective Construct	Q^2 predict
PD1	0.619
PD2	0.739
PD3	0.630
PD4	0.733
Purchase Decision	0.987

Source: Results from Smart PLS Analysis, version 4.11.4

The data in Table 10 reveal that the Cohen's (f^2) values for the impact of the independent variables (price and quality) on the dependent variable (purchase decision) are 0.399 and 0.903, respectively, representing a large effect size. (Hair et al., 2017).

Table 10. The Effect Size (f^2) of Independent Variables on Dependent Variable

Independent Variables —> Dependent Variables	(f^2)
Price —> Purchase Decision	0.399
Quality —> Purchase Decision	0.903

Source: Results from Smart PLS Analysis, version 4.11.4

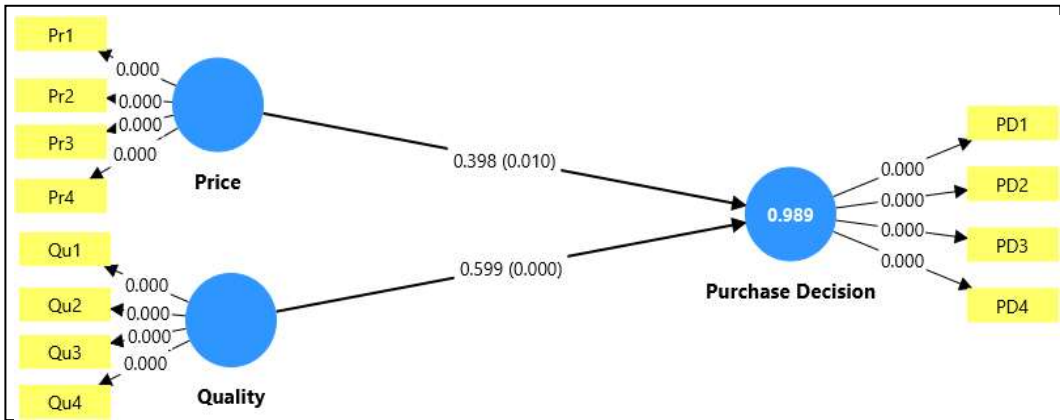
4.3.3. Hypotheses Test Results

After ensuring the prerequisites (collinearity issue, model's explanatory power, predictive relevance, and effect size), the structural hypotheses testing in structural equation modelling can proceed. Running Bootstrapping in SmartPLS is an essential step to determine the significance and the relevance of relationships between variables within the structural model.

Figure 3 and Table 11 summarise the results of hypothesis testing, including the strength (path coefficient size) and the significance (t-values and p-values) for each path.

Fig.3. Structural Model Results

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Source: Results from Smart PLS Analysis, version 4.11.4

The results evidenced that price ($\beta = 0.398$, $t > 1.96$, $p < 0.05$) positively affects the purchase decision, hence supporting H_1 . Likewise, quality ($\beta = 0.599$, $t > 1.96$, $p < 0.05$) has a positive effect on the purchase decision, thus supporting H_2 .

Table 11. Path coefficients of the structural model and significance Testing Results

Variables in the Path Model	Path Coefficient (Γ)	t-Values	p-Values
Price $\rightarrow$ Purchase Decision	0.398	2.585	0.010
Quality $\rightarrow$ Purchase Decision	0.599	3.908	0.000

Source: Results from Smart PLS Analysis, version 4.11.4

4.3.4. Moderation Testing

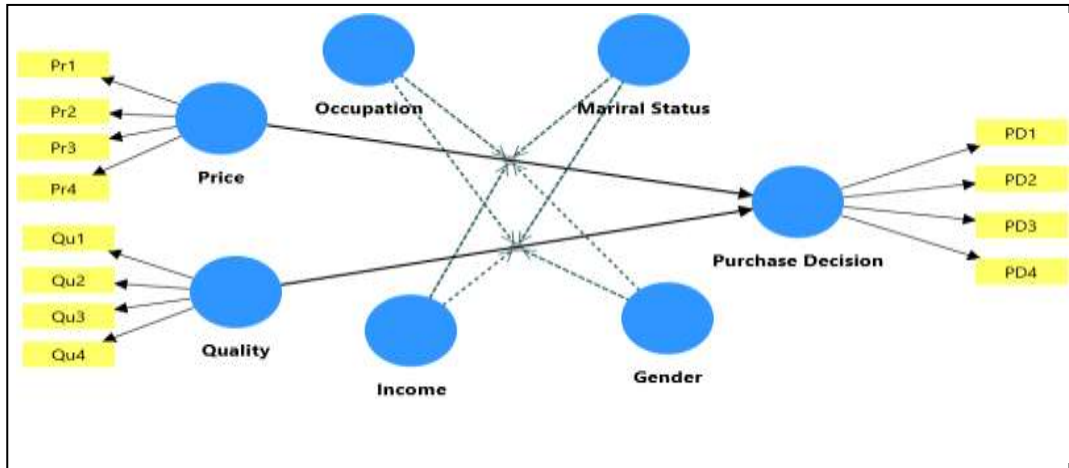
To uncover hidden dynamics and assess potential interactions within the proposed conceptual model (Figure 1), this study incorporates demographic variables (gender, income, occupation, and marital status) as moderators into the path model (Figure 4) to evaluate their effect on the relationship between price/quality and purchase decision, and re-testing the above hypotheses.

Based on their demographic characteristics, respondents can be categorised into the following groups: gender (male or female), marital status (single or married), income (Group1: below 50,000; Group 2: 50,000-70,000; Group 3: 71,000-90,000; Group 4: above 91,000), and occupation (Group 1: retiree; Group 2: employee; Group 3: self-employed).

To implement this methodology, the algorithm was re-run using a

multigroup analysis approach (MGA) across the predefined groups above, to identify differences. Several notable observations can be made from the findings reported in the following tables.

Fig.4. Demographics in the Proposed PLS-SEM Path Model



Source: Results from Smart PLS Analysis, version 4.11.4

As detailed in Table 12, the path coefficient for the “price-purchase decision” path is low for males (-0.090) and moderate for females (0.223). However, the difference in path coefficients ($\beta = -0.313$, $p = 0.093$) is not statistically significant, suggesting that gender does not significantly moderate the influence of price on purchase decisions. Similarly, the path coefficient for “quality-purchase decision” is high for both males (0.866) and females (0.785), indicating that the quality is an important factor for both. Nonetheless, the differences in path coefficients ($\beta = 0.081$, $p = 0.300$) are not significant. Consequently, gender does not significantly moderate the influence of quality on purchase decisions. In conclusion, the impacts of price and quality on purchase decisions do not differ between male and female consumers; as a result, $H_{3.1}$ and $H_{4.1}$ are rejected.

Table 12. Multigroup Analysis based on Gender

Gender as Moderator	Path coefficients			p-value	Results
	male	female	difference		
Price → Purchase Decision	-0.090	0.223	-0.313	0.093	$H_{3.1}$: rejected
Quality → Purchase Decision	0.866	0.785	0.081	0.300	$H_{4.1}$: rejected

Source: Results from Smart PLS Analysis, version 4.11.4

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According to the results presented in Table 13, the differences in path coefficients for price-purchase decision ($\beta = 0.102$, $p = 0.387$) and quality-purchase decision ($\beta = -0.061$, $p = 0.465$) are not statistically significant. This suggests that marital status does not significantly moderate the influence of price and quality on purchase decisions. By way of explanation, the impacts of price and quality on purchase decisions do not differ between single and married consumers; hence, $H_{3.2}$ and $H_{4.2}$ are rejected.

Table 13. Multigroup Analysis based on Marital Status

Marital Status as Moderator	Path coefficient			p-value	Results
	single	married	difference		
Price —> Purchase Decision	0.195	0.093	0.102	0.387	$H_{3.2}$: rejected
Quality —> Purchase Decision	0.691	0.752	-0.061	0.465	$H_{4.2}$: rejected

Source: Results from Smart PLS Analysis, version 4.11.4

As highlighted in Table 15, the p -values for differences in path coefficients between income categories for the “price-purchase decision” path are not statistically significant (greater than 0.05). This suggests that income does not significantly moderate the influence of price on purchase decisions. Specifically, price affects the purchase decisions equally across different income categories; therefore, $H_{3.3}$ is rejected.

Table 14. Multigroup Analysis based on Income

Income as Moderator	Path coefficients			
	group 1	group 2	group 3	group 4
Price —> Purchase Decision	-0.173	0.186	0.346	0.077
Quality —> Purchase Decision	1.101	0.738	0.696	0.772

Source: Results from Smart PLS Analysis, version 4.11.4

Table 15. Multigroup Analysis based on Income

Income as Moderator		Path coefficient difference	p-values	Results
Price	group 1 - group 2	-0.359	0.073	
	group 1 - group 3	-0.519	0.064	$H_{3.3}$: rejected
	group 1 - group 4	-0.250	0.129	
	group 2 - group 3	-0.160	0.298	

Quality	group 2 - group 4	0.109	0.315	
	group 3 - group 4	0.269	0.204	
	group 1 - group 2	0.363	0.007	H _{4.3} : accepted
	group 1 - group 3	0.406	0.030	
	group 1 - group 4	0.329	0.011	
	group 2 - group 3	0.042	0.492	H _{4.3} : rejected
	group 2 - group 4	-0.034	0.393	
	group 3 - group 4	-0.076	0.427	

Source: Results from Smart PLS Analysis, version 4.11.4

As shown in Table 15, the p -values for path coefficient differences in the “quality-purchase decision” path are statistically significant ($p < 0.05$) when comparing group 1 to groups 2, 3, and 4. Conversely, these differences are not statistically significant ($p > 0.05$) when comparing groups 2, 3, and 4 among themselves. This signifies that the effect of quality on purchase decision differs significantly between group 1 and the other three groups, but is similar between the pairs within groups 2, 3, and 4 (i.e., 2 vs. 3; 2 vs. 4; 3 vs. 4). In essence, income significantly moderates the influence of quality on purchase decision across pairs involving group 1 (i.e., 1 vs. 2; 1 vs. 3; 1 vs. 4), while it does not significantly moderate this influence across the other pairs (i.e., 2 vs. 3; 2 vs. 4; 3 vs. 4). For that reason, H_{4.3} is accepted for pairs with group 1, whereas H_{4.3} is rejected for the other pairs.

As set forth in Table 17, the p -values for path coefficient differences in the “price/quality purchase decision” paths are statistically significant ($p < 0.05$) when comparing group 1 to group 3 and group 2 to group 3. By contrast, this difference is not statistically significant ($p > 0.05$) when comparing groups 1 to group 2. This demonstrates that the effect of price/quality on purchase decision differs significantly between groups 1 and 3, and between groups 2 and 3, but it is similar between groups 1 and 2. In essence, occupation significantly moderates the influence of price/quality on purchase decision across pairs (1 vs. 3; 2 vs. 3), while it does not significantly moderate this influence for the pair (1 vs. 2). For that reason, H_{3.4} and H_{4.4} are accepted for pairs (1 vs. 3; 2 vs. 3), whereas H_{3.4} and H_{4.4} are rejected for the pair (1 vs. 2).

Table 16. Multigroup Analysis based on Occupation

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Occupation as Moderator	Path coefficients		
	group 1	group 2	group 3
Price → Purchase Decision	0.337	0.171	0.344
Quality → Purchase Decision	0.583	0.867	-0.899

Source: Results from Smart PLS Analysis, version 4.11.4

Table 17. Multigroup Analysis based on Occupation

Occupation as Moderator		Path coefficient difference	p-values	Results
Price	group 1 - group 2	-0.165	0.198	H _{3.4} : rejected
	group 1 - group 3	-0.007	0.000	
	group 2 - group 3	-0.172	0.000	
Quality	group 1 - group 2	0.284	0.088	H _{4.4} : rejected
	group 1 - group 3	1.482	0.000	H _{4.4} : accepted
	group 2 - group 3	1.766	0.000	

Source: Results from Smart PLS Analysis, version 4.11.4

5. CONCLUSION

In a marketing context, it is important for marketers to carefully understand the consumer behaviour, particularly the factors influencing purchase decisions. Therefore, the aim of this study is to identify how price and quality influence the purchase decision for electric home appliances. Employing a systematic method and rigorous statistical analysis provides conclusive results.

The findings of the present study support the notion that purchase decisions are influenced by multiple marketing factors; the following inferences are drawn:

- Consumers have strongly positive attitudes toward the price and quality of electronic home appliances.
- Consumers have either already purchased electronic home appliances or expressed a high intention to do so.
- The price and quality positively affect the purchase decisions of electronic home appliances
- The impacts of price and quality on purchase decisions do not differ between male and female consumers.
- The impact of price and quality on purchase decisions does not differ

significantly between single and married consumers.

- The impacts of price on purchase decisions do not differ between income categories of consumers.
- The impact of product quality on purchase decision differs significantly between lower-income categories and other consumer segments. But is it similar between pairs within those other categories.
- The effect of price/quality on purchase decisions differs significantly between retirees and the self-employed, and between employees and the self-employed, but it is similar between retirees and employees.

Based on the evidence presented, the following practical recommendations are proposed:

- Companies suggest developing policies for competitive pricing and product quality.
- Companies suggest segmenting the electric home appliances market by income and occupation.

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