





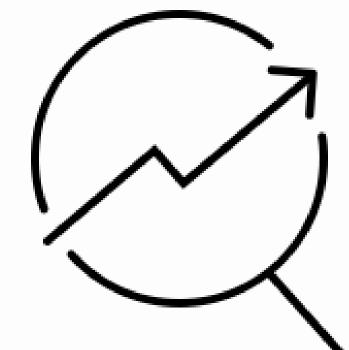
How do end customers purchase heating products? What is the influencing role of social environment?

Health styles

Sustainable consumption

Digitalization

Connectivity



Internet access
Social search

Pressure of time conscious consumption

Awareness
heating products,
technologies

Initial
Purchase
situation
Need is perceived

New communication channels

Start searching for information

Validation
Cross-check of gained information

Final decision
Brand choice,
place of purchase

Post purchase decision
Action based on satisfaction

3-6 months



- 10 In-depth Interviews with couples
- Non-probability snowball sampling via personal referrals
- explore underlying motives and attitudes
- To reveal the influence of social environment



- Online questionnaire with homeowners in Hungary
- Carried out on an **online panel** of Ipsos interactive services, panel is pre-recruited
- screening of (1) own house/flat, (2) change heating in the past/coming 18 months
- 417 finished questionnaire



Awareness stage

- 74% don't remember any kind of advertisement regarding heating products from the media
- 26% recalled memories, thereof:



46% online

11% social sources



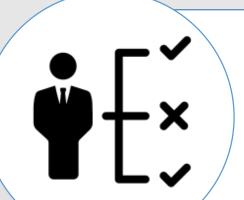
Initial purchase situation – motivation for buying a new heating product

- 53% financial factors (rising energy costs, subsidies, etc.)
- **%** 8% emergency breakdown
- Social influence plays no role



Start searching for information:

- 59% start on their own, thereof:
- 67% online
- 🚉 32% offline
- 27% turn to other people around, thereof:
- 40% social source
- 32% installer



Validation

85% cross- check the gained information, at least 1-3 times

41% online

19% offline

27% social

11% installer



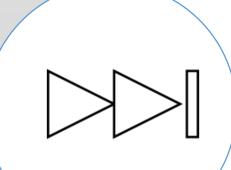
Final decision – Top 2 relevant sources that led to the final decision

44% online

🗓 13% offline

30% social

14% installer



Post purchase evaluation

77% satisfied with purchase: respondents express satisfaction in their social environment (recommendations) 20% satisfied without any extra benefit: willingness to change technology, brand



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