CURION POLL PULSE + OPEN-END RESPONSES: 2,676

The Great Appliance Paradox

Brands are racing to add smart features. Consumers are asking for something far less exciting — **a product that just works.**



say long-term reliability is their primary purchase driver



are ready to switch right now — nobody's made the case yet

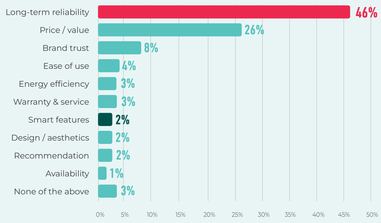


are not loyal to any one or two appliance brands

WHAT CONSUMERS ACTUALLY WANT

When purchasing a home appliance, what is your primary decision driver?

Reliability dominates. Smart features barely register.



CONSUMER VOICES

What Consumers Would Change About Appliance Brands

The frustrations aren't about product specs. They're about the relationship.

> I don't need Wi-Fi in my kitchen utensils.
> *-Survey respondent, age 18-30*

> Offer real customer service, not AI bots.
> *-Survey respondent, age 31-40*

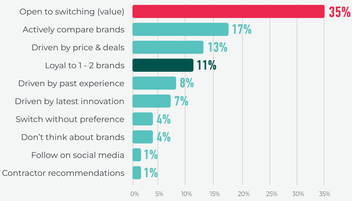
> Stop trying to make things sound fancy and just focus on the basic functions.
> *-Survey respondent, age 51-65*

> Be honest and not embellish.
> *-Survey respondent, age 41-50*

BRAND LOYALTY

What best describes your relationship with appliance brands today?

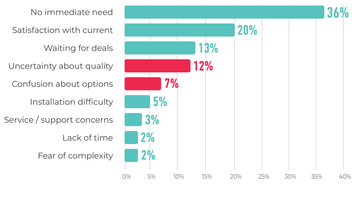
Only 11% are truly loyal. A third are ready to switch — they just need a reason.



UPGRADE BARRIERS

What is your biggest barrier to upgrading home appliances?

Remove cost from the equation and confusion becomes a major force — 12% can't tell the quality difference between brands.



THE GENERATIONAL DIVIDE

Same destination. Very different roads.

Both generations want reliability and trust — but they arrive there through completely different paths.

Consumers 50+
PRODUCT-FIRST

Trust is built through performance. They want substance, plain communication, and a product that delivers on its promise. Marketing channels matter far less than confidence in the product itself.

Reliability · Value · Warranty · Ease of use · Longevity

Consumers Under 50
RELATIONSHIP-FIRST

They scrutinize messaging and brand behavior before evaluating the product. Authenticity matters. They want a real person speaking to them — not a marketing department.

Authenticity · Transparency · Human interaction · Brand values

> I feel like brands try to cater to the younger generation. But it's the older ones who lead the pathway.
> *-Survey respondent, age 51-65*

THE REAL COMPETITIVE GAP

The winning brands won't build the smartest appliances. They'll make consumers feel the most confident bringing them home.

In a category crowded with similar products and technology claims, consumers struggle to tell brands apart. A third of consumers are ready to switch — nobody's made a compelling enough case yet.

curion
Consumer Insights. Delivered.