



Influence Appliance Purchases This Summer

As summer approaches, questions about refrigerators, air conditioners, and kitchen upgrades are filling Quora threads. Quora users aren't just browsing, they're deciding what to buy. Be a part of the decision process.

Quora users are adding appliances to their summer wishlists

In the coming months, thousands are planning major tech upgrades.

16%

are planning to buy a refrigerator

14%

intend to purchase an air conditioner

14%

are considering a new microwave

13%

expect to get a new oven

12%

are looking to buy a vacuum cleaner

11%

plan to invest in a dishwasher

Trending home appliance topics during summer

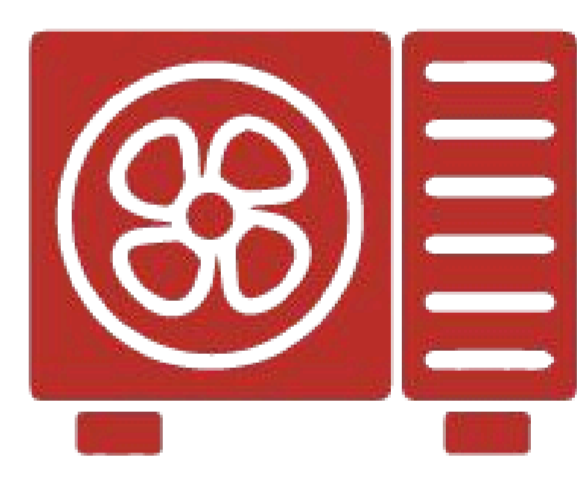
This time of year, appliance questions surge on Quora.



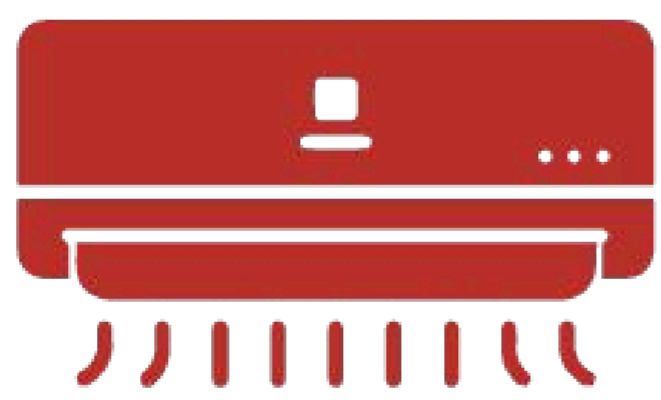
Microwave
+52%



Refrigerators
+39%



HVAC
+25%



Air Conditioning
+14%



Electric Appliances
+12%

Want your brand in the mix when people ask, "Which AC is worth it?" or "What's the best mid-range fridge?"

Let's get your message in front of them before they buy.

Contact us: india@quora.com