

A STUDY ON THE IMPACT OF CONSUMER BEHAVIOUR AND BRAND EQUITY ON DURABLE PRODUCTS WITH SPECIAL REFERENCE TO PUDUKKOTTAI DISTRICT.

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ABSTRACT

India is the second largest consumer market in the world. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Brand equity is one of the most valuable assets that a firm can have, and brand equity measurement and management continue to be important areas of research in both academic and industry. The consumer, after having done mental calculations about product assortment, moves on to the next stage of Brand is clearly an asset capable of generating revenue streams. It is all about financial value. Strong brands dramatically enhance revenue capabilities of a product. It is the financial angle of the brand that led to the concept of equity. The study is useful in gaining an understanding about consumer behaviour and brand equity on purchase of durable products.

KEY WORDS

Consumer, Behaviour, Brand equity, Durable products.

INTRODUCTION

India is the second largest consumer market in the world. The Indian consumer profile has been charged in terms of education, income, occupation, and reference group and media habits. There is a shift in consumer brand preference for durables products for the past decade with the influx of modern technology. The consumer buying preferences are rapidly changing and moving towards high – end technology products with acculturation. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. With growth in disposable incomes, the demand for high- end products such as television, washing machine, refrigerator and air conditioners has increased considerably. It is also facilitated by the easy availability of finance and prevalence of nuclear families. Increasing in demand for consumer durable in the

market the fall in prices as Indian consumers are continue to attach a high degree of importance to value for money. The consumer is brand – conscious, but not necessarily brand – loyal, and might even pick up a reliable private label if it offers good price and quality values.

The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumers, behaviour co influence the economic health of a company. Consumers will have their preferences in purchasing products.

Companies are selected using the rule of ‘survival of the fittest’. Therefore, consumers’ decisions can provide a clue for an industry’s survival, which companies to succeed, and also which products to excel. Secondly, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumer’ needs. The purchasing processes can be divided into three stages, namely prepurchase, purchase and post- purchase.

Brand equity is one of the most valuable assets that a firm can have, and brand equity measurement and management continue to be important areas of research in both academic and industry. Most of the research on brand equity has looked at the issue from the perspective of either the firm perspective or from a consumer’s perspective usually involves collecting data on consumer mindset measures of brand equity from the consumer through surveys or experiments, and using the data to assess the consumers’ perceptions, feelings, and attitudes towards the brand.

Brand equity generally grouped in to five categories namely, perceived quality, brand loyalty, brand awareness, brand association and brand image provides the scope of increasing brand value and profitability. Among these five brand equity dimensions, the first four represent customers’ evaluations and reactions to the brand that can be readily understood by consumers so they have been widely adapted to measure customer – based brand equity in many studies. Strong brand equity creates high brand name awareness, maintain a favourable brand image and make the continuous loyal to the brand.

The customer, after having done mental calculations about product assortment, moves on to the next stage of market. A customer faces a hierarchy of levels of choice to actually reach brand choice. The emphasis oriented forces the marketers to adopt a customer oriented approach. From the viewpoint of brand development, it is essential to understand how customers arrive at specific brand choices. The brand must fulfil roles and challenges that are embodied in the decision making process. The cognitive perspective of a customer suggests that consumers’ actively process the external environment with the help of their cognitions and affects including knowledge, beliefs and meanings. The perception and information processing abilities are used to interpret new information. The core of

decision making is the integration process by which evaluation of alternatives and selection takes place. The outcome of this process is choice.

REVIEW OF LITERATURE

Kotler (2000) brought to light that branding as a major issue in product strategy. As the brand was only part of the product, the communication strategy worked towards exposing the brand and creating brand image.

According to Feldwick (2002) brand equity is viewed as:

It represents a long overdue shift in business and advertising thinking: from focus on making a sale, to creating and keeping a customer: from a purely short – term perspective to one that includes the longer term profitability of the business: away from volume alone to recognize the important of price and loyalty.

Kotler and Keller (2006) defined brand image as the way in which consumer perceive the brand. More specifically, brand image as the perceptions and the beliefs held by consumers, as reflected in the associations held in the consumers, memory.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study.

- To analyse the consumers' buying behaviour on selected durable products.
- To study demographic factors influencing purchase decision of consumer with regard to durable products.
- To analyse the key dimensions of Brand awareness in Brand Equity in influencing purchase decisions.

RESEARCH METHODOLOGY

Primary Data were collected from the consumers with the help of the questionnaire. Primary Data were collected from January 2019 to February 2019. Sampling method used in this study is simple random sampling and the sample size was 50. The analysis and interpretation of data were made with the help of statistical tools and techniques. The researcher used ANOVA test for this study. IBM SPSS was used for statistical purpose.

SCOPE OF THE STUDY

Researcher limits its scope to selected consumer durable such as Television, Washing machine, Refrigerator in Pudukkottai District. The present study mainly confined to analyse the impact of consumer behaviour and different dimensions of brand equity like brand image, brand awareness, brand association, perceived quality and brand loyalty in consumer durable product market.

CONCEPTS OF WORKING DEFINITIONS

1. Consumer Behaviour

Consumer behaviour is the process of perceiving and evaluating different components of a purchase.

2. Brand

Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol add or subtract from the value provided by a product or service to a firm.

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4. Brand Awareness

Brand awareness is the ability to identify a brand under different conditions.

5. Brand Image

The image of a brand shows how it is perceived by the consumer.

6. Perceived Quality

Perceived quality is perception of superiority of a product or service with respect to its intended.

Brand Association

Association linking to the brand may be strong, while some times it can be weak.

1. Brand Loyalty

Loyalty implies customers who would continue to buy the brand.

2. Durable Products

Durable products are things that can be used for a long period of time as they are not easily destroyed, Examples of durable goods include, household appliances, machinery and sports equipment.

Television

Television is an electronic device used to receive sound and images which create television programmes that people watch.

Washing Machine

This appliance is exclusively destined to wash and spin machine washable laundry in quantities which are usual for private households.

Refrigerator

An appliance or compartment that is artificially kept cool and used to store food and drink.

BRAND EQUITY

The past – 90s saw a clearing of the fog that surrounded the concept of brand. Managers and academicians began to take a closer look at the anatomy and role of brands. One immediate realization that dawned was that a brand is more than a simple tag gives to identify and differentiate a product. It is tag, no doubt. But at a deeper level, it is an asset. Brand is clearly an asset capable of generating revenue streams. It is all about financial value. Strong brands dramatically enhance revenue capabilities of a product. It is the financial angle of the brand that led to the concept of equity. In the beginning of the 90s, four issues were identified as the strategic challenges for marketers and researchers. There were:

- Measuring brand equity
- Measuring marketing's effectiveness
- A better new product process
- Measuring customer satisfaction

In fact, all these issues prima facie appear to be different from one to another. However, this is not the case. There is really only one issue: Brand equity. This is because brand equity is really the umbrella concept. All these four issues are but contributors to it. Equity is the driver of a firm's bottom line and it must be protected and nurtured: After all, the purpose of advertising should really be to increase a brand's equity. A successful new product programme will leverage the existing brand equities into new categories, or at least point out categories where equities can be efficiently built from scratch. Improvements in product quality and customer satisfaction are mere tools used to build a loyal customer base, one of the hallmarks of a brand's equity.

LIMITATIONS OF THE STUDY

1. This study is limited to Pudukkottai District only and result may differ if conducted in other regions. It measures the brand equity of selected consumer durable product only.
2. There are other variables besides Consumer behaviour and brand equity which affect Consumer durables.

ANALYSIS OF DATA

Different dimensions of Brand Awareness in Brand Equity are associated with the personal characteristics.

ANOVA

Brand Awareness		Sum of Squares	df.	Mean Square	F	Sig.
I am familiar with	Between Groups	21.334	5	4.267	1.723	.149

this brand	Within Groups	108.986	44	2.477		
	Total	130.320	49			
I can recognizes this brand quickly among other competing brands	Between Groups	23.832	5	4.766	4.338	.003
	Within Groups	48.348	44	1.099		
	Total	72.180	49			
I automatically know which of the consumer durable products to buy	Between Groups	7.853	5	1.571	.930	.471
	Within Groups	74.327	44	1.689		
	Total	82.180	49			
When i think about consumer durables products, i always remember the brand of product.	Between Groups	35.646	5	7.129	4.659	.002
	Within Groups	67.334	44	1.530		
	Total	102.980	49			
I heard about this many times	Between Groups	9.438	5	1.888	.838	.530
	Within Groups	99.062	44	2.251		
	Total	108.500	49			

Source: Primary Data

Inference:

The above table shows the one-way ANOVA was applied to find the significant mean difference between personal characteristics towards the Brand Awareness in Brand Equity and the result showed that there is association in the personal characteristics and Brand Awareness in Brand Equity of I am familiar with this brand (F-Value = 0.149, $p < 0.001$), I can recognizes this brand quickly among other competing brands (F- Value = 0.003, $p < 0.001$), I automatically know which of the consumer durable products to buy (F- Value = 0.471, $p < 0.001$), When I think about consumer durables products, I always remember the brand of products (F – Value = 0.002), I heard about this many times (F – Value = 0.530, $p < 0.001$).

After testing ANOVA all hypothesis are accepted ,because F – value is greater than 0.001.

CONCLUSION

The brand awareness have positive impact on overall brand equity of durable products and the brand awareness have positive impact on consumer's buying behaviour of durable products. The brand awareness are directly and positively influence the overall brand equity of durable goods. The study is useful in gaining an understanding about consumer behaviour and brand equity on purchase of durable products.

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