A STUDY ON CONSUMER PURCHASE INTENTION AND BRAND LOYALTY TOWARDS DURABLE GOODS IN SALEM DISTRICT

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Abstract:

India is emerging as an attractive market for consumer durables. The Indian consumer durables industry has witnessed a considerable change over the last few years. The present study aimed to identify the perception of consumers on the various factors that influencing brand and analyze the impact of brand positioning on brand loyalty and purchase intention towards the selected consumer durables in Salem. The study found that Consumers give more importance to the quality factors than that of other factors. They believe that the brand name tells that something about product quality, taste and the like. The consumers are feel that the price plays an important role in any product but service also plays equal importance in success of any product. Brand loyalty is a key determinant of consumer purchasing decisions. It not only influences repeat purchases but also drives long-term brand success through word-of-mouth promotion and reduced price sensitivity. Building and maintaining brand loyalty requires a strategic approach that combines emotional engagement, product excellence, and personalized experiences. In a competitive market, loyal customers are valuable assets that contribute significantly to a brand's sustainability and growth. The manufacturers and marketers have to be very cautious and careful in fulfilling the expectations of customers on the elements of brand loyalty.

KEYWORDS : CONSUMER DURABLES, BRAND, LOYALTY,

INTRODUCTION

Many things that were considered as luxuries twenty years ago have become necessities for most people today. Products like LCD/LED Televisions, Refrigerators, Washing Machines, Air Conditioners, Microwave ovens, etc. are no longer considered luxury items but become necessity now. With the increase in income levels, easy availability of finance, increase in consumer awareness, and introduction of new models, the demand for consumer durables has increased significantly. This in turn is leading to a strong competition among the different consumer durable brands available in the nation as well as the price gap between the same consumer goods of different companies are narrowing down.

Recently, the rising of consumer consciousness has made consumers choose to purchase their familiar and favourable brand. Therefore, if businesses want to defeat their competitors, they have to make consumers love to buy their products and brands. Macdonald and Sharp (2000) mention that even though consumers familiarize and are willing to purchase a product, brand positioning is still an important factor to influence loyalty and purchase decision. When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand positioning. Customers' satisfaction, brand loyalty and consumers' purchase intention can be influenced if a product has higher brand positioning.

This study aimed to identify the perception of consumers on the various factors that influencing brand positioning and analyze the impact of brand positioning on brand loyalty and purchase intention towards the selected consumer durables in Salem

THEORETICAL BACKGROUND

Brand management in highly competitive and dynamic markets, will only be effective if the brand itself stays close to its roots of uniqueness and core values, focuses on specific market segments and captures a competitive positioning in a specific market. The one of the brand management tool that could fulfill that role is brand positioning.

BRAND

A brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service, or business. Brands are different from products in a way that brands are "what the consumers buy", while products are "what concern/companies make". Brand is an accumulation of emotional and functional associations. Brand is a promise that the product will perform as per customer's expectations. It shapes customer's expectations about the product. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, good or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what its offerings are.

BRAND POSITIONING

Brand positioning is the sum of all activities that position the brand in the mind of the customer relative to its competition. Positioning is not about creating something new or different, but to manipulate the mind set and to retire existing connections (Ries and Trout, 2001). Kotler and Keller (2009) define brand positioning as an "act of designing the company's offering and image to occupy a distinct place in the mind of the target market." The objective of positioning is to locate the brand into the minds of stakeholders; customers and prospect in particular. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image.

BRAND LOYALTY

Brand Loyalty is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category.

Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand. A company having brand loyal customers will have greater sales, less marketing and advertising costs, and best pricing. This is because the brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self- promote the brand as they perceive that their brand have unique value which is not provided by other competitive brands.

CONSUMER DURABLE INDUSTRY

Consumer durables are those products which do not wear out quickly and can be used for a long period of time. Today so many brands of consumer durables are available in the market. Brand & price are two most important variables which influence consumer's decision regarding purchase of consumer durables. In purchasing of a single consumer durable, people generally come across so many brands. The study is intended to find out different brands used and preferred by consumers in the market. People tend to buy quality products or top brands when it comes to consumer durables. But price sometimes becomes a barrier. So it is seen that people tend to compare brands with price. Because there are customers who are willing to buy several trusted brands of consumer durables but because of high price they cannot afford to purchase those. It is also seen that some consumers are very much loyal to some brands when it comes to consumer durables. The study also focuses on those consumers

in the sense that what propels them to buy only selected brands i.e., to find out the reasons for brand preference.

The Consumer Durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. The sector has been witnessing significant growth in recent years, helped by several drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an overall increase in the level of affluence of a significant section of the population. The industry is represented by major international and local players such as Samsung, LG, Whirlpool, Godrej, Sony, Hitachi, Voltas, Videocon, IFB, Kelvinator, etc.

STATEMENT OF RESEARCH PROBLEM

It is generally believed that a satisfied customer is more likely to display loyalty behavior, i.e. repeat purchase and willingness to give positive word of mouth that influences companies' survival and profitability directly. All in all, it can be said that increase in the customer satisfaction leads to increase loyalty, positive purchase intention and also decrease switching behavior. Therefore, it's necessary to find out the factors and assessment of brand positioning, its relationship with customer satisfaction and its impact on brand loyalty and purchase intention. Being the abstract nature of the theory, it's hard to assess brand positioning and ensure the value of the company. Because of this specific characteristic we have decided to research on brand positioning. To research about subject in effective manner, Consumer durable industry is selected taking into consideration the rise of many new brands recently. So in this study aimed to identify the perception of consumers on the various factors that influencing brand and analyze the impact of brand positioning on brand loyalty and purchase intention towards the selected consumer durables in Salem district

OBJECTIVES OF THE STUDY

The broad objective of this thesis is to identify and analyse the various factors that influence the brand positioning and examine the impact of brand positioning on brand loyalty and purchase intention of selected consumer durables in Salem

1. To analyse the factors influencing brand positioning with respect to the selected consumer durables in Salem.
2. To examine the impact of factors influencing brand positioning on brand loyalty towards consumer durables in Salem.
3. To assess the impact of factors influencing brand positioning on purchase intention towards consumer durables in Salem.

RESEARCH METHODOLOGY

The study follows a descriptive research design, as it aims to describe the brand preferences and customer loyalty patterns among home appliance users in Salem District. The study is conducted in Salem District, covering urban and semi-urban areas where there is considerable demand for durable goods.

Sampling methods and statistical tools

A convenience sampling method is adopted to select respondents based on their availability and willingness to participate in the survey. The sample size for the study is 200 respondents

In this study, both primary and secondary data will be collected. Primary Data: Collected through a structured questionnaire distributed directly to consumers. The questionnaire includes both closed-ended and multiple-choice questions. Secondary Data gathered from books, journals, research articles, reports, and online sources to support the theoretical framework and background of the study. The collected data is analyzed using the following statistical tools like percentage analysis, correlation, regression and chi-square test

REVIEW OF LITERATURE

Vidhyakala (2025) The study concluded that awareness of private label products was good. The young adult age group prefers private label products, for varieties reasons such as technology, Health consciousness. Private label is a key factor for effective and attractive marketing management and thereby success,

innovation, and profitability of the concern. Price and quality are the most influential factors towards purchasing intentions of private label products.

Prabakaran and Sudhahar (2024) This study investigates brand preferences and evaluates customer loyalty towards home appliances in Dharmapuri District. The results show that while brand awareness is widespread, consumers' preferences are primarily influenced by product quality and reliable service. Customer loyalty is closely linked to satisfaction, value for money, and consistent brand performance

Kumar & Rani (2020) conducted a study on brand preference in the Indian home appliances sector and found that consumers primarily value quality, durability, and technology while selecting brands. Their research highlighted that younger consumers are more brand-conscious, and brand preference is often influenced by online reviews and social media exposure.

Yadav & Singh (2019) examined how advertising and promotional strategies influence brand preference among home appliance users. They found that celebrity endorsements and brand reputation significantly improve the likelihood of brand preference, especially in urban and semi-urban regions.

Bhattacharya (2021) explored consumer perceptions toward local versus global brands in the home appliance segment. The study revealed that while international brands are preferred for their innovation and reliability, Indian consumers also show growing trust in domestic brands due to improved quality and affordability

Mishra & Das (2022) studied the relationship between customer satisfaction and brand loyalty in the consumer durable market. Their results confirmed that after-sales service, consistent product performance, and trust are the key drivers of loyalty, particularly in the case of high-involvement products like home appliances.

Patel & Joshi (2018) emphasized the importance of emotional connection in customer loyalty. According to their study, consumers who feel emotionally connected to a brand are more likely to repurchase and recommend it, regardless of the price or availability of alternatives.

RESULT AND DISCUSSON

Kendall's Coefficient of Concordance

Kendall's Coefficient of Concordance has been used to find whether the ranks assigned by the respondents have any similarities. The Kendall's (w) vary between 0 and 1.Higher the value of (w), higher the similarity among the respondents in assigning ranks. It is applied to find out whether the respondents have assigned similar ranks in expressing their opinion regarding reason for choosing the brand.

Reason for Choosing Brand

Reason Choosing Brand	Mean Rank
Brand image & Power	5.02
Availability and Durability	6.40
Easiness to use and maintain	7.15
Quality & Performance of Product	5.73
Value for Money	6.81
Reliability & Loyalty to Brand	8.42
Better after sales service	7.99
Attractive advertisement	7.01
Affordable price	8.24
Model	8.69
Exterior design and look	9.39

It is seen from the above table 4.17 that the lowest mean rank is 5.02 for "Brand image & Power". It has the highest rank order value of 1. The highest mean rank is 9.39 for "Exterior design and look". It has the lowest rank of 14.

Kendall's Coefficient of Concordance

Kendall's W	.089

Kendall's co-efficient of concordance (W) was used to find whether there is any similarity among the respondents in their order of assigning the ranks. Kendall's (W) will vary between 0 and 1. Higher the value of W more will be the similarity of the respondents in their rank order. The Kendall's W found for the 14 items is .089. This shows that there is very low similarity among the respondents in their ranking order.

Regression Analysis of Perception on Consumer Buying Behaviour

Regression analysis has been applied to find the effect of socio demographic variables on the consumer buying behaviour towards home appliances. The following independent variables have been identified to be included in the model. Stepwise multiple regression analysis has been used to find the appropriate variables to be included in the model.

Regression Analysis of Perception on Consumer Buying Behaviour

	Regression Coefficients	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	38.447	2.239			
Age group	1.094	.452	.158	2.423	*
Gender	1.962	.607	.153	3.234	**
Monthly Family income	-.556	.277	-.092	-2.005	*

R	R square	F	Sig.
0.198	.039	5.024	**

** - Significant at 1 per cent level (P<0.01) * - Significant at 5per cent level (P<0.05)

The regression table given above shows the results of stepwise regression analysis, giving details of Multiple R, R2, and step wise inclusion of variables in the regression equation. It is seen from the regression results that all the variables identified for the analysis have not been included in the equation. Out of six socio-demographic variables identified for the regression model only three variables were included in the equation. The variables which have not met the selection criteria (the variable whose F-value is 3.84 and the associated probability for F-test is less than or equal to 0.05 is considered for inclusion in the equation. Similarly once the variable entered, removal criterion is F-value less than 2.71 associated with a probability of 0.10 or more) have been kept out of the equation.

The R value shows that low correlation (0.198) exists between the dependent variable (consumer buying behaviour score) and the set of independent variables. The R square value (0.039) is the square of the multiple correlation value, which explains that 4per cent of the variation in the dependent variable is due to the two independent variables finally included in the equation. The F-statistic value (F=5.024), and the associated significance level (P<0.01) shows that the correlation between the dependent variable and the set of independent variables is significant at 1per cent level.

Age group was assigned graded values from low to high depending on age group. Starting from 1 to 5, with lowest age group being assigned as 1 and highest age group being assigned as 5. The positive regression coefficient of age group (1.094) indicates that, on average higher the age more will be consumer buying behaviour scores.

The regression table shows that Gender as the only dichotomous variable included in the model. That is the dichotomous variable for Sex is coded as 0-Male and 1-Female. The regression coefficient of Gender is positive (1.962) and it is interpreted that the female respondents on average, have higher scores (more positive perception on consumer buying behaviour) than male respondents.

Monthly Family Income was also assigned graded values from low to high depending income group. Starting from 1 to 5, with lowest income group being assigned as 1 and highest income group being assigned as 5. The negative regression coefficient of income group (-0.556) indicates that, on average higher the income, lesser will be consumer buying behaviour scores.

The t-test calculated for the regression coefficients show that all the variables which were included in the model significantly influence the overall consumer buying behavior score of the respondents at either 5per cent or at 1per cent level.

Standardized regression coefficients (Beta) were found out for the respective regression coefficients since these are independent of units of measurements and hence they are comparable. The relative contribution of each variable to the dependent variable can be found out from these values. It is seen from the regression table that 'Age group' has the highest beta value of 0.158 (absolute value is considered), which contributes more towards consumer buying behaviour followed by Gender with a beta value of 0.153.

The least contributing variable is found to be Monthly Family Income.

Correlation between Brand Equity Dimensions

Correlation analysis has been applied to find the relationship between brand equity dimensions on durable goods was analyzed and the results are presented in the following tables.

Correlation – Dimensions of Brand Equity

	Brand Awareness	Brand Loyalty	Brand Association
Brand Awareness	1	.512**	.583**
Brand Loyalty	.512**	1	.532**
Brand Association	.583**	.532**	1

It is seen that all the four brand equity dimensions are positively correlated. The correlation shows that degree of relationship between any two variables. Higher the value, more extent of relationship. The positive correlations show that increase in the perceptions score of one dimension will also increase in the scores of other dimensions. All the four dimensions are significantly correlated. The correlation values being above 0.50 shows that the correlations are above moderate levels. The highest correlation is 0.583 between Brand Awareness and Brand Association and the lowest being 0.511 between Brand Loyalty and Perceived quality. All the correlations are significant at 1% level. The results shows that all the four brand equity dimensions are positively and strongly associated with the each quality dimensions.

CHI SQUARE TEST

The association between problems faced by the respondents for the purchase of goods and different selected personal variables was tested by framing the following hypothesis.

HO: There is no significant association between problems faced by the respondents in the purchase and consumption of beverages and the personal variables namely, age group, gender, marital status, educational qualification, occupational status, type of family, and family income per month

CHI SQUARE TEST - PROBLEMS FACED

Problems Faced by the Respondents	Value	DF	Table Value	Sig.
Age	21.435	6	26.217	*
Gender	6.877	2	5.991	**
Marital status	12.996	2	9.210	*
educational qualification	7.967	8	15.507	NS
Occupational status	15.886	8	15.507	**
Type of family	1.364	2	5.991	NS
Family income	15.530	6	12.592	**

* Significant at 1%, ** significant at 5% level

The hypothesis mentioned above was tested using chi square test for each of the personal variables separately. The chi square results and their corresponding significance level are shown in the table given above. It is seen from the above table that, applying chi square tests, significant association were found between problems faced by the respondents for the purchase of goods and gender, occupational status, type of family and family income per month. The results were significant at 5% level when the calculated values were compared with the table values. Hence, the hypothesis was rejected with respect to the personal variables, ie, gender, occupational status, and family income per month. Significant association was found between problems faced by the respondents for the purchase of beverages and age group and marital status. The results were significant at 1% level when the calculated values were compared with the table values. Hence, the hypothesis was rejected with respect to the personal variables. For the personal variables educational qualification, and type of the family it is not significant. Hence the hypothesis is accepted.

CONCLUSION

In modern marketing consumers are King. So the producer has taken decision only in accordance with the consumer's needs and desire. The producer's must give their brand or product for their needs of consumers. Consumers give more importance to the quality factors than that of other factors. They believe that the brand name tells that something about product quality, taste and the like. The consumers are feel that the price plays an important role in any product but service also plays equal importance in success of any product. Brand loyalty is a key determinant of consumer purchasing decisions. It not only influences repeat purchases but also drives long-term brand success through word-of-mouth promotion and reduced price sensitivity. Building and maintaining brand loyalty requires a strategic approach that combines emotional engagement, product excellence, and personalized experiences. In a competitive market, loyal customers are valuable assets that contribute significantly to a brand's sustainability and growth. The manufacturers and marketers have to be very cautious and careful in fulfilling the expectations of customers on the elements of brand loyalty.

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