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The Effect of Brand Equity on Consumer Behaviour: With Special Reference to Durable Products

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Abstract: The strong brand equity value has turned into an exceptionally critical element that influences customers' behaviour of a brand. Success brand management climbs from understanding and overseeing brand equity fittingly to create the characteristics that will impact customers' behaviour when settling on their decisions. The study makes use of primary and secondary data relating to consumers' behaviour and brand equity. Data collected from 100 customers from two major cities in odisha. Convenient sampling method is adopted for the selection of samples. This paper stresses on the examination of the effect of purchaser behaviour and brand equity dimensions on purchase of durable products. Spearman's Correlation Coefficient is used for analysis and interpretation in order to study the difference among the purchase value of durable goods, consumer's buying behaviour of durable goods, brand awareness, brand image, perceived quality, brand association and brand loyalty.

Keywords: Brand awareness; Brand image; Perceived quality; Brand association; Brand loyalty.

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1. Introduction

India is the second largest customer market in the world. The Indian customer profile has been changed as far as instruction, salary, occupation, and reference gathering and media propensities. There is a shift in shopper brand inclination for durables items for as long as decade with the convergence of cutting edge innovation. The customer purchasing inclinations are quickly changing and moving towards top of the line innovation items with cultural assimilation. Items which were once considered extravagant things have turned into a need due to the changing way of life and rising salary levels. With development in dispensable salaries, the interest for top of the line items, for example, television, washing machine, refrigerator, and air conditioners have expanded significantly. It is likewise encouraged by the simple accessibility of account and commonness of atomic families. Expanding popular for

shopper strong in the business sector the fall in costs as Indian customers are kept on connecting a high level of significance to esteem for cash. The buyer is brand-conscious, however not so much brand loyal, and may even get a dependable private name in the event that it offers great cost and quality values. Buyers as a rule have various option answers for browse and, contingent on the many-sided quality of the buy, will either be multi-property choice settling on or in view of choice heuristics. Contingent upon the level of contribution and whether a propensity has been shaped or not, four sorts of purchasing choice rise: complex choices, brand steadfastness, restricted choices, and idleness.

The investigation of buyer purchasing conduct is of most extreme significance in various angles. As a matter of first importance, purchasers' conduct can impact the monetary soundness of an organization. Customers will have their inclinations in acquiring items. Organizations are chosen utilizing the principle of 'survival of the fittest'. Hence, shoppers' choices can give a sign to an industry's survival, which organizations to succeed, furthermore which items to exceed expectations.

2. Review of Literature

Typically individuals select purchasing using the product or service worth revealed inside advertisements in spite of charge with the product or service because they devote a lot more than your worth merely due to the have an effect on of advertisements. [Aradhana \(1994\)](#) looked at of which buyers' invest in behaviors can be motivated not only from the present prices of a product and also by those prices assume in the foreseeable future. [Kedar and Amol \(2011\)](#) Done research with Emerging Styles along with Troubles throughout Air-conditioning Marketplace throughout Indian. The intention of the analysis is to learn the advertising position from the Ac Company throughout India in order to look at the factors affecting invest in involving Ac Company throughout India. The info had been obtained through various Ac firms throughout India. This SWOT research can be used for statistical research. It absolutely was concluded that Ac sector has a huge progress potential taking cognizance involving larger thrust with commercial infrastructure advancement throughout Indian. There are several participants out there to meet your need even so the needed techno-managerial talent share has changed into a freighting thing. Also, your research target in this sector is lesser compared to other sector.

[Gupta and Verma \(2000\)](#) did research underneath comfort sample associated with 50 home associated with Brand-new Delhi by customer survey. It indicates of which husband's impact is usually drastically greater than the wives. Children also plays a vital role in selection of a branded CTV. [Manoj and Raju \(2009\)](#) found the end result regarding company location is usually company understanding and this can be gathered through numerous channels as well as buyer suffers from, marketing transmission attempts and word of mouth marketing. Your understanding on the company is critical since is usually apparent in the large cost getting expended through firm about company development and measurement. Nevertheless not much may be known concerning the partnership involving company understanding and buyer behaviour as well as buyer respect.

[Ruben Milewicz; Paul Herbig \(2010\)](#) produced an investigation to see whether some sort of brand's name possibly be shifted effectively for you to various other goods and to recognize the value of the firm's name towards good results as well as disappointment connected with their brand and what exactly is the consequence for the firm's brands each time a firm's name, by way of often exchange as well as constraining, decays. [Saravanam \(2010\)](#)3 executed "A Study on Buyer Habits connected with Girls along with Unique Mention of the Long lasting Things throughout Coimbatore City. The study have been executed with the aim connected with inspecting these components impacting women acquire behaviour. The key facts were obtained from clients by means of questionnaire with all the small sample sizing connected with 400 respondents. The illustrative data, weighted climbing strategy as well as rank strategy was employed as well as ideas were tested. The study concluded that the current marketplace is very competitive as well as transitional. The dominance obtained through a customer throughout marketing choice producing compels this internet marketers to see these different parts of this marketing mix through the customers face.

Consumer behavior is really a sophisticated, active, multidimensional course of action, along with many promoting options depend on presumptions concerning consumer actions. Folks consume factors involving everyday work with, and purchase the products as outlined by the needs, preferences and purchasing strength. These are usually consumable items, tough items, Specialty items or, manufacturing items. Effort may very well be the actual enthusiasm in order to course of action data. Towards the diploma that there are some sort of understood linkage among some sort of customers needs, goals, or ideals, along with solution information, the patron will probably be inspired in order to take note of solution data.

[Iversen and Hem \(2011\)](#) get attempted to research the actual decomposed likeness steps with brand off shoot. The analysis was mostly dedicated to the actual judgmental results connected with likeness among a proven brand and a brand off shoot. Many people prolonged your research by simply investigation the end results connected with decomposed likeness. This specific quantitative study goals purchaser conducts throughout getting fast paced customers things (FMCG) throughout period of Model of items. For this purpose four elements as brand name equity factors were being acknowledged that has prospective influence getting FMCG, and perhaps they are Manufacturer Awareness, Manufacturer Connection, perceived Good quality, in addition to Manufacturer Devotion. By the end, benefits confirmed the biggest influence on purchaser getting behaviour means Manufacturer Devotion.

2.1. Objective of the Study

- To analyze the key dimensions of brand equity influencing consumer buying behavior.

2.2. Scope of the study

The scope of the paper limits of selected consumer durables such as television, Refrigerator, Washing machine, Mixer –Grinder, Digital Camera and CD/DVD Player in major cities in odisha .The present study mainly confined To analyse the key dimensions of brand equity influencing consumer buying behavior Like : brand image, brand awareness, brand association, perceived quality and brand loyalty in the consumer durable product market.

3. Research Hypothesis

H 01: There is no relationship between brand awareness and consumer behaviour on purchasing the durable products.

H 02: There is no relationship between brand image and consumer behaviour on purchasing the durable products.

H 03: There is no relationship between brand perceived quality and consumer behavior on purchasing the durable products.

H 04: There is no relationship between brand association and consumer behavior on purchasing the durable products.

H 05: There is no relationship between brand loyal and consumer behavior on purchasing the durable products.

4. Research Methodology

The data was collected by using primary method and secondary method. This survey conducted by using questionnaire in order to get the data from the respondents and use its result to analyze and draw a conclusion. A questionnaire is an effective tool to gather data, and analyses the Consumer behaviour and brand equity on durable product. Respondents were given their answer between “1 to 5”. Where, 1=strongly disagree and 5=strongly agree. The data is collected from secondary sources like internet, magazines, Journals etc. The instrument which is used for the collection of primary data is a questionnaire, which is coded in order to be analyzed. The sampling procedure used for this study is Convenience sampling. The sample size taken for the study is 100.The respondents selected from major cities in odisha. The data produced from the coded questionnaire is processed via analysis and interpretation, for the clarity of understanding. The software package SPSS was used to carry out the analysis based on the Co-relation Coefficient.

5. Analysis for Impact of Brand Equity on Consumer Buying Behaviour

5.1. Brand Awareness

		Correlations					
			familiar	recognise	to buy	remember	heard
Spearman's rho	familiar	Correlation Coefficient	1.000	.334**	.445**	.191	.107
		Sig. (2-tailed)	.	.001	.000	.058	.288
		N	100	100	100	99	100
	recognize	Correlation Coefficient	.334**	1.000	.520**	.267**	.421**
		Sig. (2-tailed)	.001	.	.000	.008	.000
		N	100	100	100	99	100
	to buy	Correlation Coefficient	.445**	.520**	1.000	.240*	.180
		Sig. (2-tailed)	.000	.000	.	.017	.073
		N	100	100	100	99	100
	remember	Correlation Coefficient	.191	.267**	.240*	1.000	.179
		Sig. (2-tailed)	.058	.008	.017	.	.075
		N	99	99	99	99	99
	heard	Correlation Coefficient	.107	.421**	.180	.179	1.000
		Sig. (2-tailed)	.288	.000	.073	.075	.
		N	100	100	100	99	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above table shows that the Correlation Coefficient between the 1st variable and the 3rd variable is .445 which shows the moderate relation between these two. The Correlation Coefficient between the 2nd variable and 3rd variable is .520 which also shows the moderate relation between them. The Correlation Coefficient between the 3rd variable and 4th variable is .240 which shows the moderate relation between them. The Correlation Coefficient between the 4th variable and 5th variable is .179 which shows the low Correlation Coefficient between them.

The significance level is .000 which is less then .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says that :There is relationship between brand awareness and consumer behavior in purchasing the durable products.

5.2. Brand Image

Spearman's rho		Correlations								
		quickly	appreciate	fast choice	fair price	high quality	durability	many features	reliability	good service
quickly	Correlation Coefficient	1.000	.396**	.340**	.198*	.164	.065	.194	.319**	.240*
	Sig. (2-tailed)	.	.000	.001	.048	.103	.518	.053	.001	.016
	N	100	100	100	100	100	100	100	100	100
appreciate	Correlation Coefficient	.396**	1.000	.338**	.200*	.399**	.287**	.022	.315**	.275**
	Sig. (2-tailed)	.000	.	.001	.046	.000	.004	.829	.001	.006
	N	100	100	100	100	100	100	100	100	100
fast choice	Correlation Coefficient	.340**	.338**	1.000	.352**	.265**	.287**	.169	.262**	.113
	Sig. (2-tailed)	.001	.001	.	.000	.008	.004	.094	.008	.262
	N	100	100	100	100	100	100	100	100	100
fair price	Correlation Coefficient	.198*	.200*	.352**	1.000	.063	.275**	.353**	.277**	.153
	Sig. (2-tailed)	.048	.046	.000	.	.533	.006	.000	.005	.129
	N	100	100	100	100	100	100	100	100	100
high quality	Correlation Coefficient	.164	.399**	.265**	.063	1.000	.405**	.079	.148	.102
	Sig. (2-tailed)	.103	.000	.008	.533	.	.000	.436	.141	.314
	N	100	100	100	100	100	100	100	100	100
durability	Correlation Coefficient	.065	.287**	.287**	.275**	.405**	1.000	.039	.100	.126
	Sig. (2-tailed)	.518	.004	.004	.006	.000	.	.698	.321	.211
	N	100	100	100	100	100	100	100	100	100
many features	Correlation Coefficient	.194	.022	.169	.353**	.079	.039	1.000	.228*	.194
	Sig. (2-tailed)	.053	.829	.094	.000	.436	.698	.126	.022	.053
	N	100	100	100	100	100	100	100	100	100
reliability	Correlation Coefficient	.319**	.315**	.262**	.277**	.148	.100	.228*	1.000	.394**
	Sig. (2-tailed)	.001	.001	.008	.005	.141	.321	.022	.	.000
	N	100	100	100	100	100	100	100	100	100
good service	Correlation Coefficient	.240*	.275**	.113	.153	.102	.126	.194	.394**	1.000
	Sig. (2-tailed)	.016	.006	.262	.129	.314	.211	.053	.000	.
	N	100	100	100	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above table shows that the Correlation Coefficient between the 1st variable and the 2nd variable is .396 which shows the moderate relation between these two. The Correlation Coefficient between the 2nd variable and 5th variable is .399 which also shows the moderate relation between them. The Correlation Coefficient between the 3rd variable and 4th variable is .352 which shows the moderate relation between them. The Correlation Coefficient between the 4th variable and 7th variable is .353 which shows the moderate relation between them. The Correlation Coefficient between the 5th variable and 6th variable is .405 which shows the moderate relation between them. The Correlation Coefficient between the 6th variable and 9th variable is .126 which shows the low relation between them. The Correlation Coefficient between the 7th variable and 8th variable is .228 which shows the moderate relation between them. The Correlation Coefficient between the 8th variable and 9th variable is .394 which shows the moderate relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says that: There is relationship between brand image and consumer behavior in purchasing the durable products.

5.3. Perceived quality

Spearman's rho		Correlations					
		trust	very good quality	offer excellent	expectation	good service	technology
trust	Correlation Coefficient	1.000	.264**	.238*	.158	.153	.006
	Sig. (2-tailed)	.	.008	.017	.116	.129	.954
	N	100	100	100	100	100	100
very good quality	Correlation Coefficient	.264**	1.000	.112	.260**	.148	.317**
	Sig. (2-tailed)	.008	.	.266	.009	.143	.001
	N	100	100	100	100	100	100
offer excellent	Correlation Coefficient	.238*	.112	1.000	.362**	.413**	-.060
	Sig. (2-tailed)	.017	.266	.	.000	.000	.553
	N	100	100	100	100	100	100
expectation	Correlation Coefficient	.158	.260**	.362**	1.000	.185	.147
	Sig. (2-tailed)	.116	.009	.000	.	.065	.145
	N	100	100	100	100	100	100
good service	Correlation Coefficient	.153	.148	.413**	.185	1.000	.228*
	Continue						

	Sig. (2-tailed)	.129	.143	.000	.065	.	.022
	N	100	100	100	100	100	100
technology	Correlation Coefficient	.006	.317**	-.060	.147	.228*	1.000
	Sig. (2-tailed)	.954	.001	.553	.145	.022	.
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above table shows that the Correlation Coefficient between the 1st variable and the 2nd variable is .264 which shows the moderate relation between these two. The Correlation Coefficient between the 2nd variable and 6th variable is .317 which also shows the moderate relation between them. The Correlation Coefficient between the 3rd variable and 5th variable is .413 which shows the moderate relation between them. The Correlation Coefficient between the 4th variable and 5th variable is .185 which shows the low relation between them. The Correlation Coefficient between the 5th variable and 6th variable is .228 which shows the moderate relation between them. The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says There is relationship between Perceived quality and consumer behavior in purchasing the durable products.

5.4. Brand Association

		Correlations							
Spearman's rho		unique brand	respect & admire	brand image	trust	enough warranty	elegant	available	good service facilities
unique brand	Correlation Coefficient	1.000	.227*	.407**	.327**	.232*	.234*	.185	.197*
	Sig. (2-tailed)	.	.023	.000	.001	.020	.020	.066	.050
	N	100	100	100	100	100	99	100	100
respect & admire	Correlation Coefficient	.227*	1.000	.492**	.426**	.346**	.308**	.281**	.343**
	Sig. (2-tailed)	.023	.	.000	.000	.000	.002	.005	.000
	N	100	100	100	100	100	99	100	100
brand image	Correlation Coefficient	.407**	.492**	1.000	.560**	.480**	.240*	.337**	.291**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.017	.001	.003
	N	100	100	100	100	100	99	100	100
trust	Correlation Coefficient	.327**	.426**	.560**	1.000	.344**	.399**	.243*	.157
	Sig. (2-tailed)	.001	.000	.000	.	.000	.000	.015	.119
	N	100	100	100	100	100	99	100	100
enough warranty	Correlation Coefficient	.232*	.346**	.480**	.344**	1.000	.071	.285**	.277**
	Sig. (2-tailed)	.020	.000	.000	.000	.	.487	.004	.005
	N	100	100	100	100	100	99	100	100
elegant	Correlation Coefficient	.234*	.308**	.240*	.399**	.071	1.000	.176	.361**
	Sig. (2-tailed)	.020	.002	.017	.000	.487		.081	.000
	N	99	99	99	99	99	99	99	99
available	Correlation Coefficient	.185	.281**	.337**	.243*	.285**	.176	1.000	.146
	Sig. (2-tailed)	.066	.005	.001	.015	.004	.081	.	.146
	N	100	100	100	100	100	99	100	100
good service facilities	Correlation Coefficient	.197*	.343**	.291**	.157	.277**	.361**	.146	1.000
	Sig. (2-tailed)	.050	.000	.003	.119	.005	.000	.146	.000
	N	100	100	100	100	100	99	100	100

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation: The above table shows that the Correlation Coefficient between the 1st variable and the 3rd variable is .407 which shows the moderate relation between these two. The Correlation Coefficient between the 2nd variable and 3rd variable is .492 which also shows the moderate relation between them. The Correlation Coefficient between the 3rd variable and 4th variable is .560 which shows the moderate relation between them. The Correlation Coefficient between the 4th variable and 6th variable is .399 which shows the moderate relation between them. The Correlation Coefficient between the 5th variable and 7th variable is .285 which shows the moderate relation between them. The Correlation Coefficient between the 6th variable and 8th variable is .361 which shows the low relation between them. The Correlation Coefficient between the 7th variable and 8th variable is .146 which shows the lower relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says: There is relationship between brand association consumer behaviour in purchasing the durable products.

5.5. Brand Loyalty

		Correlations					
Spearman's rho		loyal to	in future	recommend	price	first choice	available
loyal to	Correlation Coefficient	1.000	.530**	.406**	.483**	.298**	.293**
	Sig. (2-tailed)	.	.000	.000	.000	.003	.003
	N	100	100	100	100	100	100
in future	Correlation Coefficient	.530**	1.000	.496**	.393**	.347**	.151
	Sig. (2-tailed)	.000	.	.000	.000	.000	.133
	N	100	100	100	100	100	100
recommend	Correlation Coefficient	.406**	.496**	1.000	.220*	.137	.136
							Continue

	Sig. (2-tailed)	.000	.000	.	.028	.175	.176
	N	100	100	100	100	100	100
price	Correlation Coefficient	.483**	.393**	.220*	1.000	.470**	.308**
	Sig. (2-tailed)	.000	.000	.028	.	.000	.002
	N	100	100	100	100	100	100
first choice	Correlation Coefficient	.298**	.347**	.137	.470**	1.000	.435**
	Sig. (2-tailed)	.003	.000	.175	.000	.	.000
	N	100	100	100	100	100	100
available	Correlation Coefficient	.293**	.151	.136	.308**	.435**	1.000
	Sig. (2-tailed)	.003	.133	.176	.002	.000
	N	100	100	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Interpretation: The above table shows that the Correlation Coefficient between the 1st variable and the 2nd variable is .530 which shows the moderate relation between these two. The Correlation Coefficient between the 2nd variable and 3rd variable is .496 which also shows the moderate relation between them. The Correlation Coefficient between the 3rd variable and 4th variable is .220 which shows the moderate relation between them. The Correlation Coefficient between the 4th variable and 5th variable is .470 which shows the low relation between them. The Correlation Coefficient between the 5th variable and 6th variable is .435 which shows the moderate relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says: There is a relationship between brand loyalty and consumer behaviour in purchasing the durable products.

6. Findings

- The results show that about 36 per cent of the consumers of durable goods belong to the age group of 21-30 years followed by 31-40 years 25 per cent, 41-50 years 15 per cent, less than 20 years 18 per cent and more than 50 years 6 per cent. It is clear that about 43 per cent of the consumers of durable goods belong to the joint family and the rest of 57 per cent of the consumers of durable goods belong to the nuclear family. It is apparent that about 40 per cent of the consumers of durable goods have the family size of 4-6 followed by 1-3 (25 per cent) and more than six (35 per cent).

6.1. Dimensions of Consumer based Brand Equity on Durable Products

6.1.1. Brand Awareness

Since the correlation Coefficient between familiar with recognize is (.334), to buy (.445), remember (.191) and heard (.107). The correlation Coefficient between recognize with to buy is (.520), remember (.267), head (.421). The correlation Coefficient between to buy with remember is (.240), head (.180). The correlation coefficient between remember with heard is (.179). All those show the moderate relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says that: There is relationship between brand awareness and consumer behavior in purchasing the durable products.

6.1.2. Brand Image

The correlation Coefficient between quickly with appreciate, fast choice fair price, high quality, durability, many features, reliability and good service is .396, .340, .198, .164, .065, .194, .319, .240. The correlation Coefficient between appreciate with fast choice fair price, high quality, durability, many features, reliability and good service is .338, .200, .399, .287, .022, .315, .275. The correlation Coefficient between fast choice with fair price, high quality, durability, many features, reliability and good service is .352, .265, .287, .169, .262, .113. The correlation Coefficient between fair price with high quality, durability, many features, reliability and good service is .063, .275, .353, .277, .153. The correlation Coefficient between high quality with durability, many features, reliability and good service is .405, .079, .148, .102. The correlation Coefficient between durability with many features, reliability and good service is .039, .100, .126. The correlation Coefficient between many features with reliability and good service is .228, .194. The correlation Coefficient between reliability and good service is .394.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says that: There is relationship between brand image and consumer behavior in purchasing the durable products.

6.1.3. Perceived Quality

Since the correlation Coefficient between trust with very good quality is (.264), offer excellent (.238), expectation (.158), good service (.153), technology (.006). The correlation Coefficient between very good quality with offer excellent is (.112), expectation (.260), good service (.148), technology (.317). The correlation Coefficient between offer excellent with expectation, is (.362) good service (.413) and technology (.060). The correlation Coefficient between offer expectation with good service is (.185) and technology (.147). The correlation Coefficient between offer expectation with good service and technology is (.228). All those show the moderate relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says there is relationship between Perceived quality and consumer behavior in purchasing the durable products.

6.1.4. Brand Association

Since the correlation Coefficient between Q_1 and Q_2 is .227, . The correlation Coefficient between the Q_2 and Q_3 is .492. The correlation Coefficient between the Q_3 and Q_4 is .560. The correlation Coefficient between the Q_4 and Q_6 is .399. The correlation Coefficient between the Q_5 and Q_7 is .285. The correlation Coefficient between the Q_6 and Q_8 is .361 .. The correlation Coefficient between the Q_7 and Q_8 is .146 which shows the lower relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says: There is relationship between brand association consumer behavior in purchasing the durable products.

6.1.5. Brand Loyalty

The correlation Coefficient between the Q_1 and Q_2 is .530. The correlation Coefficient between the Q_2 and Q_3 is .470. The correlation Coefficient between the Q_3 and Q_4 is .220. The correlation Coefficient between the Q_4 and Q_5 is .470. The correlation Coefficient between the Q_5 and Q_6 is .435 which shows the moderate relation between them.

The significance level is .000 which is less than .01 which means that we can reject the null hypothesis and the alternate hypothesis accepted which says: There is a relationship between brand loyalty and consumer behavior in purchasing the durable products.

7. Conclusion

The business sector for consumer durables is getting to be more aggressive now a day. Hence, the producer of durable items ought to comprehend customer intrigue much to discover higher offer of their items. The outcome from this study adds to comprehension of consumer behaviour and brand equity and its consequences for consumer durable products. The brand awareness of buyers of durable goods is absolutely and modestly connected with brand image, while the brand awareness is also positive but weakly associated with perceived quality, brand association and brand loyalty. The brand image of the shoppers on durable goods is absolutely and firmly connected with the apparent quality, while, the brand image is likewise emphatically and tolerably corresponded with brand association. In addition, the brand image is additionally emphatically and week by week corresponded with brand steadfastness. The apparent nature of the purchasers on sturdy products is absolutely and decently related with both brand affiliation and brand faithfulness. Furthermore, the brand relationship of purchasers on sturdy products is emphatically connected with the brand loyalty. The brand awareness, brand image and brand loyalty have positive effect on general brand value of solid items and the brand awareness, brand image and perceived quality have positive effect on purchaser's purchasing behavior of durable products. The brand awareness, brand picture, brand affiliation and brand dependability are specifically and decidedly impact the general brand value of strong merchandise. The study is valuable in picking up a seeing about consumer behaviour and brand equity on purchase of durable products. An essential benefit from way of measuring regarding consumer dependent brand equity regarding durable goods is that it allows managers to help package out and about brand fairness into their particular elements in addition to appraisal this family member need for all of the components of brand equity. These records will allow supervisors to help line up their advertising mix ways of increase brand equity thus, increase the brand's long term sustainability. In addition, this finding of the study allow supervisors to help examine the long term wellbeing of their brands.

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