

## *Chapter II*

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## CHAPTER II

### REVIEW OF LITERATURE

A literature review is a text of a learnt paper, which includes the current information including practical findings, as well as theoretical and procedural contributions to a particular topic. Literature reviews use subordinate sources, and do not report new or original investigational work. This chapter highlights the theoretical literature as well as research studies applicable to all the variables of the research regarding the brand preference, consumer buying behavior, Customer based Brand Equity and its Dimensions with the relationship of Pre- Purchase Brand dominance factors and Post – Purchase Satisfaction with reference to consumer durables goods. The previous studies helps to get an idea about different approaches made by the earlier researches in the field and also to identify the research-gap.

#### **Review Relating to Consumer Durables**

*Kaleswari (2017)<sup>1</sup>* conducted study of consumer buying behaviour and their brand consciousness about durable goods in rural areas of Nammakal district. The study stated various factors like increase in disposable income, awareness of product and affordability has brought about changes in the rural consumption patterns in the consumer durables market. The outcomes of the study shown that amidst the various consumer durables television and mobile phones play an important role and customers in the rural market are becoming more brand conscious as well as look at the price and avail discounts. The age wise consumption patterns revealed that age group between 21-50 are more leading. The author concluded that marketers need to customize their offerings/products as per the customer's preference, as customers are considered the king and also utilize various forms of media to communicate to the customers. Therefore a marketer who is able to develop strategies as per the needs of the customers in rural markets are likely to be more successful.

*Balabanis George and Siamagka Nikoletta-Theofania (2017)<sup>2</sup>* conducted a research with the purpose of addressing the gap by investigating the factors underlying variations in CET (consumer ethnocentrism) behaviour using reported brand purchases. Product cost and visibility, Product category, brand and country of origin (COO) of

purchased products have been examined for their influence on the differences on the behavioural effects of CET. For the study data has been collected in the USA from a sample of 468 consumers. Self-reported brand purchases are used which contain ten product categories, 432 brands, and 22 countries of origin. Logistic regressions for repeated measures have been used to test the hypotheses. The results confirmed that product category is an important element of the behavioural effects of CET. CET also has a noteworthy influence on purchases of the expensive product categories rather than frequently purchased convenient items. Contrary to existing empirical evidence, cultural similarity does not alleviate the negative effects of CET and product visibility does not strengthen the behavioural effect of CET.

*Karami Masoud et al. (2017)*<sup>3</sup> in their detailed study key cultural values underlying consumers' buying behaviour in an Iranian context which was aimed to identify Iranian cultural values that underlie consumers' buying behaviour concluded that there are 20 principles which are comprise of seven eloquent dimensions i.e. Innovation, Convenience, Faithfulness , Partiality, Directedness, Cosmopolitanism and Youthfulness. Among these seven dimensions, Cosmopolitanism appeared as the most influential value affecting consumer buying behaviour while authenticity was the least significant dimension. The data were analyzed through both exploratory and confirmatory factors analyses. Form the finding it can be derived that in Iranian markets, modern cultural values in their product decisions and marketing communications should considered to nurture Iranian consumers' attention and eventually their purchase decisions.

*Hemalatha and Parimaladevi (2016)*<sup>4</sup> studied consumer buying behaviour of refrigerators in Erode district of Tamilnadu to identify the positive and negative factors influencing buying behaviour as well as to understand the socio economic status of consumers. Total 150 Respondents were surveyed for this purpose by using stratified random sampling technique. Various statistical methods like correlation; simple percentage analysis and mean scores have been used. The findings of the study revealed through correlation analysis that variables are positively correlated to the buying behaviour and the respondents spend nearly Rs. 15000 for purchase of refrigerators. Study revealed that the Respondents like make purchase on credit from multiband stores. Most of the respondents were influenced by price of the refrigerator and purchased double door refrigerator at the maximum.

*Bessouh Nadira et al. (2016)*<sup>5</sup> assessed the influence and structure of roles in purchase decisions of households of Tlemcen (Algeria). The sample of 200 has been taken in which 112 families of urban and 88 families of rural have been surveyed. The samples were distributed in proportion to the total number of households in each area. It has been observed that the decision making process depends on the type of product to be purchased. Certain products like perfumes and other small things are decided by individuals only whereas other products like durables goods require entire family to be involved in the decision making process. The author concluded that in the Algerian context religion and culture are the most important factors. Father monopolizes all the purchase decisions and gets involved in each stage of decision making. The influence of wife and children is important and plays a great role in the urban area as compare to rural context. It has been seen that the role of family members vary based on the product to be purchased. Among the various factors affecting buying behaviour, Socio cultural factors is considered important and hence marketers must take it into consideration while making the strategies.

*Paliwal Vibhor and Aanand Shubhra (2013)*<sup>6</sup> conducted a study on preference of consumer for durables in rural and urban areas of Rajasthan for 4 consumer durables; Color televisions, Refrigerators, Washing Machines and Air Conditioners. The sample of 600 households, 300 each from rural and urban areas of Rajasthan has been selected and three districts namely Udaipur, Chittorgarh and Bhilwara were selected for the study. Based on the factor analysis the study exhibited that rural group displays brand consciousness and price sensitivity as their most important control variable for decision-making while urban ones show high concern for operational efficiency and imported technology. It has been observed from the findings that rural consumer under social influence, seems to be more aware of the brands available and accordingly decides for brand conscious traits. Urban Consumers are more concerned about the technology related issues like they collect insights to the product features (esp. regarding electricity consumption, dust accumulation, cooling aspect, impact on eyes etc.) as well the technologies used and collaboration entered into by the companies. Further, rural consumers showed their status conscious nature along with high knowledge about product utility functions while urban group highlight a good degree of importance for After Sales Services along with general uses of durables in their lives. Rural durable consumers duly

weigh performance and its significance while purchasing durable, while their urban counterparts recognize social significance of possessing costly durables. The study further revealed the positive attitude of rural durable consumers towards foreign brands while urban counterparts seem to be highly influenced by the perceived significance of size and capacity attributes of durables. Both Urban as well as rural respondents has shown high concern for performance, imported technology, brand consciousness and product price.

*Mehra Preeti and Kaushik Neha (2013)*<sup>7</sup> attempted to study penetrating the rural market for consumer durables - Time for cos to think 'out-of-the-box'. Based on the fact that hinterland needs specialized strategies to win the hearts and wallets of village consumers. The article based on the study of Marketing and Research Team (MART) and New Delhi and Management Development Institute (MDI), Gurgaon, provides an insight into the non-conventional techniques that could go a long way in increasing penetration of consumer durables in interior India. The study was conducted in six districts of Uttar Pradesh and Punjab, found that agri-mills (such as sugar mills) are a good means of targeting the prospective farmers during the peak season as more than 200 tractors visit a mill every day during this time, and farmers have to stand in long queues before their crops get unloaded from the tractor and accounts are settled. The study also recommended the use of local brand ambassadors, who can spread the good word about the product's technicalities, the games/tournaments played between villages periodically, company's products as prizes to be given away in games and encouraging dealers to set up free service camps for their products. The study further found that such non-conventional methods could be more important for penetrating the rural market for consumer durables, as studies have shown that the reach of the mass media in these areas is poor. A National Readership Survey (NRS) study revealed that the press reaches only 23 per cent of the rural consumers, cinema only 26 per cent and TV only 36 per cent, hence the need to reach out in new ways.

*Rastogi Ratika and Chaudhary Sonia (2012)*<sup>8</sup> have focused on Psychology and Buying Behaviour of Rural Consumers for selected durable products in the Rural Areas of Meerut Region. Based upon primary data collected from 160 households (owning Washing Machines, Television and Refrigerator), from rural areas of Meerut, Chi square test was performed. The study revealed that income and duration of planning before purchase of the consumer durables are Independent and Income and reasons of buying the consumer

durables are dependent on each other. Mean and standard deviation were used to test the reasons for buying new product of the same brand they are already using. According to the survey, maximum rural consumers prefer to buy new product of the same brand considering the quality of product they are already using of the same company followed by the price of the new product, special offers of the company and after sales service and discount offered by the company while purchasing a new product.

*Lalitha and Shalini (2011)*<sup>9</sup> study revealed that the world of consumer durable products market is today changing fast. India is no exception. Especially after the opening up of the economy, the pace of change that India and its people are experiencing in their socio- cultural milieu is mind boggling. India, with its wide diversity, offers a fascinating scope to study the host of changes which developmental activities have brought about in its social and economic framework. While it is possible to get some estimates of the macro changes taking place in India, it is impossible to get any accurate measures of the subjective experiences that proceed, accompany or follow such changes. However, the fact remains that the profile of the Indian market is vastly different from what it was earlier. Although these changes are difficult to measure at the micro level, nevertheless, they have been of great significance to marketers. Any marketer is keen in closely monitoring the changes in terms of numbers and specially keeping regular track of the changing pattern of consumers' aspirations and competitive actions.

*Kar Sudhanshu Sekar and Shahoo Sarat Kumar (2010)*<sup>10</sup> have emphasized on the importance of the rural communication in building a brand in rural areas. In the rural areas, Conventional communication channel and tools are not effective and thus separate communication marketing mix for rural area has been suggested. India being a developing country, a marketer should take into consideration the high level of illiteracy in India and the communication for new product should be done with great caution. Each communication tool has to be used carefully and to do so tools should be assessed primarily on three bases i.e. frequency ranges, cost and effectiveness. More effective Communication can be done through non-conventional means such as Nautanki, puppet shows, meals, wall paintings etc. Melas in rural should be considered as best opportunity for introduction of new product in the market because it is highly reachable to the rural consumers. Contrary to that in some rural areas now a days the penetration of television is very high which is the most powerful

and impactful media in last ten years so sometimes the no-conventional methods of communication can't be effective in the remote areas at all. It can be concluded that the marketing communication i.e., MARCOM strategy for rural areas should be different from the urban areas due to the factors like inaccessibility of electricity and electronics media, thin population density and widely scattered villages, poor exposure, low disposable income and availability of counterfeit products.

*Ong Fon Sim et al. (2010)<sup>11</sup>* used conjoint analysis to examine how Malaysian consumers make decisions regarding a consumer durable product namely room air conditioners. They evaluated the effect of perceived differences between brand names, country of manufacture, price, quality, technological advancement, warranty on product evaluation and the relative importance of the attributes as evaluative criteria is determined by performing part worth analysis. Six pertinent hypotheses are developed and tested, conjoint analysis was used to develop product profiles that respondents evaluate through the survey which was followed by a market imitation to suggest marketing strategies for Malaysian products. The findings of the study indicates the importance of getting the most out of consumer durables' intrinsic qualities and the need to carefully consider the relationship between price and quality. To take the advantage of the strength of foreign brand names need to be understood. The recreation application also indicates ways in which local and external competitors could take advantage of market opportunities.

*Hitesh (2010)<sup>12</sup>* study examined on “Company or Brand Name” ranked first as the factor affecting in the purchase of durables by the respondents. While, “guarantee / warrantee” ranked second, “Price” ranked third, “After Sales Service” obtains the fourth rank. It indicates that consumers are well aware about their choice. It is found that the responses decision maker's role is played by male 76.46 percentages and by female 80.51 percentages. Also they are purchasing of consumer durable goods mostly from authorized dealers' shop, which ranked at top, while, role of TV as media also found important in this result. As it happen basic durables products like, Mixer, Tape/Music System, Flour Mill and Refrigerator become requirement than luxury. Where, in Television next generation products have still same glitters, so in Washing Machine, Water Purifier, Vacuum Cleaner and Air conditioner consumers of all classes are mostly untapped. Marketers have to utilize price and product combination well to satisfy the hidden needs of

these consumers, as Tata Nano has did in the family car segment. While in upper class consumer the same products may at the replacement level or at second/another piece demand level, where producer can push the high priced, higher version or the latest edition of their products. It can help them to position their brand between the different income group consumers.

*Bhagaban Das et al. (2009)*<sup>13</sup> examined the consumer buying behaviour in consumer durable market. Color television has been selected to represent the durable goods market. The survey based on the 80 respondents revealed that Quality and Brand Image are the two most important factors that consumer taken into consideration while purchasing durable goods. There is less impact of sales promotional activities on consumers as purchase of television mainly depends upon the word of mouth, recommendations given by friends and family and additional important information given to the consumers by the dealers. The results obtained from factors analysis revealed that after brand name and quality, durability of the product, inbuilt stabilizers for protection in case of voltage fluctuations and availability of product or dealer are the secondary important factors while purchasing televisions. Thus it can be found that consumer's perception of buying television is mainly affected by the different factors like Word of mouth, structural add-ons, technical features, durability and ground reality.

*Sumedhan K.P. (2008)*<sup>14</sup> has assessed the Status Consideration of consumers of Kerala and their Buying Decisions while purchasing consumer durables. The study revealed that the key motive behind purchasing consumer durables is the feeling of high status in the society. The results of study of consumers of Kerala, which is having the highest literacy rate in India indicates that there is no significant relationship between the Income level, Education level and status seeking situation. The comparison between the buying behaviour of the urban and rural consumers of Kerala has been studied. Which shows that urban consumers focuses more on innovation and are keener to purchase durables which are updates and have addition features irrespective of their income groups. The study clearly indicates that affordability is not the constraint when it comes to buying durable goods and it proved to be under power to sensitivity to "status" of the consumers in the society.

**Hundal B.S. (2008)<sup>15</sup>** studied the perception of the consumer towards promotional schemes for consumer durables. He conducted the survey of total 596 respondents. Among respondents 299 respondents of rural and 297 respondents from urban areas of Punjab. Results of tests like F-Test and Z-Test revealed that in case of rural respondents, replacement is the critical factor for converting potential consumer into actual consumer. Rural consumers are more concerned about repair and maintenance of the durables. Therefore, after sales service can be the significant promotional measure in rural areas. But because of poor infrastructure in rural areas and absence of basic facilities, it becomes difficult for marketers to provide what is required by the consumers. While for urban consumers, Festive offers, off seasonal benefits, installment purchase are key sales promotional tools. But both the groups of respondents responded positively for free gift scheme along with consumer durables along with other sales promotion tools. Study further revealed affordability is not the constraint for rural area market and Customer relationship management is difficult to exercise in rural areas.

**Kumar Babita et al. (2008)<sup>16</sup>** conducted a detailed survey of 450 farmers to know the preference of consumer durable by rural consumer in Malsian area of Jalandhar. An attempt has been made to examine impact of four A's i.e., Awareness, Acceptability, Availability and Affordability of rural marketing, which revealed that affordability is the main constraint than other three A's of rural marketing. Advertising and price of durable goods are the key factors affecting the purchase decision. Rather than conventional medium of communication, non-conventional media like Mobile cinema demonstration, puppet show, wall painting and hoarding are much useful for the communication in the rural areas. Durable goods like TVs, refrigerator, washing machines, fans and sewing machines of national companies were preferred by rural consumers while mixer-grinder, CD/DVD, coolers and iron of local brands were preferred more which indicates the existence of opportunity available in rural retailers for various consumer durables. Surprisingly brand name, exchange offers by brands and features of the product are of less important for rural consumers while advice of dealers and durability factors are more important. As compare to progressively competitive and saturated urban markets, rural market despite of its complex economy, low literacy level and poor infrastructure provide growth opportunities to the markers and multinational companies.

*Tatiana Anatolevna Anisimova (2007)*<sup>17</sup> conducted a study to investigate the influence of the corporate brand on attitudinal and behavioural consumer loyalty in Australia. Various dimensions like corporate level dimensions which include corporate activities, corporate associations, organizational values, and corporate personality and Marketing level dimensions comprise of functional, emotional and symbolic brand benefits been taken into consideration. Cronbach alpha and Structural Equation Model has been used to establish psychometric properties of the corporate brand constructs. The study of 285 consumers of an automobile manufacturer in Australia reveals that corporate values, corporate brand personality and functional consumer benefits are the most critical and consistent predictors of both attitudinal and behavioural loyalty. This study clearly depicts that corporate practices play a crucial role in creating a strong corporate brand which ultimately helps in creating consumer brand loyalty and results also reveals that the influence of each particular corporate brand attribute may be different. The study clearly demonstrates a significant relationship between consumers' perceived corporate brand and consumer attitudinal and behavioural loyalty for consumer durable goods.

*Sun Tao and Wu Guohua (2004)*<sup>18</sup> have compared the rural and urban consumers in an emerging market like China. The study was attempted to know the impacts of economic development on consumer lifestyles. This study reveals that the Chinese rural and urban consumers are statistically different in terms of their attitudes toward the whole marketing mix: product price, brand names, promotions and distribution. As a result of these different attitudes, rural and urban consumers are found to use different products to reflect the improvement of their living standards. All of these former changes might be due to the fact that rural and urban Chinese buyers have different needs, as specified by the words they chose to define their ultimate image. These lifestyle differences reveal huge marketing potentials for MNCs and other foreign investors, who will ultimately move into China's relatively untapped rural regions for marketing opportunities.

In seeking to examine the family buying process and to identify the roles played by different family members, *Verma and Sheetal (2003)*<sup>19</sup> surveyed 313 families living in Delhi who had bought one of six durable consumer goods viz., audio system, car, personal computer, refrigerator, television and washing machine in current years. Five parts namely the motivators, influencers, the deciders, the consumers and the users played by family

members were inspected in the study. The study revealed that the young, well educated women in the family emerged as initiators of the buying decisions, students and children were among the influencers. The study additionally specified that the purchase choice process was comparatively democratic at the preliminary stages, consequently it seemed to become much more independent in terms the role played by the decider-members. The husband was originate to play the highly important role of planners, decider and purchaser.

*Amaldoss (2002)*<sup>20</sup> attempted to examine the Impact of Social Factors on Purchase Behaviour. The products taken in to consideration are conspicuous goods such as cars, watches, perfumes, for which marketers need to make unique strategies that include exclusive distribution channel, charging high prices, and limiting production. Laboratory Experiment were conducted on two groups having 60 and 40 respondents respectively. An attempt has been made to study two aspects one, if the desire for exclusivity can lead to an upward-sloping demand curve and second ,the relationship between social factors like desire for exclusivity and conformity and its effect on prices and firms' profits. To analyze these issues, a model of conspicuous consumption using the rational expectations framework has been created and two different market structures: monopoly and duopoly were taken into consideration. The market comprised of both snobs and followers, the demand curve of snobs could be upward sloping. But the demand curve of followers and is always downward sloping. The results indicated that the desire for exclusivity can lead to an upward- sloping demand curve when there is a segment of consumers who are inadequately followers. The influence of exclusiveness and conformity on prices and profits differs with the market organization.

*Losarwar (2002)*<sup>21</sup> inspected the effect of socio-economic profile, role of family and orientation groups, life style, brand awareness, buying objects and effectiveness of advertising plans on the purchase choice in respect to five selected durable products like Television, Washing Machine, Refrigerator, Mixer grinder and Fan. The results of the study revealed that majority of the consumers purchased the television, washing machine and Refrigerator from authorized dealers whereas mixer and fan they prefer to buy from retailers. Quality, advertisements, reputation and price of the product were some of the most important factors that influence the selection of consumer durables. Thus, the role

played by consumer is very prominent and the behaviour and attitude of the consumers should be taken into consideration before introducing the new product into the market. It also emphasized that market is highly competitive and transitional.

***Broad bridge Adelina and Marshall Julie (1995)***<sup>22</sup> conducted a study of consumer complaint behaviour with 124 respondents with the objective of investigating post purchase satisfaction / dissatisfaction levels of consumers of domestic and major electrical appliances. The study revealed that very few respondents are satisfied with the complaint resolution system of consumer durable companies but 44% are of the opinion that marketers were not taking appropriate action for resolving complaints of consumer. The study indicated that consumer complaint behaviour have direct impact on store patronage and affects store's loyalty and Organization can get back consumers to their store after hearing and solving their complaint once again. Furthermore, consumer complaint behaviour is should be a part of consumer relationship management and retailer should be treated as most important mediator for managing consumer complaint issues thoughtfully. The study recommends that there should be appropriate complaint administration system which must give data about total number of criticisms, nature of complaint, timing of solving, resolving ratio and recurrence of complaint as majority of respondents believes that electrical goods were essential rather than luxury items and complaints should be determined at the earliest.

***Grewal Dhruv and Marmorstein Howard (1994)***<sup>23</sup> in their study on "Market Price Discrepancy, Perceived Price Discrepancy, and Consumers' Price Search Decisions for Durable Goods" projected two possible explanations for why consumers' willingness to involve in price search does not rise parallel with the value variation of durable goods. Among these two explanations, first potential explanation, that consumers simply underestimate the market price variation, was not supported. The second probable description, which was builded upon Weber's law of psychophysics and Thaler's transaction utility theory, was maintained. Research clearly indicates that the psychological utility that a consumer develops from saving a fixed amount of money is inversely related to the price of the durable item. It further reveals that even if consumers believe that the price variation of more expensive items tends to be greater, their motivation to spend time in price- comparison shopping for durable items may not increase as much as expected.

*Pickering, J. and Isherwood, B. (1975)*<sup>24</sup> conducted a study on “Determinants of Expenditure on Consumer Durables”. Survey of 386 households was used to investigate the degree to which information on the attitudes, expectations and socio-economic status of those households could be used to predict their expenditures on consumer durables. Tests like difference of means, discriminate analysis and multiple regressions were used for the analysis. The study identified some variables which have projecting significance across the different types of analysis carried out. Many of these are concerned with consumer attitudes and expectations. The study also suggested that attention should be paid particularly to obtain clues of expected household liquidity and the willingness to allocate financial resources to the purchase of consumer durables.

*Murray J.A. (1971)*<sup>25</sup> has evaluated the model toward “optimizing advertising effort on durable goods purchase”. The objective of the model was to utilize existing and ongoing survey data in order to allow the advertising manager to segment the market in a best possible way. The research shows how segmenting the market in such a way can maximize the budgetary limitations of the advertising manager. His study indicates that there is no relationship between advertisement expenditure on consumer durables and sales. The study suggests that the purchasing variables and future potential market should be integrated by creating optimal strategy index in order to optimize advertising budget. The study reveals that the future sales of the durable goods cannot be predicted by only giving advertisements, as the decision making process of purchasing durable goods strongly relies on customers willingness and customers’ ability to buy.

### **Review Relating to Consumer Buying Behaviour**

*Gupta and Kaur (2013)*<sup>26</sup> studied on Brand Awareness among Consumers on Daily Consuming Goods. They tried to analyze the buying behaviour of consumer towards purchase of daily goods for consumption with the help of 100 consumers of four villages of Ludhiana on the basis of different age and literacy. The study found that the rural consumers have become gradually health conscious and rural consumers prefer to buy branded products as they consider branded products means good quality and healthy. It was also found that rural consumers have enough purchasing power and wiliness to par high amount for branded products. Rural consumers prefer branded products for various

reasons among which status symbol is the most important reason. The study suggested that the key concern for marketer is to make the consumers aware about branded goods and make the goods available in their area.

*Rajarajan, M. and Priyanga, T. (2013)*<sup>27</sup> conducted a survey of 700 household respondents for different brands of appliances preferred by consumers. 100 respondents have been selected each Taluka of Ramanathapuram District to understand the Consumer Behaviour towards Selected Household appliances. Respondents were divided into three clusters namely Domestic purchase cluster, High technology lifestyle cluster and the need recognition cluster. The need recognition cluster was the cluster of members who were very loyal to the shops and they buy only from stores on which they can count on the product guarantee. Domestic purchase cluster was the cluster of members who were active information seekers and they shop more frequently, visit variety of stores to compare the products, style, quality, price before they make final choice. High technology lifestyle cluster members were people very interested in trying new products and fashions and always wanted to be the trendsetters. Study of these clusters concluded that, the consumer behaviour have a great influence on the household appliances of the clusters and a customer selects a product or a brand, which seems to enjoy a maximum possibility of elaboration of his life style and individuality. It further included that the consumer's consumption behaviour can be predicted from a detailed understanding of the collected details of his life style. The household appliances like Electrical induction stove, Micro oven, Electrical cooker, Multipurpose mixer, Refrigerator, grinder were once considered as luxury products but now people like to adopt new products and they like to exchange their old appliances for new and improved products. The association between consumer behaviour and household appliances can thus be perceived by means of an individual's purchases and use of products as these choices establish portion of their life style.

*Bishnoi V. and Sharma R. (2009)*<sup>28</sup> in their research on the Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers studied the influence of male and female teenagers of Haryana. The objective was to know the impact of television advertisement on them. For this purpose they have used multistage sampling method and took samples from four districts of Haryana including some urban

areas near to them. Among 1000 questionnaires, only 866 questionnaires were best suited for the analysis. Results found that there is no major difference in preference of television advertisement between male and female youngsters. They concluded that rural people get influenced by TV advertisement more than urban people and also the chances of selecting the product is higher in them whereas urban consumers don't want to purchase the advertised product if they do not actually need it. Urban consumers like the advertisement of the particular product or service which they are already using.

*Sehrawet Mahavir and Kundu Subhash (2007)*<sup>29</sup> studied the impact of the packaging on buying behaviour of rural and urban consumers in India which aimed at establishing relationship between whether the residential background of consumers on their buying decisions. 1090 urban and rural respondents survey have been carried out, of which 523 were rural and 567 were urban. The collected data were analyzed by means, and analysis of variance. From the study, it has been observed that for rural residents packaging is more helpful while buying. They perceive that packaging contains a better product and that they are more influenced by the ease of storing a package than their urban counterparts. A part from that, package weight, transparency, simplicity and similarity of packaging have moderately less impact on purchase decisions of rural consumers than urban ones. Furthermore, it has been concluded that rural consumers are more precarious about packaging because they strongly consider it can mislead buyers and it is an environmental hazard too.

*Kumar Sanal and Suri Bhupendra (1996)*<sup>30</sup> conducted a survey on consumer response to promotional criteria in rural areas. Their study examined consumer response across durables and non- durables and where possible across urban and rural markets. Dealer recommendations are an important factor affecting the purchase of a consumer durable and his assurance on the quality of the brand is critical to brand selection. Price is an important consideration but not necessarily a selection criterion. It is possibly used more as an elimination factor, if there is a assurance of a dealer for quality. Awareness of brands come from friends, relatives or television advertisements in the case of non-durables, while knowledge or further information comes from friends, relatives and dealers.

## **Review Relating to Consumer Behaviour Dynamics and Purchase Pattern of Durable Goods**

*Brosekhan and Velayutham (2016)*<sup>31</sup> in their study entitled “A study on consumer buying behaviour toward selected home appliance in Ramanathapuram.” The researcher found the lifestyle characteristics have the significant impact on consumer behaviour. A product or brand is chosen by consumers or person the maximum possibility to the elaboration of his lifestyle identity. Therefore study suggests companies need to focus on the lifestyle of the individual that can help to predict his purchase behaviour. The home appliance products like LCD, LED, Refrigerators, washing machine, and microwave oven are the necessities goods of human lifestyle in Ramanathapuram.

Marketing is the way to reach the customer and for this company always try to focus on advertisements, especially, TV ads. The subject, message, and dialect used in ads help to make buying decisions. Such ads companies try to make the position of the brand in the minds of the target customer. *Mohideen and Saravanan (2015)*<sup>32</sup> in their study “A study on factors determining buying decisions through television ads for consumer durables goods” The primary objective of this study identifying the influence of television advertisements on buying decisions of consumer durable goods. According to the results, the factor Service quality was found the significant impact on the overall satisfaction and acted as the dominant factor in determining buying decision. The researcher also revealed that Discounts, Quality, Price, and Guarantee also had the positive impact on purchasing decisions through television advertisements in respect of Consumer Durable Goods.

*Momani (2015)*<sup>33</sup> in his study on “The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods” This article explores the implications of the brand element on purchasing decision of shopping goods on the Jordanian consumers. The researcher found some variables such as; quality, communications, loyalty, custom, and country of origin. The study revealed that brand elements loyalty, marketing communication and country of origin significantly affected the purchasing decision of the Jordanian shopper, while quality and authentic custom did not have that impact.

*Singh and Kumar (2014)*<sup>34</sup> in their study on “Impact of Brand on Rural and Urban Consumer Behaviour- a Study on Mobile Phone Buyers.” The researcher attempted to establish how the rural and urban populace imagines the thought of "brand." The main objective of this study was looking at the purchasing conduct of rural and urban shopper and discovers their needs while settling on a buying choice on cell phones. The review uncovers that the urban buyer is more brand and style "cognizant" and rural consumer are more focused on functionality and price. The result also uncovers that urban populace depends significantly on the internet as the source of information whereas rural population depends on T.V. ads & Mobile retailers.

*Jisana and Ahameed (2014)*<sup>35</sup> performed a study entitled “Brand Preference and Consumption Pattern of Home Appliances by Consumers in Kerala” The study reveals that consumers in Kerala are using almost all the home appliances for their comfortable life and luxurious status like Refrigerator, Washing Machine, and Air Conditioners, etc. The result endorses that people consider brand or product features before making purchases. Festival season offers influenced some people. The article result also revealed that customers are not used online mode of acquisition for acquiring home appliances, and all the respondents were satisfied with their existing home appliances, and they will recommend these products to their friends and relatives.

*Hasan (2014)*<sup>36</sup> performed a study entitled “Consumer brand preference for consumer durable goods.” In the vibrant environment factors that fierce completion is making the imperative to understand the dynamics of consumer durable market. The market survival depends upon customer satisfaction, and customer satisfaction depends on the perception and brand preference of particular brand. The six brands of consumer durable goods were taken Sony, Whirlpool, Voltas, Samsung, LG, and Onida. The study found quality; technology innovation and a multitude of brands across the price were the dominant factors which influence in consumer brand preference on consumer durable goods.

*Kaur and Ashita (2014)*<sup>37</sup> in their study on “Consumer behaviour for durable goods: the case study of rural India.” This study has done to understand consumer behaviour in the rural household while they purchase durable goods. The consumer goods

divided into three parts: computer or television (electronic goods) refrigerator, washing machine, microwave (home appliance) and automobile. This study found the relationship between income and consumers purchased behaviour and stated that size of the family does not influence consumer buying behaviour. The numbers of consumer durable goods like a refrigerator, washing machine, computer, television does not depend upon the size of the family. Further, this study revealed the common factors affecting the purchase and these are technology, price, quality, service, power consumption.

*Suganhethi and Mohan (2014)*<sup>38</sup> in their article “Consumer behaviour towards selected brands of a washing machine” the study has done in Udumalpat town at Tamilnadu in India. In this study, the researcher has taken five brands of washing machine such as LG, Samsung, Bosch, IFB, and Whirlpool. This study reveals that demographic profile such as gender, age, income, occupation on some selected brand does not influence a level of satisfaction of consumer buying behaviour. The researcher also founds the factors which affect consumer buying behaviour toward some selected brands of washing machine these are brand loyalty, price, brand quality, guarantee or warranty and after sale services.

### **Review Relating to Brand Equity**

*Prabal (2016)*<sup>39</sup> in their study on “the drivers of brand equity” suggest the theoretical structure by using different forerunners, including quality, infrastructure, cost, image, destination identity, brand awareness, quality condition and customer satisfaction. 152 international tourists used as the sample for the study and data analyzed with SPSS. Exploratory factor analysis (EFA), correlation analysis or multiple linear regression analysis techniques used for data analysis. The study result indicates that cost, quality environment, image, brand awareness, destination personality & customer satisfaction have a noteworthy consequence on brand equity.

*Severi and Ling (2013)*<sup>40</sup> in their study discussed the association amidst the brand equity elements. To complete the research the different brand equity dimensions used like the association, awareness, perceived quality, loyalty & brand image. The researcher collected 300 data from the business graduates who were studying in one private university in Malaysia. The study revealed and indicates a mediating relationship between the

dimensions of brand equity. In another way relationship amongst awareness and brand value is intervened by brand affiliation and connection between the brand association and brand equity is interceded by brand loyalty.

*Pouromid and Iranzadeh (2012)*<sup>41</sup> In this research, the researchers have used David Aaker's customer-based brand equity model that has four dimensions respectively, brand awareness, brand association, the brand's perceived quality and loyalty. The study found the factors that influence brand equity's aspects these are family variables, brand's name, firm's image, and the price. The results revealed that family and business's image of the company/organization has a direct impact on brand awareness, brand association, and brand's perceived quality. Brand's name has the immediate effect on brand awareness, and the perceived quality of the brand and also the price has an immediate impact on perceived quality of the brand. Finally, the recognition, association and perceived quality of the brand have direct effects on brand's equity.

*Bojei and Hoo (2012)*<sup>42</sup> researchers tried to scrutinize the relationship between brand equity dimensions and current usage on the repurchase intention. Pearson Correlation test and Mediation test was conducted to answer the relationship, and before these tests, the data checked for normality and reliability. Current use was found to have the significant association with repurchase intention, i.e., once the customer had the experience to utilize and receive the benefits of adopting cell phone, their expectation to buy another cell phone in future increments. The brand equity dimensions, i.e., brand awareness, association, perceived quality, loyalty had found the positive relation to the repurchase intention of a smartphone, and brand awareness has the highest relationship with repurchase plan.

*Tan and Liew (2012)*<sup>43</sup> conducted on “Consumer-based Brand Equity in the Service Shop.” The 602 data collected for study. Findings revealed that the factors of service quality in the service contained physical assets, responsiveness, sympathy, affirmation, recuperation, and learning. The causal impacts of service quality are fundamentally more noteworthy than item prompts in designing good shopper reaction towards the brand. The significant commitment is that it gives fundamental understanding

into the improvement of shopper- based brand equity in the service sector that depends on typology-particular.

### **Review Relating to Brand Preference, Brand Awareness, Brand Loyalty, Perceived Quality and Brand Association**

*Punniyamoorthy and Parthiban, (2015)<sup>44</sup>* reported about the brand awareness of female consumers towards FMCG products. In this study, the respondents were selected using convenience sampling from 15 different orphanages located in Chennai. The sample size of this research was 100 women users of face wash. The data was analyzed by using Correlation coefficient, Chi-square test and Analysis of Variance (ANOVA). From the analysis, it was concluded that there was a significant difference between period of using favourite brand and changes in favourite brand. There was a relation between favourite face wash and first brand that comes to mind when think of face wash. There was significant difference between the customers preferences regarding the factors considered for brand awareness. A study was conducted to see the awareness of brands of personal care products especially face wash. It was observed that consumer's expectations were quality, benefits offered and packaging of face wash product. Consumers will produce brand loyalty because good product quality and increase their repurchase behaviour further. A high evaluation indicates that consumers were satisfied. Most of the consumers prefer branded products with the belief that quality was assured as the manufacturer of reputed companies for example, Ponds, Fair & Lovely, Garnier, Himalaya, Lakme, Dove etc.

*Dhanalakshmi and Ganesan (2015)<sup>45</sup>* analyzed the brand loyalty among the consumers towards bath soap. The sample size of 430 respondents was selected from the respondents of Chennai. The sampling technique used was a convenient sampling method. The tools used were correlation and regression. From the analysis, it was found that the quality and brand trust of the soap can induce purchase intention. The bath soap branders make an effect of affective and cognitive mode of affection among customers towards their bath soap brand. It was concluded that the consumer preference was one of the important factors of marketing; FMCG companies must find out consumer wants and then translate these desires in to meaningful technical language. Knowledge of buying behaviour of different market segments help marketers to identify buyers who support the company.

In toilet soap market, generally buyers were of low or reasonable price minded, expecting free gifts, quality and modification, the company should take up some changes in their product to cover more market area and attract more customers to compete with their competitors. FMCG companies should concentrate their innovative strategies and distribution channels to attract the new customers and retain the existing customers.

*Astha Joshi and Geeta Nema (2015)*<sup>46</sup> explored the awareness about sensory branding in FMCG sector among sample respondents and the variables contributing to the building of sensory branding. The random sampling was used to collect data from 128 respondents. Among the respondent the age group ranging from 15-20 and 20-35 i.e. youths were found to be most influenced by sensory branding whereas the population above 50 years were observed to be least influenced by these strategies thus companies need to put more effort to develop strategies which can influence them. Out of 128 respondents 104 were aware about sensory branding and only 24 respondents were unaware of that, so the researchers says that most of the customers were aware of that and influenced by sensory branding technique used by FMCG companies. Thus, marketing managers must grasp the individual and collective impact of multiple sensory dimensions and use the mode of electronic media to create awareness among the customers. By using the language of senses FMCG companies, can attract a lot of customers and form a brand image of them by targeting the right sense for right product.

*Vishal Raut and Shubhangi Walvekar (2014)*<sup>47</sup> identified the consumers' preference for branded and unbranded products of edible oils. For this study, total of 104 respondents were surveyed. These were analyzed with the help of Chi-square test & with simple percentage analysis. Among the sample, it was observed that the respondents with age group of 26-35yrs prefer branded products. Health was considered to be an important parameter for the selection of Edible Oils. It was concluded that consumers prefer branded products over unbranded products of Edible Oils. Healthy Edible Oils were on priority for selection on any brand of Edible oil than any other attribute. The region had satisfied customers with reference to the brand they presently use. For marketers, it was necessary to create a brand that focuses on healthy life style. Consumers were on the verge of comparing different brands available in the market and finalizing the healthy products with economical prices.

*Shabir Majeed, (2014)*<sup>48</sup> stated the impact of media on brand awareness & Preferences. The study was confined to 10 villages of the district Pulwama of J&K State. Total of 100 respondents were chosen for survey adapting simple random sampling technique. From the study, it was observed that the respondents of different gender groups had different attitude towards the various brand products. Income factor greatly influences the demand for branded products, the dependents were more aware and conscious about the brand of their daily consumption goods. The brand awareness in rural areas particularly in respect of beauty care and health care products was showing an increasing tendency. There was an increasing trend among the people of rural areas about the awareness of various brands of the daily consumption goods. People of rural areas are becoming more conscious about their health and other aspects of life. The need of the hour is only to make aware the rural customers regarding the brand availability of daily consumption goods by educating them about the need to the use of branded products.

*Kalaiselvi, (2014)*<sup>49</sup> explored the brand preference and awareness of consumer towards FMCG products. The study was confined to Coimbatore city. Simple random sampling technique was used to collect the data from 100 respondents. The information gathered through the questionnaires was analyzed with the help of SPSS 18 software by using the Tabular Presentation, t test and Analysis of Variance (ANOVA). It was concluded that the average awareness of the respondents in the market was 75%, in case of shampoo, in case of washing powder the average awareness of the respondents was 70.3%, in case of soap the average awareness of the respondents was 72.02%, in case of Tea it was 64% and in case of Toothpaste the average awareness was 73%. From the analysis it was found that when testing the hypothesis, the male and female attitude towards the brand differs significantly. The brand awareness particularly in respect of beauty care and health care products was showing an increasing tendency. People were not worried about the price of the products. The marketing agencies were advised to conduct health awareness programs to educate the people about the need to use the health care products to arrest tooth decay, hair fall, dry skin, etc.

*Jyoti Pradhan and Devi Prasad Misra (2014)*<sup>50</sup> reported in the study, that the factors influencing brand awareness and preferences toward toilet soaps in rural consumers. For the purpose, a descriptive research was carried out. The data was collected

from five villages of Keonjhar district. Thirty consumers from each village were selected randomly constituting sample size as 150. The data collected was analyzed mainly through descriptive statistics, using Chi-Square method. From the analysis it was concluded that the average awareness of respondents towards toilet soap in the Keonjhar district was 37.96%. The highest degree of awareness was found with Lifebuoy followed by Lux and the brand awareness was least for Dove. It was found that there was no statistical association between gender and brand preference towards toilet soaps in rural market. People living in rural India were enthusiastic and curious to learn new things and thus were becoming more demanding. These factors not only boosted their economy and purchasing power but also ignited the inherent virtue of human beings to look and feel better and thus inclined towards toilet soaps and other cosmetics. Quality was also important in the context of rural purchase preference and consumption of FMCG.

*Chandra Sekhar (2012)*<sup>51</sup> identified the presence and the importance of local brands and the brand loyalty of various brands in rural markets. The study was conducted on a sample of 60 respondents. Simple percentage analysis was used to analysis the data. The researcher concluded that in soap category, awareness will match with purchasing behaviour and brand loyalty was more in Badangpet and Nadergul region and less in Chintulla. In Biscuits category consumers mostly buy in loose those were available in nearby shops like salt biscuits, Osmania biscuits etc. Parle-G and Tiger were mostly used brands in Badangpet. Coffee Consumption was very less or no consumption in Nadergul and Chintulla. In washing powder category, Nirma dominate all the three selected sample rural markets regions. In remote area like Chintulla Nirma sell Rs.1 Sachets. In washing soap category Rin, 501, Nirma, XXX and Extra Local Brand dominates all the three selected rural markets. In Face Powder category Pond's, Cinthol, and Santoor dominates the market and it also need to see in other angle that consumption level was least. In Cold Cream Category Pond's has dominated the market in consumption in Badangpet. The researcher suggested that the people in villages were subject to traditions, habits, preferences and socio-cultural pressures.

*Yuvarani, (2013)*<sup>52</sup> analysed the factors influencing post purchase behaviour and brand loyalty among the rural population and ascertain the evaluation of alternatives and brand awareness and brand knowledge of rural consumers in Salem district. The random

sampling method was used to collect data from 600 respondents, representing 10 from 60 villages had been proportionately chosen from the 4 revenue divisions in Salem District. The tools used for the research was Factor analysis, Cluster analysis, t-test, One Way Analysis of Variance, Multiple Regression and Correspondence and Association Analysis. The findings from the research were that the rural consumers of Salem District were highly aware of shampoo and its significance in preventing dandruff. The consumers of biscuits strongly agreed that it reduces hunger. The consumers of bathing soaps strongly agreed that the attributes give fragrance and a refreshing feel and stop the bad odour. The research concluded that the perception of a rural consumer was as equal as the perception of an urban consumer. The respondents were able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product. The respondents were able to collect maximum information of the product through Television advertisements.

*Gomathi and Gomathi, (2013)*<sup>53</sup> examined that the level of satisfaction of consumers towards personal care products and the brand awareness of consumers towards personal care products. For this purpose, data was collected from 500 respondents on the basis of convenience sampling. The statistical tools used for the analysis were percentage analysis, chi-square test and weighted score ranking. It was concluded that to survive in this competitive competition, the company need to be the best. FMCG was able to maintain hold its top rank providing quality product at reasonable price to consumer. Quality was the main motivating factor for the consumer to buy the product of FMCG. Introduction of new products in the market to satisfy the consumer was also an importance reason for FMCGs to hold the top in the consumer market. FMCG goods that were generally used short period of days, weeks, or months and within one year. FMCG had a short life, either as a result of high consumer demand and the product deteriorates rapidly. Purchase of FMCG products involved many buying behavioural patterns. Better understanding of consumer perception towards FMCG products will make high profits to the supermarkets.

*Shehbaz Qasim, (2013)*<sup>54</sup> analysed the factors which improved the selection or preferences of FMCG brand products than others and evaluated the factors impacting on consumer behaviour for brand preferences among FMCG sector. For the purpose of analysis the data was collected from 400 respondents. The statistical techniques used for analyzing the data were descriptive statistics, Canonical correlation analysis, Stepwise

regression analysis and Anova. From the analysis, it was found that the intra correlation matrix indicated significant positive correlations consumer behaviour and promoting FMCG products. Significant positive correlations were found between consumer behaviour with personal life and promoting FMCG products factors interfering with personal life, followed by promoting FMCG products with personal life and Factors impacting consumer behaviour. It was concluded that the consumer behaviour research instruments were critical from an organization's viewpoint as these empower the organization in better understanding and measuring buyer tastes, preference and conduct. From the findings, it was recommended that variables under components like dependability and item properties assumes a critical part at this low monthly income and price cognizant set of respondents. Advertisements and offers have significant effect on bigger family unit and youths. In the meantime, when they purchase tasteless items, they support desire value for branded items which stays limited because of absence of cash.

*Mridanish Jha, (2013)*<sup>55</sup> examined the brand awareness of rural customers for FMCG Products and the brand preferences of rural customers for FMCG Products. The data was collected from the selected respondents of rural areas of Bihar. Five villages were selected and twenty respondents from each village were selected. The total sample selected was 120. Data was collected on the convenience sampling. The data was analyzed by the Percentage, Mean and Standard Deviation. From the analysis it was found that the maximum respondents were from an age group of 35-45 years. The educational levels of the respondents were also moderate and it varied significantly between the qualifications 10th to Graduate. The researcher concluded that the rural consumers had become value conscious as reflected by their buying behaviour. Quality was important in the context of rural purchase and consumption of FMCG. Therefore, organizations should not compromise on the quality of FMCG. Customers preferred some of the popular brands but they also preferred local brands. The loyalty status for brands was also moderate in the rural markets. Marketers need to focus on plummeting the information search time by inducing product trials and successfully reaching out to the consumer through ideal information channels.

*Ahmed Moolla and Christo Bisschoff (2012)*<sup>56</sup> evaluated the model to measure brand loyalty of FMCG Products and determined the correlation coefficients between the

brand loyalty influences of the three selected products. For this a stratified sample of 550 post graduate management students in full time employment was selected from four South African business schools. The tools such as exploratory factor analysis, Kaiser-Meyer-Olkin (KMO), Cronbach Alpha were used to test the reliability of each of the brand loyalty influences in the model. The five-point test used to determine the similarity between the consumer products with regard to each influence revealed strong similarities in each category. The values loaded for all products in all categories were primarily consistent and similar. There was also a strong correlation between all three products in all categories items as confirmed. The correlation coefficients also yielded similar values. All three results of the three-point test suggested strong resemblance between consumer products related to influences selected. This means that the model to measure brand loyalty had passed the test for the three FMCG products and that the model measures toothpaste, coffee and bread similarly.

*Devibala and Rangaswamy (2011)*<sup>57</sup> reported that the popular brand of cosmetics used by majority of the college girls with reference to the districts of Tirunelveli and Tuticorin and focused the brand preference for cosmetics among college girls in the districts. A sample of 150 girls students were selected on basis of stratified random sampling method. The statistical tools such as averages, percentages, weighted average, tables, diagrams and Likert's five point scale were used for analysis of the data collected. From the analysis, it was found that the majority of the respondents were spending less than Rs.500 per month on cosmetics. Lux was the most preferred bathing soap by majority of the respondents. Ponds was most preferred talcum powder by more than average number of respondents. Sunsilk and Clinic plus shampoo were preferred more or less equally by average number of respondents. Quality was the preferred factor for brand preference by majority of the respondents. The research concluded that the cosmetics was a preparation extremely applied to change or enhance the beauty of skin, hair, nail, lips and eyes. It was not only used by females but also by males. Mushroom growth of beauty parlors was the testimony for the importance of cosmetics.

*Naveen Kumar Vijay Kumar Gangal and Nitika Gautam, (2011)*<sup>58</sup> evaluated that the brand preference in reference to fast moving consumer goods companies in rural India. Also the researchers found out the motives of the purchase and the factors affecting

purchase decision based on 4 A's i.e., Awareness, Affordability, Adoptability and Availability for the Survival of FMCG Companies in rural India. Convenient sampling method had been adopted for administering the questionnaires and the data was collected from 200 respondents. From the research, it was found that the skincare & fragrance had been the prime reasons for using bathing soaps as personal wash. The researchers had suggested that the soaps and detergent brands were more popular in urban markets. Since, real India lives in rural areas and it was potential market for all types of soaps and detergents. From this study, it was advised to the company to develop a tailor made marketing mix with more emphasis on product mix should be designed by them. It was concluded that the Indian rural market had a huge size and demand base.

*Guru Ragavendran et al., (2009)*<sup>59</sup> identified the factors influencing brand awareness of Chik and Chik Satin shampoo. This study was carried out to estimate the current brand awareness and to suggest methods for improving the shampoo Products of CavinKare Pvt. Ltd. The data was collected from the target consumers of 18-35 years age at 30 different places through structured questionnaire. Pareto analysis was used to know the quality problems of major attributes. From the research, it was found that the consumer perception on brand awareness and position of product in the market were quality, benefits offered and packaging of shampoo product. From the research, there were some of the suggestions made towards improving brand awareness through quality attributes.

*Amarnath and Vijayudu (2009)*<sup>60</sup> examined that the brand awareness in rural area and the interest of consumers in branded products of Fast Moving Consumer Goods (FMCG). Further, the researchers found the reasons for preferring branded products in rural areas. For this purpose of the study, the purposive sampling technique was used to collect the data from 240 respondents. The statistical tools such as mean, standard deviation, t-test were used for the analysis. The findings from the study denoted that package was playing a vital role i.n choosing and recalling and to find a product by a customer. It was noted that the respondents below 30 years age group was showing a significant difference on awareness of these products. The researchers concluded that the brand awareness in rural areas particularly in respect of beauty care and health care products was showing an increasing tendency. People were not worried about the price of the products. The respondents were showing willingness to spend higher price when they realize that they can afford to spend.

## **Review Relating to Relationship among Customer Based Brand Equity Dimensions**

*Lin, Huang and Lin (2015)*<sup>61</sup> investigated the customer based brand equity. Customer based brand equity has provided the memorable experiences to the customers rather than selling services. Customer based brand equity has the tendency to influence the repurchase intention of the customer. The subjective quality judgment of the customer has been influenced by the experiences of the personal product, unique need and consumption situations. Brand awareness is related to the likelihood in which the brand name has significantly created an impact on the buying decision of the customer. Further it has contributed to the brand equity for experienced customers at different level of degree.

According to *Fayrene and Lee (2011)*<sup>62</sup> the perceived quality is analyzed as a dimension of customer based brand equity rather than as a part of the whole brand association. The perceived quality is regarded as the judgment of the consumers about the overall superiority or excellence of the product which is entirely different from the objective quality. Objective quality refers to the measurable, technical and verifiable nature of services/products quality controls and processes. A high objective quality does not contribute necessarily to brand equity. Since it is not possible for customers to make absolute and correct judgments of the objective quality, they utilize quality features in which they relate with the quality.

*Christodoulides and Chernatony (2010)*<sup>63</sup> conducted a work on the brand equity measurement in an online context and through interviews with experts identified five dimensions of e-tail brand equity and they are emotional connection, online experience, responsive service nature, trust and fulfillment. Also, brand equity building is implicative of one of two generic strategies: a price premium strategy or a market share strategy. In the former case, revenue premium provides satisfactory results. On the other hand, in the case where the brand in question strives to increase its market share, the price premium method fails to deliver accurate results of brand value. Third, often no equivalent generic product is available, but even when it is available, likely to be extremely difficult to obtain a breakdown of the competitors' profitability figures by individual product line.

*Tong and Hawley (2009)*<sup>64</sup> studied about measuring the customer based brand equity. Brand equity has played a strategic role in gaining the competitive advantage and wise management decisions. Brand equity is denoted as the added value endowed by the name of the brand. Customer based brand equity has led to greater revenue, lower cost and high profit. It also has higher implications for the ability of the firm to command the higher prices and the success of brand extensions. Authors have pointed that there is an indirect and direct approaches available to measure the customer-based brand equity. Awareness and association are considered as the two components separated from the concept of brand equity.

*Chaudhuri and Holbrook (2001)*<sup>65</sup> on the basis of their work have declared that the brand loyalty is related directly to the brand price. Loyalty then is considered to be a key dimension of customer based brand equity. In the marketplace, behavioural loyalty is related to the customer behaviour, which could be prominently shown by the amount of the replicated purchases or the promise to re- buy the brand as a most important choice. Cognitive loyalty means that a brand comes up first in the mind of the customers, when the requirement to have a purchase choice occurs, which is the first choice of the customers. Price premium is regarded as the sum or total a customer would pay for the brand in comparison with another brand providing comparable benefits and it might be low or high and negative or positive depending upon the two brands engaged in the comparison.

According to *Asare, (2000)*<sup>66</sup>, the customer-based brand equity has several dimensions, and on the other hand, a common acceptance as to which dimensions have to be put to use while determining the customer-based brand equity has not been considered. In this prevalent competitive business environment, the brand equity has been one of the key issues in most researches of marketing since it has identified to make value for both the customer and firm-value to the organization or firm by developing and improving the efficiency and the effectiveness of the valuable programs of the marketing, price premiums, brand loyalty, trade leverage, brand extensions, etc. and the customer value by means of improved information interpretation and assessing decision of purchase satisfaction and confidence.

## **Review Relating to Influence on Pre-Purchase Factors and Post-Purchase Satisfaction**

*Kaleeswari (2017)*<sup>67</sup> studied rural consumer buying behaviour and brand consciousness about durable goods. The study mentioned various factors like increase in disposable income, awareness of product and affordability has brought about changes in the rural consumption patterns in the consumer durables market. The findings of the study revealed that amidst the various consumer durables television and mobile phones play an important role and customers in the rural market are becoming more brand conscious as well as look at the price and avail discounts. The consumption patterns in the age wise analysis revealed that age group between 21-50 are more dominating. The author concluded that marketers need to customize their offerings/products as per the customer's preference, as customers are considered the king and also utilise various forms of media to communicate to the customers. Therefore a marketer who is able to develop strategies as per the needs of the customers in rural markets are likely to be more successful.

*Nadira Bessouh, Ali Iznasni, Abederrazeh Benhabib (2016)*<sup>68</sup> assessed the influence and structure of roles in purchase decisions. The author mentioned that the decision making process depends on the type of product to be purchased certain products like perfumes are decided by individuals only whereas other products like durables require entire family to be involved in the decision making process. The author concluded that in the Algerian context religion and culture are important the influence of wife and children is important and plays a great role in the urban context than in the rural context. The role of family members differ based on the product to be purchased, socio cultural factors is considered important therefore marketers have to take note of it.

*Baskaran and Krishnamurthy (2016)*<sup>69</sup> aimed to study the pre and post purchase behaviour of consumer durables. The author conducted an empirical study by collecting responses from 1000 respondents through interview schedules. The results of the study were that there was lack of brand loyalty among consumers, the consumers are more inclined to switch brands based on the benefits sort, it was also found that the demographic factors have no much influence on the attributes of products while the study indicated that the level of importance linked to characteristics of quality of the product based on various segments of consumers who are different in terms of economic status, educational level etc.

*Rajeswari and Pirakatheeswari (2014)*<sup>70</sup> attempted to study the consumer behaviour and factors influencing the purchase decision of durable goods. The author had conducted a primary survey of 50 respondents as the sample size for the study. The author concluded that the marketers have to understand and communicate with the consumers to succeed in the market; this can be done by customizing the products as per the needs and requirements of the customer. Therefore marketers who develop strategies by understanding the behaviour of customers are likely to be more successful by taking advantage of the same.

*Patel Jaykumar. And Joshi (2013)*<sup>71</sup> conducted an empirical study of the purchase pattern of consumer durables. The author adopted convenience sampling method to obtain responses from 100 respondents. The findings revealed factors like brand name, warrantee and guarantee, price and after sale service play an important role in decision making process of rural consumers, role of television as a media and influence of reference groups like friends, neighbours, and relatives were found to have an influence in the purchase of durable goods. It was also found that the consumers in this region were not brand loyal and prefer.

*Sarangapani A and Mamtha T. (2008)*<sup>72</sup> have explicitly examined the post purchase dissonance of the consumer in west Bengal. The consumer reaction toward post purchase experience of various products such as (1) gathering experience towards the product and retailers which becomes a memory, putting check on selection of the product and making a appropriate adjustment in future buying decisions. The post buying behaviour of the consumer mainly depends upon education and awareness. A bad experience of a retailer may cause a problem to a marketer for a long time period and converts in a negative frame of mind and negative publicity. The rural consumers are very price conscious which results into usage of lower or private 61 label. Rural consumers are not willing to pay for value additions and they are happy with basic offering. The effective communication with transparent policy can reduce the post purchase dissonance or dissatisfaction. This policy is useful for the development of positive perception towards the brand. The company needs to build the ground for retailers to provide services to the consumers because retailers play a very vital role in brand building. Thus the consumers get educated through usage of the consumer durable goods which will reduce the post purchase dissonance.

*Mohanty Dakshi (2003)*<sup>73</sup> has studied the LG's rural marketing approach with special reference to Indian sub-continent. The LG's presence in rural and urban market but in rural market LG's has set up its operations in the form of back – office support by opening offices in semi urban and rural areas which are named as central area offices and remote area office and depending upon type of town its classification has been done. This is treated as a very important move for infrastructure development and distribution of goods and after sales function/service to the rural area. A unique strategy in the form of different models, different channels has been launched by the company, which not only suffice the local requirements but also saves extra cost to consumer, as it has its own distribution network.

### **Research Gap**

Although numerous researchers have made theoretical and empirical contributions to the study of Branding in various industries. The area of consumer durables industry is not adequately researched with Customer Based Brand Equity with the relationship of Pre- Purchase Brand dominance factors and Post – Purchase Satisfaction. Literature also reveals that the earlier studies on measurement of customers' perception on the various influencing factors of Brand Positioning and Customers' satisfaction on branded products impact on Brand Loyalty and Purchase Intention were adequately studied for consumer durables industry especially in Indian context. Thus, there is a lot of scope for the research to fill this gap. The research focusing on a study on brand preference, buying behaviour and customer based brand equity on select consumer durable products in consumer durables industry in India particularly in Coimbatore, which may be useful to the Indian Consumer Durables Industry for the increase in sales, profit, customer satisfaction and brand equity thereby organizational development as well as to the consumer community to maximize the quality of products and services provided by the manufacturers of consumer durables.

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