

**A STUDY ON BRAND PREFERENCE, BUYING BEHAVIOUR
AND CUSTOMER BASED BRAND EQUITY ON SELECT
CONSUMER DURABLE PRODUCTS**

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Chapter VIII

CHAPTER VIII

FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter presents the findings observed from the analysis of the measureable data collected during the study, Suggestions made on the basis of the findings and conclusion of the study. The study aims at explaining in detail regarding the Brand Preference, Buying Behavior and Customer Based Brand Equity on Select Consumer Durable Products with special reference to Coimbatore City. This study aims at discovering the brand preference and the factors affecting the buying behavior of the consumers to analyze various dimensions of customer-based brand equity with respect to select durable goods. Influence of pre-purchase factors in the brand selection and the level of post purchase satisfaction of the consumers and to evaluate the relationship between Consumers buying behavior, various dimensions of customer based brand equity, influence of Pre-purchase factors and Post-Purchase Satisfaction. Customer based brand equity is said to be an important factor in marketing management which highly influences the customer's buying behavior. 500 respondents were chosen in systematic random sampling to take up the survey and questionnaires were distributed to the respondents and the findings obtained as a result of the survey is summarized below.

Objective:-1. To find the brand preference and the factors affecting the buying behavior of the consumers

Percentage Analysis: Percentage analysis of respondent's demographic profile, product attributes and brand preference details are given below.

Demographic Profile of the Respondents

- ❖ It is exposed from the study that 36 per cent respondents belong to the age group between 26 – 35 years, 54.8 per cent are male and 56.6 per cent of them are Married
- ❖ Regarding their Educational Qualification 45.0 per cent of the respondents are under graduates, and with respect to occupation status 30.0 percent are students and unemployed.

- ❖ 50.0 per cent respondents are one among the members in their family and the respondent's families with 4-6 members are 55.8 per cent
- ❖ With the respect to income 35.0 per cent of the respondents' earnings are Rs.30, 001- Rs.50, 000.

Product Attributes

- ❖ **Brand Purchase Decision** – It is found that 61.6 per cent of the consumers' purchase decisions are taken by all the members of the family.
- ❖ **Place of purchase** – out of 500 respondents, 37.4 per cent of the consumers' place of purchase towards branded consumer products in Exclusive Showrooms
- ❖ **Source of Awareness about Brand** - 49.0 per cent of the consumers' aware about brand through Television.
- ❖ **Sales Promotion appeals** - It is observed that, 27.8 per cent of the consumers' demands Gifts as sales promotion.
- ❖ **Change in Brand Preference:-**The result reveals that majority (71.6 per cent) of the respondents are changing the brand preference for consumer durable goods.

Favourite Brand Preference

- ❖ Out of 500 respondents 31.8 percent of the respondents have stated their favourite brand of refrigerator as Samsung.
- ❖ It is found that 35.8 per cent of the respondents have expressed their favourite brand of washing machine as whirlpool.
- ❖ Regarding Air conditioners 27.6 per cent of the respondents have expressed their favourite brand as L.G.
- ❖ It is observed that 31.4 per cent of the respondents have expressed their favourite brand of Mobile as Samsung.
- ❖ With respect to Television 37.4 per cent of the respondents have expressed their favourite brand as Sony.
- ❖ Regarding Laptop, 32.2 per cent of the respondents have expressed their favourite brand as Lenova.

Change in Brand Preference

Chi-Square Analysis

Chi-square analysis has been applied to find the significant association between change in consumer brand preference and various demographic profiles of the respondents. The factors such as Age, Gender, Education, Marital status, Occupation, Monthly income, Family Size and Family status have been considered as personal factors.

- ❖ There is no significant association between Change in preferred brand with respect to Age, Gender, Education level, Occupation, Family status, Monthly Family income and Family size of the respondents.
- ❖ There is a significant association between Changes in preferred brand with respect to Marital Status of the respondents. Hence result reveals that married people are frequently changing their brand preference.

Reason for Change in Brand Preference

Chi-square analysis has been applied to find the significant association between Reason for change in brand preference and various demographic profiles of the respondents. The factors such as, Age, Gender, Education Level, Marital status, Monthly income, Occupation, Family size and Family status have been considered as personal factors.

- ❖ There is no significant association between reasons for change of brand preference with respect to education, and family size of the respondents.
- ❖ There is a significant association between reasons for change of brand preference with respect to age group, gender, marital status, occupation, family status, monthly family income of the respondents.
- ❖ The result reveals that, the respondents in the age group of 36-45 years and female members are attracted towards sales offers and comparatively they have changed their brand preference and married respondents felt that “Advice of favourite persons” is the reason for the change in brand preference.

- ❖ The result founds that, whether Chief Wage Earner (CWE), Spouse of CWE or member of the family they are attracted towards sales offer provided by the brands. The result also reveals different monthly income groups are attracted towards sales offers and they are also influenced by their favourite person's advice.
- ❖ The result exhibits that mostly the respondents belong to various occupations are attracted towards Price Volatility and they have also influenced by their Favourite persons advice.

Reason for Choosing Brand

Kendall's Coefficient of Concordance

- ❖ It is seen from the Reason for choosing brand that the lowest mean rank is 5.02 for "Brand image & Power". It has the highest rank order value of 1. The highest mean rank is 9.39 for "Exterior design and look". It has the lowest rank. The result shows that there is very low similarity among the respondents. Hence, the reason for choosing the brand is based on the Brand image and power of the product.

Consumer Buying Behavior

The findings of descriptive statistics, ANOVA and Regression analysis are given in the following paragraphs:

Descriptive Statistics

- ❖ The highest mean rating is 4.4260 is found for the statement 'I will recognize or need of the product or brand before buying'. The lowest mean rating is 3.36 has been found for the statement 'I decide not to switch over to another brand even if they have more features'. The result reveals that the consumers are aware of the market condition, various brands available in the market and they have knowledge to choose the brands.

ANOVA

- ❖ The scores of consumer buying behavior do not differ significantly among the respondent's classified based on age groups, Education, marital Status, occupation, and family status of the respondents.

- ❖ There is a significant difference in the mean scores of consumer buying behavior between male and female respondents, monthly family income, and family size of the respondents.
- ❖ With respect to consumer buying behavior female respondents are comparatively different from male respondents.
- ❖ The result show that the respondents who have an income above Rs.90, 000 are comparatively different in their buying behavior when compare to other income group of the respondents.
- ❖ The family size 4-6 members in the family have different buying behaviour when compare to other family group.

Regression Analysis

- ❖ It is seen from the regression results that all the variables identified for the analysis have not been included in the equation. Out of six socio-demographic variables identified for the regression model only three variables were included in the equation.
- ❖ The positive regression coefficient of age group (1.094) indicates that, on average higher the age more will be consumer buying behavior scores.
- ❖ The regression coefficient of Gender is positive (1.962) and it is interpreted that the female respondents on average, have higher than male respondents. Scores. Hence, female have more positive perception on consumer buying behavior than male respondents.
- ❖ The negative regression coefficient of income group (-0.556) Indicates that, on average higher the income, lesser will be consumer buying behavior scores.
- ❖ It is seen from the regression table that ‘Age group’ has the highest beta value of 0.158 (absolute value is considered), which contributes more towards consumer buying behavior followed by Gender with a beta value of 0.153. The least contributing variable is found to be Monthly Family Income.

Objectives - II To analyze various dimensions of customer-based brand equity with respect to select durable goods.

Descriptive Statistics

Descriptive statistics of the four brand equity dimensions such as, brand awareness, brand loyalty, brand association and perceived quality are presented as follows

- ❖ **Brand Awareness** -The highest mean rating is 4.1780 for the statement ‘I know the manufacturer of my favourite brand of consumer durable products’. The lowest mean rating is 3.3380 for the statement ‘I can distinguish one brand from other’. The result discloses the consumers are more conscious and aware about their favourite brands.
- ❖ **Brand Loyalty** – The highest mean rating is 4.2680 for the statement ‘I use my favourite brand regularly’. The lowest mean rating is 3.1840 for the statement ‘I consider myself to be loyal to this brand’. The result discloses the consumers are more loyal to their used brands.
- ❖ **Brand Association** - The highest mean rating is 4.1120 for the statement ‘Advertisement and other promotional activities of the brand made me to associate with it’. The lowest mean rating is 3.2940 for the statement ‘My Brand association is due to the utility of my brand’. The result founds the consumers are more associated and stimulate with their used brands.
- ❖ **Perceived Quality** - The highest mean rating is 4.2420 for the statement ‘Performance of the brand is superior’. The lowest mean rating is 3.3200 for the statement ‘The brand has very low defects’. The results indicate that consumers are additional attentive about the quality about their used brands and agreed that brand has met their expectations.

Multivariate Analysis of Variance (MANOVA)

MANOVA Technique is used in this section for the analysis of dimensions relating to the ‘customer based brand equity dimensions’. The scale consisted of several different numbers of statements grouped under four dimensions namely Brand Awareness, Brand Loyalty Brand Association and Perceived Quality.

The four brand equity dimensions such as, brand awareness, brand loyalty, brand association and perceived quality were simultaneously compared across several personal variables.

❖ **Perception on Brand Equity Dimensions by Age**

The Brand equity dimension shows that all the four dimensions have significantly different among age groups. The result shows that the respondents are in the age group of less than 25 years are differed in all the brand equity dimensions when compare to other age groups.

❖ **Perception on Brand Equity Dimensions by Gender**

The Brand equity dimension shows that all the four dimensions have significant differed among gender groups. The result exhibits that in all brand equity dimensions female respondents are significantly differed when compare to male respondents.

❖ **Perception on Brand Equity Dimensions by Education Level**

In the MANOVA table, since The F-value (1304.647) is found to be significant at 1% level as the calculated. F-value is higher than the value for the education level effect is significant the hypothesis that “The brand equity dimensions namely, Brand Awareness, Brand Loyalty, Brand Association and Perceived Quality have significant difference among the Education level groups of respondents is rejected”.

❖ **Perception on Brand Equity Dimensions by Marital Status**

The Brand equity dimension shows that all the four dimensions have a significant differences among marital status of the respondents. It can be concluded that in all the brand equity dimensions the unmarried respondents are significantly differed when compare to married respondents.

❖ **Perception on brand equity dimensions by Occupation**

The result founds that, among all dimensions student group is significantly differed when compare to other groups. Which shows the youngster have more awareness about brands, they are closely associated with brands and loyal to their favourite brands.

❖ **Perception on brand equity dimensions by Family Status**

In the MANOVA table, since The F-value (988.000) is found to be significant at 1% level as the calculated. F-value is higher than the value for the Family status effect is significant the hypothesis that “The brand equity dimensions namely, Brand Awareness, Brand Loyalty, Brand Association and Perceived Quality have significant difference among the Education level groups of respondents is rejected”.

❖ **Perception on Brand equity dimensions by Monthly Family Income**

The Brand equity dimension shows that all the four dimensions have significant differences among Monthly Family income groups. Interestingly, the respondents who have less than an income Rs.30000 are significantly differed among other respondents expect brand loyalty dimension. The respondents earning income between Rs.70000-Rs. 90000 are significantly differed in brand loyalty dimension.

❖ **Perception on brand equity dimensions by Family Size**

The Brand equity dimension shows that brand awareness and perceived quality the dimensions have significant differences among family size groups. But in case of brand loyalty and brand association the scores are not significant. The result exhibits that for brand awareness and perceived quality there is a significant difference among the respondents who have 4-6 members in the family.

Correlation between Brand Equity Dimensions

- ❖ It is seen that all the four brand equity dimensions are positively correlated. The positive correlations show that increase in the perceptions score of one dimension will also increase in the scores of other dimensions.
- ❖ The highest correlation is 0.583 between Brand Awareness and Brand Association and the lowest being 0.511 between Brand Loyalty and Perceived quality. The results show that the all the four brand equity dimensions are positively and strongly associated with the each quality dimensions.

Objectives – III To Study the Pre-Purchase Brand Dominance Factors in the Brand Selection and the Level of Post Purchase of the Consumers.

Pre-Purchase Brand Dominance

The results of descriptive statistics, ANOVA and Regression Analysis for pre-purchase brand dominance is give in the following paragraphs

Descriptive Statistics

- ❖ The highest mean rating is 4.2120 for the statement ‘Advertisement & Promotions’. The lowest mean rating is 3.3420 for the statement ‘Information provided by branded products related magazines’.
- ❖ The result reveals the consumers will consider the various factors such as, variety, style, safety, technology, user friendly, price in the selection of brands before consumer purchase the durable goods.

ANOVA

- ❖ The scores of Pre-purchase brand dominance do not differ significantly among the respondent’s classified based on family status of the respondents.
- ❖ The scores of Pre-purchase brand dominance differ significantly among the respondent’s classified based on age, education, occupation, monthly family income and family size of the respondents.
- ❖ The respondents in the age group of less than 25 years are more influenced are comparatively different from other respondents.
- ❖ The respondents who have undergraduate education have significantly differed from other respondents. They are more influenced by pre purchase factors.
- ❖ The result reveals that the respondents who are housewives are significantly differed and they are influenced by pre-purchase brand dominance of durable goods.
- ❖ The respondents who have an income group of Rs.30, 000 are comparatively different and influenced by Pre-purchase brand dominance factors when compare to other income group.

- ❖ The family size 4-6 members in the family have significantly different and they influenced by Pre-purchase brand dominance factors when compare to other family group.

t-test

- ❖ The mean Pre-purchase brand dominance factors scores differ significantly between male and female respondents. The result clears that the female respondents are more influenced by pre purchase dominance factors when compare to male respondents.
- ❖ The mean Pre-purchase brand dominance factors scores differ significantly between married and unmarried respondents. The result reveals that unmarried respondents are significantly differed and they are influence by pre-purchase brand dominance of durable goods.

Regression Analysis of Pre-Purchase Brand Dominance

- ❖ The regression analysis results show that all the variables identified for the analysis have not been included in the equation. Out of eleven variables considered for the regression analysis only five variables were included in the equation.
- ❖ The F-statistic value ($F=70.245$), which is found to be significant at 1 per cent level, indicates that multiple correlation (R) value is significant. That is there is a significant correlation between the dependent and the set of independent variables at 1 percent level.
- ❖ The regression coefficient of Gender is positive (2.429) and it explains that the female respondents on average, have higher scores (more positive perception on Pre-purchase Brand Dominance) than male respondents.
- ❖ The negative regression coefficient of Monthly Family Income (-0.568) indicates that, on average increase in income results in less pre-purchase brand dominance scores.
- ❖ Among the four brand equity dimension variables, only the factors included in the equation namely, Brand Awareness, Brand Association and Perceived Quality as significantly affecting Pre-purchase Brand Dominance. These three variables have

positive effects on overall pre-purchase brand dominance score as the respective regression coefficients are all positive.

- ❖ It is seen from the regression table that 'Brand Awareness' has the highest beta value of 0.311 (absolute value is considered), which contributes more towards pre-purchase brand dominance score. The next more contributing variable is Brand Association with a beta value of 0.219. 'Monthly Family Income' is the least contributing variable to pre-purchase brand dominance score of the respondents.

Post Purchase Satisfaction

Descriptive Statistics

- ❖ The highest mean rating is 4.3440 for the statement 'After sales services provided by brand'. The lowest mean rating is 3.5260 for the statement 'Resale Value'.
- ❖ The result reveals the consumers are more satisfied with their used brands. They are satisfied with durability, resale value, price, after sales service, performance of the product, user friendly and feeling prestigious about their brands.

ANOVA

- ❖ The scores of Post-purchase satisfaction do not differ significantly among family status of respondents.
- ❖ The scores of Post-purchase satisfaction differ significantly among age, Education, Occupation, Monthly family Income and family size of respondents.
- ❖ The respondents who are in the age group of less than 25 years are satisfied more when compare to other respondents. The student group of respondents are satisfied more when compare to other respondents.
- ❖ Interestingly the respondents who have school education are satisfied when compare to educated people.
- ❖ The result reveals that the respondents from lower income group agree and satisfied more on their Post-purchase satisfaction than other respondents from higher income groups.

- ❖ The family size 4-6 members in the family have different Post-purchase satisfaction when compare to other family group

t-TEST

- ❖ The mean Post-purchase satisfaction scores differ significantly between male and female respondents. With respect to post purchase satisfaction the female respondents are comparatively satisfied when compare to male respondents.
- ❖ The mean Post-purchase satisfaction scores significantly differed between married and unmarried respondents. Unmarried respondents are more satisfied when compare to married respondents

Regression Analysis

- ❖ It is seen from the regression results that all the variables identified for the analysis have not been included in the equation. Out of 13 variables considered for the regression analysis only five variables were included in the equation.
- ❖ The F-statistic value ($F=93.394$), which is found to be significant at 1 per cent level, indicates that multiple correlation (R) value is significant. That is there is a significant correlation between the dependent and the set of independent variables at 1 percent level.
- ❖ The factors namely, Pre-purchase brand dominance and consumer buying behavior have positive regression coefficients. That is increase in the scores of Pre-purchase brand dominance and consumer buying behavior will also increase the scores of post-purchase satisfaction. The regression result shows increased pre-purchase brand dominance also increases post-purchase satisfaction.
- ❖ The regression coefficient of Brand Association being positive, have more positive effect on overall Post-purchase satisfaction. That is, as the level of post-purchase satisfaction of the respondents increases as the perception on Brand Association also increases.
- ❖ Among four brand equity dimension variables only Brand Association have been included in the equation as the significant predictor. The regression coefficient of Brand Association being positive, have more positive effect on overall Post-

purchase satisfaction. That is, as the level of post-purchase satisfaction of the respondents increases as the perception on Brand Association also increases.

- ❖ It is seen from the regression table that 'Pre-purchase brand dominance' has the highest beta value of 0.439 which contributes more towards Post-purchase satisfaction score. The next more contributing variable is Consumer Buying Behaviour with a beta value of 0.149. Brand Association' dimension is the least contributing variable to Post-purchase satisfaction of the respondents.

Objectives:-IV To study the relationship between Consumers buying behavior, various dimensions of customer based brand equity, Pre-purchase Brand Dominance and Post-Purchase Satisfaction.

Path Analysis

Path Analysis was attempted to find the influence of Brand Equity Dimensions namely, Brand Awareness, Brand Loyalty, Brand Association and Perceived Quality on Pre-purchase Brand Dominance, Consumer Buying Behaviour and Post-purchase Satisfaction on selected consumer durables. Further, the effect Consumer Buying Behaviour on Pre-Purchase Brand Dominance and the effects of both Pre-purchase Brand Dominance and Consumer Buying Behaviour on Post-purchase Satisfaction were also studied. The mediation effects of Pre-Purchase Brand Dominance and Consumer Buying Behaviour between Brand Equity Dimensions and Post-purchase Satisfaction were also studied.

- ❖ The path coefficients were estimated and direct, indirect and total effects of exogenous and endogenous variables were found out. The Unstandardised and standardized regression weights were calculated.
- ❖ The results showed that except Brand Loyalty, other Brand Equity Dimensions, namely Brand Awareness, Brand Association and Perceived Quality had positive significant effect on Pre-purchase Brand Dominance and Consumer Buying Behaviour.
- ❖ Only Brand Association was found to have positive significant effect on Post-purchase Satisfaction. Pre-purchase Brand Dominance and Consumer Buying

Behaviour were found to have direct positive effects on Post-purchase Satisfaction. The effect of Consumer Buying Behaviour on Pre-purchase Brand Dominance was also positive and significant.

- ❖ The introduction of the mediating variables, Pre-purchase Brand Dominance and Consumer Buying Behaviour had significant effect on Post-purchase Satisfaction. The effects of Brand Equity Dimensions on Post-purchase Satisfaction were found to be lesser after the introduction of mediating variables.
- ❖ The standardized regression coefficients were found out to examine the relative contribution of each factor on the other. It was found that the direct effect of Brand Awareness on Consumer Buying Behaviour was relatively higher than other Brand Equity Dimensions.
- ❖ The effect of Brand Awareness on Pre-purchase Brand Dominance was also relatively higher than other Brand Equity Dimensions. The effect of Brand Association was comparatively higher than other dimensions on Post-purchase Satisfaction. Also, Consumer Buying Behaviour had more effect on Post-purchase Satisfaction on Pre-purchase Brand Dominance.
- ❖ Brand Equity Dimensions also had indirect effect on Pre-purchase Brand Dominance and Post-purchase Satisfaction. The indirect effect of Brand Awareness contributed more to Pre-purchase Brand Dominance compared to other Brand Equity Dimensions. The indirect effect of Brand Awareness was also higher on Post-purchase Satisfaction when compared with other Brand Equity Dimensions.
- ❖ It was observed that overall, Brand Awareness had more effect on Pre-purchase Brand Dominance followed by Brand Association. The total effect of Brand Awareness on Post-purchase Satisfaction was higher among Brand Equity Dimensions. Brand Awareness was the maximum influencing factor on Post-purchase Satisfaction followed by Brand Association. Consumer Buying Behaviour also contributed significantly to certain extent to Post-purchase Satisfaction.

Suggestions

- ❖ Brands must be constantly refined through the use of techniques like introducing variants, regular quality checkups, product modification and change in the design of products. The effect of updation in the branding techniques can be measured using marketing research. Since the availability of goods, quality and standard price also play a key role in the selection of purchasing branded products; the manufacturers should ensure that quality products are made available to the customers as and when required.
- ❖ Promotion also has a marginal role and this should not be ignored, especially in the light of the growing influence of the whole family in the shopping of consumer durable products.
- ❖ Customers switch their brand preference mainly due to advice of favourite person and sales offers. Hence, manufacturers should take every effort to attract more customers to give positive word of mouth about the brand to others along with appealing sales promotional offers to exert a pull on the minds of the customers which in turn makes for popularity of the brand.
- ❖ Though offers like price discounts, free service and cash refund are the most appealing sales promotional practices, such promotions should be used very cautiously as frequent discount offers affect the brand image and trust negatively and ultimately resulting in erosion of brand equity.
- ❖ The dimensions of Customer based brand equity have more impact on the consumer durable goods. The companies engaged in branding on Consumer durable products have to give more attention to appealing advertisements through popular media and intelligent sales promotional offers at proper timings to create good awareness and knowledge and maintain superior quality and standard price to boost brand image, so as to create brand purchase behaviour to build brand association, perceived quality and brand loyalty.
- ❖ All the efforts that the companies make for branding in modern marketing must be directed primarily to the ultimate consumers. Periodic market surveys must be

made to understand the changing consumer trends and preferences before implementing any branding activities.

- ❖ Selling the commodities of less quality with huge promotional offers is common during festive seasons. Since the customers are much brand conscious, a little disagreement may tempt the customers to switch their brand preferences. The manufacturers and marketers should take due care to prevent such activities in the market. It will build the image of the brand and the company also.
- ❖ The study found that demographic factors play a very important role in buying behaviour of the customers. As customer buying behaviour plays a vital role in product expansion and growth, the company should take individual interest and should be prepared to invest in research to gain knowledge regarding the behaviour pattern and buying decision making process of the customers.
- ❖ Among the different dimensions of customer based brand equity, brand loyalty is found to have the maximum impact on influencing the customer buying nature and firms must work hard to make customers trust. Marketers should implement ways to create and sustain loyal customers. There cannot be an enhanced and more successful advertisement tool than a loyal customer.
- ❖ Customers be supposed to buy a brand without any questions or second consideration in their mind and firms should make sure quality and reliability of the products to its customers. Creating a pleasing and appealing brand personality is compulsory for a manufacturer to construct a smooth connection between a customer and a brand.
- ❖ Customer based brand equity happens when the customer has good knowledge and familiarity with the brand and holds some strong, positive and exclusive brand associations in memory. Marketers must extend ways to improve brand associations aspects of their brand.
- ❖ There is requirement to evade products which are not eco-friendly. Consumer durable products like, Refrigerator, Air Conditioner, make energy loss and pollution. Even Mobile phone, Laptop present more electric waste to pollute the

world as it is not recycle or decomposed one. So it is necessary to protect the future generation, the manufacturers be supposed to construct and encourage a research and development for discover environment-friendly products.

- ❖ The companies attracted in extending their brand to other product categories and finding the ways of inspiring the users of a brand to recommend it to others should pay special concentration to the customer-based brand equity dimensions linked with the brand image, brand association, perceived Quality and brand loyalty. The development of these dimensions therefore offers a firm means of generating positive communications towards the brand.
- ❖ Managers of brands should therefore manage and seek to maximize customer-based brand equity with considering pre- purchase brand dominance and post- Purchase satisfaction, long term outcome of this would be increased profitability.

Conclusion

The consumer product industry is the biggest and most highly dynamic and growing industry in the world with a large number of customers of different categories of products who change their preferences frequently. Their taste, need, behaviour and purchasing style are always different. These customers are highly sensitive to the purchase and use of their products, especially the customers of consumer durable goods. At the same time, this industry is the one which faces more competition than any other industry in the world. As the customers are more brand conscious, the consumer goods companies have to look into the brand purchasing behaviour of the customers for creating satisfaction, attachment, trust and loyalty in the minds of the customers and companies are fulfilling their responsibility by designing, developing, producing and launching brands.

The consumer will recognize for the needs of the product or brand before buying and the consumers will select the best branded products among the alternatives so consumers are strongly agreed by the consumes of durable goods, whereas the consumer will search information from various sources before buying and the consumers will compare or evaluate the number of alternatives before buying, The consumers will purchase the product repetitively once they are satisfied with the product or brand.

It has been concluded that there exists a very significant association between consumer buying behaviour and various dimensions of overall customer based brand equity such as brand awareness, brand associations, perceived quality and brand loyalty. Customer based brand equity is said to have an informal relationship with its several dimensions and they are said to be dependent on one another and have a positive influence on one another. Another major finding of the study that significant relationship between customer based brand equity and pre purchase brand dominance and post level satisfaction. Like in all other product segments customer based brand equity is playing an essential role in the winning marketing of durable goods also. The study also gives insights on the impact of demographic features on customer based brand equity. The research recognizes that proper understanding of demographic information is crucial in creating and sustaining robust customer based brand equity. The customer's purchase intentions and buying behavior are highly influenced by the customer based brand equity. In order to record a particular brand name in the minds of the customer the manufacturer and advertisers should take more efforts.

Suggestions for Further Research

- ❖ Based on the results of this study, the following recommendations could be considered for future research
- ❖ Future research may also be aimed at determining the ideal marketing communication alternative that will help in building strong brand equity can be undertaken.
- ❖ The study may also be directed towards categorize extendibility of brand names to other product categories, factors that limit extendibility across time and usage conditions, and across market segments
- ❖ Another direction for future research engage further analysis of the drivers of consumer perception affecting customer based brand equity. The present study was limited to identification of key factors affecting consumer behaviour, pre-purchase and post satisfaction. The extent to which each of these factors contributes to perception is a matter for future research which can direct to long lasting advantages.
- ❖ The current study is based on the customer-based perspective of brand equity. The research can be tested with Firm Based Brand Equity to know about the Manufacturer Point of view. The concept of customer-based brand equity can be extended and this type of study can be made in the service sectors such as financial institutions, hotels and so on.