

## **A Study on Change in Consumers Brand Preference with Respect to Consumer Durable Goods**

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### **Abstract**

The markets in India today are swamped with a extensive range of competitive products and offers, range of consumer attitudes and preferences, increase of brands. Leisure time and luxury markets have explosion in the new millennium. Modern lifestyle changes and shifts in psychographic inclination have resulted in demand for novel and innovative range of branded products and services. In such a condition understanding consumer behavior has become more composite for marketing mix, segmentation and to expand new dimensions in consumer orientation in a changing environment. Brand preferences are frequently studied by attempt to study and identify the loyal consumers. This paper presents a study of reason for change in brand preferences. The study considered 500 respondents from Coimbatore city, Tamil Nadu, India. Systematic sampling method has been used to select the sample and questionnaire is used to collect the data. The study found that the consumers are ready to change their brand preference. The main reason for change in brand preference is sales offers and discounts provided by the manufacturers. It is suggested that the manufacturers and marketers should concentrate and predict the consumers mind to retain their brand image.

**Key words:** Brand preference, favorite brands, brand choice

### **Introduction**

The Indian market today with the diversity of consumer preference and proliferation of brands has observed new dimensions in consumer behaviour more particularly perception. When well considered and developed, a brand is an exciting picture held in consumer's minds. Brands stand out like guiding light in a sea awash with good quality products and services accessible to meet customer expression requirements, as consumers decide brands in great part to tell the world who they are. A powerful brand therefore, creates a must- have quasi monopoly for itself (Barlow,

Stewart, 2004). Judgment about brands are structured with logical evaluation and laced with emotion. Some brand experts believe that a brand is predominantly an emotional judgment.

Consumer behaviour with regard to products is not purely governed by plain logic ingrained in the psyche of the consumers. There are several imponderables that cannot be quantified by marketers and the domain of consumer behaviour deals with such imponderables as an important dimension. Consumer perception which is a spontaneous association which brands, human beings and companies trigger when consumers encounter specific images related to them has wide implications in the field of research. Perception is unique to each individual and it is not just objective reality. Different persons may have their own individual version of brand description based on perception. It is due to this perception many consumers form emotional bonding with the brand. This study has taken consumer durable goods and their brand preference. The study has also concentrated on reason for change in consumers brand preference.

### **Brand**

Consumer perception towards brand is an imperative aspect of marketing mix (Gabor &Contiu, 2012). Jin and Weber (2013) proposed that, brands provide primarily as a way for customers to recognize and distinguish goods and their marketers. From the 1930s onwards, brands were viewed as images that firms make to facilitate customers to both distinguish a brand from its competitors and identify the wants a brand promise to satisfy. Another characteristic of brand is that, it is strongly understood by academics and practitioners that brand reputation is becoming more and more important. Brands should have a positive repute to be successful and therefore beneficial to the organization.

### **Brand and Consumer Preferences**

Frequently, consumers will be likely to prefer a brand that they consider matching with their self-image. In this way each consumer at an individual basis will aim to replicate his or her own identity through choice and preferences. Brand preference is regarded as a main step in consumer decision making and connecting elements of selection. In ascertaining brand preference, consumers contrast and rank variety of brands by spotlight on their uniqueness with a consideration that a consumer would consider buying in the near future.

### **Statement of the Problem**

Understanding consumers' preference concerning purchase of any goods and services is a complex task. The task becomes even tough when it comes to consumer durables. The study on reason for change in brand preference of consumers is very significant for marketers and this information is applied to find out the consumers needs and wants. It is essential for the marketers to make a study on the consumers for their achievement in today's competitive marketing environments. Consumers exclusively make the decision on buying the products, selecting the place of purchase and selecting the brand to buy. Consumers also think about their own status

and prestige. Hence, numerical, economical, social, and psychological aspects should be estimated in many of the purchases. The question of "why consumers change their brand preferences and choice" has intrigued manufacturers, marketers and researchers for decades. The purpose of the present research is to understand the reason for change in brand preferences regarding consumer durable goods.

### **Objective**

The main objective of this study is:

- To find the consumer behaviour and to the reason for change in brand preference with respect to consumer durable goods

### **Methodology**

For the purpose of the study 500 respondents chosen at random by using systematic random sampling method. The area of the study limited to Coimbatore city. The primary data have been collected by administering a structured questionnaire from the selected respondents. For the purpose of analysis, the data have further processed by using statistical such as Percentage Analysis, Chi-Square Test and Rank Analysis.

### **Findings of the Study**

The findings of the study are presented in the following tables

#### **Percentage Analysis**

- ❖ It is found that out of 500 respondents, 36 per cent male respondents belong to age group between 26 – 35 years, 54.8 per cent are Female and 56.6 per cent of them are Married
- ❖ With respect to Educational Qualification 45.0 per cent of the respondents completed under graduate degree and regarding occupational status 30.0 percent are students and unemployed.
- ❖ 50.0 per cent respondents are one among the members in their family; the respondent's families with 4-6 members are 55.8 per cent and 35.0 per cent respondents' income between Rs.30,001- Rs.50,000.

#### **Product Attributes**

- ❖ **Brand Purchase Decision** - out of 500 respondents, 61.6 per cent of the consumers' purchase decisions are taken by all the members of the family.
- ❖ **Place of purchase** – 37.4 per cent of the consumers' place of purchase is Exclusive Showrooms
- ❖ **Source of Awareness about Brand** - The consumers' aware (49.0 per cent) about brand through Television.

- ❖ **Change in Brand Preference:**-The result founds that 71.6 per cent of the consumers are changing the brand preference for consumer durable goods.

**Rank Analysis**

Kendall’s Coefficient of Concordance has been used to find whether the ranks assigned by the respondents have any similarities. The Kendall’s (w) vary between 0 and 1.Higher the value of (w), higher the similarity among the respondents in assigning ranks.

**Table – 1 Reasonforchoosingbrand**

<b>Reasonchoosingbrand</b>	<b>MeanRank</b>
Brandimage&Power	5.02
AvailabilityandDurability	6.40
Easinessstouseandmaintain	7.15
Quality&Performance ofProduct	5.73
ValueforMoney	6.81
Reliability&LoyaltytoBrand	8.42
Betteraftersalesservice	7.99
Attractiveadvertisement	7.01
Comfortness	7.11
Excitingcolour	8.43
EnvironmentalFriendly	8.61
Affordableprice	8.24
Model	8.69
Exteriordesignandlook	9.39

*Source: PrimaryData*

Kendall'sCoefficientofConcordance

Kendall'sW	.089
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It is seen from the above table 4.17 that the lowest mean rank is 5.02 for “Brandimage&Power”.

Ithasthehighestrankordervalueof1.Thehighestmeanrankis9.39for“Exteriordesignandlook”.Ithasthelowestrankof14.Kendall’s (W)will vary between 0 and 1. Higher the value of W more will be the similarity of therespondents in their rank order. The Kendall’s W found for the 14 items is .089. Thisshowsthatthereisverylowsimilarityamongtherespondentsintheirrankingorder.

### Favorite Brand Preference

The analysis of favorite brands of various durable goods such as, refrigerator, washing machine, Air conditioner and mobile phones. The results are presented in the following table.

**Table-2 Favorite Brand Preference**

Durable Goods		Samsung	LG	Bosch	Haier	Whirlpool	N .A
Refrigerator	%	31.8	30.8	12.8	6.6	17.2	.8
Washing machine		<b>Samsung</b>	<b>L.G</b>	<b>Whirlpool</b>	<b>Bosch</b>	<b>IFB</b>	<b>NA</b>
	%	17.2	31.2	35.8	9.4	3.8	2.6
Airconditioner		<b>Whirlpool</b>	<b>L.G</b>	<b>Godrej</b>	<b>Haier</b>	<b>total</b>	<b>NA</b>
	%	15.8	24.4	27.6	21.4	7.8	3.0
Mobile		<b>Oppo</b>	<b>Vivo</b>	<b>Xiami (Redmi)</b>	<b>LG</b>	<b>total</b>	<b>NA</b>
	%	31.4	23.8	15.6	26.0	2.8	.4
Television		<b>LG</b>	<b>Sony</b>	<b>Panasonic</b>	<b>Haier</b>	<b>total</b>	<b>NA</b>
	%	17.0	27.0	37.4	13.4	2.0	3.2

Source: Primary Data

NA- Not Applicable

Out of 500 respondents 31.8 percent of the respondents have said their favourite brand of refrigerator as Samsung, 35.8 per cent preferred washing machine as whirlpool. With respect to Air conditioners 27.6 per cent of the respondents have expressed their favourite brand as L.G and 31.4 per cent have expressed their favourite brand of Mobile as Samsung. Regarding Television 37.4 per cent of the respondents have said their favourite brand as Sony

### Change in brand preference

Change in brand preference is imperative factor in the mind of present consumers. The results for change in brand preference given in the following table.

**Table-3 Change in brand preference**

Change in the brand	No.	(%)
Yes	358	71.6
No	142	28.4
<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Primary Data

It is observed that 71.6 per cent of the respondents are ready to change their brand preference and 28.4 of the respondents not changed the brand preference.

### Reasonforchangeinbrandpreference

The consumers are having every right to change their brand preference. The consumers were asked give the reasons for change in brand preference. The factors, such as, salesoffers, advice of favorite persons, pricevolatility, reduction inqualityof presentbrand, intensiveadvertisement and just forchange have been considered as reasons for change in brand . Chi square analysis was applied to find the significant relationship between reasons for change in brand preference with various personal factors. The factors such as, age, gender, marital status, monthly income, occupation and family status have been considered as personal factors

**Table-4 Reasonforchangeinbrandpreference**

Personal Factors	Value	df	Sig.
Age	43.254	15	**
Gender	11.901	5	*
Education	13.326	15	Ns
Occupation	59.119	25	**
Family status	31.070	10	**
Monthly income	43.048	20	**
Family Size	13.078	10	Ns

Source- Calculated

It is revealed from the Chi-Square analysis that, there is no significant association between reason for change of brand preference with respect to education, and family size of the respondents. There is a significant relationship 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 founds that, the respondents in the age group of 36-45 years, female members, different monthly income groups, whether ChiefWage Earner(CWE), Spouseof CWE or member of the family they are attracted towards sales offer provided by the brands. The result exhibits that mostly the respondents belong to various occupations are attracted towards PriceVolatility and they have also influenced by their Favoritepersons advice.

### Conclusion

This study attempts to understand consumer reason for change in brand preferences from the experiential viewpoint. The brand experiences comprise the subjective and behavioural reactions evoked by consumers interacting with the brand. Consumers perceive this impact either by matching or experiencing the brand, not by describing the brand using human traits. The findings

of the shows that majority of the consumers are ready change their brand preference. Various reason are there to change for their brand preference. The findings of this study would facilitatemarketers to build up an experiential branding strategy, build and consider the brand in consumers' minds, hence, support the brand experience. This strategy will allow the organizations to build strong brand image in consumers' minds, establish the appropriate pricing strategy, position the brand, identify its image and aim the marketing segment. Consequently, Manufacturers and marketers will be able to connect the experiential marketing by building consumer familiarity and construct experiential values for the brand.

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