

The Influence of Brand Image and Product Quality on Consumer Behavior towards Durable Goods

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Abstract:

This study examines the influence of brand image and product quality on consumer behavior towards durable goods, utilizing a sample of 100 respondents. By applying chi-square analysis, we aim to uncover the relationships between brand image, product quality, and consumer choices and loyalty. The research explores how a strong brand image influences initial purchase decisions and whether high product quality fosters long-term consumer loyalty. Additionally, the study assesses if these factors affect consumer behavior differently across various demographic variables such as age, gender, income, and education level. Findings from this analysis will provide insights into the significance of brand image and product quality in shaping consumer preferences and loyalty in the durable goods market, offering valuable implications for marketers and brands seeking to enhance their strategies and connect more effectively with their target audience.

Key Words:

Brand Image; Product Quality; Consumer Behavior; Durable Goods; Loyalty

Introduction:

Brand image and product quality are critical factors that significantly influence consumer behavior, especially in the context of durable goods. Durable goods, such as appliances, electronics, and vehicles, represent a substantial financial investment, making consumers more discerning in their purchasing decisions. A strong brand image, shaped by marketing efforts, word-of-mouth, and personal experiences, can evoke trust and prestige, often leading consumers to favor brands associated with reliability, durability, and superior service. Similarly, product quality, which encompasses factors like longevity, performance, and design, plays a crucial role in both the initial purchase decision and long-term brand loyalty. High-quality products not only meet or exceed consumer expectations but also justify higher price points and foster repeat purchases. This introduction sets the stage for exploring how brand image and product quality interact to shape consumer preferences and decisions in the durable goods market, where the stakes for both consumers and brands are particularly high.

Brand Image:

Brand image is a crucial element in influencing consumer behavior, particularly in the realm of durable goods. It encompasses the perceptions and associations that consumers form about a brand, shaped by various factors such as marketing campaigns, word-of-mouth, and personal experiences. A strong brand image can instill trust in consumers, often serving as a signal of a product's quality and evoking feelings of prestige or exclusivity.

In the context of durable goods—such as appliances, electronics, and vehicles—where purchases involve significant financial investments, consumers are more inclined to choose brands with a well-established and positive image. These brands are typically associated with key attributes like reliability, durability, and excellent customer service, which are essential for products that are expected to last for many years. Because of these associations, a strong brand image becomes particularly influential in the early stages of the consumer decision-making process. It helps narrow down the options, guiding consumers toward brands they perceive as trustworthy and dependable.

As a result, consumers are more likely to include brands with a solid image in their initial consideration set when shopping for durable goods. The reputation and perceived value of these brands often outweigh other factors, making brand image a decisive element in the consumer's choice. This underscores the importance of brand image in not only attracting consumers but also in shaping their overall purchase decisions. For companies, maintaining and enhancing a positive brand image is vital, as it directly impacts consumer preferences and drives the success of their products in the competitive market for durable goods.

Product Quality:

Product quality is a critical determinant of consumer behavior, particularly in the durable goods sector. Durable goods, which include items such as appliances, electronics, and vehicles, are typically long-term investments that consumers expect to last for several years. As such, the quality of these products plays a significant role in both the immediate purchase decision and the long-term relationship between the consumer and the brand.

High-quality products are those that meet or exceed consumer expectations, which leads to increased satisfaction and a positive perception of the brand. This quality is often assessed based on several factors, including durability, performance, design, and the availability of after-sales support. For durable goods, durability is a key component, as consumers expect these products to maintain their functionality over an extended period with minimal need for repairs or maintenance. The design of the product also contributes to its perceived quality, as it can enhance usability, aesthetics, and overall satisfaction. Additionally, robust after-sales support, including warranties and customer service, further strengthens the perception of quality by providing consumers with assurance that any issues will be promptly addressed.

In this context, perceived quality directly impacts consumer behavior by influencing their willingness to pay a premium price. Consumers are often willing to invest more in products they believe will offer superior performance and longevity, as this can reduce the likelihood of future expenses related to repairs or replacements. Moreover, the consistent delivery of high-quality products fosters trust and encourages repeat purchases. When consumers experience satisfaction with a product's quality, they are more likely to remain loyal to the brand and continue buying from it in the future.

This long-term loyalty is particularly valuable in the durable goods sector, where brand reputation and consumer trust are crucial. Consistent quality not only enhances consumer satisfaction but also solidifies the brand's position in the market. In a competitive landscape, maintaining high product quality can differentiate a brand from its competitors, making it the preferred choice for discerning consumers. As a result, product quality is not just a factor in the initial purchase but a cornerstone of sustained consumer loyalty and brand success.

Consumer Behavior:

The interplay between brand image and product quality plays a significant role in shaping consumer behavior, especially in the durable goods market. A strong brand image can initially attract consumers by creating a sense of trust and reliability, serving as a powerful draw in a competitive marketplace. However, the true test of consumer loyalty lies in the consistent delivery of high-quality products. While brand image may guide the initial purchase decision, it is the quality of the product that sustains consumer satisfaction over time and fosters long-term loyalty.

In the durable goods sector, where products like appliances, vehicles, and electronics represent substantial financial investments, both brand image and product quality are of paramount importance. Consumers often perceive a higher level of risk when purchasing durable goods due to their long-term use and the significant cost involved. This perceived risk makes consumers more cautious and selective in their decision-making process, as they seek to minimize the possibility of post-purchase regret. Consequently, consumers often use brand image as a heuristic, or shortcut, to simplify their choices. A well-regarded brand is typically assumed to offer products that meet certain quality standards, thus reducing the perceived risk associated with the purchase.

However, while a strong brand image can initially attract customers, it is the consistent quality of the product that reinforces their purchasing decision and encourages them to continue supporting the brand. High-quality products that consistently meet or exceed expectations not only satisfy customers but also create advocates for the brand. These satisfied customers are more likely to recommend the brand to others, further enhancing its reputation and expanding its customer base.

Consumers may weigh brand image and product quality differently based on their individual preferences and values, but in the context of durable goods, both factors are likely to be top considerations. The lasting impact of these elements highlights the importance for companies to not only build and maintain a strong brand image but also to ensure that their products consistently deliver on the promise of quality. This combination of strong branding and reliable product performance is key to winning and retaining customers in the durable goods market, where consumer trust and satisfaction are crucial for long-term success.

Review of Literature:

Smith and Lee (2019) This study explored the influence of brand image on consumer purchase decisions specifically for durable goods. The authors found that brand image significantly impacts the initial consideration set during the consumer decision-making process. Consumers tend to prefer brands that are associated with positive attributes such as reliability, innovation, and strong customer service. The study also highlighted that in the case of high-involvement products like durable goods, a strong brand image reduces perceived risk, thereby increasing the likelihood of purchase. However, the study noted that brand image alone may not sustain long-term consumer loyalty without consistent product quality.

Johnson and Gupta (2020) This research focused on the relationship between product quality and brand loyalty in the durable goods market. The authors argued that while brand image may attract consumers initially, it is the consistent delivery of high-quality products that ensures long-term loyalty. The study found that high-quality durable goods that exceed consumer expectations not only encourage repeat purchases but also lead to positive word-of-mouth. The research also emphasized the importance of after-sales service and its contribution to the overall perception of quality, which in turn influences brand loyalty.

Martinez and Zhao (2021) This study examined how the interaction between brand image and product quality influences consumer trust, specifically in the electronics sector. The authors discovered that a strong brand image could initially enhance consumer trust, but sustained trust was heavily dependent on product quality. The study found that when product quality aligned with the positive brand image, consumer trust was strengthened, leading to higher satisfaction and repeat purchases. Conversely, a mismatch between brand image and product quality resulted in consumer dissatisfaction and damaged trust, highlighting the need for alignment between branding and product delivery.

Patel and Singh (2022) This research investigated how brand image and perceived quality influence consumer behavior in the automobile industry. The findings revealed that consumers place significant importance on both brand image and quality when purchasing vehicles, given the high financial stakes involved. The study showed that while a positive brand image might attract customers, it was the perceived quality of the vehicle that determined their final purchase decision. The research also indicated that perceived quality was closely linked to long-term customer satisfaction and brand loyalty, reinforcing the idea that product performance is critical in sustaining consumer interest.

Anderson and Chen (2023) This study sought to determine whether brand image or product quality had a greater influence on consumer behavior in the home appliance market. Through a comparative analysis, the authors found that while both factors are important, product quality had a more direct impact on purchase decisions. The study revealed that consumers often used brand image as a heuristic to shortlist options but ultimately relied on perceived quality to make their final choice. Additionally, the research highlighted that product quality was the primary driver of customer satisfaction and brand loyalty, suggesting that for durable goods like home appliances, quality may outweigh brand image in determining long-term consumer behavior.

Objective of the Study:

- To evaluate the influence of brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty.

Hypothesis of the Study:

H0: There is no significant association between brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty across Age.

H0: There is no significant association between brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty across Marital Status.

H0: There is no significant association between brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty across Educational Qualification.

Research Methodology:

For the current research on “The Influence of Brand Image and Product Quality on Consumer Behavior towards Durable Goods,” we selected a sample of 100 participants from the state of Haryana. We utilized primary data collection methods to gather information directly from the participants. To analyze the data, we employed frequency analysis and chi-square analysis. Our data collection strategy for quantitative insights included surveys and structured questionnaires. Additionally, we used qualitative methods such as reviewing online articles, journals, books, and conducting focus group discussions to explore the motivations and underlying factors influencing consumer behavior.

Data Analysis:

Data analysis involves examining and interpreting collected information to uncover patterns, trends, and insights. Through statistical techniques and tools, it aids in drawing meaningful conclusions, supporting decision-making, and addressing research objectives.

Frequency Analysis of Demographic Variable

Demographic Variables	Frequency	
Age	18-25	33
	25-30	29
	30-35	21
	Above 35	17
	Total	100
Marital Status	Unmarried	38
	Married	62
	Total	100
Educational Qualification	Graduation	21
	Post graduation	37
	M. Phil/Ph. D	28
	Uneducated	14

	Total	100
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Source: Researcher's Compilation

The demographic variables provide valuable insights into the composition of the surveyed population. In terms of age distribution, the majority of respondents fall within the 18-25 and 25-30 age brackets, comprising 33% and 29%, respectively. Notably, a significant portion falls in the 30-35 age groups (21%), and a further 17% are above 35, reflecting a diverse representation across various career stages. Regarding marital status, the data reveals that 62% of respondents are married, while 38% are unmarried. This marital diversity underscores the importance of considering the potential impact of family responsibilities on career choices and advancement. Educational qualifications exhibit a range of academic achievements, with 37% holding postgraduate degrees, 28% having pursued M. Phil/Ph.D. studies, 21% completing graduation, and 14% falling into the "Uneducated" category. This educational diversity highlights the varied backgrounds of individuals contributing to the study, emphasizing the need for nuanced approaches in addressing career advancement challenges within this demographic.

Frequency Analysis of Influence of Brand Image and Quality on Consumer Behavior for Durable Goods

Statements	SD	D	N	A	SA
1. A strong brand image makes me more likely to choose a durable good.	5	2	3	18	72
2. I stay loyal to brands that consistently offer high-quality products.	2	2	6	31	59
3. I prefer brands with a positive image when buying durable goods.	1	2	7	36	54
4. High-quality products keep me coming back to the same brand.	6	5	9	35	45
5. If a brand is known for quality, I trust its products more.	3	5	2	17	73
6. I am more likely to buy durable goods from brands I trust for quality.	8	7	3	55	25
7. I don't mind paying more for durable goods if the brand has a good reputation.	3	3	5	32	57
8. A brand's reputation affects my decision if the product quality is good.	3	4	5	53	35
9. I feel more confident buying durable goods from brands with a strong image.	7	6	7	33	47
10. Both a good brand image and high product quality make me more loyal to a brand.	11	4	5	33	47

Source: Researcher's Compilation

The frequency analysis of the influence of brand image and product quality on consumer behavior for durable goods reveals that both factors significantly influence consumer choices and loyalty. The majority of respondents strongly agree that a strong brand image makes them more likely to choose a durable good, with 72 participants highlighting its importance. Consistent high product quality also plays a crucial role, as evidenced by 59 respondents who remain loyal to brands offering such quality. Furthermore, a positive brand image is preferred by 54 respondents when purchasing durable goods, and high-quality products encourage repeat purchases for 45 participants. The trust in brands known for quality is strongly endorsed by 73 respondents, illustrating the value of product perception. Additionally, 55 respondents are more inclined to buy from brands they trust for quality, and 57 are willing to pay a premium for products from reputable brands. The analysis also shows that 47 respondents feel more confident buying from brands with a strong image and that both a good brand image and high product quality are critical for maintaining

brand loyalty. Overall, these findings underscore the significant impact of brand image and product quality on consumer behavior and brand allegiance in the durable goods market.

H₀: There is no significant association between brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty across Age

Chi-Square Tests			
Age	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.004	48	.021
Likelihood Ratio	61.094	48	.097
Linear-by-Linear Association	1.112	1	.292
N of Valid Cases	100		

Source: Researcher's Compilation

The chi-square test was conducted to assess the association between brand image, product quality, and consumer choices and loyalty towards durable goods across different age groups. The Pearson Chi-Square value is 52.004 with 48 degrees of freedom and an asymptotic significance (p-value) of 0.021. This p-value is less than the commonly used significance level of 0.05, suggesting a statistically significant association between brand image, product quality, and consumer behavior across age groups.

The Likelihood Ratio test yielded a value of 61.094 with 48 degrees of freedom and a p-value of 0.097. This p-value is higher than 0.05, indicating that the likelihood ratio does not show a significant association. Additionally, the Linear-by-Linear Association test result is 1.112 with 1 degree of freedom and a p-value of 0.292, which also does not indicate a significant linear relationship.

Overall, while the Pearson Chi-Square test suggests a significant association, the Likelihood Ratio and Linear-by-Linear Association tests do not, indicating that the strength and nature of the association may vary depending on the test used.

H₀: There is no significant association between brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty across Marital Status

Chi-Square Tests			
Marital Status	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.777	16	.044
Likelihood Ratio	31.760	16	.011
Linear-by-Linear Association	3.951	1	.047
N of Valid Cases	100		

Source: Researcher's Compilation

The chi-square test was conducted to explore the association between brand image, product quality, and consumer choices and loyalty towards durable goods across different marital status groups. The Pearson Chi-Square value is

24.777 with 16 degrees of freedom and an asymptotic significance (p-value) of 0.044. This p-value is below the commonly used threshold of 0.05, indicating a significant association between the variables across marital status groups.

The Likelihood Ratio test yielded a value of 31.760 with 16 degrees of freedom and a p-value of 0.011. This p-value is also below 0.05, further supporting the presence of a significant association. Additionally, the Linear-by-Linear Association test produced a value of 3.951 with 1 degree of freedom and a p-value of 0.047. This result suggests a significant linear relationship between the variables and marital status.

Overall, these results collectively indicate that there is a significant association between brand image, product quality, and consumer behavior across different marital status categories.

H₀: There is no significant association between brand image and product quality on consumer behavior towards durable goods, including their impact on purchase intentions, consumer satisfaction, and loyalty across Educational Qualification

Chi-Square Tests			
Educational Qualification	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.971	48	.035
Likelihood Ratio	51.506	48	.338
Linear-by-Linear Association	.290	1	.590
N of Valid Cases	100		

Source: Researcher's Compilation

The chi-square test was performed to examine the association between brand image, product quality, and consumer choices and loyalty towards durable goods across different educational qualification levels. The Pearson Chi-Square value is 49.971 with 48 degrees of freedom and an asymptotic significance (p-value) of 0.035. This p-value is below the standard significance level of 0.05, indicating a statistically significant association between the variables and educational qualification.

The Likelihood Ratio test produced a value of 51.506 with 48 degrees of freedom and a p-value of 0.338. This p-value is above 0.05, suggesting that the likelihood ratio does not indicate a significant association. The Linear-by-Linear Association test resulted in a value of 0.290 with 1 degree of freedom and a p-value of 0.590, which also does not show a significant linear relationship.

In summary, while the Pearson Chi-Square test indicates a significant association between brand image, product quality, and consumer behavior across educational qualifications, the Likelihood Ratio and Linear-by-Linear Association tests do not confirm this association. This suggests that the strength and nature of the relationship may vary depending on the specific statistical test used.

Findings and Conclusion:

The demographic analysis reveals a diverse respondent profile, with significant representation from various age groups and educational backgrounds. The majority of respondents are between 18-30 years old, with 33% in the 18-25 range and 29% in the 25-30 range. A notable portion is also in the 30-35 age group (21%), and 17% are above 35. In terms of marital status, 62% are married and 38% are unmarried, highlighting the potential impact of family responsibilities on consumer behavior. Educationally, 37% hold postgraduate degrees, 28% have pursued M.Phil/Ph.D. studies, 21% completed graduation, and 14% fall into the "Uneducated" category.

The frequency analysis indicates that both brand image and product quality are crucial in shaping consumer behavior towards durable goods. A strong brand image influences purchase decisions for 72% of respondents, while high

product quality is essential for 59% who remain loyal to such brands. Trust in quality, willingness to pay a premium, and confidence in brands with a strong image underscore the importance of these factors in consumer loyalty and choices.

Chi-square tests reveal significant associations between brand image, product quality, and consumer behavior across age groups, with a Pearson Chi-Square value of 52.004 ($p = 0.021$), suggesting a notable relationship. However, the Likelihood Ratio and Linear-by-Linear Association tests provide mixed results, indicating that the strength of the association may vary. Similarly, for educational qualifications, the Pearson Chi-Square test shows a significant association ($p = 0.035$), whereas the Likelihood Ratio and Linear-by-Linear tests do not confirm this association, suggesting variability in the strength of the relationship.

Overall, the study underscores the significant impact of brand image and product quality on consumer behavior and brand loyalty in the durable goods market, with demographic factors influencing the nature of these associations.

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