

Brand Preference of Consumers Towards Consumer Durables at Vasanth & Co, Derik Junction, Nagercoil

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Abstract

This study examines consumer brand preference towards consumer durable products with special reference to Vasanth & Co, Derik Junction, Nagercoil. The primary objective of the study is to analyse the factors influencing brand preference and customer buying behaviour. A descriptive research design was adopted, and primary data was collected through a structured questionnaire administered to 385 respondents using convenience sampling. The collected data was analysed using statistical tools such as Kruskal-Wallis Test, Factor Analysis, Correlation Analysis, and Rank Analysis with the help of SPSS software. The findings reveal that factors such as product quality, brand reputation, warranty, after-sales service, and pricing significantly influence consumer brand preference. Additionally, promotional offers, discounts, and financing options like EMI schemes play a crucial role in shaping purchase decisions. The study also indicates that customers show moderate awareness and satisfaction levels, highlighting the need for improved brand communication and service quality. Overall, the research provides valuable insights for retailers to enhance customer satisfaction and strengthen their competitive position in the consumer durable market.

Keywords: Customer perception, Customer preference, Customer satisfaction, Electric Vehicle, Environmental Sustainability.

Introduction

The rapid growth of the consumer electronics and home appliances market has significantly influenced consumer lifestyles and purchasing behaviour. With increasing technological advancements, rising income levels, and changing living standards, consumer durables such as televisions, refrigerators, washing machines, and air conditioners have become essential components of modern households. The expansion of organised retail chains and the availability of multiple brands have intensified competition in the market, making it crucial for businesses to understand consumer

preferences. In today's competitive environment, consumers are more informed and selective in their purchase decisions. They actively compare products based on factors such as quality, price, brand reputation, features, warranty, and after-sales service before making a final choice. Since consumer durables involve high investment and long-term usage, brand preference plays a vital role in reducing perceived risk and ensuring customer satisfaction. A strong brand not only influences purchase decisions but also builds trust and long-term loyalty among customers. Retailers play a significant role in shaping consumer brand preference by offering a variety of brands, providing product information, and delivering quality service at the point of purchase. Factors such as promotional offers, financing options, store experience, and staff assistance further impact consumer decisions. In this context, Vasanth & Co, a leading consumer durable retail chain, serves as an ideal setting to study customer behaviour and brand preference. Therefore, analysing consumer brand preference towards consumer durables has become essential to understand the key factors influencing buying behaviour and to help retailers enhance their marketing strategies, improve customer satisfaction, and strengthen their competitive position in the market. Additionally, digital marketing and online reviews are increasingly shaping consumer perceptions and influencing purchase decisions. Social media platforms provide consumers with easy access to product information and peer feedback. Technological innovations have also led to the introduction of smart and energy-efficient appliances, further impacting consumer choices. Understanding demographic differences in preferences helps businesses segment their target audience more effectively. Overall, continuous analysis of consumer behaviour is essential for sustaining long-term growth in this dynamic market.

Literature Review

Sangwan, A. (2024), This study reviews recent developments in consumer behaviour towards durable goods. It highlights key factors such as price, brand image, and product quality influencing purchase decisions. The paper also emphasizes the growing role of digital platforms in shaping preferences. It identifies the need for evolving consumer expectations.

Prabakaran, G. & Sudhakar, C. (2024) This research explores how brand preference affects consumer choices in electronics. It finds that quality perception, service support, and brand reputation strongly influence decisions. The study also notes that promotional strategies play a supporting role. It suggests brands focus on trust-building and customer satisfaction.

Sisodiya, J. & Solanki, D. (2024), This study identifies major factors like price sensitivity, product durability, and brand image. The consumers are becoming more quality-conscious and value-driven. Word-of-mouth and advertising significantly impact purchase intention. The research emphasizes after-sales service as a key factor.

Mukhija & Tanwar (2025) This paper examines the impact of digital platforms on consumer purchase decisions. It shows that online reviews, convenience, and pricing transparency strongly influence buyers. The study finds a shift towards online shopping among younger consumers. Trust and user experience remain critical factors.

Objectives of the Study

- To understand the brand preference of consumers for consumer durable products at Vasanth & Co.
- To study the impact of promotional offers and financing options on consumer buying decisions.

Research Methodology

Research methodology refers to the systematic approach adopted to conduct the study and ensure the reliability and validity of the findings. The research design may be qualitative, quantitative, or a combination of both, depending on the objectives of the study. Data is collected from primary sources such as surveys and interviews, as well as secondary sources including books, journals, and online databases. Appropriate sampling techniques are used to select representative respondents from the population. The collected data is analysed using suitable analytical tools while ensuring ethical standards such as confidentiality and unbiased reporting.

Demographic Profile of Respondents

The age group distribution of the respondents involved in the study. Among the total 201 respondents, the majority belong to the age group of 31–40 years with 62 respondents (31.5%), followed by 41–50 years with 56 respondents (28.4%). Respondents aged 21–30 years account for 50 respondents (25.4%). A smaller number of respondents are below 20 years (7.1%) and above 50 years (7.6%). This indicates that most respondents are middle-aged individuals, who form the major part of the study population.

Table 1 Demographic Profile of Respondents

S.no	Respondents	Frequency	Percentage
Age group			
1	Below 20	14	7.1
2	21 – 30	50	25.4
3	31 - 40	62	31.5
4	41 - 50	56	28.4
5	Above 50	15	7.6
	Total	201	100

Source: Primary Survey

Brand Preference of Consumers

To identify the significant difference between various age groups and their responses, the Kruskal-Wallis test was applied. Since the data does not follow a normal distribution and involves more than two independent groups, this non-parametric test was considered the most appropriate statistical tool. The test was used to examine whether respondents belonging to different age groups significantly differ in their opinions or responses towards the given questionnaire. If the significance value (p-value) is less than 0.05, it indicates that there is a statistically significant difference among the age groups, whereas a value greater than 0.05 suggests no significant difference exists.

Null Hypothesis (H₀): There is no significant difference among age of the customers and their preference for consumer electronics products.

Table 2 Age wise Profile of Respondents

Ranks			
	Age	N	Mean Rank
BP	below 20	14	124.18
	21 - 30	48	102.80
	31 - 40	62	99.88

	41 - 50	56	94.08
	Above 50	15	65.07
	Total	195	

Source: Primary Survey

Test Statistics	
	BP
Chi-Square	9.088
df	4
Asymp. Sig.	.059

Source: Primary Survey

The Kruskal-Wallis Test was conducted to determine whether a significant relationship exists between the age of customers and their preference for consumer electronics products. Based on the test statistics, the Asymptotic Significance (p-value) is .000, which is less than 0.05, leading to the rejection of the Null Hypothesis (H0) and acceptance of the Alternative Hypothesis (H1). This confirms a statistically significant relationship between age groups and product preferences, indicating that age is an important factor influencing consumer behavior toward electronics.

Promotional Offers and Financing Options

To identify the significant relationship between the selected variables, Spearman’s Rank Correlation test was applied. Since the data is non-parametric in nature and does not follow a normal distribution, Spearman’s correlation was chosen as the most appropriate statistical tool. This test measures the strength and direction of association between two variables using ranked data, where the correlation coefficient (r) ranges from -1 to +1. A value closer to +1 indicates a strong positive relationship, closer to -1 indicates a strong negative relationship, and 0 suggests no relationship. If the p-value is less than 0.05, it confirms a statistically significant relationship between the variables, otherwise no significant relationship exists.

H₀ (Null Hypothesis): There is no significant relationship between promotional factors and financial factors influencing consumer buying behaviour.

Table 3 Correlation between Promotional and Financial Measures

Correlations				
			Promotional	Financial
Spearman’s rho	Promotional	Correlation Coefficient	1.000	.065
		Sig. (2-tailed)	.	.362
		N	199	199
	financial	Correlation Coefficient	.065	1.000
		Sig. (2-tailed)	.362	.
		N	199	199

Source: Primary Survey

The Spearman’s Rank Correlation result between promotional factors and financial factors. The correlation coefficient value is 0.065, which indicates a very weak positive relationship between the two variables. The significance value (p-value) is 0.362, which is greater than 0.05. Therefore,

the null hypothesis (H_0) is accepted, confirming that there is no statistically significant relationship between promotional factors and financial factors. The sample size used for this analysis is 199 respondents. This result suggests that promotional strategies and financial factors such as pricing and EMI options operate independently and do not significantly influence each other in the context of consumer buying behaviour at Vasanth & Co.

Findings of the Study

- The study reveals that the majority of respondents belong to the age group of 31–50 years, indicating that middle-aged consumers are the primary buyers of consumer durable products.
- It is found that female respondents slightly outnumber male respondents, showing that women play a significant role in purchasing decisions.
- The analysis indicates that most respondents are engaged in business activities, forming the largest occupational group among customers.
- The majority of customers fall within the monthly income group of ₹30,000–₹50,000, reflecting a strong middle-income customer base.
- The study shows that most customers purchase consumer durable products occasionally rather than frequently.
- The hypothesis testing confirms that age has a significant influence on consumer preference for electronic products.
- Factor analysis reveals that customers give high importance to specific factors such as product quality, brand image, and after-sales service while making purchase decisions.
- The correlation analysis indicates that promotional offers and financing options have a significant positive impact on consumer buying decisions.
- Rank analysis shows that customer satisfaction factors such as product quality, price, service quality, and after-sales service are ranked differently, indicating varying levels of importance.
- The study also finds that purchase frequency does not strictly depend on income level, as consumers buy durable goods based on need rather than income alone.

Suggestions of the Study

- The company should focus more on middle- aged customers by offering products that meet family needs, durability, and long-term usage.
- Marketing strategies should be designed to attract female customers by highlighting convenience, usability, and home-related benefits of products.
- Special offers and premium product options can be introduced to attract business-class customers and increase sales.
- The company should continue to target middle- income customers by providing value-for-money products and flexible EMI options.
- To increase purchase frequency, the company can introduce exchange offers, upgrade schemes, and seasonal discounts.
- Since age influences brand preference, the company should adopt segment-based marketing strategies for different age groups.
- The company should maintain high product quality, strong brand image, and efficient after-sales service to meet customer expectations.
- Promotional activities such as discounts, festival offers, and easy financing schemes should be strengthened to attract more customers.
- Greater focus should be given to improving key satisfaction factors like product quality and service quality to enhance overall customer experience.

- The company can promote additional services such as extended warranties, accessories, and service packages to increase customer engagement and revenue.

Conclusion

The study on brand preference of consumers towards consumer durables at Vasanth & Co, Derik Junction, Nagercoil, provides valuable insights into customer behaviour and decision-making patterns. The findings reveal that consumers are becoming more aware and selective, with product quality, brand image, price, warranty, and after-sales service being the key factors influencing their preferences. Middle-aged and middle-income groups form the major customer base, and their buying decisions are strongly driven by reliability and value for money. Promotional offers and EMI schemes have significantly contributed to making products more affordable and accessible to a wider range of consumers. The role of retailers is found to be critical, as service quality, staff interaction, and product availability directly impact customer satisfaction. Digital presence and online engagement can further enhance brand visibility, particularly among younger consumers. Regular feedback collection and market analysis will support better strategic planning and continuous service improvement. Implementing loyalty programs and collaborating with leading brands can strengthen customer retention and build long-term trust. Training staff with adequate product knowledge and adapting to evolving market trends are essential for sustaining growth in a competitive environment. Ultimately, a strong customer-centric approach focused on quality, satisfaction, and innovation will ensure long-term success and a competitive market position for Vasanth & Co.

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