The strong brand equity has become a very significant factor that influences consumers’ behaviour of a brand. Success in brand management ascends from understanding and managing brand equity appropriately to produce strong attributes that will influence consumers’ behaviour when making their choices. This thesis emphasizes on the investigation of the impact of consumer behaviour and brand equity dimensions on purchase of durable products based on customer survey. Research objectives of the thesis is to analyse the consumer buying behaviour on selected durable products, demographic factors influencing purchase decision of consumers with regard to durable products, to analyze the key dimensions of brand equity in influencing purchase decisions, study the relationship between various dimensions of customer based brand equity and draw out managerial implications of the findings of the study. It focuses on consumer behaviour and brand equity dimensions (brand awareness, brand image, brand association, perceived quality and brand loyalty) of customer-based brand equity on consumers’ behaviour of a brand. This is based on the assumption that all these dimensions of brand equity will influence on consumers’ behaviour toward durable products’ brand. Primary data is gathered and analyzed to gain an understanding of how the aforementioned concepts relate to each other. Building on extensive literature, a model of Brand equity is proposed. Conceptualization to understanding the consumer behaviour would
help the firms in formulating strategies to cater brand equity to the consumer and thereby increase their market share. Brand equity from the consumers’ perspective is useful because it suggests both specific guidelines for marketing strategies and tactics and areas where research can be useful in assisting managerial decision making. Based on the literature and conceptualization hypothesis is developed. Study is based on sample survey method. First hand data is collected from the field through questionnaire. The study makes use of primary and secondary data relating to consumers’ behaviour and brand equity.

A pilot survey was conducted and in the light of the pilot survey, the questionnaire was restructured. Data collected from 500 customers from all three areas namely urban, semi urban and rural. Convenient sampling method is adopted for the selection of samples; respondents are both the genders and people of various income groups are selected for the study. Various tools are used for analysis and interpretation In order to study the difference among the purchase value of durable goods, consumer’s buying behaviour of durable goods, brand awareness, brand image, perceived quality, brand association and brand loyalty the analysis of variance (ANOVA) has been employed. In order to study the differences between socio economic characteristics of consumers of durable goods and brands of durable goods, the Chi-Square Test has been employed. In order to study the relationship between dimensions of buying behaviour of durable goods and the relationship between dimensions of brand equity on durable goods the Person’s correlation coefficient is worked out. In order to identify the factors
affecting the brand equity, the confirmatory factor analysis (CFA) has been employed. In order to discriminate the consumers of urban, semi-urban and rural areas based on the dimensions of brand equity on durable goods, the discriminant analysis has been employed. In order to assess the influence of demographic factors on consumers’ purchase decisions of durable products, the impact of brand equity dominions on overall brand equity of durable products and the impact of brand equity dominions on consumers’ buying behaviour of durable products, the multiple linear regression analysis by Ordinary Least Square (OLS) estimation has been applied. In order to measure the customer based brand equity on durable products, a Structural Equation Model (SEM) was developed. The research reveals that brand awareness, brand image, brand association, perceived quality and brand loyalty have a significant impact on consumers’ behaviour to purchase products.

The findings of the research indicated that the majority of the consumers of durable goods purchased SONY brand of television, LG brand of refrigerator and washing machine, PREETHI brand of mixer-grinder, CANON brand of digital camera and SONY brand of CD / DVD player. The consumers would recognize the product or brand before buying and the consumers would select the best product the brand among alternative strongly agreed by the consumers of durable goods, whereas the consumers’ will search information from various sources before buying, the consumers will compare or evaluate the number of alternatives before buying, the consumers
will purchase the product repetitively once satisfied with the product or brand are agreed by the consumers of durable goods.

The information is positively and moderately correlated with evaluation, selection and purchase. The evaluation is positively and moderately associated with selection and purchase. Besides, selection is also positively and moderately correlated with purchase. The demographic factors of age, educational qualification, monthly income marital status and family size are positively influencing the consumer’s purchase decisions of durable products. Suggestions for further research include in the area of consumer behaviour and brand equity of buying durable products and similar study with more measured variables for each dimension and effect competition and competitive price polices of durable goods on consumers’ purchasing behaviour of the durable goods.