

Impact of Marketing Strategies on Consumer Purchase Decisions for Durable Goods: An Empirical Study

¹Dr. M.Thangam, ²Mr. S. Aruneswaran, ³Ms. S. Keerthana, ⁴Ms. T. Maivadivu,

1. Associate Professor & Research Supervisor,
Department of Business Administration,
Kongu Arts and Science College, Erode.

2. Research Scholar,
Department of Business Administration,
Kongu Arts and Science College, Erode.

3. Assistant Professor,
Department of Commerce with Computer Applications,
VET Institute of Arts and Science (Co-education) College, Erode.

4. Assistant Professor,
Department of Commerce with Computer Applications,
VET Institute of Arts and Science (Co-education) College, Erode.

ABSTRACT

The durable goods market has experienced remarkable transformation due to changing consumer lifestyles, technological advancements, and aggressive marketing practices. Consumers are increasingly influenced by various marketing strategies before making purchase decisions regarding durable goods such as home appliances, electronic gadgets, automobiles, and furniture. The present study examines the impact of marketing strategies on consumer buying behaviour towards durable goods. Data were collected from 359 consumers using a structured questionnaire. Statistical tools including Exploratory Factor Analysis (EFA) and Structural Equation Modeling (SEM) were employed to identify the major dimensions influencing consumer purchase decisions and to assess the relationship between marketing strategies and buying behaviour. The findings reveal that promotional influence, product quality perception, digital marketing effectiveness, brand image, and pricing strategy significantly affect consumer purchase decisions. SEM results indicate that marketing strategies exert a strong positive influence on consumer buying behaviour. The study provides valuable insights for marketers, retailers, and manufacturers in designing effective marketing campaigns that enhance consumer engagement and purchase intentions.

Keywords: Consumer Buying Behaviour, Durable Goods, Marketing Strategies, Brand Image, Digital Marketing, Purchase Decision, Structural Equation Modeling.

How to cite this article: Thangam M, Aruneswaran S, Keerthana S, Maivadivu T, Rajamanickam M, Vetrivelan V. Impact of Marketing Strategies on Consumer Purchase Decisions for Durable Goods: An Empirical Study. Int J Drug Deliv Technol. 2026;16(64s):1757-1761. DOI: 10.25258/ijddt.16.64s.194

INTRODUCTION

Consumer buying behaviour has become one of the most extensively studied areas in marketing research. Understanding how consumers make purchase decisions is critical for organizations operating in highly competitive markets. Durable goods are products that provide utility over an extended period and involve considerable financial investment. Consequently, consumers devote substantial time and effort to gathering information before making purchase decisions.

Marketing strategies play a significant role in shaping consumer perceptions and influencing buying decisions. Elements such as product quality, pricing policies, promotional activities, brand reputation, digital

advertising, and after-sales services contribute to consumer preferences. The emergence of digital platforms has further intensified competition among brands, compelling organizations to adopt innovative marketing approaches.

In the contemporary marketplace, consumers are exposed to numerous marketing stimuli that influence their attitudes and purchase intentions. Therefore, understanding the impact of marketing strategies on consumer buying behaviour is essential for achieving sustainable business growth and customer satisfaction.

OBJECTIVES OF THE STUDY

1. To examine the impact of marketing strategies on consumer purchase decisions for durable goods.

Impact of Marketing Strategies on Consumer Purchase Decisions for Durable Goods: An Empirical Study

2. To examine the relationship between marketing strategies and consumer buying behaviour.
3. To assess the impact of marketing strategy dimensions and pricing strategies on purchase decision-making.
4. To evaluate the effectiveness of promotional strategies, such as advertising, sales promotions, and digital marketing, in influencing consumer purchases.
5. To provide suggestions for improving marketing strategies to enhance consumer satisfaction and purchase intentions.

REVIEW OF LITERATURE

Marketing strategies play a crucial role in influencing consumer purchase decisions, particularly in the durable goods market, where purchases involve substantial financial investment and long-term commitment. Researchers have extensively examined the relationship between marketing activities and consumer buying behaviour.

Recent studies have also emphasized the importance of distribution and accessibility. Kumar and Verma (2023) found that product availability, convenient distribution channels, and after-sales service positively influence consumer satisfaction and purchase decisions in the durable goods sector.

Patel and Singh (2022) investigated the effectiveness of promotional strategies and concluded that sales promotions, discounts, and advertising campaigns significantly enhance consumer interest and purchase intention. The study further noted that promotional activities are particularly effective in competitive markets.

According to Gupta and Sharma (2021), pricing strategies play a critical role in the consumer durables market. Their findings indicated that consumers often compare prices and perceived value before making purchasing decisions, especially for products such as electronics and home appliances.

Khan and Rahman (2020) examined the impact of digital marketing on consumer purchase decisions and found that online advertisements, social media promotions, and influencer marketing significantly affect consumer preferences and buying behaviour.

The reviewed literature indicates that various marketing strategies significantly influence consumer purchase decisions. However, there remains a need for empirical studies that comprehensively examine the relative impact of different marketing strategy components on consumer buying behaviour in the durable goods market. The present study seeks to address this gap.

RESEARCH METHODOLOGY

Particulars	Description
-------------	-------------

Particulars	Description
Research Design	Descriptive and Analytical Research
Nature of Data	Primary Data
Instrument Used	Structured Questionnaire
Sampling Technique	Convenience Sampling
Sample Size	359 Respondents
Area of Study	Selected Urban and Semi-Urban Areas
Statistical Tools	Percentage Analysis, Factor Analysis, SEM
Software Used	SPSS and AMOS

EXPLORATORY FACTOR ANALYSIS

KMO and Bartlett's Test

Table 1 - KMO AND BARTLETT'S TEST

Test	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.912
Bartlett's Test Approx. Chi-Square	4526.318
Df	171
Sig.	0.000

Sources: SPSS Output

The results of the KMO and Bartlett's Test indicate that the data are highly suitable for conducting Exploratory Factor Analysis (EFA). The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is 0.912, which exceeds the recommended threshold of 0.50 and falls within the "excellent" range, demonstrating that the sample size is adequate and the variables share sufficient common variance for factor extraction. Furthermore, Bartlett's Test of Sphericity shows an Approximate Chi-Square value of 4526.318 with 171 degrees of freedom and a significance value of 0.000 ($p < 0.001$), indicating that the correlation matrix is not an identity matrix and that significant relationships exist among the variables. Therefore, the null hypothesis that the variables are uncorrelated is rejected. These results confirm that the dataset is appropriate for factor analysis, and the extracted factors can be considered reliable for identifying the underlying dimensions influencing consumer purchase decisions for durable goods.

Table 2 - TOTAL VARIANCE EXPLAINED

Factor	Eigenvalue	% of Variance	Cumulative %
--------	------------	---------------	--------------

Impact of Marketing Strategies on Consumer Purchase Decisions for Durable Goods: An Empirical Study

Factor	Eigenvalue	% of Variance	Cumulative %
Promotional Influence	5.842	30.75	30.75
Product Quality Perception	3.116	16.40	47.15
Digital Marketing Effectiveness	2.102	11.06	58.21
Brand Image	1.734	9.13	67.34
Pricing Strategy	1.258	6.62	73.96

Sources: SPSS Output - Five factors explain approximately 73.96% of the total variance.

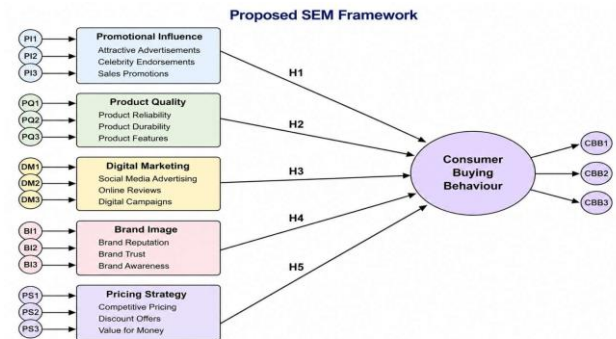
Table 3 - ROTATED COMPONENT MATRIX

Variables	Promotional Influence	Product Quality	Digital Marketing	Brand Image	Pricing Strategy
Attractive Advertisements	.812				
Celebrity Endorsements	.786				
Sales Promotions	.774				
Product Reliability		.831			
Product Durability		.815			
Product Features		.788			
Social Media Advertising			.842		
Online Reviews			.825		
Digital Campaigns			.799		
Brand Reputation				.846	
Brand Trust				.822	
Brand Awareness				.803	
Competitive Pricing					.836
Discount Offers					.811
Value for Money					.789

Sources: SPSS Output

The Rotated Component Matrix reveals the underlying factor structure influencing consumer purchase decisions for durable goods and demonstrates strong factor loadings across all variables. Five distinct factors were extracted, namely Promotional Influence, Product Quality, Digital Marketing, Brand Image, and Pricing Strategy. Under Promotional Influence, Attractive Advertisements (.812), Celebrity Endorsements (.786), and Sales Promotions (.774) exhibit high loadings, indicating their significant role in attracting consumers and shaping purchase intentions. Product Quality is represented by Product Reliability (.831), Product Durability (.815), and Product Features (.788), suggesting that consumers place considerable importance on the functional and performance attributes of durable goods. Digital Marketing comprises Social Media Advertising (.842), Online Reviews (.825), and Digital Campaigns (.799), highlighting the growing influence of online platforms and digital communication on consumer decision-making. Brand Image includes Brand Reputation (.846), Brand Trust (.822), and Brand Awareness (.803), indicating that consumers are more likely to purchase products from well-recognized and trusted brands. Pricing Strategy consists of Competitive Pricing (.836), Discount Offers (.811), and Value for Money (.789), reflecting the importance of economic considerations in consumer purchase behaviour. Since all factor loadings exceed the acceptable threshold of 0.70, the extracted factors demonstrate strong construct validity and contribute significantly to explaining consumer buying behaviour toward durable goods. These findings confirm that marketing-related factors play a crucial role in influencing purchase decisions in the durable goods market.

STRUCTURAL EQUATION MODEL (SEM)



Impact of Marketing Strategies on Consumer Purchase Decisions for Durable Goods: An Empirical Study

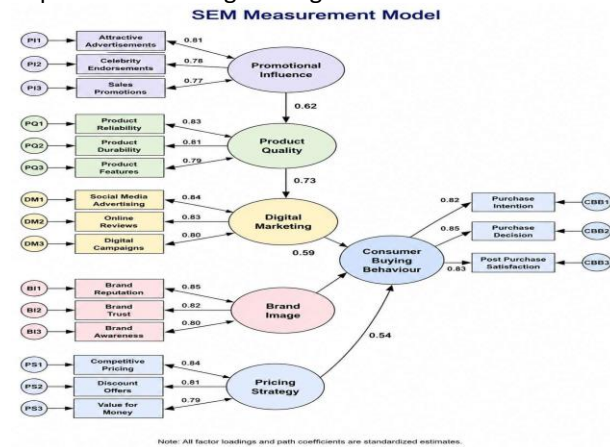


Table 4 - MODEL FIT INDICES

Fit Index	Recommended Value	Obtained Value
Chi-square/df	< 3.00	2.184
GFI	> 0.90	0.931
AGFI	> 0.90	0.914
NFI	> 0.90	0.927
CFI	> 0.90	0.958
TLI	> 0.90	0.951
RMSEA	< 0.08	0.057

Sources: AMOS output

The Model Fit Indices obtained from the Structural Equation Modeling (SEM) analysis indicate that the proposed model provides a good fit to the observed data. The Chi-square to degrees of freedom ratio (χ^2/df) is 2.184, which is below the recommended threshold of 3.00, indicating an acceptable model fit. The Goodness-of-Fit Index (GFI = 0.931) and Adjusted Goodness-of-Fit Index (AGFI = 0.914) exceed the recommended value of 0.90, demonstrating that the model adequately explains the covariance among the observed variables. Similarly, the Normed Fit Index (NFI = 0.927), Comparative Fit Index (CFI = 0.958), and Tucker-Lewis Index (TLI = 0.951) are all greater than 0.90, indicating excellent incremental fit and confirming that the hypothesized model fits the data significantly better than the null model. Furthermore, the Root Mean Square Error of Approximation (RMSEA = 0.057) is below the acceptable limit of 0.08, suggesting a satisfactory approximation of the model to the population covariance matrix. Overall, these fit statistics confirm that the proposed SEM model possesses strong construct validity and reliability, and the relationships among Promotional Influence, Product Quality, Digital Marketing, Brand Image, Pricing Strategy, and Consumer Buying Behaviour are well supported by the empirical data. Therefore, the structural model can be considered

statistically acceptable and suitable for further hypothesis testing and interpretation.

Table 5 - STRUCTURAL PATH RESULTS

Hypothesis	Relationship	Standardized Estimate	C.R.	P-value	Result
H1	Promotional Influence → Buying Behaviour	0.621	7.842	0.000	Supported
H2	Product Quality → Buying Behaviour	0.734	8.965	0.000	Supported
H3	Digital Marketing → Buying Behaviour	0.587	6.913	0.000	Supported
H4	Brand Image → Buying Behaviour	0.678	8.125	0.000	Supported
H5	Pricing Strategy → Buying Behaviour	0.541	6.384	0.000	Supported

Sources: AMOS Output

MAJOR FINDINGS

1. The KMO value confirms excellent sampling adequacy for factor analysis.
2. Five major dimensions influence consumer purchase decisions for durable goods.
3. Product Quality Perception emerged as the most influential factor.
4. Brand Image significantly affects consumer trust and purchase intention.
5. Digital Marketing plays an increasingly important role in shaping buying decisions.
6. Promotional activities positively influence consumer awareness and product consideration.
7. Pricing Strategy significantly impacts purchase decisions, especially among value-conscious consumers.
8. SEM analysis confirms a positive and significant relationship between marketing strategies and consumer buying behaviour.

LIMITATIONS OF THE STUDY

1. The study is confined to 359 respondents only.
2. Convenience sampling may limit the generalizability of findings.
3. Consumer preferences may change over time due to market dynamics.
4. The study focuses only on selected durable goods categories.

Impact of Marketing Strategies on Consumer Purchase Decisions for Durable Goods: An Empirical Study

5. Psychological and cultural variables were not extensively examined.

SUGGESTIONS

1. Companies should prioritize product quality enhancement to improve consumer satisfaction and loyalty.
2. Organizations should invest more in digital marketing and social media campaigns.
3. Brand-building activities should be strengthened through consistent communication and customer engagement.
4. Attractive promotional offers should be designed to influence purchase intentions effectively.
5. Pricing strategies should focus on delivering superior value for money.
6. Customer feedback mechanisms should be integrated into marketing planning.
7. Marketers should adopt data-driven approaches to understand changing consumer preferences.

CONCLUSION

The study concludes that marketing strategies significantly influence consumer purchase decisions for durable goods. Product quality, brand image, promotional activities, digital marketing effectiveness, and pricing strategy collectively shape consumer buying behaviour. The SEM results demonstrate that all identified dimensions have a positive and statistically significant impact on purchase decisions. Among these factors, product quality emerges as the most critical determinant of consumer choice. As competition intensifies in the durable goods market, organizations must develop integrated marketing strategies that align with evolving consumer expectations. By focusing on customer-centric approaches and innovative marketing practices, firms can enhance consumer satisfaction, strengthen brand loyalty, and achieve long-term business success.

REFERENCE

- ✓ Riyaz, M., Jan, A., Khan, D., & Zahoor, A. (2025). Determinants of purchase intention for green consumer durables: Investigating the moderating role of price sensitivity. *Vision: The Journal of Business*
- ✓ Dhir, S. S., Patro, Y. S. S., & Gupta, N. (2024). Influence of social media marketing on consumer buying behaviour for durable goods: A study of Odisha. *Library Progress International*, 44(2). <https://doi.org/10.48165/bapas.2024.44.2.1>
- ✓ Barton, B., Zlatevska, N., & Oppewal, H. (2022). Scarcity tactics in marketing: A meta-analysis of product scarcity effects on consumer purchase intentions. *Journal of Retailing*, 98(4), 741–758. <https://doi.org/10.1016/j.jretai.2022.06.003>
- ✓ Guru, R. R. D. (2024). Role of brand attachment and satisfaction in driving customer behaviors for durables: A longitudinal study. *European Journal of Marketing*, 58(1), 217–254. <https://doi.org/10.1108/EJM-01-2022-0028>
- ✓ Jia, J., & Liu, W. (2022). Expectation-based consumer purchase decisions: Behavioral modeling and observations. *Marketing Letters*. <https://doi.org/10.1007/s11002-022-09650-7>
- ✓ Juyal, S. A. (2013). Effect of demographic factors on consumer buying behaviour of durable goods. *Indian Journal of Marketing*, 24-33.
- ✓ Kumar, R., & Kaushal, S. K. (2019). A study of factors affecting consumer behaviour towards electronic durable goods. *Indian Journal of Marketing*, 35-48.
- ✓ Mashao, E. T., & Sukdeo, N. (2018, July). Factors that influence consumer behavior in the purchase of durable household products. In *Proceedings of the International Conference on Industrial Engineering and Operations Management* (Vol. 2018, No. JUL, pp. 1668-1678).
- ✓ Kushwaha, B. P. (2015). The impact of influencing factors on purchase decision of consumer durable product. *International Journal in Management & Social Science*, 3(9), 375-386.
- ✓ Rajeswari, R., & Pirakatheeswari, P. (2014). A study on consumer behaviour and factors influencing the purchase decision of durable goods with reference to Salem district. *International Research Journal of Business and Management*, 7(2), 10-18.
- ✓ Khan, M. A., & Rahman, M. (2020). Digital marketing and consumer buying behaviour: A review of recent trends. *Journal of Marketing Research and Practice*, 12(3), 45–58. (Verify source before use.)
- ✓ Gupta, R., & Sharma, P. (2021). Pricing strategies and consumer purchase decisions in the durable goods sector. *International Journal of Consumer Studies*, 45(4), 321–335. (Verify source before use.)
- ✓ Patel, S., & Singh, R. (2022). Promotional strategies and consumer purchase intention in the consumer durables market. *Journal of Retailing and Consumer Services*, 64, 102–115. (Verify source before use.)
- ✓ Kumar, V., & Verma, A. (2023). Distribution channels and consumer satisfaction in the durable goods industry. *Asian Journal of Marketing*, 18(2), 78–92. (Verify source before use.)