

A STUDY ON THE BRAND EQUITY AND CONSUMERS PURCHASE DECISION WITH SPECIAL REFERENCE TO PRESTIGE KITCHEN APPLIANCES

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ABSTRACT

Brands are the wealth generators of the twenty-first century. The objective of the paper is to study the impact of brand equity on consumers purchase decision of Prestige kitchen appliances. The primary data collected from 50 respondents. The convenient sampling collected from the respondents of the Tumkur city. The data were collected in the form of questionnaire. The SPSS package was used to analyse the data. The dimensions considered for the study brand awareness, perceived quality, brand association and brand loyalty. The outcomes of the study shows that majority of the dimension of brand equity have significant relationship with the consumers purchase decision.

Keywords: brand association, brand awareness, brand equity, brand loyalty, perceived quality.

INTRODUCTION

Brands are the wealth generators of the twenty-first century. Earlier firms were differentiated on the basis of wealth producing assets like factories. In the new era of a globalised market place, brands are not differentiated in factories but they are differentiated in the consumer's minds.

There are two principal and distinct perspectives that have been taken by academics to study brand equity – financial and customer based.

- Brand equity is from a financial market's point of view where the asset value of a brand is appraised.
- Customer-based brand equity is evaluating the consumer's response to a brand name.

David Aaker defines brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" the brand equity in this definition can take the form of an asset or a liability. An asset is something that enhances the value, while liability decreases the value. They are all embodied in the brand name or symbol.

REVIEW OF LITERATURE

- **Keller (1993)** takes the consumer-based brand strength concept to brand equity, signifying that brand equity represent a circumstance in which the customer is well-known with them brand name and recalls some favourable, strong and exclusive brand relations. Therefore, there is a discrepancy effect of brand knowledge on customer response to the promotion of a brand, where brand strength is a function of brand description.
- **Padmanabhan (1999)** conducted study on brand loyalty, which revealed that the price of the preferred brand, efficiency of the preferred brand and influence of advertisement significantly influenced the brand loyalty. Only when the price of a particular brand is comparatively low, the farmers would naturally prefer. Otherwise farmers would naturally continue to purchase the same brand.
- **Sanjay and Kevin (2012)** in their study provided evidence that brand name structure can evoke different types of information-processing strategies and therefore influence both extension evaluations and dilution effects on parent brand evaluations. Specifically, the sub branding findings suggested that slight changes to the extension name structure would result in large changes in consumer responses.
- **Me and Elmarie (2012)** study revealed that demographic variables such as gender, age, marital status, province and qualification did not have a significant influence on the brand associations; this

implies that the current 39 brand is more universal and developed for the general public. Such a universal brand is less expensive to maintain as various target markets can associate with the brand in the same way, thereby reducing marketing costs.

NEED OF THE STUDY

Today in a competitive market, the problem is about the survival of the marketers in the market. The marketers in order to survive in the market offer good price, quality, packaging, design, distribution channel, and proper brand image strategy which are needed to achieve revenue, sales, and market share. A good brand image strategy differentiates company brand from other competitors brand in consumer mind. The growing Indian middle-class plays tremendous role in increasing the demand for the branded products. As the working women are increasing the needs for home appliance also increases. This study needs to examine how far brand image, brand awareness, brand loyalty and brand features had a significant effect on consumers purchase decision of prestige home appliances.

STATEMENT OF THE PROBLEM

Consumers from emerging market like India have greater brand choice from global and domestic companies than ever before. India's liberalising policies and changing business environment along with regulatory changes have enhanced the macroeconomic growth of India along with expansion of multinational companies in Indian markets by setting up of their businesses in India, thereby increasing offerings to Indian consumers. This has increased a wide range of choice to Indian consumers. Building brand equity is the foremost task of the companies to reduce the searching cost of the potential customers. Brand equity generally grouped into five categories namely, perceived quality, brand loyalty, brand awareness, brand association and brand image provides the scope of increasing brand value and profitability. By determining the level of impact of Brand on the Consumers' Purchase preferences, the marketers of new age can develop appropriate strategies to strengthen their brands to have optimum competitive advantage. Therefore the researcher in this paper made an attempt to understand the role of brand equity while purchasing the prestige home appliances.

OBJECTIVE OF THE STUDY

The objective of this research paper is to study the impact of brand equity on consumers purchase decision of Prestige kitchen appliances.

HYPOTHESIS

- Ho- There is no significance relationship between brand awareness and consumers purchase decision.
- Ho- There is no significance relationship between perceived quality and consumers purchase decision.
- Ho- There is no significance relationship between brand association and consumers purchase decision.
- Ho- There is no significance relationship between brand loyalty and consumers purchase decision.

METHODOLOGY

The primary data has been collected through questionnaire. The type of sample used is the convenience sampling. The primary data was collected from 85 respondents. The ANOVA Statistical technique used to analysed data by using SPSS software

SCOPE OF THE STUDY

The study was confined to Tumkur city of Karnataka state only

ANALYSIS AND INTERPRETATION OF DATA

TABLE NO.1
ANOVA (BRAND AWARENESS & COSNUMERS PURCHASE DECISION)

BRAND AWARENESS\		Sum of Squares	DF	Mean Square	F	Sig.
I am familiar with this prestige brand of kitchen appliances	Between Groups	2.189	1	2.189	4.171	.047
	Within Groups	25.191	48	.525		
	Total	27.380	49			
I can recognise this Prestige brand quickly among other competing brand of kitchen appliances.	Between Groups	5.535	1	5.535	8.715	.005
	Within Groups	30.485	48	.635		
	Total	36.020	49			

I know prestige brand provides excellent quality of kitchen appliances.	Between Groups	2.801	1	2.801	7.561	.008
	Within Groups	17.779	48	.370		
	Total	20.580	49			
I heard about prestige kitchen appliances for many times.	Between Groups	18.221	1	18.221	45.890	.000
	Within Groups	19.059	48	.397		
	Total	37.280	49			

The results of above ANOVA test for perceived quality and consumers purchase decision has been found that most of the parameters of perceived quality have a significant relationship with consumers purchase decision where as one of the parameter of perceived quality namely ‘the Prestige brand has very good service facilities’ has the insignificant relationship with consumers purchase decision. Hence on the aggregate of all the parameters it can be determined that there a positive association between perceived quality and consumers purchase decision and hence we can reject null hypothesis and accept the alternative hypothesis that there is

TABLE NO.3
ANOVA (BRAND ASSOCIATION & CONSUMERS PURCHASE DECISION)

BRAND ASSOCIATION		Sum of Squares	DF	Mean Square	F	Sig.
This Prestige brand of kitchen appliances has very unique brand image, compared with the competing brand.	Between Groups	3.671	1	3.671	11.511	.001
	Within Groups	15.309	48	.319		
	Total	18.980	49			
I respect and admire people who are having this Prestige brand.	Between Groups	4.659	1	4.659	6.441	.014
	Within Groups	34.721	48	.723		
	Total	39.380	49			
I like the brand image of this Company.	Between Groups	1.979	1	1.979	5.958	.018
	Within Groups	15.941	48	.332		
	Total	17.920	49			
The Prestige brand has enough warranty.	Between Groups	6.001	1	6.001	25.536	.000
	Within Groups	11.279	48	.235		
	Total	17.280	49			
The Prestige brand has elegant look.	Between Groups	7.118	1	7.118	26.521	.000
	Within Groups	12.882	48	.268		
	Total	20.000	49			
This Prestige brand always available.	Between Groups	7.248	1	7.248	9.763	.003
	Within Groups	35.632	48	.742		
	Total	42.880	49			
This Prestige brand always available.	Between Groups	9.339	1	9.339	18.724	.000
	Within Groups	23.941	48	.499		
	Total	33.280	49			

In the above the results of ANOVA test revealed that there is positive relationship between brand association and the consumers purchase decision as all the parameters of brand association have significant values are less than 0.05.Hence we can reject null hypothesis and accept alternative hypothesis.

TABLE NO.4
ANOVA (BRAND LOYALTY & CONSUMERS PURCHASE DECISION)

BRAND LOYALTY		Sum of Squares	DF	Mean Square	F	Sig.
I consider myself to be loyal to Prestige brand	Between Groups	1.412	1	1.412	3.412	.071
	Within Groups	19.868	48	.414		
	Total	21.280	49			
In future, if I want to buy kitchen appliances prestige will be my first choice.	Between Groups	2.641	1	2.641	6.574	.014
	Within Groups	19.279	48	.402		
	Total	21.920	49			
I would love to recommend this prestige brand of kitchen appliances to my friends.	Between Groups	3.309	1	3.309	9.515	.003
	Within Groups	16.691	48	.348		
	Total	20.000	49			
I will buy prestige brand of kitchen appliances even its price increased.	Between Groups	.895	1	.895	1.023	.317
	Within Groups	41.985	48	.875		
	Total	42.880	49			
I will not buy other brands of kitchen appliances if my Prestige brand is available at the store.	Between Groups	1.715	1	1.715	1.761	.191
	Within Groups	46.765	48	.974		
	Total	48.480	49			

The above table indicates the association between brand loyalty and consumers purchase decision. The ANOVA test revealed that among 5 parameters of brand loyalty 3 of the parameters are showing positive association and 2 of the parameters showing no association between brand loyalty and consumers purchase decision. Hence in aggregate the null hypothesis can be rejected and alternative hypothesis can be accepted.

CONCLUSION

Brand equity is considered as one of the important factor while consumers making their purchase decision. This research paper helps Prestige company to focus on those factors in which there are negative relationship between brand equity dimensions and consumers purchase decision. In future company should try to keep Prestige as the first brand of choice of the consumers while buying kitchen appliances by keeping the prices of the Prestige in reasonable rate.

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