
CHAPTER III

REVIEW OF LITERATURE

3.1 Introduction

For any research work at any level, it is essential to carry out extensive literature survey to get subject insight and developing the construct for the study and finding out the research gap. Basically, it is homework that is assumed to have done carefully, and a given fact in all research papers. A literature review discusses published information in a specific subject area, and sometimes information in a particular subject area in a specific period. It is a content of a research paper, which includes the existing knowledge including substantive results, as well as methodological and theoretical contributions to a particular subject. In fact, by doing extensive literature survey, a researcher tries to defend himself that he has not neglected the basics of research. In the present chapter, the researcher has attempted to explore the various literature and reviewed it into four categories. These are:

3.2 Consumer Behavior dynamics and Purchase pattern of Durable Goods

Brosekhan & Velayutham (2016) study entitled “A study on consumer buying behavior toward selected home appliance in Ramanathapuram.” The researcher found the lifestyle characteristics have the significant impact on consumer behavior. A product or brand is chosen by consumers or person the maximum possibility to the elaboration of his lifestyle identity. Therefore study suggests companies need to focus on the lifestyle of the individual that can help to predict his purchase behavior. The home appliance products like LCD, LED, Refrigerators, washing machine, microwave oven are the necessities goods of human lifestyle in Ramanathapuram.

Momani (2015) in his study “The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods” This article explores the implications of the brand element on purchasing decision of shopping goods on the Jordanian consumers. The researcher found some variables such as; quality, communications, loyalty, custom, and country of origin. The study revealed that brand elements loyalty, marketing communication and country of origin significantly affected the purchasing decision of the Jordanian shopper, while quality and authentic custom did not have that impact.

Marketing is the way to reach the customer and for this company always try to focus on advertisements, especially, TV ads. The subject, message, and dialect used in ads help to make buying decisions. Such ads companies try to make the position of the brand in the minds of the target customer. Mohideen & Saravanan (2015) in their study “A study on factors determining buying decisions through television ads for consumer durables goods” The primary objective of this study identifying the influence of television advertisements on buying decisions of consumer durable goods. According to the results, the factor Service quality was found the significant impact on the overall satisfaction and acted as the dominant factor in determining buying decision. The researcher also revealed that Discounts, Quality, Price, and Guarantee also had the positive impact on purchasing decisions through television advertisements in respect of Consumer Durable Goods.

Suganhethi and Mohan (2014) in their article “Consumer behavior towards selected brands of a washing machine” the study has done in Udumalpat town at Tamilnadu in India. In this study, the researcher has taken five brands of washing machine such as LG, Samsung, Bosch, IFB, Whirlpool. This study reveals that demographic profile such as gender, age, income, occupation on some selected brand does not influence a level of satisfaction of consumer buying behavior. The researcher also finds the factors which affect consumer buying behavior toward some selected brands of washing machine these are brand loyalty, price, brand quality, guarantee or warranty and after sale services.

Kaur and Ashita (2014) in their study on “Consumer behavior for durable goods: the case study of rural India.” This study has done to understand consumer behavior in the rural household while they purchase durable goods. The consumer goods divided into three parts: computer or television (electronic goods) refrigerator, washing machine, microwave (home appliance) and automobile. This study found the relationship between income and consumers purchased behavior and stated that size of the family does not influence consumer buying behavior. The numbers of consumer durable goods like a refrigerator, washing machine, computer, television does not depend upon the size of the family. Further, this study revealed the common factors affecting the purchase and these are technology, price, quality, service, power consumption.

Pooja and Ali (2014) performed a study entitled “Consumer buying behavior toward durable goods concerning urban working women.” Urban working women purchasing attitude with specific reference to consumer durable goods revealed income does not influence the different aspect of the product like functionality, discount benefit, etc. The working women have more involved in purchasing decision they are more conscious about price quality and store loyalty in compare of non-working women.

Hasan (2014) performed a study entitled “Consumer brand preference for consumer durable goods.” In the vibrant environment factors that fierce completion is making the imperative to understand the dynamics of consumer durable market. The market survival depends upon customer satisfaction, and customer satisfaction depends on the perception and brand preference of particular brand. The six brands of consumer durable goods were taken Sony, Whirlpool, Voltas, Samsung, LG, Onida. The study found quality; technology innovation and a multitude of brands across the price were the dominant factors which influence in consumer brand preference on consumer durable goods.

Jisana & Ahameed (2014) performed a study entitled “Brand Preference and Consumption Pattern of Home Appliances by Consumers in Kerala” The study reveals that consumers in Kerala are using almost all the home appliances for their comfortable life and luxurious status like Refrigerator, Washing Machine, and Air Conditioners, etc. The result endorses that people consider brand or product features before making purchases. Festival season offers influenced some people. The article result also revealed that customers are not used online mode of acquisition for acquiring home appliances, and all the respondents were satisfied with their existing home appliances, and they will recommend these products to their friends and relatives.

Singh & Kumar (2014) in their study “Impact of Brand on Rural and Urban Consumer Behavior- A Study on Mobile Phone Buyers.” The researcher attempted to establish how the rural and urban populace imagines the thought of "brand." The main objective of this study was looking at the purchasing conduct of rural and urban shopper and discovers their needs while settling on a buying choice on cell phones. The review uncovers that the urban buyer is more brand and style "cognizant" and rural consumer are more focused on functionality and price. The result also uncovers that urban populace depends significantly on the internet as the source of information whereas rural population depends on T.V. ads & Mobile retailers.

Rajeswari and Pira (2014) in their study on “ Consumer buying behavior and factor influence the purchase decision of durable goods” The article revealed that respondents were using the product a mixer, grinder washing machine, refrigerator, TV, laptop, AC, etc. When the consumer goes for buying the most influencing factors are the family member and friends suggestion while price, quality, offer a discount, brand name, color, technical feature, brand image were common factors on consumer durable goods.

Rizvi & Elahi (2013) in their study on “Consumer behavior regarding durable goods in Lucknow region.” In this study, the researcher revealed that attributes or feature are the most critical variables that affect consumer buying behavior concerning white goods. This article also discusses the consumers brand choice and explained that consumers have more brands choices in the market regarding durable products and they are comparing one or more brand by their cost, quality, after sale service and promotion activities. This article suggested that consumer durable industry is more comparative nowadays thus consumer goods industry should focus on product attributes to retain their customer or stay in the market.

Sreeranganadhan & Lekshmi (2012) in their study “The effect of advertisement on consumer behavior and brand preference concerning selected consumer durables in Kerala” The primary objective of the study was the effect of advertisement on consumer behavior and brand preference on some selected consumer durables. The study reveals that advertising has a more positive impact on the consumer behavior and brand preference. This article uncovered that to survive in the competitive environment; durables companies need to develop the more effective advertising strategies.

Thiripurasundari & Natarajan (2011) in their article “Factors facilitating brand equity dynamics (a study on Indian car industry) in Puducherry.” The significant cars used were Santro, Tata Indica and Maruti 800. The data gathered from 300 car owners through an interview schedule. The study result indicates the social factors like family members influence the decision and that impact on brand equity. Further, the result showed the mass of the respondents actively decided that car price, mileage, image or after sales service and discount are crucial factors that influence the shopper's decision.

3.3 Consumer Behavior and Brand Equity

Romero & Yagüe (2016) performed a study entitled “Marketing assets: connecting BE & customer equity. The researcher tries to find out the relationship between brand equity and customer equity by testing these two alternative explanations. The outcomes show that the models that compare to the concurrence approach have a higher logical power and integrity of fit than the models recommend that brand value is a forerunner of customer equity accordingly supporting that these impalpable resources worked by marketing activities in the meantime.

Prabal (2016) in their study “the drivers of brand equity” This review suggest the theoretical structure by using different forerunners, including quality, infrastructure, cost, image, destination identity, brand awareness, quality condition and customer satisfaction. 152 international tourists used as the sample for the study and data analyzed with SPSS. Exploratory factor analysis (EFA), correlation analysis or multiple linear regression analysis techniques used for data analysis. The study result indicates that cost, quality environment, image, brand awareness, destination personality & customer satisfaction have a noteworthy consequence on brand equity.

The excellent brand equity factors always influence the consumers’ behavior. Kandasamy (2015) in his study entitled “Consumer behavior and brand equity – a bird’s eye view.” The objective of the survey to analyze the consumer buying behavior on some selected durable products. The study revealed that there is a definite relationship between various dimensions of customer-based brand equity and consumer behavior.

In the present market scenario, the most of the companies are using celebrity endorsement for the useful promotional tool, because the celebrities are the well-known individuals for public and this celebrity endorsement in advertisements have the impact on customer-based brand equity. Thusyanthy & Tharanikaran (2015) performed a study on the title “The Relationship Variables to Celebrity Endorsement and Brand Equity: A Comprehensive Review.” The research indicates the positive relationship between celebrity endorsement and customer-based brand equity. The study explores with the help of various literature supports for the relationship variables to celebrity endorsement and customer-based brand equity

Nademi (2015) in their study on “Effective inter-organization factors for creating the valuable brand.” The study investigated the inter-organization factors for creating the valuable brand for Isfahan steel company in Iran. The investigation revealed that organization culture technology of the organization; product feature and marketing intelligence of organization have the significant impact on the brand.

Prakash & Kumar (2014) in their study on “ A Study on Customer Attitude of Brand Equity and Socio-Economic Imbalances of two Wheeler Users in Coimbatore District” This article found that Brand Equity has a substantial impact on the customer retention value. This study considered the effect of intangible and tangible attributes of brand equity as well as its relationship to customer retention. There is a strong correlation between the different characteristics of brand equity and customer retention.

It is known that Co-branding is one of the growing techniques and strategists in present market environment to get the positive image of one brand to another brand. Warraich & Awais (2014) in their study on “ Effect of Co-Branding On Brand Equity.” This article tried to explore the relationship between individual brands and composite brand before and after the trial. To accomplish the objective, data collected from 200 respondents at purchase points and key shopping malls in Karachi. This study revealed that positive product test, improve brand equity. The result also indicates that when High investment brand combined with little equity brand, it upgrades the image of the combined brand. However, the blending of small equity brands may and may worsen the positive image of the brand. Accordingly ongoing products trial enhance the brand equity.

Dib & Alhaddad (2014) studied on “Hierarchical relationship between brand equity dimensions.” The researchers used four dimensions for BE. The study uncovered that perceived quality has no meaningful influence on brand trust & equity, further, the rest of aspect has linked with brand equity.

Muhammad et al. (2014) in their study on “Impact of Brand Equity Drivers on Purchase Intention (A Quantitative Study of Smart Phone Market).” This article attempt to examine the components influencing the Purchase Intention of Mobile gadgets in DG Khan business center point. To complete this research random sampling technique used and

primary data were collected. Brand Perception, preference, Loyalty and Brand image were four elements chose and investigated the relationship regarding the buy expectation. The study revealed that Brand perception, Brand preference, Brand Loyalty, and Brand image are brand equity drivers who play a vital role in the mobile phone market and it additionally has gone about as a motivational compel that impacts a cell phone buyer choice.

Severi & Ling (2013) in their study discussed the association amid the brand equity elements. To complete the research the different brand equity dimensions used like the association, awareness, perceived quality, loyalty & brand image. The researcher collected 300 data from the business graduates who were studying in one private university in Malaysia. The study revealed and indicates a mediating relationship between the dimensions of brand equity. In another way relationship amongst awareness and brand value is intervened by brand affiliation and connection between the brand association and brand equity is interceded by brand loyalty.

Azizi & Kapak (2013) in their study “Factors affecting overall brand equity: the case of shahrvand chain store.” The researchers found the factors influencing overall brand equity in shahrvand chain store. The Sample of 167 customers collected in Tehran city by using convenience sampling method. The research revealed that brand-customer personality congruency effects brand identification positively. The positive impact of brand identification on brand loyalty and trust found. This study also showed that brand trust affects brand loyalty positively. Results also indicated the positive effects of brand loyalty and confidence on the overall brand equity.

Parsa & Eidelou, (2013) have studied “A Review of the Affecting Factors on Brand Equity from the Customer Perspective.” The researchers uncovered that dimensions of brand equity, respectively loyalty, image, perceived quality of the brand, awareness, have a significant and positive effect on brand equity. This study concluded that most valuable assets of any company are its brand equity.

Fouladivanda & Pashandi (2013) the researchers found the basics element of brand equity which effect to purchasing of FMCG goods and these are the brand awareness, association, loyalty, and perceived quality. The study revealed the brand loyalty impacted highest in brand equity on FMCG products in Iran.

Gowda (2013) entitle “The impact of brand equity and brand loyalty on customer satisfaction.” In this study, the investigation reveals that relationship between brand loyalty and the brand equity influence on customer satisfaction. In the hotel industry, the brand equity dimensions are physical quality, staff behavior, brand identification, and brand image. This study concluded that all these dimensions have a positive impact on customer satisfaction.

Jahanzeb, Fatima & Butt (2013) The research investigates "The direct influence of service quality on building consumer-based brand equity, along with the mediating role of corporate credibility and perceived value." The results revealed and suggested that perceived value and corporate validity completely intervene the connection between perceived service quality and buyer based brand equity.

Pouromid & Iranzadeh (2012) In this research, the researchers have used David Aaker's customer-based brand equity model that has four dimensions respectively, brand awareness, brand association, the brand's perceived quality and loyalty. The study found the factors that influence brand equity's aspects these are family variables, brand's name, firm's image, and the price. The results revealed that family and business's image of the company/organization has a direct impact on brand awareness, brand association, and brand's perceived quality. Brand's name has the immediate effect on brand awareness, and the perceived quality of the brand and also the price has an immediate impact on perceived quality of the brand. Finally, the recognition, association and perceived quality of the brand have direct effects on brand's equity.

Silva & Nikhashemi (2012). The researcher tries to understand “how to make brand equity in the context of Malaysian multimedia industry.” To accomplish this study, the 435 sample sizes taken. The researchers have received the information from three major dominant organizations that are providing internet service in Malaysia. They were: Telecom Malaysia, Jaring, and Maxis. This review builds up a brand value construct which settles upon the brand idea of usefulness, image, perceived quality, and loyalty. Results of this study indicated that perceived quality is the most critical element for developing brand equity.

Mohan & Sequeira (2012). This study based on the concept of brand equity by Aaker (1991). The researcher collected data from 826 FMCG consumers in five major cities in India. This study finding was that consumer-based brand equity for FMCG consists of four dimensions –brand association, loyalty, perceived quality, and awareness. Researchers found that brand awareness, brand loyalty, perceived quality and brand associations had a significant effect on brand equity. The brand association has the most potent impact, indicating the essential role of developing feels and thoughts with the brand in building brand equity in the Indian FMCG industry. The results also portrayed the significant influence of brand loyalty to the development of brand equity.

Tan & Liew (2012) in their study “Consumer-based Brand Equity in the Service Shop.” The 602 data collected for study. Findings revealed that the factors of service quality in the service contained physical assets, responsiveness, sympathy, affirmation, recuperation, and learning. The causal impacts of service quality are fundamentally more noteworthy than item prompts in designing good shopper reaction towards the brand. The significant commitment is that it gives fundamental understanding into the improvement of shopper-based brand equity in the service sector that depends on typology-particular.

Sheng and Teo (2012) indicate utilitarian (perceived ease of use and perceived usefulness), and hedonic (entertainment and aesthetics) attributes of products are two primary resources that ensure brand equity in the mobile domain with the mediating role of customer experience. The results of this study reveal that utilitarian and hedonic attributes of products affect mobile brand equity through customer experience.

Irshad & Irshad (2012) The researchers try to measure the relationship between brand equity and purchase intention. The researchers used the brand equity dimensions like perceived service quality, brand association & awareness, and service loyalty. It was a cross-sectional study measuring a causal correlational impact of brand equity, i.e., independent variable on a purchase intention, i.e., dependent variable. The results indicated a significant and positive relationship between brand equity and purchase intention.

Bojei & Hoo (2012) researchers tried to scrutinize the relationship between brand equity dimensions and current usage on the repurchase intention. Pearson Correlation test and Mediation test was conducted to answer the relationship, and before these tests, the data checked for normality and reliability. Current use was found to have the significant association with repurchase intention, i.e., once the customer had the experience to utilize and receive the benefits of adopting cell phone, their expectation to buy another cell phone in future increments. The brand equity dimensions, i.e., brand awareness, association, perceived quality, loyalty had found the positive relation to the repurchase intention of a smartphone, and brand awareness has the highest relationship with repurchase plan.

Stahl & Heitmann (2012), tried to examine the critical components of customer lifetime value (CLV), i.e., brand equity and customer acquisition, retention, and profit margin. The study revealed that advertising and market presence exerts a substantial impact on the components of brand equity. Brand equity has a meaningful impact on customer acquisition, retention, and profitability from the test it observed that six out of the eight coefficients relating brand equity to acquisition and retention are statistically significant.

Senthilnathan and Tharmi (2012) empirically examine the relationship between customer-based brand equity and purchase intention about branded baby soaps and the results reveal that there is a definite significant linear relationship between customer-based brand equity and purchase intention.

Nam, Ekinci & Whyatt, (2011) studied on “brand equity, brand loyalty, and customer satisfaction.” The review explores the intervening impacts of buyer fulfillment on the association between shopper brand equity and brand reliability in the restaurant industry. The researcher found staff conducts; physical quality and ideal self-congruence or consumer lifestyle have remarkable effects on the level of consumer satisfaction. The research also uncovered that level of satisfaction entirely depends upon physical quality and lifestyle that improve loyalty.

Wenbo Cui (2011) the study entitled “Consumer-based brand equity in the Chinese sports shoe market.” This research used sports shoes to understand and comprehend the effects of promotional activities on consumer-based brand equity. Five brands of sports shoes such as Adidas, Nike, Kappa, Li-Ning, and Anta chose as the product brand. The results

revealed that brand equity dimensions like product awareness in market, association & loyalty, perceived quality of product or brand have noteworthy effects on brand equity. Furthermore, the study revealed that store image put more contributions to brand equity dimensions.

Taleghani & Almasi (2011) the study determined the effect of marketing mix components like (Price, store image, distribution strength, promotion & advertising) on BE. The study found that some particular marketing elements other than price, the promotion has crucial relation with BE.

Clayton & Heo (2011) this research discussed, the brand affiliation is influenced by the value-based message in the durable industry and unique promotional strategies having a definite connection to brand equity or value.

It is known that brand equity is one of the most valuable to a company. Kim & Zhang (2009) researchers have tried to find out the relationship between country of origin and brand equity. This paper focused on the sports shoe market. This study suggests that sports shoe purchase behavior have significant differences among Korean, Chinese, and American consumers for the most loved brand, bought the brand, obtained place, information use, and most popular games amusements. The consequences of this review likewise broaden the exploration of the relationship among nation origin, brand value and brand reliability to the sports shoe market. Brand equity was demonstrated to have a vast association with brand dependability for all nations. The components which can impact brand equity are diverse in various countries. Perceived price is the only factor which can influence brand equity for adventurers; the name is more important for them.

Tong & Hawley, (2009) in their study “Creating brand equity in the Chinese clothing market.” The researcher investigated there are beneficial outcomes of marketing activities (store picture, celebrity ads sponsorship, web publicizing, and non-value advancements) on the arrangement of brand equity.

Chen and Chang (2008) the researchers studied “Relationships among brand equity & brand preference and purchase intentions.” The study found that brand value & brand preference has the power that impacts purchase intentions. Furthermore, exchanging cost influencing the relation amid brand value & buy expectations.

Wilcox & Laverie (2008) the researchers explored the brand equity in the wine trade. The researchers found that there are two critical contributors: one is perceived quality, and another is a brand awareness that plays an imperative role in brand survival. The results suggested that brand equity can enhance by perceived quality & recognition.

Bravo Gil & Fraj Andres (2007) in their study examined “the role of the family in building brand equity.” To complete this research, the young adults in Spain aged between 18 to 35 is used for the study. The results indicate there is the strong influence of family on the brand equity dimensions.

Kayaman & Arasli (2007) researchers tried to measure the impact of brand equity dimensions for hotels. The total number of 345 questionnaires personally retrieved by the researchers and 45 variables representing the four aspects of brand loyalty, brand image, perceived quality, and brand awareness considered. The study revealed that brand awareness is a factor for the brand equity but not a critical dimension impacting the brand equity for hotels. The study also showed that Perceived quality has a significant and direct effect on brand loyalty.

Kim & Kang (2008) The researcher conducted a study to identify the factors that influence the creation of brand equity in the hospitality industry. The data collected through survey questionnaire from 532 respondents. The results suggested that to create a better brand image and brand equity in hospital industry needed to focus on customer relationships.

Thammawimutti & Chaipoo (2005) studied “the relationship between brand equity & and purchase intention of consumers concerning Sony Cyber-Shot digital cameras in Bangkok.” The study found the positive and significant relationship between brand equity and purchase intention. The results also revealed that the positive and meaningful relationship between products attributes and purchase intention.

Atilgan et al. (2005) this study has done with the objective to be familiar with practicality use of a customer-based brand equity model. The researchers used Aaker model of (BE) brand equity. Turkey University students used as a sample for this study and it exposed that loyalty is a more crucial element of (BE) brand equity.

Simon & Sullivan (1993) researchers discussed that marketing development, for example, the age of the brand, commercial use, the Order of passage, present and previous share and product portfolio can follow the root of brand equity.

Kamakura & Russell (1993) researcher suggested that Customer-based brand equity can be created when the shopper knows about the brand and holds some healthy and extraordinary brand relationships in the memory.

3.4 Marketing Media, Promotional Activities, and Brand Equity

Kumar & Patra (2017) in their article reviewed “how the promotion mix helps to create brand equity.” Promotions mix dimensions that is advertising, sale promotion, public relations, direct marketing and personal selling have a positive, significant and direct link to creating the brand equity. This study also revealed that to maintain the healthy relationships and to get the maximum market share the promotion mix dimension is very vital. The promotion mix elements are an excellent resource to brand image and brand awareness that help to create the substantial brand equity.

Kumar & Patra (2017) in their article “the prevalent ad media and its role to build the brand equity.” The article discussed the various ad media nowadays, and it shows that the more frequent advertising media is digital media in the global market. On the bases of some literature, the article revealed that advertising media play very a vibrant role to build the brand equity

Kumar & Patra (2017) in their study “celebrity advertising and brand equity.” The investigation revealed the celebrity ads is the fruitful source of brand equity. The article also discussed that there are various determinants of celebrity advertising such as Image of celebrity and celebrity fame, profession, controversy risk and celebrity attractiveness. The study result also stated that celebrity advertising is a vibrant and sound source to create the brand image, loyalty, awareness and perceived quality which make the healthy and robust brand equity.

Sharma (2016) suggested in her article, the alluring and mind-blowing celebrity ads raise the growth of an organization and give the natural advantage to brand, and famous people or influences the purchaser purchasing conduct or brand equity.

Hanaysha (2016) the researcher has tried to examine the connection between word of mouth and brand equity. This research has done in Malaysian fast food industry, and 293 customers used from global fast food restaurant in east coast Malaysia. The result uncovered that WOM has an unusual link with loyalty as well as image. Furthermore, the researcher found that brand preference & leadership has the power to influence the WOM. It also found that WOM is the crucial element that impacts overall brand equity.

Hanaysha (2016) the examination was done to know the significance of social media marketing in brand equity. The outcome determines that social media marketing have a vast and beneficial impact on brand equity components (brand preference, image, loyalty and brand leadership). In this manner to upgrade or manage the brand value or equity companies need to concentrate on social media marketing.

Alhaddad (2015) researcher reviewed “social media marketing awareness and its impact on brand equity.” The study found that social media advertising is the vital source of consumers’ awareness and that directly impacted on image & brand equity.

Hanaysha & Hilman (2015) in their study “impact of advertising and country of origin on the brand equity.” This study has focused on advertising and country of origin and its effects as critical success elements for making reasonable brand value since they were observed to be essential in affecting purchase behavior. To complete this study Malaysian automotive industry was selected. The findings revealed that advertising and country of origin had significant positive effects on overall brand equity. Further study also found that advertising and country of origin had a substantial positive impact on the dimensions of brand equity, namely; brand loyalty, brand image, brand awareness, and brand leadership.

Salelaw & Singh (2015) In their article “the effects of promoting and sponsorship on brand value/equity in the Ethiopian Brewery Industry.” The brand equity components were (brand association and loyalty, brand awareness, perceived quality,) used to measure purchaser based brand equity. The result indicates a TV ad decidedly influences awareness and outdoor publicizing decisively changes consciousness and perceived quality. The results endorse promoting, and occasion ads support to affect the brand equity.

Alhaddad (2014) in performing a study entitled “Does Price Awareness Matter to Brand Equity.” The researcher concluded that brand awareness & image are most central part of brand equity. Further, results indicate that price knowledge has a useful effect on brand awareness and brand image.

Ardestani, Mirabi, Kazemi & Far (2014) in their study “A Study on the Effect of Marketing Advertisements and Price Promotions to Brand equity in Iranian Insurance Industry. (A Case Study of Iran, Asia, and Parisian Insurance Companies)” The research objective of the study find out the influence of marketing advertisements and price promotion to brand equity in the Insurance industry in Iran. The investigation revealed advertising and price promotion are Independent variables, perceived quality, loyalty, and image are needy variable, and brand awareness is middle variable. The results of the study indicated perceived quality, brand awareness, perception or commitment has a positive effect while price promotion harm perceived quality and has the affirmative impact on brand image.

Chaubey & Zafar (2014) in their study “Advertising and its Impact on Brand Equity: A Study of Consumers of Garhwal Region of Utrakhnad State.” The researcher tried to measure the brand equity and the factors affecting the brand equity of hair care products, according to the perceptions of customers of Garhwal region. There were nine factors product quality, conformance factor, Product image factor, Product information factor, Imitating motives, Value addition in products through advertisement factor, Reliability and loyalty factor, Product knowledge and quality conformance factor and Personal judgment and confidence motive and Uses and Application motives promoting brand equity of the product. The study reveals that advertising plays a significant role in increasing brand awareness, brand image, and brand loyalty and in turn improving brand equity but to a different extent.

Hamidreza et al. (2014) reviewed the relationship between the components of promotion mix and brand equity in Samsung goods. The outcome shows there is an active and healthy effect of promotion mix part on brand equity.

Tufail & Saeed. (2014) The paper examined “the effect of publicity and Sponsorship on Brand Equity.” Result uncovered if attention and sponsorship are steady, it plays a dynamic and critical part of Brand Equity. Further outcome additionally shows advertising and promotion help to building Brand Equity.

Mongkol (2014) recommended that marketing communication, for example, direct marketing, advertising and so on are straightforwardly identified with brand equity. This way marketing communication ought to be proper to enhance brand value.

In the modern era, every business uses various promotional techniques for influencing the purchase decision of their consumers. Sales promotion is the essential element of the promotional mix which has been widely used to sustain competitive advantage or help to increase sales. Neha & Manoj (2013) in their study “Impact of Sales Promotion Tools on Consumer’s Purchase Decision towards White Good (Refrigerator) at Durg and Bhilai Region of CG, India.” The researcher tried to find out the various sales promotion tools and its impact on purchase decision towards white good (refrigerator). The result revealed that among the different sales promotion tools: offer, premium, and contest are the most influencing variables for consumer purchase decision while price bundle and rebate have been found to be insignificant.

Karunanithy & Sivesan (2013) in their study “An empirical study on the promotional mix and brand equity: Mobile service providers.” The study finds the positive relationship of celebrity endorsement to customer based brand equity. The research also indicates and investigates the impact of celebrity endorsement on customers’ brand perception and purchase intention. Their results suggest that celebrity endorsement has the reasonable implications for customers as per their brand perception and purchase intention.

The organization does promotions to aware of the goods/product which provokes customers to purchase. Shafi,& Madhavaiah (2013). The article investigates the impact of promotion mix on brand equity in FMCG division in Indian. The outcome uncovered that promotion mix plays an enormous and dynamic part of brand equity.

Al-Dmour et al. (2013) In their study “the effect of services marketing mix elements (service nature, price, place, promotion, physical evidence, people, and process) on customer-based brand equity of mobile telecommunication service recipients in Jordan.” The outcome of the article shows that there is a statistically significant relationship between services marketing mix elements and brand awareness, brand image, perceived quality and brand loyalty.

Zarantonello, and Schmitt,(2013) in their study “impact of event marketing on brand equity.” The investigation uncovered event marketing, like trade fare and road show, sponsored events have a significant impact on brand equity.

Brand equity is always considered competitive advantage because it provides significant competitive barriers, Rahmani, Mojaveri & Allahbakhsh (2012) in their study “Review the Impact of Advertising and Sale Promotion on Brand Equity.” The study found Brand equity could develop by increasing perceived quality and brand loyalty. This study also reviewed and revealed that sale promotion and advertisement play a dominant role in powerful brand equity.

George (2012) performed a study entitled “Occasion Based Promotional Strategies of Consumer durable segment in Kerala.” The results of this study show that consumer durable companies and some retailers are using and adapting the various promotional plans to attract deal prone, promotion liking customers. In the consumer durable promotions, the print media in Kerala is mainly revolving around the occasion based promotional strategies during the festival.

Sedaghat & Moakher (2012) in their study “The Impact of Promotional Mix Elements on Brand Equity.” The researcher tried to explore the impact of promotion mix components (Advertising, personal selling, public relations, direct marketing, sales promotion,) on brand equity. The information gathered from a survey of 200 respondents. The results of the study uncovered that promotion mix components drastically affect brand equity.

Anjum & Dhanda (2012) in their study “the impact of celebrity-endorsed advertisements on consumers and sales” The survey revealed celebrities used for advertising to enhance the product image, brand awareness, brand recall, brand retention and for brand credibility. Further, they conclude that celebrity endorsement has the positive impact on the company image as well as brand and customers.

Mukherjee (2012) investigated “the association amongst celebrity and brand image” the study results shows that celebrity advertising raises the brand awareness and fabricate the excellent brand image which additionally impacts consumer buying behavior.

Arokiasamy (2012) in his study “the effect of the marketing mix and customer perception on brand loyalty.” The result indicates that marketing activities (price, store image, advertising spending, distribution intensity and price promotion) have a positive effect on brand loyalty in the Malaysian hypermarket's sector. The result also revealed that marketing mix elements have a significant and positive influence towards brand loyalty.

Smutkupt et al. (2012) In their article “mobile advertising and customer perception of brand equity.” Result uncovered the versatile promoting (general SMS) help to construct high awareness or perceived quality which affect overall brand equity.

Hu (2011) the study was done in Retail Chain Stores in Taiwan. The researcher tried to find out the relationship between marketing mix strategy and brand equity or service quality as well as customer loyalty. The findings revealed that brand equity, marketing mix strategy, and service quality had a significant and positive relationship to customer loyalty.

Valette et al. (2011) an article discussed “the effect of brand identity and sales promotion on brand equity.” A consumer who was utilizing the diverse brand of sports shoe, coffee and autos were the samples for the examination. The outcome demonstrated that the brand identity/personality and sales promotion positively affects the brand equity and if sales promotion isn't giving significant information it may harm the brand value, and it can be an opposite effect on its creation.

Balakrishnan and Kumar (2011) in their study “Effect of Celebrity Based advertisements on the Purchase Attitude of Consumers towards Durable Products-A study concerning the city of Chennai” This review uncovered that the consumer durable market is growing very fast in India. The study results also stated that celebrity advertising has a positive impact on purchase attitude.

Jafar, Adidam & Prasad (2011) The researcher tried to explore that the relationship between celebrity endorsements and the customer based brand equity. Their results specify that celebrity endorsement does have the potential to create customer-based brand equity for high fashion ready-to-wear products.

Spry et al. (2011) researchers investigate “the association between celebrity credibility and brand equity.” This review uncovered that superstar validity indirectly affects brand equity and brand believability play an intervene part to keep up this relationship.

Chen & Green (2011) According to the researchers, during 2008 global economic recession, consumers had less income and had turned to less expensive brands and retail stores. So study tries to investigate the relationships between customer demographics, shopping behavior, and the marketing activities that influence customer-based brand equity. The data collected from 435 shoppers at four hypermarkets in Kaohsiung City, Taiwan and classified by low, middle, and high-income segments. By the comparison between income groups, the researcher found two significant differences, low-income shoppers had significantly higher perceptions of advertising spending than the high-income group, and high-income shoppers had substantially higher store image perception than the low-income segment.

Buil,& de Chernatony (2010) The study investigated the “relationship between sale promotion, advertising and brand equity.” Result uncovered that advertising has a positive impact on overall brand equity and furthermore study discovered monetary promotion has no significant effect rather nonmonetary promotional activities has a positive effect on the on brand equity.

Chattopadhyay & Shivan (2010) in their examinations marketing mix components impacting brand equity/value and brand decision. The outcome represents marketing mix profoundly affect brand equity or brand value. The result also uncovered word of mouth is the stable determinant of brand equity/value additionally ads, promotional pricing, and national origin did not affect brand value.

Oh & Kwon (2009) researchers concluded that the promotion is the devices which help the deal and increment the benefit. Product awareness through the different promotional activities urges the customers that prompt higher sales and profit. Thus advertising assumes a considerable part to convince the buyer.

Prevot (2009) examines the “effect of Guerilla Marketing on brand equity.” This study found the impact of Guerilla Marketing does not only depend on the customer's perception towards marketing activities but also depends on the medium used for the campaign. Further, this study revealed that the impact of Guerilla Marketing on brand equity could be positive or neutral.

Yoo (2008) researchers examined the relationships between selected marketing mix elements like (price, store image, distribution intensity, advertising spending, and frequency of price promotions) and brand equity. For the study, primary data obtained from 569 respondents. The study concluded that to improve the quality or image of a brand the manager must put resources into publicizing, disseminate through retail locations with a good image, appropriate sale forces, and decrease the regular utilization of price promotions. Concerning price, high brand equity may enable an organization to charge a higher cost since shoppers will pay premium costs.

Sriram et al. (2007) Brand equity has come after the optimal long-term performance of the brand. Researchers have tried to follow the health of brand through store level data and random coefficients logit demand model used to track brand equity over time. The study also tried to find out the impact of marketing actions, such as advertising, sales promotions, and product innovations on brand equity. The results also indicate that advertising has a positive effect on brand equity in the various product categories, whereas the sales promotions have not significant effect and new product innovations have also a positive impact on brand equity.

Villarejo-Ramos & Sanchez-Franco (2005) in their study “impact of price promotion and marketing communication on brand equity.” The structural equations model (SEM) was applied to study the relationship and to test the reliability and validity of the tool Cronbach's Alpha used. The sample collected from a group of families which purchased durable goods explicitly washing machine. It concluded from the study that perceived spending on advertising had a favorable influence on brand equity and its dimensions while the unfavorable impact identified between price deals, perceived quality and brand image.

Erdogan et al. (2001) researchers concluded that celebrity endorsement assembles the entire brand or to make a long impression in the market that convinces the customer to take buy choices and upgrade perceived quality that helps organizations to charge an exceptional cost.

Rice and Bennett (1998) researchers suggested the effective advertising raises the brand awareness as well as build up a state of mind against the brand purchase. The researchers also concluded that advertising is the prime source of the brand image and brand equity.

3.5 Brand Image, Brand Loyalty, Brand Personality and Brand Equity

Sallam (2016) performed a study entitled "The Impact of Brand Image and Corporate Branding on Consumer's Choice: The Role of Brand Equity. " Researcher had explored the role of independent variables (brand image and corporate branding) on brand equity and its impact on consumer's choice. The study was done in Saudi Arabia customers who used a different type of mobile phone. The results revealed and indicate the corporate brand had a more positive impact on brand equity and outcome further showed that brand image did not affect brand equity.

Kamarposhti & Bagheri (2015) performed a study entitled "The effect of consumer satisfaction and brand personality on brand loyalty within consumer personality traits framework (case study: home appliances products in (Ghaemshahr city)" The researcher try to find out the effect of consumer satisfaction and brand personality on brand loyalty. The researcher found there is a definite relationship between consumer personality and brand personality. Further Brand personality trait has the positive impact on brand loyalty feature. The study also revealed that Consumer satisfaction has the positive effect on brand loyalty.

Roustasekehravani & Hamid (2014) in their study "Do Brand Personality Enhance Satisfaction and Loyalty Toward Brand: A Review of Theory and Empirical Research." The researchers critically examined and found the most of the firms attempt to measure satisfaction and loyalty for their brand, and this is because it shows whether a product successful or failed in the market. This study revealed that brand personality has a positive and significant impact on brand loyalty and satisfaction.

The Customer satisfaction is the marketing goals for many companies because it helps to retain in the competitive market. Awan & Rehman (2014) in their study "impact of customer satisfaction on brand loyalty- an empirical analysis of home appliances in Pakistan." The study investigated the impact of customer satisfaction on brand loyalty for durable goods. The researchers collected data from 300 middle-class households or business people. The researchers revealed that the customer satisfaction has the significant effects on brand loyalty. The researchers also explained that Brand performance has a positive relationship with customer satisfaction. Furthermore, the study suggests that

brand loyalty can be made through improving customer satisfaction and offering high brand value.

Alhaddad (2014) researcher concluded that brand image and loyalty are the significant elements of brand equity which affects the shopper perceptions in the market. The findings indicate that loyalty toward the brand and image has a constructive impact on brand equity.

Nasab & Alroaya (2013) in their study entitled “the effect of the brand on customer loyalty of electronics products.” The primary objective of this article to find out the effect of a brand like Sony and LG on customer satisfaction. The study indicates customer loyalty is positively related to happiness. The investigation also revealed some results the loyalty has the definite relation to value, emotion, resistance to change, trust and brand equity.

Saeed & Lodhi (2013) researchers have done this study in the Pakistan telecommunication sector, and it found there is the significant relationship between all three variables brand image, brand loyalty and customer satisfaction. Further researchers suggested marketers must pay attention to these three variables to make a strong brand.

Irmashyle & Vjollcahysi (2013) performed a study entitled “brand personality and brand equity.” The study found there is a healthy relationship between customers and brand which influence brand equity. The study concluded that brand personality has a more strong impact on the brand equity.

Das et al. (2012) performed a study entitled “how brand personality affects the consumer based retailer brand equity.” The research is done in Kolkata, India and various statistical tools used such as factor analysis, regression analysis, and SEM. The results indicate there are three major dimensions of personality: complexity, compassion, and authenticity that impact negatively on all the variables of consumer-based equity.

Aluregodwda (2011) in his study entitled “impact of brand equity and brand loyalty on customer satisfaction.” The researcher investigates the relationship amongst brand loyalty and equity. The study found lifestyle, staff behavior; physical quality and brand identification are the critical dimensions of brand equity in the hotel industry and have a positive impact on satisfaction.

Farhat & Khan (2011) in their study “A conceptual study: Importance of brand personality to customer loyalty.” The researcher discussed the behavior of the customers and their willingness to purchase a brand. The theoretical study and the conceptual model helps to conclude that brand personality has the strength to make loyal customers.

Javadin (2010) in his study entitled "Evaluation of brand effect on Industrial customers' loyalty." The objective of the study to check out the relationship between customer loyalty and brand-related issues. The data collection was through the questionnaire which distributed in the statistical universe of centers in 22 districts of Tehran and 150 data collected. The study indicates that brand equity and trust are the most critical factors influencing behavioral and attitude in patterns of customer loyalty.

Abbasi (2008) in their study "Effect of key dimensions of value on customer loyalty: a Case Study of LG refrigerators and coolers." The study found that there is a significant difference in the critical dimensions of value and customer loyalty. In this study, practical value, social value, emotional value, and cost value have introduced critical aspects of value.

Chang & Hsu (2008) tried to examine whether brand attitude and brand image were the forerunners and brand inclination and purchase intention were the results of brand value. Both qualitative and quantitative data was gathered for the examining the relationship. Quantitative data obtained from 456 respondents and a pilot study were conducted to explore the reliability of the questionnaire and reliability of the questions for each construct was measured using Cronbach's alpha. Qualitative data obtained from service brand marketers about business perspectives and their opinions about the construct. The research concluded that brand attitude would have a more significant impact on brand equity than brand image. There exists direct and positive effect of brand equity on brand preference.

Sondoh & Omar (2007) discussed “how the brand image benefits impact on satisfaction and loyalty intention concerning the color cosmetic product” The researcher found five brand image benefits consisting of functional, social, symbolic, experiential and appearance. The research indicated 97 females showed that functional and appearance enhances significantly affect loyalty. And the study also revealed that four of brand image benefits: functional and social, appearance, experiential and increase satisfaction. The

research also shows that overall satisfaction does influence customers' loyalty. So marketers should focus on brand image benefits to achieve customer loyalty.

Radder & Huang (2007). In their study "A comparison about the high-involvement and low-involvement products in an African university." The research indicates that ads play an immense role to aware about the high involvement products rather than low involvement products. Perception is a crucial factor in consumer attitude and behavior. Characterized brand equity in different ideas which to be specific are; brand association, loyalty, and perceived quality.

Torres and Tribo (2007) study discussed "the interaction among ownership structure and customer satisfaction." Further researchers have tried to find out its impact on brand equity. The researcher uncovered that customer satisfaction has an essential relationship with brand equity.

Allameh & Noktedan (2006) in their study "The effect of service quality on customer loyalty." The point of the overview was to look at the relationship between the faithfulness/ loyalty of customer and one of its key factors, i. e. service quality. In that review, the trust and satisfaction variables have considered as intermediary variables. The findings revealed a significant positive relationship between service quality and customer loyalty. Also, the results show the trust and satisfaction variables play the dominant role in the relationship between service quality and reliability and have a significant and positive impact on loyalty.

The literature reviews concerning the result of brand equity concepts profoundly investigated from different points of view. Every one of the research investigations has endeavored to analyze the brand equity of varying segment and product classifications with a wide range of constructs. The examination of the review of literature released a wealth of new idea, thoughts, and imaginative musings. Imaginative musings went into recognizing the bases of consumer/buyer/shopper brand equity. The existing literature outcome and analysis likewise discovered that the studies have made very fewer endeavors in isolating the major building pieces of consumer/buyer/shopper brand equity in the washing machine. It was recognized as the gap for research after exhaustive investigating of literature. Consequently, it is flawlessly supported to consider the brand equity with regards to brand image, brand personality, brand loyalty and marketing media

and the promotional activities. Toward this path, this study brings a spotlight of brand equity in consumer durable segment with specific reference to washing machine in the Uttarakhand.

3.6 Research Gap

Although, the sufficient research and studies have done in different product categories in the context of brand equity. From the earlier broad review, it has been detecting that the majority of the prior research or studies concentrate on FMCG, sports segment, services industry or consumer behavior. There is little commitment toward the brand equity in consumer durable segment. Just a couple of studies have secured the consumer durable segment (refrigerator, TV and electronics goods) regarding consumer behavior however not on the washing machine brand, yet even these research or studies have not concentrated on the brand equity of consumer durable segment (washing machine).

Also, there is not an examination covering all the critical parts of brand equity on the washing machine in the durable sector. Notably, with regards to some other segment brand equity components are brand awareness, loyalty, satisfaction, knowledge, perceived quality, association and personality related to the shopper perspective. To accomplish this study, the researcher uses the research article; conference proceedings, etc. and found the following gap:

1. The existing pieces of literature are unable to investigate brand equity of washing machine in consumer durable segment.
2. The current literature highlighted the brand equity factors, consumer perception on the bases of city / urban consumers but the rural consumers not covered which is a significant part of the Indian market.
3. The existing literature has been unable to emphasize the role of marketing media and the promotional activities in building the brand equity of Washing Machine.
4. The association among the consumer's demography such as age, gender, income, education, consumer origin concerning urban or rural, numbers of family members and family structure and the constituents of brand equity in washing machine have not been examining thoroughly.
5. Washing machines are becoming a standard product in consumer durable segment nowadays, and its importance has increased in a busy lifestyle. Therefore, it is indispensable to know the washing machine market strengths, weaknesses and opportunity. So far so, no research has done on the washing machine in Uttarakhand state.