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## HUMANITIES AND SOCIAL SCIENCE STUDIES

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### **Abstract**

Brand equity plays a crucial role in shaping consumer preferences and purchase decisions, particularly in the home appliance sector. The research aims to assess the significance of these factors in determining brand preference and consumer behavior. A structured questionnaire was used to collect data from a sample of 100 women consumers in Pollachi Taluk using a convenient sampling method. The collected data were analyzed using statistical tools such as simple percentage, weighted average method, Z test, Anova, correlation, etc., The findings provide insights into key brand factors influencing washing machine purchases, helping marketers and manufacturers develop effective branding strategies tailored to women's preferences. The study concludes that brand awareness, loyalty, perceived quality, and brand association significantly impact women's purchasing decisions. Consumers tend to prefer brands that they recognize, trust, and associate with positive attributes such as durability and performance. Understanding these factors can help brands enhance their positioning and customer engagement strategies, ultimately strengthening their market presence in the washing machine segment.

### **Keywords:**

*Brand Equity, Brand Awareness, Brand Loyalty, Perceived Quality, Brand Association, Women's Buying Behavior, Washing Machines, etc.,*

### **Introduction**

In today's highly competitive market, brand equity plays a pivotal role in influencing consumer choices, particularly in the home appliances sector. Brand equity refers to the value and strength of a brand as perceived by consumers, which affects their purchasing decisions and brand loyalty. It consists of four key dimensions: brand awareness, brand loyalty, perceived quality, and brand association. These dimensions collectively shape consumer perceptions, influencing their trust and preference for specific brands over others. The washing machine industry, characterized by a wide range of brands and models, is a prime example where brand equity significantly impacts consumer decision-making.

Women, as key decision-makers in household purchases, often prioritize factors such as product reliability, energy efficiency, technological advancements, and after-sales service when selecting a washing machine. Their purchasing behavior is influenced not only by functional attributes but also by brand reputation, word-of-mouth recommendations, advertisements, and personal experiences. Understanding how brand equity affects their choices can provide valuable insights for manufacturers and marketers, helping them refine their branding strategies and market positioning.

Pollachi Taluk, known for its growing urban and semi-urban population, presents an interesting case for studying consumer behavior in the washing machine segment. With increasing income levels and a shift towards modern household conveniences, demand for washing machines has risen. However, the factors that influence women's purchasing decisions in this region remain underexplored. By analyzing consumer preferences, brand perceptions, and the relative importance of brand equity components, this research seeks to offer practical insights for businesses. It will help washing machine brands understand consumer expectations, enhance their marketing strategies, and strengthen brand loyalty among women buyers. Furthermore, the study will contribute to the broader understanding of consumer behavior in the home appliances sector, highlighting the significance of brand equity in driving purchase decisions.

## Review of Literature

**Mounika & Reddy (2021)** analyzed factors influencing consumer perception and purchase behavior of consumer durable goods in Tiruvarur district. The study, based on primary and secondary data with a sample of 145 respondents using convenience sampling, examined rural and urban consumers' purchase behavior and satisfaction. Statistical tools like ANOVA, t-test, Chi-square, regression, and factor analysis were used. The findings highlight the importance of timely and accurate consumer data for business leaders in managing customer relationships.

**Kumar et al. (2017)** investigated the relationship between brand equity components and purchase intention among 200 health food drink consumers in Chennai. Using correlation analysis and structural equation modeling, the study found that brand awareness, brand association, perceived quality, brand trust, and brand loyalty significantly impact purchase intention, with brand loyalty having the strongest influence. The study suggests brand managers should focus on strengthening brand equity to enhance consumer purchase behavior.

**Kalaiselvi & Muruganandam (2015)** examined consumer purchase behavior and attitudes toward white goods (refrigerators, washing machines, air conditioners) in Erode district, Tamil Nadu. The study, based on a descriptive research design with a sample of 517 respondents, identified key influencing factors such as showroom ambience, product features, after-sales service, brand value, and offers. Findings indicate that consumer satisfaction is influenced by both product quality and the retail experience.

## Objectives of the Study

- To assess the impact of brand equity on women's washing machine choices in Pollachi Taluk.
- To identify the main brand factors that influence women's preference and buying decisions.

## Statement of the Problem

Brand equity plays a crucial role in influencing consumer choices, especially in the home appliances sector. Women, as key decision-makers in household purchases, consider factors like brand awareness, loyalty, perceived quality, and brand associations when selecting a washing machine. However, the extent to which these brand equity dimensions impact their choices in Pollachi Taluk remains unclear. With multiple brands offering similar features, consumer decisions are often shaped by trust, reputation, and emotional connections rather than just price or specifications. This study aims to analyze how brand equity influences women's washing machine purchases in Pollachi Taluk, providing insights to help brands improve their marketing strategies and build stronger customer relationships.

## Significance of the Study

This study is important as it helps understand how brand equity influences women's washing machine purchases in Pollachi Taluk. It provides insights into consumer preferences, helping brands develop better marketing strategies to improve brand awareness, loyalty, and customer satisfaction. The findings will also assist companies in positioning their brands more effectively against competitors. Additionally, this research contributes to the existing knowledge on consumer behavior and can serve as a reference for future studies in the home appliances sector.

## Research Methodology

This study employs a descriptive research design to examine the role of brand equity in women's washing machine choices in Pollachi Taluk. Primary data will be collected through a structured questionnaire from women consumers who have purchased or intend to purchase a washing machine. Convenience sampling is used to select respondents, with a sample size of 100 women. The data will be analyzed using methods such as simple percentage analysis, weighted average method, Z-test, ANOVA, and correlation.

## Limitations of the Study

- The study is based on 100 respondents, which may not fully represent all women buyers in Pollachi Taluk.
- It focuses only on Pollachi Taluk, so the findings may not apply to other regions.
- The data is self-reported, which may be influenced by personal opinions or memory errors.
- Consumer preferences may change over time due to new products, promotions, or technology, which are not covered in this study.

## Analysis and Interpretation

**Table No. 1**  
**Demographic Profile of the Respondents**

<b>Demographic Variable</b>	<b>Category</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Age Group</b>	Upto 30 years	40	40%
	31-40 years	35	35%
	41-50 years	20	20%
	Above 50 years	5	5%
<b>Educational Qualification</b>	High School	20	20%
	Undergraduate	40	40%
	Postgraduate	30	30%
	Professional Degree	10	10%
<b>Occupation</b>	Employee	43	43%
	Business	26	26%
	House Wife	31	31%
<b>Marital Status</b>	Single	37	37%
	Married	63	63%
<b>Type of Family</b>	Joint	56	56%
	Nuclear	44	44%

- **Age Group:** The majority of respondents (40%) are up to 30 years old, followed by 35% in the 31-40 age group. This indicates that younger consumers are more active in purchasing washing machines, likely due to evolving lifestyle needs and increased household responsibilities.
- **Educational Qualification:** Most respondents hold an undergraduate degree (40%), followed by postgraduates (30%), suggesting that educated women are more involved in making informed purchase decisions regarding home appliances.
- **Occupation:** A significant portion of respondents (43%) are employees, followed by housewives (31%) and business owners (26%). This distribution suggests that both working professionals and homemakers consider washing machines as an essential household appliance.
- **Marital Status:** A higher percentage of respondents (63%) are married, indicating that single also actively purchase washing machines, possibly for personal use or family contributions.
- **Type of Family:** A larger proportion of respondents (56%) belong to joint families, while 44% come from nuclear families. This suggests that family structure may influence the choice and preference for washing machines, as joint families might require larger-capacity models to accommodate more members.

**Table No.2**  
**Association between Demographic Profile and Brand Equity**

<b>Variable</b>	<b>Calculated -value</b>	<b>Critical F-value (<math>\alpha = 0.05</math>)</b>	<b>Result</b>
<b>Age</b>	F= 2.67	2.69	Significant association
<b>Occupation</b>	F=3.12	2.69	Significant association
<b>Educational Qualification</b>	F=5.47	2.69	No significant association
<b>Marital Status</b>	Z=9.16	1.96	No significant association
<b>Type of Family</b>	Z=9.615	1.96	No significant association

**Age (F = 2.67, Critical F = 2.69):** Since the calculated F-value is slightly lower than the critical value, there is a **significant association** between age and brand equity. This suggests that brand equity perceptions vary across different age groups, indicating that younger and older women may have different preferences in washing machine brands.

**Occupation (F = 3.12, Critical F = 2.69):** The calculated F-value exceeds the critical value, indicating a **significant association** between occupation and brand equity. This implies that women's professional background and work status influence their brand preferences and perceptions when purchasing washing machines.

**Educational Qualification (F = 5.47, Critical F = 2.69):** The calculated F-value is much higher than the critical value, showing **no significant association** between education level and brand equity. This suggests that educational background does not play a major role in shaping women's brand choices for washing machines.

**Marital Status (Z = 9.16, Critical Z = 1.96):** The Z-value is significantly higher than the critical value, indicating **no significant association** between marital status and brand equity. This means that whether a woman is single or married does not notably affect her perception of brand equity.

**Type of Family (Z = 9.615, Critical Z = 1.96):** Since the calculated Z-value is higher than the critical value, there is **no significant association** between family type and brand equity. This implies that whether a woman belongs to a joint or nuclear family does not have a major impact on her brand preferences for washing machines.

**Table No. 3**  
**Correlation Analysis of Brand Equity Factors and Purchase Decisions**

Factors	Purchase Decision Correlation (r-value)	Significance (p-value)
Brand Awareness	0.62	0.000 (Significant)
Brand Loyalty	0.55	0.002 (Significant)
Perceived Quality	0.71	0.000 (Highly Significant)
Brand Association	0.48	0.005 (Significant)

The correlation analysis results indicate a significant relationship between brand equity factors and women's washing machine purchase decisions in Pollachi Taluk. Perceived quality shows the highest correlation ( $r = 0.71, p = 0.000$ ), suggesting that women highly prioritize the quality of washing machines when making purchase decisions. Brand awareness also has a strong correlation ( $r = 0.62, p = 0.000$ ), indicating that well-known brands have a greater influence on buyers. Brand loyalty ( $r = 0.55, p = 0.002$ ) and brand association ( $r = 0.48, p = 0.005$ ) also show significant correlations, demonstrating that positive brand perceptions and strong emotional connections impact purchasing behavior. Overall, these results confirm that brand equity plays a crucial role in influencing women's choices when buying washing machines.

**Table No. 4**  
**Brand Factors Influencing Women's Washing Machine Preferences**

Statements	Weighted Average Score	Total Score	Rank
1. Brand reputation and trust influence my washing machine purchase decision.	4.10	410	1
2. I prefer a brand that offers high durability and long-lasting performance.	3.95	395	2
3. Customer reviews and word-of-mouth recommendations impact my brand choice.	3.80	380	3
4. I consider energy efficiency and water-saving features before selecting a brand.	3.75	375	4
5. Availability of after-sales service and warranty plays a major role in my decision.	3.60	360	5
6. Price discounts and promotional offers influence my brand preference.	3.50	350	6

7. I prefer a brand that offers the latest technology and innovative features.	3.45	345	7
8. Advertisements and brand endorsements affect my perception of a washing machine brand.	3.30	330	8
9. I choose a washing machine brand based on past personal experience with the brand.	3.20	320	9
10. The variety of models and capacity options available influences my brand choice.	3.10	310	10

The highest-ranked factor influencing women's washing machine choices in Pollachi Taluk is brand reputation and trust (Rank 1, Score: 4.10), followed by durability and performance (Rank 2, Score: 3.95) and customer reviews and word-of-mouth (Rank 3, Score: 3.80). Energy efficiency (Rank 4, Score: 3.75) and after-sales service (Rank 5, Score: 3.60) are also important considerations. Lower-ranked factors include advertisements (Rank 8, Score: 3.30) and past brand experience (Rank 9, Score: 3.20), indicating that while marketing plays a role, personal trust and performance matter more. The least influencing factor is the variety of models and capacity options (Rank 10, Score: 3.10), suggesting that consumers prioritize quality and reliability over sheer product variety.

## Conclusion

The study underscores the importance of brand equity in influencing women's washing machine choices in Pollachi Taluk. The findings reveal that brand awareness, brand loyalty, perceived quality, and brand association significantly impact consumer preferences and purchase decisions. Among these, brand loyalty and perceived quality play a dominant role. To enhance brand equity and customer satisfaction, marketers and manufacturers should focus on building strong brand trust, delivering consistent quality, and reinforcing positive brand associations. A deeper understanding of women's buying behavior will help businesses refine their branding strategies, strengthen market presence, and drive long-term customer loyalty.

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