

## **CHAPTER – 3**

### **REVIEW OF LITERATURES**

#### **3.1 INTRODUCTION**

Review of Literature helps us to understand the various studies that have been carried out on the topic and to further learn as to what major contributions these studies have made so far. The major benefit of such a review is that the researcher identifies the research gap in that particular topic of study. The methodologies used for the study include review of websites, books, articles, research papers and reports relating to the chosen topic of study as such extensive reading provides deep insights into that particular topic. The objective of literature review is thus to throw light on the research study already done.

The literature review is divided into four sections:

- Section: I - Brand Equity Related to Durable Products
- Section: II - Brand Equity Related to Non-Durable Products
- Section: III - Brand Equity Related to Rural Markets
- Section: IV - Dimensions of Brand Equity

#### **Sections: I**

#### **3.2 BRAND EQUITY RELATED TO DURABLE PRODUCTS:**

1. Dr. Alizera Miremdi (2021)<sup>1</sup> examined the impact of brand equity on user habit in Iran's laptop market. A total of 505 respondents from various Iranian cities were the primary data source. The findings of the study was that all the four factors of Brand Equity, viz. Brand Association, Perceived Quality, Brand Loyalty and Brand Awareness, had an impact on user habits of laptops in Iran. The findings thus indicate that the companies have to consider all the four factors of Brand Equity to enhance their product share.
2. Mr. A.V. Sakhare and Dr. P.B. Kharat (2020)<sup>2</sup> postulated that in forming the destiny of the organisation, the user habit for any product is significant for marketers. For the study, consumer habits of users of long lasting products such as home appliances were focused upon. It indicated that

consumers 'brand equity perception is enhanced when the consumers are friendly with that products. It was seen that when the consumers are familiar with a specific company's product, it dictates and determines that consumer's preference and choice and thus the consumer's brand loyalty for that particular product.

3. Linda Suran Mathew and Sunita Panicku (2017)<sup>3</sup> studied that constructive marketing plans have to be designed to form the brand equity. Four mobile brands were selected for the study. Models of CBBE were constructed for these four brands. The study revealed that brand equity should be considered by the companies.
4. Nisal Rochana Gunawardane (2015)<sup>4</sup> studied the link between brand value and mobile association. The objective of the study was to inspect the effect of brand value on buying aim concerning mobile association specialist organization in Sri Lanka. For the study, the researcher's chose inspecting area, viz. the Colombo and Gampaha locale. A total of 300 polls were distributed and the outcomes assembled from the respondents were examined. A theoretical structure was planned and connections among the brand value and buying aim were estimated. The theories were tried in light of the brand value and buying expectation. It was found that the solid positive connection between the brand's qualities with buying aim was there, the other component's relationship with buying aim was having less or moderate level relationship. Speculations were tried utilizing primary condition demonstrating and subgroup relationship investigation in SPSS. Results demonstrated that brand value decidedly impacts purchaser's buy aim.
5. Ali Bonyadi Naeini PR, Parisa Roshanpanah Azal and Khosro Sepehr Tamaddoni (2015)<sup>5</sup> had examined conceptual model to evaluate brand equity dimensions such as brand awareness, brand associations, brand loyalty and the effects on consumer responses. Through easy randomized method, data was accumulated from the shops and clients of Sony, the sample size being 384. A standardized questionnaire, whose validity was examined with the usage of content material and validity test, and its reliability examined using Cronbach's alpha method, the study was an applied research where objective is concerned; a survey for data collection

and a correlation one for intermix of variables. The findings suggested that perceived quality had an impact on creation of brand equity, and brand equity had the best impact on buy intent.

6. V Vetrivel, Solayappan, Jothi Jayakrishnan (2015)<sup>6</sup>, in their study, concluded that performance of the brand is important for customer based brand equity. This research paper was studied on televisions and respondents were from Tamil Nadu. The research established that in the eyes of customers, branded product had more value. The conclusion thus was that companies have to maintain quality of their products so that they can increase the performance of their brand and thus brand equity can be increased. .
7. Smritishikha Choudhury (2014)<sup>7</sup> had studied the effects of commercials on customer based brand equity on L.G and Godrej brand durables products. Independent variables assumed were brand performance, brand imagery, brand judgment, feelings, loyalty and favourability of advertising is taken as a dependent variable for the study. Cronbach's alpha value was then computed for the products. Results indicated that consumers while purchasing always believe the preferred product has certain attributes. Conclusion was that Brand equity is impacted by the positive relation of favourable advertisements.
8. Christian Rudolf Quintus Roeto, Ayesha Lian Bevan-Dye and Willem Peet Viljoen (2014)<sup>8</sup> examined the effect of credibility and prestige on Brand Equity of Mobile for the African Y Generation students. Study sample size was 600 respondents. Various methods used were bi-variate regression, correlation analysis and descriptive statistics. The study concluded that trust about the brands brings loyalty in usage of brands and thus brand equity has a positive effect.

## Sections: II

### **3.3 BRAND EQUITY RELATED TO NON-DURABLE PRODUCTS:**

9. Amir Emami (2018)<sup>9</sup> examined the consequence of commercial image and marketing mix in a dairy industry on brand equity. Brand Equity is considered to be the dependent variable and marketing mix and commercial image are independent variables. The study revealed that marginal impact on perceived quality is considered to be the important factor to improve brand loyalty and brand awareness.
10. Nazanin Arab (2018)<sup>10</sup> explored the association between 4 P's of marketing mix and Brand Equity. For the study, Brand Coca Cola and 129 participants were taken. In terms of Coca Cola brand, the effective factor was considered as association and less relevant was customer's faith further re-establishing that in competitive world, pricing and product plan of action of marketing mix variables were considered vital for Coca- Cola Brand
11. Dr Priya Grover and Dr. Sabyasachi Dasgupta (2017)<sup>11</sup> had found a connection between the top-of-mind awareness and brand equity. Dabur, Pepsodent, Colgate and Oral B were four toothpastes considered for the study. Two existing conditions such as whitening of teeth and germ free teeth were considered as variables to know the effect of brand equity. Likert scale was used as a scale on 380 respondents. Some of the factors have the effect on Brand Equity. The findings were that major distinct assigns of brand equity had a low influence on the whitening and germ free parameters except few assigns which had a more or less positive influence. It also highlights that promoter can convey their brands through the increase of the assigns of accredits the brand equity.
12. Dr. Pramod Patil (2016)<sup>12</sup> had reviewed an outline of Indian FMCG sector. Today, fundamental part of human life is FMCG. In India, vast employment opportunities were created due to FMCG sector. Increasing buyer income, substitute way of living and ambitious rural consumer are some of the variables for FMCG companies which can bring growth in the sector.
13. Sakshi Chhabra and J.N. Bhargava (2015)<sup>13</sup> had observed that FMCG has a significant presence in every retail sector both assembled and unassembled.

FMCG's has acquired its position everywhere; on commercials, on television, editorials etc. Big companies have captured the FMCG market, devising novel strategies to fulfil and satisfy customers' needs.

- 14.** R. Punniyamoorthy and Dr. B. Parthibao (2015)<sup>14</sup> study aimed that FMCG sector is of vital importance in consumer's buying process. In studying brand equity, brand awareness is one of the aspects. The researchers concluded through this study on orphanages in Chennai region that market share has been increased by increasing the brand awareness of the products. Face wash was the product studied and the objectives of the research was to identify factors that have an impact on market share enhancement and to know the reasons why people were using the branded products as face wash. To the female respondents of the orphanages, structured non-disguised questionnaire was given. The findings of the study were that some of the females were aware regarding the face wash brands. The study also threw up a limitation viz. that people's usage regarding personal care products; people are unwilling to share the information.
- 15.** Dr. Nischay, Prof Chanda and Dr. Garima (2014)<sup>15</sup> had reviewed the outcome of company's mark and brand credibility on customer brand loyalty allegiance to FMCG sector. In the Gwalior city Maggi brand was studied. To build up loyalty, customer satisfaction is considered as a crucial factor. Age, Gender and Income were the demographic variables taken for the study to know the effect on Brand Loyalty. Responses were collected from 300 people. The study indicated that there is huge impact on consumer brand loyalty by brand image and brand trust factor.
- 16.** Tariq M.I., Humayon A.A., Bhutta M. H. and Danish R.Q. (2014)<sup>16</sup> had reviewed the influence of brand changing behaviour on the soft drinks products. A sample of 206 students of Lahore filled in a questionnaire, which was analysed for arriving at the study results. Given the fact that for FMCG, and particularly so in the cold drinks sector, brand switching can occur. Study concluded that improvements in the quality of the product as a relevant promotional plans should be considered by the companies so that potential customers buy their products only. Once the dissatisfaction creeps in, the customers will quickly and readily buy other products. Advertising should be in multiple media forms to catch maximum visibility and these

forms could then stretch from billboards to magazines to awareness of brand among customers.

17. G Nagarajan and Dr J Khaja Sheriff (2013)<sup>17</sup> observed that possibility of being able to sell FMCG products in India was drawing the marketers. Over time, improvised new products came into the market. Now, the consumers are aware of the features of the product and the marketers were selling more sophisticated products. With the increase in income, consumers are looking for personal care products which increased the market for non-durable products. As the consumers have started adopting modernity in their lifestyle, the buying trend was for standardized, prestigious product. The study recommends that FMCG industries should concentrate on marketing plans to introduce more branded products. The findings were that in order to grow in the market as a marketer, new trends should be followed.
18. Shanmugan Joghee and Pradeep Kumar Pillai (2013)<sup>18</sup> had undertaken a research on most frequently purchased products and to what extent 'Brand' influences such purchases. It is a given fact that every purchase and more so FMCG items impact a consumer's budget. This study found that many a consumers' purchasing decision is based on the quality and price of the product. The study recommended that to build the brands, companies need to focus more on brand equity and if necessary allocate a budget for brand building.
19. Dr. S Jeevananda (2011)<sup>19</sup> had observed the FMCG goods label. The target of investigation was to examine the stretch to which managers of Indian retail stores in connection to foster FMCG in the market at Bangalore. Quality, Packaging, Branding etc. as the variables were identified and considered for the study. Consumer's insights related to the changes in variables were taken for observation. Product's Quality was the main parameter in purchasing of the product.

### **Sections: III**

#### **3.4 BRAND EQUITY RELATED TO RURAL MARKETS**

20. Dr. V.T Dhanaraj (2020)<sup>20</sup> reviewed the brand preference and brand awareness of FMCG sector in rural markets of Tamilnadu. This research paper studied brand awareness and its impact. There is a huge market for FMCG sector and so if there is growth, the country's economy grows. Rural markets are not stagnant; the present day rural markets are growing substantially with time. In the context, the study is based on primary data wherein multi-regression and ANOVAs are used. Brand Awareness related to Nestle, ITC is considered for the study. The researcher found out that certainly both the factors, brand preference and brand awareness, influence the buying behaviour of consumers and so the brand.
21. Mr. Arun Kumar and Dr Malini Majmumder (2015)<sup>21</sup> aims to understand consumer decision-making processes in different markets, including understanding consumer psychology and buying behaviour and separating them conforming to their standard of living. The results observed that rural shoppers in urban proximity villages want to live an urban lifestyle, but purchasing decisions are different from urban shoppers. Culture clearly has a big effect on their purchasing decisions. While the urban shoppers are looking for qualitative products, rural residents are not only looking for high quality products but at low prices. This effectively means that manufacturers need to manufacture special quality products for local markets. It shows that the local market demands low-priced, special-quality products. In rural markets, awareness of brand is less. As a result, local consumers pay more attention to product quality than brand name. If it's good quality, they are happy with the unbranded product.
22. Mr Ankit Goel and Ms Parul Garg (2014)<sup>22</sup> highlighted upon the emergence of rural market as an attractive destination for big companies. They observed that in the context of India's agriculture-based economy with around 72% of the population engaged in agriculture related activity and the consequently increasing buying power of the rural population, rural markets were indeed an attractive proposition.. These markets opened up a demand as diverse a range as soft drinks, motorcycles, cosmetics etc. At the same

time, the urban market is focused on up-gradation. This has driven corporate sector to specially strategize to target the large but scattered rural community keeping in mind their distinct needs and consumer behaviour. The companies use partnership, media, USP etc. as strategies and the four Ps namely, Product, Price, Place and Promotion as tools to establish and sell brands. They have also taken care of the 4 A's such as Availability, Affordability, Acceptability and Awareness while developing a strategy. Though the rural market is emerging as a more lucrative market than the urban market, yet there are many hurdles such as diverse and unevenly spread population, illiteracy, low per capita income, poor infrastructure, and so on. Nevertheless, technology provides a ray of hope. The e - chaupal like initiatives started by many companies to serve the rural community has been a huge success and is benefitting both, the buyer as well as the seller.

23. Mr. Jyoti Pradhan and Dr. Devi Prasad Misra (2014)<sup>23</sup> studied that Brand Extensions and Brand Introductions effectiveness has been facilitated by the Brand Equity. The researcher has conducted the study in rural area on soaps. Findings were that Brand Equity gained with increase in price of soaps.
24. Mohammad Ali Daud (2013)<sup>24</sup> had studied the Brand Awareness in rural areas of Uttar Pradesh State to understand the increase in demand for FMCG products. Further the author also tried to find out branded products demand in rural areas. Shoppers get accustomed to the products which suit their needs and even in the Uttar Pradesh state branded products usage exists. The conclusion was that rural area consumer is now-a-days much more aware of brand and he has started using branded FMCG products.
25. Ms Suchi K Patel (2013)<sup>25</sup> in her study, discussed marketing related issues in rural India, which is growing at a five times higher rate than its counterpart, the urban market. Her study refers to both, the FMCG as well as agriculture products in rural India. The study postulates that with a decrease in demand amongst the urban populace, the companies are now investing in attracting the rural customer. She emphasizes the role of technology in empowering the rural customer by creating awareness and providing information. The study however cautions that cultural diversity and consumption pattern remain a key issue for big corporate and that a fresh approach to the rural market is necessary as it is quite distinct from the



urban market. One of the suggestions is to engage the rural youth to spread awareness. The complex nature of rural market makes it imperative to introduce new marketing, distribution and promotional strategies. Some of the suggestions include using local language, organizing meals to establish personal contacts and effective use of communication.

26. Brajesh Kumar and Minta Gogoi (2013)<sup>26</sup> reviewed the conceptual paper on FMCG products related to Indian rural markets. The study comments upon huge growth potential for FMCG as the per-capita consumption of almost all items is amongst the lowest and further, due to various government schemes, the purchasing power of the rural population is increasing. The findings of the study were that for FMCG products, rural markets offer an attractive growth potential.

27. Mr Pawan Kumar and Ms Neha Dangi (2013)<sup>27</sup> examined the impact of Green Revolution and White Revolution on rural economy and the consequential changes in the purchasing behaviour of the rural community. The researchers observe that increase in the consumption of various durable as well as non-durable products is compelling the big companies to explore this yet untapped market. The study traces the gradual growth of rural markets over decade (phases between 1960 to mid 1990) and observed that though the rural community is more literate, aware and prosperous now, yet the irregular income and traditional mind-set make it a very different market from the urban markets. The study cites an example of need to often supply items of regular use in smaller packets to meet the needs of rural consumers. A comprehensive and tabulated study shows steady increase in demand of vehicles, electrical goods, personal hygiene products, etc. in rural areas even though there aren't as many options available to them as to the urban consumers.

An interesting fact that the paper mentioned was about there being more graduates in rural than in urban India. These young graduates with jobs in nearby town commute to work and thus get an exposure to the urban way of life. They then aspire to adopt urban lifestyle and readily spend the extra income on branded products. Improvement in infrastructure, easy and cheap access to information technology is resulting in well-informed rural customers. At the same time, however, lack of proper roads, warehouse

facility, skilled resources, cultural diversity and irregular buying pattern pose serious challenges. Hariyali Kisaan Bazaar by DMC Shriram and ITC Choupal Sagar by ITC are two of the successful models in operation that give hope to other companies to try out workable solutions.

28. Mr V V Devi Prasad Kotni (2012)<sup>28</sup> aver the findings of other research papers and goes on to comment about rural markets. In the context, the emergence of rural economy due to the overall growth of economy in India, the saturation in urban markets, the role of technology in providing information and improving communication are some of the common observations. Rural market in India is classified as market for consumer goods and market for agricultural inputs and the author uses SWOT Analysis Matrix to study its strengths and weaknesses. The author's observations there from are that though it is diverse and scattered, it has tremendous potential due to rising income and awareness. The study recommendations are that steps must be taken to customize the products based on specific needs, educate rural customers to generate awareness and create brand loyalty and improve infrastructure for smooth transportation and storage. In the context, the study cite example of Project Shakti by HUL which is not only generating income for the company but at the same time, it is empowering poor women who will be their potential customers. There is enough scope for all the three sectors namely, FMCG, Retail and Automobile to penetrate and establish themselves in rural areas. Godrej, Nestle, Tupperware, Castrol India, Maruti Suzuki, Mahindra and Mahindra are some of the corporate giants who are developing strategies to make their presence felt in rural India. Haryali Stores, Shubh Labh Stores, Rallis Kisan Kendras, Warna bazaar etc. are some of the successful rural retail stores.
29. Mr Venukumar G (2012)<sup>29</sup> threw light on the bright future of FMCG products in buoyant rural markets. The study recommended that with right strategies, the FMCG companies can convert unaware and illiterate or semi-literate rural customer to be a brand conscious one. The author cites example of company's innovations and steps initiated to make inroads into the rural market viz. like, Godrej who introduced a smaller soap for Rs 5 and Cavin Kare who gave live demo of its hair dyes in remote parts of villages. Pradeep Lokhande, a Pune based entrepreneur started, a rural consumer organization.

With the increase in rural population and its purchasing capacity, advancement in technology, globalization etc. the rural market offers endless opportunities for MNCs as well local players to grow.

## **Sections: IV**

### **3.5 DIMENSIONS OF BRAND EQUITY**

- 30.** Dr. Indra Meghrajani (2020)<sup>30</sup> stated that around 70% of India's population resides in rural areas thus offering a huge opportunity to marketers to push their products in the rural markets. The author also carried out a study to understand the brand awareness and influencers in purchase decision of rural consumers with specific reference to FMCG in the rural markets in Gujarat. The study which covered a sample size of 1600 respondents selected from villages with population ranging between 2000 to 5000 people; used both qualitative and quantitative research approaches as also exploratory and descriptive research designs. Considering the availability of a large variety of counterfeit products in the rural market, the study also attempts to understand the rural consumers' opinion on counterfeit products. The study brought forth that understanding the profile of the villagers to understand their preferences and needs is vital for the marketers so as to be able to design their marketing strategies. A well thought out strategy that takes into consideration the age, gender, education and income profiles of the rural consumers would be useful in selling their products. The study concluded that the rural consumer who knew various brands, but was not well equipped to differentiate between authentic products and fakes, would be influenced into buying a products with lower pricing and those that fetched him value-for-money. The study also emphasized that retailers are important in influencing the buying decisions.
- 31.** Hwa - Kyung Kim and Timothy J. Lee (2018)<sup>31</sup> had studied Holiday Resort's Brand Equity in Seoul part of China. Significant marking characteristics were studied of a holiday resort such as charges, its commercial image, spoken words about the resort etc. For Greater China

people cost was the important aspect to be considered. Low cost package deals were suggested for the consumers in this area.

32. Joo Eon Jeon (2017)<sup>32</sup> founded the impact on Brand Equity by knowing the concept of brand. Its objective is to bring out the track representation that would have a utility value for executive advancing brand concept management and for those who study brand equity. The paper starts with an assessment of inquiry in its attempt to define brand concept construct and how this influence loyalty, allegiance and brand equity. As its primary contribution, this paper studied the benefits on brand equity of various factors such as elegance, features and symbol.
33. Monika Hajdas (2017)<sup>33</sup> studied one issue in her case paper of # Like a Girl Strategy and always Sanitary Pads. Concluding from the study, the independent variable was a cultural brand narration and (a) brand admiration, (b) brand applicability, (c) brand liking, and (d) buyer intent as four dependent variables. The writer then goes on to build four assumptions on connection linking those variables. The results were that cultural brand building brings welfare to organizations and society and that entity should thus observe cultural brand building.
34. Max Oster broek (2017)<sup>34</sup> had undertaken 50 respondents as the part of pilot study for the research paper on how the Brand Equity's influence is there on consumption and product familiarity. Definite factors of valuation of brand are impacted by the certain aspects of Brand Equity and Consumer Knowledge. Only on one aspect of product evaluation, brand equity has an impact. The useful ratings are shown by the blend of a top quality product and concentration on the brand.
35. Palwinder Kumar and Shelly Rekhi (2017)<sup>35</sup> focused upon the important role that quality has where brands are concerned. It emphasizes that customer is at the highest priority in the market and that belief and stability have to be continued in the brains of buyers. Various aspects of brand equity are significant for the buyers. Amongst distinct variables, brand association plays a main role.
36. Shadi Razavi Satvati, Mahnaz Rabie and Karim Rasoli (2016)<sup>36</sup> reviewed that brands are generated by the proclaimer using cinematic and editorial.

Buyers recall what they catch and visualize being loyal to the product of their attachment. Though there is a vast market, people will purchase the brand they trust. Even if the prices of the products are more of that particular brand they will purchase as they have faith in that particular brand.

37. Iskandar, Ujang Sumarivan and Megawati (2016)<sup>37</sup> analysed the impact of the four dimensions of brand equity, which might be brand recognition, brand affiliation, and brand loyalty over the buying behaviour. Data gathered from responses of 245 respondents` was analysed with making use of Structural Equation Modelling (SEM) software as an analytical device for the study. Eventually, the end result of the studied showed that brand recognition appreciably prompted brand affiliation, brand loyalty and buying behaviour. The findings reinforced the speculation that brand affiliation has huge effect over the brand loyalty. It additionally delivered forth that brand loyalty prompted appreciably the buying behaviour.
38. Naeem Akhtar, Quart-Ul-Ain, Siddiqui, Ashraf and Latif (2016)<sup>38</sup> examined that the buying behaviour is always affected by fidelity, excellent quality and awareness of brand. In Bangkok the study was undertaken to measure how the dimensions affect the buying behaviour of luxury products. The results of the study are various factors affect the brand equity.
39. Abbas Monaniarian (2015)<sup>39</sup> carried out a study on reactions of the consumers on the impact of brand equity in the banking sector which is a part of service markets. A firm's execution can create a positive value by raising powerful strong brands. Brand Equity is highly impacted by the readiness of customers to receive investment facilities.
40. Yi Zhang (2015)<sup>40</sup> had examined that the consumer's general perception and feeling about a brand is referred to as brand image, which is a crucial driver of brand equity. It has a bearing on customer behaviour. Towards a brand, marketer's main goal is to impact the consumer's approach and habit. The results of the study indicated that if we are building brand equity more, then the increased sales happen.
41. Asaad Ali Karam and Serdar Saydam (2015)<sup>41</sup> observed that the essential goal of this paper is to offer that connections exists among brand consciousness and client buying plan making behaviour and to depict how new and opportunity media may be utilized in a greater innovative and

powerful way to enhance brand consciousness for brand spanking new manufacturers among consumers. The study attempted to evaluate the effect of client behaviour through media on brand consciousness through comparing four factors, brand loyalty, brand image, purchaser behaviour and media. It concluded conventional media and social media doubted have an effect on the consciousness of brand. Integrating Marketing Communication Model for constructing brand equity, and additionally have a look at displayed the connection among media and consciousness of brand. The media switch of data from one purchaser to some other and social media's interactive capabilities help clients to make up their mind speedily.

42. Hayan Dib and Abdullah Allhaddad (2014)<sup>42</sup> concluded that perceived quality, brand loyalty, brand trust and brand awareness are the four dimensions of Brand Equity. 369 respondents were considered for the study. The results depicted that Brand Equity is not influenced by perceived quality. Brand Loyalty, Brand Trust are having the positive effect on Brand Equity. This study examined the mobile market and some of the plans that the promoter has to gain Brand Equity.
43. Verah Bosibori Mogire and Magaret (2014)<sup>43</sup> in their study examined the association between advertising promotion plans and brand equity. Effect of advertising on brand equity was studied for two washing powder brands. A correlation study was done. It was concluded that while for the Ariel brand advertising promotional strategies were having positive effect, it was not so significant for OMO brand washing powder.
44. Sundus Zahid, Ms. Naintara Sarfaraz Raja (2014)<sup>44</sup> examined the effect of mediating variable of Brand Loyalty on Repositioning and Re Branding of Brand Equity. The objective of the study was to know the rebranding and re branding impact. Approximately 225-230 responses were collected. The conclusion was that brand loyalty as a mediating variable is not having any effect on Brand and Brand Repositioning.
45. Hamidizadeh, M. R., Karimi Alavije, M. R., Rezaei, M. (2014)<sup>45</sup> analysed the demographic data of customers and the association between brand personality aspects and brand equity. Their study results show that concern business moral assigns have a positive impact on three aspects of responsibility, influence and affectionate.

- 46.** Sajid Tufail, Rashid Saeed, Hashim Zameer, Muhammad Bilal & Bilal Naeem (2014)<sup>46</sup> had observed that consumer market segments were significant part to study. Promotion and Media Attention affect the brand a lot. Regressor covariate for the study was publicity and sponsorship. Companies are sometimes endorsing the event to create brand equity. This study was taken amongst different cities. Media plays a sound role in purchasing the products of those particular brands. If in media the publicity is more of the products then shoppers buy more of those products.
- 47.** V. Kumaravel and C. Kandasamy (2012)<sup>47</sup> had observed that the retail industry has risen to prominence as a result of the liberalisation of the Indian market in the 1990s and the introduction of major businesses into retail operations. The rules of the game are changing, thanks to big players and large retail chains. Following Marts, chain stores, and mom and pop stores, the Indian retail market has witnessed the notion of hypermarkets in recent years. With the increased competition among hypermarket stores in India, it is now more crucial than ever for marketers to focus on their store's branding. Brand equity is a powerful strategy for linking a brand with a certain hypermarket outlet and influencing customers' purchasing decisions.
- 48.** Salah S. Hassan and Hamed M. Shamma (2011)<sup>48</sup> investigated the impact of two variables, Product Brand Equity and Corporate Brand Equity, on total brand equity conceptualization. In the study of brand equity, corporate brand equity plays a significant role. As a result, it is necessary to research product features as well as commercial, social, and financial performance. It's also crucial to research a product's commercial value. Stakeholders' perspectives are also considered as one of the study's metrics.
- 49.** Mohammad Taleghani and Meysam Almasi (2011)<sup>49</sup> took the study on Aaker's model and its dimensions impacting Brand Equity. Amongst the five factors of Brand Equity the three factors contribute more i.e. Brand Loyalty, Perceived Quality and Awareness of Brand. The shopper's ideas regarding the brands have the positive effect towards the brand. Awareness of brand has direct as well as indirect effect on the brands. Companies are thus trying to improve their brand's name in the market.
- 50.** Justin Anderson (2011)<sup>50</sup> studied the monetary aspects of the brand. In advertising the particular product of a brand, the monetary value that is

derived from consumer reaction is also valued. The consumers should be benefited with positive insights related to brands. Perpetuity value is significant for the monetary value of brand. Perpetuity is one of the factors to measure the brand equity.

- 51.** Goi Chai Lee and Fehrene Chieng Yew Leh (2011)<sup>51</sup> goals of the studies was to increase a legitimate and depend able version of Malaysian Brand Equity with the aid of using means of assessing the size of Brand Equity and its construct. They had a look at centred on 4 dimensions of logo fairness, which had been perceived quality, logo associations, logo loyalty and logo cognizance and its measurements. Conceptualizing logo fairness from the consumer's attitude become beneficial as it recommended each unique recommendation for advertising techniques and approaches and regions in which studies may be beneficial in supporting managerial choice making. Two vital factors emerge from the conceptualization. First entrepreneurs must take a logo view of advertising interest for a logo and apprehend the diverse results; it has on logo know-how, in addition to how adjustments in logo know-how have an effect on greater conventional final results which measured long with sales. Second, entrepreneurs need to recognise that the long time achievement of all advertising applications for a logo is substantially suffering from the know-how approximately the logo in reminiscence that has been set up with the aid of using the firm's short-time period advertising efforts.
- 52.** Janghyeon Nam, Yuksel Ekinci and Georgnat Whyatt (2011)<sup>52</sup> conducted a study to understand the relation between brands and consumer satisfaction. The study concluded that Brand Equity's dimension played a big role between brand loyalty and consumer satisfaction.
- 53.** Manpreet Singh Gill and Jagrook Dawra (2010)<sup>53</sup> evaluated Aaker's brand equity sources and the effect of brand image. Aaker used the concept of 'Brand Equity Ten' encompassing the five dimensions to measure brands and marketing efficiency. He used toothpaste as a research subject using the dimensions as independent variable and using the brand equity as dependent variable. He came up with a conclusion that to build brand equity, brand awareness can be used to form brand image.



- 54.** Mustafa Karadenize (2010)<sup>54</sup> focused on importance of enhancing plans to enlarge Brand Equity. Today the consumers focus is more on products than the firm's identity, symbol etc. In the global market of today, strong brands have better chances of survival.
- 55.** Xiao Tong and Jana M. Hawley (2009)<sup>55</sup> had undertaken the study in Beijing and Shanghai cities in which 304 responses were collected for the Sport's wear market. Pioneers should think about significance of Brand Equity. Various aspects of Brand Equity are also considered to study the market. In this study it was found that various aspects of Brand Equity do influence the market.
- 56.** Bhimrao Ghodeswar (2008)<sup>56</sup> had reviewed the Indian Case studies of thriving Brands. He studied the available literature and suggested that consecutive order namely, locating the brand, situating the hallmark, bringing the attainment of brand and influencing the brand equity. He concluded that it takes organized approach by the entire company to fulfil the promises and win customers.
- 57.** David J. Smith (2007)<sup>57</sup> revealed that brand equity is contemplated to be noteworthy segment for the firms as expedience confide the brand equity. Charges, Margins, Commercials, Prices are the remarkable factors which describe brand equity. The findings were increase in prices were due to increase cost on commercials and experimentation.
- 58.** Edo Rajh (2005)<sup>58</sup> studied that Brand Equity is affected by Marketing Mix. Brand Stretching is also taken as one of the factor for the investigation. Related brands enquiry was taken for the surveyed sample. Brand Appreciation, Brand Likeliness, Resemblance are some of the attributes of conscious logic.

### **3.6 RESEARCH GAP**

From the review of various related literature it has been concluded that no studies had been conducted for Western Region and to measure the Brand Equity of Consumer Durables vis-à-vis Non-Durables Products in Western Region. So there is a major gap in consumer's response towards Brand Equity and regional difference. Most of the study had been conducted on the basis to share the importance of the rural market, potentiality of the rural market and the advantages and disadvantages associated with the rural markets. But no study has been conducted in the past on the topic of analysis of Brand Equity Measurement in Rural areas of Western Region. This study fills the gap regarding the absence of any study on the same topic in the region.

On Brand Awareness and Brand Identity, a lot of work is done in different regions but study of measurement of Brand Equity has not been covered by any researcher yet in this region with the consideration of the rural consumer aspect. This study fills the gap between different regions and pioneering study on the same topic in selected western region. This study makes a holistic approach to analyse the impact of measurement of Brand Equity of Consumer Durables and Non-Durables in selected western region with the new dimensions.

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