EXECUTIVE SUMMARY

"An Empirical Study of Measurement of Brand Equities for Selected Consumer Durable vis-à-vis Non-Durable Products in Western Indian Rural Market"

A Summary of the Thesis Submitted to

The Maharaja Sayajirao University of Baroda, Vadodara.

For the Degree of

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Summary of the Thesis

1.0   INTRODUCTION

India is amongst the most populous countries in the world having population count of about 1.38 billion (138 crores) people. Almost 70 % of this population resides in rural areas. More importantly, with India's economic growth, the economic clout of this section of the population is also on an upward trajectory.

Various studies carried out by those like Accenture (2013), Deloite (2014) etc. expect that rural India's consumer goods market will rise to US $ 100 billiion by 2025 and that the rural markets today are growing at an higher rate than the urban markets. McKinsey's report Bird of Gold   (2007) expects the incomes to triple by 2025 and while "the new wealth and consumption will be created in urban areas, rural households will benefit too." Briefly stated, rural markets are a huge opportunity on offer that the marketers should not miss out on.

Rural buyers are unlike their urban counterparts and indeed the rural societies are distinctly different from the urban societies. Rural market thus qualifies to be a different from urban or general marketing and the rural marketing strategies therefore need to be well thought out and the policies suitably tailored to meet the needs, wants and aspirations of the urban buyers.

Herein lies the importance of Brand, Brand Equity, the rural market challenges and peculiarities and the traits of rural buyers. Understanding these aspects and in furtherance of the goal, building up Brand Equity would thus help a marketers frame appropriate policies to successfully penetrate or in case of presence in the market, enhancing market share for their brands.

Aaker's Model of Brand Equity (1991) provides a pathway for the exercise.

2.0   REVIEW OF LITERARURE

A study of various available literature on the subject matter helps the researcher gain insight about the addressed areas of the study subject. The extent of understanding about the subject issues helps the researcher determine the direction her research needs to take and through such understanding, design or adopt methodologies that

need to followed to reach the useful and verifiable further findings about the study subject.

Considering the subject of the study, literature reviewed includes studies linked to the following four categories:

1. Effect of brand equity related to durable products
2. Effect of brand equity related to non-durable products
3. Effect of brand equity on rural markets
4. Dimensions of brand equity.

In the thesis, the chapter on Review of Literature dwells upon various available study papers in the aforesaid areas and the research findings about Brand Equity, its effects and its contributory components like Brand loyalty, Brand awareness, brand associations and perceived quality and the influence it bears upon the buyers buying decision process. This has been particularly helpful not only in the theory of the study subject but also in better understanding of the data collected and its analysis.

3.0   RESEARCH METHODOLOGY

Any research activity, as extensively as it might have been carried out, would be of little value unless it is conducted using clearly defined and accepted practices. This is necessary as the primary requirement for any study carried out is that the conclusions arrived at through the research activities must be verifiable. The processes adopted could well be different and multiple if the study so requires but these need to accepted processes. Herein lies the importance of adopting accepted verifiable processes and clearly detailing the methodology adopted for the research for it to be valued and recognized. Appreciating this primary requirement for a research study, this chapter deals in details of research methodologies adopted and their various components used in this research.

3.1   Rationale of the Study

Marketers and Researchers use various perspectives to study Brand equity, the most popular one being the customer based approach to Brand Equity. The proposed study will focus on the measurement of Customer Based Brand Equities for selected Consumer Durable vis-à-vis Non-Durables Products in Western Indian Rural Market. To analyse the effectiveness of the different kinds of FMCG and Consumer Durables on selected respondents. According

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to the McKinsey study report, aggregate rural consumption stood at Rs 9,688 billion in 2005. McKinsey has projected it to reach Rs 26,383 billion in 2025. McKinsey report forecasts that the rural personal, non-durable consumption will grow significantly from Rs 160 billion in 2005 to Rs 376 billion in 2015 and to Rs 861 billion crore in 2025, adding Rs 700 billion worth of spending over the next 20 years. (Source: McKinsey Report 2007). The outcome will be helpful to the industry to understand the perception and their opinion towards selected durable and non-durable products.

3.2 Statement of the Problem

An Empirical Study of Measurement of Brand Equities for selected Consumer Durable vis-à-vis Non-Durable Products in Western Indian Rural Market

3.3 Research Objectives

Main Objective of the Study:

$\Rightarrow$ To Measure Brand Equities for selected Consumer Durable vis-à-vis Non-Durable Products in Western Indian Rural Market

Other Objectives:

$\Rightarrow$ To assess the linkage between the consumer demographics association with selection of non-durable and durable brands.

$\Rightarrow$ To examine the relationship between Brand Equity Dimensions with brand equity of selected durable and non-durable brands.

$\Rightarrow$ To know the significant difference among the brand equity of selected non-durable and durable products.

$\Rightarrow$ To identify the factors that are affecting most to the brand equity for the selected non-durable & durable products.

$\Rightarrow$ To measure the effect of Brand Awareness on Brand equity of selected non-durable & durable products.

$\Rightarrow$ To understand the association between Brand Loyalty and Brand equity of selected non-durable & durable products.

$\Rightarrow$ To analyse the perception of respondents towards the Perceived quality of the selected non-durable & durable products.

$\Rightarrow$ To identify the impact of brand image on the brand equity of selected non-durable & durable products.

3.4 Hypothesis of the Study:

- There is no significant difference between monthly income and consumer durable products.
- There is no significant difference between monthly income and consumer non-durable products.
- There is no significant difference between family size and consumer durable products.
- There is no significant difference between family size and consumer non-durable products.
- There is no significant difference between no. of earning family members and consumer durable products.
- There is no significant difference between no. of earning family members and consumer non-durable products.
- There is no significant difference among the brand equity of selected non-durable and durable products.
- There is no significant positive effect of brand awareness on brand equity of selected non-durable products.
- There is no significant positive effect of brand loyalty on brand equity of selected non-durable products.
- There is no significant positive effect of perceived quality on brand equity of selected non-durable products.
- There is no significant positive effect of brand association on brand equity of selected non-durable products.
- There is no significant positive effect of brand awareness on brand equity of selected durable products.
- There is no significant positive effect of brand loyalty on brand equity of selected durable products.
- There is no significant positive effect of brand quality on brand equity of selected durable products.
- There is no significant positive effect of brand association on brand equity of selected durable products.

3.5   **Research Design**

In this study, the combination of two types of research design will be used:

- Exploratory research
- Descriptive research

3.6   **Data Collection**

3.6.1   Primary Data

- The primary data were collected from selected respondents through structured non-disguised questionnaire. The questionnaire was framed on the basis of objectives of the study.

3.6.2   Secondary Data

- The secondary data were collected from reliable and authentic sources like, published research papers, newspapers, and various authentic websites, published and non-published Ph.D. thesis. The relevant data which has been used for the purpose of the study has been taken from books, journals and electronic media as well.

3.7   **Sample Design**

In this research, the sample design on the basis of suitability and availability of the requisite sampling frame has been used. Here, convenience sampling method is preferred by the researcher to select the respondents of the selected brands.

3.7.1   Population

Consumers are residing in the rural areas of Western India region are forming the population for this study.

3.7.2   Sampling Techniques

Convenience sampling method is used for this study due to the data requirement and its diversity. The researcher has selected five brands of various companies.

3.7.3   Sampling Frame

The sample frame is comprised of the selected respondents in the Rural Western India.

3.7.4 Sample Size

To find out the appropriate number (size) of sample, researcher has used the Sample Size formula for the standard error of the proportion as below:

$$\text{Sample Size (n)} = \frac{\pi\,(1-\pi)\,z^2}{D^2}$$

Where,

n   =   Sample Size

π =   The estimated population proportion (based on the literature review and researcher's judgment) estimate that 50% (0.50) of the target population is aware about brand equity.

Z =   Level of confidence is 95% than associated z value is 1.96

D =   The level of precision and desired precision is such that the allowable interval is set as D = P (Sample Proportion) – π (population Proportion) = $\pm\,0.05$

This formula is taken from the book **"*Marketing Research – An Applied Orientation*"** by Naresh K. Malhotra (Sixth Edition) Pearson Publication, pp. 377-379

Calculation of Sample Size:

$$n = \frac{\pi\,(1-\pi)\,z^2}{D^2}$$

$$n = \frac{0.50\,(1-0.50)\,(1.96)^2}{(0.05)^2}$$

$$n = \frac{0.50\,(0.50)(3.8416)}{0.0025}$$

$$n = \frac{0.9604}{0.0025}$$

$n = 384.17$ **So, sample size round off to 385**

Based on calculated sample size 385, also determines the total sample size. Considering the 3 states i.e. Gujarat, Maharashtra and Goa as strata, total sample size for this research is (385 x 3) **1155.**

Justification for Actual Sample Size:

As per the direction of Dr. Uma Sekaran in "Research Methodology" published by Wiley India, "Sampling Techniques" by William G. Cochran published by Wiley India, total respondents has been decided. Further, also considering the geographical area, population and importance, the researcher under guidance and consultation of experts, for meaningful outcome the number of respondents are selected as under:

States	Total Number of Respondents from the selected villages
Gujarat	500 Respondents
Maharashtra	500 Respondents
Goa	200 Respondents
TOTAL	**1200 Respondents**

3.8 Limitations of the Study

- The deep penetrated rural areas are not covered for the study.
- The responses of social media sites like Facebook, Instagram are not taken into consideration for the study.
- Some of the respondents may be biased towards giving the responses as the data is collected through questionnaire.

3.9 Delimitations of the Study

- This study is delimited to the measurement of the Brand Equity from the dimensions of Brand Equity such as Brand Awareness, Brand Loyalty, Perceived Quality and Brand Associations, so financial aspect have not been considered for the study.
- Consumer markets are only studied.
- Few companies are only considered for the study.
- Only four Durable and Non-Durable products are considered for the study.

4.0   FINDINGS OF THE RESEARCH STUDY

Findings from Demographic Profile of the respondents:

⇒ Data was collected from 1200 respondents. Of which 64.7% of the respondents were males and 35.3% were females. Thus, percentage of male was higher than female.

⇒ Respondents are classified into five age groups. The first group ranges from age below 20 yrs. Second age group is of 21 to 35 yrs., third age group is of age 36 to 50 yrs., the fourth 51 to 65 yrs. and the last age group is of respondents above 65 yrs. Accordingly, 8.2% respondents belonged to the age below 20 yrs., 42.8% respondents belonged to 21 to 35 yrs. age group, 31.8% respondents belonged to age group 36 to 50, age group 51 to 65 yrs. had 14.7% respondents and only 2.7% respondents are above 65 yrs. Thus, age group with highest number of respondents is 21 to 35 years.

⇒ The respondents were also classified according to their marital status as unmarried and married. 25.3% of the respondents were unmarried and 74.7% were married. Thus, the percentage of married respondents is higher than the unmarried.

⇒ Family type classification of the respondents was done as joint families and nuclear families. 51.7% of the respondents were living in joint family and 48.3% were living in nuclear family. Thus, the percentage of joint family is higher than nuclear family.

⇒ The educational qualification of the respondents was classified in 6 categories. 3.4% respondents belonged to the Primary Education, 20% respondents belonged to Secondary Education, 28.1% respondents belonged to Graduation, Post-Graduation had 25.3% respondents, Diploma holders included 13% respondents and 10.2% respondents were professional. Thus, the percentage of graduate respondents is higher than other categories.

⇒ Respondents were also classified into 6 income (monthly) group categories. 10.1% of the respondents' had income below Rs. 10,000, 16.2% of the respondents' earned an income between Rs. 10,001 to Rs. 30,000, 29.4% of respondents' income ranged between Rs. 30,001 to Rs. 60,000. 33.6% and 4.6% of the respondents' income ranges between Rs. 60,001 to Rs. 90,000 and Rs. 90,001 to Rs. 1,20,000, respectively and 6.2% of respondents' had income above

Rs. 1,20,000 per month. The highest percentage of respondents is from income group is Rs. 60001 to Rs. 90000.

⇒ The respondents were also classified into 4 groups based on the size of their family. In this categorization, 29.8% respondents were from families having less than 3 members in family. 49.2% respondents were from 3 to 5 members family, 18.4% respondents' families had 5 to 7 members and only 2.7% respondents were from families having more than 7 members in the family. The highest percentage of respondents were thus from family of size is 3 to 5 members.

⇒ In the categorization of respondents based on the number of earning persons in the family, it was found that 27.7% of the respondents had only 1 earning member, 39.8% of the respondents had 2 earning members, 15.4% of the respondents had 3 earning members and 11.6% of the respondents had 4 earning members in the family. Lastly, 5.5% of the respondents came from families having 5 earning members.

4.1.2 Objective wise Findings:

Objective-1: To assess the linkage between the consumer demographics association with selection of non-durable and durable brands.

o To identify the above objective, total 72 hypotheses were tested with chi-square test. The summary of hypotheses are as follow:

Table-6.1: Summary of Chi-Square Test Hypotheses

Variables	Selected Brands	Hull Hypothesis
Gender	Biscuit Brands	Reject
	Tea Brands	Fail to reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject
Age Group	Biscuit Brands	Fail to reject
	Tea Brands	Reject
	Bathing Soap Brands	Fail to reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Fail to reject
	Mobile Brands	Fail to reject
Marital Status	Biscuit Brands	Fail to reject

	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject
Family Type	Biscuit Brands	Fail to reject
	Tea Brands	Fail to reject
	Bathing Soap Brands	Fail to reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Education Qualification	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Occupation	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Monthly Income	Biscuit Brands	Reject
	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Reject
Family Size	Biscuit Brands	Fail to reject
	Tea Brands	Fail to reject
	Bathing Soap Brands	Fail to reject
	Toothpaste Brands	Fail to reject
	Refrigerator Brands	Fail to reject
	Television Brands	Fail to reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject
Earning	Biscuit Brands	Reject

Members	Tea Brands	Reject
	Bathing Soap Brands	Reject
	Toothpaste Brands	Reject
	Refrigerator Brands	Reject
	Television Brands	Reject
	Two Wheelers Brands	Reject
	Mobile Brands	Fail to reject

o From the above table-6.1, it is observed that gender does not have significant impact in the process of buying biscuits, bathing soap and two wheeler brands. In the case of age group, tea brands and refrigerator brands do not have a significant impact. Marital status of the buyer has a positive impact in the buying of Tea brands, bathing soap brands, toothpaste brands and two wheeler brands. Likewise, education qualification, occupation and monthly income have positive impact with all selected brands. Family size is not much impacting the selected durable and non-durable brands. However, the number of earning persons in the family is positively impacting the selected brands except mobile brands.

Objective-2: To examine the relationship between Brand Equity Dimensions with brand equity of selected durable and non-durable brands.

o To identify the above objective, total 8 hypotheses were tested with regression and ANOVA model. The summary of hypotheses are as follow:

Table-4.2: Summary of Regression Model Hypotheses

Brand Equity of Selected Non-Durable Products	Brand Awareness	Reject
	Brand Loyalty	Reject
	Perceived Brand Quality	Reject
	Brand Association	Reject
Brand Equity of Selected Durable Products	Brand Awareness	Reject
	Brand Loyalty	Reject
	Perceived Brand Quality	Reject
	Brand Association	Reject

o From the above table-6.2, it is noticed that, there is a significant positive relationship between Brand Equity Dimensions with brand equity of selected durable and non-durable brands. The Coefficient tables 5.167, 5.170, 5.173, 5.176, 5.179, 5.182, 5.185 and 5.188 of chapter no. 5 reveal the significance value of individual statements of the particular dimension of brand equity. The significance value of the coefficient is found to be less than 0.05 in majority statements. Hence, the relationship between

Brand Equity Dimensions with brand equity of selected durable and non-durable brands is positive.

Objective-3: To know the significance difference among the brand equity of selected non-durable and durable products.

o To identify the above objective, correlation test between brand equity of selected non-durable and durable products were conducted. Table-5.168 reveals the value of Correlation is 0.664; Significance P-Value is 0.000. As the value of correlation indicates, there is a high positive correlation between selected durable and non-durable products. Therefore the null hypothesis is rejected. Hence, there is significance difference among the brand equity of selected non-durable and durable products.

Objective-4: To identify the factors that are affecting the most to brand equity for the selected non-durable & durable products.

o To identify the factors that are affecting the most to brand equity, factor analysis has been done for selected non-durable & durable products.

o Factor analysis for non-durable products has identified four components. Table-5.159 is showing the value of factor loading.

o Factor analysis for durable products has identified four components. Table-5.163 is showing the value of factor loading.

o Both for non-durable & durable products, brand carries a brand image indicates four factors. Factor-1 contains nine statements and this factor is referred to as *"Brand quality"*. Factor-2 contains four statements and this factor is referred to as *"Brand feature"*. Factor-3 contains four statements and this factor is referred to as *"Brand performance"*. Factor-4 contains three statements and this factor is referred to as *"Brand commitment"*.

Objective-5: To measure the effect of Brand Awareness on Brand equity of selected non-durable & durable products.

o To measure the effect of brand awareness, regression & coefficient analysis is carried out. The table 5.170 & 5.171 reveals that there is positive effect of Brand Awareness on Brand equity of selected durable products and indicates 76.9% of the brand awareness is responsible for brand equity for selected non-durable products.

o To measure the effect of brand awareness, regression & coefficient analysis is carried out. The table 5.182 & 5.183 reveals that there is positive effect of Brand Awareness on Brand equity of selected durable products and indicates 78.2% of the brand awareness is responsible for brand equity for selected durable products.

Objective-6: To understand the association between Brand Loyalty and Brand equity of selected non-durable & durable products.

o To identify the association between brand loyalty & brand equity coefficient analysis is carried out. The table below reveals that there is significance association for statements 1 to 4 for non-durable products However, for statement no 5 there exists no significant association with brand equity which indicates that the respondents are not ready to pay high price for non-durable products whereas for durable products the response is positive. The association exists for brand loyalty and brand equity for all five statement of brand loyalty with brand equity.

o The adjusted R^2 Value 0.828 under table 5.173 reveals that the brand loyalty has association to the tune of 82.8% to the brand equity for non-durable products.

o The adjusted R^2 Value 0.834 under table 5.185 reveals that the brand loyalty has association to the tune of 83.4% to the brand equity for non-durable products.

Table 4.3 Statements of Brand Loyalty of Non-Durable and Durable Products

Statements of Brand Loyalty	Non- Durable Products		Durable Products	
	Significance value	Remark	Significance value	Remark
1. I will persist in using the service of this brand.	.000	Rejected	.000	Rejected
2. I will recommend this brand to my friends	.000	Rejected	.000	Rejected
3. I will like the idea that the brand deliver	.000	Rejected	.000	Rejected
4. I am committed to this brand	.000	Rejected	.000	Rejected
5. I am willing to pay	.496	Fail to	.001	Rejecte

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| | | high price for the brand. | reject | | d |

Objective-7: To analyse the perception of respondents towards the Perceived quality of the selected non-durable & durable products.

Table 4.4 Descriptive statistics for Average Mean score for non-durable & durable products

Sr. No.	Statements of perceived quality	Non-durable products		Durable Products	
		Ave. Mean Score	Remarks	Ave. Mean Score	Remarks
1	Product Performance of this brand is good.	4.025	Agree	4.075	Agree
2	I like the value added features of this brand.	3.805	Agree	3.867	Agree
3	The service quality of this brand is stable and reliable.	3.845	Agree	3.867	Agree
4	I like the quality perception of this brand	3.857	Agree	3.880	Agree
5	Service of this brand is convenient and comfortable	3.830	Agree	3.855	Agree

Note: Likert scale: 5-Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree and 1- Strongly Disagree (5 being the highest scale)

The mean from range 1 to 1.8 means Strongly Disagree, the mean from range 1.81 to 2.60 means Disagree, 2.61 to 3.40 - Neutral, 3.41 to 4.20 - Agree and 4.21 to 5- Strongly Agree.

o The average mean score of the each statements measured for perception of respondents towards the Perceived quality of the selected non-durable & durable products based on descriptive statistics revealed that average mean score falls between 3.41 to 4.20, which concludes that all the respondents are in agreement for the Perceived quality of the selected non-durable & durable products. Hence companies having given non-durable & durable products are having good product qualities.

Objective-8: To identify the impact of brand image on the brand equity of selected non-durable & durable products.

o To identify the impact of brand image on the brand equity of selected products, the analysis for the brand image indicated that there is significance value of 0.002 for the non-durable product and it is 0.000 for durable product, which is well below the P value of 0.05, which revealed that there is significant impact of brand image on the brand equity of both, non-durable as well as durable products.

5.0 CONCLUSION OF THE STUDY

⇒ The Indian market with vast population driven by youngsters' presents diverse opportunities for different industries. The purchasing power of the middle class has increased and spending on various sectors has considerably increased. India is multi diversified country with various culture and values and signify a unique market in the world. The growth of gross domestic product (GDP) indicates increase in disposable income; the consumer durable industry has been one of the major sectors and playing an important role and it has begun to open up with post liberalization. Consumers prefer durable products as essential to family and to meet family requirements. Household appliances are seemingly are the part of life in the daily activities. Consumers purchasing durables with high involvement for first time and repeated buy for changing lifestyle because of many additional features. This sector is characterized by stiff competition, emergence of multinational companies and introduction of state-of the– art model, and attractive promotional schemes. Brands account lowest amount in the consumer durable goods. However, the penetration of branded products has increased and branded products are perceived better than non-branded products.

⇒ The more number of brands which have been offered by the non-durable and durable companies were studied in this research to determine the brand equity of marketing selected household appliances such as biscuits, toothpaste, bathing soaps and tea brands as non-durable brands. While, refrigerators, televisions, two wheelers and mobile phones were selected as durable brands. The four dimensions of the brand equity under study namely brand awareness, brand association, perceived quality and brand loyalty and its overall brand equity. The results obtained from the study shows that most of the companies provide brand awareness for both durable and non-durable products. Brand loyalty is most

influencing factor than brand awareness, brand association and perceived quality. The mean of brand loyalty for non-durable products is 3.7920 and for durable products, mean is 3.8323. The major areas that needs improvement are brand loyalty, brand association and perceived quality.

$\Rightarrow$ The results obtained from the study show that all the elements of brand equity have a positive significant relationship on brand equity. The study reveals the significant positive relationship between brand equity of non-durable and durable products. To distinguish purchase decisions there are twenty attributes that are used in the study and some of the attributes have positive relationship on both non-durable and durable products brand equity.

$\Rightarrow$ Indian consumer non-durable and durable industry has undergone spectacular changes in the recent decades with the emerging brands in the organized retail outlet. The branded household appliances indicate the significant potential to penetrate deeper into opening-up markets. The present study shows that brand equity a plays pivotal role in consumer household appliances to understand the consumer response. The result obtained from this research will be able to help brand equity on marketing household appliances in the present counter competitive market.

6.0   SUGGESTIONS AND RECOMMENDATIONS

$\Rightarrow$ In all the demographic characteristics that include gender, occupation, monthly income, age, educational achievements, marital status, and number of earning family members are more interested in Parle for biscuit brand, Wakhbakri for tea brand, Lux for bathing soap brand and Colgate for toothpaste brand. It is Samsung for refrigerator and television brand, Hero for two wheelers and Samsung for mobile brands. Other companies need to strategize to improve because many respondents have insignificant opinion about other brands of selected non-durable and durable brands.

$\Rightarrow$ The brand awareness of the durable products is less than perceived quality, brand association and brand loyalty. All companies need to improve advertising campaigns to get the proper response from the customers and build strong brand equity.

⇒ Quality of the non-durable products needs to be improved in such a manner that the prevailing perception of consumers gets changes to start showing increased acceptance of these products.

⇒ Companies marketing durable products should upgrade their symbolic association to their brands so as to get customers to recognize and remember the brand to increase the brand equity.

⇒ The marketing activities need to improve stores carrying high competitive brands and offer in more number of stores and through more distribution centers.

⇒ All selected durable and non-durable products should do all brand preference activities with an objective that it would lead a customer to prefer their brand at the first instance. The objectives of the exercise should also be it makes the customers to personally buy it and strengthens its brand equity.

⇒ Durable products purchase decision further emphasizes on quality, competitive price, services, lower noise level, convenience, availability of the retail outlets, advanced technologies, environmental friendly and guaranty, which are important factors to increase confidence in the mind of customers.

⇒ It is clear that the brand awareness is responsible for brand equity for selected non- durable as well as durable products and hence the companies should have marketing advertisements with strategy focus on product features, product logo to recall the product brand to the consumers for both non-durables & durables products.

⇒ It is evident that there exists no significance association for statement `I am willing to pay high price for the non-durable product brand, which indicates that the consumers are not ready to pay high price for non-durable products whereas for durable products the response is positive. Hence in case of non-durable products the niche marketing strategy focusing on the product quality and brand image needs to be implemented to justify the high price of product.

⇒ The perception of respondents towards the Perceived quality of the selected non-durable & durable products reveals that average mean score falls between 3.41 to 4.20, which leads one to a conclusion that the respondents are only agreeable for the Perceived quality. Hence companies need to improve service quality, add features in the products and improve product performance for both the selected non-durable & durable products.

$\Rightarrow$ It is evident that there is significant impact of brand image on the brand equity of both, non-durable as well as durable products. It revealed that the marketing promotional advertisement should touch the feelings & affects the emotions of the consumers.

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