



## IMPACT OF BRAND LOYALTY ON BRAND EQUITY AMONG WASHING MACHINES

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### Abstract

In today's competitive consumer market, brand loyalty has emerged as a key driver in enhancing brand equity. This study investigates the impact of brand loyalty on the brand equity of washing machine brands in the Coimbatore district. With increased consumer choices and rising expectations, retaining loyal customers has become essential for maintaining a strong brand image and value. The research was conducted using a structured questionnaire with a sample of 200 respondents. Statistical tools like chi-square analysis and ranking methods were employed to analyze the data. The results show that customers who exhibit strong brand loyalty are more likely to perceive the brand positively and contribute to its overall equity. The study concludes that maintaining loyalty through quality, trust, and customer satisfaction plays a vital role in strengthening brand equity in the washing machine segment.

**Keywords:** *Brand Loyalty, Brand Equity, Washing Machine Brands, Perception, Customer Retention, etc.,*

### Introduction

The home appliance industry, particularly the washing machine segment, has seen remarkable growth due to changing lifestyles, increased disposable income, and technological advancements. In such a competitive environment, creating and maintaining a strong brand presence has become essential. One of the critical elements that influence a brand's strength in the market is brand loyalty. Brand loyalty refers to a customer's repeated preference for a specific brand, often based on satisfaction, trust, and perceived quality.

Brand equity, which represents the value a brand holds in the minds of consumers, is closely linked to customer loyalty. A loyal customer base can enhance a brand's image, increase word-of-mouth referrals, and lead to higher market share. In the case of washing machines—a high-involvement product—customers tend to rely on their past experiences and trust in a brand before making a purchase decision. Hence, brand loyalty can significantly contribute to the overall brand equity of washing machine brands.

### Review of Literature

Recent studies have increasingly emphasized the strong connection between brand loyalty and brand equity, particularly in the context of durable goods like washing machines. Junaid et al. (2020) examined consumer behavior in the home appliance sector and found that brand loyalty has a direct and

significant impact on brand equity, with customer satisfaction acting as a key mediator. Similarly, Alhaddad (2015) highlighted that loyal customers enhance brand credibility, awareness, and overall value in the electronics market. Khan et al. (2016) studied brand loyalty in the context of durable goods and concluded that loyal customers are more likely to perceive the brand as trustworthy and of high quality, which strengthens brand equity. In a more focused study, Sharma and Kumari (2021) analyzed Indian consumers' loyalty toward washing machine brands and observed that consistent brand experience and after-sales service significantly boost both loyalty and brand equity. Additionally, Rani and Joseph (2022) explored the brand preferences of women consumers in the home appliance sector and noted that emotional attachment and trust in a brand contribute to long-term loyalty, which in turn enhances the brand's market value. These recent findings reaffirm that customer loyalty is not only a driver of repeat purchases but also a critical factor in building and sustaining brand equity in competitive markets like washing machines.

### **Statement of the Problem**

Many washing machine brands are available in the market, offering similar features and prices. But some brands are more successful than others because customers keep buying them again and again. This may be due to brand loyalty. While it is believed that loyal customers help improve a brand's image and value, there is not enough clear understanding of how brand loyalty actually affects brand equity in the case of washing machines. This study tries to find out the link between brand loyalty and brand equity in this product category.

### **Need for the Study**

1. The washing machine market is highly competitive, so understanding customer loyalty is important for brand success.
2. Knowing how brand loyalty helps improve brand equity can help companies build stronger brands.
3. Washing machines are long-term products, so gaining and keeping customer trust is very important.
4. The study will help marketers know how loyal customers can increase brand value.
5. The findings can support better marketing strategies and improve customer satisfaction.

### **Objectives of the Study**

1. To understand the role of brand loyalty in building a strong image for washing machine brands.
2. To analyze how customer loyalty helps improve the overall value of washing machine brands.

### **Limitations of the Study**

- The study is limited to 200 respondents, which may not represent the entire population of Coimbatore.
- The sampling method was non-probabilistic, which might affect the generalizability of the results.
- Respondents' opinions may be influenced by personal bias and brand experience.

## Research Methodology

This study aims to analyze the impact of brand loyalty on brand equity among washing machine users in Coimbatore district. A descriptive research design was adopted to collect and analyze primary data systematically.

### ➤ Study Area

- The study was conducted in Coimbatore district, a major urban and industrial hub in Tamil Nadu, where the use of home appliances, including washing machines, is widespread among households.

### ➤ Sampling Technique

- The study employed convenient sampling to select respondents who are users of washing machines. This method was chosen due to the ease of accessibility and time constraints.

### ➤ Sample Size

- A total of 200 respondents were selected for the study. The sample included both male and female consumers from different age groups, income levels, and educational backgrounds.

### ➤ Data Collection Method

- Primary data was collected using a structured questionnaire that included both closed-ended and Likert scale questions. The questionnaire was distributed directly to the respondents and also through online platforms.

### ➤ Tools for Analysis

The collected data was analyzed using the following statistical tools:

- Descriptive statistics
- Chi-square test
- Ranking
- Cross-tabulation

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

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	80	40%
	Female	120	60%
Age Group	Below 25 years	30	15%
	26 – 35 years	70	35%
	36 – 45 years	60	30%
	Above 45 years	40	20%
Educational Qualification	Up to Higher Secondary	40	20%
	Undergraduate	90	45%
	Postgraduate	60	30%
	Others	10	5%
Occupation	Government Employee	40	20%
	Private Employee	60	30%
	Business	30	15%
	Homemaker	40	20%
	Others	30	15%
Monthly Income	Below ₹20,000	50	25%
	₹20,001 – ₹40,000	70	35%
	₹40,001 – ₹60,000	50	25%
	Above ₹60,000	30	15%
Marital Status	Married	130	65%
	Unmarried	70	35%

The demographic profile of the 200 respondents provides valuable insights into the characteristics of washing machine consumers. A majority of the respondents are female (60%), indicating that women are key decision-makers when it comes to purchasing household appliances. Most of the respondents fall within the age group of 26–35 years (35%), followed by 36–45 years (30%), showing that washing machines are mainly purchased by young and middle-aged adults. In terms of educational background, 45% of the respondents are undergraduates and 30% are postgraduates, suggesting that most consumers are well-educated and likely to make informed brand choices.

When considering occupation, private sector employees form the largest group (30%), followed by government employees and homemakers (20% each), indicating a balanced mix of working

individuals and home managers among the buyers. Regarding monthly income, the highest percentage (35%) earn between ₹20,001 – ₹40,000, reflecting that washing machines are primarily purchased by middle-income households. Additionally, 65% of the respondents are married, highlighting that major home appliance purchases are often made by family units rather than single individuals.

**Table no:2**

**Chi-square Test Results on the Association Between Demographic Variables and Brand Loyalty**

Demographic Variable	Chi-square Value ( $\chi^2$ )	p-value	Significant?
Gender	6.32	0.042	Yes
Age Group	18.76	0.004	Yes
Educational Qualification	10.45	0.108	No
Occupation	14.91	0.061	No
Monthly Income	22.54	0.001	Yes
Marital Status	3.76	0.152	No

The chi-square analysis was carried out to determine the association between demographic characteristics and brand loyalty among washing machine users. The results reveal that gender ( $\chi^2 = 6.32$ ,  $p = 0.042$ ), age group ( $\chi^2 = 18.76$ ,  $p = 0.004$ ), and monthly income ( $\chi^2 = 22.54$ ,  $p = 0.001$ ) are significantly associated with brand loyalty, indicating that these variables influence customer loyalty patterns. On the other hand, educational qualification, occupation, and marital status did not show significant relationships, as their p-values were above the 0.05 level. These findings highlight the importance of considering specific demographic segments such as age, income, and gender when developing loyalty-focused marketing strategies for washing machine brands.

**Table no:3**

**Role of Brand Loyalty in Building a Strong Image**

Role of Brand Loyalty	Mean Score	Rank
Increases customer trust and confidence	4.65	1
Improves brand recall and recognition	4.48	2
Enhances positive word-of-mouth	4.30	3
Reflects consistent product satisfaction	4.15	4
Builds long-term emotional connection with the brand	4.05	5

The ranking analysis reveals that "Increases customer trust and confidence" holds the highest mean score of 4.65, indicating it is the most significant role of brand loyalty in the context of washing

machine brands. This suggests that loyal customers develop a strong sense of trust and reliability towards the brand, which in turn enhances brand equity. The second highest-ranked factor is "Improves brand recall and recognition" with a mean score of 4.48, emphasizing that brand loyalty helps customers easily remember and identify the brand. "Enhances positive word-of-mouth" ranks third (4.30), showing that loyal customers are more likely to recommend the brand to others. "Reflects consistent product satisfaction" and "Builds long-term emotional connection with the brand" are ranked fourth and fifth respectively, indicating that while these factors are important, they are slightly less influential than trust, recall, and word-of-mouth.

**Table no:4**

**Customer Loyalty and Overall Brand Value of Washing Machine Brands**

<b>Customer Loyalty</b>	<b>Brand Value</b>			<b>Total</b>
	<b>Low Value</b>	<b>Medium Value</b>	<b>High Value</b>	
Low Loyalty	20	25	5	50
Medium Loyalty	10	40	30	80
High Loyalty	5	15	50	70
<b>Total</b>	35	80	85	200

The cross-tabulation reveals a clear pattern: customers who exhibit high brand loyalty are significantly more inclined to perceive washing machine brands as having high value. On the other hand, customers with low loyalty are predominantly associated with lower brand value perceptions. This indicates a strong positive relationship between customer loyalty and brand value. In essence, as loyalty increases, so does the perceived worth of the brand in the minds of consumers. These findings highlight the crucial role customer loyalty plays in enhancing not only the brand's image but also its overall market success and long-term competitiveness in the washing machine segment.

### **Suggestions for the study**

To enhance brand equity through loyalty, washing machine brands should focus on strengthening customer engagement by offering personalized communication, loyalty rewards, and responsive after-sales service. Maintaining consistent product quality and incorporating user-friendly innovations based on customer preferences can foster long-term trust and satisfaction. Improving brand recall through consistent advertising and visual identity helps reinforce loyalty. Encouraging satisfied customers to share their experiences, especially via online platforms, can positively influence others. Offering value-added services such as extended warranties, free installations, or EMI options can enhance perceived value. Regularly collecting and addressing customer feedback also contributes to building a loyal customer base. Additionally, tailoring marketing efforts to specific demographic segments like working

women, families, or senior users ensures relevance. Monitoring competitors' loyalty strategies can further guide brands in refining their approach to retain customers and build stronger brand equity.

## Conclusion

In conclusion, the study emphasizes the importance of brand loyalty in building strong brand equity among washing machine users. Loyal customers not only continue to purchase the brand but also influence others through positive word-of-mouth, thereby increasing the brand's value and image. In a competitive market, retaining existing customers is just as important as attracting new ones. By focusing on customer satisfaction, consistent product quality, and effective engagement strategies, companies can strengthen their brand position and ensure long-term success.

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