



## The Evaluation Of The Factors Effects On The Branded Television Sets Based On The Vision Of Consumers

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### Abstract

In contemporary times, numerous institutions acknowledge their product brands and services as paramount assets. These brands constitute substantial capital, crucial not only for upholding the company's value but also for nurturing customer allegiance. The stronger the brand's resonance in consumers' minds, the higher the potential for revenue generation. This study employs David Aaker's customer-centric brand equity model, encompassing four key dimensions: brand awareness, brand association, perceived brand quality, and brand loyalty.

It scrutinizes diverse factors such as familial dynamics, brand identity, corporate image, and pricing, assessing their influence on these dimensions of brand equity. The aim of this research is to evaluate the factors affecting brand equity dimensions, particularly concerning television brands, from the perspective of female consumers. The study is conducted among female television brand consumers in Karnataka state, chosen via simple random sampling. The results reveal that both familial background and corporate image directly impact brand recognition, brand linkage, and perceived brand excellence. The brand name directly influences brand recognition and perceived brand excellence, while pricing directly affects perceived brand excellence. Ultimately, brand recognition, brand linkage, and perceived brand excellence collectively contribute to overall brand equity.

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**Keywords:** Brand equity, brand association, brand loyalty, brand name perceived brand quality

## Introduction:

One of the most renowned and fundamental concepts in marketing extensively debated by researchers and marketing theorists is brand equity. Brand equity is deemed essential for brands to gain a competitive edge. The establishment and sustenance of robust brand equity play a crucial role in an organization's pursuit of its financial objectives. (Ngan et al., 2019) The significance of assessing brand equity is evident in recent merger and acquisition endeavours. For instance, the acquisition of Gillette Company by Procter and Gamble in 2005 exemplifies this, where the purchase price of \$57 billion amounted to 19 times Gillette's earnings before interest, taxes, and depreciation. (Byrnes 2005("Branding," 2024) Brand equity refers to the amalgamation of positive reputation and advantageous impacts, representing the value a brand contributes to a product. It showcases a brand's competitive edge in the market and its ability to leverage an established brand when venturing into new product domains. David Aker articulated this concept in (Aaker, 1991) that, enhancing a brand's equity boosts the effectiveness of marketing strategies and fosters customer loyalty. This, in turn, lowers expenses related to promotional activities and facilitates brand development. Brand equity also positively impacts return on assets, a key profitability indicator, while bolstering consumer trust. (Pirayesh, 2018) Brand equity significantly influences customer acquisition, retention, and profitability, indicating its multifaceted nature. This suggests that brand equity is indeed a complex and impactful concept. (Stahl et al., 2012) When a trading brand holds significant equity, the company can cut down on marketing expenditures as its loyal customer base is already well-informed and committed. Moreover, during discussions with distributors and retailers, the company enjoys a stronger negotiating position. Customers themselves contribute to attracting new clientele by advocating for the brand. Understanding how the trading brand influences customer reactions and behaviours aids companies in refining and enhancing their marketing strategies, resulting in more effective planning and execution.

Brand equity serves as a quantifiable depiction of a brand's financial robustness in relation to its competitors, reflecting the significance customers place on the brand. Moreover, a brand's general financial standing within the market landscape also influences its brand equity. (Keller, 1993). The pricing of a brand can influence its overall worth, with brand equity being pivotal in shaping its competitiveness within the market. This aspect holds significant importance in strategic marketing management. In the present market scenario, robust brand equity can confer a competitive advantage upon a brand vis-à-vis its rivals. Brand equity is evaluated based on various factors; including additions, industry variables, and the prevailing market dynamics (Wood, 2000). A brand's adeptness at outperforming its competitors in the market signifies its excellence within the industry. By deploying effective brand management strategies, a brand garners admiration from customers and outshines its rivals. (*Brand-Management.Pdf*, n.d.) Enhanced planning effectiveness can prevent resource wastage and bolster the attainment of goals.

Television remains one of the most trusted mediums in India today, with a significant impact on various campaigns. When viewers engage with content on TV, all channels tend to experience improved conversion rates. Apart from the immediate boosts in brand recall and short-term benefits, television advertising drives substantial brand conversions, a desirable outcome for brands. Advertising on sports television has been a common strategy among leading new-age businesses that have experienced rapid growth in the past decade. Brands like Swiggy, CRED, Spotify, Dunzo, Dream11, and Lenskart have capitalized on sports broadcasting to establish themselves as industry giants. Many of their memorable campaigns were launched during major events such as the IPL and Cricket World Cup, leveraging the vast reach and viewer attention these platforms offer. In today's hyper-competitive market, characterized by evolving customer demands, increased competition, rapid technological advancements, and limited disposable income, television brands play a crucial role. Recognizing the significance of television as a communication medium, there is a need to investigate the factors influencing television brand effectiveness. This study specifically focuses on the factors affecting brand equity in the television domain.

## Research's Theoretic Framework:

Understanding a brand's equity requires a comprehensive grasp of its resources and outcomes. Without a thorough assessment of its resources, a brand's equity cannot be fully comprehended. These resources serve as crucial elements in shaping the brand's perception in consumers' minds. Recognizing the resources contributing to a brand's equity, both for the firm's own brands and those of competitors, is vital for brand managers seeking to enhance their firm's brand equity relative to competitors. Various definitions of brand equity have emerged over time. In 1989, the American Marketing Council defined brand equity as the value

added by a brand's name, reflected in increased profit margins and market share, which can be viewed as financial assets. Additionally, it encompasses a set of associations and favorable behaviours exhibited by customers and channel members. Brand equity is typically examined through two perspectives: the financial approach and the customer-centric approach. The financial approach to assessing brand equity involves comparing financial metrics and benchmarking brands at both national and international levels by various organizations, with inter brand being one of the most renowned. In this study, we have investigated brand equity from the consumer's perspective, utilizing David Aaker's model.

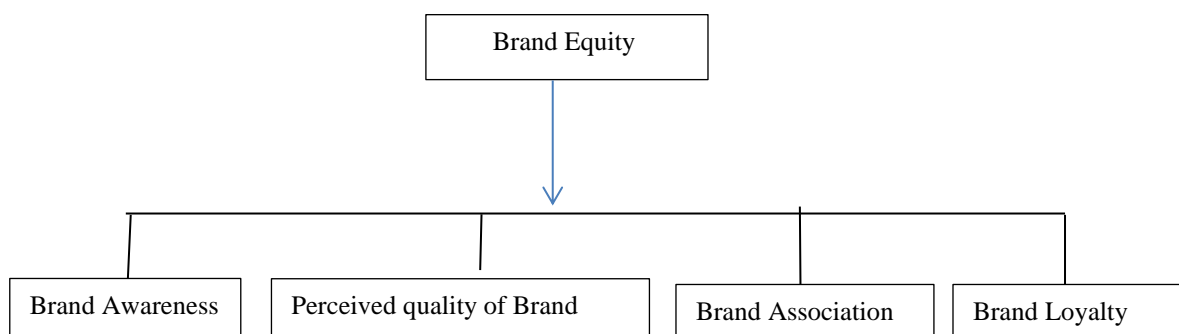
Study	Independent Variables	Dependent variable(s)	Data source	Methodology	Findings
1.Yashodhan Karulkar , Sanket Shah , Pearly Tandon , Siddharth Tiwari (2021)	Brand awareness, brand loyalty, brand association, perceived quality	Purchase intention	Questionnaire	single-factor ANOVA, a correlation analysis, Cronbach's Alpha	perceived quality was found to have the most significant relationship with purchase intention followed by brand loyalty and brand awareness
2. (Akdogan, 2021)	Price	Product value, perceived quality	Questionnaire	Sample t-test and chi-square tests	It is seen that the price variable and payment options in different product categories are critical in the consumer purchase decision-making process.
3. Nishat Nigar (2021)	store aesthetic design, customer consciousness, brand, reference, convenience and price, by demographic variables of consumers considering family size, income and educational qualification	purchase intention of furniture	purposive random sampling technique	Statistical Package for the Social Science (SPSS)	Several factors such as store aesthetic design, customer consciousness, brand, reference, convenient furniture and price have positive and significant persuasion on consumer behavior towards furniture purchasing decision and also the degree of importance of those factors depend on demographic profile of the respondents.
4. Dr. D.YUVARAJ,(2020)	demographic variables, personal benefits, sales promotional activities	Consumer behaviour	structural questionnaire	Correlation	Positive relationship with all variables
5. (Rybaczewska et al., 2020)	Company Image	Purchasing decision	Survey method	Quantative Method	Human resources aspects of company's image (employer image) and the core interests of retail and service marketing (consumers' decision making) can contribute to differentiation amongst competitors in the market and play a role as a significant factor during the purchase decision process
6.(Shrestha, 2019)	celebrity endorsement, customer experience, after sale service, product design, country of origin, brand image	Brand Image	Survey method	Exploratory Factor Analysis	Customer brand experience influences on brand image and after sales service influence brand image. Celebrity endorsement and country of origin had no effect on brand image

7. Nguyen Hoang Ngan, Truong Ba Thanh, Tran Thi Kim, Phuong Tran, Trung Vinh (2019)	1.Brand related Variables: brand awareness, perceived quality, brand associations and brand loyalty 2.Consumer Related: overall brand equity 3.Brand related: brand preference	1. Brand equity 2. price premium, attitude towards extensions, brand preference, purchase intention and customer satisfaction 3. purchase intention	questionnaire responses	Cronbach's alpha and the item-total correlation exploratory factor analyses (EFA)	1.The relationships between brand equity dimensions' brand awareness, perceived quality, brand associations and brand loyalty and overall brand equity all significant relationship 2. Overall brand equity has a positive influence on the above customer responses. 3. Brand preference has a significant positive effect on purchase intention.
7. (Molinillo et al., 2019)	Brand equity, brand trust, brand satisfaction	Brand loyalty	Survey Method	Structural equation modelling	Brand equity is positively associated with brand satisfaction, brand trust and brand loyalty. The positive effects of brand trust and brand satisfaction on brand loyalty are supported.
8 (Pirayesh, 2018)	Brand equity	Returns on asset Equity returns, Net profit margin, price/profit ratio, profit on each ratio, dividend yield,	Survey Method	Cronbach's alpha, correlation and regression method	it was found that the brand equity variable, which itself is a result of loyalty variables, perceived quality, brand association and brand awareness, has a positive and significant effect on the profitability variables of the banking industry and insurance, Such as rate Return on equity, return on equity, profit margin ratio, profit to profit ratio, earnings per share, and dividend per share.
9. Sajeeb Kumar Shrestha,(2018)	Celebrity Endorsement Customer Experience After Sales Service Product Design Country of Origin	Brand Image	Structured Questionnaire	Factor Analysis	Celebrity Endorsement, Country of Origin except these two all variables are impact on image.
10. Senay Esin Nur TAY, Mehmet SAĞLAM (2018)	Brand reputation, Reference marketing	Brand Reputation, Post-Purchase Behavior	Survey method	Factor analysis	brand with a high reputation shares its positive and negative experiences with its customers or suppliers through word of mouth communication, and that price sensitivity occurs depending on the brand reputation at the customer decision stage,
11. Dr.V.Ravi Kumar (2018)	socio economic factors like education, family size, gender, family type, income, occupation	Brand Loyalty	Survey Method	simple percentage method, ANOVA, t-test, chi-square test & correlation.	Except family type and occupation all other variable have significant relationship with brand loyalty
12. Reza Pirayesh (2018)	Return on Asset, Equity returns, net profit margin ratio, price/profit ratio, dividend ratio	Brand equity	Questionnaire	Correlation and regression	brand equity variable, which itself is a result of loyalty variables, perceived quality, brand association and brand awareness, has a positive and significant effect on the profitability variables of the banking industry and insurance

13. Joo-Eon Jeon 2017	sensory experience, customer commitment, emotional attachment, Customer commitment, Aesthetic Functional and Symbolic benefit	Brand equity and brand performance	Survey Method	Factor analysis	Consumers who satisfied with symbolic brands are more likely to be connected to a brand. The overall results of this study demonstrate that the aesthetic, functional and symbolic benefits of brand are all positively related to customer commitment. customers are loyal to a brand, then a firm's brand can achieve stability and growth of brand-related revenue
14. Brian S. Gordon1 & Jeffrey D. James (2017)	Brand Awareness, Brand association, Brand superiority, Brand affect, Brand resonance	Brand Equity	Structured Questionnaire	confirmatory factor analysis and structural model	A significant relationship between brand awareness and brand associations as posited by previous research. Brand associations were found to have a significant impact on a consumer's cognitive evaluation (brand superiority) and affective response (brand affect) to a focal brand in the service realm.
15. Sheetal Mahendher Maria Boaler (2016)	Age, marital status, educational qualification financial independence, monthly family income	Purchase of branded apparel	Structured questionnaire	Regression Analysis	There is no relationship between demographic variables like age, marital status, and educational qualification, financial independence of respondents has no influence on purchase of branded apparel. But monthly family income was found to be associated with frequency of purchase of branded apparel and preference of branded apparel
16. Fatima Sarwar, Muzamil Aftab, Muhammad Tahseen Iqbal (2016)	Brand Knowledge, Reference groups, age, Emotional exploitation, Personal and culture values, Consumer behavior fluctuates	branding loyalty, Status consumption, status conspicuousness, social factor and quality	Survey method	Anova analysis	The branding impacts the consumer behavior in relation to the different dependent and independent variables.
17. Brown Walter Ateke, Jane Chinyere Onwujiariri, Doris Akunne Nnennanya (2015)	Brand awareness, brand distinction, brand personality, and brand prestige	celebrity endorsement	Questionnaire	Spearman's Rank Order Correlation	the study discovered a strong and positive correlation between celebrity endorsement and brand awareness, while the relationship between celebrity endorsement and brand personality is found to be moderate

18. David J. Smith, Nikola Gradojevic W. Sean Irwin (2007)	gross profit, advertising expense, and research and development expense.	Brand Equity	Annual reports	Correlation and Regression and Least Squares Estimates	advertising has the least significant relationship with brand equity based on current and previous year data. However, advertising, as well as gross profit, showed reasonable increases in significance when examined based on previous year data, substantiating a lag approach
19 (Bravo Gil et al., 2007)	Family	Brand equity, brand association, brand awareness, perceived quality	Survey Method	Structural Equation Model	Results prove that positive brand information provided by the family has effects on the formation of brand awareness-associations and perceived quality, and this may lead in turn, to brand loyalty and overall brand equity.
20. (Bulle, 2020)	Brand Name	Consumer Buying behaviour	Survey method	Descriptive Method	The results show that the brand name has a strong positive impact and an important relationship with consumer buying behavior.

According to Professor David Aker, brand's equity has roots in the four bases which are discussed in this model:



### Shape 1: Aaker Model

Reducing the abstract level of concepts until they Brand's can be used in the measurement is called making the concepts operational [8]. Therefore in this research the operational definition of variables is as following:

#### Brand awareness:

Brand awareness refers to the level of recognition a brand enjoys among potential customers and its association with a specific product. During the introduction stage of a new product in its life cycle, brand awareness becomes a primary objective of advertising efforts. Consumers tend to purchase familiar brands due to their comfort with them or because they perceive a familiar brand as likely to be dependable and of satisfactory quality (Aaker, 1991). Brand awareness also refers to an ability to identify, recognize, or recall a brand in a certain product category ((Keller, 1993, Aaker, 1991). The tangible aspects of branding including elements such as a brand name, logo, symbol, icon, and metaphor, aid in enhancing consumer recognition of a brand. (*The-Brand-Gap.Pdf*, n.d.). Moreover, advertising efforts and positive word-of-mouth communication about a brand can boost brand awareness, a significant factor influencing consumer decision-making.

**Brand association**

A brand association is “anything linked in memory to a brand” (Aaker, 1991 p. 109). Brand associations come in various forms, encompassing both product-related characteristics and attributes independent of the product. These associations serve as the foundation for purchase decisions, fostering brand loyalty and adding value to both the firm and its customers. Aaker (1991) has outlined these benefits, which include aiding in information processing and retrieval, distinguishing the brand, providing motivation for purchase, eliciting positive attitudes and emotions, and offering opportunities for brand extensions.

**Brand loyalty**

Aaker (1991) defines brand loyalty as a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. Keller (2003), alternatively, brand resonance delves into brand loyalty, referring to the quality of the customer-brand relationship and the level of alignment customers feel with the brand. Customers experiencing genuine brand resonance exhibit strong loyalty, actively seeking out interactions with the brand and sharing their experiences with others. These interpretations of brand loyalty underscore a direct correlation between brand loyalty and brand equity, with brand loyalty frequently regarded as a fundamental aspect of brand equity (Aaker, 1991)

**Perceived quality**

Perceived quality is defined as “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives”(Zeithaml, 1988). In today's competitive landscape, prioritizing customer-driven quality has become essential, with many companies leveraging it as a powerful strategic asset. By consistently and profitably fulfilling customer needs and preferences for quality, they cultivate customer satisfaction and value. Kotler (2000) emphasizes the close relationship between product and service quality, customer satisfaction, and company profitability.

This study focuses on testing the customer approach by examining four variables: brand family, brand name, company image, and pricing. This marks the first examination of these variables. Below are explanations of each variable:

**Family:**

Family is the first and foremost influencer on buying decision of consumer. Family, as a unit comprising its members, influences individuals' behavior. Family includes parents, sister, brothers, spouse and children and has direct influence on buying behaviour of person. From the studies it is proved that person familiar with the brands and products through the family for the first time and this awareness includes the products which are purchased by the parents(Bravo Gil et al., 2007). On the basis of this following hypothesis can be formed:

**H<sub>1</sub>** The presence of family directly influences brand awareness

**H<sub>2</sub>** The family influences brand’s association directly

**H<sub>3</sub>** The presence of family directly influences the perceived quality of brand.

**Firm’s Image:**

The positive image of firm is also effect on consumer buying decision. The firm has to strive to raise positive deduction and credit among their users such as their stakeholder i.e. customers, investors, employees and from public. Organisation image become valuable asset of firm and customer. The image also effect on firm’s turnover and market’s deduction from its turnover. The firm should try to create an image with is public oriented, concentrated on specific area stable and dynamic. Firm image also effect on consumer behaviour (Rybczewska et al., 2020).

**H<sub>4</sub>** The image of a company directly impacts the awareness of its brand

**H<sub>5</sub>** The firm image of a company impacts on the brand’s association

**H<sub>6</sub>** The image of a company directly impacts on perceived quality of brand

**Brand’s Name:**

Brand name is the name from which product is identified. This name is powerful as those positive aspects about the products, i.e. features, its profitability, organisation’s expected values, personality and the user’s types. The researcher showed that when consumer evaluate the quality of product they would depend on product’s external’s sign’s like brand’s name (Bulle, 2020)

**H<sub>7</sub>** Brand's name directly influences the perceived quality of the brand

**H<sub>8</sub>** Brand's name directly influences brand's awareness directly.

#### Price:

Price is value paid by consumers in exchange of utilities that possess and utilising product or service. The consumers divide the brands in their minds on the basis of price levels (Kotler, 2005). The value of the product should be bigger in consumer's mind than its production and sale cost, then consumer are ready to pay more for some brands. (Akdogan, 2021) By anticipating Aaker's models which is one of the most famous perceived models in the consumer based brand equity, in this research it is examined the variables of family, brand's name, firm's image and price on the deduction aspects of brand equity and then direct effect of aspects on brand's equity was analysed.

**H<sub>9</sub>** The price of a brand directly influences the perceived quality of the brand

#### Brand equity:

**H<sub>10</sub>** Brand awareness directly influences its brand's equity

**H<sub>11</sub>** Brand's association directly influences brand equity

**H<sub>12</sub>** The perceived quality of brand directly influences brand equity

#### Methodology:

Considering the objectives of this study, it is pragmatic and in terms of its execution, descriptive survey research applied. The target population for this research comprises consumers who purchase branded televisions in Mysore city, located in the state of Karnataka. Because of infinite population, 200 of them were selected as sample on convince. To this research study, the retail marts, shopping malls, branded shop and chain store have been taken for the research. As consumers in this location actively engage in decision-making processes, particularly when choosing and comparing brands, questionnaires were distributed in these areas. For data collection in this research, a questionnaire tool was utilized, the reliability of which was assessed beforehand.

	Cronbach Alfa Coefficient
Brand awareness	0.780
The perceived quality	0.801
Brand association.	0.808
Brand loyalty	0.810
Family	0.807
Brand's Name	0.812
Firm's image	0.805
Price	0.814
Brand Equity	0.812

**Table-1** Results of the Reliability Analysis

The confidence coefficient was found to range from minimum of 0.780 to maximum of 0.815 within the parameters of the study, indicating a high level of reliability. This indicates the questionnaire's questions reliability.

Following table Research support the hypothesis and questions:

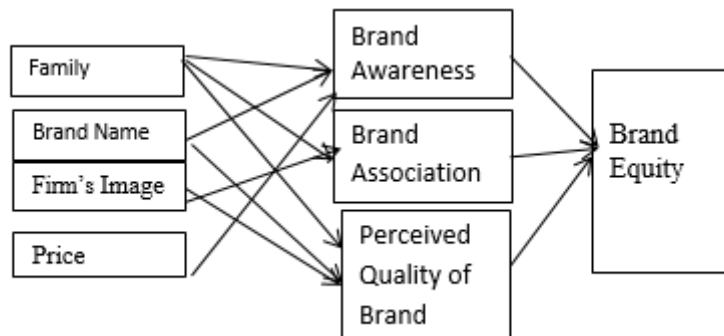
	Variables	Number of hypotheses	Reference
Main Variables	Brand awareness	10	Pappu 2006 - Jung 2008
	Brand Association	11	Jung 2008 - Olson 2008
	Perceived quality	12	Wilcox 2008 - Wang 2009
Effective Variables	Family	1,2,3	Gil 2007
	Brand Name	8,9	Johnson & Bruwar 2007
	Firm's Brand	4,5,6	Martenson 2007
	Price	7	Keller 2008

**Table 2:** Research's supporting tables of hypotheses



In this research, to analyse the data, the descriptive and inferential statistics methods have been used. The descriptive statistics used for data analysis and hypothesis test and one way Annova analysis method was used to determine the direct relation between variables the Pearson Correlation Co efficient has been used. In present study the main objective that is the evaluation of the effective factors on the brand equity of branded television in Mysore city

### Shape 2- Research Model



### Results of Hypothesis Testing

Hypothesis		Sum of Squares	Df	Mean Square	F	p-value	Correlation coefficient	Acceptance/Rejection
H <sub>1</sub>	Between Group	139.20	2	69.601	17.25	0/0001	0/412	Acceptance
	Within Group	793.39	197	4.027	2			
	Total	932.59	199					
H <sub>2</sub>	Between Group	87.997	2	43.999	14.87	0/0001	0/433	Acceptance
	Within Group	582.87	197	2.959	1			
	Total	670.87	199					
H <sub>3</sub>	Between Group	35.291	2	17.645	8.616	0/0001	0/337	Acceptance
	Within Group	403.46	197	2.048				
	Total	438.75	199					
H <sub>4</sub>	Between Group	115.26	2	57.631	43.10	0/0001	0/544	Acceptance
	Within Group	323.49	197	1.642	9			
	Total	438.75	199					
H <sub>5</sub>	Between Groups	230.41	2	115.20	51.52	0/0001	0/474	Acceptance
	Within Group	440.46	197	2.236	7			
	Total	670.87	199					
H <sub>6</sub>	Between Groups	283.90	2	141.95	43.10	0/0001	0/548	Acceptance
	Within Group	648.69	197	3.293	9			
	Total	932.59	199					

H <sub>7</sub>	Between Groups Within Group	47.772 390.98 3	2 197	23.886 1.985	12.03 5	0/0001	0/612	Acceptance
	Total	438.75 5	199					
H <sub>8</sub>	Between Groups Within Group	94.418 344.33 7	2 197	47.209 1.748	27.00 9	0/0001	0/529	Acceptance
	Total	438.75 5	199					
H <sub>9</sub>	Between Groups Within Groups	260.95 6 671.63 9	2 197	130.47 8 3.409	38.27 1	0/0001	0/380	Acceptance
	Total	932.59 5	199					
H <sub>10</sub>	Between Groups Within Groups	95.749 446.47 1	2 197	47.875 2.266	21.12 4	0/0001	0/481	Acceptance
	Total	542.22 0	199					
H <sub>11</sub>	Between Groups Within Groups	95.928 446.29 2	2 197	47.964 2.265	21.17 2	0/0001	0/472	Acceptance
	Total	542.22 0	199					
H <sub>12</sub>	Between Groups Within Groups	115.09 6 427.12 4	2 197	57.548 2.168	26.54 3	0/0001	0/483	Acceptance
	Total	542.22 0	199					

**Table: 3, results of hypothesis testing**

### Results of hypothesis Testing:

As show in the table-2, the test results of the first hypothesis indicate that value of  $\text{Sig}=0.0001 < 0.05$  therefore the H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub> would be accepted with the Sig. level of 5% so family affect the brand awareness, association and brand name directly. Using Pearson Correlation results show that there is moderate relation between family and brand awareness, brand association and brand name.

By examining the correlation of firm image with brand association, brand awareness results show that there is a moderate significant relationship at the 0.01 level, implying that effect on choice of brand. Therefore H<sub>5</sub> H<sub>6</sub> and H<sub>4</sub> accepted. The correlation between brand awareness and perceived quality is observed. The results show a positive significant relationship at the 0.01 level implying that perceived quality highly effects on brand choice of consumer. Therefore H<sub>7</sub> accepted. The test of H<sub>8</sub> and H<sub>9</sub> as can be seen. Table 3 above indicates a positive relationship between brand name and perceived quality and brand awareness. The test show that  $\text{Sig} = 0.0001 < 0.005$  from which both hypothesis accepted.

Lastly as can see on table 3, the results of the test H<sub>10</sub>, H<sub>11</sub> and H<sub>12</sub> indicates positive relationship between brand awareness, brand association and perceived quality affects directly on brand equity with sig.0.001.

## Conclusion:

The study found that the perception of the firm's image exerts the most significant influence on brand equity when it comes to purchasing branded televisions in Karnataka. This indicates that companies can effectively introduce new products by cultivating positive awareness, associations, and images among consumers, aligning with market preferences and demands. Several factors contribute to building a favorable and lasting firm image, including product design, turnover, distribution services, availability, and ease of purchase. Therefore, it is recommended that managers allocate more resources to marketing strategies aimed at establishing strong and distinctive associations with their brand in consumers' minds, utilizing both explicit and subtle monitoring systems. While providing product information through brochures or sales interactions may seem straightforward, it can significantly enhance the firm's image in consumers' perceptions. Additionally, the study underscores the substantial influence of a brand's name on consumer awareness.

A brand's name plays a crucial role by encapsulating positive and concise associations and awareness within the product domain. Therefore, enhancing familiarity and awareness of brand components can be achieved by carefully selecting names, logos, characters, and brand slogans, with the aim of creating a lasting, positive impact across generations. The research findings also highlight the significance of consumer engagement with a brand, suggesting that increased exposure through various sensory channels enhances the likelihood of brand retention in memory. To enrich consumers' intellectual associations with the brand, diverse methods should be employed. These methods include accessing information from multiple sources such as news, reports, word-of-mouth, and imaginative constructs related to the brand, including its name, logo, manufacturer, origin country, and distribution network. Effective management of these influences is crucial for maximizing brand perception and consumer engagement. Another noteworthy aspect is the considerable impact of family dynamics on brand equity, urging managers to place emphasis on this familial influence. It is essential to foster positive product experiences within the family setting. Furthermore, in light of intensifying competition within the branded television market, advertising emerges as a crucial tool for manufacturers. Advertising serves to enhance brand familiarity by presenting brands in various contexts that consumers are likely to remember when making purchasing decisions. Additionally, advertising can effectively elevate brand awareness and recall among consumers. Incorporating content that emphasizes quality or distinctiveness in advertisements nurtures consumer loyalty, ultimately leading to heightened brand equity.

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