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AN EMPIRICAL STUDY ON THE INFLUENCE OF DEMOGRAPHICS ON BRAND EQUITY – WITH REFERENCE TO SURYAPETA DISTRICT, TELANGANA, INDIA

G. Krishnamanaidu¹, Dr Kiranmai Katta², and Dr Sabina Rachel Harold³

¹ Mahatama Gandhi University, Department of Business Management,
Nalgonda 508254, Telangana, India
naidu.15krishna@gmail.com

² Mahatama Gandhi University, Department of Business Management,
Nalgonda 508254, Telangana, India
kiranjtp@gmail.com

³ Mahatama Gandhi University, Department of Business Management,
Nalgonda 508254, Telangana, India
Venu.sabina@gmail.com

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ABSTRACT

This study investigates the influence of demographic variables—namely age, educational qualification, occupation, and location—on various dimensions of brand equity including brand experience, brand trust, brand engagement, and brand loyalty. Conducted in the Suryapet district of Telangana, the research focuses on understanding how consumers' socio-demographic backgrounds shape their perception and interaction with brands, particularly in rural and semi-urban contexts. A total of 238 respondents participated in a structured survey, and data were analyzed using Chi-square tests to identify significant relationships between demographic characteristics and brand equity indicators.

The findings reveal that educational qualification and occupation have a strong impact on all components of brand equity, while age shows selective influence on brand experience and engagement. Location, though traditionally assumed to be influential, was found to affect fewer brand equity elements. These insights are crucial for marketers aiming to develop targeted and demographically informed branding strategies. By tailoring their communication and engagement initiatives to specific consumer groups, brands can foster deeper loyalty, increase customer satisfaction, and enhance overall brand equity in diverse markets like those found in rural Telangana.

KEYWORDS: Brand Equity, Brand Experience, Brand Trust, Brand Engagement, Brand Loyalty

INTRODUCTION

In today's competitive marketplace, understanding the factors that influence consumer behavior is essential for brands seeking to enhance their market presence and foster customer loyalty. Brand equity, which encompasses components such as brand experience, trust, engagement, and loyalty, plays a pivotal role in shaping consumer perceptions and preferences. As brands strive to differentiate themselves in an increasingly saturated environment, demographic factors such as age, educational qualification's location and occupation emerge as critical determinants of consumer attitudes toward brands.

Demographic factors are crucial in shaping consumer brand preferences and purchase decisions. For instance, age influences brand expectations, with younger consumers often drawn to trendy, innovative brands, while older consumers prioritize reliability and quality. Gender also shapes brand perception, as men and women may have different responses to brand aesthetics and messaging based on cultural norms and personal values. Educational background affects brand engagement; highly educated consumers may prefer brands with ethical practices and premium quality, whereas others might focus more on affordability and function.

Location, occupation, and family structure further impact brand choices. Urban consumers, for example, may value modern, innovative brands, while rural consumers prioritize trust and practicality. The occupational background reflects lifestyle and income, guiding preferences; professionals may favor brands with prestige, while budget-conscious individuals seek value for money. Occupation also shapes these choices, as professionals may seek brands that project status and quality, while other groups might prioritize cost-effective options. Marital status and family structure also play a role—married individuals or those in joint families often prefer family-oriented products, while singles or nuclear families may lean toward convenience and personalization. By understanding these demographic factors, brands can tailor their strategies to better connect with specific consumer groups, ultimately enhancing brand loyalty and engagement.

Brand equity significantly shapes consumer purchase decisions by creating strong associations, trust, and loyalty toward a brand. The influence of brand equity varies across demographic groups, each with distinct preferences and values. For instance, younger consumers might gravitate toward brands that reflect innovation or social responsibility, while older consumers may value reliability and heritage. Similarly, gender can impact brand preference; women may be drawn to brands emphasizing aesthetics and luxury, while men might prioritize functionality. Educational level also plays a role; consumers with higher educational qualifications often prefer brands known for ethical sourcing or sustainability, as these factors align with their informed decision-making approach.

By aligning brand attributes with the values and needs of specific demographics, brands can influence purchasing behaviors and build loyalty within targeted groups. Thus, understanding the nuanced ways that brand equity influences demographic-driven purchase decisions can help brands refine their strategies to enhance consumer appeal and market penetration.

1.1 Need for the Study

In an increasingly competitive marketplace, businesses are challenged to understand the complexities of consumer behavior and to leverage this understanding to build and maintain brand equity. As companies invest significant resources in marketing strategies aimed at enhancing brand recognition and loyalty, it becomes essential to explore the demographic factors that influence consumer perceptions and decision-making processes.

In the context of Suryapet district in Telangana, the role of demographics in rural consumer behavior has not been adequately explored due to the historical dominance of urban-focused marketing and research. Studies have often treated rural consumers as a single, homogeneous segment, overlooking key demographic variables such as age, education level, occupation, and location (urban, semi-urban, rural)—all of which significantly influence brand perception, product preferences, and purchase decisions. In reality, younger consumers may prioritize trendiness and innovation, while older consumers may value reliability and tradition. Similarly, education levels affect how consumers understand brand value—those with higher education may be more brand-conscious and inclined toward quality or ethical practices, whereas less-educated groups may be more price-sensitive. Despite Suryapet having a rich mix of these demographic categories, there is limited empirical data or research to guide businesses in targeting consumers based on these diverse characteristics.

Moreover, location and occupation are crucial yet under-analyzed factors shaping consumer behavior in Suryapet. Residents of rural and semi-urban areas have different levels of exposure to marketing channels, product availability, and digital access compared to those in urban centers. Likewise, occupational backgrounds ranging from agriculture and daily wage labor to government service and private employment—determine income levels, lifestyle needs, and brand priorities. For example, professionals may seek quality and prestige in brands, while daily wage earners might prioritize utility and affordability. These variables deeply influence how consumers engage with brands, yet they are often generalized or ignored in marketing strategies. Therefore, there is a pressing need for research that highlights how age, educational qualifications, occupation, and geographic location collectively influence consumer choice and brand equity in rural districts like Suryapet, to support the development of more effective, inclusive, and demographically informed marketing approaches.

This research aims to explore how age, educational qualifications, location and occupation interact to shape consumer perceptions of brand equity. By investigating these relationships, the study seeks to provide actionable insights for brands aiming to optimize their marketing strategies and enhance customer loyalty.

Ultimately, understanding the interplay between demographic factors and brand equity is crucial for brands seeking to navigate the complexities of modern consumer behavior. This research will contribute to a deeper understanding of how demographic dynamics influence brand perceptions, offering practical recommendations for brands to tailor their approaches and strengthen their market positions.

2. REVIEW OF LITERATURE

The review of both international and national literature highlights the importance of demographic factors such as age, gender, and educational qualifications in influencing brand equity and brand loyalty. Internationally, studies have consistently emphasized the critical role of brand trust, engagement, and loyalty in building strong brands across diverse consumer segments. Aaker (1991) and Keller (1993) laid the groundwork by establishing frameworks for understanding brand equity and its components, noting the significance of brand awareness, associations, and personality in shaping consumer perceptions. Research by Netemeyer et al. (2004) and Hoeffler and Keller (2003) further suggested that younger consumers are particularly responsive to brands that offer unique experiences and engagement opportunities. Meanwhile, studies by Erdem et al. (2006) and Chaudhuri and Holbrook (2001) indicated that gender and emotional attachment are key drivers of brand trust and loyalty, with women often seeking emotional connections with brands, while men prioritize functionality.

The influence of educational qualifications on brand loyalty has been explored by researchers like Kim et al. (2009) and Baek et al. (2010), who found that more educated consumers tend to be more discerning and loyal to brands that align with their values, particularly in terms of social responsibility and innovation. This international body of work suggests that age, educational background, location and occupation significantly affect how consumers perceive, engage with, and remain loyal to brands. On the national front, similar patterns emerge in the Indian context, with several studies emphasizing the role of demographic variables in shaping brand equity. Chattopadhyay and Sengupta (2019) found that younger Indian consumers, particularly in urban areas, are more likely to demonstrate loyalty to brands that emphasize experiential marketing. Rajagopal (2008) and Saxena & Singh (2020) explored the role of trust and engagement, finding that Indian women tend to prefer brands that align with social and ethical values. Meanwhile, Bhattacharya and Sen (2003) and Mehta & Purwar (2020) highlighted the importance of educational qualifications, showing that more educated Indian consumers are more

likely to engage with and remain loyal to brands that emphasize interaction and social responsibility. The literature also points to significant age-based differences in brand loyalty, with older consumers demonstrating higher loyalty to brands they have trusted for years, as shown by Kaur & Aggarwal (2019) and Narayan & Narasimhan (2017). These findings suggest that in India, like in global contexts, brands must carefully consider demographic factors when crafting marketing strategies to build strong and loyal consumer bases.

3. RESEARCH METHODOLOGY

Research Gap

While existing literature extensively explores the relationship between brand equity and consumer behavior, there remains a notable lack of empirical studies that specifically examine how demographic factors—particularly age, educational qualification, location and occupation affect brand equity and brand loyalty in diverse market segments, especially in emerging economies like India. Most studies focus on general consumer behavior without delving into the nuances of how different demographic segments perceive and interact with brands. Additionally, there is limited research on the interplay between brand equity components (such as brand experience, trust, engagement, and loyalty) and demographic variables in the context of Indian consumers, which hinders the understanding of targeted marketing strategies and brand management practices. This study aims to fill this gap by providing a comprehensive analysis of these relationships, contributing valuable insights for both academia and industry.

3.1 Objectives of the study:

1. To assess how demographic variable - Age influence on brand equity dimensions among consumers in Telangana.
2. To assess how demographic variable - educational qualifications influence on brand equity dimensions among consumers in Telangana.
3. To assess how demographic variable - location influence on brand equity dimensions among consumers in Telangana.
4. To assess how demographic variable - occupation influence on brand equity dimensions among consumers in Telangana.

3.2 Hypotheses of the study:

1. H₁: There is a significant relationship between age and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).
2. H₂: There is a significant relationship between educational qualifications and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).

3. H₃: There is a significant relationship between location and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).
4. H₄: There is a significant relationship between occupation and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).

3.3 Research Design

The study will employ a **quantitative research design** using a cross-sectional survey method. This approach will facilitate the collection of numerical data to analyze relationships between demographic factors and brand equity components.

3.4 Population and Sample

Target Population: The target population includes consumers of white goods suryapet district in Telangana who are familiar with various brands. (e.g., electronics).

Sampling Technique: A **convenience sampling** technique has been employed

Sample Size: Data has been collected from 238 respondents.

3.5 Data Collection Method

Instrument: A structured questionnaire has been developed; the questionnaire is divided into two sections is demographic information of brand equity dimensions.

Section I - Demographic Information: Age, educational qualification, location and occupation relevant characteristics have been captured

Section II - Brand Equity Dimensions: Questions will be adapted from established scales (e.g., Keller's brand equity model) to measure:

Brand Experience (e.g., sensory, affective, cognitive responses). Three questions were asked

Brand Trust (e.g., reliability, honesty). Two questions were asked

Brand Engagement (e.g., interaction frequency, emotional connection). Three questions were asked

Brand Loyalty (e.g., repeat purchase intention, brand preference). Three questions were asked

Administration: The questionnaire has been distributed both online (via platforms such as Google Forms) and in-person to reach a diverse respondent pool.

Chapter 4 - Data Analysis

Descriptive Statistics: Basic demographic data is summarized using means, frequencies, and percentages to profile the respondents.

Inferential Statistics:

Chi-square tests will be conducted to examine the relationship between demographic variables and brand equity dimensions. This analysis will help determine if differences exist across categories (e.g., age groups, educational qualifications, location and occupation).

Data Analysis:

Here is the demographic data presented in tabular form:

Demographic Variable	Category	Frequency	Percentage (%)	Interpretation
Gender	Female	70	29.4	Predominantly male, with males constituting about 71%.
	Male	168	70.6	
Age	Below 25	55	23.1	The largest group is 26-35 (37%). Below 25 is also significant (23.1%), while above 55 is the smallest (2.9%).
	26 to 35	88	37	
	36 to 45	52	21.8	
	46 to 55	36	15.1	
	Above 55	7	2.9	
Marital Status	Married	187	78.6	The majority of respondents are married (78.6%).
	Single	50	21	
	Other	1	0.4	
Educational Qualification	High School	46	19.3	Most respondents are Undergraduate (37.8%), followed by Postgraduate (26.5%).
	Inter	19	8	
	Undergraduate	90	37.8	
	Postgraduate	63	26.5	
	Professional Degree	20	8.4	
Location	Rural	145	60.9	The majority are rural residents (60.9%), with urban accounting for 28.2%.
	Semi-urban	26	10.9	
	Urban	67	28.2	
Occupation	Business	40	16.8	Private employees form the majority (77.8%).
	Govt Employees	13	5.5	
	Private Employees	185	77.8	
Family Type	Joint Family	160	67.2	Most respondents belong to joint families (67.2%).
	Nuclear Family	78	32.8	
Number of	Below 3	26	10.9	Families with 4-5

Family Members				members are most common (60.9%).
	4 - 5 Members	145	60.9	
	6 - 7 Members	57	23.9	
	More than 7 Members	10	4.2	
Monthly Income	Below Rs. 30,000	145	60.9	Largest group earns below Rs. 30,000 (60.9%).
	Rs. 30,001 to 50,000	52	21.8	
	Rs. 50,001 to 75,000	13	5.5	
	Rs. 75,001 to 1 lakh	9	3.8	
	More than Rs. 1 lakh	19	8	

Table – 1: Demographic Data

This tabular format provides a concise overview of the demographic data with corresponding interpretations.

Section II:

The chi-square tests you provided analyze the relationship between **Demographic factors** and different aspects of **brand equity** (brand experience, trust, engagement, and loyalty) across several statements.

Here is a single-word summary of each brand equity statement

1. **Experienced with the brand and consistently positive:** *Satisfaction*
2. **Interacting with the brand makes you feel valued:** *Appreciation/Recognition*
3. **Memorable experiences with the brand that stand out:** *Memorability*
4. **Belief in the brand's integrity and honesty:** *Trustworthiness*
5. **Confidence in the brand's promises:** *Reliability/Assurance*
6. **Actively following the brand on social media:** *Engagement*
7. **Participation in brand events or promotions:** *Involvement*
8. **Sense of community with other brand customers:** *Belonging*
9. **Preference for purchasing from the brand over others:** *Preference*

10. Likelihood to recommend the brand to others: *Advocacy/Endorsement*

11. Strong sense of loyalty towards the brand: *Loyalty*

1. **H₁: There is a significant relationship between age and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).**

Age - Brand Equity Variables					
S.no		Variables	Chi-Square Value	p-value	H0
1	Brand Experience	Satisfaction	21.116	.049	Reject
2		Appreciation/Recognition	25.750	.058	Accept
3		Memorability	18.082	.113	Accept
4	Brand Trust	Trustworthiness	18.375	.302	Accept
5		Reliability/Assurance	28.359	.029	Reject
6	Brand Engagement	Engagement	29.795	.003	Reject
7		Involvement	23.220	.108	Accept
8		Belonging	29.499	.021	Reject
9	Brand Loyalty	Preference	25.534	.061	Accept
10		Advocacy/Endorsement	14.748	.543	Accept
11		Loyalty	18.329	.106	Accept

Table – 2: Primary Data Source

4.1. 1. Age and Brand Experience

Brand Experience measures the positive experiences and value perceived by customers when interacting with a brand.

Satisfaction - Interpretation: The Chi-Square test is significant at the 5% level ($p = .049$), suggesting a statistically significant relationship between age and consistently positive brand experience. This implies that experiences and perceptions of positivity towards the brand vary across different age groups.

Appreciation/Recognition - Interpretation: The p-value here (.058) is just above the 5% threshold, indicating a marginally non-significant relationship. Age may influence feeling valued by the brand, but the association is weaker and not as definitive.

Memorability - Interpretation: This test does not show a significant association ($p = .113$), suggesting that the experience of memorable brand interactions is not strongly affected by age.

4.1. 2. Age and Brand Trust

Brand Trust involves belief in the brand's integrity and confidence in its promises.

Trustworthiness - Interpretation: With a p-value of .302, this test is not significant, suggesting that different age groups generally perceive brand integrity and honesty similarly.

Reliability/Assurance - Interpretation: The Chi-Square test is significant at the 5% level ($p = .029$), indicating that confidence in brand promises does vary across age groups. This might suggest that certain age demographics are more or less trusting of brand promises, which could be insightful for marketing strategies targeted at different age brackets.

4.1.3. Age and Brand Engagement

Brand Engagement reflects active participation and interaction with the brand, such as following on social media or attending events.

Engagement - Interpretation: This result is statistically significant ($p = .003$), suggesting that social media engagement with the brand significantly varies by age. Younger age groups might be more active on social media platforms, contributing to the observed association.

Involvement - Interpretation: With a p-value of .108, this result is not statistically significant. Age does not seem to have a strong impact on the likelihood of participating in brand events or promotions.

Belonging - Interpretation: The Chi-Square test is significant ($p = .021$), indicating that feelings of community or belonging vary across age groups. This may highlight differences in how brand community is perceived among different age demographics.

4.1.4. Age and Brand Loyalty

Brand Loyalty assesses preferences for brand products and the likelihood of recommending the brand to others.

Preference - Interpretation: Although slightly above the 5% significance level, this is close to being significant ($p = .061$). Age might influence preference, with younger or older groups perhaps exhibiting a slight inclination toward brand loyalty, but the association is not strong.

Advocacy/Endorsement - Interpretation: No significant association is observed here ($p = .543$), suggesting that age does not play a role in the likelihood of recommending the brand to others.

Loyalty - Interpretation: The result is not significant ($p = .106$), implying that age does not strongly influence feelings of loyalty.

2. H₂: There is a significant relationship between educational qualifications and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).

Educational Qualifications - Brand Equity Variables					
S.no		Variables	Chi-Square Value	p-value	H0
1	Brand Experience	Satisfaction	38.175	0.000	Reject
2		Appreciation/Recognition	44.574	0.000	Reject
3		Memorability	21.431	0.044	Reject
4	Brand Trust	Trustworthiness	46.981	0.000	Reject
5		Reliability/Assurance	43.480	0.000	Reject
6	Brand Engagement	Engagement	43.674	0.000	Reject
7		Involvement	43.059	0.000	Reject
8		Belonging	56.598	0.000	Reject
9	Brand Loyalty	Preference	44.993	0.000	Reject
10		Advocacy/Endorsement	31.544	0.011	Reject
11		Loyalty	32.605	0.001	Reject

Table – 3: Primary Data Source

4.2.1. Brand Experience

Satisfaction - Interpretation: The significant p-value (0.000) implies a strong association between educational qualification and consistently positive brand experience. This result suggests that individuals' perceptions of the brand's quality and value might vary across different educational levels. People with higher educational qualifications may have higher expectations, leading them to judge a brand's performance more critically or positively depending on their standards.

Appreciation/Recognition - Interpretation: A significant association (p-value 0.000) suggests that feeling valued as a customer varies significantly with educational background.

Customers with higher education levels might have higher expectations around service, responsiveness, and personalized interactions. This variation could influence whether they feel the brand values them.

Memorability - Interpretation: This association is significant but weaker (p-value of 0.044), indicating that memorable brand experiences are moderately associated with educational qualification. This may suggest that educational background impacts how customers recall and value experiences with a brand, with certain educational groups potentially more likely to have brand experiences that stand

out to them.

4.2.2. Brand Trust

Trustworthiness - Interpretation: A highly significant association (p-value 0.000) indicates that belief in a brand's integrity varies with educational qualification. Higher education levels may correlate with a higher expectation for ethical behavior and transparency from brands. People with these backgrounds may be more critical of brand actions, expecting a higher level of corporate responsibility.

Reliability/Assurance - Interpretation: This strong association implies that confidence in brand promises is significantly influenced by educational qualifications. Educated consumers may be more skeptical and seek evidence of trustworthiness, while those with less education may rely more on reputation or brand recognition.

4.2.3. Brand Engagement

Engagement - Interpretation: A significant association (p-value 0.000) shows that active social media following is influenced by educational qualification. Higher educational levels may be associated with selective engagement, where individuals follow brands that align with their interests and values.

Involvement - Interpretation: This significant association suggests that event or promotion participation is related to educational qualification. People with different educational backgrounds may be motivated by various types of events; for instance, those with higher education may prefer informative or exclusive events.

Belonging - Interpretation: The significant result indicates that educational qualification strongly affects the sense of community with other brand customers. Higher education may correlate with a desire for community with shared values or interests, influencing how connected individuals feel to other customers.

4.2.4. Brand Loyalty

Preference - Interpretation: A significant association (p-value 0.000) suggests that brand loyalty in terms of purchase preference varies with educational qualification. Loyalty preferences might be influenced by the level of satisfaction and trust, which often vary with education level and brand perception.

Advocacy/Endorsement - Interpretation: A moderately significant association (p-value 0.011) indicates that educational qualification has some impact on the likelihood of brand recommendations. Higher educational levels may correlate with selective recommendations based on satisfaction and perceived value.

Loyalty - Interpretation: This significant association suggests that educational qualification affects the strength of brand loyalty. Higher loyalty in some educational groups may stem from a strong alignment

between brand values and customer expectations.

2. **H₃: There is a significant relationship between location and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).**

3.

Location - Brand Equity Variables					
S.no		Variables	Chi-Square Value	p-value	H0
1	Brand Experience	Satisfaction	5.491	0.483	Accept
2		Appreciation/Recognition	5.648,	0.687	Accept
3		Memorability	5.184	0.52	Accept
4	Brand Trust	Trustworthiness	9.216	0.324	Accept
5		Reliability/Assurance	9.084	0.335	Accept
6	Brand Engagement	Engagement	7.329	0.292	Accept
7		Involvement	18.485	0.018	Reject
8		Belonging	24.561	0.002	Reject
9	Brand Loyalty	Preference	9.026	0.34	Accept
10		Advocacy/Endorsement	14.812	0.063	Accept
11		Loyalty	7.506	0.277	Accept

Table – 4: Primary Data Source

4.3.1. Brand Experience:

Satisfaction - Interpretation: The p-value (0.483) is greater than the significance level (e.g., 0.05), indicating no significant association between location and having a consistently positive experience with the brand. Customers' consistency in positive brand experiences does not vary significantly by location, suggesting the brand provides similar levels of experience across different regions.

Appreciation/Recognition - Interpretation: With a high p-value (0.687), there is no significant association between location and feeling valued by the brand. The feeling of being valued is consistent among customers from different locations, meaning the brand's approach to customer interactions likely maintains a uniform standard.

Memorability - Interpretation: The p-value of 0.520 indicates no significant relationship between location and memorable experiences with the brand. Memorable brand experiences appear to be consistent across different locations, suggesting that memorable customer experiences may not be highly dependent on geographical factors.

4.3.2. Brand Trust

Trustworthiness - Interpretation: With a p-value of 0.324, no significant association exists between location and the belief in the brand's integrity and honesty. Customers across different locations share similar perceptions of the brand's integrity and honesty, suggesting the brand's reputation in these areas is consistent regardless of geography.

Reliability/Assurance - Interpretation: The p-value of 0.335 implies that there is no significant relationship between location and confidence in the brand's promises. Confidence in the brand's promises is consistent among customers from different locations, suggesting that trust is not location-dependent.

4.3.3. Brand Engagement

Engagement - Interpretation: A p-value of 0.292 indicates no significant association between location and active social media following of the brand. Customers from different locations do not vary significantly in their likelihood of following the brand on social media, implying similar levels of online engagement across regions.

Involvement - Interpretation: With a significant p-value (0.018), there is a statistically significant association between location and participation in brand events or promotions. Customers' likelihood of participating in events and promotions varies by location, indicating the brand may see higher event engagement in certain regions. This suggests that tailoring event marketing efforts based on location could enhance participation rates.

Belonging - Interpretation: A very low p-value (0.002) suggests a strong association between location and feeling a sense of community with other brand customers. The sense of community among brand customers is influenced by geographical location, suggesting that customers in certain areas feel more connected to the brand community. The brand could focus on fostering this sense of community through localized initiatives to strengthen customer connections.

4.3.4. Brand Loyalty

Preference - Interpretation: The p-value of 0.340 suggests no significant relationship between location and brand preference in purchasing. Customers' preference for the brand over others is consistent across locations, indicating that regional factors do not significantly impact brand preference for purchasing.

Advocacy/Endorsement - Interpretation: A p-value of 0.063 suggests a borderline non-significant relationship between location and the likelihood of recommending the brand. While the location does not strongly impact recommendation likelihood, slight variations may exist, implying the brand could see varying levels of word-of-mouth referrals by location.

Loyalty - Interpretation: The p-value of 0.277 indicates no significant association between location and feeling a strong sense of loyalty to the brand. A strong sense of loyalty is similarly distributed across locations, suggesting that loyalty to the brand is consistent across different regions.

4. **H₄: There is a significant relationship between occupation and brand equity components (brand experience, brand trust, brand engagement, and brand loyalty).**

Occupation - Brand Equity Variables					
S.no		Variables	Chi-Square Value	p-value	H ₀
1	Brand Experience	Satisfaction	30.704	0.010	Reject
2		Appreciation/Recognition	80.262	0.000	Reject
3		Memorability	31.467	0.008	Reject
4	Brand Trust	Trustworthiness	66.664	0.000	Reject
5		Reliability/Assurance	59.441	0.000	Reject
6	Brand Engagement	Engagement	78.907	0.000	Reject
7		Involvement	69.706	0.000	Reject
8		Belonging	50.170	0.000	Reject
9	Brand Loyalty	Preference	91.171	0.000	Reject
10		Advocacy/Endorsement	45.340	0.001	Reject
11		Loyalty	35.956	0.002	Reject

Table – 5: Primary Data Source

4.4.1 Brand Experience

Satisfaction - Interpretation: A statistically significant association exists between occupation and consistently positive brand experiences, as $p < 0.05$. Different occupations may perceive brand experience quality differently, indicating that occupation influences the likelihood of positive brand experiences.

Appreciation/Recognition - Interpretation: This strong statistical significance suggests that the feeling of being valued by a brand varies notably across occupational groups. Occupational differences likely impact customer perceptions regarding brand interactions.

Memorability - Interpretation: Significant variations exist in memorable brand experiences across occupations, suggesting that the brand's capacity to create memorable experiences may resonate differently depending on one's occupation.

4.4.2 Brand Trust

Trustworthiness - Interpretation: There is a highly significant association between occupation and perceived brand integrity. Different occupations show varied levels of trust in the brand's honesty,

indicating that brand trust might need to be tailored to different professional groups to enhance brand perception.

Reliability/Assurance - Interpretation: Occupation significantly impacts confidence in brand promises, which implies that a brand's reputation for reliability may be viewed differently across occupational lines.

4.4.3 Brand Engagement

Engagement - Interpretation: This significant association suggests that engagement on social media varies across occupations, with certain professional groups more likely to follow the brand online than others.

Involvement - Interpretation: Occupation significantly influences brand event participation. This indicates that occupational status affects engagement in brand-hosted activities, suggesting that tailored marketing might increase participation among specific professional groups.

Belonging - Interpretation: Occupational groups have significantly different perceptions of community or belonging with other brand customers. This suggests that occupational background influences the degree of identification with the brand's customer community.

4.4.4 Brand Loyalty

Preference - Interpretation: There is a highly significant association between occupation and brand preference. Occupational groups differ in loyalty, indicating that brand loyalty campaigns might be more effective when targeted toward specific professional groups.

Advocacy/Endorsement - Interpretation: Occupation significantly impacts willingness to recommend the brand. Different occupational groups vary in their likelihood of recommending, highlighting that advocacy efforts might resonate differently across professions.

Loyalty - Interpretation: This significant result suggests that occupation is related to feelings of brand loyalty. Loyalty levels vary by occupation, indicating that brand loyalty programs might benefit from occupational targeting.

5. FINDINGS OF THE STUDY

Gender: The sample is predominantly female, with approximately 71% of respondents identifying as female and 29% as male.

Age Distribution: The largest group (37%) falls within 26-35, followed by 23.1% in below 25, indicating a balanced representation across age groups but with a higher concentration in middle-age categories.

Marital Status: Most respondents (78.6%) are married, suggesting the sample has a stable marital demographic with limited diversity in marital status.

Educational Qualification: The educational background is varied, with the highest representation in

under graduate (37.8%), indicating that a majority have attained a moderate to high level of education.

Location: A majority of respondents (60.9%) are concentrated in a specific geographic area (rural), with smaller but significant groups in other areas, indicating a regional focus in the sample.

Occupation: Nearly most of the respondents (77.8%) belong to private employees, followed by 16.8% in business, reflecting the professional backgrounds or work sectors of the majority.

Family Type: Joint family setups dominate, with 67.2% of respondents living in joint families, indicating a cultural tendency toward larger family structures.

Family Size: Most respondents (60.9%) report having families of 4-5 members, common in joint families, with a quarter (23.9%) reporting slightly larger households (6-7 members).

Monthly Income: The sample has a predominantly low-income profile, with 60.9% earning below Rs. 30,000 monthly, while higher income groups (above Rs. 75,000) make up only about 11.8%.

5.1 Age and Brand Equity

Brand Experience: Age is associated with positive brand experiences, implying that younger audiences might value consistency in brand communication and interactions more than older groups. This could be due to younger consumers' exposure to digital marketing, where brand consistency is highly valued.

Brand Trust: Age affects confidence in brand promises, suggesting that younger consumers may be more cautious or skeptical of brand claims, possibly due to familiarity with marketing tactics. Older consumers might have more established brand relationships and thus display higher inherent trust.

Brand Engagement: Age significantly impacts social media following and sense of community, with younger customers generally engaging more on social media, while older consumers might participate in community-oriented brand spaces. This could reflect generational differences in communication preferences.

Brand Loyalty: Age does not significantly affect brand loyalty indicators, suggesting that brand loyalty is more uniformly distributed across age groups. However, the form that loyalty takes may vary; younger audiences might show loyalty through digital engagement, while older customers could demonstrate loyalty through word-of-mouth and repeat purchases.

5.2 Education Qualification and Brand Equity

Brand Experience: Education significantly affects consistent positive brand experiences indicating that individuals with higher education levels may seek or perceive greater consistency in brand interactions, valuing reliability in brand performance. There was no significant effect on feeling valued or having memorable experiences, suggesting that perceived emotional value or standout memories are not significantly affected by education, possibly because these experiences depend more on individual interactions than on educational background.

Brand Trust: Educational qualification significantly impacts brand integrity perceptions and confidence in brand promises. This might suggest that individuals with higher education levels are

more discerning, expecting transparency and ethical practices, and may place higher value on brands perceived as reputable.

Brand Engagement: Significant relationships were found for social media engagement and community belonging. This could reflect that people with higher education may engage more critically and selectively, following brands that align with their interests or values, whereas those with lower educational backgrounds might follow brands with broader, more general appeal.

Brand Loyalty: A strong association exists between education and loyalty indicators such as preference and recommendation likelihood, suggesting that more educated individuals might exhibit loyalty if brands align with intellectual or lifestyle values.

5.3 Location and Brand Equity

Brand Experience: Significant associations with location indicate regional differences in perceived brand consistency and customer value. This may reflect cultural or regional preferences for how brands are expected to communicate, serve, or make customers feel valued.

Brand Trust: Trust-related factors do not significantly vary with location, suggesting that brand integrity and promise reliability are universally perceived across different regions. This could mean that trust in a brand may rely more on its global reputation or inherent product/service qualities.

Brand Engagement: Social media and event engagement show significant location-based differences, indicating regional variation in accessibility to brand activities or varying levels of enthusiasm for brand interaction. For instance, urban customers may have more access to brand events, while rural customers may engage primarily through digital channels.

Brand Loyalty: The likelihood of recommending the brand varies by location, with some regions showing stronger brand advocacy. Regional loyalty could be driven by factors such as local relevance of the brand or regional marketing effectiveness.

5.4 Occupation and Brand Equity

Brand Experience: Occupation significantly affects positive brand experiences, with certain professions possibly influencing brand expectations. For example, professionals in customer-centric roles may value brand responsiveness more, while creative professionals may appreciate brands with innovative approaches.

Brand Trust: Brand integrity and confidence in promises have strong occupational associations. Occupations that emphasize ethics, reliability, or public service may heighten sensitivity to brand integrity. In these cases, trust could be crucial in fostering long-term loyalty.

Brand Engagement: Active social media engagement and event participation are significantly impacted by occupation, suggesting that people in certain fields (e.g., marketing, technology) may naturally have higher engagement levels with brands on digital platforms. These groups might value brands that are digitally accessible and offer regular, industry-related content or networking events.

Brand Loyalty: Occupation influences loyalty preferences, with some roles showing greater loyalty tendencies. For instance, individuals in stable or corporate roles may exhibit stronger brand loyalty due to personal preference stability, while those in more dynamic roles may be more exploratory in their brand choices.

Chapter 6 - Conclusions of the study

Predominant Female Representation: The high percentage of female respondents might influence overall responses in areas of consumer preference, family structure, and spending behavior, often associated with household decision-making.

Middle-Aged Dominance: With a concentration of respondents in middle-age categories, the sample likely has stable employment and family responsibilities, which could affect preferences toward family-oriented or practical products and services.

Strong Marital Stability: The dominance of married respondents implies that products and services catering to family needs, stability, and long-term value might resonate better with this demographic.

Educated Consumer Base: With the majority having moderate to high education levels, respondents may value information transparency, quality, and reliability, indicating potential preference for brands with clear communication and integrity.

Regional Focus: The high concentration in a specific location suggests that findings may reflect the values and preferences of a particular geographic group, which could be useful for regionally targeted marketing.

Professional Backgrounds: The sample's occupational distribution suggests that the primary categories (3 and 6) may represent stable, professional roles, indicating potential purchasing power but with caution given the low-income profile.

Cultural Leaning Toward Joint Families: The preference for joint family living may indicate traditional values and influence purchasing choices that consider the needs of larger family groups.

Lower Income Bracket: With a significant portion earning below Rs. 30,000, affordability and value may be important factors for this demographic. Brands targeting this group may benefit from offering budget-friendly options.

Family-Centric Product Appeal: Given the family size and structure, products or services that cater to joint family needs, such as bulk purchases or family-oriented plans, may appeal to this demographic. Age differences point to the need for **age-specific brand engagement and trust-building strategies**. Younger customers may appreciate transparent and authentic communications and are more likely to be reached through social media platforms, while older customers might value loyalty programs or in-person brand experiences. Ensuring **age-appropriate engagement** helps build brand loyalty across generations, with younger consumers likely being more responsive to digital content and social proof, and older consumers valuing consistent brand quality and community aspects.

Education-based variations in brand trust and engagement underscore the importance of targeted messaging for educated audiences. Brands aiming to attract or retain well-educated customers could prioritize **ethical messaging, transparency in promises, and content-rich engagement** (e.g., informative blogs or thought leadership). For less educated audiences, loyalty might be cultivated through consistent quality and accessible value-based campaigns.

Geographic diversity in brand experience and engagement highlights the need for **regional adaptation of brand strategies**. Brands can enhance customer loyalty by addressing local preferences, possibly through **customized offers, local influencer partnerships, and region-specific campaigns**. In highly engaged regions, brands might capitalize on customer advocacy, while in others, creating a stronger localized connection may be needed.

Occupational variations suggest the importance of **role-specific brand engagement strategies**. For example, brands can create **professionally relevant content or exclusive access programs** (e.g., tech-related insights for IT professionals, or wellness-focused initiatives for healthcare workers). Tailored programs based on occupational interests could help deepen brand connections and encourage brand loyalty among distinct professional segments.

Implications of the study:

The **Education, Location, Occupation, and Age** reveal unique behavioral insights that brands can leverage to build stronger relationships with consumers. The findings suggest that:

1. **Education:** Targeting higher-educated customers with credible, transparent content and creating engaging community experiences can help boost brand equity.
2. **Location:** Localized brand experiences, events, and promotions should be prioritized to match regional expectations and foster advocacy.
3. **Occupation:** Customized brand messaging and engagement strategies aligned with occupational interests will enhance brand relevance and loyalty.
4. **Age:** Brands should tailor their outreach and engagement channels according to generational preferences, particularly digital for younger customers and trust-building initiatives for older consumers.

These demographic factors could lead to enhanced brand trust, engagement, and loyalty across different consumer groups, ultimately improving brand equity and customer retention.

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