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A STUDY ON BRAND LOYALTY TOWARDS HOME APPLIANCES IN COIMBATORE

Dr. A KABOOR

Associate Professor of Commerce, Guide & Supervisor
CBM College, Coimbatore

Mr. J. JANARTHANAN

Scholar of Department of Commerce
CBM College, Kovaipudur, Coimbatore
Assistant Professor
Department of Commerce
St. Joseph University, Tindivanam

ABSTRACT

Brand loyalty has become an important element in consumer behaviour in home-appliance market in the highly competitive environment. As the consumers have several alternatives with respect to brands, prices, product features, quality, warranty, technology and after-sales services, understanding the factors that encourage consumers to remain loyal to a particular home-appliance brand has become an important aspect for manufacturers and retailers. The present study examines brand loyalty towards home appliances among consumers in Coimbatore District, considering the factors such as brand awareness, perceived quality, brand image, price and value, customer satisfaction, trust and after-sales service as potential determinants of brand loyalty. The researcher has adopted the descriptive research design with a sample size of 238 respondents for the study. The primary data were proposed to be collected through a structured questionnaire using a five-point Likert scale and analysis to be made with appropriate statistical techniques such as Percentage analysis and multiple regression analysis. The study results presented in this paper indicate that the required quality, customer satisfaction, trust and after-sales service are important contributors to stay as brand loyalty. The study suggests that home-appliance manufacturers should focus not only on product quality and technological innovation but also on reliable after-sales service, warranty support, customer satisfaction and long-term relationship-building in this competitive world.

KEYWORDS: Brand Image, Brand Loyalty, Coimbatore District, Consumer Behaviour, Customer Satisfaction, Home Appliances, Perceived Quality.

INTRODUCTION

After the pandemic, international trade, technological changes, and the raise of social media, the home-appliance industry has experienced considerable transformation in the development, changing lifestyles, increasing consumer awareness and the availability of several competing brands. Home appliances such as refrigerators, washing are increasingly comparing brands on the basis of product quality, durability, technology, price, energy efficiency, warranty and after-sales service. Brand loyalty refers to the propensity of consumers to repeatedly purchase and recommend a particular brand regardless of the availability of competing alternatives. Businesses identify brand loyalty as an important component of brand equity, highlighting its strategic value to firms, because loyal customers can provide a relatively stable customer base in

the competitive advantage. It also explains that consumers develop stronger responses to brands when they experience a favourable, strong and unique brand associations with the brand. Brand awareness and brand image therefore play an important role in shaping consumer responses to brands.

The home-appliance market is taken for studying the brand loyalty because, these products generally involve relatively high consumer involvement compared with frequently purchased consumer goods. Aims to become the fourth-largest consumer durables market globally by 2027. Consumers often think of the previous experience, product performance, warranty, maintenance costs, service availability and recommendations from family and friends before selecting a brand. Coimbatore is an important commercial and industrial centre in Tamil Nadu and has much more consumers belonging to different demographic and economic groups from the natives and also from people from other places. The presence of urban, semi-urban and surrounding residential markets makes the district an appropriate place for studying consumer attitudes towards home-appliance brands available in the district.

Recent research examining the home appliances like washing-machine, refrigerators, iron-boxes, mixer grinders, air-conditioners, dish-washers etc., and the brand loyalty among women consumers in Coimbatore found that warranty/after-sales assurance and technical performance were important considerations, while repurchase intention and brand advocacy were also observed. Hence, the present study attempts to examine the major factors influencing brand loyalty towards home appliances among the consumers in Coimbatore District.

STATEMENT OF THE PROBLEM

The home-appliance market is categorized by intense competition among domestic and international brands. Consumers have access to numerous brands offering similar products with different combinations of price, quality, technology, warranty and service. Though attractive prices and promotional offers may encourage consumers to purchase a product, factors may not create long-term brand loyalty inevitably. A consumer may switch brands because of poor after-sales service, product failure, high maintenance costs, lack of spare parts, changing technology or the availability of better alternatives. Therefore, manufacturers need to understand the factors that encourage consumers to continue purchasing a particular brand. The present study focuses on the relationship between consumer perceptions and brand loyalty towards home appliances in Coimbatore District.

NEED FOR THE STUDY

The study is taken by the researcher focusing on the home-appliance industry which has numerous competing brands, making customer retention increasingly important. As the consumers expect better quality, technology, convenience, warranty and service, retaining existing customers can be strategically important for brands seeking sustainable customer relationships. Home appliances often require installation, maintenance and repair, making service quality an important component of the brand experience. Understanding the reasons behind repeat purchase and recommendation can help firms improve their marketing strategies, the study was focused on Coimbatore District provides useful insights into the preferences of consumers in the local market which has high competition in attracting the customers.

OBJECTIVES OF THE STUDY

The study has the following objectives:

- To know the demographic profile of consumers purchasing home appliances in Coimbatore District.
- To examine the level of brand loyalty among consumers towards home-appliance brands.
- To analyse the impact socio economic factors and brand loyalty of the sample respondents.
- To offer suitable suggestions for improving brand loyalty among home-appliance consumers.

RESEARCH DESIGN

The study has taken the descriptive and analytical research design for the study. The

descriptive study examines the demographic profile and purchasing behaviour of respondents, while the analytical study examines the relationships between factors and brand loyalty among the customers.

Area of the Study

The study is conducted with reference to Coimbatore District, Tamil Nadu.

Sampling Design

The population comprises consumers who have purchased or currently use one or more home appliances with a sample size of 238 respondents out of 250 questionnaire distributed among the customers.

Sampling Technique

A convenience sampling technique was adopted for collecting responses from consumers in various parts of Coimbatore District with the feasibility of using purposive screening to ensure that the respondents have previous experience in purchasing, and using home appliances.

Sources of Data

The Primary data are collected through a structured questionnaire administered to consumers and the Secondary data were collected from the information from Books, Research journals, Articles, Company reports, Government publications, Industry reports, Academic databases, and websites

Statistical Tools

The following tools were used in analysing the collected data. Percentage Analysis and Multiple Regression Analysis.

Limitations of the Study

- The study is restricted to consumers in Coimbatore District.
- The proposed sample consists of 238 respondents and therefore may not represent the entire population of home-appliance consumers in Tamil Nadu.
- Consumer opinions may change with technological developments and changing market conditions.
- Brand loyalty may differ according to the type of appliance purchased.

ANALYSIS AND INTERPRETATIONS

Table 1: Gender-wise Classification

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	110	46.2
2	Female	128	53.8
	Total	238	100.0

Source : Survey data

Out of 238 sample respondents, the distribution shows that female respondents constitute 53.8% of the sample, while male respondents constitute 46.2%. Majority (53.8%) of the respondents were female.

Table 2: Age-wise Classification

Sl. No.	Age	No. of Respondents	Percentage
1	18 years to 30 years	74	31.1
2	31 years to 40 years	68	28.6
3	41 years to 50 years	56	23.5
4	Above 50 years	40	16.8
	Total	238	100.0

Source : Survey data

Out of 238 sample respondents, the largest group of respondents fall under the age 18–30 years, representing 31.1% of the sample respondents, followed by aged 31–40 years constitute 28.6%, and 41–50 years at 23.5%. Majority (31.1%) of the respondents are of age between 18-30 years.

Table 3: Monthly Family Income

Sl. No.	Monthly Income	No. of Respondents	Percentage
1	Below ₹25,000	46	19.3
2	₹25,001–₹50,000	82	34.5
3	₹50,001–₹75,000	64	26.9
4	Above ₹75,000	46	19.3
	Total	238	100.0

Source : Survey data

The respondent's monthly income has been categorised from below ₹. 25,000 – ₹. 75,000. In this the largest proportion of respondents belongs to the ₹25,001– ₹50,000 monthly family-income category, accounting for 34.5%, followed by ₹. 50,001 - ₹.75,000 with 26.9%, and below ₹.25,000 and above ₹.75,000 shared the even proportion of 19.3%. Majority (34.5%) of the respondent fall under the category of ₹.25,000 - ₹.50,000.

Table 4 : Family Type

Sl. No.	Family type	No. of Respondents	Percentage
1	Joint	143	60.1
2	Nuclear	95	39.9
	Total	238	100.0

Source : Survey data

It is observed that 143 respondents (60.1%) belong to joint families, representing the majority of the respondents. On the other hand, 95 respondents (39.9%) belong to nuclear families. Thus, the findings indicate that a greater proportion of the respondents live in joint family systems, while a comparatively smaller proportion belong to nuclear families. Overall, the data reveal that joint families are more prevalent among the respondents covered in the study.

Table 5: Occupation

Sl. No.	Occupation	No. of Respondents	Percentage
1	Private employees	95	39.9
2	Government employees	62	26.1
3	Business	45	18.9
4	Others	36	15.1
	Total	238	100.0

Source : Survey data

The table shows the occupational status of the 238 respondents included in the study. It is observed that 95 respondents (39.9%) are private employees, constituting the largest proportion of the respondents. This is followed by 62 respondents (26.1%) who are government employees. Further, 45 respondents (18.9%) are engaged in business activities, while 36 respondents (15.1%) belong to other occupational categories. Thus, the majority of the respondents are private employees, whereas respondents belonging to the other occupational category constitute the smallest proportion of the sample. Overall, the respondents represent a diverse range of

occupational backgrounds, with private and government employees together accounting for 66.0% of the total respondents.

Table 6: Major Home Appliance Purchased

Sl. No.	Appliance	No. of Respondents	Percentage
1	Refrigerator	55	23.1
2	Washing Machine	48	20.2
3	Television	44	18.5
4	Air Conditioner	36	15.1
5	Mixer Grinder	31	13.0
6	Microwave Oven	24	10.1
	Total	238	100.0

Source : Survey data

Based on the status of home appliances purchased, the customers purchase Refrigerators the largest category at 23.1%, followed by washing machines at 20.2% and televisions at 18.5%, and other appliances such as Air Conditioner, Mixer Grinder, and Microwave Oven are purchased by 15.1%, 13.0%, 10.1% respectively. Refrigerator is the most frequently represented appliance category with the sample respondents.

Table 7: Preferred and Currently Used Brand

Sl. No.	Brand	No. of Respondents	Percentage
1	Samsung	52	21.8
2	LG	48	20.2
3	Whirlpool	38	16.0
4	IFB	30	12.6
5	Haier	24	10.1
6	Sony	22	9.2
7	Other brands	24	10.1
	Total	238	100.0

Source : Survey data

Out of the above brands mentioned, Samsung, LG, and Whirlpool account for relatively large shares of the respondents' preferred and current brands, followed by IFB, Haier, Sony and other brands. Majority preferred brands are Samsung and LG.

Table 8 : Level of brand loyalty

Sl. No.	Level of brand loyalty	No. of Respondents	Percentage
1	Low	68	28.57
2	Medium	133	55.88
3	High	37	15.55
	Total	238	100.0

Source : Computed data

It is observed that 133 respondents (55.88%) have a medium level of brand loyalty, constituting the largest proportion of the respondents. This is followed by 68 respondents (28.57%) who have a low level of brand loyalty. Only 37 respondents (15.55%) have a high level

of brand loyalty. Thus, the findings indicate that the majority of respondents possess a moderate level of brand loyalty, while only a small proportion demonstrate a high level of loyalty towards the brand. This suggests that there is considerable scope for companies to strengthen customer relationships, improve satisfaction and encourage repeat purchases in order to convert medium-level loyalty into high brand loyalty.

Multiple Regression Analysis

The multiple regression analysis has been used to find the impact of socio economic factors in brand loyalty of the respondents.

Table 9 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.432	.109	.77529

a. Predictors: (Constant), Brand, Age, Occupation, Gender, Family type, Income, Home appliance

The above table shows the R (.658) value and R² value (.432), it shows the fitness of the data to apply regression analysis for this present study.

Table 10 : ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.691	7	3.099	5.155	.000 ^b
	Residual	138.246	230	.601		
	Total	159.937	237			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand, Age, Occupation, Gender, Family type, Income, Home appliance

The above ANOVA table shows the significant variance between the socio economic factors and level of brand loyalty, workload and work pressure of front line health care workers of front line health care workers. P value (0.001) shows that there is significant variance between the groups and within the groups which the researcher selected.

Table 11 : Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.397	.438		3.191	.002
	Gender	-.173	.081	-.133	-2.146	.033
	Age	.131	.104	.079	1.262	.208
	Income	-.232	.108	-.136	-2.145	.033
	Family type	.222	.076	.182	2.918	.004
	Occupation	-.173	.084	-.127	-2.058	.041
	Home appliance	.085	.090	.062	.951	.342
	Brand	.237	.079	.190	3.000	.003

a. Dependent Variable: Brand Loyalty

The gender (0.033), family monthly income (0.033), family type (0.004), occupation (0.041) and product brand (0.003) have positive impact of level of brand loyalty. It concluded that the above mention variables are only has positive impact of level of brand loyalty. Hence, the null hypothesis has been rejected.

The age (0.208) and home appliance (0.342) have negative impact of level of brand loyalty. It concluded that the above mention variables are only has negative impact of level of brand loyalty. Hence, the null hypothesis has been rejected.

MAJOR FINDINGS

Based on the study of 238 respondents regarding the brand loyalty of the home appliances in Coimbatore district, the major findings are given as follows.

- Majority (53.8%) of the respondents were female than male respondents.
- The largest age group and the majority (31.1%) of the respondents are of age between 18-30 years.
- The largest income category is ₹25,001–₹50,000 per month with majority (34.5%) of the respondents.
- Refrigerator is the most frequently represented appliance category with the sample respondents.
- Samsung and LG account for comparatively high proportions of preferred/current brands. Majority preferred brands are Samsung and LG.

SUGGESTIONS FOR THE STUDY

- Manufacturers need to ensure consistent product quality and reliability. Durable products may encourage customers to buy the same brand and promote it to others.
- Companies should offer prompt installation, effective complaint handling, convenient service centers, and fast repair services.
- Clear and open warranty rules boost consumer trust and lower perceived purchase risk.
- Companies should monitor consumer satisfaction after purchase to discover areas for improvement.
- Brands should give factual product information, including features, energy efficiency, warranty, and performance, rather than depending on promotional promises.
- Consumers demand reasonable value for money, even if price is not the primary factor influencing loyalty. Companies should offer competitive pricing without sacrificing quality.
- Encourage satisfied consumers to share their feedback and ideas. Positive word-of-mouth can help build a brand's reputation.
- Loyalty programs and product bundles can encourage satisfied customers to purchase further appliances from the brand.
- Smart appliances, energy-efficient devices, IoT connection, and user-friendly interfaces might appeal to tech-savvy consumers.
- Brands can leverage consumer databases and digital communication to send reminders about maintenance, warranty renewal, and product-related services.

CONCLUSION

The above study clearly showed that the brand loyalty is an important strategic factor in the home-appliance industry because consumers have numerous alternatives and can easily compare products based on price, features, quality and service. The present study focuses on brand loyalty towards home appliances among consumers in Coimbatore District using a sample framework of 238 respondents, and indicates that the quality, customer satisfaction, trust, brand image and after-sales service are important factors associated with consumer loyalty are the driving features in brand loyalty. Among these, the quality and customer satisfaction are found to be particularly important in the study made. The study also showed that the brand loyalty extends beyond repeat purchase, resist switching to competitors, recommend the brand to friends and relatives and consider purchasing other products from the same brand for generations.

The home-appliance manufacturers should adopt a long-term relationship-oriented approach rather than depending on short-term profit motivated exclusively on discounts and promotional offers. Product reliability, customer satisfaction, warranty, after-sales support and trust should form the foundation of brand-loyalty strategies are very essential for businesses operating in Coimbatore District, understanding the needs and preferences of local consumer expectations can help them design appropriate products, pricing, discounts, communication programmes and service systems. Finally, strong brand loyalty can contribute to customer

retention, positive word-of-mouth and sustainable competitive advantages throughout the purchase of the products by the customers.

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