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Consumer Awareness on Brand Alliances in White Goods Industry

Dr. B. Poorana Jeya[1], M. Senthil[2]
[1]*Assistant Professor and Research Supervisor, PG and Research Department of Commerce (CA), Bharathidasan College of Arts and Science (Autonomous), Erode.*
[2]*Research Scholar, PG and Research Department of Commerce (CA), Bharathidasan College of Arts and Science (Autonomous), Erode.*

Abstract: ***The white goods industry has become increasingly dynamic due to rising competition, technological advancements, and changing consumer expectations. In response, many companies are engaging in brand alliances—strategic partnerships between two or more brands—to enhance product value, increase market presence, and improve customer satisfaction. This study focuses on assessing*** *consumer awareness of brand alliances within the white goods sector in Erode district****, and how this awareness influences consumer behavior, particularly purchase decisions, trust, and brand loyalty. Sample size of the study was 110. Convenience sampling was applied in this study. The findings highlight the importance of consumer knowledge and perception in determining the effectiveness of such alliances. The results provide valuable insights for marketers and manufacturers on how to structure and promote brand partnerships more effectively. This study explores the extent of consumer awareness regarding brand alliances in the white goods industry, analyzing how such partnerships impact consumer behavior, trust, and buying preferences. Understanding consumer awareness levels is vital for companies looking to capitalize on co-branding or strategic partnerships, as it directly affects brand image, market penetration, and customer satisfaction.***
Keywords: White goods, Advancements, *Brand alliances,* ***Brand loyalty, Awareness.***

I. INTRODUCTION

In today's dynamic and highly competitive market environment, brand alliances have emerged as a vital strategy for businesses aiming to enhance their market presence, improve consumer perception, and broaden their customer base. The white goods industry—which includes major household appliances like refrigerators, washing machines, air conditioners, and microwave ovens—has seen a noticeable rise in such partnerships. These collaborations, often formed between manufacturers, technology innovators, and retailers, are designed to deliver greater value, convenience, and innovation to consumers. As these alliances become increasingly common, consumer awareness and perception play a pivotal role in determining their effectiveness. Consumers who are well-informed about such partnerships are more likely to understand and appreciate the added value they offer, which can positively influence their buying decisions, trust in the brand, and long-term loyalty. This study investigates the level of consumer awareness regarding brand alliances in the white goods sector and examines how these collaborations shape consumer behavior, trust, and preferences. Gaining insight into consumer perceptions is essential for companies aiming to leverage co-branding and strategic alliances, as awareness levels directly influence brand reputation, customer satisfaction, and market success. With intense competition, rapid technological changes, and rising consumer expectations defining the white goods industry, companies are continually seeking innovative strategies to stand out. Brand alliances offer one such avenue, allowing businesses to combine strengths—whether in technology, distribution, or branding—to achieve mutual growth. For instance, a washing machine brand may collaborate with a well-known detergent company, or an air conditioning brand might partner with a tech firm to integrate smart features. Yet, the success of these alliances depends heavily on how they are perceived by consumers. If the collaboration lacks visibility or fails to align with consumer expectations, it may not yield the intended benefits. Conversely, when consumers are aware of and trust these alliances, they are more likely to view them as valuable, thereby strengthening brand loyalty and increasing purchase intentions.

II. SIGNIFICANCE OF THE STUDY

Strong brand alliances in the white goods industry not only enhance the profit margins of the participating brands but also play a pivotal role in laying the foundation for the development of new brands. These strategic collaborations allow companies to leverage each other's strengths—be it technology, reputation, distribution networks, or customer base—ultimately resulting in increased consumer value and market competitiveness.

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In today's increasingly brand-conscious marketplace, building and sustaining brand awareness is essential for a product's long-term success. To effectively enhance brand awareness, it is important to first understand the key factors that influence consumers' brand preferences and purchase decisions. These factors may include product quality, pricing, promotional strategies, perceived brand image, customer experience, and the credibility of the partner brand in an alliance. Additionally, identifying the primary sources through which consumers become aware of a brand—such as advertising, social media, word-of-mouth, or in-store promotions—is crucial for tailoring effective marketing strategies. In this context, the present study is much needed to explore the various determinants of brand awareness in the white goods sector and analyze how these factors interact with or are influenced by brand alliances.

III. RESEARCH PROBLEM

With the intensely competitive market for white goods, with market-dominant products like refrigerators, washing machines, air conditioners, and microwaves, establishing strong brand equity and customer trust is the only way to go for long-term growth. To accomplish this, several companies have resorted to brand alliances—strategic collaborations between two or more brands that seek to combine each other's capabilities to produce higher value, innovation, and market access. Although increasing numbers of such alliances are becoming prevalent, there is still a crucial hurdle in knowing the extent of consumer awareness about these alliances and the impact of that awareness on purchasing behavior. Most consumers will not appreciate or be aware of the advantages co-branded or allied offerings provide, which can curtail the success of such tactics. In addition, the particular factors affecting consumer knowledge—such as communications about the brand, reputation of the brand, quality of the product, or alliance type—are not specified or measured in the white goods industry. Without this understanding, companies expose themselves to the risk of investing in brand alliances that do not generate the desired returns in the form of consumer acceptance or loyalty. Thus, the central issue is that there is a lack of overall insight into how brand alliances affect customer awareness and buying behavior in the white goods sector, particularly within localized markets like Erode district. Plugging this gap becomes imperative for brands to maximize their alliance tactics, enhance the efficacy of marketing, and ultimately maximize their competitive edge.

IV. AIM OF THE STUDY

This study aimed on assessing consumer awareness of brand alliances within the white goods sector in Erode district

V. REVIEWS ON PAST LITERATURE

Consumer awareness is a key factor in the success of brand collaborations. Keller (1993) states that brand awareness affects consumers' recall or recognition of a brand, and as a result, it influences their purchasing decisions. Within co-branding, consumers' awareness of the collaboration has a positive effect on trust and purchase intention (Washburn, Till, & Priluck, 2004). Consumers who know that trusted brands have cooperated are likely to perceive higher quality and value for the product. Brand partnerships have been traditionally known as a strategic instrument through which firms can promote brand equity and market presence by making the most of partner brands' strengths (Simonin & Ruth, 1998). Brand partnerships enable companies to pool resources, minimize risk, and enhance innovation, especially where competition is high, such as in the white goods industry (Park, Jun, & Shocker, 1996). A number of studies highlight marketing communications and brand reputation as critical drivers of consumer awareness (Aaker, 1996; Keller, 2003). For instance, advertising and promotional communication highlighting the brand alliance increases consumer knowledge and has a positive impact on attitudes towards the product (Gammoh, Voss, & Chakraborty, 2006). Furthermore, consistency of brand values between partners is critical in order to ensure credibility and prevent consumer skepticism (Rao, Qu, & Ruekert, 1999). Particularly in the white goods sector, the accelerated technological innovation and high engagement purchase nature raise the demand for successful brand partnerships. Research conducted by Venkatesh and Mahajan (2010) shows that partnerships among appliance makers and technology companies facilitate the launch of innovative technologies enhancing customer appeal. Yet, little is known about consumer familiarity with such partnerships at the regional level, which is a void that this research seeks to fill.

VI. METHODOLOGY

The primary data collected through structured questionnaires from 110 respondents in the Erode district was analyzed using regression analysis, a statistical tool used to examine the relationship between independent and dependent variables. In this study, consumer awareness of brand alliances was taken as the dependent variable, while personal profile of the respondents were the independent variables.

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The study employed a quantitative research design using a structured questionnaire to gather primary data from consumers in Erode district. A total of 110 respondents were selected using convenience sampling, a non-probability sampling method that involves selecting individuals who are readily available and willing to participate. The questionnaire included both close-ended and Likert-scale questions designed to assess levels of consumer awareness and response to brand alliances in white goods. Data collected were analyzed using regression analysis, which helped in identifying the relationship between consumer awareness and independent variables. This statistical tool enabled the study to test the impact of awareness on consumer behavior, providing a foundation for actionable insights.

VII. RESULTS AND DISCUSSIONS

Multiple regression analysis was employed to examine the relationship between consumer awareness of brand alliances in the white goods industry and various independent variables. The linear multiple regression model aims to estimate the coefficients β_0, β_1, β_2, …, β_j in the equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_j X_j$$

This equation is used to approximate the value of the dependent variable Y (consumer awareness) based on the values of the independent variables X_1 to X_j. To evaluate the influence and interdependence of the selected independent variables on consumer awareness of brand alliances in the white goods sector, a multiple regression analysis was conducted. The findings from this analysis are summarized in the table below, providing a detailed overview of the associations among the variables.

Table 1 - R-Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669	.448	.392	8.001

The multiple linear regression component (Dependent Variable) is found statistically a fine fit as R^2 is 0.448 which shows that approximately 44.8% of the variance in the dependent variable is explained by the independent variable(s) in the model. It represents the goodness of fit of the model. While this is a moderate value, it implies more than half of the variability is still unexplained by the model. R value indicates a moderate positive linear relationship between the observed values and the values predicted by the model. It ranges from -1 to 1, and 0.669 suggests the model's predictions are reasonably correlated with actual outcomes. Hence, the multiple linear regression components are found statistically a good fit.

Chart 1

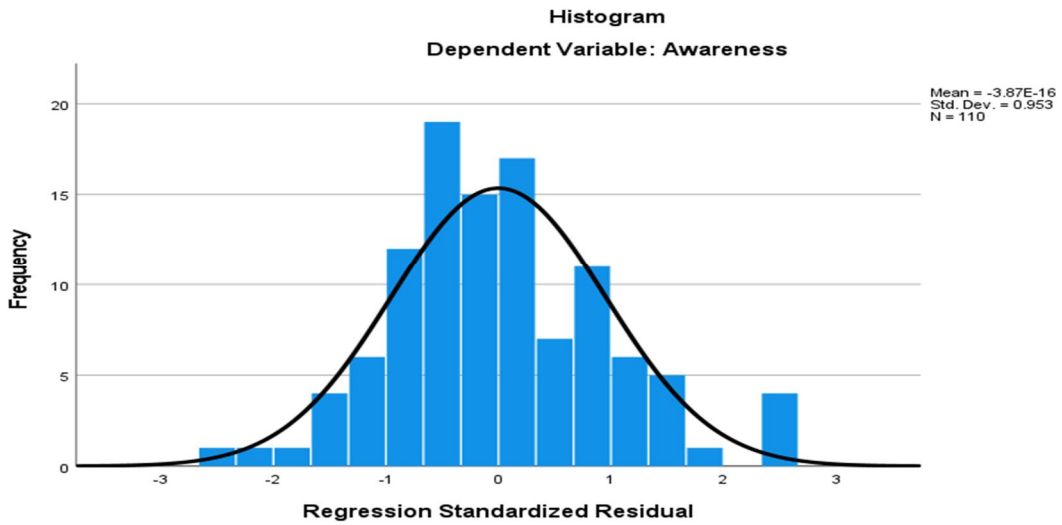
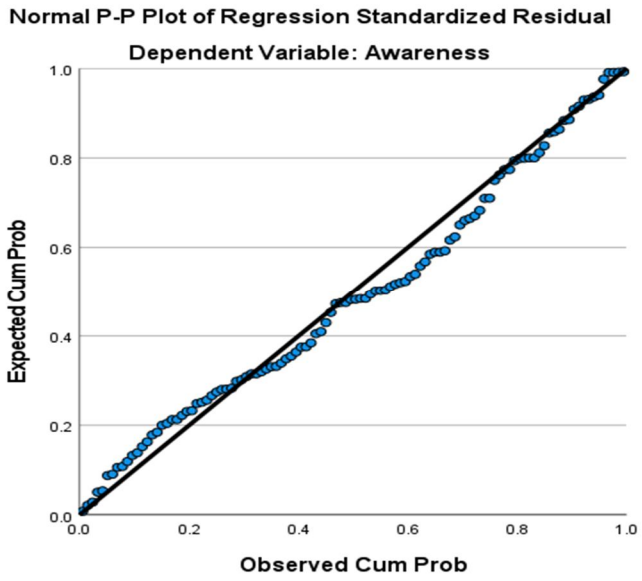


Table 2 - Consumer awareness on brand alliances in white goods industry (Multiple Regression Analysis)

Variables	B	Std. Error	Beta	T	P
(Constant)	35.319	5.162		6.842	.000
Age	-.916	1.225	-.064	-.747	.457
Marital status	-6.877	1.789	-.324	-3.844	.000
Educational qualification	.903	1.123	.069	.804	.423
Gender	-.375	1.064	-.030	-.352	.726
Occupation	-.729	.793	-.069	-.919	.360
Experience in using white goods with brand alliances	-.566	.730	-.063	-.776	.440
Family size	-1.227	1.042	-.104	-1.177	.242
Type of family	4.316	1.010	.360	4.272	.000
Monthly income	.973	1.023	.084	.951	.344
Area of residency	3.004	1.020	.257	2.945	.004

It was found that among these ten variables, only three variables were closely associated with the consumer awareness on brand alliances in white goods industry.

Chart 2



The constant term is significant, indicating a strong baseline consumer awareness score. Marital status has a significant negative impact on consumer awareness — specific marital statuses correspond with lower awareness. Type of family has a significant positive effect, suggesting that family structure influences awareness positively. Area of residency also has a significant positive effect, indicating that consumers in certain residential areas tend to be more aware. All other variables (Age, Educational qualification, Gender, Occupation, Experience with white goods brand alliances, Family size, Monthly income) do not significantly predict consumer awareness in this model. The regression model suggests that social and demographic factors like marital status (negative), type of family (positive), and area of residency (positive) play important roles in shaping consumer awareness regarding brand alliances in the white goods industry. Other factors such as age, gender, education, occupation, experience with the products, family size, and income, do not show statistically significant relationships in this dataset.

Table 3 - Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5139.737	10	513.974	8.029	.000[b]
Residual	6337.617	99	64.016		
Total	11477.355	109			

The results of the ANOVA table reveal that the regression model is statistically significant, with an F-value of 8.029 and a corresponding p-value less than 0.05. This indicates that the overall model is significant at the 1% level of significance ($p < 0.01$). Therefore, the model provides a good fit for explaining the variation in consumer awareness of brand alliances in the white goods industry based on the selected independent variables. The analysis further uncovers that certain social and demographic variables have a statistically significant influence on consumer awareness. Specifically: Marital Status shows a negative relationship, implying that consumer awareness tends to decrease among certain marital status groups (e.g., possibly lower among married individuals compared to single consumers, or vice versa depending on the coding). Type of Family (such as nuclear or joint) exhibits a positive relationship, suggesting that individuals from a certain type of family structure are more aware of brand alliances. Area of Residency (urban, semi-urban, or rural) also shows a positive influence, indicating that consumers residing in specific areas, likely urban ones, demonstrate higher awareness of brand partnerships in white goods. Conversely, other variables—including age, gender, education level, occupation, prior experience with white goods, family size, and income—do not show a statistically significant relationship with consumer awareness in this study. This suggests that, within the current dataset, these factors do not substantially contribute to explaining variations in consumer awareness regarding brand alliances.

Hence, the regression model effectively identifies key demographic determinants of consumer awareness in the white goods sector. The significance of marital status, family type, and residential area emphasizes the importance of targeted marketing strategies that consider these specific socio-demographic dimensions.

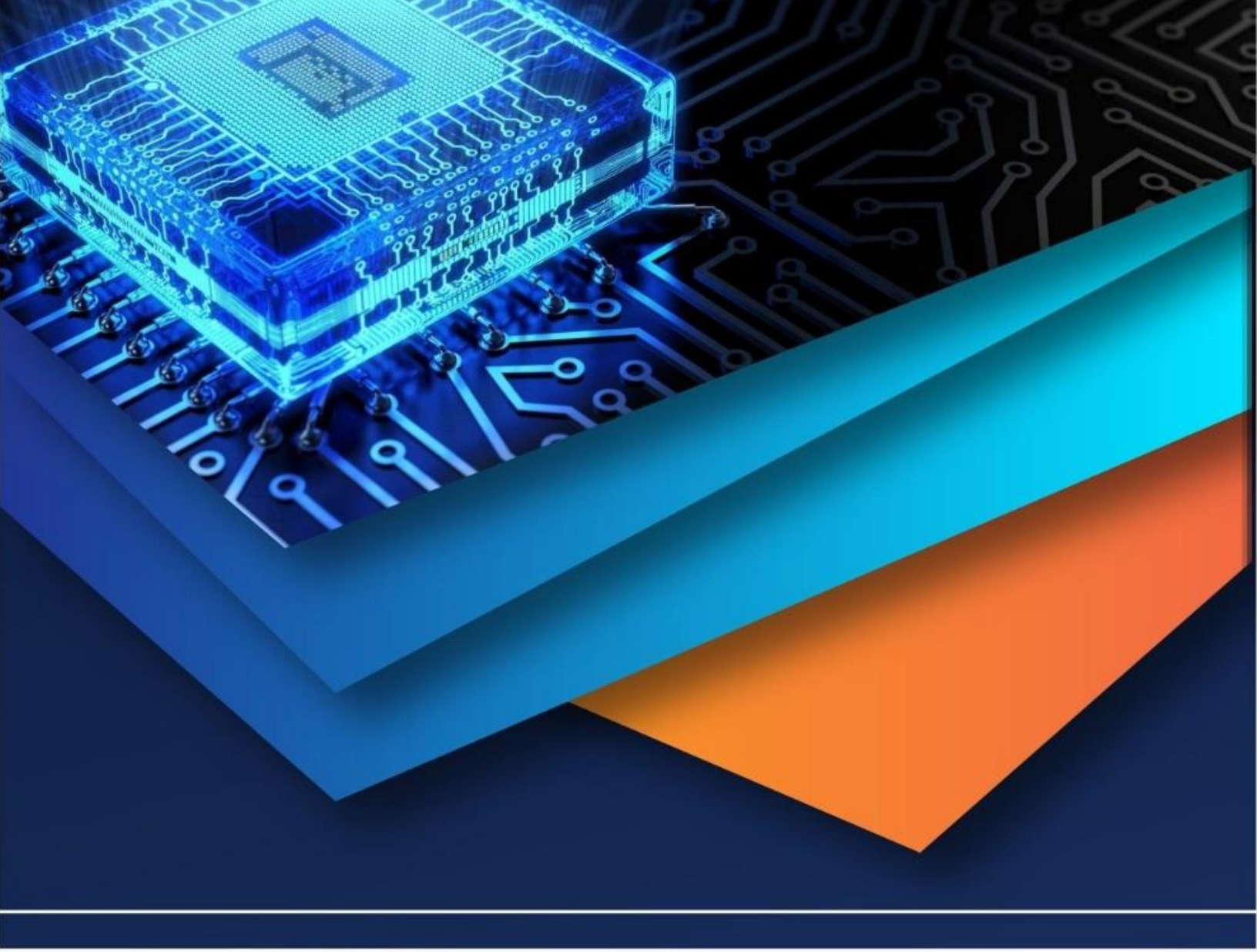
VIII. SUGGESTIONS AND CONCLUSION

The findings from this study highlight that not all demographic variables equally influence consumer awareness regarding brand alliances in the white goods industry. While variables such as age, gender, income, and education did not show a significant relationship, marital status, type of family, and area of residency emerged as important factors shaping awareness levels. The statistically significant F-value in the regression model confirms that the selected independent variables, as a group, have explanatory power in predicting consumer awareness. However, the influence is largely driven by a subset of social and demographic factors. These insights suggest that marketers and brand managers should not adopt a one-size-fits-all approach, but instead develop strategies that account for specific demographic profiles, especially those shown to impact awareness. By doing so, companies can enhance consumer engagement, improve brand alliance effectiveness, and potentially increase market penetration in the competitive white goods industry. Consumers may not be fully aware of what brand alliances offer. Businesses should clearly communicate the advantages—such as enhanced quality, reliability, or service—of these partnerships through advertising, packaging, and point-of-sale promotions. Given the positive impact of area of residency on awareness, firms should increase outreach in semi-urban and rural areas through localized advertising and region-specific branding strategies. Collaborations with local influencers or community programs can enhance visibility and trust. Overall, demographic and social factors related to family and living environment appear to be key determinants of consumer awareness in this context. This insight can help marketers and companies target their campaigns more effectively by focusing on family structures and regional demographics.

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