

## **Drivers of Customer-based Brand Equity in Personal Care Products in Coimbatore City**

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The purpose of the study is to determine the relationship between the Socio-economic factors with the brand of personal care products. The study is mainly based on primary data which was collected from 492 customers. This study develops and empirically tests a model for Customer-Based Brand Equity among Personal Care Products. Statistical tools such as Karl Pearson's coefficient of correlation and multiple regression analysis were used to analyze the data. The dimensions of brand equity such as brand awareness, brand knowledge, perceived quality, brand association, purchase decision and, post-purchase behavior were examined through various tools. Results of the research are focused on the Customer-Based Brand Equity and discussed by considering the perception of customers with regard to attributes and benefits, purchase decision, awareness, association, identity, knowledge, performance and loyalty in fetching.

***Keywords:*** *Brand Association, Brand Awareness, Brand Equity, Brand Loyalty, Perceived Quality*

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