

Creating Customer Satisfaction among the Millennials: Does Brand Equity Matter?

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In a competitive and brand-conscious market like India which is home to a huge population of Millennials, building brand equity for smartwatches is a challenging task. The companies need to assess the prior experiences and future aspirations of consumers to possess these brands. In this context, the present study examines the relationship between brand equity dimensions, overall brand equity and customer satisfaction. Convenient sampling was used to collect data using a validated questionnaire. Confirmatory factor analysis was used to determine the relationship between the antecedence factors of brand equity like brand loyalty, brand association, perceived quality and brand awareness and its subsequent impact on customer satisfaction. All the variables had a positive impact on the brand equity and the results also revealed that brand association too had an impact on customer satisfaction.

Keywords: *Brand Association, Brand Awareness, Brand Equity, Brand Loyalty, Confirmatory Factor Analysis, Customer Satisfaction, Perceived Quality*