

PalArch's Journal of Archaeology  
of Egypt / Egyptology

**A STUDY ON FACTORS AFFECTING AND INFLUENCING BRAND LOYALTY TOWARDS CAR PURCHASE IN MADURAI DISTRICT**

**Dr. P.Jeyabharathy<sup>1</sup>, Mr. C.Ramesh<sup>2</sup>**

**<sup>1</sup>Assistant Professor, Dept of youth welfare studies, School of youth empowerment  
Madurai Kamaraj University.**

**<sup>2</sup>Assistant professor, Department of business administration,  
S.S.DuraisamyNadarMariammal College  
Kovilpatti.**

**Dr. P.Jeyabharathy , Mr. C.Ramesh , A Study On Factors Affecting And Influencing Brand Loyalty Towards Car Purchase In Madurai District , Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(7). ISSN 1567-214x.**

**Keywords: Brand loyalty, utilitarian, extroversion, human personality.**

**Abstract:**

Automobile sector in India has grown from a couple of manufacturer to thirty twomanufactures in a very short span of time. The brand managers are finding it extremely difficult to differentiate the products as well as brand themselves uniquely, since all the automobile manufacturers deliver the same features, services and at an identical price. Influence level of Brand loyalty is the best solution for the brand managers to differentiate the product in the minds of the consumers. Maruti Suzuki has been recognised as the "most trusted brand" consecutively for the last 21 years by JD power Asia Pacific. The first Maruti Car was launched in 1983 as a poor man's car and since then it has been in the market as the most successful brand for the past thirty eight years. The objective of the study is to evaluate the various customer segments in Madurai city driving MarutiBaleno cars and to determine the brand loyalty by studying the relationship and impact of human personality on brand loyalty.

In stage one, the segment analysis is based on the twelve brand loyalty items among the owners of MarutiBaleno. Multiple Regression was used to identify the variables, which discriminated the sample into various segments. Also multiple regressions were conducted to identify the cause and effect relationship. In stage II multiple regressions was used to

identify the impact of human personality on Brand loyalty variables. In stage III to identify the discriminating human personality items which influenced the brand loyalty items, multiple discriminate analyses were used. Monaovawas applied to the data to identify the personal factors that influenced the brand loyalty dimensions.

The segmentation of the owners of MarutiBaleno helped in identifying four major segments viz. utilitarian's, traditionalist, emotionalist and protagonist. Structural equation modeling - Amos analyses revealed the brand loyalty dimension of MarutiBaleno as trust and extraversion as the human personality.

### **1. Introduction:**

Indian automobile industry is slated to grow exponentially by contributing a major share of 9% to the GDP in 2020. Automobile industry will be one of the greatest pillars of growth for the Indian economy in the years to come. This industry alone is expected to contribute USD 250 billion in 2021 as per the government estimates. The domestic growth has been CAGR 9 percent and the export has been 27 percent up to 2008 (KPMG 2008).

The brand managers are finding it extremely difficult to differentiate the products as well as brand themselves uniquely, since all the automobile manufacturers deliver the same features, services and at an identical price. Influence level of Brand loyalty is the best solution for the brand managers to differentiate the product in the minds of the consumers. Maruti Suzuki has been recognised as the "most trusted brand" consecutively for the last 21 years by JD power Asia Pacific. The first Maruti Car was launched in 1983 as a poor man's car and since then it has been in the market as the most successful brand for the past thirty eight years. The objective of the study is to evaluate the various customer segments in Madurai city driving MarutiBaleno cars and to determine the brand loyalty by studying the relationship and impact of human personality on brand loyalty.

### **2. Problem statement:**

The automobile industry in India has recorded a phenomenal growth by contributing 5% of the GDP (KPMG 2018) and the industry is poised to contribute 10% to GDP as per the Government prediction in 2020 and in terms of USD 150 billion. As there is a steep increase in the marketplace competition with more Indian and foreign manufactures vying for a coveted spot, the process of brand differentiation is becoming an difficult task. To mitigate this problem it is important for marketing managers to evolve an strategy for the market combat.

Automobile market in India is poised for an exponential growth, with the increase in per capita income. Earlier an automobile was luxury product. With the explosion of urban growth and the need to travel on daily basis, owning a car has become a necessity. As the numbers of players are increasing in the automobile sector every year, the need to differentiate and position is proving to be tough job for the marketing managers at Baleno. Also the products available in the market are technically and aesthetically similar to one another. To combat this market competition a strong brand is necessary and to build this strong brand, brand loyalty is an effective tool. One of the viable solutions for establishing the distinctiveness of a brand is through building strong Brand loyalty.

### **3. Objectives of the study:**

- To study the profile of MarutiBaleno customers.
- To identity the various segments of MarutiBaleno customers.
- To study and evaluate the impact of human personality items on brand loyalty dimension.

#### **4. Research Methodology:**

This study is the nature of empirical research design. Study has conducted on the basis direct and indirect observation of evidences. Questionnaire was prepared based on the dimension of brand loyalty. The questionnaire contained forty two questions relating to brand loyalty. The other twenty questions were related to five human personality dimensions. six questions were related to study the personal and demography dimensions of the customer.

#### **5. Scope of the Study:**

In this study the researcher has complied to make a confirmatory study of Jennifer Aaker brand loyalty for Indian Automobile brand. A separate study can be made to explore the Indian brand loyalty dimensions. In future this study can be conducted in any other city or a village anywhere in India to study the brand loyalty of a brand.

This kind of a study will help the marketing managers to build a strong brand with a strong positioning strategy. This study was conducted only for MarutiBaleno and this study can be extended to all other brands of Maruti and a consolidated brand loyalty of Maruti Suzuki in Madurai city can be deduced, which will further improve the brand positioning.

#### **6. Limitation of study:**

This study has been made in Madurai and this cannot be generalized to other cities, since culture plays a important role on brand loyalty. The other cities human personality may have different impact on the brand loyalty.

#### **7. Data analysis and Discussions:**

The segment analysis of the respondents showed that there exist four segments in the sample size taken for this research. 53.73 percentages of the respondents were in the fourth segment protagonist, 16.9 percentages of customers were in the third segment emotionalist, 15.8 percent of the respondents were in the second segment traditionalist and 14.18 percentages of the respondents were in the first segment utilitarian's.

The major factor which decided the segmentation among the respondents were the variables sincere, imaginative, realistic, family oriented, independent, up-to-date, honest, young, confident, unique, original, secure, reliable, corporate and wholesome. Out of the 42 brand loyalty items these variables constituted 50 percentages.

##### **7.1 MarutiBaleno - Utilitarian – Segment A:**

The customers belonged to the age group of 31-40 with school education and were self employed. These customers were using Maruti for short period of time compared to other segment of customers. The customers of this segment felt that Maruti as brand is popular and hence its products MarutiBaleno will be a good car and will live up to its promise of efficiency. These segment customers were more focused on the utility of the automobile; hence they are grouped and called as Utilitarian's.

##### **7.1.1 Multiple regression analysis of Brand loyalty:**

The cause and effect relationship of brand loyalty items for Utilitarian's shows that these customers believe MarutiBaleno is a realistic brand which is original in its offer and products and is independent from other brands while offering the brand to its customers. These customers also believe that MarutiBaleno as a sincere brand which lives up to its

promise to deliver the benefits in a original, independent, sincere and in a realistic manner with an eye towards family orientation.

#### **7.1.2 Manova:**

The personal factors of the customers who own MarutiBaleno influenced the brand loyalty dimension of the brand MarutiBaleno. The customers in the middle age and self employed felt. MarutiBaleno as an sincere brand. Customers who were in the income group of 3 lacks felt that MarutiBaleno as an rugged brand. They felt that this brand can be used for all purposes and for all uses such as an a rugged terrain and unevenly laid roads.

#### **7.1.3 Multiple discriminate analyses – Utilitarian's:**

The customers who attribute MarutiBaleno to be a exciting brand, in this segment are those who are stubborn, withdrawn and orderly i.e. those customers who do not back down in arguments and enjoy sitting back at home and read. The customers who attribute MarutiBaleno to be a competent brand are those who are sympathetic and forgiving, i.e. these customers lend their ears to others and forgive. In these segment customers who are stubborn also attribute sophistication to MarutiBaleno and those who are withdrawn attribute brand loyalty dimension as ruggedness.

#### **7.1.4 Multiple regression analysis of human personality on Brand loyalty:**

“Utilitarian's who are inventive, stubborn and disorganized believe that MarutiBaleno is a sincere brand. Customers in this segment who are competitive, orderly, tense, withdrawn believe MarutiBaleno to be an exciting brand. Customers who are curious and want new way of doing things believe MarutiBaleno to be a competent brand. Customers who are organized i.e. who want things to be neat and tidy believe MarutiBaleno as a sophisticated brand.

### **7.2 Traditionalists – Segment B:**

The customers in this segment attribute Maruti and MarutiBaleno as a strong leader in the automobile industry. These customers traditionalist feel that Maruti as a brand had been in the market for a long period of time and it comes out with good features i.e. both interiors and exteriors. These customers attributed to advertisements of Maruti to be trendy and also living up to contemporary requirements like safety with ABS and airbags. This segment of customers has a traditional approach to the product and hence they are grouped and called Traditionalist.

#### **7.2.1 Multiple Regression Analysis of Brand loyalty:**

The cause and effect relationship of brand loyalty items for traditionalist shows that these customers believe MarutiBaleno as a corporate brand. The customers believe that this product is from a reputed manufacturer who has been in the market for more than thirty years. The customers feel MarutiBaleno to be independent, imaginative in advertisement and in its product which is family oriented and unique. Traditionalist attribute MarutiBaleno to be an honest brand since its safe for them to drive i.e. it gives confidence while using the car. The traditionalists believe the car to be family oriented as MarutiBaleno is honest in its delivery and it's imaginative and unique in its offering.

#### **7.2.2 Manova:**

The personal factors age, annual income occupation and number of family members influenced the brand loyalty dimensions of sincerity, excitement and ruggedness of

MarutiBaleno. The customers in this segment who were professional with a small family felt MarutiBaleno as a sincere brand. The customers who were in the income group of 3 lakhs felt that MarutiBaleno is an exciting brand. These customers feel that the brand comes in attractive color and they feel energetic while driving the car MarutiBaleno.

The customer with an annual income of 5 lakhs and small family felt MarutiBaleno as a rugged brand. These customers feel MarutiBaleno could be used for long travel on vacation, hill spots and other rugged terrain.

### **7.2.3 Multiple Discriminate Analyses –Traditionalists:**

The customers in this segment who attribute MarutiBaleno to be a sincere brand are those who are stubborn. Customers who are silent i.e. who listen to others attribute MarutiBaleno to be competent brand. Customers who are cautious and fearful attribute MarutiBaleno as a sophisticated brand.

### **7.2.4 Multiple regression analysis of human personality on brand loyalty:**

“Traditional” customers who attribute MarutiBaleno as a competent brand are those who are inventive, tense, fearful and calm. MarutiBaleno is a sophisticated brand for customers who are sociable, organized and competitive also the same human personality items interred the brand loyalty dimension sincerity among this segment of customers. Customers who were curious with new ideas attributed MarutiBaleno as exciting brand.

### **7.2.5 Regressive Model by AMOS graphics:**

The respondent customers in Madurai City using MarutiBaleno felt that the brand loyalty dimension of MarutiBaleno is Ruggedness. The other brand loyalty dimensions that influenced the customers are sophistication and excitement. The brand loyalty items masculine, out doorsy, western, tough and rugged are relevant for rugged dimension. The customers most of them are male and they feel the car MarutiBaleno can be used for all terrains and it is a tough car. The customers also feel that his brand is westernized and it is not used only at home but for all purposes. MarutiBaleno is also considered as a sophisticated car for its smooth drive and good physical attributes. Customer feel MarutiBaleno is admired by their friends and relatives and also liked by women. Excitement is another dimension the customer attributes to MarutiBaleno. The customer feels that this Car MarutiBaleno is unique, up-to-date, imaginative and independent. The customer feel that the product offered is unique and it has got features which are up-to-date and independent, from the competitors. The customers feel that MarutiBaleno comes out with good colors and the car is aesthetically designed with great imagination.

The main dimension of human personality of MarutiBaleno customers is extroversion. The other human personality dimension of MarutiBaleno customer is conscientiousness and agreeableness. The human personality items sociable, energetic, silent and withdrawn forms the human personality dimension extraversion. The terms sociable and energetic are apt for the customers as they love socializing and to be competitive.

The MarutiBaleno customers like things to be neat and tidy i.e. organized and they follow a daily routine i.e. orderly. This personality of the customers makes them to like MarutiBaleno for its colour, appearance, interiors and upholstery. Customers also like the brand since the human personality is organized and orderly. Customers feel Maruti is very organized right from the stage of booking through post sales and delivery.

The dimension agreeableness is more relevant for the customers of MarutiBaleno since they are competitive. Also they avoid confrontation and listen to other people problem.

## **8. Managerial Implications:**

### **8.1 Brand loyalty of Maruti Baleno:**

Maruti can project the MarutiBaleno brand as a tough and rugged car. The customers attribute MarutiBaleno as a tough car that can be used for tough situations. They also feel that this car is not only used at home but also when the roads are irregular and not so well laid. The other dimensions attributed by the customers to this brand are sophistication and excitement. The customers are proud owners as their car is charming and admired by others. The good looks and smooth drive add to the sophistication dimension. The customers are excited about MarutiBaleno for its unique offer with up-to-date and contemporary features like air bags, ABS system. Customers also attribute MarutiBaleno as a creative brand which is independent in its offer i.e. not based on others. Hence MarutiBaleno can be projected in advertisement as a tough car with great looks and unique attributes.

### **8.2. Human Personality:**

Extraversion is the main human personality dimension of MarutiBaleno customers. These customers are highly sociable and like talking to people at social gathering. Also they are energetic and like to play noisy games. MarutiBaleno customers are organized and they like to do things in an order. The customers are competitive and stubborn. Hence MarutiBaleno can be projected to customers who like to party and are energetic. The customers were mostly male and hence the macho image can be projected with a flair for neatness and routine. The customers were also seen to be more competitive and stubborn. Hence the advertisement and promotion can be on similar lines, because human personality impacts the brand loyalty of MarutiBaleno.

### **8.3. Utilitarian's:**

The customers in this segment are mostly school educated and self employed. These customers highly attribute to the brand loyalty dimension sincerity and excitement. But they feel that this brand is a bit low on sophistication and competence.

The promotion and advertisement to this segment could project MarutiBaleno as a good looking car with great features and it can give a smooth ride. The MarutiBaleno can also be projected as an upper class car with unique attributes and it's a safe and secure car. This segment customer feels a bit low that the car is not sincere and it is not fairly priced and it does not keep up its promises. These items of sincere and realistic could be projected in the advertisement and promotion. Also this car should be projected to these customers as a family oriented car. The promotion and advertisement to this segment can feature on physical attributes, good looking, safety and security which is – fairly priced and lives up to its promises. With this promotion and activities the percentage of customers under the segment utilitarian can be significantly increased.

### **8.4. Traditionalist:**

The customers in this segment were under graduates and self employed. The "Traditionalist" attributes MarutiBaleno to be a competent and sophisticated brand. But they feel that MarutiBaleno is a bit low on sincerity, excitement and ruggedness. The promotions and advertisement to this segment of customers could feature MarutiBaleno as a sincere, exciting and rugged brand. To improve on these dimensions Maruti could feature MarutiBaleno as a car which fairly priced for the featured offered. It can feature the physical and mental satisfaction derived by driving MarutiBaleno. The customers could be

informed that MarutiBaleno lives up to its promises since it is from a leading car manufacture and has been the Indian Market for nearly three decades. MarutiBaleno could be featured to this segment as a unique brand which can help them feel young by driving this car. Also it could be featured as a car which is modern and contemporary. To feature this car as a rugged brand to this segment Maruti can feature, MarutiBaleno as a car that can be used on all terrains and it is fun riding this car on tough roads. With these promotion and advertisement the percentage of customers using MarutiBaleno in this segment can be increased.

### **8.5. Emotionalist:**

The customers in this segment were mostly undergraduates and post graduates who were employed in organized sector. The customers in this segment own MarutiBaleno for emotional benefits rather than functional benefits. The customers in this segment attribute MarutiBaleno to be a sincere and competent brand. But they feel a bit low on the ruggedness and excitement dimensions.

The promotions and advertisement to this segment could feature ruggedness and excitement dimension of MarutiBaleno. Customers who are silent and withdrawn and conventional feel that the brand is not excited and rugged. The promotions and advertisement could feature MarutiBaleno as a unique brand which is reliable and has been consistently successful in the market. Also MarutiBaleno could be featured as a car which is reliable and safe to use with advanced technical features like ABS, dual air bags and anti corrosive paints. The promotion and advertisement can feature MarutiBaleno as a tough car which can be used on all terrain and it has got a western looks. This segment of customers could also be offered more test drives in the irregular roads to prove that MarutiBaleno is a rugged car.

### **8.6. Protagonist:**

This segment of MarutiBaleno customers are loyal and hardcore users of Maruti products. The customers in this segment have been using Maruti or MarutiBaleno for more than three years.

The customers in this segment attribute excitement, competence, sincerity, ruggedness and sophistication as the brand loyalty dimension. The promotion and advertisement to this segment of MarutiBaleno customers could feature the product preferred by all walks of people both rural and urban. Maruti could feature this brand as a pioneer in the market that provides mental and physical satisfaction. They can feature MarutiBaleno is a young brand which has its origin from a super bike. This will attract more youngsters to graduate from a bike to car. MarutiBaleno could be featured as a contemporary brand which is independent from other manufacture in its offer of product and service.

The brand MarutiBaleno could be featured as a safe and reliable car which can service a car across the length and breadth of the country. Maruti could show case its prowess of service network, its Maruti finance, Maruti Insurance to this segment of customer so that it can retain them as loyal customers.

MarutiBaleno could be featured as an upper class car used by the rich and famous for its glamour's looks and smooth drive. The interiors are a great asset to this brand MarutiBaleno, which could be featured to this segment of customers to make it more sophisticated. MarutiBaleno could definitely feature its product as a rugged car which can travel on all terrains. The suspension, boost assist system and new generation ABS could be featured to add authenticity to the rugged brand image.

## 9. Conclusion:

The research was able to study the brand loyalty dimensions of MarutiBaleno. The customers attributed MarutiBaleno brand loyalty as rugged, sophisticated and excitement.

The brand loyalty items relevant to rugged dimension for MarutiBaleno are outdoorsy, masculine, tough and rugged. The brand loyalty items relevant to sophistication dimension for MarutiBaleno are corporate, reliable, secure, and confident. The brand loyalty items relevant to excitement dimension are young, unique, up-to-date, imaginative and independent. The research was able to study the human personality dimensions of the MarutiBaleno owners. The major dimensions of human personality were extraversion, conscientiousness and agreeableness. The human personality items which were relevant for the dimension extraversion were sociable, silent, withdrawn and energetic. The human personality items organized, orderly and disorderly were relevant or the dimension conscientiousness. The human personality dimension agreeableness was relevant with the human personality item stubborn, sympathetic & forgiving.

The research was able to confirm with this study that human personality affects the brand loyalty dimensions of the product. The research was able to identify that when human personality changes brand loyalty is impacted by that change.

The marketing managers and advertisers can make use of this insight to increase the brand loyalty score for a brand.

## References:

1. Aaker 1996 Measuring Brand equity across products, California Management Review, 38 spring, p102-120.
2. Aaker J, Building strong brands, 1996, The free press New York.
3. Aaker, Jennifer Lynn (1995), Brand loyalty: conceptualization, measurement and underlying psychological mechanisms, Ph.D. Stanford University.
4. Digman JM 1990 personality structure : Emergence of FFM annual review of psychology , Vol 41.
5. Eun-Jung Lee, Eun-Young Rhee (2008) ,Conceptual framework of within-category brand loyalty based on consumers' perception (WCBP-CP): The case of men's apparel category in South Korea, Journal of Brand Management, **15**, 465– 489. doi:10.1057/bm.2008.25; published online 13 June 2008.
6. Francisco Guzmán and Audhesh K. Paswan(2009). Cultural Brands from Emerging Markets: Brand Image Across Host and Home Countries. Journal of International Marketing: Vol. 17, No. 3, pp. 71-86.
7. Freling, Traci H, Forbes, Kukas P, (2005), An empirical analysis of the brand loyalty effect, Journal of product and brand management, Vol. 14 issue 7, p404-413.
8. Freud S Essais de Psychanalyse Francoise pagot Paris 1963.
9. Geason, James Albert (2002) Brand personlatiy trait marking using non- verbal measurement, Ph.D. University of Florida.
10. Gian Vittorio Caprava, Claudio Barbarnelli and GianluigiGuidoJournal of Economic PsychologyVolume 22, Issue 3, June 2001, Pages 377–395 Brand loyalty: How to make the metaphor fit?
11. Goldberg L.R. (1981) Language and individual difference the search for personality lexicon in L wheeler, Review of Social psychology vol.2, Beverly hills, CA sage
12. Harris Eric G, Fleming, David E. (2005) Assessing the human element in service personality formation , personality congruency and the five factor model, Journal of services Marketing, 2005, Vol 19,issue 4, p187-198.



13. Ji Mindy.F, The brand relational schema (2002): A cognitive approach to consumer brand relationships, Ph.D. Texas A & M University.
14. JillianC.Sweensey and Carol Brandon (2006), Psychology & Marketing Brand loyalty: Exploring the potential to move from factor analytical to circumplex models. Volume 23, Issue 8, pages 639–663.
15. Jo skoBrakus, Bernd H. Schmitt, & LiaZarantonello (2009), Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing Journal of Marketing*, Vol. 73, p 52–68
16. Joachim Zentesa, Dirk Morschettb and Hanna Schramm-Kleina (2008) Brand loyalty of retailers – an analysis of its applicability and its effect on store loyalty , *The International Review of Retail, Distribution and Consumer Research*, Volume 18, Issue 2 p 167-184.
17. Keller KL (1993) conceptualizing, meaning of managing consumer based equity. *Journal of marketing*, vol 57, Jan, p1-22.
18. Kevin Lane Keller, Keith Richey (2006) The importance of corporate brand loyalty traits to a successful 21st century business, *Journal of Brand Management* .Vol14, 74–81. doi:10.1057/palgrave.bm.2550055
19. Kim ChungK, Han, Dongchul, Park, Seung-Bae (2001), The effect of brand loyalty and brand identification on brand loyalty: applying the theory of social identification, *Japanese Psychological research*, Vol 43, Issue 4, p195-207.
20. Maurice Patterson & Lisa O'Malley(2006). Brands, Consumers and Relationships: A Review, *Irish Marketing Review* Volume 18 number1&2,
21. Norman WT (1967), 2800 personality traits descriptors Normative operating characteristics for a university population department of psychology, University of Michigan.
22. Qimei Chen, Shelly Rodgers, Development of an instrument to measure web site personality. *Journal of interactive advertising*, vol 1 fall 2006.
23. RizaCasidyMulyanegara ,YelenaTsarenko, Alastair Anderson(2009), The Big Five and brand loyalty: Investigating the impact of consumer personality on preferences towards particular brand loyalty. *Journal of Brand Management*, vol16, p234-247.
24. Rojas-Mendez, jose, Erenchun-Podlech, Isabel, silva-Olave, Elizabeth, The Ford brand loyalty in Chile, *Corporate reputation review*, Fall 2004, Vol 7, issue 3, p232-251.
25. Venable, Bevverly.T,Rose,GregoryM,Victoria D, Gillbert Faye W. (2005), the role of brand loyalty in charitable giving: As assessment and validation, *Journal of academy of Marketing science*, Vol.33 Issue 3, p295-312.
26. Wysong, Walter scott, IV (2000), This brand is for you. A conceptualization and investigation of brand loyalty as a process with implications for brand management Ph.D. The university of Texas Arlington .