

### MBA SEMESTER – IV Research Project

NAME	
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DATE OF SUBMISSION	



## A STUDY ON THE IMPACT OF BRAND LOYALTY ON REPEAT PURCHASES AT MARUTI SUZUKI

Research Project submitted to Jain Online (Deemed-to-be University)

In partial fulfillment of the requirements for the award of

#### **Bachelor of Business Administration**

Submitted by

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Under the guidance of

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Bangalore

2024-25

#### **DECLARATION**

I, (Student Name), hereby declare that the Research Project Report titled "A Study on the Impact of Brand Loyalty on Repeat Purchases at Maruti Suzuki" has been prepared by me under the guidance of Faculty name. I declare that this Project work is towards the partial fulfillment of the University Regulations for the award of degree of Bachelor of Business Administration by Jain University, Bengaluru. I have undergone a project for a period of Eight Weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:

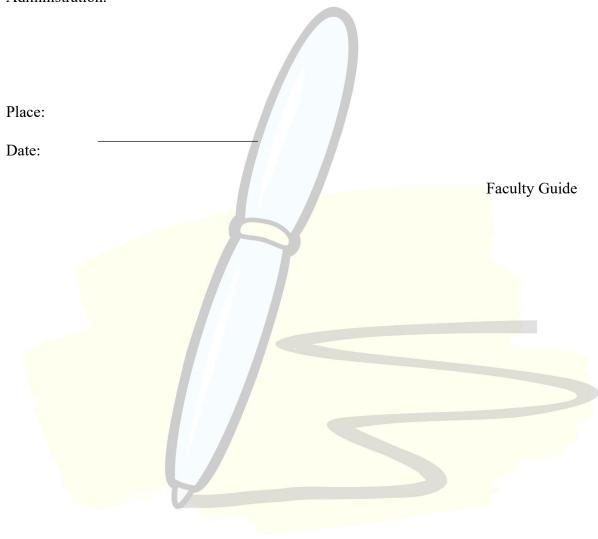
Date:

Name of the Student

USN

### **CERTIFICATE**

This is to certify that the Research Project report submitted by Mr./Ms. *The name of the student* bearing (USN:) on the title "A Study on the Impact of Brand Loyalty on Repeat Purchases at Maruti Suzuki" is a record of project work done by him/ her during the academic year 2024-25 under my guidance and supervision in partial fulfilment of Bachelor of Business Administration.



#### **ACKNOWLEDGEMENT**

In pursuing and completion of my MBA and other commitments, I undertook the task of completing my project on "A Study on the Impact of Brand Loyalty on Repeat Purchases at Maruti Suzuki" I am fortunate in having sought and secured valuable guidance, continuous encouragement and strong support at every stage of my guide and supervisor (Name of the supervisor) and I'm deeply grateful to him/her.

I want to acknowledge the help provided by guide and friends. The precious inputs provided by them have helped in compiling this report. As well as I want to thank my friends and colleagues who helped me in this working.

I express my deep-hearted thanks and gratitude to all of those who helped me in this Project.

(Student Name)

(USN)

#### **EXECUTIVE SUMMARY**

This research study is named as "A Study on the Impact of Brand Loyalty on Repeat Purchases at Maruti Suzuki" and it discusses about the impact of brand loyalty on repeat purchase behavior of consumers in the Indian automobile industry. With customer retention through brand loyalty becoming a key strategic focus for companies, the need to grow customer loyalty has in itself become quite a challenging task. As the most renowned automotive brand of India, Maruti Suzuki has been oozing its track record of supplying customer specific cars and services for long. With escalating competition and the changing expectations of consumers, it is important to really grasp the true influence of loyalty on repeat purchase behavior.

The research design of the study is a descriptive design based on both qualitative and quantitative approaches. For collection of primary data, a structured Likert scale questionnaire was designed to be administered to 100 respondents who were Maruti Suzuki customers and were selected using the convenient sampling technique. Secondary data were collected through scholarly literature and industry reports. Analysis of responses was done with respect to percentages and were provided graphically in tables and pie charts.

Key findings include: service of Maruti Suzuki is often considered as a good value for money; it is highly trusted brand; dealership experience and service quality level there is within expected range. Of all the respondents, around 82% indicated interest in purchasing Maruti Suzuki once again and another 82% were willing to recommend the brand to others. Factors such as reliability, transparency in communication, and a good image of the brand are found to be strongly related with customer what we call loyalty, that is, repeat purchase.

However, based on the findings, the study recommends Maruti Suzuki to further strengthen its after-sales service, increase personalized customer engagement and yet again contact brand advocates through referral programs. It suggests cutting time spent resolving complaints, standardizing the experience in dealership, and ramping up digital service offerings.

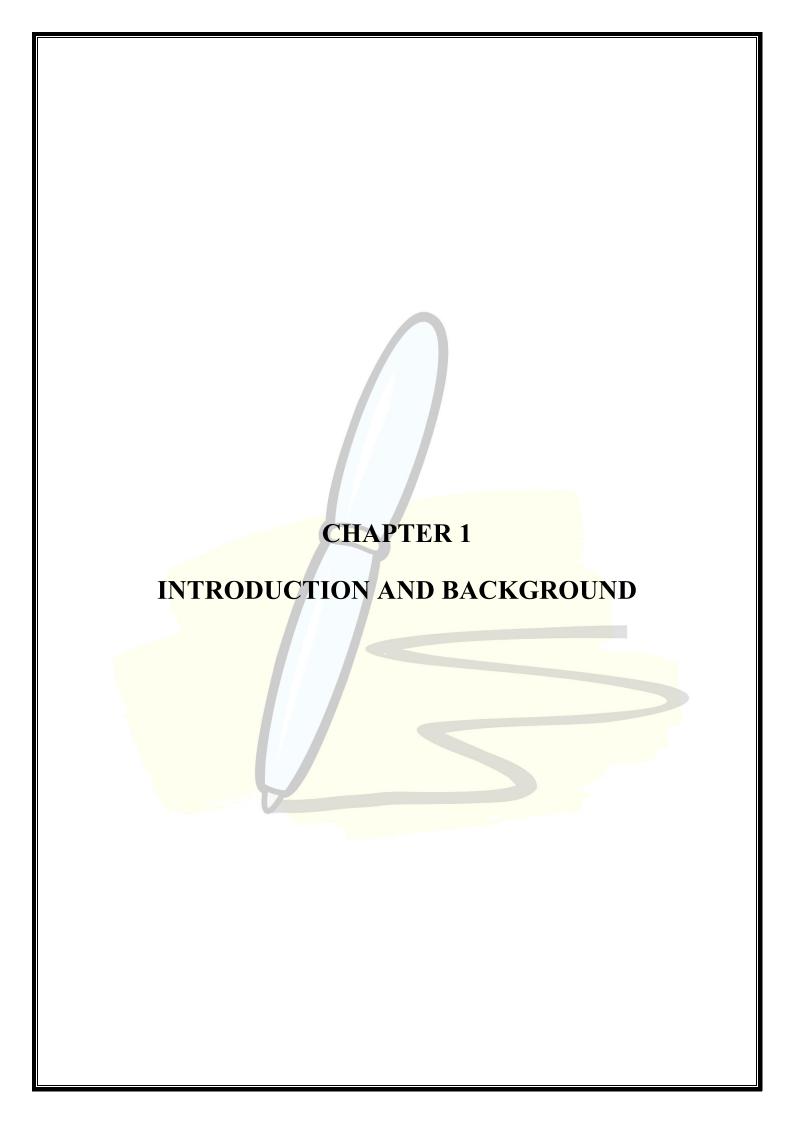
Thus, the study confirms that brand loyalty is a key factor of repeat purchasing in the automotive market. As such Maruti Suzuki needs to maintain high levels of customer satisfaction and trust to be able to sustain the leadership in its market and to maintain long term customer relationships.

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#### 1.1. Purpose of the Study

In an intensely competitive automotive market, retaining customers has become just as important—if not more so—than acquiring new ones. In the automotive sector, with long purchase cycles and the need for customers to trust the brand, brand loyalty has a very important role to play in driving repeat purchases. Being one of the prominent players in the Indian automobile industry, Maruti Suzuki has managed to make a strong place in the market.

Maruti Suzuki has already established a large and loyal customer base, however it is necessary to ascertain whether such a loyalty actually translates into repeated sales. To formulate effective consumer retention strategies, it is important to understand the underlying factors that govern brand loyalty—product satisfaction, service quality, emotional bond, perceived value, and post purchase service—because their existence contributes to customers' gradual development of brand loyalty. Although various studies related to customer loyalty have already been done, however, empirical research on the topic has not been conducted on the impact of brand loyalty on the repeat purchasing behavior of customers in Indian automotive sector with reference to Maruti Suzuki customers.

The purpose of this study is to fill that gap by investigating the direct significance of brand loyalty on consumer choices to buy again Maruti Suzuki vehicles and give information that would facilitate the company to improve its client relationship methodologies and enhance the long-haul business situation.

This study aims at finding out the effects of brand loyalty on repeat purchase behaviour of customers in the automotive sector particularly for Maruti Suzuki. The aim of the study was to understand how different dimensions of a brand loyalty contribute to a consumer's decision to repurchase a car from the same brand, i.e. customer satisfaction, trust, perceived quality, etc.

The purpose of the study is to identify and analyze the key drivers of the brand loyalty and its relation with the repeat purchase and provide those insights to automotive companies like Maruti Suzuki to help them in formulating the effective customer retention strategies. Furthermore, the research is meant to add to the academic literature surrounding consumer behavior in the Indian automobile industry by bridging the gap between the theoretical ideas of brand loyalty and their applications in practice in business operations.

#### 1.2. Introduction to the Topic



As consumer preferences change and the options to choose from become more extensive, companies are now more interested in fostering enduring connections instead of just one—time sale. The strategy of gaining and maintaining brand loyalty has been one of the car brands' favourite strategies to retaining customers, not to mention follow on purchases. Advocating a brand gives the company consistent revenue streams and improves the quality of the brand because of the ongoing positive word of mouth.

The India based automobile manufacturer Maruti Suzuki has been its reputation on being affordable, reliable, and with wide spread service network. The brand has built a strong emotional and a functional bonding with millions of Indian consumers over the years. As new players enter the market and dynamics of the market keep changing, it becomes very important to study how brand loyalty still plays a prominent role in influencing customer decisions especially when it comes to repeat purchase. This paper intends to dig in deeper to find out the effect of brand loyalty on repeat buying with special reference to Maruti Suzuki in the automotive sector. The major intent of it is to determine the elements that affect loyalty of present customers and the way these elements enhance customer retention of the brand.

The impact of brand trust relationship on repurchase behavior was analyzed by researching customer responses and perceptions. The aim is to support brand management and customer relationship practices in the automobile industry by way of introducing strategic decisions.

#### 1.3. Overview of Theoretical Concepts



#### **Factors Contributing to Brand Loyalty**

Psychological, emotional and experiential factors that encourage repeated purchase of the same brand and thus the formation of brand loyalty are combined. In industries like automotive, where competition is the norm, brand loyalty is a must for on going field of operations. Below is outlined key factors that contribute to brand loyalty.

#### 1. Customer Satisfaction

Brand loyalty is primarily driven by customer satisfaction. Good performance, service quality and over all experience with a product makes the consumers more faithful to the brand. Carriers of satisfaction in the automotive sector include reliability of vehicles; fuel efficiency; design of vehicles; and the quality of the after-sale services offered. Satisfying the customer consistently reduces the churn and increases the loyalty over time.

#### 2. Perceived Quality

Judgment by the consumer of the overall excellence or superiority of a product is known as perceived quality. Even if two products have the same features, if the brand associated with higher quality, it is likely to gain more customer loyalty. Perceived quality of automobiles is made of dimensions like building quality, safety features, durability and driving comfort.

#### 3. Trust and Credibility

A brand having the ability to deliver on promises consistently will develop trust. Transparent communication, ethical business, reliability of the brand builds credibility. With vehicles, long term performance builds the trust, honest pricing, and timely resolution of issues.

#### 4. Brand Image and Identity

Brand image has a very strong influence on loyalty. Consumers tend to think that brands match who they are, what they like, other attributes of their personality, their lifestyle, etc. In the automotive market, there are brands like Mercedes or BMW whose image is prestigious and thus, are often loyal, or brands like Toyota or Honda, which are known to be dependable as well as affordable.

#### 5. Emotional Connection

There is also the emotional attachment that can breed very deep loyalty to a brand. If products build positive memories or associations in them, customers will most likely remain loyal—to the product. Although this emotional bond may be a product of family tradition to owning a same brand, pride in ownership, and personal brand experiences.

#### 6. After-Sales Service

Service quality after the purchase can be of high impact on customer loyalty. Customer experience is increased by the presence of efficient service centers, courteous staff, availability of spare parts, maintenance support, etc., which can lead to repeat purchases by the customers.

#### 7. Switching Costs

When switching costs are financial, psychological or exertion based, they discourage customers from experimenting with other brands. For automobiles, switching means literally learning new controls, changing the way in which one services the automobile, or accepting lower resale value.

#### 8. Loyalty Programs and Incentives

The reality is many brands offer loyalty programs, rewards, and do exclusive deals for repeat customers. These are benefits which strengthen the decision of the consumer to continue with the brand. The key to retaining automotive loyalty is in loyalty discount, trade in bonus or free service packages.

#### The Psychology of Repeat Purchases



Brand loyalty and customer retention over the long run are determined by the repeat purchase behaviour. For instance, product utility is not the only driver pushing it; it is built over psychological factors which are of a great deal in making a decision of a consumer. Understanding the psychology of repeat purchases enables the businesses, in particular in the high involved sectors (automotive industry) to develop the strategies that can create ongoing customer engagement.

#### 1. Habit Formation

Consumers often adopt habitual purchasing patterns in the course of time. Customers are likely to repay over and over again without reconsidering other alternatives if a product or service is consistent with expectations. Automobiles positive first ownership experience often put the customers in the position of considering the same brand while re purchasing because of familiarity and low perceived risk.

#### 2. Perceived Value and Utility

When consumers feel they are getting a good deal for their money they are more inclined to re purchase. This product could refer back to data on whether it performs well, lasts long, or how the final experience is. In automotive, repeat buying behavior is reinforced for factors such as long-term value in fuel efficiency, low maintenance costs, and resale value in automotive purchases.

#### 3. Emotional Satisfaction

In addition to rational evaluation, buyers are eminently motivated to emotionally fulfil themselves through repeated purchases. If customers associate a brand with feeling proud, comfortable or a part of something, they are more likely to remain loyal to the brand. Having emotional satisfaction results in deeper connections – the customers do not perceive the exact price and it is difficult for them to switch away from the service.

#### 4. Cognitive Dissonance Reduction

After making a purchase, the purchasing customers want the psychological reassurance that they made the right decision. Brands which amplify this post purchase confidence by being great in quality communication, follow up services and incentives will enable the reducing of cognitive dissonance and influencing the same buyer to purchase again from the same brand.

#### 5. Brand Trust and Reliability

Repeat buying behavior is based on trust. More often than not, customers will come back if they feel that a brand has lived up to its promises. In case of the automotive sector, the purchase is expensive, and hence, brand trust can have considerable impact on the customer decision to repurchase or drive him to explore other alternatives.

#### 6. Customer Experience and Engagement

All engagements with a brand on its path toward an overall customer experience. Personalized engagement, immediate customer care and hassle-free service delivery, are means to attain customer satisfaction and continue prompting positive behavioral patterns about the company, such as a repeat purchase. A memorable brand journey leaves a long-lasting impact and affects for future purchase decisions.

#### Importance of Brand Loyalty in the Automotive Sector



In the automobile industry, there are high involvement, long purchase cycles as well as purchases involving high amount of money, which makes brand loyalty strategic. Automobiles are not similar to low-cost consumer goods where rational and emotional considerations do not run deep. In this market dynamic, brand loyalty is an excellent way to retain customers and gain a competitive advantage.

#### 1. Customer Retention and Lifetime Value

In the area of automotive, it is more expensive to acquire new customer than to retain existing customer. Customer loyalty also means that repeat purchases will take place over time; this helps to increase the customer lifetime value (CLV). If a customer is loyal, besides being repeat customer there are a large percentage of times when they are in touch for after sales service like — maintenance, parts replacement, insurance, etc., which definitely increases revenue per customer.

#### 2. Word-of-Mouth and Brand Advocacy

Loyal customers have a tendency to turn into brand advocates, endorsing the brands they like to other customers both offline and online. Loyal customers, in an industry where peer reviews and personal referrals are influential, will attract new buyers to the product and build brand reputation without more marketing costs.

#### 3. Competitive Advantage in a Saturated Market

Multiple global and domestic players in the automotive industry have similar features and the pricing too is competitive. Brand loyalty acts as the key differentiator that keeps the company safe from the aggressive competition and price wars. On the other hand, loyal customers are harder to convince by discounts or new entrants, so it makes the brand a more stable share.

#### 4. Reduced Marketing and Acquisition Costs

Brands with a strong loyal segment of customers can rely on it and thus reduce the dependence on expensive promotional campaigns. As customers get loyal, it reduces the marketing costs, and consequently the resources are used in a better way in innovation or customer experience.

#### **5. Increased Sales of Ancillary Services**

Furthermore, besides automotive sales, the automotive companies depend on other ancillary services such as the warranty packages, accessories, extended maintenance plans, as well as the resale/trade in programs to draw in income. Since loyal customers are more likely to purchase these services, but only if they trust the brand, the overall profitability will increase.

#### 6. Better Response to Product Innovation and New Launches

When a customer has trusted a brand, he or she becomes more receptive to new product launches, model upgrades, and any technology introduced by a trusted brand. Because of their commitment, it's easier for them to enter the market, adopt electric vehicles or electric cars, and get better market feedback.

#### 7. Long-Term Relationship Building

Automotive purchase is not a one off, it typically signals the start of a long – lasting customer brand relationships. As that customer's interactions evolve; from initial purchase to servicing post purchase, on to trade in or upgrades, brand loyalty contributes to a cycle within a cycle that continually builds trust and satisfaction with that customer.

#### **Determinants of Brand Loyalty in Automotive Brands**

The factors that influence brand loyalty in the automotive sector include rational factors, emotional factors, and experiential factors. These determinants govern a consumer's decision to purchase vehicles of the certain brand and to continue purchasing from his or her brand, even though there exist other substitute alternatives. Knowing these key determinants allows automotive companies to conform their strategies to increase customer retention and long term profitability.

#### 1. Product Quality and Performance

Brand loyalty is in fact determined by the quality and reliability of the vehicle. Such as fuel efficiency, engine durability, safety standards, and comfort are included on this list for performance metrics. If the brand constantly delivers high performing vehicles that are up to or over the expectations of the customer, then the natural thing is to gain a loyal customer base.

#### 2. Customer Satisfaction

Customer satisfaction indicates consumers' total satisfaction with the vehicle's performance as well as related services. It includes the buying experience, post–purchase service, loan arrangement and a complete life forward existence with product. It is a known fact that high levels of customer satisfaction results in repeat purchase.

#### 3. Trust and Brand Credibility

The brand earns trust when it keeps promising in the performance of products, clearing up the warranty claims, providing the service, and following the ethical business. A customer's risk aversion in such high investment purchases as the automobile makes loyalty to brand so critical, loyalty that is in turn a product of brand credibility manifesting itself as transparency, positive customer experience, and industry recognition.

#### 4. Emotional Connection and Brand Identity

Customer loyalty may be positively influenced by the emotional attachment to the brand. Brands are sometimes linked to personal identity, social status or aspirations in lifestyle. So for example, a luxury automotive brand such as BMW or Audi, they do not just build loyalty through performance, but through the emotional value they offer, or status, pride and exclusivity.

#### 5. After-Sales Service Quality

After sales service is key to maintain brand loyalty, and that to with a reliable and responsive touch. Prompt servicing, availability of the spare parts, technical support and customer care comes to the list too. Companies that aid and help to make the service as easy as possible as well as helping to solve post purchase issues will retain customers.

#### 6. Brand Image and Perception

A positive brand image establishes a strong and positive message to the customers and also holds them hooked to the brand. The shape of this image is driven by advertising, public relations, media, and customer experiences. A well-perceived brand for the repeat buyers will attract buyers because of its name and assurance that it comes with.

#### 7. Price Perception and Value for Money

Consumers judge if the car is good value, or value for money in terms of purchase price, then operating costs, resale value and the total cost of ownership. Customers are more likely to repurchase a brand if it offers superior value every time.

#### 8. Personal and Social Influence

In addition, brand loyalty is also influenced by personal recommendations and peer influence. In case friends or family members are satisfied with a specific brand, this strengthens faithfulness of the buyer. With the digital age, online reviews, social media engagement and community forums make these social influences practically louder.

#### 9. Technological Innovation and Product Evolution

But the brands that stay relevant through technology upgrades, mobility, connectivity, autonomous features, and other such things are more likely to keep the new generation customers. Innovation cements the customer's loyalty over brand association in the future ready form of the brand.

#### **Consumer Behavior in the Automotive Market**



Consumer behaviour in the automotive industry is complex and multi layered and is subject to psychological, social, economic and technological factors. While, unlike fast moving consumer goods (FMCG) purchases the automotive purchase is a matter of substantial financial and emotional investment and as a result is slower and more deliberated. To do business with automotive companies, you need to understand this behavior so you can design effective marketing, branding and sales strategies as they relate to your clients.

#### 1. High-Involvement Purchase Decisions

It is instinctive since buying a car is a high involvement decision with long term implications and is in itself a financial commitment. Before making the decision to buy, consumers invest a significant amount of time in research, feature comparison, performance evaluation and peer consultation. All these mean this decision-making process prolongs the process of buyer's decision making because they need to reduce post purchase dissonance and maximize value.

#### 2. Rational and Emotional Influences

Purchasing an automobile is a mix of emotional as well as rational factors (such as price, miles per gallon, safety ratings, maintenance costs) and emotional (brand image, status, pride of ownership). While some buyers look for practical things such as utility and reliability, there are some, who might be swayed by some style, color or the vibe of prestige of the brand.

#### 3. Role of Brand Perception

The automotive consumer behavior is still largely influenced by the brand perception. A strong brand image possessed by a trustworthy brand can also ease the decision-making process by reducing perception of risk. When the market is full of many such options, being in the business for a long time with name recognition offers an advantage to the business to have more consumers who would buy from you because they trust in the quality offered and are familiar with your brand.

#### 4. Influence of Digital Channels

Automotive consumer behavior is undergoing the digital revolution. Today, buying is research, people watch video reviews, compare pricing and user feedback before ever looking at a showroom. With this shift towards digital first research, online presence, website usability and digital marketing become key touch points of the buying journey.

#### 5. Peer and Family Influence

Consumer preferences in the automotive sector are strongly influenced by word of mouth, family traditions and influence from peer groups. Additionally, other brands rely on friends' recommendations as they tend to carry more weight than ads, especially on their reliability and after sales services.

#### 6. Post-Purchase Behavior and Brand Switching

Post-purchase behavior of customers, like service usage, complaint handling, and future purchases relies on customer satisfaction during ownership. Negative after sales service experience or product failure will cause the customer to switch brand, while positive experience will enhance loyalty and also repeat purchases.

#### 7. Impact of Socio-Economic Factors

The purchasing behavior of cars is directly influenced by income level, employment status, availability of loans and economic stability. For instance, a growing disposable income in developing countries has led to increased middle-class buyers, and thereby has increased demand for entry level and mid-range vehicles.

#### 8. Growing Preference for Sustainability

Due to increased environmental awareness, consumers now also look for fuel efficient, hybrid or electric vehicles (EVs). Nowadays, a consumer who takes sustainability into account does not simply choose a product but instead checks the eco-friendliness of the brand, its emissions and green initiatives and trusts only sustainable brands.

#### 9. Importance of Customer Experience

What today's modern, tech savvy consumer demands, is a seamless, engaging purchase experience, which includes test driving, easy ways to customize, understand pricing, and financing. Purchasing a smooth, satisfying way to know your brand is good and you will likely come back and buy again.

#### 1.4. Company Overview

#### Maruti Suzuki India Limited



#### 1.4.1. History and Background of the Company

India's second largest car manufacturer by sales is Maruti Suzuki India Limited (MSIL), formerly Maruti Udyog Limited. A joint venture between the Government of India and Suzuki Motor Corporation (SMC) of Japan, the company was formed in 1981 and kick started the Indian automotive industry into the next level by introducing compact, affordable, fuel efficient, which is what the middle-class Indians aspired for. In 2007, Maruti Suzuki India Limited was formed, when Suzuki finally acquires majority stake which gives it the controlling shareholder rights.

The Maruti Suzuki is a household name and a market leader in the Indian passenger car segment and has its headquarters in New Delhi. It has two of its main manufacturing facilities in Gurugram and Manesar (Haryana) with yearly production capacity of above 1.5 million vehicles. Recently, the company has gone further with a new plant in Gujarat, owned by Suzuki Motor Corporation, to supply the vehicles to Maruti Suzuki.

One can attribute Maruti Suzuki's strength to its understanding of the fact that India is a very different market and the needs of Indian customers are unique. From hatchbacks to sedans, SUVs and MPVs, the company has a wide product portfolio to offer which enjoys, time and again, bestsellers like the Swift, the Dzire, Baleno, Brezza, WagonR, the Ertiga and the Alto in

the country. It has also done huge work by introducing new technologies such as CNG variants, smart hybrid vehicles and Automated manual transmission technology.

Over 3,500 sales outlets and more than 4,000 service centers created by the company across the country ensure strong outreach of customers and post sales service support. Further, it was the first of the automotive companies in India to introduce the concept of company owned and operated service stations, mobile service units and the True Value platform for pre-owned car sales.

The role of Maruti Suzuki in shaping Indian mobility landscape cannot be denied as definitely, they contributed immensely to employment, GDP growth, and industrialization. To achieve this, the company has made a commitment based on the pillars of sustainability and innovation to selling one million green vehicles (CNG, hybrid, electric) in the near future which we are naming "Mission Green Million." It is also investing in India in collaboration with Suzuki in the development of electric vehicle (EV) technology and localized battery manufacturing.

Besides its commercial rate of success, Maruti Suzuki has been intensely engaged in the pursuit of contributing to the society by means of various corporate social responsibility (CSR) programs such as the community development, road safety, skill development and environment conservation.

With India progressing into a new age of mobility that brings in connectivity, sustainability, and smart technologies, Maruti Suzuki remains a leader in the evolving transformation. Having decades of trust, a strong product portfolio, an innovative strategy and a sensible customer approach, Maruti Suzuki is still instrumental in the future of the Indian automobile industry.

#### **1.4.2. Mission**

The mission of Maruti Suzuki India Limited is to provide cars that people love to drive, backed by cutting-edge technology, world-class quality, and exceptional customer service.

#### 1.4.3. Vision

The vision of Maruti Suzuki is to become India's most trusted and admired automobile company, delivering mobility that meets the changing aspirations of Indian customers.

#### 1.4.4. Core Values

Maruti Suzuki operates with a firm commitment to its core values, which define its culture and guide its strategic decisions:

- Customer Obsession: Placing the customer at the heart of everything and striving to exceed expectations through quality products and services.
- Quality and Innovation: Delivering superior quality and continuously innovating to stay ahead of industry trends and customer needs.
- **Integrity and Transparency**: Upholding the highest standards of ethics and honesty in all interactions with stakeholders.
- Sustainability: Promoting eco-friendly practices across operations and product development, with a focus on reducing environmental impact.
- Excellence in Execution: Focusing on operational efficiency, reliability, and performance in every aspect of the business.
- **People-Centric Approach**: Empowering employees and partners, fostering teamwork, and creating a collaborative and respectful work environment.
- **Nation First**: Contributing to the nation's development through economic progress, skill development, and socially responsible practices.

#### 1.5. PESTEL Analysis of Maruti Suzuki India Limited







**PESTEL** ANALYSIS







PESTEL analysis is a strategic tool used to evaluate the macro-environmental factors affecting an organization. For Maruti Suzuki, these factors help understand the challenges and opportunities in the external environment of the Indian and global automobile industry.

#### 1. Political Factors

- Government Policies on Auto Sector: The Indian government's support for the automotive industry, including tax benefits, production-linked incentive (PLI) schemes, and "Make in India" initiatives, benefits companies like Maruti Suzuki.
- **Regulatory Framework**: Compliance with Bharat Stage VI (BS-VI) emission norms and evolving safety regulations has led to changes in manufacturing and vehicle design.
- Trade Agreements and Tariffs: Import/export duties and foreign direct investment (FDI) policies impact the cost structure, especially since Maruti imports components and technology from Japan (Suzuki).
- **Political Stability**: India's relatively stable political environment is favorable for long-term investment and strategic planning.

#### 2. Economic Factors

- GDP Growth and Disposable Income: Rising income levels and economic growth in India directly influence car sales, especially in middle-class segments.
- Interest Rates and Financing: Availability of vehicle financing and interest rate fluctuations affect consumer purchasing power and auto loan affordability.
- Inflation and Fuel Prices: High inflation and rising fuel prices can reduce demand for personal vehicles, pushing customers toward fuel-efficient or CNG models.
- Rural Market Dynamics: With a significant rural presence, economic performance in agrarian sectors impacts Maruti's small car sales.

#### 3. Social Factors

- Changing Consumer Preferences: There's a growing preference for compact SUVs, automatic transmission cars, and features like connected car technology and infotainment systems.
- Urbanization and Mobility Trends: Urban population growth drives demand for personal mobility, while shared mobility services also reshape vehicle usage patterns.
- **Brand Perception and Trust**: Maruti Suzuki enjoys strong brand loyalty due to its legacy of affordability, reliability, and wide service network.
- Youth Demographics: India's young population is tech-savvy and more willing to explore vehicle finance options, helping drive sales of newer models.

#### 4. Technological Factors

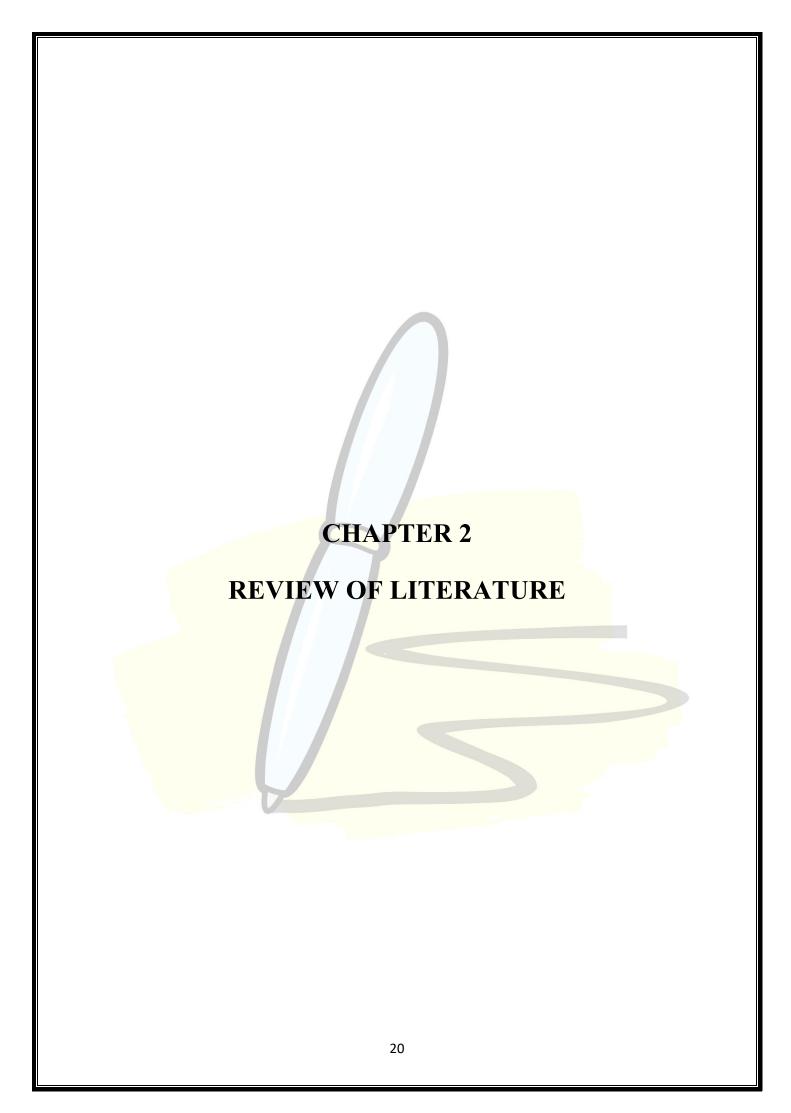
- **R&D and Innovation**: Maruti Suzuki continues to invest in hybrid technology, vehicle safety features, digital interfaces, and telematics.
- Electric Vehicles (EVs): Suzuki and Maruti are working on EV development in India, and Maruti aims to launch its first EV soon, aligning with the government's e-mobility push.
- **Manufacturing Automation**: Increasing automation and adoption of Industry 4.0 practices improve operational efficiency and reduce production defects.
- Online Sales and Services: Digital transformation in customer service, online car bookings, and app-based servicing has improved customer convenience.

#### 5. Environmental Factors

- Emission Norms and Green Policies: Compliance with environmental regulations like BS-VI, fuel economy norms, and support for hybrid/CNG models reflects Maruti's commitment to eco-friendly mobility.
- Sustainable Manufacturing: Maruti is incorporating green manufacturing practices, water conservation, and waste management at its plants.
- Consumer Shift to Green Vehicles: Rising awareness about climate change and pollution is leading consumers to consider CNG, hybrid, and electric vehicles.
- Carbon Neutral Goals: Aligning with Suzuki's global vision, Maruti is working toward reducing its carbon footprint and exploring renewable energy usage.

#### 6. Legal Factors

- Automobile Safety Standards: Stringent safety requirements (like airbags, ABS) are now mandatory and influence vehicle design and pricing.
- Intellectual Property Laws: As an innovation-driven company, protecting proprietary designs and technologies is critical for Maruti Suzuki.
- Labor Laws: Compliance with Indian labor regulations is vital, especially due to the large workforce at Maruti's manufacturing plants.
- Consumer Protection Laws: Product liability, warranty obligations, and post-sales service regulations impact Maruti's legal compliance framework.



#### 2.1. Domain/Topic Specific Review:

# 1. Javed, N., Khalil, S. H., Ishaque, A., & Khalil, S. M. (2023) "Lovemarks and beyond: Examining the link between lovemarks and brand loyalty through customer advocacy in the automobile industry."

The aim of this study is to determine the position of customer advocacy in playing mediator with the love mark and brand loyalty in Pakistani automobile industry. The research draws on the norms of reciprocity theory, that positive brand interactions lead to reciprocal loyalty by the customers. Structural equation modeling was applied to survey 478 automobile customers to confirm that customer advocacy has a positive effect on brand loyalty. The results emphasize the significance of emotional brand linkages in building consumer loyalty. Branding literature has thus far had limited understanding of lovemarks and this research helps in providing further theoretical and managerial implications for the automobile sector.

### 2. Mahfooz, L. B. (2015) "Managing Loyalty in The Automotive Industry: The Impact of Social Media on the Purchase Cycle."

This master's thesis investigates the impact of social media on brand loyalty in the automotive sector, particularly in Saudi Arabia. This chapter studies that as customer perception and purchasing power based on social media, the effectiveness of traditional marketing strategies are degrading day by day. The research shows that the role of social media in generating customer advocacy and brand loyalty is achieved through an analysis of consumer engagement on platforms such as Facebook and Twitter. Finally, the study indicates that automotive manufacturers and dealerships should employ social media in their marketing program in the hope of improving loyalty and influencing the purchasing decision.

## 3. Chauhan, J. S. (2018) "Brand Loyalty and Its Impact on Repeat Purchase Behaviour of Customers: A Cross-Sectional Study in the FMCG Context."

How brand loyalty can influence repeat purchase behaviour in the FMCG industry has been researched in this study. The research, based on a sample of 220 consumers, identifies the important factors that impact on brand loyalty such as brand reputation, product quality, pricing and promotional activities. The results show that customer satisfaction and customer trust are

the intervening factors between brand loyalty and repeat purchase. The study also emphasizes that brand equity is important in keeping long lasting customer relations and it is highly recommended that businesses concentrate on trust building so as to achieve retention of the customer.

### 4. Nasir, M., Sularso, A., Irawan, B., & Paramu, H. (2020) "Brand Trust for Creating Brand Loyalty in Automotive Products."

The study was to explore how brand trust affects brand loyalty of Honda motorcycle owners in Indonesia. The research, using Structural Equation Modeling (SEM) with sample 210 respondents, aims to identify elements that have great impact on brand trust in term of brand reputation, company reputation, perceived credibility and service quality. These factors are proven to mediate the brand trust between the factors and brand loyalty. This study advises automotive companies to focus on trust building strategies with the aim of increasing customer retention and customer commitment to their respective brands.

### 5. Naeem, M. (2017) "Product Brand Loyalty and Purchase Decision: A Comparative Study of the Automobile Industry of Pakistan."

In this research, the relationship between the brand loyalty and the purchase decisions in Pakistani automobile sector for Honda City and for Toyota Corolla as Xli, has been analyzed. In this manner, this study is conducted using the quantitative approach to analyze the influence of perceived quality, price, and loyalty on the consumer purchasing behavior. It shows that brand loyalty is associated with intentions to make repeat purchase. The study highlights that automobile manufacturers should strive to keep a high product quality and pricing so as to maintain the brand loyalty.

### 6. Akaeze, C. O., & Akaeze, N. A. (2017) "Exploring Factors That Influence Consumer Loyalty to Automobile Dealerships in New York."

This study investigates the key factors influencing customer loyalty toward automobile dealerships in New York. Qualitative multiple-case study design of Theory of Reasoned Action is adopted, and interviews with 50 participants, who have had at least 60 months of business

relationship with the same dealership, are conducted. The findings suggests that customer satisfaction, product quality and service quality constitute three main themes as significant determinant of dealership loyalty. According to the findings, dealerships can counterbalance customer attrition by instituting retention strategies, and in doing so, increase the bottom line. The findings of the study would be helpful for business managers, policymakers and researchers in the automobile industry.

## 7. Zaidun, N. A., Muda, M., & Hashim, N. H. (2021) "The Relationship between Customer Brand Engagement and Brand Loyalty for Local Car Brands in Malaysia."

In this study, the effect of customer brand engagement on brand loyalty is studied in the context of Malaysia automobile market, with regards of local car brands mainly Proton and Perodua. Quantitative approach was used where data was obtained from 279 car owners and Smart PLS was used for analysis. Specifically, the study finds that customer brand engagement has a positive effect on brand loyalty and thus stresses the significance of interactive marketing strategies. The findings show that being able to constantly engage with customers is important in local car brands being able to hold onto their market share against foreign competition. The practical recommendations of this research are aimed to reinforce the brand loyalty in automotive companies by increasing the customer interaction.

### 8. Essien, E. E., & James, E. E. (2024) "Marketing Communication Strategies and Consumer Brand Loyalty for Automobiles in Calabar, Nigeria."

This research aims to find out how marketing communication strategies (like advertising, social media marketing, and sales promotion) relate to brand loyalty in the Nigerian automobile sector. The data was collected on the basis of a cross-sectional survey implemented among 357 automobile owners and analyzed by the means of multiple linear regression method. According to the findings, social media marketing has a most important impact on consumer brand loyalty, then advertising and sales promotion. The suggestion is that automobile marketer using digital platforms and promotional campaign can strengthen customer retention and position themselves competitively.

### 9. Izogo, E. E., & Ogba, I.-E. (2015) "Service Quality, Customer Satisfaction, and Loyalty in the Automobile Repair Services Sector."

This study investigates the relationship between service quality, customer satisfaction, and loyalty in the automobile repair industry. A survey using 32 item SERVQUAL scale was conducted in a structured way with 384 respondents. The exploratory factor analysis and reliability test results show that service quality positively affects customer satisfaction and loyalty. Of all service quality dimensions, it turned out that the commitment factor has the greatest influence on customer retention. Overall, the service quality can be improved upon which can lead to customer satisfaction and long term loyalty beneficial to automotive repairs.

### 10. Sliż, P., & Delińska, L. (2021) "Measuring Customer Retention in the European Automotive Sector."

At the European automotive sector, this study proposes new indicators to measure the customer retention, namely "serviced and sold" (SESO) and "sold and serviced" (SOSE). This research uses systematic literature review, participant observation, and data mining with regard to the dealership data in question. The results reveal that the indicators are able to reflect the patterns of retention of aftersales service customers, which are of benefit to automobile manufacturers in measuring customer loyalty. The work highlights the role of post purchase service as a way to enhance customer service and brand loyalty.

### 11. Holmes, G. R., Pettijohn, C. E., & Mitra, S. (2020) "Dealer Loyalty and Brand Loyalty: United or Divided?"

The objective of this study is to analyze the dealership's loyalty in relation to the brand's loyalty in the automotive sector. Based on the usage of survey data from customers of a Midwestern U.S. dealership group, the research examines how these factors influence brand switching behavior. The evidence suggests that customers exhibit brand loyalty which influences brand switching negatively but dealership loyalty positively influences brand switching. The study also shows that the significance of brand loyalty exceeds that of dealer loyalty when combined, but is equal to it under dealer loyalty when brand switching likelihood is low. The results help automobile manufacturers and dealers to understand their competitive strategies regarding their automobiles and show that enhancing a brand image leads to customer retention.

### 12. Narsee, H., Waris, T., & Saeed, M. (2023) "Customer Buying Decision in the Automobile Industry."

This study is aimed at investigating the effect of brand image, brand loyalty, product quality and customer satisfaction on consumer decision to purchase in Karachi, Pakistan. The research design adopted is correlational and is surveyed on 207 respondents through random sampling. The results indicate that brand loyalty is highly crucial in influencing customer decisions which in turn affects brand loyalty and product quality is a major factor in achieving brand image. According to the study, companies should concentrate on improving the brand image and quality to retain the customers. In addition, it details the changing competitive race in the automotive industry by underlining the importance of strategic brand management.

## 13. Mustofa, K. E. (2011) "Effect of After-Sale Services on Customer Satisfaction and Loyalty in the Automotive Industry of Ethiopia."

This thesis determines how after sale services affect customer satisfaction and loyalty in Ethiopia automotive sector. Quantitative research design includes surveys used on 167 after sales service customers and interviews from industry professionals. The service quality and customer satisfaction relation is assessed using the Kano model. It is found that factors such service-related maintenance, availability of spare parts and warranty provisions play a vital role in shaping customer loyalty. Finally, the research concludes that good after sale services are an effective way of maintaining the relationship between auto industries and their clients, and making sure that there is satisfaction of their customers.

# 14. Rehman, M., Zelin, T., & Hussain, T. (2024) "Influence of Consumer Satisfaction on Brand Allegiance: An Empirical Investigation in Pakistan's Safety and Luxury Automobile Sector."

In this thesis, customer satisfaction was measured on Toyota, Honda and Suzuki's luxury automobile in market of Pakistan and how it is correlated with brand loyalty. A quantitative approach is used to analyze data from 275 respondents in order to explore customers' expectations, perceived quality, and brand value. A discovery made in findings is that customer satisfaction and brand loyalty can be closely linked and that perceived quality and customer service have much to contribute. This study recommends that automobile manufacturers use

customer relationship management (CRM) data to provide better customer experience and loyalty. The analysis made in the research contributes to the understanding of brand dynamics in an emerging market, particularly the growing Pakistani automotive market.

# 15. Zehir, C., Sahin, A., Kitapçı, H., & Özsahin, M. (2011) "The Effects of Brand Communication and Service Quality in Building Brand Loyalty Through Brand Trust: An Empirical Research on Global Brands."

This study explores the mediating effect of brand trust between brand communication and service quality and brand loyalty in the global automotive industry. The data used in the study was collected by surveying 258 consumers in the Turkish market using a self administered quantitative research approach. The relationships of brand communication, service quality, brand trust and brand loyalty were analyzed with regression analysis and correlation testing. The findings assert that brand communication and service quality significantly affect brand trust and subsequently leading to brand loyalty. In sum, brand communication, and brand loyalty have a relationship fully mediated by brand trust, calling for companies to reinforce trust by maintaining constant and high quality communication and interaction with customers. Based on the findings, the study provides evidence for the emphasis on service excellence and transparent communication strategies as the crucial factors of making up strong customer—brand relationships in a competitive global market.

#### 16. Huijs, L. G. J. (2009) "Loyalty in the Automotive Aftermarket Industry."

The aim of this master's thesis is to elaborate on the effectiveness of business (B2B) loyalty programs within the automotive aftermarket industry in a supply chain setting. The factors leading to successful loyalty programs are determined and the implications of these for targeting wholesalers, retailers or both are investigated. A quantitative approach is used with surveys to measure brand trust, satisfaction and the intention to participate in loyalty program. Findings reveal that trust in the brand and product satisfaction have a positive effect on loyalty, but trusteeship is more determined by trust while customership places more emphasis on product satisfaction. Interestingly, this is not a representation of all loyal customers who are willing to participate in loyalty programs, implying that even if you are loyal, it does not mean that you will participate in programs, and this depends on the content of programs and their

functionality. The research concludes that the automotive aftermarket sector can subsequently benefit from the introduction of an integrated loyalty program that features both wholesalers and retailers in terms of demand generation and competitive advantage.

### 17. Habibie, A., & Rustiadi, S. (2023) "Marketing Strategy to Increase Brand Awareness and Brand Loyalty on Motogass Garage Brand."

The study considers branding awareness and building loyal customers for a used car dealership in Indonesia, Motogass Garage. Two surveys were done conducted with 103 and 109 respondents using quantitative research method and analyzed using SPSS. Business Model Canvas (BMC), Value Proposition Canvas (VPC), and Porter's Five Forces are applied to conduct research to evaluate both the internal and external market conditions. Delving deeper into this, the study discovers that an increase in brand awareness has a huge impact on customer engagement and this perpetuates customer loyalty. AISAS model (Attention, Interest, Search, Action, Share) is used to portray consumer behavior, discussing that as brand awareness increases so with consumer trust and repeat purchase continues. The findings of the study state that while quality control and trust building foster customers loyalty in the used cars market, a strong digital presence is also necessary to endure in the brutal competitive arena.

## 18. Habib, M. D., & Sarwar, M. A. (2021) "After-Sales Services, Brand Equity, and Purchasing Intention to Buy Second-Hand Products."

This research investigates the after sales services as a vehicle to build brand equity and improve the customers' willingness to buy second hand vehicles. The research uses the Customer-Based Brand Equity (CBBE) Model to determine the roles of after-sales service, brand credibility and brand loyalty with regards to brand equity and purchasing behavior. Data from 433 car owners was analysed using structural equation modeling (SEM). This study hence, found out that, after sales service plays a major role in maintaining brand credibility and brand loyalty which ultimately led to brand equity and probability of buying second hand vehicles. The study offers a different branding view that a very good after sales service could help retain a customer and also increase the perception of the resale value. The research indicates that businesses in second-hand automotive market should put money investing in the service quality, warranties and trust building measures to increase the brand equity and sales.

### 19. Lakmali, M. A. D. (2023) "The Impact of Brand Personality on Brand Loyalty: A Study with Reference to the Automobile Industry in Sri Lanka."

Relationship between brand personality and brand loyalty in Sri Lankan automobile sector is studied in this. The study approaches to the problem with the help of a secondary research, evaluating existing models such as the Brand Personality Model, Big Five Personality Traits Model, and the Brand Loyalty Pyramid. It presents five key brand personality traits—sincerity, excitement, competence, sophistication, and ruggedness and examines how they relate to consumer loyalty. The results suggest that brand personality has an extremely important influence on the consumer's emotional connections with the brand and their subsequent repeat purchases and long-term brand loyalty. The study illustrates that with alignment of automobile brands' marketing strategies with consumer personality preferences, customers can be brought to a state of loyalty even against the backdrop of negative emotions caused by impersonal behaviour of the automobile brand.

# 20. Vigneshwaran, S. R., & Mathirajan, M. (2021) "A Theoretical Framework for Customer Satisfaction and Customer Loyalty at Automobile After-Sales Service Centres."

In this work, a complete framework is developed to measure customer satisfaction (CS) and loyalty (CL) in automobile after sales service centers (AASS). Service quality, belief, brand awareness, product quality, economic service, convenience, service capability and warranty handling are integrated into the research of factors that influence consumer influx to service centers in the survey. In the study, a literature review and conceptual model is used to demonstrate how service quality and trust play such an important role in retaining customers. The results suggest that service quality is a mainly determining factor but warranty handling, economic service, etc., are also vital from customer satisfaction perspective. The conclusions reached in the study are that AASS centers must consistently monitor and enhance service factors to keep such loyalty and competitiveness.

## 21. Noronha, M. L. A. M. (2024) "The Relevance of Connected Car Features on Brand Loyalty and Customer Satisfaction."

The use of connected car features has been significantly affecting customer satisfaction in automotive industry, thereby, this study aimed to examine the increasing influence of connected car features in this regard. The approach used was a mixed methods one; qualitative in-depth interviews and quantitative online surveys analyzed by SPSS and of hypotheses testing. It is found that features of connected car considerably boost customer's satisfaction and consequently, determine brand loyalty. The findings imply that consumers regard connectivity as an extension of their smartphones and that it is important in purchase decisions. The research shows that young consumers place a high value on in car digital experiences and that brands investing in connectivity features have an opportunity to gain competitive advantage.

### 22. Shirin, A., & Puth, G. (2011) "Customer Satisfaction, Brand Trust, and Variety Seeking as Determinants of Brand Loyalty."

This paper explores brand loyalty, following the lines of the Customer Satisfaction Index (CSI) model, by considering customer satisfaction, brand trust and variety-seeking behavior. The study reveals further, using structural equation modeling (SEM) on the survey data, that although loyalty in brand choice is a strong predictor of customer satisfaction, variety seeking leads to the reduction in loyalty tendencies. The marketer should work to increase brand trust and brand satisfaction and attempt to endure variety seeking behavior through strategies of engagement and through loyalty programs, the research concludes.

## 23. Malliari, L., & Sirkeci, I. (2017) "Performance of Direct Mail in Building Customer Loyalty in the Greek Automotive Sector During the Financial Crisis."

Direct mail marketing is a tool of customer loyalty examined by this paper in the sector of Greek automotive, during the financial crisis. Toyota's strategy in Athens and Salonica is studied at 383 survey responses and the analysis is conducted through ANCOVA and mediated regression analysis. It is found that direct mail has a direct impact on attitudinal loyalty, and behavioral loyalty is contingent on customer satisfaction with direct mail content. Accordingly, the research recommends that during an economic downturn, the creation of personalized marketing communication, would strengthen customer relationships and retention.

# 24. Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar, S. M. S. (2011) "Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty."

The aim of the study is to determine the linkage between customer service, product quality, satisfaction and loyalty in the Indian automotive market, especially Tata Indica owners, located in Pune region. ANOVA and regression analysis have been employed for the research to determine most positive correlations in relation to service quality, product quality, and customer satisfaction. Results indicate that loyalty is not simply induced by satisfaction, but also by long term service interactions, hence automakers need to improve after sales services to retain clients.

## 25. Sahin, A., Zehir, C., & Kitapçı, H. (2011) "The Effects of Brand Experiences, Trust, and Satisfaction on Building Brand Loyalty: An Empirical Research on Global Brands."

In this study, the relationship between brand experience, trust, satisfaction and brand loyalty in global markets is explored. The relationships between these factors were measured through structural equation model (SEM) on 258 respondents. Brand experience is found to be an important driver of satisfaction and trust at a point of time, which augments brand loyalty. According to the research, brands should aim to turn long-term loyalty by expending thoughts and energy to create the positive customer experiences through marketing, packaging, and service interactions.

## 26. Jalilvand, M. R., Samiei, N., & Mahdavinia, S. H. (2011) "The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry."

The objective of this study is to explore the effect of brand equity components (brand awareness, brand association, perceived quality and brand loyalty) on consumer's purchase intention according to Aaker (1991) model within the automobile industry. The approach was quantitative and involved working with 242 consumers as regards the data collected that was subjected to structural equation modeling (SEM). Results validate that purchase intention is influenced by all four brand equity dimensions and reveal brand loyalty and perceived quality as the strongest of the four. Thus, the study arrives at the conclusion that automobile marketers

should concentrate on brand equity strategies in order to keep the customers and reduce their intention to switch.

## 27. Igwulube, I., Abonyi, I. I., Nwaizugbo, I. C., & Oparah, P. C. (2023) "Repeat Purchase Intention and Brand Loyalty Versus Customer Loyalty to Hand-Held Phones in Owerri, Nigeria."

The relationship between repeat purchase intention, brand loyalty, customer loyalty in Nigerian Hand-Held Phone Market is the area of this research. Data was gathered using structured questionnaires from a total of 320 respondents across four selected brands of which 268 responses were analysed using SPSS (version 22.0). The results of the study found that brand awareness, brand association, perceived quality, and brand loyalty had significant impact on the customer loyalty. Using the research findings, this concludes that firms should invest in brand equity development strategies in order to enhance brand awareness and service levels to drive repeat purchases and customer loyalty.

# 28. Danarkusuma, A. A., Harianto, E., Nursaid, & Sutanto, J. E. (2024) "The Impact of Price, Service Quality, and Trust on Customer Loyalty Through Customer Satisfaction in the Automotive Industry."

This paper investigates the effects of price, service quality and customer trust on customer loyalty via customer satisfaction in the automotive service industry. This research utilised a quantitative methodology in which 210 respondents' data was analysed using SmartPLS. We find that price, service quality, and customer satisfaction, and customer satisfaction, in these order, has a significant impact on customer loyalty. Affordable pricing and high service quality are highlighted to be pivotal to establish and maintain customer relationships and market competitiveness.

## 29. Hendrata, K., Yasa, P. N. S., & Indiani, N. L. P. (2021) "The Influence of Marketing Information Systems on Customer Loyalty in the Denpasar Automotive Industry in the Time of COVID-19."

The model is used to explain the role of marketing information systems in enhancing customer loyalty in the automotive industry of Denpasar during COVID-19. In total, 80 customers from authorized dealership were surveyed, and data were analyzed using Likert scale measurements. Results show that marketing information systems influence the service quality and customer satisfaction, while both effects are positively related to customer loyalty. According to the study, automotive companies need to make their investment in digital marketing tools and enhance service quality to retain customers in the crisis situation.

# 30. Soetjipto, N., Dewi, L. K. C., Ratnawita, Ariani, D., & Wulandjani, H. (2023) "Analysis of the Influence of Brand Trust and Brand Image on Customer Loyalty of Toyota Family Car Products."

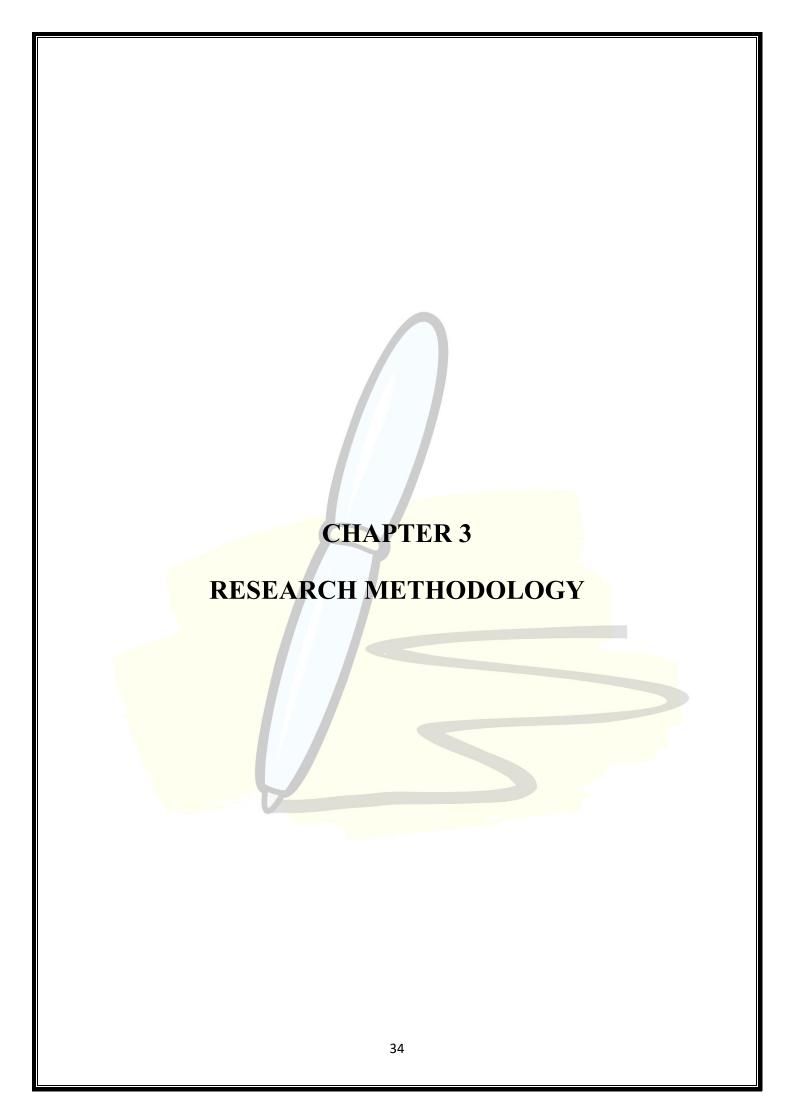
The purpose of this study is to look at the effect of brand trust and brand image on customer loyalty in the Indonesia's Toyota family car segment. The survey consisted of 100 respondents, which responded through convenience sampling, and the findings of the tested hypothesis were analyzed with multiple regression analysis. The study confirms the significance of brand trust and brand image and their combined effect on customer loyalty and demonstrates, that with a good brand reputation, customers are retained. It is better for automobile companies to reinforce the trust building strategies to retain the long-term customer engagement.

### 2.2. Gap Analysis:

Extensive research on brand loyalty and their influences on consumer behavior in the global automotive industry has been progressed in this study. Studies across a number of countries have consistently identified some of the major drivers of brand loyalty in various countries that include Pakistan, Indonesia, Malaysia, Nigeria and Turkey; including factors like emotional brand connection (Javed et al., 2023); brand trust (Nasir et al., 2020); customer satisfaction (Zehir et al., 2011); after sales service quality (Mustofa, 2011); and social media engagement (Mahfooz, 2015). Strong evidence is provided by these studies that there is a strong relationship between brand loyalty and repeat purchase intentions as well as long term consumer relationships. Nevertheless, most of these findings are situated in the realm of foreign markets and, consequently, are difficult to generalize to the Indian automotive sector, and more specifically to the case of indigenous brands such as Maruti Suzuki.

Although there are some studies conducted in the Indian background (e.g. service quality and satisfaction, Jahanshahi et al., 2011), they either take a broader industry view, or discuss on dealership experiences, not to limit onto brand specific dynamics. Furthermore, research in other sectors like FMCG (Chauhan, 2018) or after sales services (Vigneshwaran & Mathirajan, 2021) also stresses upon brand loyalty but insufficient focus has been given to find out how these factors affect the decision to purchase the car repeatedly for one single and dominant automobile brand. There is a dearth of academic literature which covers a direct relationship between brand loyalty and repeat purchase behavior of company customers of Maruti Suzuki although Maruti Suzuki has a leading position in the Indian market and it is reputed as a customer brand.

The objectives of this study, therefore, is to correct these gaps by determining how brand loyalty affects repeat purchase behaviour of Maruti Suzuki customers. A brand specific, India specific analysis that integrates emotional, functional and behavioural dimensions of loyalty is also provided by it. Consequently, the study not only adds to the few existing volumes of academic research on brand loyalty in the Indian automobile context, but also assists brand managers with actionable insights in retaining customers in this ever intensifying, yet dynamic, Indian marketplace.



### 3.1. Objectives of the Study

- 1. To study the concept of brand loyalty in the automobile sector.
- 2. To analyse the relationship between brand loyalty and repeat purchase behavior at Maruti Suzuki.
- 3. To evaluate customer perceptions of Maruti Suzuki's brand image and its influence on loyalty.
- 4. To identify the key factors contributing to brand loyalty among Maruti Suzuki customers.

### 3.2. Scope of the Study

The study is limited to analyzing the impact of brand loyalty on repeat purchase behavior among customers of Maruti Suzuki. It focuses on selected respondents who have experience with Maruti Suzuki vehicles. The study emphasizes customer perceptions, satisfaction, and loyalty in the context of the Indian automotive market.

### 3.3. Research Methodology

#### 3.3.1. Research Design

The research design adopted for this study is descriptive in nature. It aims to explore the relationship between brand loyalty and repeat purchases in the automotive sector, focusing specifically on Maruti Suzuki. A mixed-method approach was used, incorporating both qualitative insights and quantitative data to gain a comprehensive understanding of customer behavior.

#### 3.3.2. Data Collection

#### 3.3.2.1. Primary Data

Primary data was collected through the distribution of a structured questionnaire designed with Likert-scale questions. The questionnaire focused on various factors influencing brand loyalty and repeat purchase behavior, including customer satisfaction, trust, perceived quality, emotional attachment, and service experience.

#### 3.3.2.2. Secondary Data

Secondary data was gathered from various credible sources such as industry reports, academic journals, research articles, and official publications from Maruti Suzuki. These sources provided background information and theoretical support for the study.

#### 3.3.3. Sampling Method

#### **3.3.3.1. Sample Size:**

The sample size for the study was 100 respondents.

### **3.3.3.2. Sample Unit:**

The sample unit comprised existing Maruti Suzuki customers who have either previously purchased or are currently using Maruti Suzuki vehicles.

### 3.3.3. Sampling Technique:

Convenient sampling technique was used for the selection of respondents. This method was chosen due to its ease of access and cost-effectiveness in gathering data within the defined time frame.

#### 3.3.4. Data Analysis Tools

The data collected from the questionnaire was analyzed using percentage analysis to identify the frequency distribution of responses. The results were then presented using tables and pie charts to offer a clear visual representation and aid in interpretation of key findings.

#### 3.4. Period of Study

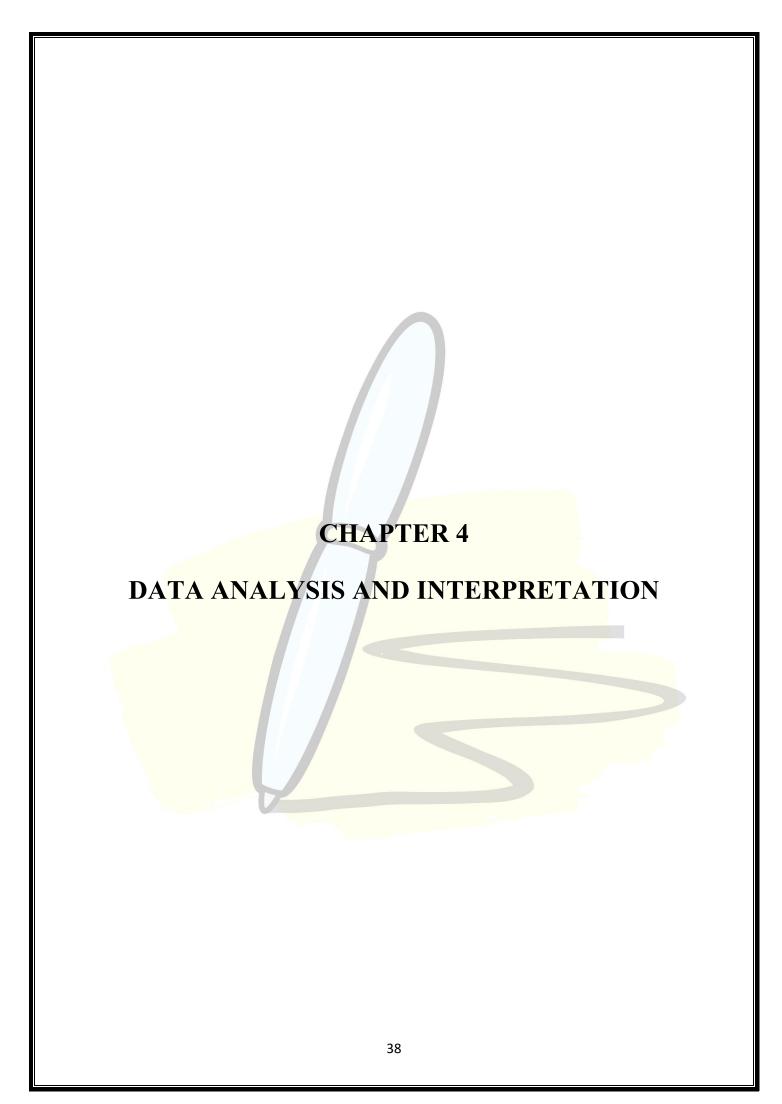
The entire study was conducted over a period of 8 weeks, during which data was collected, analyzed, and compiled for reporting.

### 3.5. Limitations of the Study

- The study is limited to customers of Maruti Suzuki only.
- Sample size is restricted to 100 respondents, which may not represent the entire customer base.
- Convenient sampling may introduce bias and limit generalizability.
- Data is collected through self-reported questionnaires, which may involve response bias.
- The study is conducted over a short period of 8 weeks.

### 3.6. Utility of Research

This research is useful for both academic and practical purposes. For Maruti Suzuki and other automotive companies, the findings can help in understanding the key drivers of customer loyalty and how they influence repeat purchases, enabling them to design more effective customer retention and brand management strategies. For marketing professionals, the study offers insights into consumer behavior, particularly in relation to loyalty-building efforts. Academically, the research adds to existing literature on brand loyalty and consumer decision-making in the Indian automotive sector, and can serve as a reference for future studies in similar domains.



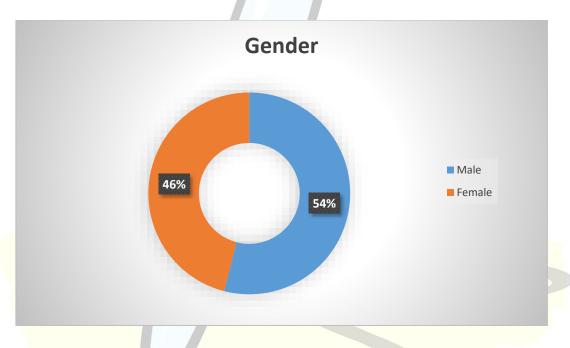
### ANALYSIS AND INTERPRETATION

#### 1. Gender:

Table no. 4.1

"Gender"	"No. of Respondents"	"Percentage"
"Male"	54	54%
"Female"	46	46%
"Total"	100	100%

Chart no. 4.1



### **Interpretation:**

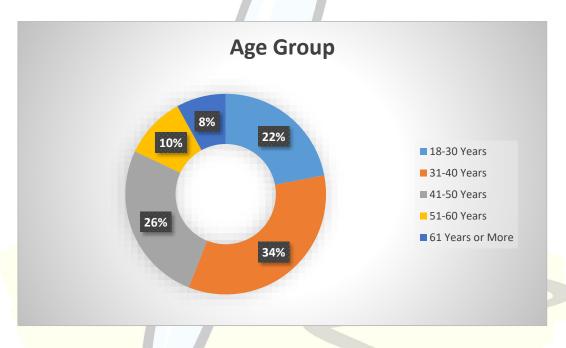
The data shows that the sample is fairly balanced in terms of gender distribution, with 54% male and 46% female respondents. This indicates that both male and female perspectives are well represented in the study, allowing for a more inclusive understanding of brand loyalty and repeat purchase behavior.

### 2. Age Group:

Table no. 4.2

"Age Group"	"No. of Respondents"	"Percentage"
"18-30 Years"	22	22%
"31-40 Years"	34	34%
"41-50 Years"	26	26%
"51-60 Years"	10	10%
"61 Years or More"	8	8%
"Total"	100	100%

Chart no. 4.2



### **Interpretation:**

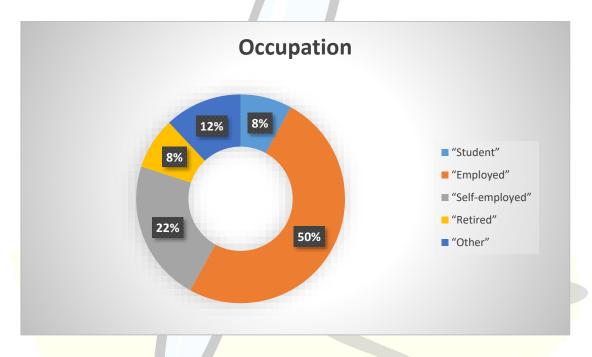
The majority of respondents fall within the 31–40 years age group (34%), followed by those aged 41–50 years (26%). This suggests that the study primarily captures insights from midaged individuals, who are likely to be key decision-makers in vehicle purchases, providing relevant perspectives on brand loyalty and repeat buying behavior.

### 3. Occupation:

Table no. 4.3

"Occupation"	"No. of Respondents"	"Percentage"
"Student"	8	8%
"Employed"	50	50%
"Self-employed"	22	22%
"Retired"	8	8%
"Other"	12	12%
"Total"	100	100%

Chart no. 4.3



### **Interpretation:**

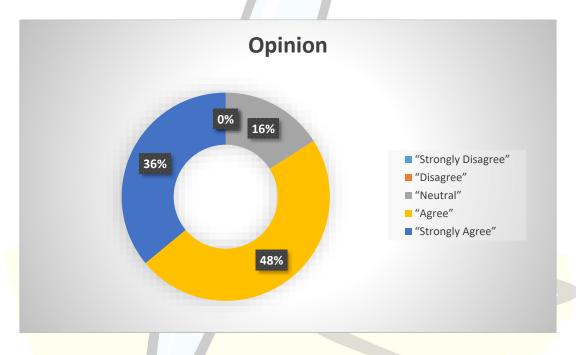
Half of the respondents (50%) are employed, followed by 22% who are self-employed. This indicates that the majority of participants have a stable income source, which may influence their ability and decision to make repeat purchases in the automotive sector, particularly with a trusted brand like Maruti Suzuki.

### 4. I trust Maruti Suzuki to deliver high-quality vehicles consistently.

Table no. 4.4

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	16	16%
"Agree"	48	48%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.4



### **Interpretation:**

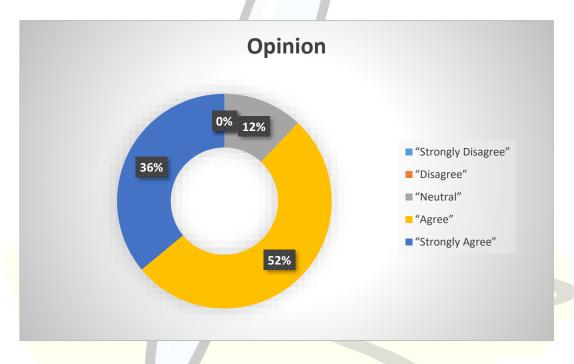
The results show a strong positive sentiment, with 84% of respondents agreeing or strongly agreeing that they trust Maruti Suzuki to deliver high-quality vehicles consistently. This high level of trust reflects the brand's strong reputation and plays a crucial role in fostering customer loyalty and encouraging repeat purchases.

### 5. I prefer Maruti Suzuki over other automobile brands.

Table no. 4.5

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	12	12%
"Agree"	52	52%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.5



### **Interpretation:**

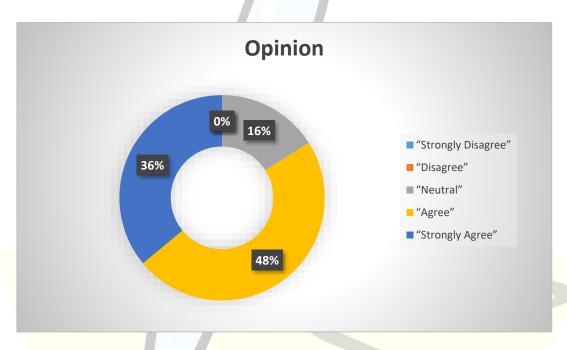
A significant 88% of respondents agree or strongly agree that they prefer Maruti Suzuki over other automobile brands, indicating a strong brand preference. This preference suggests high brand loyalty, which is likely to contribute positively to repeat purchase behavior among existing customers.

### 6. I believe that Maruti Suzuki provides value for money.

Table no. 4.6

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	16	16%
"Agree"	48	48%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.6



### **Interpretation:**

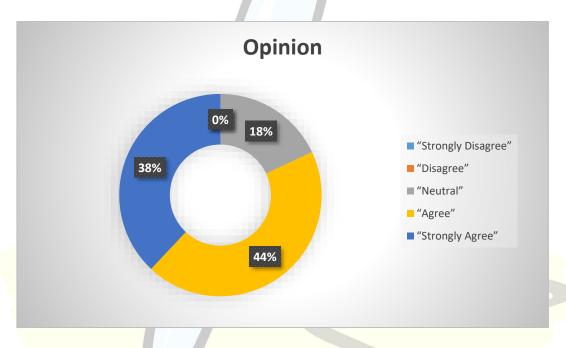
The data reveals that 84% of respondents believe Maruti Suzuki provides value for money, with no negative responses. This strong perception of affordability and quality reinforces customer satisfaction and strengthens the likelihood of repeat purchases.

### 7. I would recommend Maruti Suzuki to others looking to purchase a car.

Table no. 4.7

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	18	18%
"Agree"	44	44%
"Strongly Agree"	38	38%
"Total"	100	100%

Chart no. 4.7



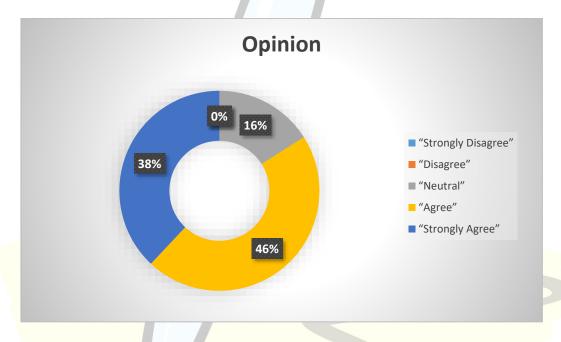
### **Interpretation:**

A total of 82% of respondents expressed willingness to recommend Maruti Suzuki to others, indicating strong brand advocacy. This reflects not only customer satisfaction but also a high level of trust and loyalty, which are key drivers of repeat purchases and positive word-of-mouth.

### 8. The after-sales service provided by Maruti Suzuki meets my expectations. Table no. 4.8

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	16	16%
"Agree"	46	46%
"Strongly Agree"	38	38%
"Total"	100	100%

Chart no. 4.8



### **Interpretation:**

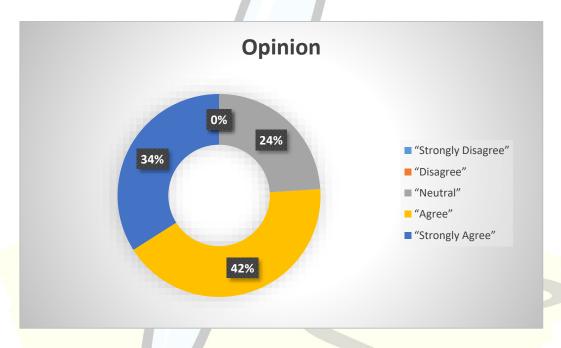
The results indicate that 84% of respondents are satisfied with Maruti Suzuki's after-sales service, agreeing or strongly agreeing that it meets their expectations. This suggests that quality after-sales support plays a crucial role in reinforcing customer loyalty and encouraging repeat purchases.

### 9. I am satisfied with the dealership experience during and after purchase.

Table no. 4.9

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	24	24%
"Agree"	42	42%
"Strongly Agree"	34	34%
"Total"	100	100%

Chart no. 4.9



### **Interpretation:**

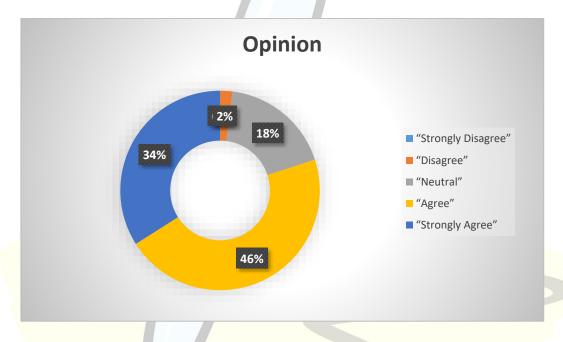
The data shows that 76% of respondents are satisfied with their dealership experience during and after the purchase. This positive experience enhances overall customer satisfaction and contributes significantly to building brand loyalty and repeat purchase intentions.

### 10. Maruti Suzuki addresses customer complaints and issues efficiently.

Table no. 4.10

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	2	2%
"Neutral"	18	18%
"Agree"	46	46%
"Strongly Agree"	34	34%
"Total"	100	100%

Chart no. 4.10



### **Interpretation:**

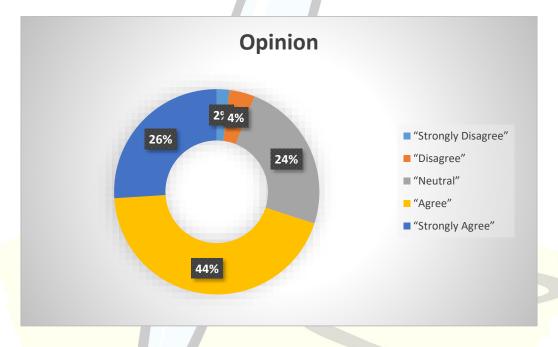
The findings indicate that 80% of respondents believe Maruti Suzuki addresses customer complaints efficiently, while only 2% disagree. This highlights the brand's effectiveness in handling post-purchase concerns, which is essential for maintaining customer trust and promoting long-term loyalty.

### 11. Maruti Suzuki is a reliable automobile brand.

Table no. 4.11

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	2	2%
"Disagree"	4	4%
"Neutral"	24	24%
"Agree"	44	44%
"Strongly Agree"	26	26%
"Total"	100	100%

Chart no. 4.11



### **Interpretation:**

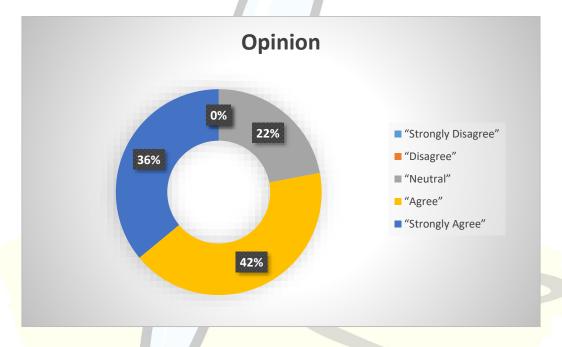
The data shows that 70% of respondents perceive Maruti Suzuki as a reliable automobile brand, while only a small fraction (6%) disagrees. This overall positive perception of reliability plays a significant role in fostering brand loyalty and influencing repeat purchase decisions.

### 12. I believe Maruti Suzuki vehicles are safe and dependable.

Table no. 4.12

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	22	22%
"Agree"	42	42%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.12



### **Interpretation:**

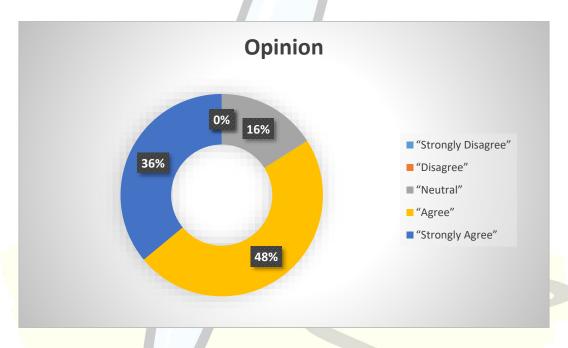
The responses show that 78% of participants agree or strongly agree that Maruti Suzuki vehicles are safe and dependable, with no negative opinions recorded. This strong confidence in vehicle safety and reliability reinforces the brand's image and encourages continued customer loyalty.

### 13. Maruti Suzuki maintains a positive brand image in the market.

Table no. 4.13

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	16	16%
"Agree"	48	48%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.13



### **Interpretation:**

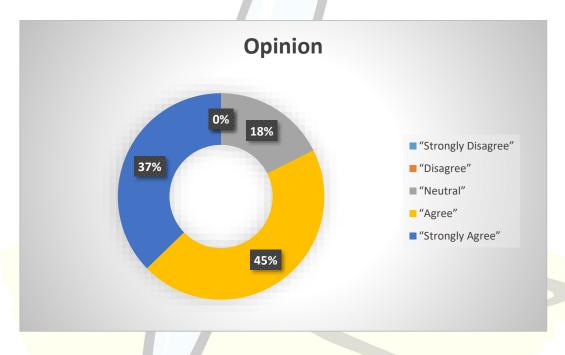
The results indicate that 84% of respondents believe Maruti Suzuki maintains a positive brand image in the market. This strong brand perception contributes significantly to customer trust, loyalty, and the likelihood of repeat purchases.

### 14. I feel confident in the brand's warranty and service commitments.

Table no. 4.14

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	18	18%
"Agree"	46	46%
"Strongly Agree"	38	38%
"Total"	100	100%

Chart no. 4.14



### **Interpretation:**

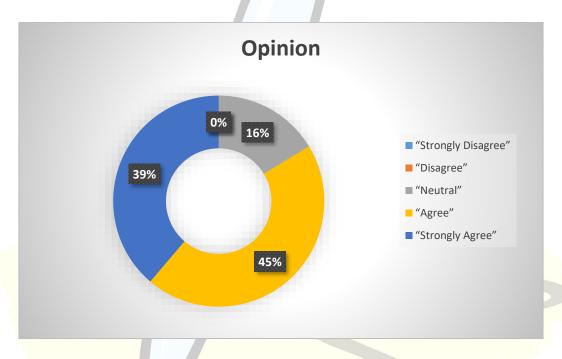
The data shows that 84% of respondents feel confident in Maruti Suzuki's warranty and service commitments, reflecting strong customer assurance in the brand's post-sale support. This confidence further strengthens brand loyalty and enhances the chances of repeat purchases.

### 15. Maruti Suzuki communicates openly and transparently with customers.

Table no. 4.15

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	16	16%
"Agree"	44	44%
"Strongly Agree"	38	38%
"Total"	100	100%

Chart no. 4.15



### **Interpretation:**

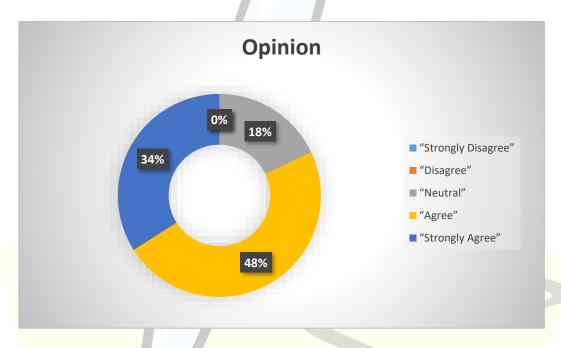
The findings reveal that 82% of respondents agree or strongly agree that Maruti Suzuki communicates openly and transparently with its customers. This transparent communication fosters trust and strengthens the customer-brand relationship, which is essential for sustaining brand loyalty and encouraging repeat purchases.

### 16. I am likely to purchase a Maruti Suzuki vehicle again in the future.

Table no. 4.16

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	18	18%
"Agree"	48	48%
"Strongly Agree"	34	34%
"Total"	100	100%

Chart no. 4.16



### **Interpretation:**

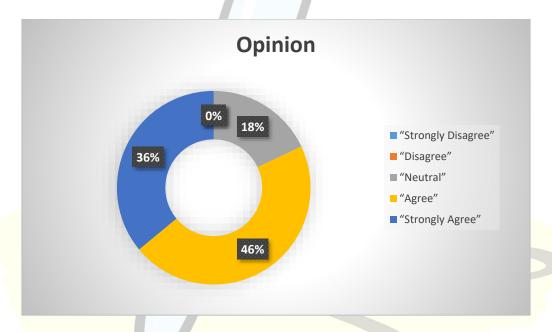
The data indicates that 82% of respondents are likely to purchase a Maruti Suzuki vehicle again in the future. This strong intent to repurchase highlights the effectiveness of the brand's loyalty-building efforts and reflects high customer satisfaction and trust.

## 17. I have considered purchasing another Maruti Suzuki vehicle for my family/friends.

Table no. 4.17

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	18	18%
"Agree"	46	46%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.17



### **Interpretation:**

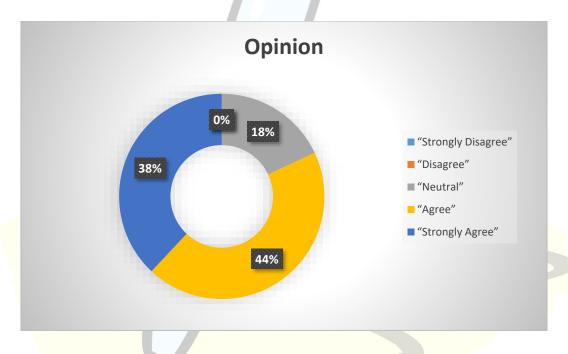
The responses show that 82% of participants have considered purchasing another Maruti Suzuki vehicle for their family or friends. This indicates strong brand advocacy and reflects a high level of customer satisfaction and loyalty, extending beyond personal use to recommendations for close ones.

### 18. My positive experience with Maruti Suzuki motivates me to remain loyal to the brand.

Table no. 4.18

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	18	18%
"Agree"	44	44%
"Strongly Agree"	38	38%
"Total"	100	100%

Chart no. 4.18



### **Interpretation:**

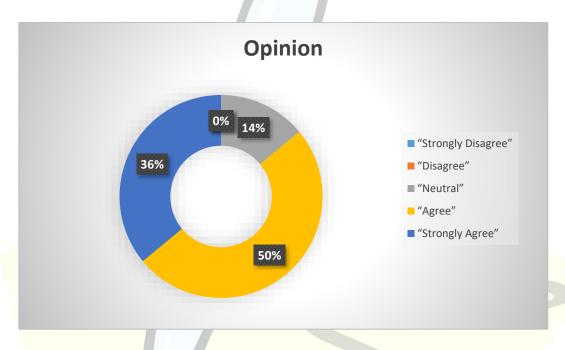
The data reveals that 82% of respondents agree or strongly agree that their positive experience with Maruti Suzuki motivates them to stay loyal to the brand. This suggests that customer satisfaction plays a crucial role in building long-term loyalty and influencing future purchase decisions.

### 19. I do not intend to switch to other brands for my next vehicle.

Table no. 4.19

"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	14	14%
"Agree"	50	50%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.19



### **Interpretation:**

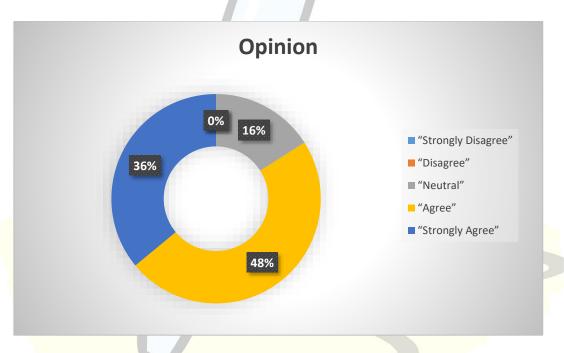
The findings show that 86% of respondents do not intend to switch to other brands for their next vehicle, indicating strong brand loyalty and satisfaction with Maruti Suzuki. This high retention intent reflects the brand's effectiveness in meeting customer expectations and fostering long-term relationships.

### 20. My satisfaction with Maruti Suzuki strongly influences my future purchase decisions.

Table no. 4.20

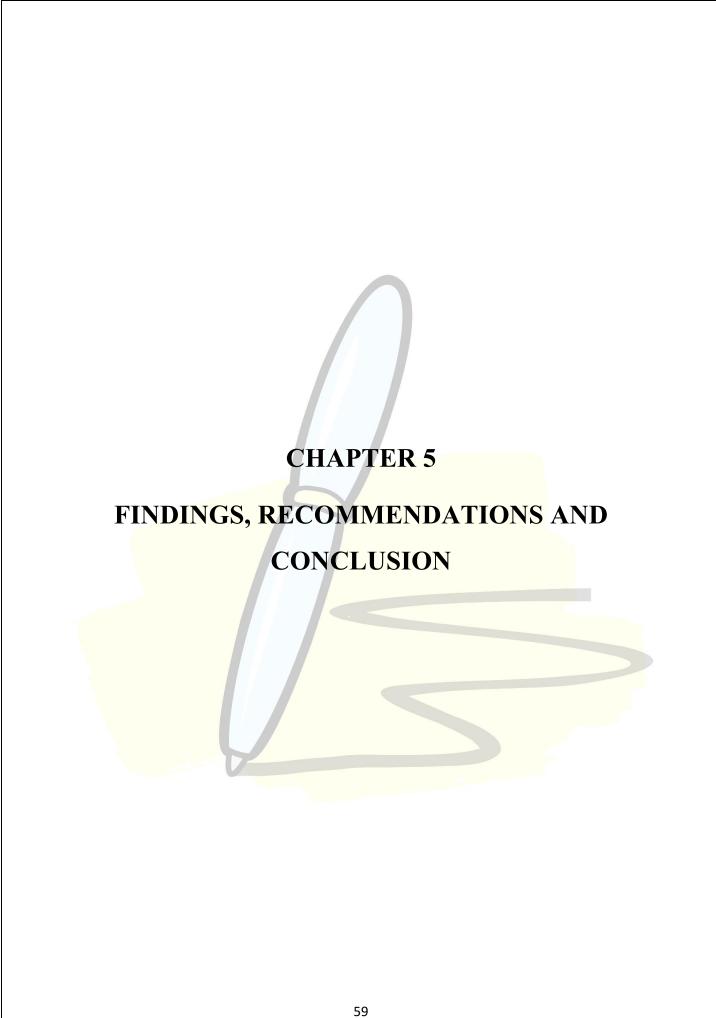
"Opinion"	"No. of Respondents"	"Percentage"
"Strongly Disagree"	0	0%
"Disagree"	0	0%
"Neutral"	16	16%
"Agree"	48	48%
"Strongly Agree"	36	36%
"Total"	100	100%

Chart no. 4.20



### **Interpretation:**

The data shows that 84% of respondents agree or strongly agree that their satisfaction with Maruti Suzuki strongly influences their future purchase decisions. This highlights the critical role of customer satisfaction in shaping repeat purchase behavior and sustaining brand loyalty.



### FINDINGS, RECOMMENDATIONS AND CONCLUSION

### 5.1. Findings Based on Observations

- Respondents showed a consistently high level of trust and satisfaction with Maruti Suzuki across multiple dimensions.
- There is a strong emotional and functional attachment to the brand, evident from high repeat purchase intent and willingness to recommend.
- The brand's value-for-money perception is a key driver in customer loyalty and preference.
- Positive after-sales service and dealership experience significantly contribute to customer retention.
- Transparent communication and reliable service commitments enhance the brand's credibility.
- Most respondents view Maruti Suzuki as a dependable and safe choice, reinforcing its market reputation.
- Loyalty to the brand appears to be influenced more by personal experience and satisfaction than by promotional efforts.
- The willingness to recommend the brand to others suggests strong word-of-mouth marketing potential.
- The brand enjoys high customer advocacy and minimal intent to switch, indicating effective long-term customer relationship management.
- Observations confirm that brand loyalty plays a critical role in shaping repeat purchase behavior in the automotive sector.

### 5.2. Findings Based on analysis of Data

- 84% of respondents trust Maruti Suzuki to deliver high-quality vehicles consistently.
- 88% prefer Maruti Suzuki over other brands, reflecting strong brand preference.
- 84% believe Maruti Suzuki offers value for money.
- 82% would recommend Maruti Suzuki to others, showcasing strong brand advocacy.
- 84% are satisfied with the after-sales service provided by Maruti Suzuki.
- 76% are satisfied with their dealership experience during and after the purchase.
- 80% agree that Maruti Suzuki addresses customer complaints efficiently.
- 70% perceive Maruti Suzuki as a reliable brand, with only 6% expressing disagreement.
- 78% consider Maruti Suzuki vehicles safe and dependable.
- 84% feel the brand maintains a positive image in the market.
- 84% have confidence in the brand's warranty and service commitments.
- 82% believe Maruti Suzuki communicates transparently with customers.
- 82% are likely to purchase a Maruti Suzuki vehicle again in the future.
- 82% have considered purchasing another Maruti Suzuki vehicle for family or friends.
- 82% feel motivated to stay loyal to the brand due to their positive experience.
- 86% do not intend to switch to other brands, indicating strong brand retention.
- 84% state that their satisfaction with Maruti Suzuki influences future purchase decisions.

### 5.3. General findings

- Maruti Suzuki has a strong and loyal customer base with high levels of satisfaction and trust.
- Brand loyalty significantly influences repeat purchase intentions among existing customers.
- Customers perceive Maruti Suzuki as a reliable, value-for-money, and dependable automobile brand.
- Positive after-sales service, dealership experiences, and transparent communication contribute to sustained brand loyalty.
- A large proportion of respondents are likely to recommend the brand and consider it for future purchases, indicating strong customer advocacy.
- Functional factors like service quality and emotional factors like trust and satisfaction jointly drive customer loyalty.
- The brand's positive image in the market further reinforces customer retention and repeat buying behavior.

### 5.4. Recommendation based on findings

- Maruti Suzuki should continue to strengthen its after-sales service network to maintain high levels of customer satisfaction.
- Enhance customer engagement initiatives that reinforce brand trust and loyalty, such as loyalty rewards or exclusive service benefits.
- Focus on maintaining transparency in communication and service commitments to build long-term customer relationships.
- Leverage satisfied customers for word-of-mouth marketing through referral programs and testimonials.
- Introduce personalized follow-up services post-purchase to increase repeat buying behavior.

- Ensure consistent delivery of high-quality vehicles to uphold the brand's reliability image.
- Invest in training dealership staff to further improve the customer experience at sales and service touchpoints.
- Periodically collect customer feedback to identify areas for improvement and align offerings with customer expectations.

### 5.5 Suggestions for areas of improvement

- Reduce response time for addressing customer complaints to enhance service satisfaction further.
- Improve dealership consistency across locations to ensure a uniform customer experience.
- Increase brand engagement initiatives for younger age groups to attract long-term loyalty.
- Offer more personalized services and communication to strengthen customer relationships.
- Enhance awareness of safety features to improve customer perception of vehicle safety.
- Expand the range of models with advanced features to stay competitive in a dynamic market.
- Introduce digital tools for easier service booking, vehicle tracking, and feedback submission.
- Regularly update customers about warranty terms and service offerings to avoid confusion or dissatisfaction.

### 5.6. Scope for future research

Future research can explore the impact of digital engagement and online brand presence on customer loyalty and repeat purchases in the automotive sector. Additionally, comparative studies between Maruti Suzuki and its key competitors could provide deeper insights into brand positioning and consumer preferences. Expanding the geographic scope and increasing the sample size would enhance the generalizability of the findings. Further research could also include qualitative interviews to understand emotional drivers behind loyalty and analyze the influence of demographic variables such as income, education, and urban-rural differences on brand loyalty in more depth.

#### 5.7. Conclusion

The study clearly indicates that brand loyalty plays a significant role in influencing repeat purchase behavior among Maruti Suzuki customers. Factors such as trust in vehicle quality, value for money, reliable after-sales service, transparent communication, and overall customer satisfaction strongly contribute to customer retention. The majority of respondents expressed a high level of brand preference, intent to repurchase, and willingness to recommend Maruti Suzuki, demonstrating the brand's strong positioning in the Indian automotive market.

Maruti Suzuki's ability to maintain a positive brand image and deliver consistent service experiences has helped foster a loyal customer base. However, to sustain and enhance this loyalty in a competitive environment, the brand must continue to innovate, personalize customer engagement, and address service-related concerns promptly. Overall, the findings affirm that customer satisfaction and brand trust are vital pillars for building long-term loyalty and ensuring repeat purchases in the automotive sector.

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### **ANNEXURE**

### **QUESTIONNAIRE**

- 1. Gender
  - a) Male
  - b) Female
- 2. Age Group
  - a) 18-30 Years
  - b) 31-40 Years
  - c) 41-50 Years
  - d) 51-60 Years
  - e) 61 Years or above
- 3. Occupation:
  - a) Student
  - b) Employed
  - c) Self-employed
  - d) Retired
- 4. I trust Maruti Suzuki to deliver high-quality vehicles consistently.
  - a) Strongly Disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly Agree
- 5. I prefer Maruti Suzuki over other automobile brands.
  - a) Strongly Disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly Agree

7.	I would recommend Maruti Suzuki to others looking to purchase a car.
	a) Strongly Disagree
	b) Disagree
	c) Neutral
	d) Agree
	e) Strongly Agree
8.	The after-sales service provided by Maruti Suzuki meets my expectations.
	a) Strongly Disagree
	b) Disagree
	c) Neutral
	d) Agree
	e) Strongly Agree
9.	I am satisfied with the dealership experience during and after purchase.  a) Strongly Disagree  b) Disagree
	c) Neutral
	d) Agree
	e) Strongly Agree
10	Maruti Suzuki addresses customer complaints and issues efficiently.
	a) Strongly Disagree
	b) Disagree
	c) Neutral
	d) Agree
	e) Strongly Agree
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6. I believe that Maruti Suzuki provides value for money.

a) Strongly Disagree

e) Strongly Agree

b) Disagree

c) Neutral

d) Agree

	elieve Maruti Suzuki vehicles are safe and dependable.
	Strongly Disagree
	Disagree
	Neutral
	Agree
e)	Strongly Agree
13. Ma	aruti Suzuki maintains a positive brand image in the market.
a)	Strongly Disagree
b)	Disagree
c)	Neutral
d)	Agree
e)	Strongly Agree
b)	Strongly Disagree Disagree Neutral
d)	Agree
e)	Strongly Agree
15. Ma	aruti Suzuki communicates openly and transparently with customers.
a)	Strongly Disagree
b)	Disagree
c)	Neutral
	Agree
d)	
d) e)	Strongly Agree

11. Maruti Suzuki is a reliable automobile brand.

a) Strongly Disagree

e) Strongly Agree

b) Disagree

c) Neutral

d) Agree

16. I a	m likely to purchase a Maruti Suzuki vehicle again in the future.
a)	Strongly Disagree
b)	Disagree
c)	Neutral
d)	Agree
e)	Strongly Agree
17. I h	ave considered purchasing another Maruti Suzuki vehicle for my family/friends.
a)	Strongly Disagree
b)	Disagree
c)	Neutral
d)	Agree
e)	Strongly Agree
18. M	y positive experience with Maruti Suzuki motivates me to remain loyal to the branch
a)	Strongly Disagree
b)	Disagree
c)	Neutral
d)	Agree
e)	Strongly Agree
19. I d	o not intend to switch to other brands for my next vehicle.
a)	Strongly Disagree
b)	Disagree
c)	Neutral
d)	Agree
e)	Strongly Agree
20. M	y satisfaction with Maruti Suzuki strongly influences my future purchase decisions
a)	Strongly Disagree
b)	Disagree
c)	Neutral
d)	Agree
e)	Strongly Agree
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