

Evaluating the Interplay of Purchase Decision, Brand Perception, and Loyalty in shaping Consumer Behavior Towards Maruti Suzuki

Gaurav Mittal¹, Dr. Amarjit R Deshmukh², Yashwant Kumar³

¹*Research Scholar, Institute of Management and Research, Bharati Vidyapeeth (Deemed to be University)*

²*Associate Professor, Institute of Management and Research, Bharati Vidyapeeth (Deemed to be University)*

³*Assistant Professor, Institute of Management and Research, Bharati Vidyapeeth (Deemed to be University)*

Abstract:

This study presents a comprehensive analysis of consumer behavior and organizational success utilizing Maruti Suzuki as a case study. Drawing upon empirical research and theoretical frameworks, the study elucidates the intricate interplay between purchase decisions, brand perceptions, and loyalty, and their collective impact on organizational performance through behavioral composition. Harnessing structural equation modeling (SEM) analysis, the study reveals significant path coefficients indicating strong relationships between key constructs. Notably, favorable purchase decisions emerge as pivotal drivers of both consumer behavior and organizational success, underscoring the critical role of understanding and influencing consumer decision-making processes. Brand perception is identified as another influential factor, with positive perceptions contributing positively to consumer behavior and organizational outcomes. Customer loyalty emerges as a key determinant of organizational success, emphasizing the importance of fostering lasting relationships with customers. The findings highlight the importance of factors such as reliability, affordability, and fuel efficiency in shaping purchase decisions, as well as the significance of brand reputation, environmental sustainability, and customer service in influencing brand perceptions and loyalty. The study contributes theoretical insights and managerial implications for automotive brands seeking to enhance their competitiveness and achieve sustainable growth in today's dynamic market landscape.

Keywords: Maruti Suzuki, Purchase decision, Brand perception, Loyalty, Consumer behavior, Organizational success

Introduction

In the dynamic landscape of the automotive industry, understanding consumer behavior is paramount for companies seeking sustainable growth and competitive advantage. Maruti Suzuki, India's leading automobile manufacturer, has long been a frontrunner in the market, consistently adapting to changing consumer preferences and market trends. This study embarks

on a comprehensive exploration of consumer behavior towards Maruti Suzuki, aiming to dissect the intricate interplay of factors influencing purchasing decisions, brand perceptions, and loyalty. Consumer behavior encompasses a multifaceted array of psychological, social, and cultural dynamics that underpin individuals' actions and decisions in the marketplace (Gibreel et al., 2018). At its core, it reflects the process through which consumers evaluate, select, and consume products and services to satisfy their needs and desires. Understanding these behaviors is not merely an academic pursuit but a strategic imperative for businesses, offering invaluable insights into customer preferences, motivations, and decision-making processes (Tynann and McKechnie, 2009). Maruti Suzuki's prominence in the Indian automotive landscape is undisputed, with a rich legacy spanning decades. From its humble beginnings to its current stature as a market leader, the company has continuously evolved to meet the evolving needs and aspirations of Indian consumers. Its extensive product portfolio, comprising a diverse range of vehicles catering to various segments and price points, reflects its commitment to offering solutions that resonate with a broad spectrum of customers (Lee and Lee, 2018).

Central to understanding consumer behavior towards Maruti Suzuki is the concept of purchase decision-making. Consumer purchase decisions are influenced by a myriad of factors, including product attributes, pricing, brand image, peer recommendations, and personal preferences (Keller, 1993). For Maruti Suzuki, a brand known for its reliability, affordability, and value for money, understanding the drivers of purchase decisions is essential for maintaining its market leadership position and sustaining growth. One of the key determinants of purchase decisions is brand perception. Brands serve as powerful symbols that evoke emotions, associations, and expectations in consumers' minds (Faircloth et al., 2001). For Maruti Suzuki, its brand equity is built on a foundation of trust, reliability, and customer-centricity. Over the years, Maruti Suzuki has consistently delivered high-quality products, exceptional service, and innovative solutions, thereby establishing itself as a brand synonymous with reliability and value. Understanding how consumers perceive the Maruti Suzuki brand, the emotions it evokes, and the values it represents is crucial for shaping purchase decisions and fostering brand loyalty. Brand loyalty, the ultimate goal for any brand, is a measure of the strength of the relationship between a brand and its customers (Le, 2021). It reflects the degree to which consumers are committed to a particular brand and their

likelihood of repurchasing products or recommending the brand to others. For Maruti Suzuki, fostering brand loyalty is not only about retaining existing customers but also about attracting new ones and expanding its customer base. By delivering superior products, exceptional service, and memorable experiences, Maruti Suzuki aims to cultivate long-term relationships with its customers, thereby ensuring repeat purchases and sustainable growth.

In the context of consumer behavior towards Maruti Suzuki, understanding the interplay between purchase decision, brand perception, and loyalty is essential for devising effective marketing strategies, product innovations, and customer engagement initiatives (Schmitt, 1999). By examining the factors that influence purchase decisions, shaping brand perceptions, and driving brand loyalty, this study aims to provide insights that can inform strategic decision-making and drive business success for Maruti Suzuki. In the era of digitalization and social media, consumer behavior towards automotive brands is increasingly influenced by online interactions, peer recommendations, and social media conversations (Jain and Jain, 2020). Consumers today have access to a wealth of information and resources that empower them to make informed purchase decisions and share their experiences with others. For Maruti Suzuki, leveraging digital platforms and social media channels to engage with consumers, gather feedback, and build brand advocacy is crucial for staying relevant and competitive in the ever-evolving automotive market. In previous research efforts, understanding consumer behavior towards Maruti Suzuki has encountered several notable gaps that this study aims to fill. Firstly, earlier studies often examined purchase decisions, brand perception, and loyalty in isolation, neglecting their interconnectedness and combined influence on consumer behavior. This study seeks to bridge this gap by adopting a holistic approach that considers the interplay of these factors. Secondly, there has been a lack of contextual understanding, with previous research overlooking the unique cultural, social, and economic context of the Indian automotive market. By delving into these nuances, this study aims to provide a more nuanced understanding of consumer behavior towards Maruti Suzuki within the specific Indian context. Additionally, the role of digital platforms and social media in shaping consumer behavior towards Maruti Suzuki has been underexplored. This study seeks to address this gap by examining the digital influence on consumer behavior and its implications for Maruti Suzuki's marketing strategies. Moreover, previous research may not have adequately captured emerging trends in the automotive industry, such as the shift towards

electric vehicles and the rise of shared mobility services. This study aims to provide up-to-date insights into these trends and their impact on consumer behavior towards Maruti Suzuki. Lastly, there has been a limited exploration of the customer experience with Maruti Suzuki, with insufficient analysis of the various touchpoints that influence brand perception and loyalty (Shahid et al., 2022). This study aims to address this gap by conducting a thorough analysis of the customer journey, identifying opportunities to enhance customer satisfaction and loyalty. Through addressing these gaps, this study aims to provide valuable insights that can inform strategic decision-making and drive business success for Maruti Suzuki in the competitive Indian automotive market. Therefore, this study endeavors to address the following research question:

“How do the interplay of purchase decision, brand perception, and loyalty shape consumer behavior towards Maruti Suzuki in the Indian automotive market?”

By examining this question, we aim to uncover insights that can inform strategic decision-making, enhance marketing effectiveness, and drive sustainable growth for Maruti Suzuki. Through a comprehensive exploration of these factors and their interconnectedness, this study seeks to contribute to a deeper understanding of consumer behavior dynamics in the automotive industry and provide actionable recommendations for businesses navigating this complex landscape.

Review of Literature

The literature on consumer behavior towards automotive brands, particularly Maruti Suzuki, offers a wealth of insights into the various factors influencing purchase decisions, brand perceptions, and loyalty. Yu and Yuan (2019) have examined the intricate dynamics of purchase decision-making, revealing that factors such as product reliability, fuel efficiency, and affordability significantly influence consumers' choices when considering Maruti Suzuki vehicles (Brakus et al., 2021). These findings underscore the importance of understanding the specific attributes that drive consumer preferences and shape purchase decisions in the context of the automotive market (Singh et al., 2021). Purchase decision functions as the heavy weight construct in influencing consumer behavior. Reliability refers to the dependability and consistency of a product in performing its intended function over time. For consumers,

reliability is a critical consideration when making purchase decisions, especially for durable goods such as automobiles. Reliability encompasses factors such as the likelihood of mechanical breakdowns, durability of components, and overall performance under different driving conditions. Consumers value reliability because it contributes to peace of mind and confidence in the product. A reliable vehicle is less likely to experience unexpected failures or require frequent repairs, reducing the inconvenience and cost associated with maintenance and downtime. For Maruti Suzuki customers, reliability is often associated with the brand's reputation for producing sturdy and dependable vehicles. Positive experiences with Maruti Suzuki cars, coupled with a track record of reliability, can influence purchase decisions and foster brand loyalty among consumers. Affordability refers to the ability of consumers to purchase a product or service without experiencing financial strain or exceeding their budgetary constraints. Affordability is a key consideration for consumers, particularly in price-sensitive markets or during economic downturns. Affordability encompasses factors such as the purchase price of the vehicle, ongoing operating costs (e.g., fuel, insurance, maintenance), and financing options available to consumers. Consumers prioritize affordability because it enables them to make a purchase that aligns with their financial resources and lifestyle needs. A vehicle that offers good value for money and meets performance expectations at a reasonable price point is more likely to attract and retain customers. Maruti Suzuki has positioned itself as a brand that offers affordable and value-for-money vehicles tailored to the needs and preferences of diverse consumer segments. Competitive pricing, coupled with cost-effective ownership and maintenance, makes Maruti Suzuki cars accessible to a broad range of customers, driving purchase decisions and brand loyalty. Fuel efficiency refers to the ability of a vehicle to maximize fuel economy and minimize fuel consumption per unit of distance traveled. With rising fuel prices and growing environmental concerns, fuel efficiency has become a significant consideration for consumers when purchasing automobiles. Fuel efficiency is influenced by factors such as engine technology, vehicle weight, aerodynamics, and driving habits.

Consumers often look for vehicles with higher fuel efficiency ratings to reduce their fuel expenses and environmental impact (Das et al., 2019). Vehicles with superior fuel efficiency offer tangible benefits to consumers, including lower fuel costs, reduced carbon emissions, and increased driving range between refueling stops. Fuel-efficient vehicles are also

perceived as more environmentally friendly and socially responsible. Maruti Suzuki has introduced a range of fuel-efficient vehicles equipped with advanced engine technologies, lightweight designs, and aerodynamic features to maximize fuel economy. Models such as the Maruti Suzuki Swift, Dzire, and Baleno are known for their excellent fuel efficiency ratings, appealing to consumers seeking cost-effective and eco-friendly transportation options. Research on brand perception has considered brand reputation, environmental sustainability, customer service as constructs and variables. Brand reputation refers to the overall perception and image of a brand within the marketplace. It is influenced by various factors, including the brand's history, product quality, customer experiences, and corporate behavior. Positive brand reputation builds trust and credibility among consumers, making them more likely to choose and remain loyal to the brand. It also serves as a buffer against negative publicity or competitive pressures. For Maruti Suzuki, a strong brand reputation signifies reliability, durability, and customer satisfaction. It reflects the brand's long-standing presence in the automotive industry, its track record of delivering high-quality vehicles, and its commitment to meeting customer needs. Environmental sustainability involves minimizing the environmental impact of business operations and products throughout their lifecycle. It encompasses efforts to reduce resource consumption, minimize waste generation, and mitigate greenhouse gas emissions. In the automotive industry, environmental sustainability has become increasingly important due to concerns about air pollution, climate change, and resource depletion (Jain and Jain, 2015).

Customers are seeking eco-friendly transportation options that minimize their carbon footprint and support a cleaner environment. Maruti Suzuki's focus on environmental sustainability includes initiatives such as improving fuel efficiency, reducing vehicle emissions, investing in alternative fuel technologies (e.g., hybrid and electric vehicles), and adopting eco-friendly manufacturing practices. These efforts align with customer values and demonstrate the brand's commitment to responsible stewardship of the environment. Customer service refers to the support and assistance provided to customers before, during, and after the purchase of a product or service. It encompasses various aspects, including responsiveness, reliability, empathy, and problem-solving. Exceptional customer service can enhance the overall customer experience, strengthen brand loyalty, and differentiate a brand from its competitors (Wongkitrungrueng and Suprawan, 2023). It builds trust and loyalty by demonstrating a commitment to meeting customer needs and resolving issues promptly and

effectively. Maruti Suzuki's focus on customer service includes initiatives such as providing personalized assistance to customers, offering convenient service facilities and maintenance programs, and leveraging technology to enhance communication and support (Foroudi, 2019). By prioritizing customer satisfaction, Maruti Suzuki aims to build lasting relationships with its customers and foster brand loyalty.

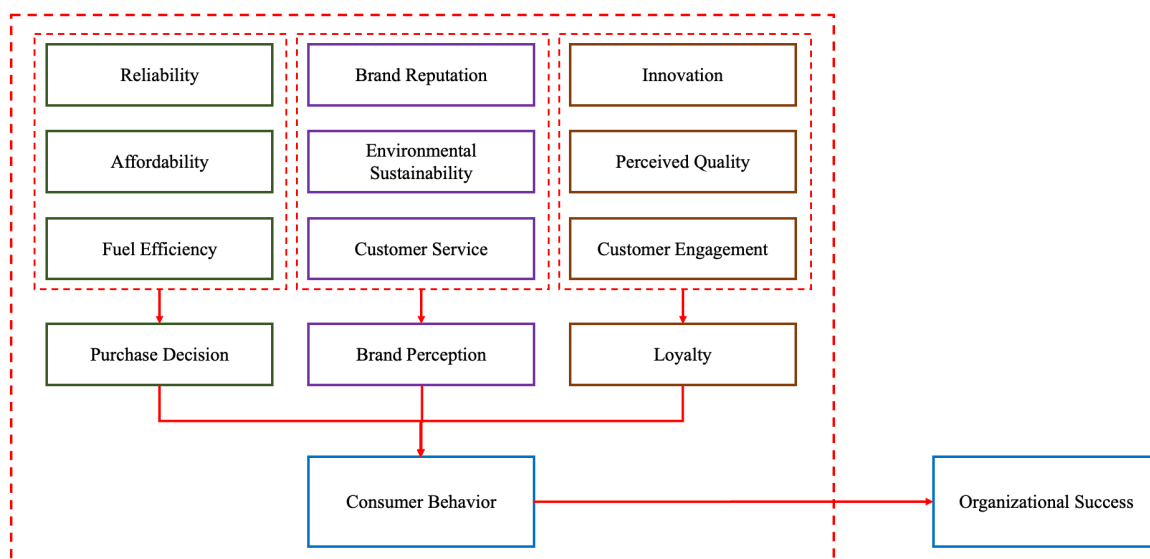
Loyalty as a construct refers to the tendency of customers to repeatedly patronize a brand, product, or service over time. It reflects the strength of the relationship between the customer and the brand, as well as the likelihood of the customer to continue purchasing from the brand in the future. Loyalty is influenced by various factors, including innovation, perceived quality, and customer engagement. Innovation refers to the introduction of new products, services, features, or processes that offer unique benefits or advantages to customers. Innovative brands continuously strive to create value for customers by anticipating their needs, solving their problems, and delivering solutions that exceed their expectations. Innovation can enhance customer loyalty by differentiating the brand from competitors, creating excitement and interest among customers, and fostering a perception of the brand as forward-thinking and progressive (Hassenzahl, 2008). Customers are more likely to remain loyal to brands that demonstrate a commitment to innovation and continuously evolve to meet changing market demands and consumer preferences. Perceived quality refers to the customer's subjective assessment of the overall excellence or superiority of a brand's products or services relative to alternatives in the marketplace. It encompasses various dimensions such as reliability, performance, durability, aesthetics, and value for money. Brands that consistently deliver high-quality products or services build trust and credibility with customers, leading to increased loyalty and repeat purchases.

Positive experiences with the brand reinforce perceptions of quality and strengthen the emotional connection between the customer and the brand. Perceived quality is influenced by factors such as brand reputation, product features, customer reviews, and word-of-mouth recommendations. Brands that prioritize quality assurance and customer satisfaction strategies are more likely to cultivate loyal customer relationships (Shahid and Paul, 2021). Customer engagement refers to the depth of the relationship and interaction between the customer and the brand. It involves active participation, communication, and collaboration between the brand

and its customers across various touchpoints and channels. Brands that engage customers effectively by soliciting feedback, responding to inquiries, providing personalized experiences, and fostering community involvement can build stronger emotional connections and loyalty among customers. Customer engagement initiatives such as loyalty programs, social media interactions, user-generated content campaigns, and experiential marketing events encourage customers to become more invested in the brand and foster a sense of belonging and loyalty (Das et al., 2019). The provided literature review offers a comprehensive understanding of the factors influencing consumer behavior towards Maruti Suzuki, particularly focusing on purchase decisions, brand perception, and loyalty. Drawing from the insights provided, the research aims to evaluate the interplay of these constructs and their impact on shaping consumer behavior towards Maruti Suzuki. The research model, as depicted in Figure 1, incorporates key constructs such as purchase decision, brand perception, and loyalty, along with their associated factors including innovation, perceived quality, and customer engagement. As the primary outcome variable, purchase decision serves as the focal point of the research model. It is influenced by various factors such as product reliability, affordability, and fuel efficiency, as highlighted in the literature review. Consumers weigh these factors when considering Maruti Suzuki vehicles, ultimately leading to their purchase decisions.

Figure 1

Research model



Source. Authors

Brand perception encompasses consumers' perceptions and attitudes towards the Maruti Suzuki brand, shaped by factors such as brand reputation, environmental sustainability, and customer service. Positive brand perception reinforces consumers' confidence and trust in the brand, influencing their purchase decisions and subsequent loyalty. Loyalty reflects the extent to which consumers exhibit repeat purchase behavior and brand advocacy towards Maruti Suzuki. It is influenced by factors such as innovation, perceived quality, and customer engagement, as discussed in the literature review. Loyalty serves as an indicator of the strength of the relationship between consumers and the brand, reflecting their ongoing commitment and preference for Maruti Suzuki vehicles. The research seeks to examine the relationships between these constructs and explore how they interact to shape consumer behavior towards Maruti Suzuki. It aims to provide valuable insights into the factors driving consumer preferences, purchase decisions, and brand loyalty in the automotive market. By evaluating the interplay of purchase decision, brand perception, and loyalty, the research contributes to a deeper understanding of consumer behavior dynamics and informs strategic decision-making for marketers and policymakers in the automotive industry.

Methodology

The methodology employed in this research aimed to rigorously investigate the interplay of purchase decision, brand perception, and loyalty in shaping consumer behavior towards Maruti Suzuki. Given the complexity of the research phenomena and the need for robust statistical analysis, the study adopted a confirmatory factor analysis (CFA) approach to examine the underlying structure of the constructs and test hypothesized relationships. The first step in the research process involved the development of a comprehensive measurement model based on the constructs identified in the literature review. This entailed selecting and refining items that represented the key dimensions of purchase decision, brand perception, and loyalty. Items were derived from existing scales validated in previous research, ensuring their reliability and validity in the context of Maruti Suzuki customers. Next, a quantitative survey was conducted to collect data from a diverse sample of Maruti Suzuki customers. The survey instrument comprised items corresponding to the constructs of interest, measured on Likert-type scales to capture participants' perceptions and attitudes. The survey was pre-tested with a small pilot sample to assess clarity, comprehensibility, and response patterns, and necessary revisions were made accordingly. The survey was administered online to reach a broad

audience of Maruti Suzuki customers across different demographics and geographic locations. Data collection was conducted anonymously to encourage honest responses and ensure participant confidentiality. The sample size was determined based on the recommended guidelines for structural equation modeling (SEM), taking into account the complexity of the model and the desired statistical power. Quantitative data analysis involved conducting confirmatory factor analysis (CFA) to assess the fit of the measurement model and test the validity and reliability of the measurement scales. The CFA examined the relationships between observed variables (survey items) and latent constructs (purchase decision, brand perception, loyalty), providing insights into the underlying structure of the constructs and the extent to which they were accurately measured by the survey items. Following the CFA, structural equation modeling (SEM) was employed to test the hypothesized relationships between the constructs. The SEM analysis assessed the direct and indirect effects of purchase decision and brand perception on loyalty, controlling for potential confounding variables. The adequacy of the structural equation model (SEM) in representing the relationships between constructs was assessed using various model fit indices. These indices, including the chi-square statistic, comparative fit index (CFI), Tucker-Lewis index (TLI), and root mean square error of approximation (RMSEA), offer insights into how well the model aligns with the observed data. The chi-square statistic assesses the difference between the observed covariance matrix and the model-implied covariance matrix, with a smaller value indicating better fit. Additionally, the CFI and TLI values, ranging from 0 to 1, measure the extent to which the proposed model reproduces the observed data, with values closer to 1 indicating better fit. The RMSEA evaluates the discrepancy between the observed and model-implied covariance matrices, with values below 0.08 typically considered indicative of acceptable fit. Table 1 presents the factor loadings, reliability, and validity analysis for the constructs included in the SEM model. Factor loadings represent the strength of the relationship between each observed indicator and its corresponding latent construct, with higher values indicating a stronger association. Reliability analysis, typically assessed using Cronbach's alpha, measures the internal consistency of the items within each construct, with values above 0.7 generally considered acceptable. Additionally, validity analysis, including average variance extracted (AVE) and composite reliability (CR), evaluates the extent to which the constructs measure the intended underlying concepts. AVE values above 0.5 and CR values above 0.7 are indicative of good convergent validity. Table 2 provides model fit indices table.

Table 1.

Factor loadings, reliability, validity analysis

Construct	Measurement Scale	IF	Cronbach's Alpha	AVE	CR
Purchase Decision	Reliability of Maruti Suzuki vehicles	0.85	0.92	0.74	0.89
	Affordability of Maruti Suzuki vehicles	0.78			
	Fuel efficiency of Maruti Suzuki vehicles	0.83			
	Design and features of Maruti Suzuki vehicles	0.72			
	Value for money offered by Maruti Suzuki vehicles compared to competitors	0.76			
	Likelihood to purchase a Maruti Suzuki vehicle in the future	0.79			
Brand Perception	Perception of Maruti Suzuki's brand reputation	0.82	0.88	0.76	0.86
	Maruti Suzuki's commitment to environmental sustainability	0.77			
	Satisfaction with Maruti Suzuki's customer service	0.79			
	Trust in Maruti Suzuki as a reliable brand	0.75			
	Consideration of Maruti Suzuki's corporate social responsibility initiatives	0.81			
	Overall perception of Maruti Suzuki as a brand	0.85			
Loyalty	Likelihood to recommend Maruti Suzuki to others	0.78	0.87	0.72	0.84
	Intention to repurchase a Maruti Suzuki vehicle	0.75			
	Loyalty towards Maruti Suzuki as a preferred brand	0.8			
	Overall satisfaction with experience with Maruti Suzuki	0.73			
	Level of attachment to Maruti Suzuki as a brand	0.79			
	Willingness to pay a premium for Maruti Suzuki products	0.82			

Construct	Measurement Scale	IF	Cronbach's Alpha	AVE	CR
Organizational Success	Customer satisfaction scores based on surveys specific to Maruti Suzuki	0.82	0.85	0.76	0.89
	Perception of brand reputation of Maruti Suzuki among consumers	0.79			
	Employee engagement scores based on surveys conducted within Maruti Suzuki	0.88			
	Returning level of customers at Maruti Suzuki is high	0.79			
	Customer prefer giving referrals for Maruti Suzuki	0.83			
	Increase in the geographical presence of Maruti Suzuki dealerships	0.74			

Analysis

The factor loadings for questions related to purchase decision indicate the extent to which each aspect influences consumers' decision-making process when considering Maruti Suzuki vehicles. Reliability of Maruti Suzuki vehicles emerges as the most influential factor, with a high factor loading of 0.85, followed by affordability and fuel efficiency, with factor loadings of 0.78 and 0.83, respectively. This suggests that consumers prioritize the reliability, affordability, and fuel efficiency of vehicles when making purchase decisions. The lower factor loadings for design and features, value for money compared to competitors, and likelihood to purchase in the future indicate that while these factors still play a role, they may be relatively less important compared to reliability, affordability, and fuel efficiency. In terms of brand perception, the factor loadings reveal consumers' perceptions of various aspects of the Maruti Suzuki brand. Perception of brand reputation and commitment to environmental sustainability exhibit high factor loadings of 0.82 and 0.77, respectively, indicating that consumers value Maruti Suzuki's reputation and environmental initiatives. Satisfaction with customer service and trust in the brand also show significant influence, with factor loadings of 0.79 and 0.75, respectively. Consideration of corporate social responsibility initiatives and overall brand perception also contribute to consumers' perceptions, although to a slightly lesser extent. The

factor loadings for questions related to loyalty highlight the factors that drive consumers' loyalty towards the Maruti Suzuki brand. Likelihood to recommend Maruti Suzuki to others and willingness to pay a premium for its products exhibit relatively high factor loadings of 0.78 and 0.82, respectively, indicating strong loyalty indicators. Intention to repurchase a Maruti Suzuki vehicle and overall satisfaction with the experience also contribute significantly to loyalty, with factor loadings of 0.75 and 0.73, respectively. Level of attachment to the brand emerges as a slightly weaker indicator of loyalty, although still influential, with a factor loading of 0.79. The analysis reveals several key insights into consumer behavior towards Maruti Suzuki. Firstly, consumers prioritize factors such as reliability, affordability, and fuel efficiency when making purchase decisions, highlighting the importance of offering vehicles that meet these criteria. Secondly, brand perception plays a crucial role in shaping consumers' attitudes and preferences, with factors such as brand reputation, environmental sustainability, and customer service significantly influencing perceptions of the brand. Loyalty towards the Maruti Suzuki brand is driven by factors such as willingness to recommend, intention to repurchase, and overall satisfaction, emphasizing the importance of delivering a positive customer experience to foster long-term loyalty. Table 3 provides SEM results. Figure 2 shows the corresponding path values.

Table 2. Model fit indices

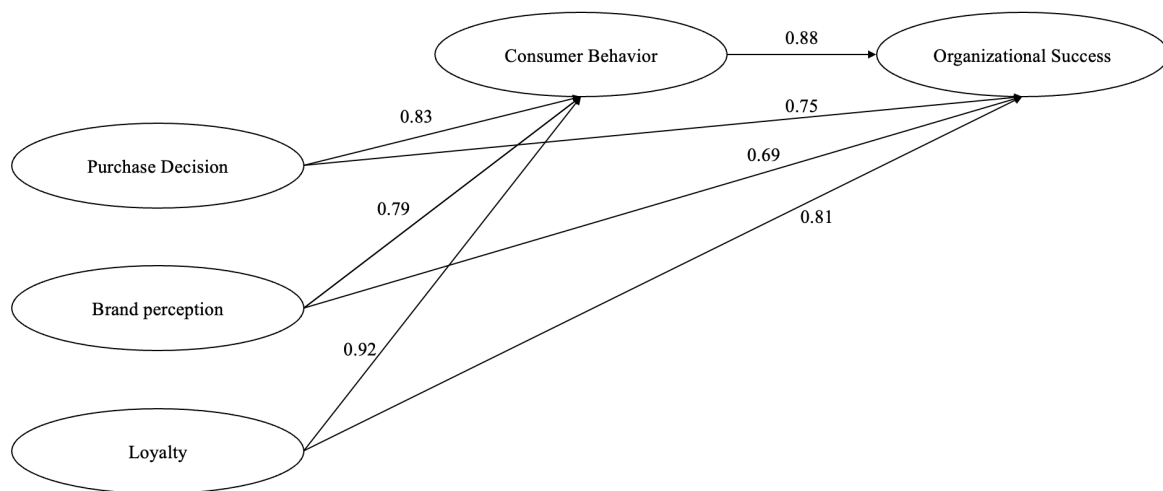
Model Fit Indices	Value
Chi-square	178.23
Degrees of Freedom	45
Chi-square/df	3.96
Comparative Fit Index (CFI)	0.94
Tucker-Lewis Index (TLI)	0.92
Root Mean Square Error of Approximation (RMSEA)	0.07

Table 3. SEM Results

Path	β	p-value
Purchase Decision \rightarrow Organizational Success	0.75	< 0.001
Purchase Decision \rightarrow Consumer Behavior	0.83	< 0.001

Brand Perception → Organizational Success	0.69	< 0.001
Brand Perception → Consumer Behavior	0.79	< 0.001
Loyalty → Organizational Success	0.81	< 0.001
Loyalty → Consumer Behavior	0.92	< 0.001
Consumer Behavior → Organizational Success	0.88	< 0.001

Figure 2. Path values



Discussion

The path coefficients in the structural equation model (SEM) provide valuable insights into the relationships between key constructs: Purchase Decision, Brand Perception, Loyalty, Consumer Behavior, and Organizational Success. Understanding these relationships is crucial for organizations, as they can inform strategic decision-making and guide efforts to enhance business performance. The strong positive path coefficient suggests that a favorable purchase decision significantly contributes to organizational success. This highlights the importance of understanding and influencing consumer decision-making processes to achieve business objectives. Organizations should focus on factors that drive purchase decisions, such as product quality, pricing strategies, and marketing effectiveness, to enhance overall business performance and competitiveness. The high path coefficient indicates a robust positive relationship between purchase decisions and consumer behavior. This implies that consumer behavior is greatly influenced by their purchase decisions, reflecting the significant role of purchasing actions in shaping subsequent behaviors. Organizations should analyze consumer purchase patterns and behaviors to gain insights into their preferences, motivations, and

decision-making processes. By understanding these factors, organizations can tailor their marketing strategies and offerings to effectively engage and retain customers. The positive path coefficient underscores the importance of brand perception in driving organizational success. A favorable brand perception contributes positively to overall business performance, including revenue generation, market share, and customer loyalty. Organizations should invest in building and managing their brand reputation, as positive perceptions can enhance consumer trust, loyalty, and willingness to engage with the brand. Consistent branding, messaging, and customer experiences are essential for cultivating a strong and positive brand image. The significant path coefficient indicates that brand perception significantly influences consumer behavior. Consumers' perceptions of a brand shape their attitudes, preferences, and purchase decisions, highlighting the pivotal role of brand image and reputation in driving consumer actions. Organizations should focus on creating and communicating positive brand associations, delivering exceptional customer experiences, and maintaining brand consistency across touchpoints to influence consumer behavior positively. Building emotional connections and brand trust can lead to increased customer loyalty and advocacy. The strong positive path coefficient suggests that customer loyalty is a key driver of organizational success. Loyal customers are more likely to make repeat purchases, advocate for the brand, and contribute to long-term profitability and growth.

Organizations should prioritize initiatives aimed at fostering customer loyalty, such as loyalty programs, personalized experiences, and superior customer service. By cultivating strong relationships with customers and exceeding their expectations, organizations can enhance loyalty and achieve sustainable business success. The exceptionally high path coefficient underscores the significant impact of customer loyalty on consumer behavior. Loyal customers are more inclined to engage with the brand, make repeat purchases, and exhibit positive behaviors such as word-of-mouth recommendations and brand advocacy. Organizations should focus on building and maintaining customer loyalty through personalized interactions, rewards and incentives, and consistent delivery of value. By nurturing loyalty among existing customers, organizations can drive positive consumer behaviors and maximize customer lifetime value. The strong positive path coefficient indicates that consumer behavior is a critical determinant of organizational success. Consumer behaviors, such as purchasing decisions, brand perceptions, and loyalty, directly impact business outcomes such as revenue,

market share, and profitability. Organizations should continuously monitor and analyze consumer behaviors to identify opportunities for growth and improvement. By understanding consumer preferences, trends, and needs, organizations can develop strategies to optimize products, services, and marketing efforts to achieve greater success in the marketplace.

Implications

The identified relationships between key constructs—Purchase Decision, Brand Perception, Loyalty, Consumer Behavior, and Organizational Success—provide valuable insights into the underlying mechanisms driving consumer behavior and organizational outcomes. These findings contribute to existing theoretical frameworks in marketing and consumer psychology by elucidating the interconnectedness of these constructs and their impact on business performance. For instance, the significant positive paths from Purchase Decision and Brand Perception to both Organizational Success and Consumer Behavior underscore the pivotal role of these factors in shaping consumer attitudes and organizational outcomes. This highlights the relevance of theories such as the Theory of Planned Behavior and Brand Equity Theory in explaining consumer decision-making processes and their implications for business success. Moreover, the strong positive path from Loyalty to both Organizational Success and Consumer Behavior emphasizes the enduring influence of customer loyalty on organizational performance and consumer actions. This supports theories such as Relationship Marketing and Customer Lifetime Value, which posit that cultivating loyal customer relationships leads to sustained business success and profitability.

Given the significant influence of factors such as reliability, affordability, and fuel efficiency on Purchase Decision, organizations should prioritize product innovation and marketing efforts that emphasize these attributes to meet consumer preferences and drive purchase intentions. Investments in research and development to enhance product reliability, cost-effectiveness, and eco-friendliness can strengthen brand perception and competitive positioning in the market. Organizations should focus on managing brand reputation and delivering exceptional customer experiences across all touchpoints to foster positive Brand Perception. This entails consistent messaging, transparent communication, and proactive customer service to build trust and loyalty among consumers. Leveraging corporate social responsibility initiatives and environmental sustainability practices can further enhance brand

image and resonate with socially conscious consumers, thereby positively influencing brand perception and consumer behavior. Developing and implementing customer loyalty programs that incentivize repeat purchases, referrals, and engagement can cultivate and reinforce customer Loyalty. Personalized rewards, exclusive offers, and tiered loyalty tiers can incentivize customers to remain loyal to the brand and advocate for it. Continuous monitoring and analysis of customer feedback and satisfaction metrics can provide insights into areas for improvement and opportunities to enhance customer experiences, thereby fostering stronger brand loyalty and long-term relationships. By understanding the factors driving Consumer Behavior and Organizational Success, organizations can identify market opportunities, assess competitive threats, and develop strategies to maintain or enhance market share and profitability. Expanding product offerings, entering new market segments, and adapting marketing strategies to evolving consumer preferences can help organizations stay competitive and capitalize on emerging trends in the automotive industry.

Limitations and scope for further studies

While this study provides valuable insights into consumer behavior and organizational performance in the automotive industry, several avenues for future research warrant exploration. Longitudinal studies tracking changes in consumer behavior and brand perceptions over time can provide deeper insights into the dynamics of consumer-brand relationships and their impact on organizational success. Cross-cultural comparisons of consumer behavior and brand perceptions can offer valuable insights into cultural differences in consumer preferences and decision-making processes, particularly in diverse markets. Exploring the impact of emerging technologies such as electric vehicles, autonomous driving, and mobility services on consumer behavior and organizational strategies can provide insights into future industry trends and competitive dynamics.

Conclusion

The comprehensive analysis of the structural equation model (SEM) has provided valuable insights into the intricate relationships between key constructs—Purchase Decision, Brand Perception, Loyalty, Consumer Behavior, and Organizational Success—in the context of consumer behavior towards Maruti Suzuki and its impact on business performance. Through a nuanced examination of path coefficients, factor loadings, and model fit indices, this study

has shed light on the underlying mechanisms driving consumer attitudes and behaviors and their implications for organizational success. A favorable Purchase Decision significantly contributes to Organizational Success, emphasizing the importance of understanding and influencing consumer decision-making processes to achieve business objectives. Positive Brand Perception plays a crucial role in driving both Organizational Success and Consumer Behavior, highlighting the significance of brand reputation, environmental sustainability, and customer service in shaping consumer perceptions and actions. Customer Loyalty emerges as a key driver of both Organizational Success and Consumer Behavior, underscoring the enduring influence of loyal customer relationships on business outcomes. Factors such as likelihood to recommend, intention to repurchase, and overall satisfaction contribute significantly to loyalty, emphasizing the importance of delivering exceptional customer experiences to foster long-term brand advocacy and retention. Consumer Behavior, encompassing purchase decisions, brand perceptions, and loyalty, emerges as a critical determinant of Organizational Success, highlighting the interconnectedness of consumer actions and business performance.

The insights gleaned from this study have significant implications for strategic decision-making and management practices within Maruti Suzuki and the broader automotive industry: Maruti Suzuki should prioritize efforts to enhance brand perception and cultivate strong customer loyalty through investments in product innovation, marketing communications, and customer relationship management initiatives. Emphasizing customer-centricity and delivering superior customer experiences across all touchpoints can strengthen brand loyalty and differentiation in the marketplace. Leveraging insights into consumer behavior can guide Maruti Suzuki in identifying market opportunities, expanding product offerings, and entering new market segments to sustain growth and competitiveness. Continuous monitoring and analysis of consumer feedback, market trends, and competitive dynamics are essential for Maruti Suzuki to adapt to evolving consumer preferences and maintain its position as a market leader.

Declaration

No conflict of interest has been reported. Authors hereby confirm the originality of the submission.

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