

## **Determinants Of Brand Loyalty For Maruti Vitara Brezza With Reference To Madurai City**

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### **Abstract**

India became the fourth largest automobile market in the year 2019 surpassing Germany and is expected to beat the Japanese auto market in the year 2021. It will also make India the world's third largest automobile sector. For India, the auto sector is highly crucial as it contributes 49 percent to the manufacturing Gross Domestic Product (GDP) and 7.5% to the overall GDP.

In the beginning of 2020 with a lack of consumer spending, more private investments, weak monsoon season, and the imposition of BS-VI norms, the year 2020 started weak for the auto sector. As per the data of the Society of Indian Automobile Manufacturers (SIAM), for the financial year 2019-20, the Indian auto sector witnessed a drop of around 18 percent in domestic sales. It also led to a fall in the passenger vehicle, commercial vehicle, and two-wheelers respectively by 18 percent, 28.75 percent, and 9.19 percent.

Maruti Suzuki has been recognised as the "most trusted brand" consecutively for the last 21 years by JD power Asia Pacific. The first Maruti Car was launched in 1983 as a poor man's car and since then it has been in the market as the most successful brand for the past thirty eight years. The objective of the study is to evaluate the various customer segments in Madurai city driving Maruti Vitara Brezza cars and to determine the brand loyalty by studying the relationship and impact of human personality on brand loyalty.

This study of the nature of empirical research design. The segmentation of the owners of Maruti Vitara Brezza helped in identifying four major segments viz. traditionalist, emotionalist and protagonist. Structural equation modeling - Amos analyses revealed the brand loyalty dimension of Maruti Vitara Brezza as ruggedness as the human personality.

**Keywords:** Brand loyalty, ruggedness, extroversion, human personality

### **1. INTRODUCTION**

India became the fourth largest automobile market in the year 2019 surpassing Germany and is expected to beat the Japanese auto market in the year 2021. It will also make India the world's third largest automobile sector. For India, the auto sector is highly crucial as it contributes 49 percent to the manufacturing Gross Domestic Product (GDP) and 7.5% to the overall GDP.

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And as if this was not enough, COVID-19 lockdown hit the soft spot and led to a plunge in the manufacturing and selling statistics further. Compared to March 2019, in March 2020 the overall auto sales slumped by 45 percent. Also, the sales of passenger vehicles, commercial vehicles, two-wheelers, and three-wheelers declined by 50 percent, 88 percent, 40 percent, and 60 percent respectively.

## **2. OBJECTIVES OF THE STUDY**

The following are the major objectives of this study

- To study the profile of Maruti Vitara Brezza customers.
- To identify the various determinants of Maruti Vitara Brezza customers.
- To evaluate the impact of human personality items on brand loyalty dimension.

## **3. RESEARCH METHODOLOGY**

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

The opinion from the respondents is the major source of information. This can be collected by using- Structured questionnaire will be prepared for each category of the respondents and information (data) will be collected. Questionnaire comprises of both demographic and functional variables related to the study. Proper scaling technique applied in this instrument. Instrument is the only source which decides the reliability and validity. Likert five point scaling techniques and seven point scales were applied to get response from the respondents.

Secondary data has collected from the sources which are already published like profile of the study are from the district administration website, information related to the product and history have been collected from the website of the company. Information found in the Newspaper, theoretical model for this study has confined using existing research work and other internet sources.

## **4. SCOPE OF THE STUDY**

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

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

## **5. LIMITATION OF STUDY**

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

## **6. DATA ANALYSIS AND DISCUSSIONS**

Data have been presented and analysed using appropriate statistical techniques to arrive the result which used to formulate the policy to attract the customers.

### 6.1 Multiple regressions – Traditionalist

Dependent Variable	Independent Variable	Variance %	Rank
Corporate	Imaginative, Independent, family oriented, Unique, Sincere.	41.86%	1
Honest	Confident, Family oriented	24.49%	2
Family oriented	Honest, Imaginative	19.93%	3
Imaginative	Corporate, Independent	18.86%	4
Confident	Honest	17.49%	5
Young	Unique, up-to-date	14.86%	6
Unique	Young	7.86%	7
Wholesome	Realistic	6.60%	8
Realistic	Wholesome	6.60%	9

The above table shows the contribution of corporate by 41.86 percent variation as which is explained by imaginative, independent, family oriented, unique and sincere. Rank 2 honest is explained by 22.60% variation in confident and family. Rank 3 family oriented is explained by honest and imaginative. The maximum variation in corporate is thus explained by imaginative, family oriented, unique and sincere.

### 6.2 Multiple regression – Emotionalist

Dependent Variable	Independent Variable	Variance %	Rank
Honest	Imaginative, secure, Unique	32.71 %	1
Realistic	Family oriented, whole some	27.71%	2
Unique	Honest, Sincere, Up-to-date	26.28%	3
Family Oriented	Realistic, up-to-date, Wholesome	25.32%	4
Secure	Honest, Family Oriented	24.49%	5
Sincere	Unique, up-to-date ,Young	22.60%	6
Wholesome	Realistic, Secure	20.16%	7
Imaginative	Honest	19.55%	8
Up-to-date	Family oriented, reliable	17.86%	9
Confident	Wholesome, reliable	15.93%	10
Independent	Reliable	12.86%	11
Reliable	Independent	11.28%	12
Young	Secure	10.60%	13

The table explains the contribution of variable honest at 32.71% with the independent variable imaginative, secure and unique. In the same way, realistic is 27.71% with the independent variable family oriented and whole same. The dependent variable unique has 26.28% variation with honest, sincere, & up-to-date as the independent variable

### 6.3 Multiple regression – Protagonist

Dependent variable	Independent variable	Variance %	Rank
<b>Wholesome</b>	original, realistic, young, family oriented	29.60%	1
<b>Reliable</b>	up to date, sincere, corporate, realistic	28.32%	2
<b>Realistic</b>	wholesome, reliable, secure, honest	27.86%	3
<b>Secure</b>	realistic, reliable, original, corporate, family oriented	25.28%	4
<b>Sincere</b>	reliable, honest, secure, young	24.93%	5
<b>Up to date</b>	reliable, independent, imaginative	23.32%	6
<b>Original</b>	wholesome, unique, secure	22.49%	7
<b>Independent</b>	up to date , unique, family oriented, young	21.71%	8
<b>Unique</b>	independent, original, imaginative, sincere	20.55%	9
<b>Confident</b>	young, family oriented, honest, independent	19.32%	10
<b>Corporate</b>	reliable, secure, up to date	17.16%	11
<b>Family oriented</b>	wholesome, independent, confident, secure	16.49%	12
<b>Honest</b>	sincere, confident, imaginative	15.60%	13
<b>Young</b>	confident, wholesome, imaginative	14.86%	14
<b>Imaginative</b>	honest, reliable, up to date	12.28%	15

The table explains the maximum variation of 29.60% in wholesome with independent variable original, realistic, young, family oriented, rank 2 of 28.32% variation of dependent variable reliable is explained by independent variables, up to date, sincere, corporate of realistic. Ranked 3 in the table is realistic with a variation of 27.86% explained by the independent variables wholesome, reliable, secure and honest.

### 7. FINDINGS AND CONTRIBUTION OF THE STUDY

- Contribution of corporate by 41.86 percent variation as which is explained by imaginative, independent, family oriented, unique and sincere. Rank 2 honest is explained by 22.60% variation in confident and family. Rank 3 family oriented is explained by honest and imaginative. The maximum variation in corporate is thus explained by imaginative, family oriented, unique and sincere.
- Contribution of variable honest at 32.71% with the independent variable imaginative, secure and unique. In the same way, realistic is 27.71% with the independent variable family oriented and whole same. The dependent variable unique has 26.28% variation with honest, sincere, & up-to-date as the independent variable
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- Maruti can project the Maruti Vitara Brezza brand as a tough and rugged car. The customers attribute Maruti Vitara Brezza as a tough car that can be used for tough situations. They also feel that this car is not only used at home but also when the roads are irregular and not so well laid.

The other dimensions attributed by the customers to this brand are sophistication and excitement. The customers are proud owners as their car is charming and admired by others. The good looks and smooth drive add to the sophistication dimension. The customers are excited about Maruti Vitara Brezza for its unique offer with up-to-date and contemporary features like air bags, ABS system. Customers also attribute Maruti Vitara Brezza as a creative brand which is independent in its offer i.e. not based on others. Hence Maruti Vitara Brezza can be projected in advertisement as a tough car with great looks and unique attributes.

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

## 8. CONCLUSION

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Maximum variation of 29.60% in wholesome with independent variable original, realistic, young, family oriented, rank 2 of 28.32% variation of dependent variable reliable is explained by independent variables, up to date, sincere, corporate of realistic. Ranked 3 in the table is realistic with a variation of 27.86% explained by the independent variables wholesome, reliable, secure and honest. The marketing managers and advertisers can make use of this insight to increase the brand loyalty score for a brand.

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