Product Brand Loyalty and Purchase Decision: A Comparative Study of Automobile Industry of Pakistan

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Abstract

The present study was an examination of the relationship between product brand loyalty and purchase decision of automotive customers. The study focused on comparative analysis of two famous brands of automobile i.e. Honda City and Toyota Corolla Xi and the various effects of product brand loyalty on purchase decision of automotive customers. A cross sectional quantitative research design was employed in the research study. In today's competitive business world, now most of the marketers and manufacturers of various brands have encountered with multiple variables through which they can not only influence the purchase decision of their customers but also secure their buying preferences. The variables that are used and relevant to this study are product brand loyalty, perceived quality, price, and purchase decision. During examination of the relationship between these variables, study investigated that there is a positive association between product brand loyalty, product perceived quality, price and purchase decision.

Keywords: Brand Loyalty, Purchase Decision, Perceived Price, Quality, Automotive Industry

INTRODUCTION

Aaker (1991) defines brand as a “name, logo or even a package that distinguishes the products or services of one company to other”. However, according to Marconi (1993), a strong brand not only gives personality to the product but also add value to that particular product (s). Brand is what “a buyer perceives a unique image about the product and add value to the brand” (De Chernatony, 1993; De Chernatony & Riley, 1999; McWilliam & Dumas, 1997; Ambler & Styles, 1996).

Branding is all about differentiating one company’s product from others. No doubt, branding strongly influences the purchase decisions of customers and their buying patterns. Now a day, most of the companies are facing hard challenges for launching their new products in a highly competitive market. It is considerably becomes much difficult for firms to capture high market share for their products. In this challengeable environment, still there are many factors through which companies not only get competitive advantages but also generate higher revenue. The product perceived quality and price are one of the main factors which can make products highly competitive. These factors further play an important role to develop product brand loyalty of customers which further have an impact on the customer’s purchase decision. Sometimes, decision making process of consumers could become very complicated as consumers make their purchase decision on the basis of the information they have gathered about the specific brands, products and from their past purchase experience after consumption (Sawhney, 2006). If companies fail to produce high quality products with suitable prices then product brand loyalty may lose; hence, it will badly effect on the purchase decision of customers. Each brand plays its role to make the customer intact that make them loyal with the particular product (s). Companies may lose its customers due to significant increase in product prices. On the other hand, high product quality leads towards high product brand loyalty. Product brand loyalty originates if customers are found to be satisfied with the products after consumption.

In the history of Pakistan automobile industry, Bedford truck was the first Pakistan’s vehicle manufactured in early 50s. According to the Ministry of Industries, Bedford Truck was first produced by National Motors Limited at Karachi, Pakistan in 1953. Afterward, light trucks, cars and buses were also assembled in the same plant by the same assembler. In early 1990s, the automotive industry of Pakistan was highly regulated. After deregulation, competition increased in automotive sector after the entrance of some of the major Japanese manufacturer and car assemblers; Honda (1994), Toyota (1993), Suzuki Cars (1984), Mazda Trucks, Hino Trucks, Daihatsu and Hyundai (1999).

The Pakistan automobile industry is regulated by Pakistan Automobile Association (PAMA). The Pakistan Automobile industry is now considered one of the leading industrial sectors (with emerging potential); contributing in higher industrial and manufacturing growth in Pakistan. There are around 200,000 persons who are currently employed in this industry. There are many well-known automobile brands in Pakistan; like Honda, Toyota, Suzuki, Daihatsu, Mercedes but the main big players are Honda, Suzuki, Deewan Farooq motors and Indus motors in Pakistan automotive industry. All these brands are currently providing different types of vehicles by keeping in view the current market demand. They are gaining good profit margin by introducing new models in the market. Some of the brands have now become a status symbol and also have sufficient market share.

Notwithstanding, a manifold increase in product and sales of cars in Pakistan from last few years, Pakistan is still considered as a less motorization in comparison with the globe and even with its neighbors like Iran where 30 cars are available for one thousand people while 12 cars are available to one thousand persons in Pakistan. Due to this fact, Pakistan is known as “less motorized nation” among the world.
Statement of the Problem

“Is there any relationship between the product brand loyalty, perceived quality, price and purchase decision?”

The aim of the present research study is to examine the relationship between the product brand loyalty and the individual’s purchase decisions apart from the product perceived quality and price to be paid.

Research Objectives

The objective of the present research study is to investigate whether or not brand loyalty; the product perceived quality and the product price affects the purchase decisions of automotive customers. Another purpose is to conduct a comparative analysis of both brands on the basis of their mean values to see which brand (Honda & Toyota) is most influential on the purchase decision of automotive customers. The target population is current Honda City and Toyota Corolla XLi consumers residing in Lahore, Pakistan. The present study is also conducted to investigate the influence of product branding, pricing and perceived quality on the purchase decisions of automotive consumers who are using Honda City and Toyota Corolla XII.

Research Hypotheses

There are three hypotheses and three null hypotheses which are being tested in order to investigate this research question from the literature. These are purchase decision (dependent variable), product brand loyalty (brand name), perceived quality, and product price. These three hypotheses and accompanying null hypotheses are as follows:

H1: There is a relationship between product brand loyalty and purchase decision.
H1o: There is no relationship between product brand loyalty and purchase decision.
H2: There is a relationship between perceived quality and purchase decision.
H2o: There is no relationship between perceived quality and purchase decision.
H3: There is a relationship between product price and purchase decision.
H3o: There is no relationship between product price and purchase decision.

LITERATURE REVIEW

Concept & Significance of Branding

Branding concept holds remarkable importance from last many years as it is the main key that differentiates one company’s goods and services from others. The customer’s understanding is better enhanced through association and easy flow of information about certain products that are purchased so far. Therefore; it builds the customer’s trust to the brand with time. This further reflects a need to build a strong brand from organization’s view point by doing some effective brand management efforts to create brand equity.

Today, branding creates the emotional attachment of customers with products and companies (Dolak, 2003; Kotler & Armstrong, 2004). Brand managers can create a strong feeling of involvement and higher intangible qualities that contain the symbol, mark or a brand name (Aaker, 1991 & Dolak, 2003). According to Aaker (1991), a brand contains logo, symbol, name and package is differentiated from competitors’ product as per its (brand attributes) uniqueness. Bennett (1995) has defined brand as a “name, design, symbol, or any feature that identifies one seller’s product or service as distinct from other sellers”. Further, Marconi (1993) has explained the importance of a brand that it is not a name of any entity but it is the trust between the producer and consumers whereas, consumers are deemed to be loyal after holding the trust level that has created by the brand to gain competitive position (Keller, 2001). So, by concluding this; we can say that brand is not a symbol only but it is trust and a synergy creator as far as adding value is concerned. According to De Chernatony (1993) and Riley (1999); McWilliam & Dumas (1997); Ambler & Styles (1996), a distinct image and added value make brand as a promising product for company to increase the customer based equity/loyalty.

The topic of brand had gain the tremendous attention by marketers, academic practitioners and researchers around the world from the past three decades (Brodie et al., 2009; Aaker, 1991; Erdem et al., 2006). Ambler & Styles (1996) stated that a large quantity of literature is available in marketing capacity on brand literature. Therefore, a product embedded with brand; carries emotional benefits, attachment and satisfaction for its users (Hankinson & Cowking, 1996). Researcher and academic practitioners from the globe are still working on this topic in order to formulate a strong role and the significant contribution of brand towards the company’s success and in order to get the competitive edge over its competitor (Aaker, 1996).

Purchase & Repurchase Intention

According to Dodds et al., (1991), a purchase intention is an attempt by customers to buy a product or a service for a specified period of time. Purchase intention or decisions to purchase a product or services is further influenced by so many factors like; product, brand loyalty, price and perceived quality (Kotler, 2000). Other researchers; Marrison, (1979); Luo et al., (2011), further argued that purchase intentions do have an impact on the consumer’s purchase behavior that actually ends up with an actual purchase.

Purchase intention refers to the attempt to purchase a product or service (Dodds et al., 1991). Consumer purchase intention influenced by several external factors like product, brand, retailer, timing (Kotler, 2000). Purchase intentions influences purchase behavior in terms of end result, i.e., actual purchase (e.g., Luo et al., 2011; Marrison, 1979). According to Dekimpe et al. (1997), managers should be well aware about how their customers behave in multiple purchases as most of the studies also reported to learn about consumer behavior for a long term (Johnson, 1984; East and Hammond, 1996; Stern, 1997; Mela et al., 1997).

According to Carr et al., (2003), repurchase intention or decision to make repeat purchase referred to as individual’s judgment and decision to buy the same product or service again from the same company based upon his/her previous experience and likelihood. Successful organizations always keen to retain their customers with their repurchase intentions. Satisfaction is the first key in retaining customers. Customers are well satisfied only when they are getting high perceived quality (Spreng, MacKenzie, & Richard, 1996). Few researcher; Day & Landon (1977), &
Singh (1988) stated that greater customer satisfaction always leads towards high repurchase intentions whereas dissatisfied customers never come back to repurchase the same product or brand. According to Oh (1999), product perceived quality, product price, satisfaction, value, word of mouth and repurchase intentions all are positively associated with each other. Customer satisfaction is an important factor in retaining customers for long term with positive repurchase decision (Brown & Gulyycz, 2001). The same is concluded by Dawes, Dowling, Patterson (1997) and Durvasula et al. (2004) that future purchase decisions, customer satisfaction and brand loyalty are positively correlated with each other. In a cruc, most of the researchers; Howard & Sheth, 1969; Howard, 1974; Fornell, 1992; Oliver, 1980; Richins, 1983; Westbrook, 1987; agreed that customer satisfaction always have an influence in not only determining the purchase intentions but also in building the brand loyal customers.

**Brand Loyalty**

According to encyclopedia Britannica (2006) “Loyalty, as a general term, signifies a person’s devotion or sentiment of attachment to a particular object”. Loyalty is defined (in term of a brand or product) by Kotler and Armstrong (1996), “a commitment to re-buy the same preferred product or services”. Product brand loyalty creates favoritism for a brand (Anderson, 1974). Therefore, brand loyalty is very helpful in the selection of brand (Swaminathan, Fox & Reddy, 1988). Brand loyalty plays significant role for companies in gaining high market share as high brand loyalty leads towards the higher market share (Singh, Ehrenberg & Goodhard, 2008). Brand loyalty also brings and attract loyal consumers who are often involved in higher purchase hence, they are considered as the great assets for firms. So, the major concentration must be on loyal customers by brand managers (Owens, Hardman & Keilllo, 2001). On the other hand, devoted customers are durable assets rather than a threatening liability (Shugan, 2005). Dick and Basu (1994) identified four types of loyalty based on the attitude and behavior of customer’s loyalty:

<table>
<thead>
<tr>
<th>Types of Loyalty</th>
<th>Attitude</th>
<th>Behavior</th>
</tr>
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<tbody>
<tr>
<td>Loyalty</td>
<td>Attitude</td>
<td>Patronage</td>
</tr>
<tr>
<td>Latent loyalty</td>
<td>High relative</td>
<td>Low repeat patronage</td>
</tr>
<tr>
<td>Spurious loyalty</td>
<td>Low relative</td>
<td>High repeat patronage</td>
</tr>
<tr>
<td>No Loyalty</td>
<td>Low relative</td>
<td>Low repeat patronage</td>
</tr>
</tbody>
</table>

Types of Loyalty

The present study is similar to Oliver’s (1997, 1999), loyalty directly denote repurchase intention of customers. It basically demonstrates an attitude and behavioral response which create an emotional attachment and intention to repurchase the same brand again.

According to Jacoby & Chestnut (1978), “behavioral dimension denotes repeat purchase behavior towards particular product or service”. While, attitudinal dimension express the positive attitude with some value addition. Some researchers stated that repeat patronage and favorable attitude both leads towards customer loyalty (Dick & Basu, 1994). The term loyalty and repeat purchase are also used interchangeably. Only a loyal customer will buy the same product or brand again and again; this repeat purchase behavior of customers further become gratifications to run the businesses for companies. Customers who are loyal; continues to consume the same products without any marketing efforts (Rowley, 2005).

Brand loyalty has significant strategic importance for firms as it is a sign of competitive advantage (Gounaris & Statlakopoulos, 2004). Empirical research has demonstrated that brand loyalty refers to a specific repeat purchase behavior and patterns. Brand loyalty does have an effect on purchase decision of customer but not always. It is not necessary that customer chooses the same brand by buying the same car due to the brand loyalty. Current price comparison and the quality of vehicle are also taken into consideration while purchasing the same brand. It means and quality of the brand is also very important factors that can influence the purchase decision of customers and make them loyal. Loyal customers are always less price sensitive in comparison with non-loyal customers (Tellis, 1988). Customers often purchase their favorite brands by paying any uncertain price (Chaudhuri & Holbrook, 2001). Research studies indicate that weak brands become stronger due to the price promotions (Muehling & Lacznia, 1988). Same, high quality brands always play significant role in creating brand loyal customers (Kumar & Leone, 1988).

Higher the brand loyalty, higher will be the market share (Singh, Ehrenberg & Goodhard, 2008). Loyal customers always purchase products in high volumes; therefore, they are considered an important and durable asset for the companies. Due to this, brand managers focus only on the loyal customers (Owens, Hardman & Keilllo, 2001).

According to Grover and Srinivasan (1992), positive and favorable responses can only be achieved by loyal customers in making purchase decisions of main brands over the competitor’s brands. The definition of brand loyalty also described as the commitment to repeat purchase of the same brands. Customers usually prefer to buy their most favorite brands and ignore competitor’s brands. Brand loyal customers always prefer to buy a brand over the competitor’s brands (Wood, 2004). It is generally assumed that brand loyalty motivates customers to buy the same brand on routine basis and restrict them to switch on other brand. Accordingly to Yoo, Donthu & Lee (2000), brand loyalty motivates consumers to buy the same brand routinely and restrict them with the same brand. This series of process definitely leads towards the brand equity which further increases the revenue and profits for the companies.

Brand loyalty achieved through customer satisfaction and customer satisfaction induces buyers to make positive purchase decision to buy the same product or brand of the same company. Day & Landon (1976), and Singh (1988) also demonstrated the positive relationship between customer satisfaction and repurchase intentions; dissatisfaction leads towards the lower or less re-purchase intentions. Same, customer satisfaction help companies to retain their prospective customers in future with positive purchase decision (Brown & Gulyycz, 2001). Re-purchase intention includes the tendency to make purchase decision to buy a particular product in future (Fornell, 1992; Boonlertvanich, 2001).

The present study tells as to what extent brand loyalty is related to the purchase decision of automotive users of Pakistan.

H1: Brand loyalty is positively related with purchase decision.

**Perceived Quality**

Stanton (2006) defines quality as, “The degree to which a product meets the expectations of the consumer”. Quality plays its significant role in making customers loyal to the brand. It is one of the first variables that customer must undertake for getting awareness about the brand and in making his/her purchase decision. It is important to note that customer perceives the product quality first and then make the purchase decision (Wonglorsaichon & Sathanarpabayut, 2008).

Marketer considers product quality as the intervening point to make customers loyal with products (Darsono & Junaedi, 2006). Quality of the product is often known as the most important driver of customer loyalty after brand image and service quality (Clotey, Collier & Stodnick, 2008).
High quality brands are comparatively less affected with an increase in prices during the sale. But, when prices decline; good quality brands provide encouraging benefits as compared to the low quality brands (Sivakumar & Raj, 1997). Products having longer usage are commonly known as a high functional product and treated as high quality products (Page & Herr, 2002). Most of the consumers make analysis of intrinsic elements of the product during evaluation of product quality (Kirimani & Baumgartner, 2000). When product quality is enhanced by firms; it enables firms to give favorable tangible benefits to the customers (Drano, 1999). High quality products make customers think to repurchase the product again (Thurau & Klee, 1997).

Perceived quality can be judged by the evaluation of customers after consuming the particular product or service by relying on the intrinsic and extrinsic dimensions of the product or service. On the other hand, Berry & Zeithaml (2004) stated that “quality” itself is very complicated aspect by its definition. According to Aaker (1991), “perceived quality is the perception of customers about the overall quality of a particular product or service with respect to product’s intended purpose, usage and performance”.

One of the important functions of perceived quality is to have an influence on consumer’s behavior that further effect on satisfaction and purchase decisions (Tsitsou, 2005). Perceived quality of a brand have a direct and positive relationship on customer satisfaction and their purchase decisions which further leads towards brand loyalty (Ha et al., 2011). Marketers and practitioners have considered product perceived quality as one of the most important construct in marketing just because of its positive effects on marketing performance (Cronin & Taylor, 1992; Parasuraman, Zeithaml & Berry, 1996). However, other marketing variables like purchase intention, satisfaction integrates that perceived product quality received only a little attention. Indeed, it is generally believed that higher perceived product quality leads towards repeat purchase intentions of consumers. It means that it is bedrock for every kind of business due to repeat purchase behavior received by loyal customers. Constructs like perceived product quality, satisfaction and purchase decision may help to develop a decision making model for academics.

Product perceived quality have a direct and positive impact on purchase intentions irrespective of the inconsistent research findings reported from the literature. Most of the researchers also verified the positive and direct effect of perceived quality on the purchase intentions of customers (Carman, 1990; Boulding et al., 1993; Parasuraman et al., 1996), while some researchers stated that there is indirect relationship only through from satisfaction (Cronin & Taylor, 1992; Sweeney et al., 1999) and yet Tsitsou (2006), reported that both relationship exist. Thus, there is dual effect (direct and indirect) on the purchase decision of customers.

When we talk about the product perceived quality then it is directed towards the post purchase decision of the consumers (Holbrook & Corfman, 1985; Roest & Pieters, 1997). Some research scholars reported in their research studies that it is not only post purchase constructs but also pre-purchase construct as the past experience is only required to assess the product quality and performance. It means that product perceived quality is taken into consideration by the consumers before and after their purchase decisions. Hence, there is a direct and/or indirect relationship between the purchase intentions and the perceived quality. Marketing practitioners also agreed with the relationship between these two constructs (Taylor & Baker, 1994).

The present study also attempt to find out as to what extent the quality of automobiles is affecting the purchase decision of automotive customers in Pakistan.

H2: Product perceived quality is positively related with purchase decision.

Price

It is generally accepted that the amount of money is always required to buy a particular product or service. Loyal customers pay less attention on price of product as compared to non-loyal customers (Krishnamurthi & Raj, 1991). Loyalty may involve the customer’s willingness to sacrifice on the lower price offered by other competitors (Doostar, M et.al, 2012). Any change in price will results low or high brand loyalty for the given product (Gedenk & Neslin, 1999). There is a strong relationship between product brand loyalty and product price. Thus, brand loyalty will be high with the high level of product price (Chauduri, 1999). However, higher prices of products affect the purchase decision of customers because consumers don’t want to buy those products which are too expensive (Rao, 2009).

Product price does have an impact on the consumer’s purchase decision (Davis, Inman & McAlister, 1992; Ailawadi, Neslin & Gedenk, 2001; Grover, & Srinivasan, 1992; Shen, Chi, & Chen, 2007) but Ehrenberg, Hammond, & Goodhardt (1994), argued that price promotions does not influence on the repeat purchase behavior or sales volume of the firms.

Kotler and Armstrong (2010) defined Price as “the amount of money invested to buy a particular product or service, or exchange of benefits for using the product or service.” According to Stanton, Michael & Bruce (1994), price is an amount of money and goods require to exchange with other goods and services. Most of the researcher inclined towards price fairness with satisfaction of customers (Kukar-Kinney, Xia & Monroe, 2007; Martin-Consuegra, Molina & Esteban, 2007; Hermann et al., 2007). Price fairness is an assessment of customers about the price of particular products that it should be justified, reasonable and acceptable (Xia et al., 2004; Kukar-Kinney, Xia & Monroe, 2007). Reasonable price leads towards customer’s satisfaction and loyalty and it can directly influence the purchase decision of customers. Research studies indicated that customer’s decision to purchase the same brand is directly influence the satisfaction and loyalty of customers (Martin-Consuegra, Molina & Esteban, 2007).

High prices of product may cause to switch from one brand to another as many customers prefer to buy low priced products available in the market. The consumers follow a series of steps to select the best alternative before reaching to the final selection (Hanssens & Johansson, 1991). Price conscious consumers prefer to buy those products which are available at low price (Lal, 1990). On the other hand, brand conscious consumers buy the products at any price premiums.

Low quality brands generally highly affected due to price increase as compared to the high quality brands (Sivakumar & Raj, 1997). According to Gerstner (1985), there is a week relationship between price and the quality; products which appear with high prices are treated as poor quality. Loyal customers always compromise on price sensitivity as compared to the price conscious or non-loyal customers (Graham & Garber, 1984). It is assumed that high priced products undesirably affect the purchase decision as mostly consumers hesitate to buy the high priced products (Rao, 2009).

Based on the above literature, product price has been identified as a major factor that influences the purchase decision of customers. Further, data analysis will determine the extent of relationship between the product price and the purchase decision of automotive customers of Pakistan.

H3: Price is positively related with purchase decision.
Theoretical Model

A model depicting the relationship between the four variables is presented in Figure 1.

![Theoretical Model Diagram](image)

**Fig 1. Theoretical Model**

Figure 1 shows the possible links or relationships among all the variables, namely product brand loyalty, purchase decision, product price, and product perceived quality. The dependent variable is purchase decision because it could be influenced by other three independent variables which are product brand loyalty, perceived quality and product price.

RESEARCH METHODOLOGY

In the current study, researcher has employed quantitative research design because the aim of the current study is to examine the relationship between the dependent and independent variables. The study is cross sectional because participants were required to complete the survey at a single point in time. The survey was conducted both online and offline through questionnaire. Other research design (qualitative and mix method approach) were also considered in the present study but the researcher have rejected the qualitative design because it does not allow for testing the relationships among dependent and independent variables as represented in hypothesis in the current study. By rejecting the qualitative research design, the researcher also rejected the mix method approach. Thus, the most feasible option was only to employ the quantitative research design in the current study.

In current study, the population of interest consists of Honda City and Toyota Corolla XLI automotive owners/buyers in Pakistan. The targeted respondents were buyers who bought their Honda City and Toyota Corolla XLI within the past five years. The reason for this preference of buyers was to collect the desired responses in a uniform way that fulfills the purpose of the present research study, essentially responses that are current and dependable. The researcher approached those respondents who owned Honda City and Toyota Corolla XLI and collected the data from those consumers who are conveniently available and residing in Lahore, Pakistan. The researcher collected responses from 200 respondents through online and offline (Google docs and personal questionnaire). Data collected through online and offline questionnaire are further compiled in a single spreadsheet and entered in SPSS database for detailed descriptive and inferential analysis.

The researcher conducted the power analysis in order to determine the effect of the given sample size as researcher has performed Pearson’s correlation coefficients in the present research study. It is an important aspect of experimental design that also determine the degree of confidence under the given sample size constraints. Through power analysis, researcher obtained 0.765 the desired alpha value or significance level which means that there is more than 76% chance for accepting the hypothesis (Cohen, 1988). Convenience sampling technique (non-probability sampling) is applied by the researcher to collect the data. Through convenience sampling, researcher selected the respondents who are easily accessible and approachable. In convenient sampling technique, subjects are selected according to their convenient accessibility as well as proximity to the researcher.

Data Analysis

In current study, the researcher has performed both descriptive (comparative) and inferential statistical analysis. Firstly, descriptive statistic was performed on all study variables. It includes percentages and frequencies for all the categorical variables such as demographics characteristics (gender, age, education and ethnicity) and means and standard deviations for the continuous variables (demographic characteristics like age as well as the composite measures of brand loyalty, perceived quality, price, and purchase decision).

**Validity**

As the researcher adopted the instrument from (Alexander, 2011), therefore, that instrument is already valid. Thus, only reliability has been tested where Cronbach’s Alpha value was .765 that means that instrument is also reliable.

**Reliability**

Alexander (2011) estimated the reliability (Cronbach’s alpha internal consistency) of purchase decision and perceived quality measure to be .80. While in current research study, the researcher aspired to achieve a minimum of .765 for all four constructs i.e purchase decision, brand loyalty, perceived quality and price. The researcher has not performed additional factor analysis as the instrument used in the present study has
already been validated. Therefore, based on Alexander’s (2011) instrument, the researcher developed a revised model to examine the relationship between product brand loyalty, perceived quality, product price and purchase decision constructs (see Figure 1). This figure specifically illustrates the relationship among all the four constructs employed in the current research study.

**Descriptive Statistics (N = 200)**

Table 1 describes the descriptive statistics (mean and standard deviation) about the purchase decision, perceived quality, price and brand loyalty of Honda and Toyota users. Purchase decision construct contains total of 16 elements, perceived quality have three elements, price have also three elements and same brand loyalty have three elements. The description of analysis is demonstrated as below:

<table>
<thead>
<tr>
<th>Table 1. Descriptive Statistics Related to Purchase Decision, Quality, Price and Brand Loyalty</th>
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<tr>
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<td>Pur_Decision15</td>
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<td>Pur_Decision16</td>
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<tr>
<td>Quality1</td>
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<tr>
<td>Quality2</td>
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<tr>
<td>Quality3</td>
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<td>Price1</td>
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<td>brnd_lty2</td>
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<tr>
<td>brnd_lty3</td>
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<tr>
<td>Valid N (listwise)</td>
</tr>
</tbody>
</table>

Table 1 shows the descriptive statistics about the consumer’s response towards their current automobile. According to table 1, there are 16 constructs that are relevant to the purchase decision, three elements for perceived quality, three elements for price and three elements for product brand loyalty. The description of each element is given as below:

**Comparative Analysis of Honda City & Toyota Corolla XLi**

Comparative analysis has been performed for Honda and Toyota on the basis of all constructs i.e. purchase decision, perceived quality, price and brand loyalty. The results of the analysis have been interpreted one by one.

Table 2 describes the descriptive statistics (mean and standard deviation) about purchase decision of Honda and Toyota users. Statistics reveal that Honda users have more inclination towards satisfaction as compared to the Toyota users. Majority of the Honda users give strong agree more weightage to be felt more satisfied as compared to Toyota users as the mean of Honda users is more in comparison with the Toyota users. Overall, it demonstrates that most of the respondents (Honda and Toyota) are greatly satisfied with the brand of automobile that they currently owned. It is because that the brand they owned is meeting their desired satisfaction by providing them the greater quality and performance.

<table>
<thead>
<tr>
<th>Table 2. Purchase Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>HONDA</td>
</tr>
<tr>
<td>MEAN</td>
</tr>
<tr>
<td>My overall satisfaction level with the current brand of automobile.</td>
</tr>
<tr>
<td>I am pleased with the brand of automobile that I own.</td>
</tr>
<tr>
<td>Overall, the brand of automobile that I currently own has met my expectations.</td>
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<tr>
<td>I would re-purchase the brand of automobile.</td>
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<tr>
<td>I feel emotionally attached to the brand of automobile that I currently own.</td>
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<tr>
<td>I have a strong sense of identification with this brand of automobile.</td>
</tr>
<tr>
<td>It has a great deal of personal meaning for me.</td>
</tr>
<tr>
<td>It would be very difficult for me to consider switching from current automobile brands.</td>
</tr>
<tr>
<td>My life would be disrupted if I switched away from this automobile brand.</td>
</tr>
<tr>
<td>It would be too costly for me if I switched away from this automobile brand.</td>
</tr>
<tr>
<td>Re-purchases the same brand of automobile in the future.</td>
</tr>
<tr>
<td>The likelihood that I would buy this brand again.</td>
</tr>
</tbody>
</table>

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Table 3. Perceived Quality

<table>
<thead>
<tr>
<th></th>
<th>Honda Mean</th>
<th>SD</th>
<th>Toyota Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>5.14</td>
<td>.860</td>
<td>5.39</td>
<td>.596</td>
</tr>
<tr>
<td>Performance</td>
<td>5.45</td>
<td>.611</td>
<td>5.50</td>
<td>.694</td>
</tr>
<tr>
<td>Reliability</td>
<td>5.41</td>
<td>.730</td>
<td>4.78</td>
<td>.945</td>
</tr>
</tbody>
</table>

Table 3 describes the descriptive statistics (mean and standard deviation) about the perceived quality of Honda and Toyota users. The description of analysis of each element of perceived quality is described as below:

Statistics reveal that Toyota users are more who agreed that the quality of car brand is very high as compared to the Honda users. Majority of the Toyota users give agree more weightage to be felt high quality of their current automobile brand as compared to Honda users as the mean of Toyota users is more in comparison with the Honda users.

Table 4. Price

<table>
<thead>
<tr>
<th></th>
<th>Honda Mean</th>
<th>SD</th>
<th>Toyota Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>This automobile brand is reasonably priced.</td>
<td>5.14</td>
<td>1.186</td>
<td>4.39</td>
<td>1.106</td>
</tr>
<tr>
<td>This automobile brand offers value for the money.</td>
<td>5.42</td>
<td>.741</td>
<td>4.28</td>
<td>1.220</td>
</tr>
<tr>
<td>This brand is a good product for the price.</td>
<td>5.32</td>
<td>.968</td>
<td>4.04</td>
<td>1.288</td>
</tr>
</tbody>
</table>

Table 4 describes the descriptive statistics (mean and standard deviation) about the price of Honda and Toyota users. The description of analysis of each element of price is described as below:

Statistics reveal that Honda users feel more inclined towards agree that automobile brand is reasonably priced. Majority of the Honda users give agree more weightage to be felt that the brand is reasonably priced as compared to Toyota users as the mean of Honda users is more in comparison with the Toyota users.

Table 5. Brand Loyalty

<table>
<thead>
<tr>
<th></th>
<th>Honda Mean</th>
<th>SD</th>
<th>Toyota Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have a positive image of the brand.</td>
<td>5.51</td>
<td>.677</td>
<td>4.48</td>
<td>1.041</td>
</tr>
<tr>
<td>My experience with the brand has been very good.</td>
<td>5.50</td>
<td>.816</td>
<td>4.52</td>
<td>1.041</td>
</tr>
<tr>
<td>How likely would you be to buy another brand if this brand were not available?</td>
<td>2.23</td>
<td>1.442</td>
<td>3.22</td>
<td>1.269</td>
</tr>
</tbody>
</table>

Table 5 describes the descriptive statistics (mean and standard deviation) of brand loyalty of Honda and Toyota users. The description of analysis of each element of brand loyalty construct is described as below:

Statistics reveal that Honda users have more positive image of the brand as compared to the Toyota users. Majority of the Honda users give agree more weightage to be felt more positive image of the brand as compared to Toyota users as the mean of Honda users is more in comparison with the Toyota users.

Independent Samples T Test

Table 6 Group T Test

<table>
<thead>
<tr>
<th></th>
<th>Brand Name</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1</td>
<td>5.2968</td>
<td>.90814</td>
<td>.07516</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4.2346</td>
<td>1.06916</td>
<td>.14549</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>1</td>
<td>4.4132</td>
<td>.47352</td>
<td>.03919</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>4.0741</td>
<td>1.02314</td>
<td>.13923</td>
</tr>
<tr>
<td>Quality</td>
<td>1</td>
<td>5.3311</td>
<td>.49750</td>
<td>.04117</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>5.2222</td>
<td>.42461</td>
<td>.05778</td>
</tr>
</tbody>
</table>

In the above table (6) the mean value obtained for pricing of Honda City and Toyota Corolla xli is 5.2 and 4.2 respectively. It shows that the customers of both brands perceive the price of the said brand (s) almost in a same way.

For brand loyalty, the mean value of Honda City and Toyota Corolla Xli is 4.4 & 4.0 respectively. It means that the customers of both brands are also showing the same intentions towards buying the same brand again.
In perceived quality, the mean value obtained for Honda City and Toyota Corolla Xli is 5.3 and 5.2 respectively. That means customers of both brands perceived the quality of brands in a same way and no difference exists. Most of the customers agreed on a same perceived quality delivered by both brands.

Levene’s Test for Equality of Variances

Table 7. Levene’s Test for Equality of Variances

<table>
<thead>
<tr>
<th></th>
<th>Sig.</th>
<th>t</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>.444</td>
<td>6.992</td>
<td>.000</td>
<td>1.06224</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>6.487</td>
<td>.000</td>
<td></td>
<td>1.06224</td>
</tr>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>.000</td>
<td>3.194</td>
<td>.022</td>
<td>.33917</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>2.345</td>
<td>.022</td>
<td></td>
<td>.33917</td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>.154</td>
<td>1.426</td>
<td>.155</td>
<td>.10883</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>1.534</td>
<td>.128</td>
<td></td>
<td>.10883</td>
</tr>
</tbody>
</table>

In the above table (7), we can see two hypothesis; the one is null hypothesis that interpret the means of both brands (Honda City and Toyota Corolla Xli) are equal. The second one is alternative hypothesis that suggest the means of both groups and brands are not equal. In the above table, the significance value for price is .444 that is greater than the significance value of .05 which means that the variability in two brands is about the same. In group statistics, the mean value of Price for brand 1 is 5.2 and the mean value for brand 2 is 4.2 while the significant value for t test is .000, this indicate the difference between the means of brand 1 and brand 2 is significant. This further tells that the customers of both brands perceive the price of both brands in a different way.

In brand loyalty, the significance value is .000 that is not greater than .05. It means that the variability in two brands is not the same. In group statistics, the mean value for brand 1 is 4.4 and the mean value for brand 2 is 4.0 while the significant value for t test is .022, this indicate the difference between the means of brand 1 and brand 2 is significant. This further tells that the customers of both brands perceive the brand loyalty of both brands in a differently. In perceived quality, the significance value is .154 > .05 which means that the variability in two brands is about the same. In group statistics, the mean value for brand 1 is 5.3 and the mean value for brand 2 is 5.2 while the significant value for t test is .155, this indicate the difference between the means of brand 1 and brand 2 is not significant. This further tells that the customers of both brands perceive the quality of both brands in a same way. We can say that mean values of both brands does not have a greater difference as scores in one brand do not vary too much more than the scores in the second brand. Based upon the results, customers of both brands perceive the quality of both brands in a same way as both conditions are not significantly different from each other.

Pearson’s Correlation Coefficient Analysis

Table 8 Pearson’s Correlation Coefficient Analysis

<table>
<thead>
<tr>
<th></th>
<th>Brand Loyalty</th>
<th>Price</th>
<th>Quality</th>
<th>Purchase decision</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.419*</td>
<td>.132</td>
<td>.434*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.063</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.419*</td>
<td>1</td>
<td>.450*</td>
<td>.777*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.132</td>
<td>.450*</td>
<td>1</td>
<td>.526*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.063</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td><strong>Purchase decision</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.434*</td>
<td>.777*</td>
<td>.526*</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

*Correlation is significant at the 0.01 level (2-tailed).

Table 8 indicates the correlation between variables. Apart from the strength of relationship, it also indicates the significance level of the relationship.

As table 4.9 indicates that there is a moderate relationship between brand loyalty and Purchase decision. The strength of association between these variables is 0.434 with a significance value of 0.000 (p < 0.05). The reason for this association is that brand loyal customers always tend to repurchase the same brand again and again. This association shows that consumers of Honda City and Toyota Corolla Xli will likely to buy the same brand again and again in future. This shows the positive relationship between purchase decision and brand loyalty of automobile users.

Table 8 also indicates that there is very strong relationship between price and purchase decision. The strength of association between these variables is 0.777 with a significance value of 0.000 (p<0.05). The reason of this association is that consumers or owners of automobile brands are currently much satisfied with the price of automobile brands. They are in a position to afford that brand with their current prices with a believe that they are getting higher value in return of money they paid. Most of the consumers agreed that automobile brands used in the current study are reasonably priced. Thus, price has a positive influence on purchase decision of automotive customers.

Regression Analysis

Table 4.9 indicates that there is strong relationship between perceived quality and purchase decision. The strength of relationship between these variables is 0.526 with a significance value of 0.000 (p<0.05). The reason of association is that consumers are getting higher quality of automobile brands they have currently owned. Moreover, consumers are strongly agreed that the current car brand is very reliable due to the high performance. Most of the consumers participated in this study are satisfied with the quality, performance and reliability of car brands. It means that overall brand is offering high quality. This is the reason that consumers are more inclined to buy the same brand again. Thus, perceived quality have positive influence on the purchase decision of automotive customers.
Table 9. Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.813*</td>
<td>.661</td>
<td>.656</td>
<td>.44171</td>
</tr>
</tbody>
</table>

* Predictors: (Constant), Quality, Brand Loyalty, Price

Model summary indicates that there is 66.1% variation in the dependent variable due to the independent variables. It also indicates that 65.6% variation in the dependent variable is due to the independent variables.

Significance of the model is tested by performing ANOVA test and results are shown in table 10

Table 10. ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>74.480</td>
<td>3</td>
<td>24.827</td>
<td>127.247</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>38.241</td>
<td>196</td>
<td>.195</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>112.721</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Predictors: (Constant), Quality, Brand Loyalty, Price
b. Dependent Variable: Purchase decision

From the Table 10 the output depicts that the value of the F statistic is 127, which has a P value of 0.000 that is less than 0.05. This confirms that the model is valid.

Table 11. Regression Analysis

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized</th>
<th>Standardized</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-.166</td>
<td>.388</td>
<td>-.427</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>.163</td>
<td>.051</td>
<td>.148</td>
</tr>
<tr>
<td>Price</td>
<td>.433</td>
<td>.036</td>
<td>.611</td>
</tr>
<tr>
<td>Quality</td>
<td>.362</td>
<td>.073</td>
<td>.231</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase decision

Regression Equation

Purchase decision = -0.166 + 0.163 (Brand Loyalty) + 0.433 (Price) + 0.362 (Quality)

If there is 16.3% change in brand loyalty, 43.3% change in price and 36.2% change in perceived quality then there will be 1% change in purchase decision.

Table 11 indicates that there is a greater influence of price on the purchase decision of automotive customers. While perceived quality have 36.2% influence on the purchase decision of customers. In comparison, brand loyalty has a little influence on purchase decision. It means that brand loyal customers not always influence the purchase decision but its price and perceived quality that plays a major role on purchase decision of consumers.

Comprehensive Discussion of Results

All the three hypotheses of the study were developed to investigate the relationships between three independent variables (brand loyalty, perceived quality and product price) and the dependent variable (purchase decision) prior to addressing the research question. First hypothesis was as follows:

H1: There is a relationship between product brand loyalty and purchase decision.

The corresponding null hypothesis was:

H1o: There is no relationship between product brand loyalty and purchase decision.

The researcher concluded on the basis of statistically significant correlation of r = .434, that there is a strong relationship between product brand loyalty and purchase decision. Hence, null hypothesis were rejected by the researcher. The result showed that participants with high product brand loyalty scores also tended towards high purchase decisions scores. The second hypothesis was as follows:

H2: There is a relationship between perceived quality and purchase decision.

The corresponding null hypothesis was:

H2o: There is no relationship between perceived quality and purchase decision.

The results showed that second null hypothesis was also rejected, the researcher concluded on the basis of statistically significant correlation of r = .526, that perceived quality was related to purchase decisions. Hence, concluded that participants with higher perceived quality scores also tended towards higher purchase decisions score. The third hypothesis was as follows:

H3: There is a relationship between product price and purchase decision.

The corresponding null hypothesis was:

H3o: There is no relationship between product price and purchase decision.

The third null hypothesis were also rejected by research based on the statistically significant correlation r = .777 between product price and purchase decisions.

The researcher concluded that all three independent variables had statistically significant bivariate relationship with the dependent variable in the current study.

CONCLUSION & FINDINGS
In the current study, a detailed comparative analysis of Honda City and Toyota Corolla Xli has been conducted on the basis of their mean values. The finding of this analysis suggested that Honda customers have greater purchase and repurchase intentions as compared to the Toyota Corolla Xli. Further, it can be explicitly concluded from the outcome of the analysis of each element of purchase decision construct that majority of the Honda users give strong agree more weightage to be felt more satisfied as compared to Toyota users as the mean of Honda users is more in comparison with the Toyota users. Therefore, Honda users are more pleased as well as loyal with their current brand of automobile. Honda customers also argued that their current brand is not only reasonably priced but also it offers higher value for the money they have paid.

On the other side, Toyota customers are much more satisfied with the quality, performance and reliability of their current brand of automobile as compared to the Honda users as they have given more weightage to the quality, performance and reliability as compared to the Honda users. The findings of this study suggested to automotive firms to improve their branding and rebranding strategies so that these companies not only attract the single sales or purchase but also strive for frequent purchase and sales. This will definitely lead the firms and their employees to long-term security and growth in this sector. This will make automobile firms realize that they should not only offer the functional attributes of their products but also focus on the perceived value of their automobiles from their buyers and would be buyers.

No doubt, consumers have now become more knowledgeable and rational in their buying decisions. They buy what they want to buy. But sometimes, consumers are being informed of what they need (Sterthal & Lee-Angela, 2000). Marketers inform the arrival of new brand along with its functional attributes through advertisement and other promotional activities. Then, the consumer buys the product for experiments and if he/she gets higher level of satisfaction then positive word of mouth will be disseminated. Thus, strong brand name with high level of satisfaction would have been built. Automotive companies and executives should also build their strong brand names by offering higher level of satisfaction to their current and prospective customers and users. This would be only possible if a reasonable budget of their annual spending will spent on branding and rebranding needs that further includes positioning and repositioning of their brands in the minds of their customers.

Practical Implication

The researcher concluded on the base of findings that product brand loyalty, price and perceived quality had positively related to the purchase decisions of automotive customers. The reason of this significant relationship is due to the growing importance of purchase decisions on organizational performance. Another reason is that brand loyalty and other variables have positive effect on the corporate financial performance of the firms and that companies perform excellent due to the higher brand loyalty. The current study combined with the previous studies that highlighted the significance and importance of developing brand loyalty for creating a competitive edge for company’s growth and performance.

According to Blackston (1998), product brand loyalty always shown positive effect on purchase decisions even customers are willing to pay more and often purchase the same brands frequently. Curtis (2009) performed meta-analysis and concluded that product brand loyalty have positive effect on repurchase intentions of customers as well as for wide variety of companies.

Without product loyalty, purchase decision would only base on price and perceived quality and that would remove any advantages due to branding (Eng & Kh, 2007). They also emphasized that developing product brand loyalty enables companies not only to differentiate their products from others but also make it difficult to copy the same company’s products. Therefore, companies invest few portions of their advertising budgets in developing brand loyalty even before the product advertisement. It is because they see the future operating performance of product brand loyalty (Ukiwe, 2009).

The practical implication of the result of the current study emphasized that development of a strong brand is very critical for automotive executives as it directly have an effect on company’s growth, sales and profitability etc. further, the results of the current study provide confirmation that there is a positive relationship between product brand loyalty, price, perceived quality and purchase decisions of automotive customers. This further supported by Devlin and McKechnie (2008), that strong brands play predominant role in increasing company’s sales and performance.

CONCLUSION

In summary, the findings of the current study espoused how product brand loyalty and product brand building is critical for automotive companies. The researcher concluded and emphasized the importance of brand loyalty along with price and perceived quality. Finding of this study suggested that these variables play an important role in enhancing purchase decisions of automotive customers and hence, increases the sales, growth and profitability of automotive firms. These firms eventually build long term relationships with their current and future users of automobiles by building a strong brand.

References:

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