Brand Building Strategies of Sports Utility Vehicle Cars: A Discriminant Analysis

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Abstract- The word 'Brand' alludes to offerings that is discernable from other products or services and which is easily to be communicated and attracts attention of the customer easily. With accessibility of different products and services there exists cut throat competition. Consequently it is fundamental for every organization to establish and build up their image for its endurance. The present study includes endeavors of the brand building factors of the consumers of the Sports Utility Vehicles (SUV's) cars which impacts purchase intention and helps in building strong brands. An empirical study using structured questionnaire among 450 users of SUV cars (comprising each 150 SUV users of TATA NEXON, MAHINDRA SCORPIO AND HYUNDAI CRETA) in tricity (chandigarh, panchkula, mohali) and Haryana (ambala, kurukshetra) was conducted in order to examine the purchase intention factors and factors of brand building. The findings on the basis of analysis revealed that Brand awareness, Brand association, Brand loyalty, Brand preference were significant factors affecting brand building. This study also highlight the rationale of Brand Building strategies, further the outcomes of this study represents exact prerequisites for all corporate and planners who are seeking to exploit full leverage of the theory of Brand Building.

Key Words: *Brand Building, Automobile Industry, Brand Building Factors, Purchase Intention.*

1. Introduction

The term "brand" refers to products or services that stand out from the competition, are simple to express, and are effective at drawing customers' attention. Due to the availability of many goods and services, fierce rivalry arises. As a result, every organization must establish and enhance its

2448

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

reputation in order to survive. The concept of brand building is applicable to the automotive industry as well. In order to compete in the dominant market environment, every car mobile corporation has branding approaches and tactics. A fundamental analysis of the branding tactics employed by Indian automakers to establish their brands and gain market dominance is undertaken. Consumers typically don't buy items; instead, they buy brands, hence the idea of branding is generally important for the organization's long-term viability. The effects of globalization were clearly discernible in the development of the automotive industry. The Maruti vehicle Company was established in 1982 as the consequence of a collaboration between the Indian government and the Suzuki organization of Japan (Financial Express, 2014). Since then, the growth of the vehicle segment companies has been fantastic.

Currently, there are numerous auto manufacturing firms, giving consumers a large selection of car brands and models. The branding techniques and approaches have evolved since the early branding era over time. Today, branding does have an impact on how consumers make purchases. As a result, producers are now concentrating more on brand placement than product placement.

The purpose of branding is to set one manufacturer's products apart from those of another. The claim illustrates that a brand conveys a product's essence while also capturing its unique personality and distinguishing characteristics. The "differentiation in the products" that is seen through the eyes of the customer provides value and the additional characteristics that make the brands more firmly established and potent (Aaker, 1996a; Blackston). The brand esteem concept was one of the "added Value" highlights in the powerful brand name (Priluck and Till, 2010). Building client loyalty is essential for achieving maximum revenue for the industry as a whole, association income, cost reductions, and economic and sustainable growth. This is especially true in business sectors where competition is fierce.

Objectives of the study

- To determine the brand building factors with reference to SUV's
- To analyze the influence of brand building strategies of SUV's cars on customer preference through discriminant analysis

2449

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

2. Review of Literature

2.1 Purchase Intention

The purchase cycle of consumers is complex. The typical purchasing goal is understood through customer behaviour, discernment, and views. The way that buyers feel about a product is a key factor in how they choose and buy it. According to Ghosh (1990), the consumer purchase process can be reasonably predicted by the consumer's intention to buy.The brand of a firm has a big impact on how a customer decides what to buy. Therefore, in the current study, characteristics that contribute to brand building were identified and examined using purchase intention as the foundation. Additionally, during the purchasing process, consumers are influenced by internal or external simulations and inspirations (Gogoi, 2013).

2.2 Brand building factors and factors affecting purchase intention

When purchasing a brand, the buyer may take their buying intention into account (Shah et al., 2012). Morinez et al. (2007) defined the purchase intention as the consumer's willingness to make a purchase. Therefore, the main rationale of this study is to discover the variables that affect customers' purchase expectations for SUVs.

The impact and influence of the independent elements explored in this study—brand awareness, brand association, brand preference, and brand loyalty on brand building (the dependent variable) is examined.

2.3 Brand Awareness

Brand awareness shows how consumers align a certain brand with the product they hope to own. Customers learn about a brand through effective exhibiting communication channels like television, mobile phones, and online advertising because they signify the validation of a product's quality and legitimacy, which assists to overcome the risk associated with evaluation of the product and assurance when purchasing (Aaker, 1996; Buil et al., 2013). A customer can quickly review or recognize a product brand with high brand awareness. The decision-making process for consumers is heavily influenced by ability of the customers to perceive a brand. According to Hsieh (2016), marketers should increase brand awareness through facilitating transactions, spreading the word, and carrying out various forms of advertising. When brand

2450

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

attention and product awareness are at their peak, brand reliability and loyalty will increase. As a result, brand inclination and purchase intent will both rise.

2.4 Brand Association

Brand affiliation is determined by factors that the client's knowledge of the brand, whether favorable or unfavorable, is related with (Emari et al., 2012). According to Osselaer (2001), brand association serves as a method for gathering data on brand distinctiveness and brand development. Brand association and brand affiliation contain the implications of brands for consumers by linking information about the product in their memories in a way that it represents the products benefits, perceived value of the brand, and various assessments and evaluations of evoked brands by the consumers. Brand association, wherein a customer associates the brand on the basis of information and stimuli accessible, as a result, have an impact on the purchase assessment process and buy intention.

2.5 Brand Preference

However, a few factors contribute to repetitive purchase patterns, including the need for simplicity, originality, contentment, and positive brand experiences (Harris, 2004). Brand preference and brand inclination refer to a consumer's bias towards a certain good or service. The degree to which a consumer prefers one good over another can be referred to as brand preference. According to Goode, Dahl, and Moreau (2010), consumers favour brands that provide a meaningful encounter experience. Customers favour buying from companies that provide innovation, differentiation, usability, and value-added benefits; as a result, consumer preferences and choices are very important in influencing customer decision-making and purchase intention.

2.6 Brand Loyalty

As per, Jagdish and Sheth (1974), the brand loyalty is linked to consumers' routine purchase habits over time and an unmistakably uneven emotional, evaluative predisposition towards a branded, product alternative. When a customer has a strong emotional connection to a brand, it manifests in patterns of repeated purchasing. Such dependability will be helpful for the business because customers will ultimately agree to pay more for the product. Brand loyalty makes consumers more confident in a specific brand, which strengthens their buying intentions.

2451

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

Figure-1: Brand Building Factors
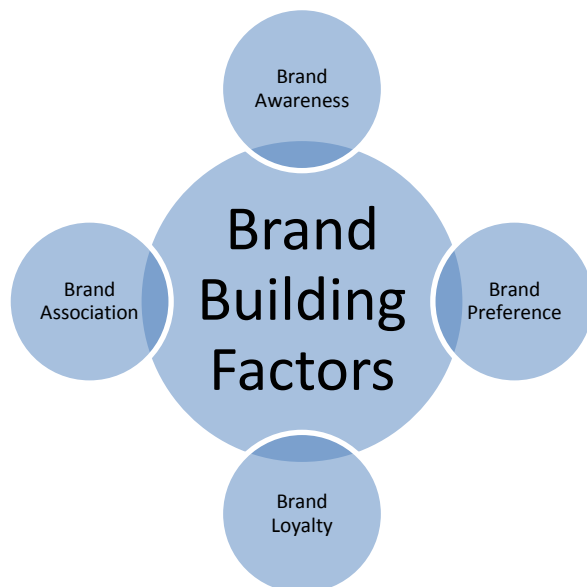
3.   Sample and Procedures

According to Hassan (1995), a research design is a set of instructions or guidelines that should be followed when conducting experiments in order to obtain the most valuable responses to questions or to achieve goals with the best possible factor control. The following sections make up the current factual research.

First, a thorough literature analysis was conducted to investigate the factors that might have a significant influence on consumers' disposition towards purchasing SUV cars. Additionally, discriminant analysis was performed to investigate the SUV car buyer's brand building variables.

50 SUV customers participated in a study that was conducted beforehand using a systematic questionnaire. Onthe basis of input and recommendations from intellectuals, the survey has undergone major revisions. 450 SUV buyers in the Tri-city, which consists of chandigarh, mohali, and panchkula, provided data, which was then collected. All of the respondents owned SUVs and were familiar with and knowledgeable about them.

Likert scale (five point), ranging from 1 (Strongly Disagree) to 5(Strongly Agree), were used in order to evaluate the variables. The study's objectives were to identify the brand-building tactics

2452

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

and policies used by various SUV automakers and to consider the factors that influence consumers' purchase intentions for SUV and discriminant analysis of the factors of the brand building of the consumers of SUVcars.

4. Data Analysis:

4.1 Respondents Profile

Responses were divided into three groups according to respondents' age, gender, and household income. (Table 1). 20% of the 450 replies are from women, while 80% are from men. The respondents' ages, which ranged from 18 to 57, were diverse. 28 to 37 years old (51%) and 38 to 47 years old (24%) were the two age groups with the most respondents. When the respondents' family income was also determined, it was discovered that 61% of them have an annual family income of between Rs. 5 lakh and Rs. 10 lakh.

Table 1: **Respondents Demographic Variables Profile:**

Variables	Category	Frequency	Percentage
Age	18-27	73	16
	28-37	228	51
	38-47	106	24
	48-57	43	9
Gender	Male	362	80
	Female	88	20
Family Income	Below Rs.5 Lakh	28	6
	Rs.5 - 10 Lakh	274	61
	Rs.10 - 15 lakh	93	21
	Above Rs.15 Lakh	55	12

Source: Primary data

2453

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

4.2 Determine the Significance of the Discriminant Function

The eigenvalues of the discriminant functions are presented in the eigen values table, which also shows the discriminant function's canonical correlation. The variance represented by the linear combination of variables increases with increasing eigen value. In terms of significance, descending order is used to arrange the eigenvalues. Hence, the first consistently accounts for the majority of variation in the relationship.

Two functions can be extracted out of three groups as per the analysis. According to Table 2, the first function's eigen values is 3.8091, and this function explains 92.92% of the variance. Large eigen value indicates that the first function is probably preferable. The second function barely explains 6.03 percent of the explained variance and has a low eigen value of 0.2567. The first function in this analysis explains 92.92% of the discriminating power of the discriminating variables, whereas the second function explains 6.03%.

Table-2: Eigenvalues

Function	Eigenvalue	Percentage of Variance	Cumulative Percentage	Canonical Correlation
1	3.8091	92.92	91.92	0.8801
2	0.2567	6.03	100.0	0.4352

. **Source:** Primary data

The second column in the table emphasizes the significance of the discriminant function. Percentage of Variation, and the third column, Cumulative shows the accumulated variation in percentage as each function is added to the table. The first few discriminant functions with cumulative percentages greater than 90% are considered to be the most significant in the analysis, as per Table 2.

For each function, the canonical correlation coefficient is shown in the fourth column, Canonical Correlation. The r value between the discrimination ratings for each group can be referttred to as the canonical correlation value. Comparing the significance of each discriminant function is another usage for it.

Table-3: Functions at Group Centroids

	Function	
SUV	1	2
TATA	-2.05100	0.42846

2454

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

MAHINDRA	-0.41467	-0.65867
HYUNDAI	2.46477	0.25020

Source: Primary data

When there are equal group centroids, both functions must be taken into account at once. By initially evaluating all means concurrently, it is possible to test the function's means successively. The means of the remaining functions are then tested at each step as one function is then excluded at a time. In Table-3, the values of two functions are explained and indicating no functions has been removed.

Table -4: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	Df	Sig.
1 through 2	0.1674	43.823	10	0.00
2	0.8120	5.416	4	0.23

Source: Primary data

Which variables have a significant impact on discrimination are identified using the Wilks Lambda test. Wilks' lambda is closest to zero the more a variable contributes to the discriminant function. A Chi-Square statistic is also provided in the table to assess the importance of Wilk's Lambda. If the p-value is less than 0.05, we can conclude that the pertinent function sufficiently explains group membership. As per Table-4, Wilk's Lambda has a value of 0.1674. At, degrees of freedom (10) and a chi-square of 43.823, this isa significant above the 0.05 level. Hence, the combination of two functions greatly discriminate the three groups.

Table-5: Standardized Canonical Discriminant Function Coefficients and Structure Matrix

Standardized Canonical Discriminant Function Coefficients	Function 1	Function 2	Structure Matrix	Function 1	Function 2
BAW1	.145	.270	BAW3	.166[*]	.118
BAW2	.361	.618	BL2	.135[*]	.033
BAW3	.200	.010	BP2	.113[*]	.030
BAW4	.500	.829	BL1	.092[*]	.045
BA1	.843	1.190	BL3	.064[*]	.051
BA2	1.339	1.602	BAW4	.155	.277[*]

2455

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

BA3	.794	.787	BA1	.043	.264[*]
BA4	.262	.017	BA3	.124	.261[*]
BA5	.917	.068	BA5	.033	.198[*]
BP1	.533	.347	BAW1	.051	.192[*]
BP2	1.715	.472	BP5	.089	.168[*]
BP3	1.048	2.024	BA4	.001	.158[*]
BP4	1.291	1.382	BP3	.105	.156[*]
BP5	1.208	.147	BA2	.125	.151[*]
BL1	.647	.794	BAW2	.100	.143[*]
BL2	1.247	.240	BL4	.027	.075[*]
BL3	.163	1.011	BP4	.034	.042[*]
BL4	.896	.177	BP1	.006	.033[*]

Source: Primary data

To rank the significance of each variable, standardized canonical discriminant coefficients is used. If the groups significantly differ on that variable, the standardized discriminant function coefficient may be high. The relationships between each model variable and the discriminant functions are shown in the canonical structure matrix. We can refer to them as the variable factor loadings on each discriminant function. As demonstrated in Table 5, it enables us to assess correlations and establish how closely a variable is related to each function. Understanding the results is aided by an analysis of the structure correlations and the standardized discriminant function coefficients. As per Table-5, Brand awareness, brand association, brand preference, and brand loyalty are all relevant and significantly important brand building tools, as seen in Table 5, where all of the coefficients linked to the variables have positive signs.

4.3 Assess Validity of Discriminant analysis

By summing the diagonal components and dividing by the entire number of cases, one can calculate the hit ratio, or the percentage of cases that are correctly classified. According to Table 6, the analysis sample-based classification findings show that (137+123+130)/450=86.6% of the instances are correctly classified. Only (106+95+100)/450=66.8% of the cases can be accurately classified when cross validation is not used. If the three groups were of similar size, one would anticipate a hit ratio of 1/3=33.3% only by chance. Thus, there is a better than 25% chance improvement demonstrating at least acceptable validity.

2456

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

Table -6 : Classification Results

		SUV	Predicted Group Membership			Total
			TATA	MAHINDRA	HYUNDAI	
Original	Count	TATA	137	9	4	150
		MAHINDRA	17	123	10	150
		HYUNDAI	10	10	130	150
	%	TATA	91	6	3	100.0
		MAHINDRA	11	82	7	100.0
		HYUNDAI	7	7	86	100.0
Cross-validated[b]	Count	TATA	106	22	22	150
		MAHINDRA	27	95	28	150
		HYUNDAI	25	25	100	150
	%	TATA	71	15	14	100.0
		MAHINDRA	18	63	19	100.0
		HYUNDAI	17	17	66	100.0

Source: Primary data

a.86.6% of the cases in the initial grouping were correctly classified.

b. Only the cases included in the analysis are used for cross validation. In cross validation, every case is categorised using the functions created from every case but that one.

c. 66.8% of cross-validated grouped cases were classified correctly.

5. Findings of the study

This study's goal is to better understand the factors that influence brand creation and how they affect it. These elements support the auto industry's corporate entities in using all of the opportunities on offer and in developing the best strategies for expanding their clientele and market share. This study aids in identifying the variables that affect brand formation and provides advice to the car industry on how to maximise market share. The findings on the basis of analysis revealed that Brand awareness, Brand association, Brand loyalty, Brand preference were significant factors affecting brand building. This study also highlight the rationale of Brand Building strategies, further the outcomes of this study represents exact prerequisites for all corporate and planners who are seeking to exploit full leverage of the theory of Brand Building.

2457

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

6. Implications of the study

6.1   Theoretical implications

The outcomes of the investigation showed that brand building was significantly influenced by brand awareness, brand association, brand loyalty, and brand preference. Additionally, the outcomes of this study serve as exact prerequisites for all executives and planners who want to completely utilize the principle of brand building.

6.2 Managerial Implications

The strategists may devise relevant strategies on brand building factors *viz*. brand awareness, brand association, brand loyalty and brand preference so as to bring product differentiation and to combat competition. In today's competitive corporate word only those companies can attain maximum market share and can reap the benefits of brand loyalty by emphasizing and considering these brand building factors.

Conclusion

Using a pragmatic research approach and a thorough study of the literature, it was determined how four exogenous elements affected the development of the SUV car brand. Positive and immediate effects were determined to be produced through brand association, brand awareness, brand preference, and brand loyalty. These findings were consistent with earlier investigations into the moderating impact of brand-building factors on consumer preferences and, consequently, brand-building process. Therefore, auto companies must make an effort to raise consumer awareness of their brands through advertising, promotional activities, and a variety of social media platforms. Doing so will help to raise brand awareness, promote brand association, and ultimately lead to brand preference and brand loyalty.

Social media is increasingly being viewed by businesses as an additional channel for connecting with and communicating with their current and potential customers. In order to maintain and expand in the auto sector, corporations might focus explicitly on these brand-building factors. The strategists may devise relevant strategies on these factors so as to bring product differentiation in their products. Thus, it can be said that in order for automobiles to succeed in the market and effectively take on competition, they must take into account many factors influencing customers' purchase decisions while developing their strategies.

2458

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

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2459

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

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2460

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461

2461

Eur. Chem. Bull. 2023, 12 (Si6), 2448 – 2461