A STUDY ON CUSTOMERS BRAND PREFERENCE IN SUVS AND MUVS: EFFECT OF MARKETING MIX VARIABLES

Dr.M.Prasanna Mohan Raj,

Assistant Professor – Marketing
School of Business – Alliance University
Chikkahagade Cross Anekal, Bangalore, Karnataka, India

Jishnu Sasikumar,

Dy.Brand Manager
Marketing Department
Mahindra & Mahindra Ltd, Mumbai, India

S.Sriram,

Assistant Manager,
Havells India, Chennai, India.

ABSTRACT

The heterogeneous behaviour of consumers towards the choice of various brands in a particular segment can be explained by the influence of various factors underlying their decisions and its brand equity. The objective of this study is the identification and study of factors influencing customers' brand preferences of the economy segment SUV's and MUV's as well as brand equity as a function of product choice. Brand affinity or emotions associated with brand preference in an economy segment of SUV's and MUV's were also considered to study the effect of marketing mix elements towards consumer preferences. A total of 143 respondents were included among which 98 met the target group criteria set for the study. The data collection was made through direct interaction and customer intercepts survey using printed questionnaires. Descriptive Analysis was used to transform data into understandable format and factor analysis was used for identification of factors influencing customer preference. Friedman's test was used to identify the prominent emotions customers associated to the utility vehicle. The study identified the six factors that influence brand preference. This study and identification of marketing mix elements and associated brand equity from individual customer's perspective is important because it suggests both strategies and tactics, and areas where research can be useful in managerial decision making to increase customer preference of brand.

Keywords: Brand preferences, Marketing Mix, Factor analysis and Friedman's test

INTRODUCTION:

The evolution of SUVS can trace its roots to the debut of General Motors' Chevrolet Suburban in 1935 and its sister, the GMC Carryall[i]. The Suburban and Carryall were truck-based station wagons designed to carry up to eight passengers. These early SUVs were designed to transport forest workers and members of the Civilian Conservation Corps to remote areas. The modern concept of the SUV began evolving in the 1960s with the growing popularity of the Wagoneer. The Wagoneer, which served as a template for all future SUVs, was the first luxury 4x4 family car with numerous interior passenger car appointments. The first modern SUV was Jeep Cherokee, released in 1984[ii]. Today utility vehicles across the world stand as an icon of ruggedness as well as luxury offering astounding off road capability, roomy interiors and power.

Auto facts anticipates global light vehicle assembly volumes will grow from 66 million units in 2008 to 93 million units in 2016, with emerging markets of developing countries like India contributing 95% of this growth[iii].The reason for such growth can be attributed to per capita income increase, change in demographics, population increase, urbanization and growth in GDP of developing countries like India. It is expected that the world production of auto components would reach USD 1.7 trillion by 2015. About USD 700 billion worth of auto components shall be sourced out from low cost countries by 2016. With such growth, factors influencing consumer choice and brand equity become highly relevant and significant.

In Indian market, the Utility vehicles segment grew by 18.87 percent and Multi-Purpose Vehicles grew by 42.10 percent in the period April 2010-11 over its previous year[iv]. This clearly indicates the automobile market of India is tending to grow with an inclination towards utility segment in next few years.

The automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2009, India emerged as the fourth largest exporter of automobiles. The domestic sales trend in auto industry reveals a growth in every segment in the period 2010-11 over 2009-10. The sales figures are indicated in figure no: 1

Figure no:1 AUTOMOBILE DOMESTIC SALES TRENDS

CATEGORY	NUMBER OF VEHICLES					
	2005 - 06	**2006 - 07**	**2007 - 08**	**2008 - 09**	**2009 - 10**	**2010 - 11**
Passenger vehicles	1,143,076	1,379,979	1,549,882	1,552,703	1,951,333	2,520,421
Commercial vehicles	351,041	467,765	490,494	384,194	532,721	676,408
Three wheelers	359,920	403,910	364,781	349,727	440,392	526,022
Two wheelers	7,052,391	7,872,334	7,249,278	7,437,619	9,370,951	11,790,305
Grand Total	**8,906,428**	**10,123,988**	**9,654,435**	**9,724,243**	**12,295,397**	**15,513,156**

Source: *Automotive Mission plan 2006-2016,Ministry of Heavy industries and Public enterprises*

Given the government's thrust to improve the performance of industrial segments and the need to transform the automobile segments into business-oriented, market-driven and efficient entities, capable of operating profitably and competitively using value-added and branded products, SUV and MUV segments have become an issue of paramount importance. In view of such efforts, brand Equity and marketing mix elements are being used as a strategy in growing markets of developing countries but still lag behind developed markets**.** The objective of this study is to assess the factors involved in brand choice and brand equity association in consumer decision making process.

THEORETICAL FOUNDATION:

Cooper (1993)noted that most new innovations come with high risks asmost of them failed in the market creating the needfor marketers to have a clear understanding of successfactors in brand preferences. Customers brand preference is influenced by brand equity and marketing mix elements. Theories of customers' brand preference (Rogers, 1995;Tornasky and Klein, 1982; Mason, 1990; Cherney, 2003) emphasize on the importanceof complexity, compatibility, observability, triability,relative advantage, risk, cost, communicability, divisibility,profitability, social approval, and product characteristicson brand preference. The relative importanceof each factor depends on the nature of goods/services under consideration, culture and social characteristics ofthe consumers of the different brands.

Li and Houston (1999) employed asample of 1200 consumers in Taiwan to determine factors underlyingpreference of market innovations. Price level,product variety and marketing communications

factorswere identified as promoters of brand preference.Karjaluoto et al.
(2005) examined the customer brand preferences in the context ofthe mobile phone industry in Finland. The major objective of the study is used toassess consumer motivations in mobile phone preference.Seven factors influencing mobile phone preference were identified like innovative services, multimedia, design, brand image, outside influence, price, and reliabilityand these accounted for about 70% of the totalvariance.
Brand Equity plays a major influencing role in all the stages of decision making process.Brand equity creation process model developed by Yoo, Donthu and Lee (2000) explored the relationship between selected marketing mix elements and brand equity. Consumer learning and associated brand equity plays an important role in consumer decision making as analysed by Erdem, Zhao and Valenzuela (2004). Brand equity is function of a brand and its main purpose is to provide convenience and clarity in decision making by providing a guarantee of performance and communicating a set of expectations thereby offering certainty and facilitating the buying process. On the emotional side, the function of a brand is to evoke a set of associations and furthermore symbolize the consumer's persona through brand imagery.
According to Aaker(1991), brand equity is a combination of multiple dimensions. Brand preference or brand adoption as one of the elements of brand equity is influenced by various factors like price, store image, distribution intensity, price promotions and word of mouth. Erdem, et al (1999) showed that the brand equity concept might be understood better if it is examinedin a broader framework that assesses the incremental effect of the brand across the various stages of the consumer'sbrand preferences. Based on the literature review, this article focus primarily on ten selected marketing elements namely:Price, Store image, Distribution intensity, Advertising frequency,Celebrity endorsement, Price promotions, Frequency of Non-price promotions, Event sponsorship, Country of- origin andWord-of-mouth (WOM) recommendations. This article mainly focuses on above mentioned elements and tries to study customers brand preference as an outcome of brand equity and to analyze the effect different marketing mix elements might have on consumer's final brand preference in economy segment SUV's & MUV's.

RESEARCH OBJECTIVES:

The major objective of this research is to study the influence of various marketing mix elements on brand preference of economy segment SUVs and MUVs. The secondary objectives are

- To identify the factors influencing brand choice of economy segment SUVs and MUVs
- To examine the credibility of various information sources.
- To find out the emotions associated with brands.

RESEARCH METHODOLOGY:

Descriptive research was opted to identify the characteristics of the population under study. The main purpose of this research is to examine the factors influencing brand choice in economy segment SUVs and MUVs in Cochin, Kerala. The study areas include high density areas where product sales are high. During the time in which the research was conducted, various brands of SUV or MUV were widely available, making it possible to assess choice in the Automobile market.

SAMPLING UNIT:

The study is focused on economy segment SUV's and MUV's which are priced less than Rs.15 Lakh rupees. All prices are considered as ex-showroom, Cochin during the month of April, 2011.The target group of research will be constituted by consumers who meet the following criteria:

- The last car purchased should be an SUV or MUV within the last three years
- The last vehicle purchased should not be a second hand car

DATA COLLECTION METHODS:

The total survey consisted of 143 respondents among which 98 met the target group criteria set for the study.Descriptive analysis was used to transform raw data collected into easily understandable and interpretable format by rearranging, ordering and manipulating the data to provide a descriptive output. The data collection modes used were direct interaction, Customer intercepts survey using printed questionnaires.

Convenience sampling was adopted in this study to select the samples. Primary data (mainly quantitative) generated by the study were validated to ensure consistency and transcribed in coded form (pre and post-coded) into the computer using the Statistical Package for Social Scientists (SPSS).

DATA ANALYSIS:

Factor analysis was used to identify the factors that influence customers' brand preferences in economy segment SUV's & MUV's.Friedman's test was used to identify the most crediblesources of information. Customers' brand affinityis measured through factor analysis. Friedman test is used to find out the emotions associated with brands.

RESULTS AND DISCUSSION:

FACTORS INFLUENCING CUSTOMERS' BRAND PREFERENCES:

Factor analysis was carried out to identify the factors that consumers consider in selecting economy SUV brands.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.632
Bartlett's Test of Sphericity	Approx. Chi-Square	679.037
	df	190
	Sig.	0.000

The Kaiser-Meyer-Olkin(KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis. Higher values between (0.5 and 1.0) indicate factor analysis is appropriate. The ideal ratio is 1:5 which implies that if there is one factor, there should be five samples. As the results in above table indicate sampling adequacy value to be 0.632, factor analysis is appropriate.

Communalities

	Initial	Extraction
Price	1.000	0.684
Store image	1.000	0.691
Network of Showrooms	1.000	0.4
Ad frequency	1.000	0.799
Celebrity endorsement	1.000	0.647
Price promotion	1.000	0.718
Frequency of Non price promotions	1.000	0.622
Event sponsorship	1.000	0.779
Country of origin	1.000	0.516
Word of mouth	1.000	0.359
Brand Name	1.000	0.534
Quality of the product	1.000	0.555
Style and design	1.000	0.784
Technical and Product features	1.000	0.691
Product reliability & durability	1.000	0.632
Service effectiveness and Efficiency	1.000	0.603
Re Sale value	1.000	0.794
The trustworthiness of the Brand makers	1.000	0.732
Brand makers ability to listen to your needs	1.000	0.691
Uniqueness of the brand	1.000	0.655

Communality is the amount of variance a variable shares with other variables considered. This is also the proportion of variance explained by the common factors. . The table above shows the extracted information after data reduction. We can infer from the result given in table that 'Price' variable after reduction represent 68.4 percent of information.

Total variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.426	17.132	17.132	3.426	17.132	17.132	2.771	13.854	13.854
2	2.990	14.949	32.082	2.990	14.949	32.082	2.710	13.551	27.405
3	2.553	12.766	44.848	2.553	12.766	44.848	2.364	11.821	39.226
4	1.492	7.462	52.309	1.492	7.462	52.309	2.141	10.705	49.931
5	1.330	6.650	58.959	1.330	6.650	58.959	1.643	8.216	58.147
6	1.094	5.470	64.429	1.094	5.470	64.429	1.256	6.282	64.429
7	0.995	4.977	69.406						
8	0.878	4.390	73.795						
9	0.831	4.155	77.951						
10	0.715	3.573	81.524						
11	0.661	3.306	84.830						
12	0.575	2.873	87.703						
13	0.523	2.617	90.320						
14	0.430	2.150	92.470						
15	0.335	1.674	94.145						
16	0.321	1.606	95.751						
17	0.269	1.346	97.097						
18	0.239	1.194	98.291						
19	0.182	0.911	99.201						
20	0.160	0.799	100.000						
Extraction Method: Principal Component Analysis.									

The above table provides insights into how many variables can be clubbed together to make a single factor. Eigen value represents the amount of variance associated with the factor. Only factors with Eigen value greater than 1.0 are retained. Factors with variance less than 1.0 are no better than single variable. Six factors are derived from 20 variables measuring customers brand preference. The percentage of variance indicates the total variance attributed to each factor. The cumulative variance in the above mentioned problem is 64.429.

Rotated Component Matrix

	Component					
	1	2	3	4	5	6
Price	0.024	0.771	-0.080	-0.019	-0.027	0.284
Store image	0.200	-0.070	0.705	-0.150	0.356	-0.006
Network of Showrooms	-0.488	-0.254	-0.156	-0.040	-0.204	0.171
Ad frequency	-0.511	-0.689	-0.058	-0.086	-0.228	0.006
Celebrity endorsement	0.035	0.053	0.068	-0.046	0.796	0.052
Price promotion	0.074	-0.112	0.272	0.771	0.006	0.176
Frequency of Non price promotions	-0.430	0.598	-0.003	0.238	0.151	-0.016
Event sponsorship	0.053	-0.053	-0.164	0.213	0.181	0.817
Country of origin	0.172	0.253	-0.634	-0.015	-0.080	0.116
Word of mouth	0.139	-0.314	0.215	-0.405	0.171	0.032
Brand Name	0.072	-0.411	0.162	-0.435	0.327	0.195
Quality of the product	0.388	-0.163	-0.197	0.245	0.149	-0.507
Style and design	0.189	-0.306	0.667	-0.213	-0.403	-0.045
Technical and Product features	0.792	0.071	-0.053	-0.075	-0.209	0.081
Product reliability & durability	-0.066	0.328	0.440	-0.105	0.562	0.018
Service effectiveness and Efficiency	0.168	0.661	-0.075	0.045	0.132	-0.335

Re Sale value	0.641	-0.154	0.133	-0.566	0.121	-0.079
The trustworthiness of the Brand makers	0.844	-0.029	-0.086	0.096	0.046	-0.031
Brand makers ability to listen to your needs	0.055	0.105	-0.269	0.777	0.030	-0.020
Uniqueness of the brand	-0.100	0.397	0.686	0.005	0.108	0.075

The following six factors are identified as key determinant factors thatinfluence customer brand preference among economy segment of SUV's.

PRODUCT RELIABILITY:

The variables contained in component one includes quality of the product, Technical and product features, trustworthiness of brand maker and resale value of the brand.Customers makes a choice of brand mainly focused on the features and benefits offered, life time of product, as well us quality and reliable service rendered by the product and its manufacturer

MONETARY FACTOR:

The variables contained in this component include price, frequency of non-price promotions, Service effectiveness and Efficiency and country of origin.This reveals the price sensitive nature of customer who makes a purchase considering the post purchase expenses as well as post sale services offered by the manufacturer.

VOGUE OR TRENDY APPEAL:

The variables contained in this component include store image, word of mouth, style and design and uniqueness of the brand. This factor is constituted by uniqueness of the brand, Style and design of the product offered and word of mouth associated with it at the time of purchase

SENSITIVITY OF MAKER TO CUSTOMER NEEDS:

The variables contained in this component include price promotion and brand makers ability to respond to the need of customer.The customer would prefer a manufacturer who is willing to listen to the demands of customer and account for delivering favorable benefits in long run.

TRUSTWORTHINESS:

The variables contained under this factor include celebrity endorsement and product reliability and durability.This factor relates to the influence of celebrity endorsement associated to brand and reliability as well as durability of the product offered. The faith manufacturer can build upon in the minds of customers through outstanding product quality as well as endorsements plays a major role in making a brand choice.

PRODUCT PROMOTION:

The variables contained under this factor include network of showrooms, ad frequency, event sponsorship and brand name.Consumers brand choice is found to be significantly influenced by the promotional efforts carried out by the brand manufacturer.

Descriptive statistical analysis using SPSS software was carried out to identify the importance among factors that are involved in making choice of a utility vehicle. The result of analysis is given in table below.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	98	4	5	4.73	0.444
Quality of the product	98	4	5	4.69	0.463
Technical and Product features	98	4	5	4.66	0.475
The trustworthiness of the Brand makers	98	2	5	4.63	0.563

Word of mouth	98	4	5	4.62	0.487
Brand Name	98	4	5	4.59	0.494
Service effectiveness and Efficiency	98	4	5	4.57	0.497
Style and design	98	4	5	4.51	0.502
Uniqueness of the brand	98	4	5	4.49	0.502
Product reliability & durability	98	4	5	4.43	0.497
Celebrity endorsement	98	2	5	4.37	0.664
Brand makers ability to listen to your needs	98	2	5	4.3	0.56
Country of origin	98	1	5	4.15	0.778
Price promotion	98	2	5	4.09	0.627
Re Sale value	98	1	5	3.53	1.349
Event sponsorship	98	1	5	3.33	1.053
Ad frequency	98	1	5	3	1.284
Frequency of Non price promotions	98	1	5	2.84	1.128
Store image	98	1	5	2.74	1.087
Network of Showrooms	98	1	4	1.92	0.808

The most important factor in making a choice in utility vehicle is found to be Price with highest computed mean of 4.73. It is followed by quality of product, technical and product features, trustworthiness of brand makers so on and so forth. Factor analysis and mean score analysis clearly indicates the impact of marketing mix variables on customers' brand preferences.

MOST CREDIBLE SOURCE OF INFORMATION:

To identify the most credible source of information to the respondents, six different information sources were ranked in order of preference. The data obtained was used to carry out Friedman's test to rank them and to find whether the result is statistically significant

The result obtained in Friedman's test is given below

Friedman's test Ranks

	Mean Rank
Television ad's	2.94
Magazine &newspaper ad's	3.85
In store ad's	4.6
Bill boards	4.17
Internet ad's	3.69
WOM communication	1.74

Test Statistics

N	98.000
Chi-Square	146.198
df	5.000
Asymp. Sig.	0.000

The results indicate that word of mouth communication is the most credible source of information to the customers which is having the lowest mean rank. It is followed by television ads and internet advertisements. Marketers can therefore focus on initiatives to create a buzz and spread word of mouth with the launch of a product. However other mediums of advertisements will also add the information delivered to customers once word of mouth is used diligently.

CUSTOMERS BRAND AFFINITY:

Factor analysis was performed to measure the customers' brand affinity.

KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.598
Bartlett's Test of Sphericity	Approx. Chi-Square	330.949
	df	55
	Sig.	0

The Kaiser-Meyer-Olkin(KMO) measure of sampling adequacy is an index used to examine the appropriateness of factor analysis.As the results in above table indicate sampling adequacy value to be 0.598, factor analysis is appropriate.

Communalities

	Initial	Extraction
I really love this brand	1.000	0.685
This Brand is special to me	1.000	0.595
This Brand is more than a mere product to me	1.000	0.534
This brand gives me a sense of belongingness	1.000	0.817
This is a brand used by people like me	1.000	0.85
I feel a deep connection with users of same brand	1.000	0.584
I would love to speak about this brand to others	1.000	0.736
I am interested in learning more about this brand	1.000	0.433
I would be interested in merchandise of this brand name	1.000	0.908
I am proud to have others know I use this brand	1.000	0.671
I follow this brand closely	1.000	0.765

The table above shows the extracted information after data reduction. We can infer from the result given in table that 'I really love this brand' variable after reduction represent 68.5 percent of information.

Total variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.151	28.648	28.648	3.151	28.648	28.648	2.791	25.372	25.372
2	1.876	17.053	45.7	1.876	17.053	45.7	1.906	17.326	42.698
3	1.322	12.016	57.716	1.322	12.016	57.716	1.483	13.482	56.18
4	1.23	11.182	68.899	1.23	11.182	68.899	1.399	12.718	68.899
5	0.846	7.694	76.592						
6	0.799	7.26	83.852						
7	0.549	4.989	88.841						
8	0.4	3.639	92.48						
9	0.328	2.984	95.464						
10	0.3	2.73	98.195						
11	0.199	1.805	100						

The above table provides insights into how many variables can be clubbed together to make a single factor. Eigen value represents the amount of variance associated with the factor. Only factors with eigen value greater than 1.0 are retained. Four factors were identified to measure customers' brand affinity. The percentage of variance indicates the total variance attributed to each factor. It is recommended that the factors extracted should have at least 60% cumulative variance. The cumulative variance in the above mentioned problem is 68.89.

Rotated component matrix

	Component			
	1	2	3	4
I really love this brand	0.791	0.161	-0.115	-0.141
This Brand is special to me	-0.497	0.43	-0.137	0.38
This Brand is more than a mere product to me	-0.141	-0.647	-0.283	0.121
This brand gives me a sense of belongingness	0.018	0.898	-0.086	0.051
This is a brand used by people like me	0.016	0.039	0.175	0.904
I feel a deep connection with users of same brand	-0.285	-0.44	-0.206	0.517
I would love to speak about this brand to others	0.792	-0.251	0.145	0.158
I am interested in learning more about this brand	0.565	0.297	-0.156	0.023
I would be interested in merchandise of this brand name	-0.057	0.219	0.916	0.129
I am proud to have others know I use this brand	0.742	0.095	-0.153	-0.298
I follow this brand closely	-0.562	-0.256	0.618	-0.048

Interpretation is facilitated by identifying variables that have large loading on the same factor. That factor can be interpreted in terms of the variables that load high on it.

BRAND EVANGELISM:

The variables that were loaded heavily under this factor include I really love this brand, I would love to speak about this brand to others, I am interested in learning more about this brand, I am proud to have others know that I use this brand

EGOCENTRIC RELATIONSHIP:

The variables that were loaded heavily under this factor include this brand is special to me, this brand gives me a sense of belongingness

CUSTOMER ENGAGEMENT:

The variables that constitute this factor includes I follow this brand closely and I will be interested in merchandise of this brand. These variables are parameters that establish a long lasting relationship between the customer and the brand.

BRAND EFFICACY:

The variables that are grouped under this factor due to heavy factor loadings include: brand is more than a mere product to me, this is a brand used by people like me and I feel a deep connection with users of same brand.
The efforts of SUV marketers should be focussed to develop brand evangelism among customers where the user himself will start endorsing the brand, establish an egocentric relationship through streamlined steps to achieve customer engagement and efficacy. It is essential to focus on building brand affinity as eighty three percentage of the surveyed population was willing for a repeated purchase if required.

CUSTOMERS EMOTIONS ASSOCIATED TO THE UTILITY VEHICLE:

To identify the most prominent emotionsthat users associate with their brand, respondents were asked to rank the six generalized associations with respect to their experience. The data obtained was used to carry out Friedman's test to rank them and to find whether the result is statistically significant. The result obtained in Friedman's test is given below

Friedman's test Ranks

	Mean Rank
Warmth	3.97
Fun	4.44

Excitement	2.92
Security	3.43
Social approval	2.83
Self respect	3.42

Test Statistics

N	98
Chi-Square	53.35
Df	5
Asymp. Sig.	0

The results indicate that social approval is the most prominent association which users of utility vehicles relate with their brand. This is followed by self-respect and security. The lowest association was found out to be that of fun. This test shows us that there is a statistically significant finding. The p-value (asymp. Sig. in the table above) is $p = 0.000$. A p-value less than 0.05 is said to be statistically significant.This zest of social approval can be used diligently used by marketers in the promotional forefront to attract more customers towards economy segment utility vehicles.

CONCLUSION:

This research was carried out to identify the factors influencing brand preference of economy segment SUVs and MUVs inthe economy segment of SUVs and MUVs. This paper assessed the factors that influence consumers' choice of brands in the segment of Automobile market and function of brand equity on product choice. In light of study findings, the preference of a given brand can be explained in terms of six factors namely Product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand. There is need for marketers to take these factors into consideration when crafting product innovations in the SUV segment of Automobile market.

REFERENCES:

[1] Cooper, R. (1993) Winning at New Products: Accelerating the Process from Idea to Launch, 2ed edition, Boston,Addison-Wesley.
[2] Roger, E. M. (1995). Diffusion of innovation, 4th edition. New York: Free Press.
[3] Tornatzky, L. O &Klien, K. J. (1982). Innovation Characteristics and Innovation Adoption-Implementation: AMeta-Analysis of Findings. IEEE Trans. On Eng. Management, 29 (1): 28-48.
[4] Mason, C. H. (1990). New Product Entries and Product Class Demand.Marketing Science,March, pp. 58-73.
[5] Chernev, A. (2003). When More is Less and Less is More: The Role of Ideal Point Availability and Assortmentin Consumer Choice. Journal of Consumer Research, 30 (2), 170-183.
[6] Lui, C.M. (2002). The Effects of Promotional Activities on Brand Decision in the Cellular Telephone Industry.The Journal of Product & Brand Management, 11(1), 42-51.
[7] Fetscherin and Toncar (2008). Valuating brand equity and product related attributes in the context of the German automobile market, Article, Palgrave Macmillan 1350-23IX Brand Management Vol. 17, 2, 134–145
[8] Mackay, M.M. (2001). Evaluation of Brand Equity Measures: Further Empirical Results,
[9] Journal of Product and Brand Management, 10 (1), 38-51.
[10] Li Ho-Shui and Houston, JE (2001). Factors affecting consumerpreferences for major food markers in Taiwan, Journal of Food Distribution..pp: 1-3.
[11] Karjauloto H, Karvonen J, Kesti M, Koivumaki T, Manninen M, Pakola J,
[12] Ristola A, Salo J (2003). Factors affecting choice of mobile phones:Two studies from Finland, J. Euromark. 14 (3): 59-82
[13] Yoo, Bonghee; Donthu, Naveen and Lee, Sungho (2000). "AnExamination of Selected Marketing Mix Elements andBrand Equity," Academy of Marketing Science Journal, 28(2),195-211.
[14] Erdem, Tulin; Swait, Joffre; Broniarczyk, Susan; Chakravarti,Dipankar; Kapferer, Jean Noel; Keane,

Micheal; Roberts,John; Steenkamp, Jan-Benedict E M and Zettelmeyer,
[15] Florian (1999).“Brand Equity, Consumer Learning andChoice,” Marketing Letters, 10(3), 301-318.
[16] Aaker, D A (1991). Managing Brand Equity, New York: McMilan.
[17] Aaker, D A (1996). Building Strong Brands, New York: The FreePress.
[18] Zikmuund G William, “Business research methods”, Questionnaire Design, (Cengage learning, 2003) , pg 329 -360.

---

[i] www.luxury-collectibles.com/cgi-local/ASI_Store.cgi?...suburban Accessed on 29th July 2011.
ii Whoartnow, ‘108 Years Of American Cars [1901-2009]’, http://hubpages.com/hub/108-Years-Of-American-Cars-1901-2009
[iii] KPMG’s GlobalAutomotiveExecutiveSurvey 2012, Managing growth while navigatinguncharted routes
iv Auto industry ends the 2010-11 on a positive outlook with domestic sales growth of 26.17 percent ,Posted on 09-04-2011, http://wheelsunplugged.in/ViewNews.aspx?newsid=9485
Erdem, Zhao and Valenzuela (journal of marketing research, 2004).