

A Review on Influence of Branding in Selection of Auto vehicles by Customers

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Abstract

The automobile industry is one of the giant and leading industries in the global market. The auto industry is one of the greatest revenue generator and a contributor for economic development of any country. The word branding is not a new word to this industry and it plays a very influential role in this industry. Traditional days of marketing is gone and the vacuum is filled up by the emerging trends of brand image, brand selection, brand loyalty and as well as brand switching. A systematic review at this juncture would be very appropriate to ascertain the factors influencing the customers to prefer brands, customers perception regarding brand image and also the reason for customers switching from one brand to another brand.

Keywords: Automobile Industry, Brand Image, Brand Loyalty, Brand Switching, Consumer perception.

1. INTRODUCTION

The development of human civilization over decades also lead to the needs of products and services to satisfy the needs at different stages of human life. With the passage of time, more products and services were made available in the market and there felt the need of quick and fastest delivery of the products and services to serve the mankind.

The quicker race of civilization, thus lead to the innovation of automobile vehicles. This segment of industry is now developing and flourishing at a faster rate.

The automobile industry is now one of the largest growing industries of the world. The industry is recognized as one of the major share in the economic sector at the global level. The industry provides direct and indirect employment to a million across the globe.

The Indian Automobile Industry is also flourishing and is one of the largest industries both in production as well as in sales at the global level. The Indian brands also occupies a renowned position in the world market.

Relevance of Brand In automobile Industry

The magical vive of branding is very much relevant in the automobile industry. Infact Brand is the soul of every company and plays a major role for the growth of the company. Branding is of extremely important as it comprises of both explorative consumers as well as loyal consumers. The brand often plays the role of a catalyst, an intermediary by developing a link between the companies and the customers.

Brands convey strong messages about the products and services that a company will offer to its customers. It is the brand which build, create a positive attitude of the product or service in customers mind. The customers put their trust on the brand first rather than the company.

Branding provides competitive advantage to the companies, thus companies need to focus on branding in order to offer unique product and services to the customers

The global automotive market is not only competitive but also very dynamic in nature, Companies need to give much stress to branding as it helps to create a unique image of their product or services in

the customer’s mind. The companies need to and have to develop strong brands in order to survive and sustain in this competitive market.

Objectives of the study

- 1) To analyze the importance of branding in the automobile industry.
- 2) To understand the influence of brand image, brand loyalty and brand switching in the automobile industry.

Method followed in Review of Literature

Previous studies have identified different paradigms for conducting different paradigms for conducting review of past publications. Several of the authors have focused on descriptive as well as analytical. The study emphasized on brand image, brand loyalty & brand switching of consumers in the automobile industry.

2. RESULTS

In the present study, 50 studies were included which signifies the importance of branding in the automobile industry. The information of the studies has been compiled in Table 1, where the background of the selected studies has been mapped out. The table 1 provides the detailed information of the title of the study, year of publication, author’s name as well as the type of the study.

Table 1 Nature of Included Studies			
Name of Author	Year of Publication	Title	Nature of study
Mishra.et.al	2021	Tata Motors Marketing Strategies in Automobile Industries in India: A Study.	Descriptive
Wang & Chen	2020	A Case Study on Evolution of Car Styling and Brand Consistency Deep Learning.	Descriptive & Analytical
Ali.et.al	2020	Brand Loyalty verses Brand Switching :Revisiting the Concept from Young Consumer’s Perspective	Descriptive & Analytical
M. Arumugam	2019	A study on Brand Equity in Indian Automobile Industry with respect to the Car Market in Coimbatore City.	Descriptive & Analytical
Miglani.S	2019	The Growth of the Indian Automobile Industry: Analysis of the Roles Of Government Policy & other Enabling Factors.	Descriptive & Analytical
Chaturvedi	2019	A Study of Customer Purchasing Behaviour of Automobiles in Kukatpally,Hyderabad	Descriptive & Analytical
Angamuthu	2019	A Study on Problem with Brand Ownership and Brand Switching Behaviour – Car Owners Perception In The Coimbatore District.	Descriptive
Nadanyiova et.al	2019	The Brand Value and Its Impact on Sales in Automotive Industry	Descriptive & Analytical

Appiah.et.al	2019	Building resistance to brand switching during disruptions in a competitive market.	Descriptive
Bhatt & Saiyed	2018	An Empirical Study on Brand Switching Behavior of customers in the FMCG Industry W.R.T Ahmedabad	Descriptive and analytical
Danish et.al.	2018	Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective.	Descriptive
Jisha.&Abishake	2018	A study on brand loyalty in Maruti Suzuki with special reference to Coimbatore City	Descriptive
Ahirrao&Patil	2018	Customer Based Brand Equity in Relation to Automobile Brands: A Review of Literature.	Descriptive
Jagdish	2017	Dimensions of Brand Image An Exploratory Study	Descriptive and Analytical
Frederick	2017	Factors Influencing the youth in Brand Switching of smart phones	Descriptive and Analytical
Goyal	2017	Customer Relationship Management in An Automobile Industry: A study in Western Uttar Pradesh.	Descriptive and Analytical
Loureiro.et.al	2017	The Effect of Corporate Brand Reputation on Brand Attachment and Brand Loyalty: Automobile Sector	Descriptive and Analytical
Singhal	2017	Brand equity strengthening practices in Indian Automobile Sector	Descriptive and Analytical
Vatsa	2017	Sustainable green marketing strategy a case study of car industry in India.	Descriptive
Cetin et.al	2016	Brand Image,Satisfaction and Brand Loyalty- How Effective Are They in the Automotive Market Share	Descriptive

Wolfram&Lutsey	2016	Electric Vehicles: Literature review of technology costs and carbon emissions	Descriptive and Analytical
Menaka&Ashath	2016	A study on emerging trends in Indian Automobile Industry and its customer's satisfaction	Descriptive
Bellego	2016	Automotive Market-Does Corporate Brand Reputation and Brand Authenticity Lead to Brand Attachment	Descriptive
Rubha	2016	A Study of Consumer preference and perception towards various brands of cars in Tirunelveli district	Descriptive
Hamri.et.al	2016	Perception of Automobile Brand Image – Proposal of a Typology in Moroccan Context.	Descriptive & Analytical
Joghee&Dube	2016	Brand Image & Reflections: An Empirical Study In UAE With Car Buyers Of UAE Nationals	Descriptive & Analytical
Sheetal	2015	A study of Consumer Behavior towards Premium Passenger Car Segment in UP in Post – Liberalization Era (A case study of Kaval Towns)	Descriptive& Analytical
Zhang	2015	The Impact of Brand Image On Consumer Behavior:A literature Review	Descriptive
Mathew	2015	Brand in modern marketing. A study of its impact on marketing of consumer products.	Descriptive
Makwana et.al	2014	Determinants of Brand Equity in Automobile Producing Companies in China	Descriptive and Analytical
Rajaei et.al	2014	Impact of CSR on Brand Promotion in the Automotive Industry in Iran	Descriptive

Mkhitaryan	2014	Determinants of Brand Equity in Automobile Producing Companies in China	Descriptive and analytical
Sivakumar	2014	A study on Consumer Brand Preference of Luxury Cars with particular reference to Coimbatore District	Descriptive and Analytical
Sarwar et.al	2014	The Impact of Branding on Consumer Buying Behavior	Descriptive
Sharma	2014	Effect of brand image on business of reliance retail stores with special reference to dairy products	Descriptive
Javiya	2013	A study of brand image,consumer perception vis-à-vis company performance in telecom industry.	Descriptive and Analytical
Srivats	2013	Relationship between Customer Satisfaction and Loyalty Among Passenger Car Users	Descriptive and Analytical
Brunello, Sasu	2012	“Brand- Influenced Buying decisions in car industry”	Descriptive
Leighton & Bird	2012	The Effect of Branding on Consumer Choice	Descriptive
Monga et. al	2012	Car Market and Buying Behavior- A study of Consumer Perception	Descriptive and analytical
Vijayakanth et.al	2012	Customer Satisfaction Index (CSI) among four wheeler dealers across Karnataka	Descriptive and analytical
Stahl et.al	2012	The Impact Of Brand Equity on Customer Acquisition, Retention and Profit Margin	Descriptive and analytical

Chavan	2011	Impact of corporate branding on customer loyalty through corporate image : a case study of pharmaceutical industry	Descriptive
Merchant	2010	Brand Franchise in Passenger Car Industry of India.	Descriptive
Lam et.al	2010	Resistance to Brand Switching When a Radically New Brand is Introduced: A Social Identity Theory Perspective	Descriptive and analytical
Ogba & Tan	2009	Exploring the impact of brand image on customer loyalty and commitment in China	Descriptive and analytical
Hasan	2008	Influence of Brand Name on Consumer Decision in Car choice.	Descriptive
Svehlik	2005	Challenges and trends in the global automotive manufacturing structure	Descriptive and analytical
Hirsh	2003	Reality is Perception: The Truth about Car Brands	Descriptive
Sambandam&Lord	1995	Switching Behavior in Automobile Markets	Descriptive and analytical

Considering the above studies, it is observed that majority of the researchers have focused on the loyalty of the customers towards the brand (Danish et.al.,2018;Jisha&Abishake,2018;Rameshwar,2018;Mkhitaryan,2014;Rajaei et.al, 2014;Srivats;2013)While many of the studies focused on brand image(Chavan,Rameshwar,2018;Jagdish,2018;Cetinet.al,2016;Joghee& Dube,2016;Zhang,2015;Sharma,2014;). Some of the selected studies also focused on the switching behavior of the customers (Ali.et.al,2020;Angamuthu,2019;Sambandam &Lord,2018; Saiyed,2018;Frederick,2017;Lam et.al,2010).The selected studies also focused on influence and impact of branding on consumer choice (Wang &Chen,2020;Nadanyiova.et.al, 2019;Mathew,2015;Leighton & Bird,2012;Sarwar et.al,2014).Some studies also reflected the importance of brand equity(M. Arumugam,2019;Ahirrao& Patil,2018;Makwana et.al,2014;Stahl 2011).Many studies were considered on consumer behavior,consumer perception and satisfaction on brands (Chaturvedi &Reddy,2019;Rubha,2016;Sheetal& Chatterjee,2015;Srivats,2013;Monga et. al,2012). While some of the studies also focused on emerging trends in the automobile industry (Mishra.et.al,2021;Miglani S, 2019;Goyal,2017;Menaka&Ashath, 2016).

Table 2 Represents the results and conclusions of the study in a comprehensive manner

Table 2		
Detailed Classification of the Above Selected Studies		
Author Name	Results	Conclusion
Mishra.et.al	The study highlighted the marketing	Tata Motors is focusing to create

	strategies adopted by Tata Motors, one of the leading automotive firms in India.	more car models for sustainable protection, climate adaptation and for the emerging automobile market.
Wang & Chen	The study focused on the car styles produced by the famous brand of the automobile industry. It is seen that product design plays a very important role in building the brand value.	It asserts that brand style is one of the core values of the brand. The companies should focus on their car styles and also need to try to maintain their specific brand styles.
Ali et al.	The study highlighted on the various factors which are positively linked with brand switching.	It suggests that the companies should develop brand loyalty programs in order to prevent brand switching practices of customers.
M. Arumugam	The study highlighted that the brand strength relies on the consumer perception. Loyal and satisfied consumers show positive brand perceptions.	It suggests that the organization should measure the level of consumer dependence on a brand in order to create a strong brand equity.
Miglani. S	The study focused about the current policies of the automobile industry, as how to make the use of the resources efficiently. It also focused on the industry's plan for producing the electric vehicles in India.	It asserts that the industry should focus more on innovation in order to achieve competitive advantage as well as maintenance of low-cost advantage. It is also seen that the manufacturing technologies need to be upgraded continuously. The industry should also invest highly in indigenous technologies in order to compete in the market.
Chaturvedi	The study evaluated the purchase behavior of customers of small sedan cars.	The manufacturers have to adopt strong sales promotional activities in order to position their product into customer's mind.
Angamuthu	It highlighted that brand switching has negative consequences as it relates to customer dissatisfaction.	The paper suggests that the manufacturers have to properly analyze the factors that make the customers switch over to other brands.
Nadanyiova et al.	The paper focuses on brand value and its impact on sales. It is observed that brand value is strongly linked with the loyalty of the consumers towards the brand.	The value of the brands needs to be continuously improved by the companies. A strong brand image helps the company in increasing the profit with increase in sales volume, as well as helps to gain more loyal customers.
Appiah et al.	The study discusses about the switching behavior of the customers and the strategies developed by the companies in order to prevent brand switching practices of the customers.	It suggests that the companies need to develop identity strategies to prevent market disruptions, as market disruptions highly influence the switching behavior of the customers.
Bhatt & Saiyed	It showed that sales promotion plays an important role in influencing the	It suggests that marketers should adopt strong strategies that would help

	switching behavior of the customers .	them to retain customers.
Danish et.al.	It found that there exists a positive relationship between brand loyalty and customer’s purchase intention. Brand loyalty has a direct effect on the customer purchase intention.	It asserts that brand image relies on perceived quality and availability of the brand.
Jisha&Abishake	The study highlighted the various factors that influence the customers to be loyal towards the brand Maruti Suzuki.	It asserts that consumer’s buying decision depends on both personal as well as product characteristics.
Ahirrao&Patil	The study tries to explore the concept, components and importance of customer based brand equity in automobile industry.	It suggests that the companies should try to build the brand equity as it has a significant impact on the automobile industry. The companies should focus on both the dimensions of brand equityie pre-purchase and post-purchase associations.
Jagdish	It highlighted that brand image building is a complex phenomenon and is influenced by cultural as well as environmental forces.	It asserts that an organization should adopt several processes like creating brand awareness,brandknowledge,positionin g of the brand,brand associations which is necessary for building brand image.
Frederick	It highlighted that popularity of the brand , usefulness of the brand are major factors that influence the customers to switch from one brand to the other.	It emphasized that the company needs to understand the reason which makes the customer to leave the previous brand and switch to a new brand.
Goyal	The study focused on the importance of CRM in an organization. It is seen that CRM plays a vital role for achieving the long term goals of the organization. There exists a association of relationship between CRM Quality and a satisfied customer.	The Automobile Industry has to reinforce the various activities of CRM such as management of customer data base, complain managementetcinorder to provide the best services to the customers.
Loureiro.et.al	The study tries to analyze the effect of brand reputation on brand attachment as well as brand loyalty.	The companies should try to create a strong emotional brand attachment between the brand and the customers.The brands should maintain long term relationships with the customers.
Singhal	The study focused on the strategies that the successful automobile firms developed to strengthen their brand equity.	It asserts that brand equity is an intangible asset for the company. The companies can built brand equity by building brand awareness, adopting marketing strategies, promoting the brand etc. Brand equity should not only be build but has to be managed and also need to grow the brand equity over time.

Vatsa	The study highlighted the emerging trends of Green marketing in the automobile industry.	It suggests that the firms should try to increase the awareness level of customers regarding green marketing.
Cetin et.al	brand image, brand loyalty scores and customers satisfaction leads to the prediction of the company's future growth.	It concludes that brand loyalty serves as an important measure which can reflect the market share position of the brand. The companies can prevent brand switching and gained brand loyalty by fulfilling the needs and satisfying the customers through the brand's overall performance.
Wolfram&Lutsey	The study highlighted the emerging trends of electric vehicles in the global automotive market, also gave importance to cost reduction analysis in producing electric vehicles.	It concludes that there will be need of more stringent CO2 standards for the growth of the Electric Vehicle. Both fiscal and non-fiscal incentives need to be developed for the growth of electric vehicles.
Menaka&Ashath	The study focused on the new trends that has started in the Industry is known as Global Light Vehicle Concept.	It suggests that the companies should try to satisfy all the needs of the customer as customer satisfaction also leads to customer loyalty towards the brand.
Bellego	It showed the analysis of consumer behavior which is carried out by the marketers in order to attract the customers towards their brand.	It concludes that customers are much more attracted to the authenticity of the brand other than the Company's reputation. The companys should maintain the authenticity in their brands.
Rubha	consumers buying preferences for various brands for cars depends on various factors such as age,incomelevel,literacylevel,occupatio n etc. various problems faced by the consumers in pre-buying and post-buying stages	It concludes that marketers need to take care of the problems of the customers at the right time. Proper marketing strategies need to be developed and the organization should carry more sales promotional activities.
Hamri et.al	The study reflects the importance of brand image in automobile industry	In order to improve brand image,the companies should give importance to the cognitive and psychological aspects of the consumers in order to understand the mental process that impact the consumer's buying decision process.
Joghee&Dube	The study mainly focuses on brand image and its influence on purchasing decisions of consumers.	It concludes that the brand image of an organization can be improved by providing information regarding the product or service in timely manner so

		that it becomes easier for the customers to take buying decisions. It is also seen that the factors such as celebrity endorsement, advertisements etc should be analyzed periodically as it motivates the customers in selecting their brands.
Sheetal	The study determined the factors that influence the buyers to purchase premium cars. It also highlighted the role of reference groups in influencing purchase decision of consumers	It suggests that the dealers should provide good services to the customers. The guarantee and warranty are also important variables in influencing purchase decisions of customers.
Zhang	The study found that brand image helps to create brand equity for the firm.	It suggests that brand image can be established through functional, symbolic and experimental elements of products and services.
Mathew	The study reflects the importance of branding in the automobile industry. It is seen that quality as well as performance of the product are the major factors which influence the customers to choose a particular brand.	It asserts that manufacturers should try to improve and strengthen the quality of their brand. They should adopt appealing sales promotional activities to promote their brand.
Makwana et.al	The study highlighted the significance of brand preference and brand loyalty which plays a significant role in building brand equity even for the automotive sector	.It concludes that in order to develop a stronger brand equity, marketers need to measure the level of consumer's dependence on a brand. The strength of the brand relies on how customer perceives a brand.
Rajaei et.al	It highlighted the importance of customer loyalty. Customer loyalty is influenced by social responsibility.	It emphasized the Corporate houses to be concerned about the green revolution. CSR is also responsible for improving a brand image as well corporate image and also increases customer loyalty.
Mkhitaryan	It highlighted the significance of brand preference and brand loyalty which plays a significant role in building brand equity even for the automotive sector.	It asserts that in order to develop a stronger brand equity, marketers need to measure the level of consumer's dependence on a brand. The strength of the brand relies on how customer perceives a brand.
Sivakumar	The study focused about the consumer preferences regarding various brands for luxury cars. It is seen that consumers	It emphasized that the firms have to analyze the buyer's reaction to the various marketing strategies

	prefer brand as one of the symbol of societal value.	developed by the firms to sell their cars.
Sarwar et.al	The study highlighted that brand has very much impact or influence on consumer buying behavior decisions. Brand knowledge is one of the important factor in the process of branding.	It asserts that features of the product, importance and characteristics of the brand are responsible for influencing the degree of loyalty.
Sharma	It found that corporate's brand image value has an impact on customer's decision making process.	The organization should often appreciate its loyal customers. Lack of appreciation,recognition may often lead the customer to leave the brand.
Javiya	It focused on the relationship between consumer perception and brand image	Reinforcing the brand image also becomes essential for the firm.There should be constant improvements in products and services so that the firm can compete in the dynamic market,cope up with technological advances and also to meet the customer requirements.
Srivats	The study highlighted on the relationship between customer satisfaction and loyalty.	It suggested that the brands should provides efficient post sales services to their customers inorder to retain customer loyalty. Loyalty is also dependent on significant dimensions such as performance of the vehicle,perceived value and perceived value before purchase.
Brunello	The study discussed about brand information that directly or indirectly influence consumer buying decisions.	It suggested that validated empirical research model is the most beneficial for the automobile industry.
Leighton & Bird	The study reflected the importance of branding and its effect on consumer's attention and also on their memory, as consumers mostly recall a brand while going for purchase decision.	It concludes that consumers identify and recalls a brand through its logos,symbolsetc.It also reveals that a huge change suddenly in any of the brand elements can have a negative impact on the consumers attitude towards the brand .
Monga et.al	The study focused on the new marketing strategies such as Total Relationship Management adopted by the marketers which is also helps to	It asserts that brand perception helps in building the brand image. Dealers are the most important intermediaries between the manufactures and

	provide better services to customers.	customers, as they made the products of a firm available to the customers and also play a very important role in influencing the customers towards the brand.
Vijayakanth et.al	. The study shows the importance of customer satisfaction index in the automobile industry.	It suggests that the dealers should be able to satisfy all the needs of the customers. Service quality of the dealers play an important role for retaining customers as well as for attracting new customers.
Stahl et.al	The study highlighted the importance of Customer Life Time Value and its relationship with brand equity.	It asserts that Brand equity has a direct influence on Customer Life Time Value. The Companies should carry .various marketing activities which acts as a generator for brand equity.
Chavan	It found that aggressive marketing of companies and disappointment about the quality of the product or service has an negative loyalty on customers	It emphasized that the companies should be able to clearly positioned its brand image on customer’s mind
Merchant	The study highlighted the importance of brand franchise in automobile industry. Brand franchise is one of the important factor which the companies consider while deciding a best strategy for a new market. Brand franchise also plays an important role for the companies to decide on various promotional acitivities.	It emphasized that Brand strategies need to be developed or changed according to the customer needs and wants. Promotional activities should be carried out according to the market demand.
Lam et. al.	The study highlighted that in the fierce competitive market, there exists social comparision between brands and their identities. The launch of a radically new brand which is aidentity –related market disruptions is a threat to other brands and their brand identities.	It concludes that switching becomes stronger over time along with customer seeking more information regarding the brand or the product varities.
Ogba & Tan	The study tries to examine the influence of brand image on customer loyalty. It also tries to analyze the impact of brand image on commitment of customers to various offering of the market.	It suggests that the Companies should try to maintain a good brand image as a poor brand image may lead to loss of customers for the organization.
Hasan	The study reflected the importance of branding and its influence on	It asserts that brands play the highest influential role in the consumer

	consumer’s decision while choosing a car.	decision making process. The trust that the consumers puts on the brand also helps to form a positive relationship between the brand and the customers.
Svehlik	It reflected on the emerging trends which the automobile market has experienced over the recent years.	It suggests that the automakers have to focus more on customer service activities for the proper positioning of branding in customer’s mind. More developed and innovative business models have to be developed by the automakers.
Hirsh et.al	It focused focused on the importance of brand positioning done by the manufacturers for their customers.	It emphasized that previous experiences with the brand is one of the important factor through which customers value a brand.
Sambandam&Lor d	The study found that switching or loyalty behavior of the customers depends on the process that includes product knowledge, media search,retail outlet search,previous experience of buyers with the brand and consideration set formation. Customers purchase decision undergoes into two stages i.e. the consideration stage and the evaluation stage.	It concludes that the organization should consider the factors such as value of post -sale, excellent services provided by the brand,regular communication highlighting the product’s strength,providing additional perks etc which would help to prevent the switching behavior of the customers.

2. DISCUSSION

The included studies highlighted the significance of brand, brand image, consumer preferences for brands, alsohighlighted the emerging trends, brand loyalty and brand switching in the automobile industry.

Influence and importance of brand in automobile industry

Review from 2016 to 2020

Wang & Chen (2020)highlighted the importance of product design which plays an influential role in building the brand value. The various factors that determine the car style includes zeitgeist, unique brand style, period style, particular regional style etc. The brand style is also one of the core value of the brand and the companies need to develop and maintain their specific brand styles.

Nadanyiova.et.al (2019) focuses on brand value and its impact on sales. It is observed that brand value is strongly linked with the loyalty of the consumers towards the brand. The sales of the industry and the brand value are linearly dependent, thus the brand value has a direct impact on the sales volume of the industry.

Loureiro.et.al (2017) tries to analyze the effect of brand reputation on brand attachment as well as on brand loyalty. It is seen that customers who are emotionally attached to a brand also reflects positive behavior towards the company. Hence companies should try to create an emotional brand attachment between the brand and the customers. The brands should maintain long term relationships with the customers. It is also important to reinforce the long term relationship by providing new experiences and more interactions with the customers.

Bellego (2016) showed the analysis of consumer behavior which is carried out by the marketers in order to attract the customers towards their brand. The study showed that automobile customers are much more attracted to the authenticity of the brand other than the Company's reputation. Authenticities have more impact on the brand. Infact brands are considered to be authentic by the customers. Every brand targets its own specific customers

Review from 2012 to 2015

Mathew (2015) reflects the importance of branding in the automobile industry. Brand popularity, brand quality, uniqueness of the brand are the elements which provides strength to the brand. It is also seen that quality as well as performance of the product are the major factors which influence the customer to choose a particular brand. Poor quality as well as reduction in the quality of the product makes the customers to switch to other brands.

Manufacturers should try to improve and strengthen the quality of their brand. They should also adopt appealing sales promotional activities like offering free service, cash refund, heavy discounts etc

Modern techniques should be adopted to constantly refined the brand..

Sarwar et.al (2014) emphasized that brand has very much impact or influence on consumer buying behavior decisions and brand knowledge is one of the important factor in the process of branding. Brand Loyalty is expected to increase with consumer's age. The researchers also found that features of the product, importance and characteristics of the brand are responsible for influencing the degree of loyalty.

Brunello(2012) discussed about brand information that directly or indirectly influence consumer buying decisions. He suggested that validated empirical research model is the most beneficial for the automobile industry.

Both quantitative and qualitative techniques are used by the researcher in his methodology. Qualitative Analysis Technique was adopted for this research. The Brands that were chosen for this industry include (Renault, Skoda, and Opel) as well as from rent-a-car companies. Four focus groups consisting of eight informants were developed by the researcher. A qualitative investigation was carried out, with a sample of 120 people living in Iasi. For this research, exploratory factor analysis was carried on three cases ie – owned cars, tried cars, never tried cars for these particular brands. It has been found that there has been a relationship between brand preference and purchase intention and also a relationship between purchase intention and behavioral loyalty. The researcher developed the validation model which shows the connection or relationship between brand preference and purchase intention.

It has also been seen that there is a strong correlation of both "image" & satisfaction with brand preference. The researcher also found that loyalty also forms a strong correlation with brand preference. Experiences with a particular brand also influence the purchase decision of the drivers. As for consumers, the research showed that women consumers are less informed regarding the brands which they have never tried as compared to men. The age factor also had a great impact on the purchase intention of the buyers. Brand preference had a great impact on the purchase decision of the buyers. The researcher developed the model, validation of measurement scales in order to explain the impact of brand preference on consumers. The model seemed to be beneficial for the dealers to know better their client's preferences and to provide the best quality services to the customers.

Leighton, Bird (2012) reflected the importance of branding and its effect on consumer's attention and also on their memory, as consumers mostly recall a brand while going for purchase decision. The study also reflected the impact of copycat branding. Branding is as much important even in packaging, as customers identify the brands through their logos, symbols etc which is also reflected in the packaging stage. The study also reveals that a huge change suddenly in any of the brand elements can have a negative impact on the consumers attitude towards the brand.

Review from 2008 to 2010

Merchant (2010) highlighted the importance of brand franchise in automobile industry. Porter's Five Forces Analysis has been carried out in the industry.. The researcher found that Brand franchise is one of the important factor which the companies consider while deciding a best strategy for a new market. Brand strategies also need to be developed or even changed according to the customer needs and wants. Brand franchise also plays an important role for the companies to decide on various promotional activities.. Promotional activities should be carried out according to the market demand. It is also seen in the Indian Market the consumers feel secured to go for a new brand or a product, only if the brand is well accepted in the market. Word of mouth plays a very important role in influencing the customers to go for a new brand. Consumers purchase decision is also highly influenced by the brand image and also the performance of the brand in the market. The research also found that the decision of the first time buyers are highly influenced by word of mouth as they have few knowledge about the new brand, it makes them to secure to rely more on word of mouth. The customer also wants to go for tried and tested before choosing a brand.

Hasan (2008) emphasised on branding and its influence on consumer's decision while choosing a car. He found that brands play the highest influential role in the consumer decision making process. The trust that the consumers puts on the brand also helps to form a positive relationship between the brand and the customers. Infact it is the trust on the brand which also influences the customers to be loyal towards the brand.

Importance of Brand Equity

Review from 2019 to 2014

M. Arumugam (2019) The researcher highlighted the importance of brand equity in automobile industry. The brand strength of an organization also depends on how the consumer perceives about the brand. The loyal and the satisfied consumers are the ones who shows positive perception about the brand. The level of consumer dependence on a brand should be measured by the organization inorder to create a strong brand equity.

Ahirrao&Patil (2018) focused on the importance of customer based brand equity in automobile brands. Brand equity is holistic in nature. The study reveals that brand image, brand attitude and brand association are the significant components of brand equity which also has a significant impact on the industry. The Company should focuses on both the dimensions of brand equity ie pre-purchase and post-purchase associations. The pre-purchase association reflects brand relevance whereas post-purchase leads to higher custom satisfaction and customer loyalty.

Singhal (2017) focused on the strategies adopted by the automobile firms to strengthen their brand equity. The Companies can built brand equity by building brand awareness, adopting marketing strategies, promoting the brand etc. The firms should also introduce Net Promoter System to know the feedback of the customers. The firms can also employ and invest in various marketing tools like advertising, sponsorships, and public relations etc to build and strengthen the brand equity over time.

Mkhitaryan (2014)Theresearcher highlighted the significance of brand preference and brand loyalty which plays a significant role in building brand equity even for the automotive sector. He found that in order to develop a stronger brand equity, marketers need to measure the level of consumer's dependence on a brand. The strength of the brand relies on how customer perceives a brand. Satisfied customers who are ultimately the loyal customers perceives a positive attitude for the brand.

Stahl et.al (2012) highlighted the importance of Customer Life Time Value and its relationship with brand equity. Brand equity has a direct influence on Customer Life Time Value .The customers have soft corner or attachment towards a brand but however their rational behaviour reflects the hard measures that comprises of CLV. The various marketing activities acts as a generator for brand equity, and also has direct or indirect impact on CLV through brand equity.

Perception of customers towards brand

Review from 2012 to 2016

Rubha S (2016) found that the consumers buying preferences for various brands for cars depends on various factors such as age, income level, literacy level, occupation etc. The study also showed the various problems faced by the consumers in pre-buying and post-buying stages. These problems include ripping-off before booking the car, ripping-off after booking the car, bad sales service, problems in decision making, oscillation in financial affairs etc. The marketers need to take care of the problems of the customers at the right time. The researcher also found that proper marketing strategies need to be developed and the organization should carry more sales promotional activities. In order to promote a brand, the companies should focus on advertisement campaigns.

Sivakumar (2014) focused about the consumer preferences regarding various brands for luxury cars. It is seen that consumers prefer brand as one of the symbol of societal value. The research was carried out in Coimbatore district. Six hundred respondents were chosen for the study. The data was assessed through percentage analysis, ANOVA, t-test and correlation. Majority of the users are male. The research also found that consumers are well informed about the various features of the car models, brands such as pickup, styles, new features etc. The research also shows that the firms have to analyze the buyer's reaction to the various marketing strategies developed by the firms to sell their cars. Buyer's reaction to the marketing strategies has a great deal impact on the firm's success. The period of usage of cars play an important role for satisfactory level of the customers. It is also found that most of the respondents of Coimbatore district prefer Mercedes Benz as the most preferable brand among the other brands, it is considered as a symbol of societal status.

Javiya (2013) focused on the relationship between consumer perception and brand image. It is important for the firms to reinforce the brand image of the firm. There should be constant improvements in products and services so that the firm can compete in the dynamic market, cope up with technological advances and also to meet the customer requirements.

Monga et.al (2012) highlighted the importance of TRM (Total Relationship Management) which is one of the new marketing strategies adopted by the marketers for producing good quality products and providing better services as well as maintaining good relationship with dealers. The researchers found that even before the purchase of a car, brand perception is formed by the customer which is also a continuous process which is reflected by the customer through their recommendations for the acquaintances for the same car. The sellers try to position the personality of the car in the customers mind and positioning leads the customers to form perceptions regarding the brand which overall reflect the brand image of the car. Brand perception helps in building the brand image. Both brand personality and brand image are compliment of each other. In the automobile Industry Dealers are the most important intermediaries between the manufactures and customers, as they made the products of a firm available to the customers and also play a very important role in influencing the customers towards the brand.

Hirsh et.al (2003) focused on the importance of brand positioning done by the manufacturers for their customers. He found that the customers have their own measures for perception towards a brand and also measures for valuing a brand. Previous experiences with the brand is one of the important factor through which customers value a brand.

Consumer Behaviour and Consumer Satisfaction

Review from 2012 to 2015

Chaturvedi & Reddy (2019) evaluated the purchase behavior of customers of small sedan cars. It is found that the factors such as driving comfort, price, availability of spare parts, fuel economy plays an important role as customers takes into consideration these factors while choosing the sedan cars. There should be constant improvement as well as technical upgradation to provide better fuel efficiency to the customers. The manufactures have to adopt strong sales promotional activities for better positioning of their product into customer's mind.

Sheetal (2015) determined the factors that influence the buyers to purchase premium cars. The researcher also highlighted the role of reference groups in influencing purchase decision of

consumers.. The study was carried out at Kaval towns which include Kanpur,Agra,Varanasi,Allahabad and Lucknow. . The brands that were selected for this study were MarutiSuzuki, Tata Motors Limited, Audi, Toyota MotorCorporation,Skoda,AutoFord,HyundaiMotorCompany, Volkswagen, Mitsubishi Motor Corporation, Nissan Motor Company,Hona Motor, Chevrolet etc.

The research found that customers collect a lot of information from other customers before selecting a brand. Thefamily,friends are one of the important source provider for information. The customers also prefer test driving which is provided by the dealers. The research also found that guarantee and warranty are also important variables in influencing purchase decisions of customers. Brand reputation in the market also plays a major role in pulling the customers towards a particular brand. The customers are also influenced by post sales services provided by the dealers.

Vijayakanth, Kumar Rao (2012) focused on the dealers of the automobile industry who plays an important role in communicating about the brand to the consumers. The researcher found that the dealers should be able to satisfy all the needs of the customers, they should be able to meet the expectations of the customers. As a customer having a good experience with the service of the dealer, may opt for the same dealer again, but an unsatisfied customer would not have like to have the same dealer for their next purchase. Service quality of the dealers play an important role for retaining customers as well as for attracting new customers.

The paper also reflected that customer research is one of the proactive tool which not only measures customer attitude towards a brand but also measures the relationship between customers and different dealers. The paper shows the importance of customer satisfaction index in the Automobile Industry.

Emerging Trends In The Automobile Industry

Review from 2021- 2016

Mishra.et.al (2021) highlighted the marketing strategies adopted by Tata Motors. The marketing strategies help the firms to meet their goals. Tata Motors brand is well known in the market for providing wide range of vehicles of high quality, high performance, durability etc. Tata Motors also adopts strong marketing tactics and strategies in this competitive market. For promotional and advertisement strategy, Tata Motors adopt aggressive marketing plan, celebrity endorsements, sponsorship in various events, festivalofferings, advertisement campaign in electronic media, newspaper, extended warranties etc. It also provide offers like limited time discounts to consumers, long term EMI schemes, customizing EMI payments etc. For years, Tata Motors has been performing CSR activities such as community participation, social upliftment, environmental improvement, women self-reliant programs, improving household wages etc. Tata is also focusing to create more models for sustainable protection and climate adaption.

Miglani S (2019) focuses on the current policies of the Indian Automobile Industry and also about the industry's plan for producing the electric vehicles in the Indian market. It is seen that the company should focus on innovation

Goyal (2017) highlighted the emerging trends of CRM which plays a vital role for achieving the long term goals of the organization. The Automobile Industry has to reinforce the various activities of CRM such as management of customer database, complain management, CRM organization etc. The Automobile Industry should focus on service mechanism in order to provide one of the best services to the customers.

Vatsa (2017) highlighted the emerging trends of Green Marketing in the automobile industry. It is found that the consumers are less aware of the green marketing concept in the automobile industry. The firms with the help of government, companies, NGO's should try to increase the awareness level of the customers regarding green marketing. The firms are also producing eco design models for sustainability and to cope with the emerging trends of green marketing in the automobile industry.

Menaka&Ashath (2016) focused on the emerging new trends in the automobile market and how the industries are trying to cope up with these trends. One of the new trend that has started in the Industry is known as Global Light Vehicle Concept. The companies should try to satisfy all the needs of the customer as customer satisfaction also leads to customer loyalty towards the brand.

Wolfram, Lutsey (2016) analyzed the importance of electric vehicle, with its unique feature of lower carbon which has become a new trend. The electric vehicles will almost occupy the market of Europe by the year 2020-2030. The trend of electric vehicles have already developed and the marketers believe that it not only will capture the European Market but soon it will become a trend in the Global Market.

The researchers also gave importance to cost reduction analysis in producing electric vehicles. Cost reduction in fuel cell production and battery can lead to cost reduction in electric drive trains of these vehicles.

However there will be need of more stringent CO2 standards for the growth of the Electric Vehicle. Both fiscal and non-fiscal incentives need to be developed for the growth of electric vehicles.

Review in the year 2005

Svehlik (2005) the researcher revealed that the automotive industry is soon entering into the phase of third revolution. According to the researcher the traditional automotive market has already reached its stagnate stage. The automotive industry is also undergoing cross-border mergers, which may be as a result of globalization. In the recent years the market has certain powerful trends which have newly emerged. According to the researchers, the consumer or buyers personality is also reflected by the particular brand they purchase. The automakers need to develop value creating within the organization. The automakers have to focus more on customer service activities for the proper positioning of branding in customer's mind. The automakers also tries to minimize their cost problems by cutting down the supplier's price, which ultimately pressurizes the supplier's to lower down the prices. More developed and innovative business models have to be developed by the automakers.

Brand- specific elements will play a major role in designing a car. Not only a specific car brand but the supplier brand will also play a significant role in influencing purchase decision of the customers.

Brand Image

Review from 2016 to 2018

Chavan, Rameshwar (2018) described the importance of corporate branding and its impact on customer loyalty through corporate image. The researcher interviewed hundred General Practitioners of Pune City. The study found that aggressive marketing of companies and disappointment about the quality of the product or service has an negative loyalty on customers. There are certain attributes as for pharmaceutical company such as drug effectiveness, cost and effect relationship etc that helps to create corporate image. It is also important that the companies should be able to clearly positioned its brand image on customer's mind

Jagdish B(2017) found that building of brand image depends on multiple factors such as country of origin, reflecting personality, association with a place, event sponsorship etc. The repeated purchase of the product by the customer enhances the brand image of the firm. The several processes like creating brand awareness, brand knowledge, positioning of the brand, brand associations are necessary for buiding the brand image. Mobile handsets of two brands namely Nokia, Samsung and mobile services of two brands Airtel and Vodafone were choosen for the study. A psychometric instrument using a seven-point bipolar semantic differential scale was developed to collect the respondents opinion on brand image. The socio-demographic variables like age, gender, income, occupation and profession was used for the study. It has been seen that image building is a complex phenomenon and is influenced by cultural as well as environmental forces. It is also seen that psychology of an individual also influence the brand image.

Cetin et.al (2016) highlighted that in the competitive automobile market, a company's future growth is predicted through brand image, brand loyalty scores and customers satisfaction. It is found that loyalty has a significant contribution in bringing long -term profit to the company. Repeat purchase of the brand, recommendation of the brand to other customers, customer loyalty is significant determinants of customer satisfaction. Brand loyalty also serves as an important measure which can reflect the market share position of the brand.

However the researchers also found that in some rare cases,even satisfied customers switch to other brands. The researchers found that the companies can prevent brand switching and gained brand loyalty by fulfilling the needs and satisfying the customers through the brand's overall performance.

Joghee&Dube(2016)the study focuses on the brand image and its influence on the purchasing decision of the customers. The brand image can be improved by providing timely information regarding the product or services to the customers. It is also seen that service related variables such as service support, service quality, etc should be continuously extended as it helps to build the confidence of the customers on the brand .It is also seen that the factors such as celebrity endorsement, advertisements etc should be analyzed periodically as it motivates the customers in selecting their brands.

Hamri.et.al (2016) the study reflects the importance of brand image in automobile industry and it measures the brand image perception of the consumers. In order to improve the brand image the companies should consider both the cognitive as well as psychological aspects of the consumers as it helps to understand the mental process of the consumers which impact their buying decision process. The study found that brand image is dependent on the experiences of the consumers with the brand.

Review from 2015 to 2014

Yi Zhang (2015) stated the impact of brand image on consumer behavior. The researcher found that brand image helps to create brand equity for the firm and also has an influence on consumer behavior. Brand image can be established through functional,symbolic and experimental elements of products and services

Brand Image also has an impact on customer satisfaction. The congruence between customer self-image and brand image enhances customer satisfaction and also influences customer preferences for the brand. Infact brand image is regarded as one of the important factor that enhances customer loyalty.

Sharma (2014) discussed about corporate's brand image value which is one of the important factor that customers take into concern while choosing a particular product or service. The brand should be able to form strong bond with its customers. The organization should often appreciate its loyal customers. Lack of appreciation, recognition may often lead the customer to leave the brand

Review in the year 2009

Ogba & Tan (2009) tried to examine the influence of brand image on customer loyalty .It also tries to analyze the impact of brand image on commitment of customers to various offering of the market. It is found that brand image positively influence the loyalty of customers and also helps to boost the commitment of customers.

Brand image have a positive impact on customer satisfaction, perceived quality, loyalty, and also commitment to the market offerings.

Brand Loyalty

Review from 2013 to 2018

Danish et.al. (2018) focuses on the impact of brand loyalty on the purchase decisions of the customers in Automobile industry. The researchers found that there is a positive relationship between brand loyalty and customer's purchase intention. It is also seen that brand loyalty has a direct effect

on the customer purchase intention. The study also found success of brand image relies on perceived quality and availability of the brand.

Jisha, Abishake (2018) studied on the various factors that influence the customers to be loyal towards the brand Maruti Suzuki. The researchers found that the consumer's buying decision is depend on both personal as well as product characteristics.

Mkhitaryan (2014) reflected the significance of brand preference and brand loyalty which plays a significant role in building brand equity even for the automotive sector. He developed valuation models of brand equity . It was found that in order to develop a stronger brand equity, marketers need to measure the level of consumer's dependence on a brand. The strength of the brand relies on how customer perceives a brand. Satisfied customers who are ultimately the loyal customers perceives a positive attitude for the brand.

Rajaei et.al (2014) highlighted the importance of customer loyalty. Customer loyalty is influenced by social responsibility. With global issues arising such as Global warming, environmental issues, the Government led the Corporate houses to be concerned about the green revolution. Social Responsibility carried out by the corporate leads to increase the value of the brands. CSR is also responsible for improving a brand image as well corporate image .Thus a brand is even promoted by the social responsibilities carried out by a firm. Social responsibility increases customer loyalty.

Srivats (2013) focused on the relationship between customer satisfaction and loyalty . The researcher found that loyalty is a dependent variable and also a complex phenomenon for the customers. Customer satisfaction is also based on various dimensions such as purchase process, post sales service, performance of the vehicle and perceived value before purchase. On the other hand loyalty is also dependent on significant dimensions such as performance of the vehicle, perceived value and perceived value before purchase. The reputed brands like Maruti, Suzuki provides efficient post sales services to their customers in order to retain customer loyalty.

Brand Switching

Review from 2020 to 2018

Ali.et.al (2020) reflected the brand switching practices of the customers. The study shows that independent factors such as sales promotion, variety seeking, social influence are positively linked with brand switching. The companies need to develop strong tactics and strategies to attract new customers as well as to retain loyal customers. The companies should develop brand loyalty programs to control brand switching practices of the customers.

Angamuthu (2019) suggests that the manufacturers have to analyze the various factors that makes the customers to switch over to other brands. The factors such as value aspects, product aspects, safety measurements, reference group play an important role in influencing customers to switch to other brands. It is found that brand switching has negative consequences as it relates to customer dissatisfaction.

Appiah.et.al (2019) discusses about the switching behavior of the customers. It is found that brand prestige, self-esteem, self-concept have a direct impact on the satisfaction level of the customers. In competitive market, the market disruptions such as competitive pricing, innovative products, influence the consumers to switch to other brands. It is also observed that consumers switch to other brands for utility maximisation. Market disruptions highly influence the switching behavior of the customers and also have an impact on brand loyalty. The Companies need to develop identity strategies in order to prevent market disruptions which ultimately lead to brand switching of the customers.

Bhatt & Saiyed (2018) focused to identify the factors affecting brand switching behavior of the customers using shampoo. The study was carried at Ahmedabad, the sample size selected for the study was 400. Convenience Sampling Method was used for the study. The researcher highlighted the dependent variable as well as independent variable such as overall price consciousness, advertising effect, promotional effect which influence the brand switching behavior of the customers.

The researcher found that the sales promotion is one of the factor that plays an important role in influencing the switching behavior of the customers among the other factors like peer

influence, advertising etc. In case of shampoos it is found that the customers switch to different brands because of the varieties and also of the company's attractive advertisement and innovations. Price sensitivity is also one of the reason that the customers switch to different brands.

Researcher suggest that marketers should adopt strong strategies that would help them to retain customers. Strategies developed by the organization should focus more on developing good brand image and building a strong relationship with customers.

Frederick (2017) studied on the various factors that influences the brand switching of users of smart phones. The study found that the company needs to understand the reason which makes the customer to leave the previous brand and switch to a new brand. The study was carried out at Chennai, 180 respondents were chosen, among the age group of 18 to 23 years for the study. Emerging trends in the market, latest technology, influence of friends, superior quality, customers curiosity to experience a new brand, disliking the previous brand due to personal factors etc are the various factors that lead the customers to switch to a new brand.

One of the major factor which makes the customers to frequently switch their smart phones is popularity of the brand and also the usefulness of the brand.

Review from 2014 to 2010

Makwana et.al (2014) focused on the factors affecting the consumer brand switching behavior in the telecommunication industry and also how do the factors vary among male and female customers. The study was explorative in nature based on primary data. Researchers interviewed 100 respondents which was segmented to both male (50) and female (50). It was found that pricing strategies and value added services are the factors that influence the switching practices of the customers most in the telecommunication industry. Researchers found that brand switching behavior can be controlled if the company offers best valuable and efficient customer services and also maintains good relationship with the customers.

Lam et. al. (2010) found that customers may try for a new brand in fulfillment of their self-enhancement purpose which leads to maximizing sociopsychological utility which refers to symbolic benefits rather than the functional utility. The customers may get attracted to a new brand because of its attractive offers in terms of its functional value or related to a stronger brand identity. In the fierce competitive market, there exists social comparison between brands and their identities.

The launch of a radically new brand which is a identity-related market disruptions is a threat to other brands and their brand identities. Switching becomes stronger over time along with customer seeking more information regarding the brand or the product varieties.

Review in the year 1995.

Sambandam, Lord (1995) focuses on the switching behavior of the customers. According to the researchers the switching or loyalty behavior of the customers depends on the process that includes product knowledge, media search, retail outlet search, previous experience of buyers with the brand and consideration set formation. It is seen that the customers purchase decision undergoes into two stages i.e. the consideration stage and the evaluation stage. In case of consideration set, the consumer search is based on retrieval cues such as the information the consumers gathers from seeing advertisements, reading articles etc. The second factor which also influence the consideration set is the previous experience of the customer with the brand. The highly satisfied customers may perceive their brands to be the best and dominating other brands in the market.

The evaluation stage includes the retailer search. In this stage the consumer also identifies the different brands available he or she wishes to consider. An active customer who consider large number of alternatives visits large number of dealers. The researchers also found that the higher level of retailer search leads the customers to switch to other brands. The factors such as value of post-sale, excellent services provided by the brand, regular communication highlighting of the product's strength, providing additional perks etc helps to prevent the switching behavior of the customers.

3. CONCLUSION

The present study conducted a systematic review to discuss the significance and impact of branding in automobile industry. The studies also reflected the impact of brand image, brand loyalty, as well as brand switching on automobile industry. The results has shown that brand plays an influential role in consumer decision making process. The results also found that there exists a strong correlation between brand loyalty and brand preference. Brand preference seems to have a great impact on the purchase decision of the buyers. Brand loyalty of the customers depends on the various factors such as product features, characteristics of the brand etc. Brand image enhances customer satisfaction and also influences the customer preferences towards the brand. The automobile market which is very competitive and dynamic in nature, reinforcing the brand image has become essential and also a challenge for the firms.

The studies also reflected that in the recent years the industry has experienced certain powerful trends including cross- border mergers in the global market. The studies also found that companies can prevent brand switching by fulfilling the needs of the customers and also improving the brand's overall performance in order to meet the expectation level of the customers.

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