



Impact of Brand Image on Consumer Buying Behavior towards Luxury Automobile Segment

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Abstract

The luxury automobile market has witnessed significant growth in recent years, attracting global players such as Mercedes, BMW, Audi, Jaguar, Range Rover, and more. This research project delves into the intricate realm of consumer behavior within the luxury car segment, focusing on the state of India. It aims to unravel the multifaceted factors influencing consumers' decisions to invest in prestigious luxury car brands. Luxury cars are not merely vehicles; they are a fusion of opulence and prestige. This study seeks to comprehend the perceptions and motivations driving individuals to opt for luxury car brands. Wealthy consumers are drawn to these vehicles not solely for their superior technical features but also for their non-technical attributes, particularly the perceived image of the car brand. Luxury cars serve as a conspicuous display of wealth and social status.

Keywords: Brand Image, Consumer Decision-making, Perception towards luxury products, Automobile industry

1. Introduction

Brand image plays a significant role in influencing consumer loyalty and purchase behaviour during the marketing process, as a wide document. The greater the brand's buying intention is viewed by consumers, the more favourable the brand personality [53]. Consumers can easily find out information about the firm and the goods by observing the brand. A brand's personality and image are reflected in the product it stands for. These mental images that the buyer has influenced their purchasing decisions. [3] According to [24] brands offer their customers emotional and experiential benefits, which are crucial for creating a strong brand equity. As an example, Pepsi has long emphasized to customers that consuming Pepsi Cola will help them regain their Vigor [25]. Hence, brand personality aids marketers in setting their brands apart from rival brands in a specific product area. According to [1] a brand's associated personality is made up of a combination of human

demographic features like age, gender, and race; lifestyle traits like interests, hobbies, and opinions; and personality traits like extroversion, reliability, and sentimentality. This idea has gained popularity as marketing [30] literature has consistently demonstrated that brands are assessed not only on their functional attributes but also on symbolic ones like self-congruity or identification [17]. People buy luxury products to show their social status, success, wealth, prosperity, or just like the excellent product's quality. There are many reasons to buy these luxury goods, mainly influenced by culture [33]. The luxury brand product's price is according to the niche market, so luxury goods are expensive. luxury company collects information and decides the market products [6] including the consumer's involvement. In this regard, businesses are looking more and more for methods that allow them to build solid emotional connections with customers. This knowledge may help marketers



better understand how brand personality has an impact on consumer behaviour. Moreover, "since brand personality is created by linking a brand to human emotions and characteristics, it occasionally captures aspects of human personality" [27]. The concept of brand personality is crucial in this context because it describes the compatibility between the personality of the customer and the brand which might cause the consumer to form a romantic attachment to the brand. These pleasant emotions could [8] result in advocacy, which might materialize as steadfast loyalty [28]. Sincerity, competence, enthusiasm, sophistication, and ruggedness are listed by [4] as the distinctive characteristics of brand personality, and it is demonstrated that this definition has a variety of effects depending on the viewpoints and methodologies used. The objective of this study is to investigate the effects of brand preference on consumer personality brand personality, and corporate personality as well as the interactions between these factors [31]. The success of a brand in a cutthroat industry rest on the selection of its brand identity, the use of identity-developing images, and the effective transfer of that identity through those images [54]. To do this, the main aim is to examine how brand personality affects consumer behaviour, with a focus on customer purchase intention in particular. The objective is to build on the body of work already done in the field of branding by exploring how consumer behaviour is affected by experiential approaches to brand personality and brand love. [16]. Thus, this study examines the variations in purchase intention connected to product category as well as the effects of brand personality factors on buying intention. According to [1], brand personality traits may function differently or have a different impact on consumer preference. This knowledge may help marketers better understand how brand personality has an impact on consumer behaviour [32]. Moreover, "since brand personality is created by connecting a brand with human emotions and characteristics, it will occasionally catch aspects of human personality" [27] Every action and decision

made by a corporation today is evaluated by its brand, relationships with customers, and adherence to its promises, which leads to consumer pleasure and, ultimately, the demise of brand loyalty. Therefore, this paper aims to understand how consumers form their perception of brand personality, which brand's elements, attributes or factors, and how they impact the perception [20].

2. Literature Review

2.1 Brand Image

As the general opinion that consumers have of a brand, brand image is a crucial topic in the field of marketing. Brand associations, personality, and reputation are some examples of its tangible and intangible components [1]. This study of the literature combines significant ideas from reliable sources to emphasise the central part played by brand image in determining customer behaviour and brand success. There is a lot of research on how brand image affects consumer behaviour. Brand image frequently acts as a mental shortcut for decision-making, influencing consumer choices [23]. A positive brand image can increase purchase intentions, since customers are more likely to acquire goods from brands they evaluate favourably, according to research by [54]. According to [5], brand image refers to a strategy for increasing brand appeal, brand affinity, and attitudes towards a particular branded offering. Brands could become more appealing by inspiring customers and exceeding their expectations, much to how a person is defined by an appealing, powerful, and reliable person [9] Businesses also give customers the opportunity to express themselves through their purchases. Brand Value is strongly related to brand image and includes both a brand's financial and non-financial value [26] According to [2], a positive brand image boosts brand equity through raising brand awareness and perceived value. In turn, brand equity helps a brand be able to command high pricing and gain a competitive edge. The image of a brand must be actively managed and developed. In order to develop a powerful and recognisable brand image, promotes consistent and coherent brand positioning



and communication. Understanding consumer perceptions and resolving any discrepancies between the intended and perceived brand images are essential for effective brand management [28, 36]

According to [1], brand image may operate differently or have a different effect on consumer preference for a variety of reasons. People value sophistication and toughness [37] yet being sincere, enthusiastic, and competent are parts of human nature [43]. Therefore, one may assert that they like a brand if consumers say they identify with it [42].

H1: A positive brand image will increase consumer purchase intentions [39].

H2: Brand Image has a positive relationship between consumer perceptions of a brand and their purchase behaviour. SSF

2.2 Consumer Buying Behaviour

Customers purchase brands for their utilitarian advantages, but brand consumption also enables consumers to flaunt their identities. As a result, they frequently like a certain brand because they believe it to be consistent with their personalities [21] Instilling a series of distinctive and positive connections in consumers' brains may be facilitated by a distinctive brand personality [23, 40] According to [9] brand personality and consumer choice are related. According to brand personality traits are important indicators of future purchase intent. Customers may affect how a brand's personality is viewed and how it appears on their identities [41]. Consumer buying behaviour refers to the actions and decision-making processes that consumers go through when purchasing goods and services. Understanding consumer buying behaviour is essential for businesses to create effective marketing strategies and to increase their sales. The literature on consumer buying behaviour is vast and covers various aspects of the consumer decision-making process [11, 12]. Another important concept in consumer buying behaviour is the decision-making process. This process is often divided into five stages: problem recognition, information search, evaluation of alternatives, purchase decision, [15] and post-purchase

evaluation. These stages help businesses understand the factors that influence consumers' decision-making, such as the consumer's needs, beliefs, and attitudes. Brand personality has an impact on brand preference and the consumer-brand connection, according to [29]. Overall, a brand's personality has a significant impact on how consumers feel about and behave towards it. According to brand equity, and more especially consumer-based brand equity, may be assessed based on four factors: perceived quality, brand association, and brand loyalty [55]. People view brands as extensions of themselves, consumers may identify human personality [18] features with brands [10]. Customers are more likely to develop a preference for a brand if they believe their personalities and that of the brand are congruent. Because personality attributes of the people connected to the brand are transferred to the brand, proper alignment between consumer personality and brand personality is thought vital [34].

H3: Brand personality has a significant impact on consumer-brand connection, influencing consumer feelings and behaviours towards the brand [19].

2.3 Purchase Intention Towards Luxury Car Segment

It is well known that people don't always make their decisions on logical and impartial considerations. Instead, a person frequently makes decisions subconsciously using his or her emotions and instincts, particularly when there is a deadline to meet [44]. Having said that, prior studies have demonstrated that one of the most significant elements influencing consumers' purchasing decisions is their purchase intention [13]. Purchase intention is a crucial concept in the study of consumer behaviour and marketing. It refers to a consumer's willingness and inclination to buy a particular product or service shortly. [7] Understanding purchase intention is essential for businesses, as it serves as a strong predictor of actual purchase behaviour [52]. This section of the literature review delves into the factors influencing purchase intention and its significance in consumer decision-making. Since they are closely tied to



customers' purchasing behaviour, scholars have been interested in the topic of purchasing intentions for many years. The phrase was defined by as a person's behavioural propensity towards a good or service [45]. This was referred regarded as "a subjective predisposition" by and was one of the fundamental components in the study of consumer behaviour [56]. The process of analysing and projecting customer behaviour can therefore also be seen in terms of purchase intention. According to consumers don't just approach decision-making irrationally and inconsistently; they also don't adhere to any traditional economic trends [47]. As a result, many businesses around the world find it difficult to predict customer purchase trends in the future. Having said that, prior studies have demonstrated that one of the most significant elements influencing consumers' purchasing decisions is their purchase intention. Positive feelings towards a brand are one of the key elements that make up a consumer's buying intention, according to [1] Brand trust was named by Chaudhuri and Holbrook in 2001 as one of the variables that can affect consumers' buying intentions [21] The luxury automobile segment market is a vibrant and fiercely competitive area of the automotive industry. These cars are distinguished by their high levels of performance, cutting-edge technology, and luxurious interiors. The market for luxury cars was estimated to be worth over \$495 billion globally in 2020, according to a Statistical analysis [50]. To adapt to changing consumer tastes and sustainability requirements, luxury automakers like Mercedes-Benz, BMW, and Audi continue to develop by releasing electric and hybrid cars [14]. The emphasis on autonomous driving features in this industry is also increasing, which improves the driving experience [35]. The luxury car market is positioned for continuing expansion and innovation due to increased disposable incomes and a demand for exclusivity.

H4: Brand trust in a luxury car brand positively influences consumers' purchase intention towards luxury cars.

3. Method

Primary data for this research was acquired using a survey questionnaire. The questionnaire was designed using Google Forms as an instrument for the survey. The questionnaire was based on a points Likert scale where one means strongly disagree and five means strongly agree to design the questionnaire, variables were obtained from previous studies that have studied similar variables. The target population involved a mix of Employees, businessman, students, to have a better understanding, I decided to have the survey in all these categories which can have a better response to the survey based on their level of understanding and experience.

3.1 Conceptual Framework

The main conceptual framework used in this study is depicted in Figure 1 and includes the following concepts: Consumer Buying Behaviour with brand personality, Consumer buying behaviour and purchase intention, and Brand Personality on Purchase Intention Brand personality is the set of human characteristics associated with a brand. It includes dimensions such as sincerity, excitement, competence, sophistication, and ruggedness. Consumer buying behaviour refers to the actions and decisions consumers make when purchasing products or services. It includes the decision-making process, such as information search, evaluation of alternatives, and post-purchase evaluation. Purchase intention refers to the consumer's intention to purchase a particular product or service. It is influenced by various factors such as perceived brand personality, attitudes, emotions, and situational factors. Knowing that consumers' perceptions of brands can affect their decisions as well as the literature and the correlations between the variables. Brand personality significantly affects how consumers perceive the brand, which in turn affects how they feel about it. Customer perceptions of the brand personality may have a good or negative effect on their purchasing decisions. The likelihood that a consumer will engage in good purchasing behaviour increases with the strength of their bond with the brand personality. The conceptual

framework suggests that brand personality can influence consumer buying behaviour through perceived brand personality, which can impact purchase intention and actual purchase behavior [46].

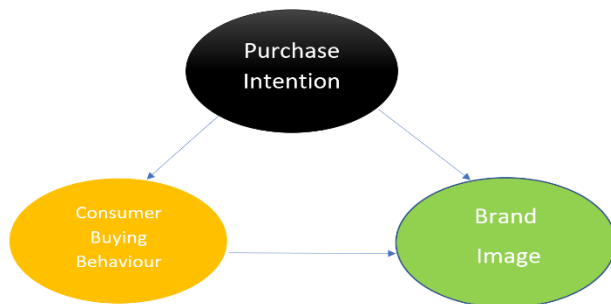


Figure 1 Study Model

3.2 Measures

The study investigated the relationship between Brand Image, Consumer Buying Behaviour and Purchase Intension. Aaker, J. L. (1997) measure was used for brand image, Engel, Kollat & Blackwell measure for consumer buying behaviour and Kotler, P. and Keller (2006) for Purchase Intension The study investigates the impact of brand image on consumer buying behaviour towards luxury segment cars. Brand image is defined as the overall perception of the brand in the minds of consumers, encompassing attributes such as quality, prestige, and reliability [48]. Consumer buying behaviour refers to the actions and decisions consumers make when purchasing products, while purchase intention reflects the willingness or likelihood of a consumer to purchase a particular product. The research examines the relationships between brand image, consumer buying behaviour, and purchase intention in the context of luxury cars. Through a comprehensive analysis, it aims to understand how brand image influences consumer perceptions, preferences, and behaviours, and how these factors in turn shape purchase intention [49].

3.3 Analysis

The research hypotheses underwent testing through Structural Equation Modelling (SEM) using AMOS version 27. Two models were initially run to determine the best fit, and the second model was

selected based on its optimal fit with interaction effects, as per the methodology outlined by Haar [22]. To ascertain the index of moderated mediation, we employed PROCESS 3.4 [24] within SPSS version 25, utilizing 5000 bootstrapped samples. Consistent with the approach outlined by Haar, as we conducted probing of the conditional indirect effect to enhance the robustness of our analysis [21, 51].

4. Results

4.1 Correlation

From Table 1, the correlation reveals various significant associations among demographic factors and key constructs. Age does not appear to be a significant predictor of any of the factors. Gender also has a low association with other variables, with the exception of a modest negative link with brand personality (BP) (-0.073). However, the association is not statistically significant at the 0.01 level (2-tailed). This suggests that gender is not a significant predictor of brand personality. Occupation has a moderate negative association with age (-0.666**), but a minor positive correlation with brand personality (BP) (0.281**). The negative association with age shows that younger people are more likely to have a higher occupation level, but the positive correlation with BP implies that people with higher jobs may view brand personality more positively. Both associations are statistically significant at the 0.01 level (Two-Tailed) Brand Image (BI) has a significant positive connection with purchase intention (PI) (0.734**), as expected, since those who perceive brand personality positively are more likely to purchase. It also has a little but substantial positive connection with Consumer Purchasing Behaviour (CB) (0.525**). This suggests that those who have a positive assessment of brand personality are more likely to engage in positive consumer purchasing behaviours. Consumer Buying Behaviour (CB) has a modest positive connection with purchase intention (PI) (0.405**), implying that those with more favourable consumer buying behaviour are more likely to have a greater purchase intention. Purchase intention (PI) is



strongly positively correlated with brand personality (BP) (0.734**) and moderately positively correlated with consumer purchasing behaviour (CB) (0.405**). This implies that

customers with higher purchase intentions perceive brands more positively and are more likely to engage in positive consumer purchasing behaviour.

Table 1 Correlation
Correlations

		Age	Gender	Occupation	BP	CB	PI
Age	Pearson Correlation	1					
Gender	Pearson Correlation	-.007	1				
Occupation	Pearson Correlation	-.666**	.281**	1			
BP	Pearson Correlation	-.043	-.087	-.053	1		
CB	Pearson Correlation	.102	.082	-.085	.525**	1	
-PI	Pearson Correlation	-.228**	-.073	.066	.734**	.405**	1

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

4.2 SEM Analysis

Table 2 of the structural equation model's (SEM) output includes estimates, standard errors (S.E.), critical ratios (C.R.), and p-values for the stated associations. There is a significant positive correlation between Brand Personality (BP) and Purchase Intention (PI) (Estimate = 569, C.R. = 18.699, $P < 0.001$). This implies that people who have a positive opinion of a luxury car brand's personality are more likely to intend to buy a vehicle from that brand. There is a moderate positive association between Brand Personality (BP) and Consumer Buying Behaviour (CB) (Estimate = 402, C.R. = 6.816, $P < 0.001$). This suggests that consumers with a positive brand personality perception are more likely to engage in luxury car-related purchasing behaviours (such as researching brands and visiting dealerships). The link between consumer purchasing behaviour (CB) and Purchase Intention (PI) is not statistically significant (Estimate = 045, C.R. = 0.594, $P = 0.552$). This suggests that, in this particular study,

CB may not mediate the relationship between BP and PI.

Table 2 Structural Equation Model

	Estimate	S.E.	C.R.	P	Label
PI <--- BP	.569	.030	18.699	***	par_2
CB <--- BP	.402	.059	6.816	***	par_1
CB <--- PI	.045	.076	.594	.552	par_3

1. Brand Personality (BP) and Purchase Intent (PI): The positive correlation between brand personality and purchase intention (C.R. = 18.699, $p < 0.001$) highlights the significance of building a positive brand image for luxury automobile businesses. A positive brand personality is not only crucial for consumer perception, but it also has a substantial impact on their intent to buy an automobile from that company. This finding is consistent with earlier research, which suggests that a brand's perceived personality can influence consumer behavior.
2. Brand personality (BP) and consumer

purchasing behavior (CB): The moderate positive connection (C.R. = 6.816, $p < 0.001$) between brand personality and consumer buying behavior indicates that consumers with a positive opinion of a luxury automobile brand's personality are more likely to engage in buying behaviours associated with luxury car purchases. This indicates that the brand's personality influences not only purchase intentions but also the exact behaviours that consumers engage in during the buying process.

3. Consumer Buying Behavior (CB) and Purchase Intent (PI): The absence of a statistically significant link (C.R. = 0.594, $p = 0.552$) between customer purchasing behavior and purchase intention in the context of luxury car brands is an intriguing discovery. This shows that, unlike in other industries, customer purchasing behavior may not directly mediate the relationship between brand personality and purchase intent in the luxury car market. Consumers' purchasing intentions may be influenced by factors other than immediate buying behaviours, such as brand reputation, performance, or pricing, as in Figure 2.

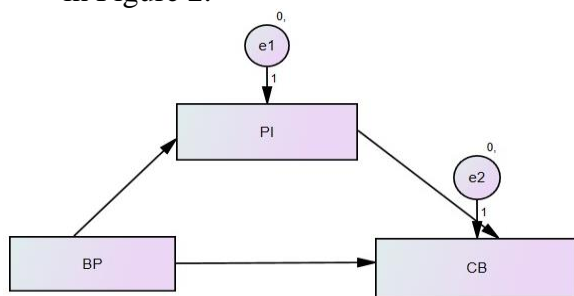


Figure 2 Study Result

4.3 Discussion

This study adds to the body of knowledge by examining Brand Image, Consumer Buying Behavior, and Purchase Intention. Notably, our findings reveal that brand personality plays an important role: We discovered a significant positive association between favorable brand perception and purchase intent, emphasizing the necessity of developing a strong and appealing

brand image. Consumer behaviour may not directly mediate: This raises interesting concerns concerning potential mediating mechanisms. The study discovered no significant association between Consumer Buying Behaviour and Purchase Intention in the context of luxury car manufacturers. This shows that consumer conduct may not be a direct predictor of purchase intentions. Other elements, such as brand loyalty or external circumstances like economic situations, may play a key influence in shaping purchase intentions

- Research indicates that a luxury car brand's personality has a major impact on buyer behavior. A positive brand personality can affect not just the intention to buy, but also the precise behaviors that lead to purchasing decisions. The absence of a strong link between consumer buying behavior and purchase intention raises concerns. It could imply that in luxury car sales, other factors or mediating variables are at play. A strong brand image may have a direct influence on purchase intent without the necessity for specific purchasing behaviors.
- The study emphasizes the significance of creating a strong and compelling brand image in the luxury car segment [38]. A brand with a distinct and appealing personality has the ability to greatly influence purchasing decisions. The study found a strong positive relationship between brand personality and purchase intention. This implies that a premium car brand's personality has a considerable impact on buyers' buying intentions. A well-defined brand personality that reflects consumer preferences and values can greatly increase purchase intent.
- Luxury automobile businesses should invest in creating a compelling brand personality that resonates with their target audience. A well-defined brand personality can boost purchase intentions and influence customer purchasing behaviour. Luxury car brands



should focus on increasing consumer loyalty and trust. While consumer purchasing habits may not always anticipate purchase intentions, building positive relationships with customers can lead to repeat purchases and long-term brand loyalty.

5. Limitations

There are a few limitations to our study that must be addressed. We used a limited quantity of data, and it's crucial to emphasize that having more data could lead to different conclusions in how people acquire vehicle products. Other characteristics or factors not considered in the study could have altered the correlations between Brand Personality, Consumer Purchasing Behavior, and Purchase Intention.

Conclusion

In conclusion, the study shed light on the intricate interplay between Brand Personality, Consumer Buying Behaviour, and Purchase Intention in the context of luxury automobile manufacturers. The findings show a substantial positive link between Brand Personality and Purchase Intention, implying that a positive assessment of a luxury car brand's personality has a major impact on consumers' desire to buy. Furthermore, there is a moderate positive association between Brand Personality and Consumer Buying Behavior, indicating that consumers who perceive a positive brand personality are more likely to engage in luxury car purchasing behaviours. Overall, the study emphasizes the necessity of building a strong and compelling brand personality that aligns with consumers' tastes and beliefs in the luxury car business. A positive brand personality can have a major impact on purchase intentions and customer buying behaviour. The findings also highlight the need for further research into these linkages, relevant mediating factors, and the complexities of consumer behaviour in the luxury car market.

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