CUSTOMER BUYING DECISION IN AUTOMOBILE INDUSTRY

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Abstract

In the present era, most brands are putting greater their emphasis on consumers' quality of life because those consumers express their social position or across the firm and class products. The focused of the current study is that how examine the impact of brand image and brand loyalty of customers minds that it relates the brand name, effect of procedure and brand quality on car consumer brand loyalty products, brand loyalty is then a big factor to examine on the customer buying decision specially in Karachi context for this investigation on the effects of the variables i.e., product quality, brand image, brand loyalty, customer satisfaction regarded to be independent variables and customer buying decision has been regarded as dependent variable. The main focus of the study is that it demonstrates the study's analysis of the relationship between dependent and independent factors as correlational. This investigation was carried out using a survey design and a straightforward random sampling strategy. After accounting for omissions and errors, 207 responses were obtained from 300 surveys which were delivered at random to car owners in Karachi.

Keywords: Brand Image, Brand loyalty, Product Quality, Customer Satisfaction, Automobile, Perceived quality, Customer Buying Decision

INTRODUCTION

We live in a time when competition is rampant in today's world, whether it is between businesses or between consumers' minds while making purchases. That is most important for the businesses to understand that how customers choose the products they buy. Consumers typically choose a product based on their awareness but the business fosters in the customer's mind a love of its brand and goods ultimately the way company's most valuable intangible asset is its brands. Anything that is finished in the industry can be used as a product, but for a brand were customers are the primary focus positioning on their minds. There is a possibility for a product of automobile users to be unoriginal, however a product cannot; there is chance for it to become an outmoded overtime, but a brand remains relevant (Quiston, 2004). In order to Muhammad Alamgir et al., (2010), a brand symbolic additional value is aids on consumers in choosing the best product to meet their demands. Customers are more commitment to a brand by continually using that brand (Bian and Yan, 2022). The most important part that led to a customer of buying decisions the auto brands inspired brand loyalty (Eklund, 2022). Greater brands recognition results in more people buying this product (Janssen et al., 2022).

Business competition between organizations in both home and foreign markets is becoming more difficult in the age of globalization (Teece, 2022). Companies that seek to grow their competitive advantage must be able to produce high-quality goods and services (Simanjuntak, 2021). It is difficult to thrive in this competition and develop into a company that actually shines in the tough world of business. Good management is necessary, but it's also necessary to make strategic decisions with precision and for the benefit of the organization as a whole. The corporation is currently up against competition that

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extends beyond the functional qualities of the product, such usability. However, it has been linked to companies that can cultivate brand loyalty and a certain image in their audience (Rajagopal et al., 2022).

The study's main objective is to examine the brand loyalty alternatively effects on the car industry and customers buying decisions in the main goal of the study. According to Wong Fong, and Yayah Sidek (2008), brand image and brand loyalty is the intentional or unintentional repurchases of a specific product for actually customers are buying it. On the other hand, customers are findings more components and contribute to brand positioning and brand loyalty is the other goal of this study with the investigation to describe the name recognition, brand image, brand loyalty, brand awareness, and product quality of the automobile industry that all variables are included here.

The most important part of this study examining between the relationship brand loyalty, brand image on customer satisfaction and their purchase intent; therefore, there must look as a brand to be a buyer intended to acquires, and then it will remember entire to make this brand consistency. A brand loyal buyer might not to be remembering the entire process but instead; it merely brings to mind the previous product and purchases it (Zhao et al., 2022). In which process such as searching for information, recognizing problems, and evaluating alternatives etc. for making purchases of products. There have been numerous studies on brand loyalty, and in this study, we expand on some of its dimensions. For instance, we examined a variety of variables to examine brand loyalty and their impact on consumers' purchase intentions in the auto sector.

The goal of this study is to determine how brand loyalty and brand image affect automotive consumers in Karachi. The research gap is based upon the review of article that "The influence brand loyalty and brand image on consumer buying intension: Evidence of automobile industry of Pakistan", which was identified the brand name, brand awareness and buying decision benefits, after winning the customer's brand loyalty, there are many advantages that can be significant and realized. The challenges are to determine the characteristics that aid in building a product's brand loyalty and brand Image on consumers mind set.

Research Objectives

The goal of this study is to create a model to assess how Pakistani vehicles buyers weigh factors including product quality, brand image, and brand loyalty while making selections. Following are the theoretical goals of this study.

1. To introduce a model for the purchase decisions of Pakistan automobile customers.
2. To find the relationships between product quality, brand image, and customer satisfaction related to the purchase decisions of Pakistan automobile customers.
3. To find and measure some indicators related to product quality, brand image, customer satisfaction and purchase decisions.

LITERATURE REVIEW

Oliver (1997) highlights that the clients' completion response is satisfaction and it is a resolve that a product's or service's qualities or the actual good or service offering a pleasurable level of consumption-related fulfillment, it includes levels of under- or over-fulfillment. According to Vavra (2002), customers can be satisfied through product performance as seen through corporate or department representatives, further, it can also be satisfied through the overall products and good services, such as the multiple transactions between a business and its consumers, including pre and purchase relationships, sales presentations, product delivery, repair services, post-sales service, and complaint management.

According to Cochran (2003), customer happiness is the primary objective of any organization. Jiradilok et al. (2014) discovered that customers are satisfied with accurate prices and realistic website information and this positively relates to the buying intention of the customers.

Moreover, customer value and customer pleasure have a connection that controls service innovation, claimed by Sukwadi (2017). Customers get satisfied when they use any organization's service or purchase something, compare it to what they expected, and are satisfied (Oliver, 1993). Satisfaction has two types' Cumulative satisfaction and transaction-specific satisfaction; these are the two types (Yi, 1990). How the transaction-specific strategy expresses customer satisfactions depends on the consumers emotional response to the most recent transaction they had at that exact time (Oliver-1993) contrarily, the cumulative approach sees customer satisfaction as the sum of all interactions and experiences leading to the client overall enjoyments with the company. Furthermore, the creator of this study defines customer satisfaction as the sum of all customer satisfaction. Customers continue to have a relationship with dealers after making procurement. For example, a customer of a Mercedes-Benz dealers may not be satisfied with the transaction-specific service experience but will be satisfied with the dealer service overall long run (Bitner and Hubbert, 1994). Based on the result the overall rating of customer satisfaction with dealers is based on several positive interactions with their customer service rather than being a single judgment.

The theories of equity and needs contend that customer satisfaction is encouraged by the quality of the services provided (Au, Ngai, and Cheng 2002). Researchers from various industries give empirical data providing the quality of their services findings demonstrating service quality has a major impact on customer satisfaction (Arasli, Katircioglu, and Mehtap-Smadi ,2005, Wilson et al. ,2012, Kandampully, 1998). Additionally, studies by guiry (1992) and Johnston (1995) as well as assertions made by Dabholkar, shepherd, and Thorpe (2000) diligent, cordial, and helpful workers improve consumer and service quality perceptions satisfaction. This suggests that workers with these service-oriented traits can be used to enhance client pleasure through quality service facilities in the context of quality that is customer-focused.

Due to its potential to both attract and retain new customers, customer happiness is one of the marketing literature's most studied constructs (Deyalage and Kulathunga, 2019), and it is crucial in a competitive setting (Tandon, Kiran, and Sah, 2017; Trans, 2020). According to Vasi, Kilibarda, and Kaurin (2019), customer satisfaction is described as a sentiment that manifests in the findings of a purchase assessment that compares real awareness and expectation. This can also be a source of either satisfaction or dissatisfaction. Customer satisfaction has been viewed in the experience context as a customer's cumulative experience based on all preceding experiences with a good or service that resulted from a post hoc analysis of intense experience (Pandey et al., 2020). Customer gratification also relieves businesses and organizations in boosting profits and ahead a competitive edge. Previous research (Rather et al., 2019) measures it using four items, with the sample item being "the overall reply which I become from the company is favorable."

According to Juran and Gryna (1970), "fitness for a drive," "conformances to terms," and "uniformly around a correct aim," respectively, are unambiguous examples of quality, throughout the previous few years (Deming, 1986). Mr. Joseph Juran provides two annotations in the "Quality Handbook" that he believes it is essential to managing quality:

1) The term "quality" refers to a product's characteristics that satisfy the needs of the consumer. However, delivering better quality requires an investment, which also increases expenses. In this sense, better quality could lead to high costs.

2) "Freedom from the faults" refers to the absence of errors that demand redoing the work or result based

on customer complaints, field failures, or other customer-related issues.

Disparate descriptions of "quality expenses" are given in the literature. With the development of quality management, the notion of quality costs has changed (Alzoubi et al., 2022). Regrettably, the definitions of the Cost of Quality and its essential components vary from one author to the other, from one organization to the next, from one industry to the next, and from one country to another. It also, to some the extent is determined by the QMS's size (Hwang and Aspinwall, 1996).

There doesn't universal definition of the quality-price that everyone agrees upon. The following definitions are among them:

1) The expenses of non-conformances are referred to as COQ, (Crosby 1983).

2) Quality costs are typically viewed as the expenses related to failing to provide goods or services that meet the standards set by the public and the market. Simply put, quality cost equals the price of subpar goods or services (Sudhahar et al., 2009).

3) From a "zero failure" perspective, it is described when a commodity or service is produced for the first latter occurs as the discrepancy between ideal costs and real costs (Doodstadt and Marit, 1990).

4) Quality costs include both loss incurred when quality is not achieved and expenses needed to ensure and assure quality (ASQC, 1971).

The well-known Feigenbaum's PAF Model (1956) divides the cost of quality into three categories: failure cost, appraisal cost, and preventative cost (Velkoska and Tomov, 2023). A word, it has been designed, named, or symbolized, the term "Brand" refers to any feature that distinguishes a company's product from that of its competitors. Neupane (2015) found a strong and positive correlation between BI and CS as well as between BI and CL. Additionally, there is a strong link between customer happiness and client loyalty. Kamiz and Naimi (2014) assert that in order for consumers to have a favorable perception of a brand, special attention should be given to customer satisfaction and all variables that influence it. Additionally, they discovered that there is a large impact on consumer satisfaction and intent to remain a loyal customer.

According to Oduniami (2015), brand image and promotional approach affect consumers purchasing decisions. According to an empirical study, BI can affect to consumers' purchasing choices. According to Gurleen and Pooja (2014), brand image has a big impact on consumers' buying decisions. The researcher claim that the incumbent firm is up against competition from a new firm with limited capacity, and the importance of pricing and branding will be growing (Wang et al., 2016).

Brand image (BI) of several researchers (Lee and Lim, 2020; Sousa et al., 2019; Park and park, 2019), has been a hot topic in marketing literature because of its value in the market. Additionally, brand image has been a potent marketing tool and a key factor in differentiating organizations (Park and Park, 2019). Research on brand image has also been acknowledged as it's being at the core of marketing and advertising studies. In the addition to serving it has been essential in building long-term brand equity and serves as a broad guideline for tactical marketing mix difficulties (Asker, 1996; Keller, 1993). The BI, according to Keller, (1993), can be summed up as consumer perceptions of the brand as demonstrated by the association, they have with it.

Furthermore, a strong brand image has made it easier for customers to recognize the needs of the business and differentiate it from rivals. As a result, there is a greater chance that consumers will buy the brand (Hsieh et al., 2004). A company or its products that consistently maintain a positive image among the public will have a more advantageous position in the market that is a lasting competitive advantage and improve market share and performance as well, according to Park et al. (1986). A company or its products that consistently uphold a favorable reputation among the general public will hold a more

advantage and improve market share and performance as well.

According to some earlier studies, brand image and customer happiness are related (Anwar et al., 2019; Wu et al., 2011). Prior studies showed that brand image was a predictor of customer satisfaction and positively impacted consumer satisfaction as well (Anwar et al., 2019; Wu et al., 2011). Some studies early time (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012) have found a connection between brand image and consumer loyalty. A positive image (i.e., brand, shop, or retail) will also lead to loyalty, according to several recent empirical findings (Anwar et al., 2019; Hsieh et al., 2018; Tu et al., 2012). As a result, we put forth the following theories:

A decision, in the words of Schiffman and Kanuk (2010), is a choice between two or more alternatives. In other words, there must be a choice available for someone to consider. When someone has the option to purchase or not, they can select brand X. Moreover, the purchase choice is an integration process, according to Peter and OIson (2006) that uses knowledge to evaluate two or more alternative behaviors and choos one. According to research by Kotler and Keller (2006), customers go through several steps before deciding whether to buy a product. Customers' desires to purchase a product drive purchasing decisions, according to Chapman and Wahlers (2009) research.

Customers have the right to choose which things to purchase depending on how well they believe the products will satisfy their needs. Further, the researcher identified that consumers are motivated to buy things for many reasons. There are three categories of purchase motives: fundamental purchasing motivation, or the real reason for purchasing; selected (Buchari, 2008). In addition, the (Doods et al., 1991) defined purchase intention as an attempt made by customers to make a purchase of good or service for a predefined period of time. Buying intent or results are further influenced by a variety of elements, including the chosen item, BL, Price, and PQ (Kotler, 2000). Additional scholars have also claimed that buying intentions do have an effect, including Marrison (1979) and Luo et al. (2011).

The endeavor to purchase a good or service is referred to as having purchasing intention (Dodds et al., 1991). Purchase intent is influenced by several external factors, including product, brand, retailer, and timing (Kotler, 2000). Purchase behavior, or the actual purchase, is influenced by the buyer's intentions (Luo et al., 2011; Marrison, 1979). The behavior of their customer when making several transactions should be well known to managers, according to Dekimpe et al. (1997), as the majority of studies have also shown that understanding customer behaviors takes time (Johnson, 1984; east and Hammond, 1996; stern, 1997; Mela et al., 1997).

Carr et al. (2003) define the Redemption purpose or the choice to brand a repetition by an individual's evaluation and decision to repurchase based on prior experience and the same product or service from the same supplier likelihood. Successful trades stand always eager to keep their clients and encourage them to make additional purchases. Customer satisfaction is the first essential to keeping them. Our customers are happy when they are given highly regarded quality (Spreng, Mackenzie, and Richard, 1977), and Greater customer satisfaction always results in higher repurchase intentions, according to Singh (1988), but unsatisfied customers never return to buy the same product or brand. Oh (1999) found a positive correlation between PQ, price, approval, value, word-of-mouth, and redemption meanings. Customer satisfaction is crucial for retaining clients and encouraging them to make repeat purchases (Brown and Gulycz, 2001). Dawes et al., (1997) also came to the same conclusion on the positive relationship between current customer satisfaction, future purchase decisions, and BL (2004). In essence, most researchers—including Howard and Sheth (1969), Howard (1974), Fornell (1992), Oliver (1980), Richins (1983), and Westbrook (1987) recognized that there was always a connection between the impact on effect over consumers' buying intentions as well as the development of brand loyalty.

Loyalty implies an emotional connection to a particular thing," states Encyclopedia Britannica (2006). Kotler and Armstrong (1996) defined loyalty as "a promise to repurchase your favorite goods or services" (in terms of a brand or product). Favoritism for a brand in any organization is created by brand loyalty to the product (Anderson, 1974). Brand loyalty also plays an important part in choosing a brand, such as High brand loyalty consequence in increased market share, which is important for any business that is looking to raise its market share (Singh, Ehrenberg, and Goodhard, 2008). However, Customers with strong brand loyalty are also more expected to make larger purchases that are making them valuable assets for businesses. So, however, loyal clients are a dependable asset rather than a risky liability (Shugan, 2005).

The researcher Oliver (1997, 1999), in his study, explains that consumer loyalty directly reflects their tendency to make additional purchases. In essence, it represents an attitude and behavioral response towards the product and also the customer's desire to buy the same brand again. The behavioral component, as defined by indicates recurring purchasing behavior toward a specific product or services, according to Jacoby and chestnut (1978).

In contrast, a good attitude with some added value is reflected in the attitudinal component. Some academics say client loyalty is influenced by good attitudes and repeat business (Dick and Basu, 1994), "loyalty" and "repeat purchase" can both be used interchangeably. Only a loyal customer will continue to purchase the same product or brand, and this habit of consumer behavior makes it easier for businesses to operate. Loyal customers continue to purchase the same goods with no requirement for marketing initiatives (Rowley, 2005).

Empirical studies show that brand loyalty is associated with specific recurrent purchasing habits and behaviors. Brand loyalty does influence a customer's purchase decision, although not always. Customers are not compelled to choose the same brand while making identical purchases because of brand loyalty, brand when purchasing the same vehicle. Current pricing comparisons and vehicle quality are taken into consideration when purchasing the same brand. Indicting the brand's quality and reputation are also crucial elements that might influence consumer purchases and encourage loyalty. Compared to non-loyal customers, loyalty clients are always less price-sensitive (Tellis, 1988). Unspecified amount to purchase their favorite brands (Choudhry, Holbook, and Laczniak, 1988). Establishing consistent, high-quality brands is essential for creating brand-loyalty customers (Kumar and Leone, 1988).
A significant market share will result from more BL (Singh, Ehrenberg, and Goodhard, 2008). Customers that are devoted to a brand frequently make significant purchases, making them important and durable assets for companies. As a result, brand managers exclusively focus on loyal clients (Owens, Hardman, and Keillor, 2001).

Grover and Srinivasan (1992) contend that only dedicated clients who buy from primary brands rather than rival ones may generate positive and favorable reactions. The commitment to repurchase the same brands is another definition of BL. Customers typically avoids purchasing rival brands in favor of their most beloved ones. Brand-loyal customers always choose to purchase a brand above those of competitors (Wood, 2004). It is clear that brand loyalty encourages consumers to consistently purchase keeping consumers from moving to a different brand, In addition, Brand loyalty encourages customers to limit their purchases to one brand (Yoo, Donthu, and Lee, 2000).

Brand loyalty is attained through customer satisfaction, and satisfied customers motivate other purchasers to choose favorably to purchase the same product or brand from the same supplier. Customer satisfaction and repurchase intentions of consumers are positively correlated; it was previously shown by Day and Landon (1976) and Singh (1988).

Further, customer unhappiness directly results in a negative relation to the repurchase intentions of consumers (Brown and Gulycz, 2001). Repurchase intent is the propensity to decide to purchase a specific well in the future (Fornell, 1992; Boonlertvanich, 2001)

METHODOLOGY

The purpose of this study is to examine the relationship between customer buy decisions in the automobile industry. The review of the previous study concluded that have used quantitative methods on a given topic, therefore current researchers quantitative techniques.

Research Design

The study acquired the survey design this design is inspected as relevant for studying car users' and customers' buying decisions with the nature and population of the automobile industry in Karachi. The acquisition of the survey methods in this study is informed too by its variability in using a sample drawn to represent the element within the automobile industry. The research design is based upon a quantitative approach that is done by using questionnaires which is essential to collect primary data. This is an appropriate measure it is an effective way to conduct the research in a short time frame.

Area of the Study

The study covers various automobile car users of Karachi. The selection of the automobile car users of randomly was based on the fact that these automobile showrooms are located in Karachi as well as on operation mode.

Data Collection

The data collection tool investigates the facts and figure by using different ways. The research is purely being based on quantitative data. The research is based on primary data and researcher conducted the research online and physical distributed it to the car users of Karachi. As we are students of BBA, so our many friends owned their car so they helped me in data collection. Though it was not possible to assemble the facts and figures without the collaboration of my friends and my teachers, they helped me much more during this research journey.

Research Model

Using the information provided above as a foundation, this study created the research framework in the areas of product quality (PQ), brand image (BI), brand loyalty (BL) and customer satisfaction (CS) as independent variables. In addition, product quality, brand image, brand loyalty and customer satisfaction will have consequences on the customer buying decisions (BD), as a resilient factor of Pakistan automobile customers. This theoretical framework provides an overview of the research model.
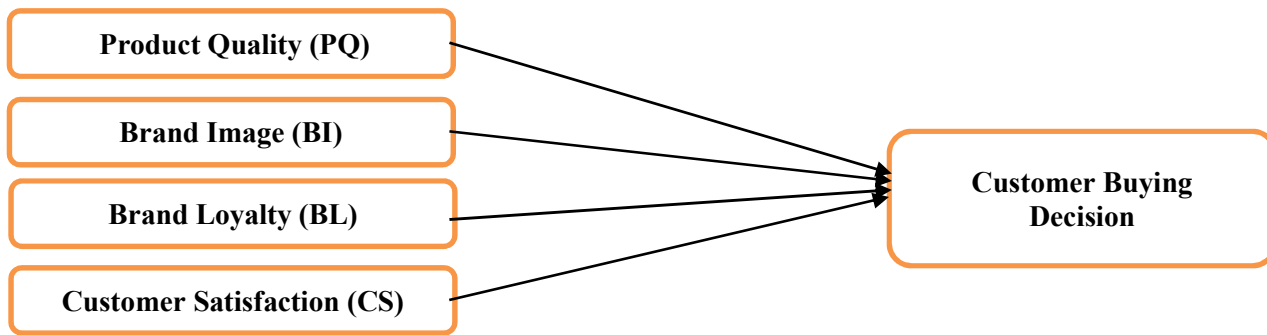
Figure 1: Conceptual Framework

Hypotheses

To put the research premise to the test, data analysis was done, using Structural Equation Modeling (SEM), with the consideration that it has the ability to combine measurement models and structural models.

The hypothesis is as follows, based on the research topic:

H1 = There is a significant effect of product quality on Customer buying decision.

H2 = There is a significant effect of Brand Image on Customer buying decision.

H3 = There is a significant effect of Brand loyalty on Customer buying decision.

H4 = There is a significant effect of Customer Satisfaction on the Customer buying decisions.

Instrument Selection

Our primary data, which is based on surveys or questionnaires, is used in our study project. All questions and their items were adapted from the Brunello (2015).

Variables

A consumer buying decision is the dependent variable in our study, while PQ, BI, BL, and CS are the independent variables.

Plan of Analysis

Despite the fact that this is a quantitative approach, the data will be used to gather information, and the results will be analyzed using statistical analysis. Data analysis includes the following types: data correlation, data regression, and data reliability analysis. The "Statistical Packages for Social Sciences (SPSS-26)" analytical tool will be used to analyze the data collected in order to make the research more empirical.

Population of the Study

The targeted population developed in different automobile sector car users, which is included in Hyundai, MG, Toyota Indus, Yamaha Motor Paki, Atlas Honda, Chagan, DSFK, Havel, Cherry, Proton, and others more sectors users are included. Based on the questionnaire used for this research which was adopted and modified by several surveys from related studies, Random statistical sampling techniques help to get information from the automobile users of different automobile sectors in Karachi. Using a Likert scale of 5, questionnaires were used to keep track of respondents. The legitimate responders were personally given

a   questionnaire,   and   they   were   instructed   to   fill   them   out   completely. After receiving the required replies from 208 of the 300 questionnaires that were sent, regression analysis was carried out using SPSS. This was done after the Pearson correction test was tested for data analysis.

ANALYSIS AND DISCUSSION

The results below were taken from the collected data after it was entered into SPSS-21.

Table 1
Gender of Respondents

Gender					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	Male	111	53.6	53.6	53.6
Valid	Female	96	46.4	46.4	100.0
	Total	207	100.0	100.0	

Table 1 depicts the gender distribution of respondents which reveals the male constitutes 53.6% of respondents and 46.4% are Female. According to the survey, there is a greater part of male than women drive cars in Pakistan in which is particularly Karachi, which is why a large percentage of respondents were male. All respondents had cars, and the sample was chosen by randomly without any bias.
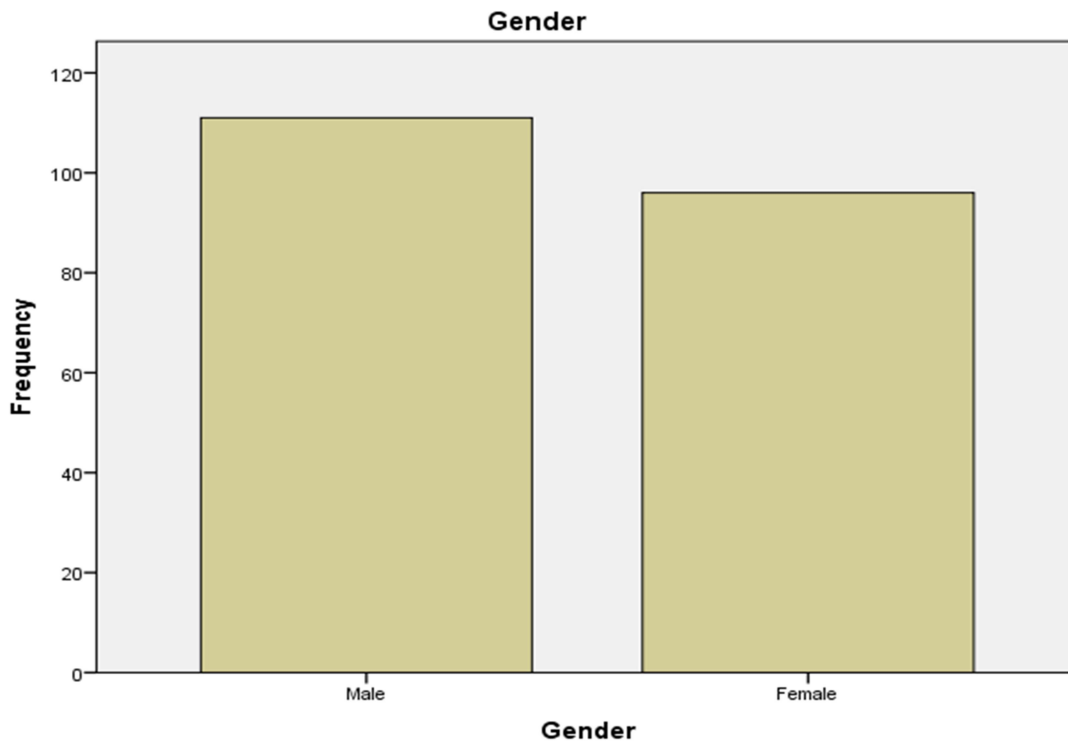

Figure 1. Charts show the result of Gender-based Respondents

Table 2

Age of Respondents

Age					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	18-20	41	19.8	19.8	19.8
	21-25	103	49.8	49.8	69.6
Valid	26-30	34	16.4	16.4	86.0
	Above 30	29	14.0	14.0	100.0
	Total	207	100.0	100.0	

Table 2 above displays the respondents' age characteristics. out of the 207 respondents overall the first age grouped (18-20 years) accounted 19.8% and next (21-25 years) age grouped accumulated is 49.8%, and (26-30 years) age grouped accounted were 16.4% and above 30 years age group respondents were 14.0% and furthermore pie chart shows it.
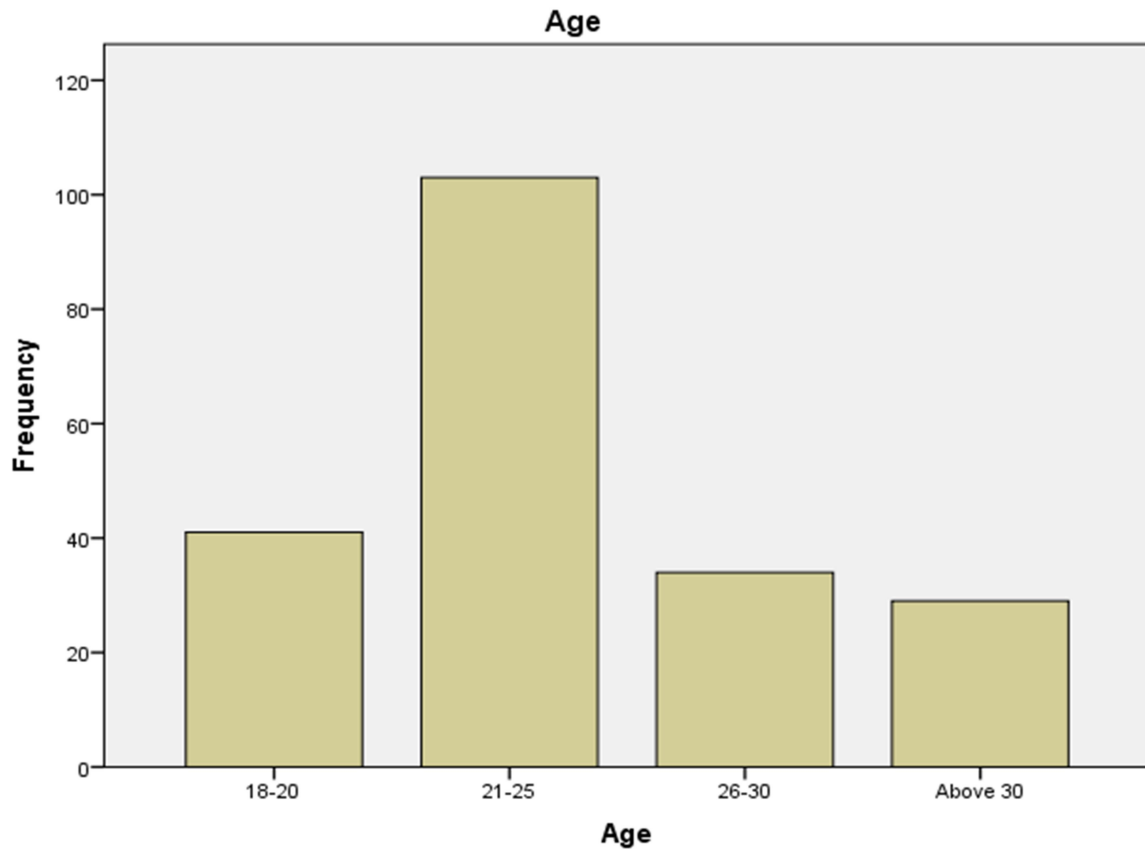

Figure 2. Age of the Respondents

Table 3
Education of Respondents

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	9	4.3	4.3	4.3
	Intermediate	11	5.3	5.3	9.7
	Undergraduate	76	36.7	36.7	46.4
	Graduate	90	43.5	43.5	89.9
	Post-Graduation	21	10.1	10.1	100.0
	Total	207	100.0	100.0	

Above show the table 3, is respondents of education in which is 4.3% of matric and 5.3% is intermediate in between 36.7% is undergraduate and the study of more over respondents of 43.5% from graduate and lastly 10.1% from post graduated.
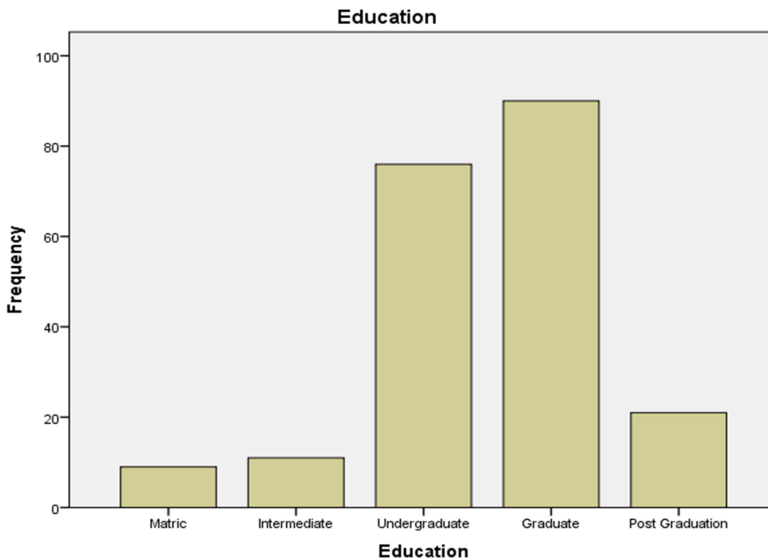

Figure 3. Charts shows the Respondents of Education

Table 4
Income of Respondents

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	41000-50000	102	49.3	49.3	49.3
	51000-60000	36	17.4	17.4	66.7
	61000-70000	22	10.6	10.6	77.3
	71000 and Above	47	22.7	22.7	100.0
	Total	207	100.0	100.0	

In above the table shows the income level. Data shows that 49.3% respondents of annual income were below 41000-50000 and 17.4% the respondent's yearly salary ranges from 51000-60000 and 10.6%

respondents' annual income is between 61000-70000 and 22.7% respondents' will incomes above 71000. Every respondent has a different car, according to their own personal income levels.
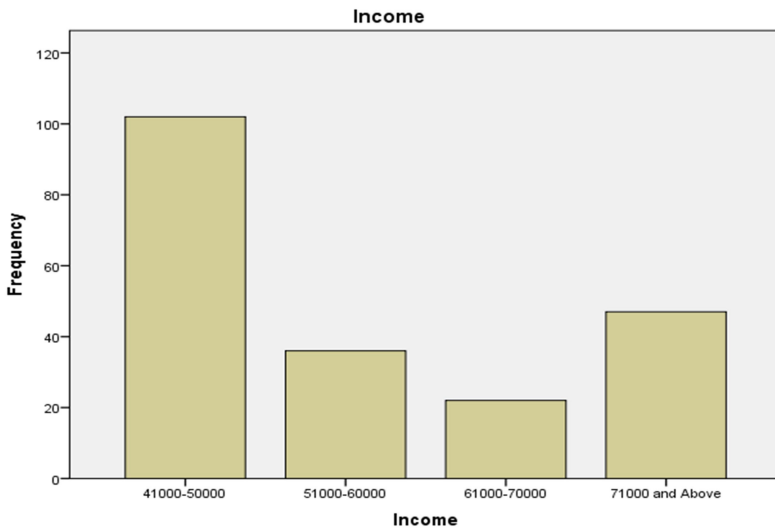

Figure 4. Income level of the respondents

Table 5

Profession of Respondents

Profession					
		Frequency (f)	Percent (%)	Valid Percent(vp)	Cumulative Percent(cp)
Valid	Free lancing	36	17.4	17.4	17.4
	Marketing	16	7.7	7.7	25.1
	Teaching	30	14.5	14.5	39.6
	Medical field	33	15.9	15.9	55.6
	Others	92	44.4	44.4	100.0
	Total	207	100.0	100.0	

Table 5 above displays the occupation of each of the 207 respondents. The first one is Free lancing which is 17.4% and 7.7% are marketing, 14.5% are Teaching and the medical field in which is approximately 15.9%, and there are the largest response of Other profession it could be anything which is 44.4%, the chart are explain more.
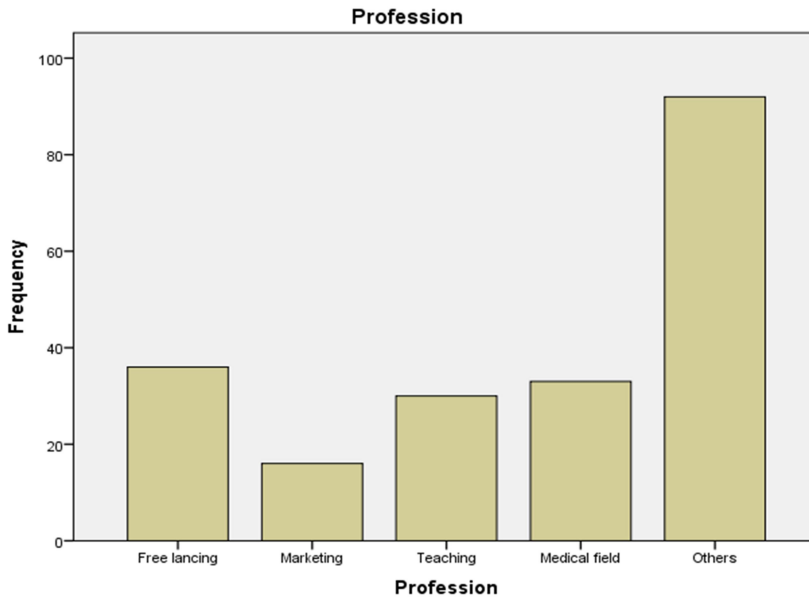
Figure 5. Charts shows the Profession of Respondents

Table 6
Status of Respondents

Status

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
	Single	159	76.8	76.8	76.8
Valid	Married	48	23.2	23.2	100.0
	Total	207	100.0	100.0	

This table 6 shows the status respondents of research. Singles constitutes 76.8% and married respondents are lower than singles in which 23.2%.
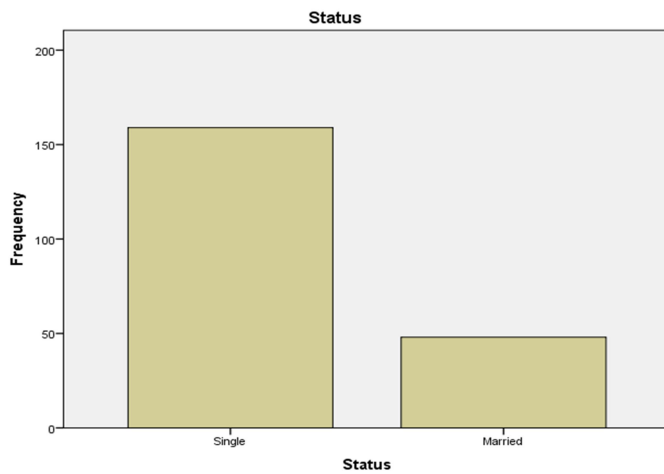

Figure 6. Status of Respondents

Table 7

Automobile Sectors of Respondents

Sector

		Frequency	Percent	Valid Percent	Cumulative Percent
	Hyundai	26	12.6	12.6	12.6
	MG	10	4.8	4.8	17.4
	Toyota Indus	68	32.9	32.9	50.2
	Yamaha Motor Paki	13	6.3	6.3	56.5
	Atlas Honda	62	30.0	30.0	86.5
Valid	Changan	3	1.4	1.4	87.9
	DSFK	1	.5	.5	88.4
	Haval	1	.5	.5	88.9
	Cherry	2	1.0	1.0	89.9
	Proton	1	.5	.5	90.3
	Others	20	9.7	9.7	100.0
	Total	207	100.0	100.0	

The table 7, shows the ratio of brand of automobile sector responses which is 12.6% of Hyundai and 4.8% are MG and there is the largest respondents counts on Toyota Indus which is 32.9% and 6.3% are Yamaha Motor Paki, 30.0% are Atlas Honda and 1.4% are Changan, there is lower respondents of .5% are DSFK also .5% are Haval, and 1.0% respondents from Cherry and .5% are proton and 9.7% are other automobile sectors.
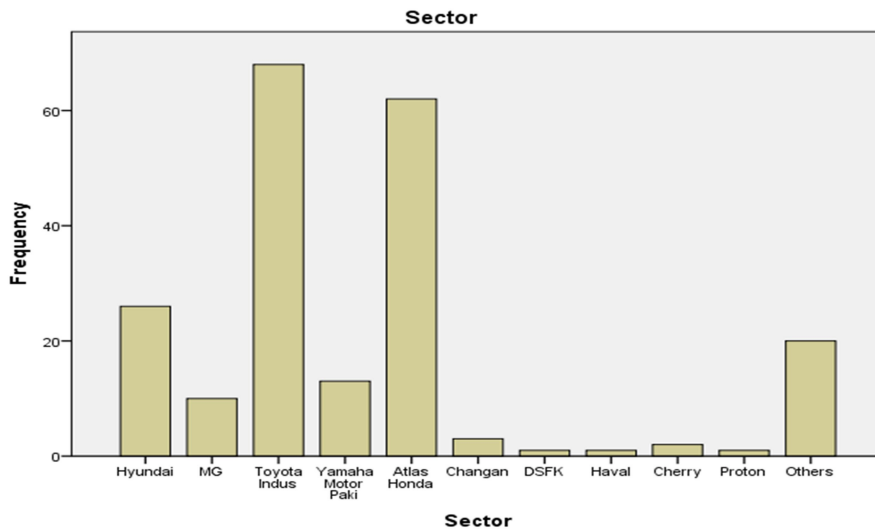

Figure 7. Sectors of Respondents

Table 8
Frequencies

Statistics

		Gender	Age	Education	Income	Profession	Status	Sector
N	Valid	207	207	207	207	207	207	207
	Missing	0	0	0	0	0	0	0
Mean		1.46	2.25	3.50	2.07	3.62	1.23	4.31
Median		1.00	2.00	4.00	2.00	4.00	1.00	3.00
Mode		1	2	4	1	5	1	3
Std. Deviation		.500	.931	.908	1.229	1.527	.423	2.686
Minimum		1	1	1	1	1	1	1
Maximum		2	4	5	4	5	2	11
Sum		303	465	724	428	750	255	893

Various instruments are employed for each investigation method which is determined for the descriptive analysis the Cronbach's that ought to be higher than .70 for considered the predictable questionnaire. In this study Cronbach's alpha results of .780 to consider all the elements that demonstrate the validity of the questionnaire.

Table 9
Factor Analysis and Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.780	5

Item Statistics

	Mean	Std. Deviation	N
CS	3.7826	.79659	207
BL	3.0473	.49333	207
BI	3.5012	.80067	207
BD	3.4428	.81175	207
PQ	3.6401	.64526	207

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.4141	6.902	2.62726	5

We generated a correlation matrix using all the variables are used in hypothesis testing and determine all the mean and standard deviations for each one and here is the reliability and correlations between all the brands that are used in the analysis are displayed in the table.

Table 10
Correlation Analysis

Correlations

		BD	CS	BL	BI	PQ
	BD	1.000	.288	.315	.398	.409
	CS	.288	1.000	.427	.558	.394
Pearson Correlation	BL	.315	.427	1.000	.541	.432
	BI	.398	.558	.541	1.000	.565
	PQ	.409	.394	.432	.565	1.000
	BD	.	.000	.000	.000	.000
	CS	.000	.	.000	.000	.000
Sig. (1-tailed)	BL	.000	.000	.	.000	.000
	BI	.000	.000	.000	.	.000
	PQ	.000	.000	.000	.000	.
	BD	207	207	207	207	207
	CS	207	207	207	207	207
N	BL	207	207	207	207	207
	BI	207	207	207	207	207
	PQ	207	207	207	207	207

The result of Pearson correlations displays significant values, all of which are significant at a 1% level. All the variables chosen for this study have a moderately positive correlation, therefore we may move forward with further regression analysis to discover the purely coincidental relationship among the variables.

Table 11
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.465[a]	.216	.201	.72574	1.692

a. Predictors: (Constant), PQ, CS, BL, BI
b. Dependent Variable: BD

The value of R-Square which is known to be the coefficient of determination is 21.6% which is significantly effect of positive variables and our study of research there are two variables of insignificant on that way the R-Square value is 21.6% and our data collection method considered the 207 responses that another reason on it.. So, 21.6% of the total variation in product quality, customer satisfaction, brand loyalty and brand image are explained by the selected independent variables.

Table 12
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.347	4	7.337	13.930	.000b

Residual	106.393	202	.527	
Total	135.740	206		

a. Dependent Variable: BD
b. Predictors: (Constant), PQ, CS, BL, BI

F-Statistics

Here the F- Statistics are 13.930 its >3.14 so it shows the model fitness and F-Significance is .000[b], that shows the fitness of model. Using SPSS, we have summarized the regression analysis. Customer satisfaction, brand loyalty, brand image, product quality is independent variable and buying decision is dependent variables.

Table 13
Regression Analysis

Descriptive Statistics		
	Mean	Std. Deviation	N
BD	3.4428	.81175	207
CS	3.7826	.79659	207
BL	3.0473	.49333	207
BI	3.5012	.80067	207
PQ	3.6401	.64526	207

Table 14
Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	1.022	.369		2.773	.006			
CS	.053	.078	.052	.673	.502	.288	.047	.042
BL	.145	.126	.088	1.153	.250	.315	.081	.072
BI	.183	.090	.181	2.040	.043	.398	.142	.127
PQ	.313	.097	.249	3.231	.001	.409	.222	.201

a. Dependent Variable: BD

The result shows that the result of Brand Image (BI) and Product quality (PQ) are significant on that way these variables will be accepted and further more variables which is Customer satisfaction (CS) and Brand loyalty (BL) that shows the insignificant results of 0.502 and 0.250 will be rejected. The beta of last two variables which is Brand Image (BI) and Product quality (PQ) shows the positive amount of (BI: .181, PQ: .249) so therefore, it can be seen that the variables exhibits a positive effects while the

customer satisfaction(CS) and brand loyalty(BL) exhibits a negative effect. There is positive effects show the regression table the results of .811 means that the average output 81.1% that considered the contribution in customer buying decision (BD).

In this study of researchers also shows the relationship of the two variables in which brand Image (BI), Product quality (PQ), Customer satisfaction (CS) and brand loyalty (BL) is independent variable and the Buying Decision (BD) is the dependent variables. The table shows the following results.

Table 15
Hypotheses Summary

Hypothesis	Hypothesis Statements	Accepted	Rejected
H1	Customer Satisfaction Impact on Customer Buying Decision.		✓
H2	Brand Image Impact on Customer Buying Decision.	✓	
H3	Brand loyalty Impact on Customer Buying Decision.		✓
H4	Product Quality Impact on Customer Buying Decision.	✓	

Table 16
Residual Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1771	4.3150	3.4428	.37744	207
Residual	-2.04273	1.68723	.00000	.71866	207
Std. Predicted Value	-3.353	2.311	.000	1.000	207
Std. Residual	-2.815	2.325	.000	.990	207

a. Dependent Variable: BD

It's a method to determine the relationship between dependent and independent value. It's an observed value of DV to predict the difference.

CONCLUSION

The study concludes by demonstrating the impact of various variables on Buying Decision (BD) to the consumers. Upon investigation, we have found that given two of its hypothesis have been confirmed, the initial theory which was "Brand Image impact on Customer Buying Decision" was accepted the research it means that customer mind position was maintained and develop to existing brand and once it should occur so the customer will being loyal to the brand and products as well. The second hypothesis which was "Product Quality Impact on Customer Buying Decision" is also acknowledge following research on it or after data has been pasted on it. Regression indicates a favorable effect, and since it is significant, and also indicates a favorable of the variables. There are two more variables which is not accepted in the research hypothesis that third hypothesis "Customer Satisfaction Impact on Customer Buying Decision" was rejected for certain reasons hence proving that customer satisfaction level are not pretending to purchase a relationship for attract a brand as well. The fourth hypothesis "Brand loyalty Impact on Customer Buying Decision" is also rejected after the research has been made of data and it shows the

insignificance of relation of the variables. After using statistical techniques, this investigation yields a substantial results it means understanding and after that analyzing the results to using trustworthy regression to verify its dependability on that we put data on SPSS and get results.

In this research we investigate the various explanations after that the primary objective was to examine the impact of brand image (BI) and Product quality (PQ) among consumers in the automotive industry. We choose the automotive industry in several reasons. The first is that car brands have a lot of brand enrolments. Sectors, brand Image, brand loyalty, Customer satisfaction these all factors are largely considered the primary reason for this in such a field is the quality which is most important for every brands and products. The fact that autos are relatively specialized goods means that a person will only buy one or two throughout their life time. In this study of automobile specially understanding and controlling brand loyalty is crucial for the durable goods sector, such as the automotive industry that's the products of large margin has a long placements cycle for the consumers on the one hand and on the other. In a study of research, it is quite difficult for the industry to guarantee that customers will buy the same items after some time has passed or when a new need for the products appears.

Recommendations

- Brand image (BI) and product (PQ) are crucial to success.
- That is a positive recognition that will also increase consumer acceptability, which will heighten the new products attraction.
- There is need to develop a brand loyalty (BL) and Customer Satisfaction (CS) that can be distributed more widely.
- It is to maintain knowledge of market factors and trends.
- There is need to create a global strategy focused on idea gathering.
- The other factors that should be taken into accounts is communication for identifying and gauging, consumer's loyalty.

Limitations of the Study

- No extra steps were taken to apply inferential statistics; only descriptive statistics were used to analyses the data. If the general finding is confirmed by inferential statistical approaches, there is some sort of discrepancy there.
- A few variables, including brand image (BI) and product quality (PQ) of the automotive buyers, were taken into consideration in this study.
- Information gathered from respondents who reside in the same location; as a result, our findings cannot be applied to other areas, regions, or cultures.
- With the huge sample size is interesting results would be obtained so the sample size is limited.
- Here the data collected from 207 respondents.

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