

Consumer Purchase Intention in Chhattisgarh's Automotive Market: The Role of Quality, Brand Loyalty and Price

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Abstract

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India's automobile sector is evolving rapidly, making consumer perceptions across brands and price segments important for consumers, companies, and dealers. The study aims to analyse the relationship between perceived quality, brand loyalty, price, and purchase intention in the automobile sector, while also analysing how these factors differ across brands, price segments, and regions. Primary data were collected from individuals through a structured survey in Chhattisgarh and analysed through t-tests, ANOVA, and regression analysis to examine the regional differences, brand-level differences, and determinants of purchase intention, respectively. The regional analysis shows that there is no statistical difference in the perceived quality, brand loyalty, and purchase intention of the respondents from Raipur and other parts of Chhattisgarh. Moreover, in Chhattisgarh, buyers of different automobile brands do not differ in perceived quality, price, or purchase intention. Regression analysis showed that perceived quality ($B = 0.41$, $p = 0.01$) and Brand loyalty ($B = 0.25$, $p = 0.059$) had a positive and statistically significant effect on purchase intention. By contrast, price had a negative coefficient, but its effect on purchase intention was not statistically significant for the current income group ($B = -0.30$, $p = 0.113$). Collectively, the regression model explained approximately 46% of the variation in purchase intention and was statistically significant ($p = 0.001$). Hence, perceived quality and brand loyalty influence purchase intention more strongly than price in Chhattisgarh's automotive market, while differences across regions and brands remain statistically limited.

Keywords: Automobile, Brand Loyalty, Price, Purchase Intention, Quality