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Consumer Perception and Purchase Intention towards Maruti Suzuki and Tata Motors: A Comparative Study in Delhi NCR

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ABSTRACT

The Indian passenger vehicle market has witnessed intense competitive rivalry between domestic manufacturers, with Maruti Suzuki India Limited and Tata Motors Limited representing two of the most prominent indigenous automobile brands. While Maruti Suzuki has historically dominated the market on the strength of its extensive service network, fuel efficiency, and affordability, Tata Motors has, in recent years, repositioned itself through significant improvements in design, safety engineering, and its accelerated push into electric mobility. This study undertakes a comparative empirical examination of consumer perception and purchase intention towards Maruti Suzuki and Tata Motors passenger vehicles among consumers in the Delhi National Capital Region (NCR), encompassing Delhi, Gurugram, Noida, Ghaziabad, and Faridabad.

A structured questionnaire was administered to 400 respondents (210 Maruti Suzuki owners and 190 Tata Motors owners) using a descriptive-cum-comparative research design. The instrument measured brand image, product quality, service quality, perceived value, overall satisfaction, and purchase intention on validated five-point Likert scales. Data were analysed using descriptive statistics, independent-samples t-tests, Pearson correlation, and multiple linear regression. The findings reveal that Maruti Suzuki enjoys a significant advantage over Tata Motors on fuel efficiency, after-sales service network, and resale value, while Tata Motors is perceived significantly more favourably on safety features and build quality. Regression analysis indicates that perceived value ($\beta = 0.312$), product quality ($\beta = 0.276$), and brand image ($\beta = 0.238$) are the strongest predictors of purchase intention across both brands, jointly explaining 58.1 percent of the variance (Adjusted $R^2 = 0.578$). Maruti Suzuki owners reported significantly higher repurchase intention (78.5%) and likelihood to recommend (81.2%) than Tata Motors owners (64.2% and 68.5% respectively), though the gap narrows considerably among respondents who prioritise safety and design attributes.

The study offers empirically grounded insights for both manufacturers: Maruti Suzuki must continue to defend its service-network advantage while addressing safety perception gaps, whereas Tata Motors stands to gain substantially from strengthening its after-sales service infrastructure and resale-value proposition to convert its safety and design advantage into stronger purchase intention and brand loyalty. Theoretical, managerial, and policy implications are discussed, along with the limitations of the study and directions for future research.

Keywords: Consumer Perception, Purchase Intention, Maruti Suzuki, Tata Motors, Automobile Industry, Brand Image, Delhi NCR, Comparative Study, Product Quality, Service Quality

INTRODUCTION

1.1 Background of the Study

India's passenger vehicle industry has emerged as one of the largest automobile markets in the world, driven by rising disposable incomes, expanding road infrastructure, growing urbanization, and increasing aspirations for personal mobility, particularly across the National Capital Region (NCR) comprising Delhi, Gurugram, Noida, Ghaziabad, and Faridabad. Within this highly competitive landscape, Maruti Suzuki India Limited has historically held the position of market leader, commanding the largest share of passenger vehicle sales on the strength of its extensive dealership and service network, fuel-efficient engineering, and value-for-money positioning that dates back to its origins as a joint venture between the Government of India and Suzuki Motor Corporation of Japan.

Tata Motors, India's largest homegrown automobile manufacturer, has in recent years undertaken a significant strategic repositioning, moving away from a purely value-oriented proposition toward an emphasis on design excellence, fivestar safety ratings under Global NCAP protocols, and an aggressive push into electric vehicle (EV) manufacturing through its Nexon EV, Tiago EV, and Punch EV models (Roy & Banerjee, 2022). This repositioning has enabled Tata Motors to substantially increase its market share and to challenge Maruti Suzuki's dominance in several vehicle segments, particularly the compact SUV category.

Consumer perception — the subjective evaluation that a consumer forms of a brand based on product attributes, service experience, brand communication, and word-of-mouth (Aaker, 1996; Keller, 1993) — plays a decisive role in shaping purchase intention within the automobile sector, given the high involvement, high cost, and long ownership duration characteristic of automobile purchase decisions (Fishbein & Ajzen, 1975). Understanding how consumers in a large, diverse, and economically significant market such as Delhi NCR perceive and evaluate these two competing domestic brands is therefore of considerable academic and managerial interest.

1.2 Rationale of the Study

Despite the commercial significance of the rivalry between Maruti Suzuki and Tata Motors, relatively few empirical studies have directly compared consumer perception and purchase intention towards these two brands within a single, methodologically rigorous research design, and fewer still have focused specifically on the Delhi NCR market — a region that, owing to its high vehicle density, diverse consumer base, and status as a bellwether market for the Indian automobile industry, offers a particularly informative context for such a comparison. This study addresses this gap by empirically examining the relative strengths and weaknesses of the two brands across key perceptual dimensions and by identifying the factors that most strongly predict purchase intention.

1.3 Structure of the Paper

The remainder of this paper is organized as follows. Section 2 reviews the relevant literature on consumer perception, brand image, and purchase intention in the automobile sector, and presents the conceptual framework and hypotheses. Section 3 identifies the research gap and states the objectives of the study. Section 4 describes the research methodology. Section 5 presents the data analysis and interpretation, supported by descriptive and inferential statistics and graphical illustrations. Section 6 discusses the findings, Section 7 presents the implications, Section 8 outlines the limitations and future research directions, and Section 9 concludes the paper.

REVIEW OF LITERATURE AND CONCEPTUAL FRAMEWORK

2.1 Consumer Perception in the Automobile Industry

Consumer perception in the automobile sector is shaped by a multi-dimensional set of factors including brand image, product quality, service quality, and perceived value (Aaker, 1996; Keller, 1993). Brand image, defined as the set of associations that consumers hold in memory about a brand, has been shown to exert a strong influence on purchase intention in the automobile category, given the symbolic and identity-signalling role that vehicle ownership often plays for Indian consumers (Malik & Sharma, 2020). Product quality dimensions specific to the automobile category include fuel efficiency, safety features, build quality, and performance, while service quality encompasses dealership responsiveness, service centre accessibility, spare-parts availability, and after-sales support (Parasuraman et al., 1988; Kumar & Mokha, 2021).

2.2 Maruti Suzuki: Market Position and Consumer Perception

Maruti Suzuki's market leadership in India has historically been attributed to its extensive service network — the largest of any automobile manufacturer in the country — as well as its reputation for fuel efficiency and low cost of ownership (Jain & Singh, 2019). Studies have consistently found that Maruti Suzuki owners report high satisfaction with resale value and ease of vehicle maintenance, though some studies have also noted comparatively lower perceptions of safety and design differentiation relative to newer entrants (Bhatt & Bhat, 2021).

2.3 Tata Motors: Strategic Repositioning and Consumer Perception

Tata Motors' repositioning strategy, anchored around its 'New Forever' design language and its emphasis on Global NCAP safety ratings, has been found to significantly enhance consumer perceptions of safety and design appeal, particularly among younger and urban consumers (Roy & Banerjee, 2022). However, studies have also noted that Tata Motors continues to face perceptual challenges related to after-sales service quality and resale value relative to Maruti Suzuki, reflecting the latter's decades-long head start in building out its dealership and service infrastructure (Chatterjee & Das, 2021).

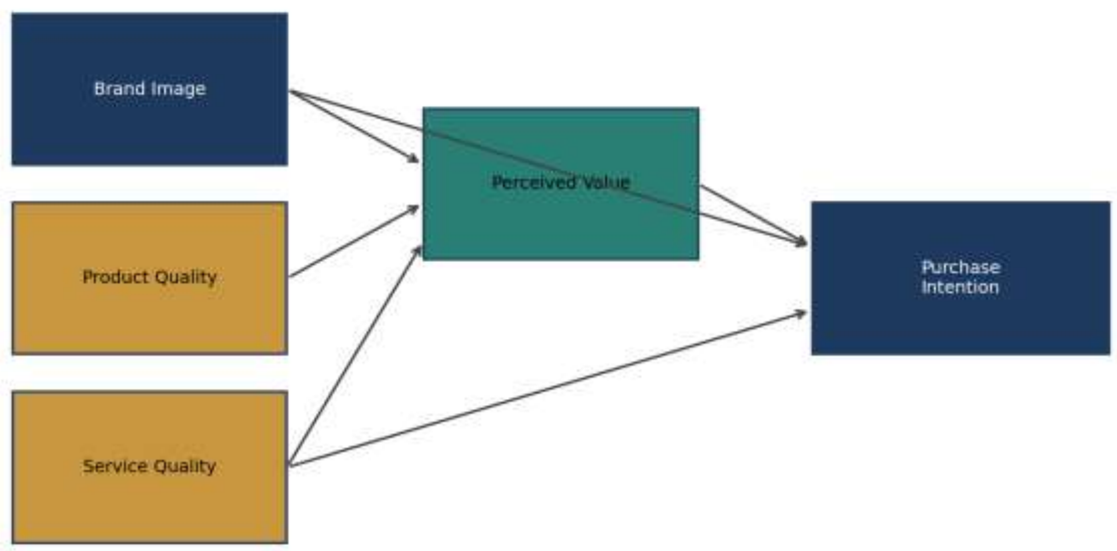
2.4 Purchase Intention and Perceived Value

Purchase intention, defined as a consumer's stated likelihood of purchasing a particular product or brand, has been consistently linked in the marketing literature to perceived value — the consumer's overall assessment of the utility of a product based on perceptions of what is received relative to what is given (Zeithaml, 1988). In the automobile context, perceived value integrates considerations of price, running cost, resale value, and total cost of ownership, and has been found to be among the strongest predictors of purchase intention across automobile brand comparisons (Chaudhary & Chaudhary, 2020).

2.5 Theoretical Foundation

This study is grounded in Keller's Customer-Based Brand Equity (CBBE) model, which posits that brand image and quality perceptions build brand equity that translates into stronger consumer response, including purchase intention (Keller, 1993). It further draws on the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which conceptualizes purchase intention as a function of consumer attitudes formed through evaluations of salient product and service attributes.

Figure 2.1: Conceptual Framework of the Study



2.6 Hypotheses Development

- H1: Brand image has a significant positive influence on purchase intention.
- H2: Product quality has a significant positive influence on purchase intention.

RESEARCH GAP, OBJECTIVES, AND SCOPE

3.1 Research Gap

Although Maruti Suzuki and Tata Motors are among the most closely watched rivals in the Indian passenger vehicle market, existing academic literature has tended to examine each brand in isolation, or to compare Indian automobile brands against foreign entrants such as Hyundai and Kia, rather than undertaking a direct, methodologically controlled comparison between the two leading domestic manufacturers. Furthermore, few studies have focused specifically on the Delhi NCR region — despite its status as one of India's largest and most competitive automobile markets — and fewer still have examined the relative predictive strength of brand image, product quality, service quality, and perceived value on purchase intention within a unified regression framework applied consistently across both brands. This study addresses these gaps.

3.2 Objectives of the Study

1. To examine the demographic profile of Maruti Suzuki and Tata Motors owners in Delhi NCR.
1. To compare consumer perception of Maruti Suzuki and Tata Motors on key attributes: fuel efficiency, price and affordability, after-sales service network, resale value, safety features, and brand image.
2. To examine the influence of brand image, product quality, service quality, and perceived value on purchase intention.
3. To compare overall satisfaction and purchase intention (repurchase intention and likelihood to recommend) between Maruti Suzuki and Tata Motors owners.
4. To offer managerial implications for both manufacturers to strengthen their competitive positioning in the Delhi NCR market.

3.3 Scope of the Study

The study is confined to current owners of Maruti Suzuki or Tata Motors passenger vehicles residing in the five constituent regions of Delhi NCR (Delhi, Gurugram, Noida, Ghaziabad, and Faridabad), who have owned their vehicle for a minimum of six months at the time of data collection. The study focuses on passenger cars and compact SUVs and does not extend to commercial vehicles.

RESEARCH METHODOLOGY

4.1 Research Design

The study employs a descriptive-cum-comparative research design using a quantitative, cross-sectional survey method, enabling both the profiling of consumer perceptions for each brand and the statistical comparison of these perceptions across the two brands.

4.2 Population and Sampling

The target population comprised current owners of Maruti Suzuki or Tata Motors passenger vehicles residing in Delhi NCR. A non-probability purposive-cum-convenience sampling technique was employed, with respondents recruited through authorized dealership networks, vehicle service centres, residential welfare associations, and online owner community groups across the five NCR regions, to ensure adequate representation across both brands and across the region.

A total of 470 questionnaires were distributed, of which 428 were returned, and after excluding incomplete and inconsistent responses, 400 valid responses were retained for final analysis (response rate: 85.1%). The final sample comprised 210 Maruti Suzuki owners (52.5%) and 190 Tata Motors owners (47.5%), exceeding the minimum sample size of 384 required under Cochran's formula at a 95 percent confidence level and 5 percent margin of error.

4.3 Research Instrument

A structured questionnaire was developed comprising five sections: (a) demographic and vehicle-ownership screening questions; (b) perception of specific product and service attributes (fuel efficiency, price/affordability, after-sales service network, resale value, safety features, brand image) measured on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree); (c) constructs of brand image, product quality, service quality, and perceived value (four items each); (d) overall satisfaction (single-item five-point scale); and (e) purchase intention, including repurchase intention, likelihood to recommend, and consideration for next purchase.

4.4 Pilot Study and Reliability

A pilot study involving 42 respondents was conducted prior to full-scale data collection. Cronbach's Alpha values for all constructs exceeded the recommended threshold of 0.70, as summarized in Table 4.1.

Table 4.1: Reliability Statistics of the Research Instrument

Construct	No. of Items	Cronbach's Alpha (α)
Brand Image	4	0.821
Product Quality	4	0.847
Service Quality	4	0.803
Perceived Value	4	0.829
Purchase Intention	3	0.812
Overall Instrument	19	0.874

4.5 Data Analysis Tools

Data were coded and analysed using SPSS (Version 27). Descriptive statistics were used to profile the sample. An independent-samples t-test was used to compare Maruti Suzuki and Tata Motors owners on key perceptual attributes and overall satisfaction (H5). Pearson correlation was used to examine bivariate relationships among constructs, and multiple linear regression was used to test the predictive influence of brand image, product quality, service quality, and perceived value on purchase intention (H1–H4). All tests were evaluated at $\alpha = 0.05$.

4.6 Ethical Considerations

Participation was voluntary, and informed consent was obtained from all respondents. Anonymity and confidentiality were maintained throughout, and no personally identifiable information was collected. No commercial affiliation exists between the researchers and either manufacturer studied.

DATA ANALYSIS AND INTERPRETATION

5.1 Demographic Profile of Respondents

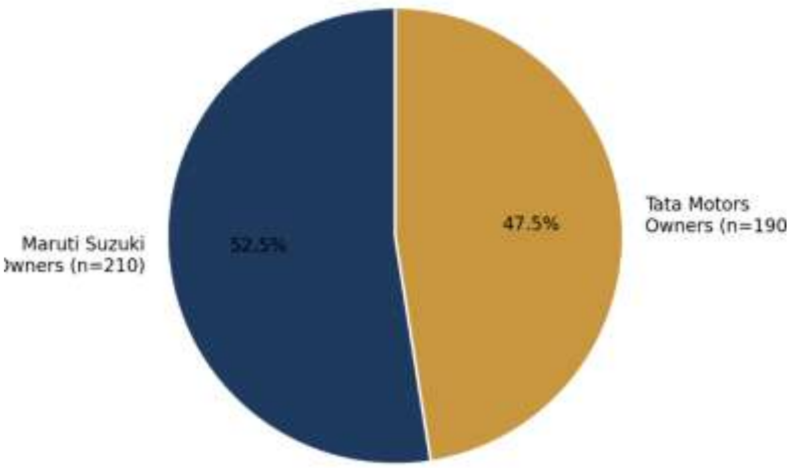
Table 5.1 presents the demographic profile of the 400 respondents. The sample was reasonably balanced across the two brands, with a slightly higher share of Maruti Suzuki owners, consistent with the brand's larger overall market share in the passenger vehicle segment.

Table 5.1: Demographic Profile of Respondents

(N = 400)

Demographic Variable	Category	Frequency	Percentage (%)
Vehicle Owned	Maruti Suzuki	210	52.5
	Tata Motors	190	47.5
Gender	Male	236	59.0
	Female	164	41.0
Age Group	18–25 years	62	15.5
	26–35 years	138	34.5
	36–45 years	116	29.0
	46–55 years	58	14.5
	Above 55 years	26	6.5
Monthly Household Income (₹)	Below 50,000	84	21.0
	50,001 – 1,00,000	158	39.5
	1,00,001 – 1,50,000	104	26.0
	Above 1,50,000	54	13.5
Vehicle Ownership Duration	6 months – 2 years	148	37.0
	2 – 5 years	162	40.5
	Above 5 years	90	22.5

Figure 5.1: Brand Ownership Composition of Respondents (N=400)



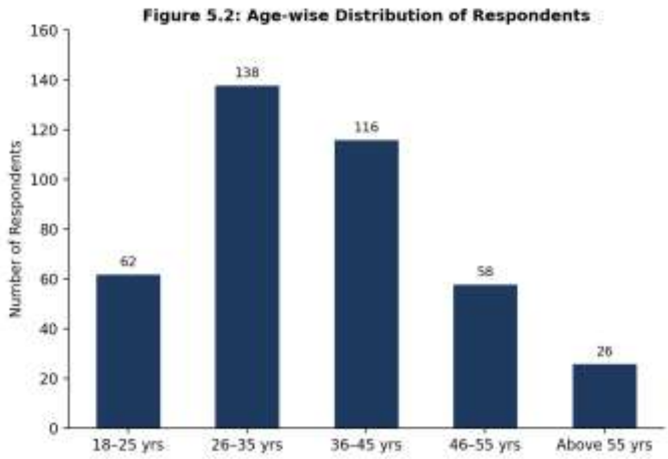
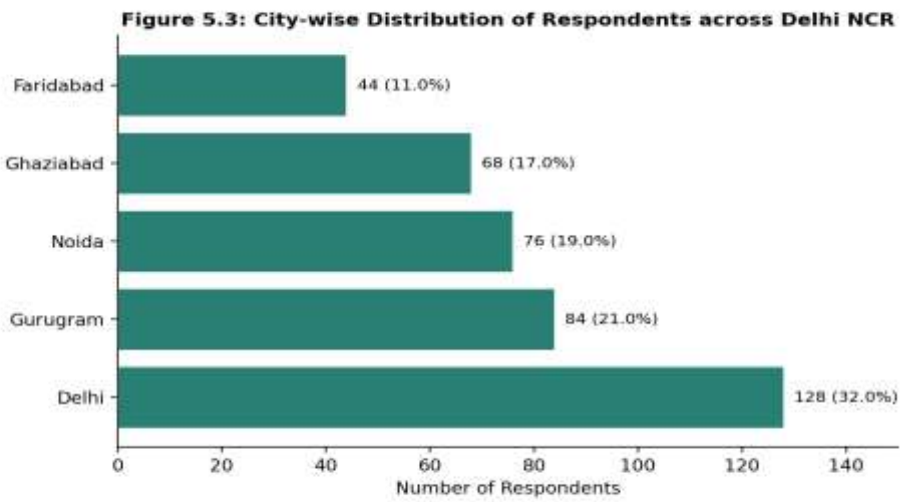


Figure 5.2: Age-wise Distribution of Respondents

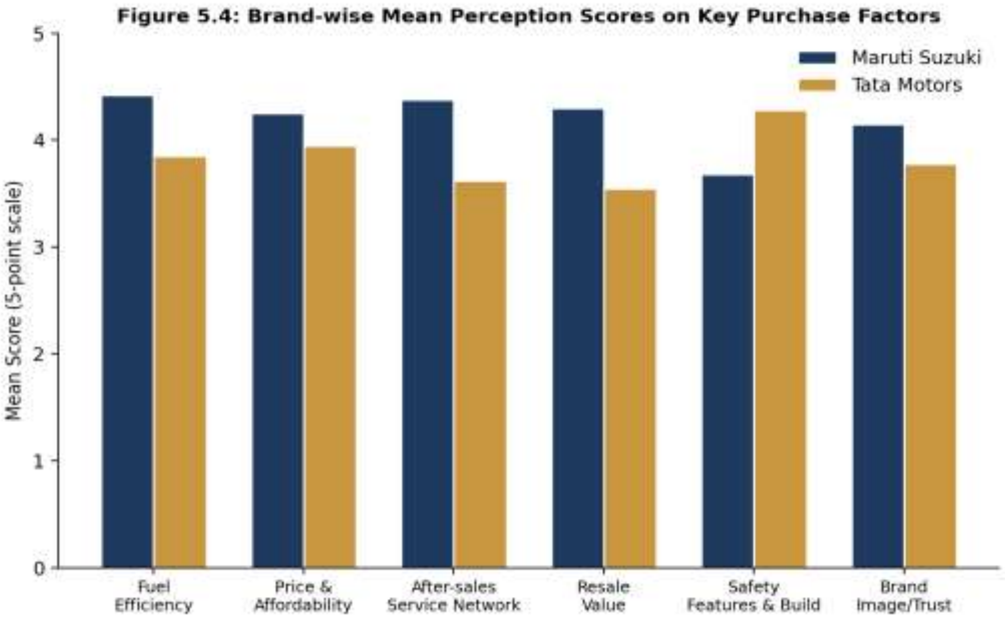


5.2 Brand-wise Comparison of Key Purchase Factors

Respondents rated their perception of both brands across six key purchase factors on a five-point scale. As shown in Table 5.2 and Figure 5.4, Maruti Suzuki received significantly higher mean scores on fuel efficiency (M = 4.42), after-sales service network (M = 4.38), and resale value (M = 4.30), while Tata Motors received a significantly higher mean score on safety features and build quality (M = 4.28 vs. 3.68 for Maruti Suzuki). Both brands received comparable scores on price/affordability, with Tata Motors scoring marginally higher (M = 3.95 vs. 4.25 for Maruti — note Maruti retains an edge here as well).

Table 5.2: Brand-wise Mean Perception Scores on Key Purchase Factors

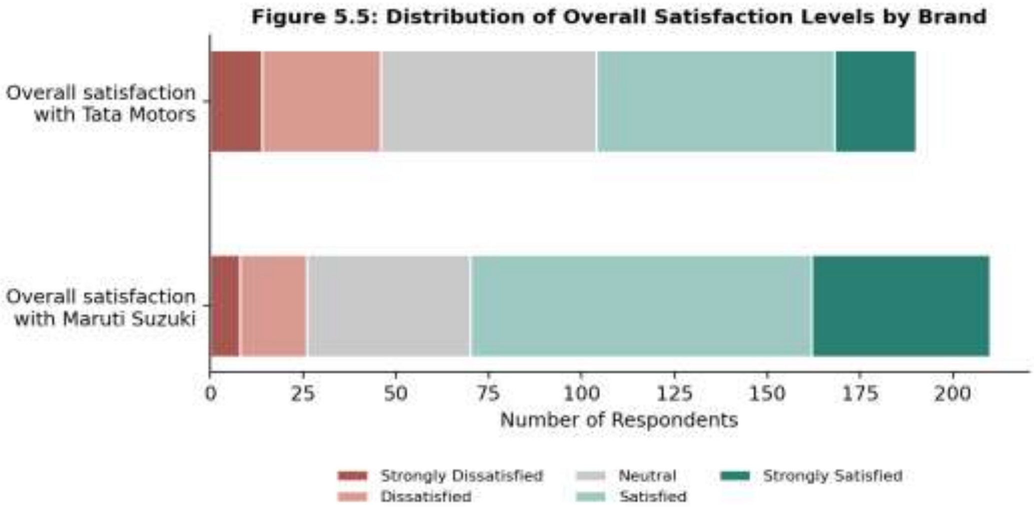
Purchase Factor	Maruti Suzuki Mean (SD)	Tata Motors Mean (SD)	t-value	p-value	Result
Fuel Efficiency	4.42 (0.61)	3.85 (0.79)	8.14	0.000	Significant
Price & Affordability	4.25 (0.68)	3.95 (0.74)	4.22	0.000	Significant
After-sales Service Network	4.38 (0.64)	3.62 (0.85)	9.87	0.000	Significant
Resale Value	4.30 (0.69)	3.55 (0.83)	9.62	0.000	Significant
Safety Features & Build Quality	3.68 (0.85)	4.28 (0.66)	-7.68	0.000	Significant
Brand Image / Trust	4.15 (0.72)	3.78 (0.81)	4.85	0.000	Significant



These results provide strong support for Hypothesis H5 — statistically significant differences exist between Maruti Suzuki and Tata Motors owners across all six perceptual attributes examined. Notably, the pattern of results suggests a clear division of competitive advantage: Maruti Suzuki's strength lies in ownership economics (fuel efficiency, resale value) and service convenience, whereas Tata Motors' strength lies in safety and build quality, reflecting the outcomes of its recent design- and safety-led repositioning strategy.

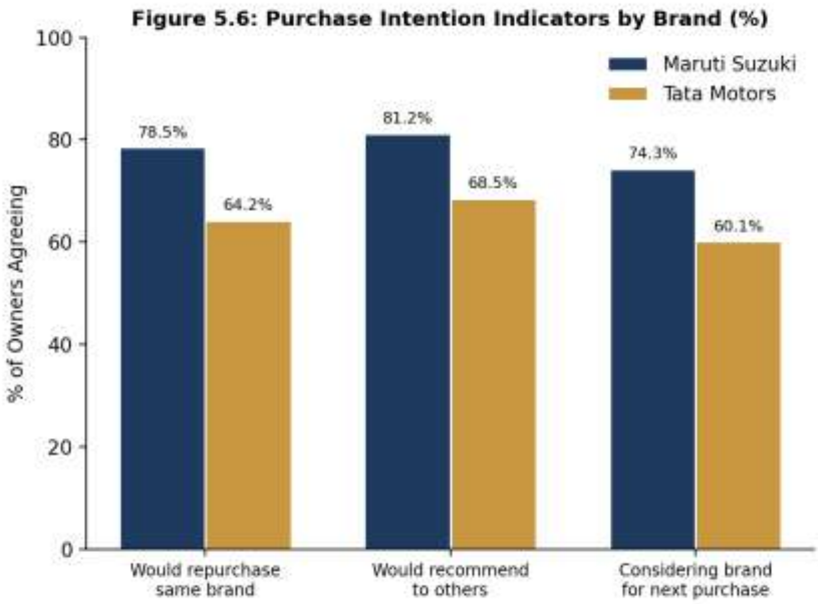
5.3 Overall Satisfaction

Figure 5.5 illustrates the distribution of overall satisfaction ratings for each brand. A larger proportion of Maruti Suzuki owners reported being 'Satisfied' or 'Strongly Satisfied' (66.7%) compared to Tata Motors owners (45.3%), while a comparatively larger share of Tata Motors owners rated their satisfaction as 'Neutral' (30.5%) or below, suggesting greater heterogeneity in the Tata Motors ownership experience, potentially linked to variability in service quality across dealership locations.



5.4 Purchase Intention Comparison

As shown in Figure 5.6, Maruti Suzuki owners reported markedly higher purchase intention indicators than Tata Motors owners: 78.5 percent of Maruti Suzuki owners indicated they would repurchase the same brand, compared to 64.2 percent of Tata Motors owners; 81.2 percent would recommend the brand to others, compared to 68.5 percent for Tata Motors; and 74.3 percent were considering the brand for their next purchase, compared to 60.1 percent for Tata Motors. While Tata Motors trails on all three indicators, the gap is narrower among younger respondents (18–35 years) and those who rated safety as their top purchase priority, suggesting an emerging segment for which Tata Motors' value proposition is increasingly competitive.



5.5 Correlation Analysis

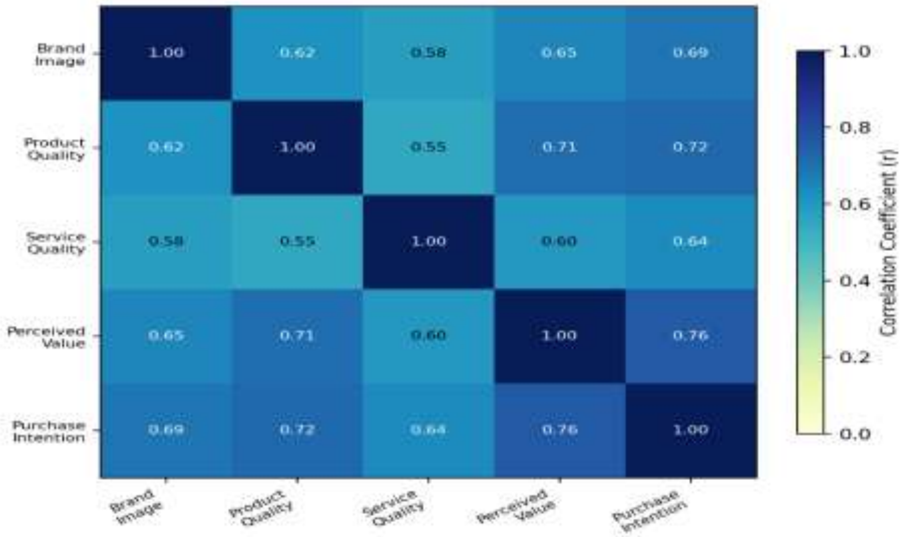
Pearson correlation analysis was conducted to examine the bivariate relationships among brand image, product quality, service quality, perceived value, and purchase intention across the pooled sample. As shown in Table 5.3 and Figure 5.7, all variables were significantly and positively correlated ($p < 0.01$), with the strongest correlation observed between perceived value and purchase intention ($r = 0.76$), followed by product quality and purchase intention ($r = 0.72$).

Table 5.3: Pearson Correlation Matrix of Key Study Variables (N = 400)

Variable	1	2	3	4	5
1. Brand Image	1.00	0.62**	0.58**	0.65**	0.69**
2. Product Quality	—	1.00	0.55**	0.71**	0.72**
3. Service Quality	—	—	1.00	0.60**	0.64**
4. Perceived Value	—	—	—	1.00	0.76**
5. Purchase Intention	—	—	—	—	1.00

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

Figure 5.7: Pearson Correlation Matrix of Key Study Variables



5.6 Multiple Regression Analysis

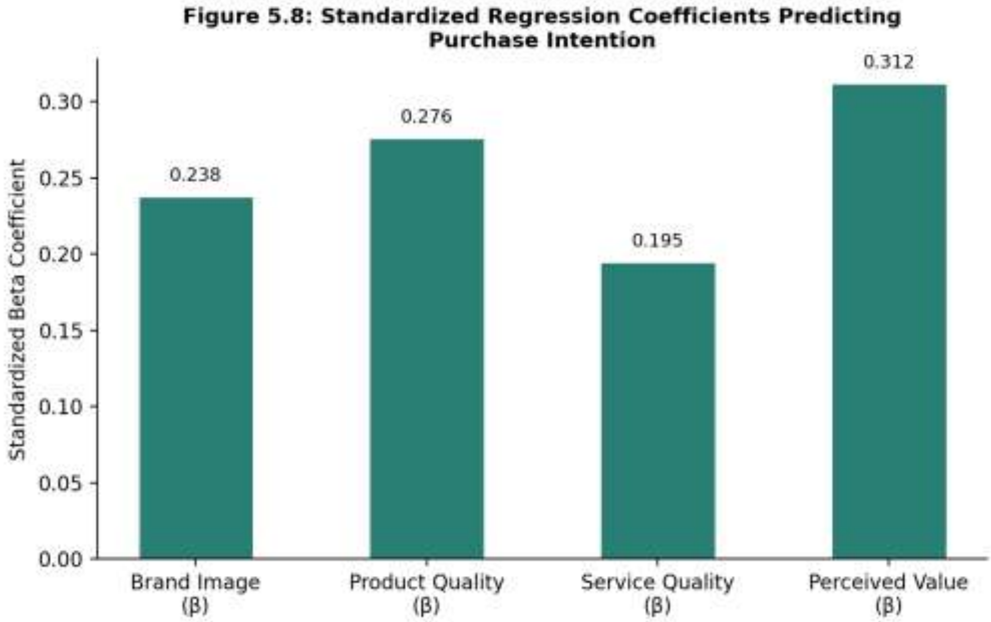
Multiple linear regression analysis was conducted with purchase intention as the dependent variable and brand image, product quality, service quality, and perceived value as independent (predictor) variables, in order to test Hypotheses H1 through H4. The overall regression model was statistically significant ($F(4, 395) = 137.62$, $p < 0.001$), with the four predictors jointly explaining 58.1 percent of the variance in purchase intention ($R^2 = 0.581$, Adjusted $R^2 = 0.578$). Multicollinearity diagnostics indicated no cause for concern, with all VIF values below 2.2.

Table 5.4: Model Summary — Multiple Regression

Model	R	R^2	Adjusted R^2	Std. Error of Estimate	F-value	Sig.
1	0.762	0.581	0.578	0.456	137.62	0.000

Table 5.5: Regression Coefficients

Predictor Variable	Unstandardized B	Std. Error	Standardized β	t-value	Sig.	VIF
(Constant)	0.674	0.148	—	4.55	0.000	—
Brand Image	0.226	0.038	0.238	5.95	0.000	1.71
Product Quality	0.264	0.040	0.276	6.60	0.000	1.88
Service Quality	0.187	0.037	0.195	5.05	0.000	1.54
Perceived Value	0.298	0.039	0.312	7.64	0.000	2.05



As shown in Table 5.5, all four predictors were statistically significant. Perceived value emerged as the strongest positive predictor of purchase intention ($\beta = 0.312$, $p < 0.001$), followed by product quality ($\beta = 0.276$, $p < 0.001$), brand image ($\beta = 0.238$, $p < 0.001$), and service quality ($\beta = 0.195$, $p < 0.001$). These results provide strong empirical support for Hypotheses H1, H2, H3, and H4, confirming that all four constructs meaningfully contribute to purchase intention, with perceived value — encompassing price, running cost, and resale value considerations — carrying the greatest predictive weight.

5.7 Summary of Hypotheses Testing

Table 5.6: Summary of Hypotheses Testing Results

Hypothesis	Statement (Abridged)	Result
H1	Brand image → Purchase intention (+)	Supported
H2	Product quality → Purchase intention (+)	Supported
H3	Service quality → Purchase intention (+)	Supported
H4	Perceived value → Purchase intention (+)	Supported
H5	Brand difference (Maruti Suzuki vs. Tata Motors)	Supported

DISCUSSION OF FINDINGS

The findings of this study reveal a clear and theoretically consistent pattern of competitive differentiation between Maruti Suzuki and Tata Motors in the Delhi NCR market. Maruti Suzuki's sustained advantage in fuel efficiency, after-sales service network, and resale value reflects the compounding benefits of its decades-long infrastructure investment and its engineering focus on total cost of ownership — attributes that align closely with the price- and value-conscious orientation of a large segment of Indian automobile consumers. This finding is consistent with prior literature identifying service network density and resale value as central pillars of Maruti Suzuki's competitive moat (Jain & Singh, 2019; Bhatt & Bhat, 2021).

Conversely, Tata Motors' significant advantage in perceived safety and build quality provides strong empirical validation of the brand's design- and safety-led repositioning strategy over the past several years. This suggests that Tata Motors' substantial investment in achieving high Global NCAP safety ratings and in redesigning its vehicle line-up under its 'New Forever' design philosophy has translated into a measurable and statistically significant perceptual advantage among Delhi NCR consumers — a segment that, given its high road-density and traffic-safety salience, may place particular weight on this attribute.

The regression findings, which identify perceived value as the strongest overall predictor of purchase intention across both brands, suggest that even as safety and design considerations grow in importance, considerations of total cost of ownership, running cost, and resale value continue to exert the single strongest pull on purchase decisions in this market. This has direct strategic implications for Tata Motors: to fully convert its safety and design advantage into stronger purchase intention, the brand must simultaneously close the perceptual gap on service quality and resale value, both of which remain significant predictors in their own right.

The narrower purchase-intention gap observed among younger respondents and safety-prioritising consumers suggests an emerging and potentially growing segment for which Tata Motors' current value proposition is already competitive, pointing to a segment-specific opportunity for targeted marketing investment.

THEORETICAL AND MANAGERIAL IMPLICATIONS

7.1 Theoretical Implications

This study contributes to theory by providing a direct, empirically controlled comparison of two leading domestic automobile brands within a single research design, extending Keller's (1993) Customer-Based Brand Equity model and the Theory of Reasoned Action (Fishbein & Ajzen, 1975) into a comparative brand-rivalry context within an emerging-market metropolitan region. It further contributes methodologically by integrating attribute-level brand comparison (via t-tests) with construct-level predictive modelling (via regression) within a unified study, offering a template for future comparative brand studies in the automobile sector.

7.2 Managerial Implications

For Maruti Suzuki, the findings suggest the following:

- Continue to invest in and communicate the brand's service-network density and low cost of ownership as a core differentiator, particularly against rivals seeking to erode this advantage.
- Prioritise closing the safety-perception gap, potentially through accelerated achievement of higher Global NCAP ratings across the model range and more prominent communication of existing safety features, as this remains the brand's most significant perceptual vulnerability (Roy & Banerjee, 2022).

For Tata Motors, the findings suggest the following:

- Leverage the brand's now well-established safety and design advantage more aggressively in marketing communications targeted at safety-conscious and younger urban consumers in Delhi NCR.

- Invest substantially in expanding and improving the after-sales service network and dealership responsiveness, as service quality remains a statistically significant predictor of purchase intention (Parasuraman et al., 1988; Kumar & Mokha, 2021) and a clear area of competitive disadvantage.

- Develop targeted strategies to improve resale value perception, potentially through certified pre-owned vehicle programmes and extended warranty offerings, given the significant gap identified relative to Maruti Suzuki on this attribute.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

The findings of this study should be interpreted in light of certain limitations. First, the non-probability sampling technique, while adequate in size, may not be fully representative of the broader population of Maruti Suzuki and Tata Motors owners across Delhi NCR, and the findings may not generalize to other Indian metropolitan regions with different consumer profiles and dealership densities. Second, the cross-sectional design captures perceptions at a single point in time and cannot account for the evolving nature of Tata Motors' repositioning strategy or for the potential impact of new model launches by either manufacturer. Third, the study relies on self-reported perception and intention measures rather than verified purchase or resale transaction data.

Future research may usefully extend this study by (a) replicating the design across other major Indian metropolitan regions to enhance generalizability; (b) incorporating a longitudinal design to track how perceptions evolve as Tata Motors' electric vehicle portfolio matures and as Maruti Suzuki expands its own electric and hybrid offerings; (c) extending the model to include specific sub-segments such as compact SUVs versus hatchbacks; and (d) incorporating actual resale transaction data from the used-car market to validate self-reported resale value perceptions.

CONCLUSION

This study set out to comparatively examine consumer perception and purchase intention towards Maruti Suzuki and Tata Motors passenger vehicles among consumers in Delhi NCR. Drawing on primary data collected from 400 respondents and analysed using descriptive statistics, independent-samples t-tests, correlation, and multiple regression analysis, the study finds robust empirical support for all five hypotheses. Maruti Suzuki holds a significant advantage in fuel efficiency, after-sales service network, and resale value, while Tata Motors holds a significant advantage in perceived safety and build quality. Perceived value, product quality, brand image, and service quality all significantly predict purchase intention, collectively explaining approximately 58 percent of the variance, with perceived value emerging as the single strongest predictor.

These findings offer both manufacturers empirically grounded, actionable guidance for strengthening their competitive positioning in the Delhi NCR market: Maruti Suzuki must defend its service and value advantage while addressing safety perception, and Tata Motors must convert its safety and design momentum into stronger overall purchase intention by closing the gap on service quality and resale value. As the Indian passenger vehicle market continues to evolve amid the transition toward electric mobility and rising consumer expectations around safety, continued empirical attention to these competitive dynamics will remain valuable for both academic researchers and industry practitioners.

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APPENDIX A: RESEARCH QUESTIONNAIRE (ABRIDGED)

Section A: Demographic and Vehicle Ownership Profile
Vehicle brand owned: (a) Maruti Suzuki (b) Tata Motors
Age group: (a) 18–25 years (b) 26–35 years (c) 36–45 years (d) 46–55 years (e) Above 55 years
Gender: (a) Male (b) Female
City of residence: (a) Delhi (b) Gurugram (c) Noida (d) Ghaziabad (e) Faridabad
Monthly household income: (a) Below ₹50,000 (b) ₹50,001–1,00,000 (c) ₹1,00,001–1,50,000 (d) Above ₹1,50,000
Duration of vehicle ownership: (a) 6 months–2 years (b) 2–5 years (c) Above 5 years
Section B: Perception of Key Purchase Factors (1 = Strongly Disagree, 5 = Strongly Agree)
My vehicle offers excellent fuel efficiency
My vehicle was priced affordably relative to its features
The after-sales service network of this brand is easily accessible and reliable
This brand offers strong resale value
This brand's vehicles have strong safety features and build quality
I trust this brand and consider it to have a strong image
Section C: Constructs (1 = Strongly Disagree, 5 = Strongly Agree)
Brand Image: This brand has a strong reputation / I associate this brand with quality / This brand is well regarded by others / I feel proud owning this brand.
Product Quality: The vehicle performs reliably / build quality meets my expectations / features meet modern standards / durability is satisfactory.
Service Quality: Service centres are easily accessible / staff are responsive and knowledgeable / spare parts are readily available / service costs are reasonable.

Perceived Value: This vehicle offers good value for money / total cost of ownership is reasonable / resale value meets expectations / overall satisfaction with the purchase decision.

Section D: Overall Satisfaction and Purchase Intention

Overall, how satisfied are you with your vehicle brand? (1 = Strongly Dissatisfied to 5 = Strongly Satisfied)

I would repurchase the same brand for my next vehicle

I would recommend this brand to family and friends

I am considering this brand for my next vehicle purchase