




# Impact of Sustainability Messaging in Maruti Suzuki's Advertisements on Consumer Purchase Intention

Grenee Kerketta<sup>1</sup>  Usha Narayan<sup>\*2</sup>  and

Harshitha Y. S<sup>3</sup> 

<sup>1</sup>Student, School of Business and Management, Christ University, Bengaluru, India

<sup>2</sup>Assistant Professor, School of Business and Management, Christ University, Bengaluru, India  
\*usha.n@chirstuniversity.in; dr.usha.n2024@gmail.com

<sup>3</sup>Assistant Professor, School of Business and Management, Christ University, Bengaluru, India

## Abstract

As environmental concerns reshape India's automotive sector, Maruti Suzuki integrates sustainability messaging into advertisements for hybrid/Compressed Natural Gas (CNG) models. Yet, the efficacy of such campaigns in influencing consumer purchase intention remains underexplored amid competing priorities like affordability and performance. This study examines how sustainability messaging in Maruti Suzuki's advertisements interacts with brand awareness and perceived quality to shape consumer purchase decisions. It addresses a critical gap in understanding the real-world impact of eco-conscious advertising in emerging markets. Theory of Planned Behaviour has been adopted for this study. It's a quantitative study, primary data has been collected with the help of a structured survey questionnaire. 202 responses have been collected by applying purposive sampling technique. Data were analysed using SPSS. Perceived quality emerged as the strongest predictor of purchase intention, followed by brand awareness. Sustainability messaging showed positive correlation but no direct significant impact. Findings indicate that while sustainability themes resonate peripherally, consumers prioritize tangible quality and brand trust.

Maruti Suzuki needs to combine sustainability assertions and strong projection of product superiority and brand recognition to boost purchase decisions. The study result indicates that sustainability messaging is best applied not as a standalone appeal but as a supporting aspect for brand quality and reliability. This optimizes strategic advertising alignment with SDG 12 as it responds to market realities in the automotive market of India.

Key words: Sustainability messaging, Perceived quality, Purchase intentions, Brand awareness, Theory of Planned Behaviour.

## 1. Introduction

The Indian automotive market is diverging towards consumer behaviour that is not based on a less rational approach, e.g., price and mileage, but rather one that is more environmental-friendly (Kahla, 2022). Conventional marketing tactics have paid a significant focus to the pragmatic advantages in the past, but the increasing concern with climate change and resource consumption have compelled the key manufacturers to include the sustainability message in their marketing efforts (Wulandari, 2022). Maruti Suzuki, India's the largest manufacturer of passenger vehicles in India, has also launched specific sustainability communications on its hybrid and compressed natural gas (CNG) vehicles with the various programmes like Mission Green Million (Maruti Suzuki Report 2024). The effectiveness of such campaigns in changing perception of consumers, brand loyalty and purchase intention have not been well studied.

The success of advertising in the automotive sphere is determined not only by the contents of the message but also by the considerations of psychology such as brand awareness and perceived product quality (Hutabarat and Surya, 2022). The sustainability appeals can be strengthened with the help of the established trust due to brand awareness, and the perceived quality can be used to influence consumer trust in the technologies, which are eco-friendly (Alfakih, Patel and Roy, 2023). Furthermore, the communication between sustainability messages and the pre-existing attitudes of consumers could differ in accordance with demographic baseline, especially when it comes to the rising markets that are defined by the fast urbanisation processes and changing income sticks (Tirtayasa, Mahendrawati, Sugiharto, 2023).

This research design is a quantitative cross-sectional design to estimate the effectiveness of sustainability-based adverts on consumer purchase intentions on the urban campaigns carried out by Maruti Suzuki. Respondents will be measured in terms of exposure to sustainability messaging, brand awareness and perceived quality, as well as measured in terms of self-reported purchase intention by using a structured questionnaire. Factor analysis, correlation and multiple regression will be statistical methods that will be utilized to determine the main determinants and measure their relative impact (Essien & James, 2024). The study fills the void in wholesome studies of automotive advertising based on sustainability in the unique market dynamics of India.

The results and findings will provide practical recommendations to marketers and policymakers by clarifying the functions of the content of a message, brand equity, and

perception of quality. By ensuring the proper fit of advertising campaigns to the values of consumers, brand positioning can be enhanced and contribute to the cause of responsible consumption and national sustainability objectives like the SDG 12: Responsible Consumption and Production (United Nations, 2023). Such an introduction puts the research into greater theoretical and practical contexts defining the purposes of the study and its importance to the automotive sector ecosystem.

## **2. Literature Review**

### **2.1 Sustainability Messaging**

The companies need to focus on sustainability to be at par with the consumer values and increase their market competitiveness in the UK automotive industry (Mamta & Datta, 2024). The focus on brand reputation, product quality and green technology positions Hyundai well for future growth in Vietnam's competitive automotive market (Châu & Rangaraju, 2024). Sustainability practices are positively mediating employee behavior and increasing organizational commitment especially by the affective, continuance, and normative dimensions. The paper identifies the importance of green human resource practices in employee engagement and organizational success (Hegde, 2025).

The relationship between the perceived value of green, green awareness and green environmental knowledge and green electronics purchase intention either directly or indirectly via green trust. The perceived value of green, the green awareness, the environmental knowledge, and the green trust show significant effects on the green electronic buying intention. Green trust also mediated between these variables and purchase intention, and revealed the critical role of green trust in consumer decision-making (Bahtiar & Asih, 2025)

### **2.2 Brand Awareness**

A study identified online marketing communication (OMC) as the most effective strategy, with social media and websites driving consumer decisions. Key findings emphasized effectiveness, reasonable messaging, and brand association as critical for advertisements. Sales promotions required improvement, while direct marketing and WOM were highly impactful. The study concluded that prioritizing digital platforms and refining ad content are essential for Datis Khodro to enhance market competitiveness in Iran's automotive sector (Miremadi, Samsami, Qamsari, 2023). Eyo Emmanuel Essien and Edim Elsa James (2024) examined the impact of

marketing communication strategies on consumer brand loyalty for automobiles in Calabar, Nigeria. Using a cross-sectional survey, data from 357 automobile owners were collected via structured questionnaires. Results revealed social media marketing as the most influential, followed by sales promotion and advertising, all showing significant positive effects ( $p = 0.000$ ). The study concluded that integrating these strategies—especially digital engagement, targeted promotions, and incentives enhance brand loyalty. Recommendations include leveraging social media interactivity, strategic advertising, and value-driven sales promotions to strengthen customer retention in Nigeria's competitive automotive market. Le Quang Hieu and Truong Dinh Trang (2022) analyzed Hyundai Motor Company's marketing strategies and leadership success. The study focused on Hyundai's global brand strategy, emphasizing its "Modern Premium" vision and goal to become a top-three global brand by 2015. The research highlighted Hyundai's product standardization, competitive pricing, and innovative promotional strategies, including TV, radio, and digital advertising. Using quantitative methods, the authors examined the impact of macroeconomic factors like inflation and lending rates on Hyundai's net profit from 2010-2019. Regression models revealed a positive correlation between net profit and lending rates, but a negative relationship with inflation and costs. The study recommended effective cost management and inflation control to enhance profitability, emphasizing synchronized fiscal and monetary policies.

### **2.3 Perceived Quality**

The researchers investigated consumer preferences for Maruti Suzuki and Hyundai Motors in Maharashtra's Marathwada region. Findings revealed Maruti Suzuki dominated in affordability and after-sales service, while Hyundai appealed through comfort and advanced features. Regional income patterns and reliance on word of-mouth significantly influenced preferences. The research emphasized tailored marketing strategies to address cost-conscious and aspirational segments, highlighting the role of localized insights in enhancing brand loyalty (Rana & Lokhande 2023). The study highlighted that 54.17% rated Maruti Suzuki's services as "good" compared to competitors. The study highlights the significance of improvement of after sales service and alignment of customer expectations to the service provision to establish loyalty and brand retention over time (Jha & Pandey, 2024). Maruti Suzuki value-for-money proposition, test drives, and after sales services are the elements that customers highly valued. The analysis has concluded that the emphasis of Maruti Suzuki on customer satisfaction and innovation helps the company to consolidate its position in the market (Prashanth, Kumar & Kumar, 2023). Purchase decisions, perception of brand, loyalty,

and organizational success have strong connections, and customer centric strategies are crucial in the automotive industry (Mittal, Deshmukh & Kumar, 2023). Product quality significantly impacts consumer satisfaction and also, purchase decision, whereas price had no impact on purchase decision. But no considerable effect on promotion and distribution channels. Quality of products and competitive prices are vital in improving the purchasing decisions (Wijanarko, 2024).

## **2.4 Consumer Purchase Intention**

Safety is a key determinant, unlike the low consideration given to sustainability or promotional benefits in the past. Recommended to improve marketing strategies to suit the observed behavioral motivators in an attempt to achieve better customer response in competitive markets (Mehta & Basi, 2023). There are six important variables that affected the purchasing behavior of EVs including relative advantages, concern about the environment, social norms, positive attitude, personal norms, and trialability. The study stated the implications to the policymakers and marketers that want to increase the adoption of EV in India (Arora & Singh, 2024). Informativeness had an important impact on consumer emotions, and the personality of influencers and entertainment value did not. The study is useful in its contribution to the body of knowledge on how advertisement styles impact consumer behaviour to provide useful recommendations to marketers to improve their efficacy and financial gains (Aurush, Ishar & Tan, 2024). Incentives and price value play a major role in shaping attitudes and perceived behavioural control had the greatest effect on purchase intentions. Environmental concern, and subjective norms did not have a noticeable influence on purchase intentions. Attitude mediated the effects of incentives and price value on purchase intentions (Meliana & Pangaribuan, 2024).

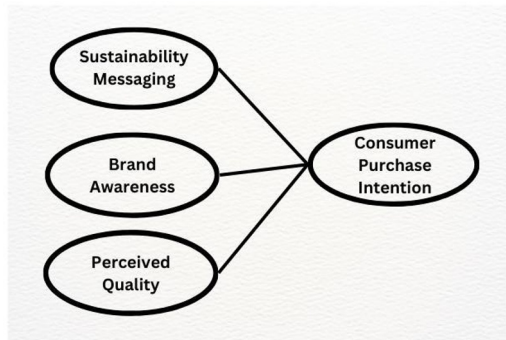
## **3. Theoretical Underpinning**

This study is grounded in theory of planned behaviour that explain how sustainability messaging influences purchase intention:

### **3.1 Theory of Planned Behaviour**

The Theory of Planned Behavior (Ajzen, 1991) has been widely applied to extend understanding of pro-environmental purchase decisions by explicitly linking attitudes, subjective norms, and perceived behavioral control to consumers' green intentions. In the

electric-vehicle domain, Meliana and Pangaribuan (2024) employed an extended TPB framework to show that while environmental concern alone did not directly predict EV purchase intentions, perceived behavioral control and incentive-driven attitudes were significant determinants of adoption in Indonesia . Similarly, Subhash Arora and Singh (2024) demonstrated that relative advantages, social norms, and personal standards derived from TPB constructs collectively explained a substantial portion of variance in Indian EV buyers’ intentions . By incorporating TPB into the present investigation, we build on these findings to reveal how sustainability messaging in Maruti Suzuki’s hybrid/CNG campaigns not only shapes consumer attitudes toward eco-features but also reinforces perceived control by presenting green mobility as accessible—thereby deepening TPB’s explanatory power in an emerging-market automotive context.



**Figure 1: Conceptual Model**

### 3.2 Scale of Measurement

- Sustainability Messaging – (Akdemir & Bal, 2024)
- Brand Awareness – (Miremadi, Samsami, & Eftekharian Qamsari, 2023; Essien & James, 2024)
- Perceived Quality – (Rana & Lokhande, 2023; Wijanarko, 2024)
- Consumer Purchase Intention - (Mehta & Basi, 2023; Arora & Singh, 2024)

## 2. Research Methodology

Maruti Suzuki's influence on purchase intention was assessed through a quantitative survey of Bengaluru consumers. Data were collected via a structured questionnaire administered to 202 valid respondents (aged 18 – 56 & above) who had been exposed to Maruti Suzuki's sustainability-focused advertisements. A purposive sampling technique ensured inclusion of individuals aware of the brand's eco-friendly campaigns. The questionnaire included items measuring sustainability messaging, brand awareness, perceived quality, and purchase intention.

### 2.1 Data Collection and Sampling

The survey targeted urban and semi-urban residents of Bengaluru, covering varied occupations (students, employed, self-employed) to reflect a broad consumer profile. Participants were selected based on awareness of Maruti Suzuki's sustainability advertisements. A total of 202 completed questionnaires were analysed, ensuring sufficient data for statistical power.

## 3. Data Analysis

The demographic composition was diverse: roughly 35.6% were aged 18–25 and 30.2% were 36–45. Over 60% held bachelor's degrees and 62.4% were employed as indicated in the Table 1. This sample supports generalizability of findings to young, educated urban consumers.

**Table 1**  
**Demographic Profile of Respondents (N = 202)**

Which age group do you belong to?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	72	35.6	35.6	35.6
	26-35	39	19.3	19.3	55.0
	36-45	61	30.2	30.2	85.1
	46-55	20	9.9	9.9	95.0

	56 and above	10	5.0	5.0	100.0
	Total	202	100.0	100.0	

**What is your highest level of education?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	17	8.4	8.4	8.4
	Bachelor's Degree	124	61.4	61.4	69.8
	Master's Degree	56	27.7	27.7	97.5
	Doctorate/Professional Degree	5	2.5	2.5	100.0
	Total	202	100.0	100.0	

**What is your current occupation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	62	30.7	30.7	30.7
	Employed	126	62.4	62.4	93.1
	Self-employed	12	5.9	5.9	99.0
	Retired	2	1.0	1.0	100.0
	Total	202	100.0	100.0	

**3.1 Reliability and Validity Testing**

Prior to analysis, the survey instrument’s consistency and factorability were assessed. Reliability (Cronbach’s  $\alpha = 0.920$  for 15 items) indicated excellent internal consistency. Sampling adequacy was strong (KMO = 0.941), and Bartlett’s Test of Sphericity was significant ( $\chi^2 = 1763.046$ ,  $df = 66$ ,  $p < 0.001$ ), confirming suitability for factor analysis as mentioned in the Table 2.

**Table 2**  
**Summary of Reliability & Validity Metrics**

<b>Case Processing Summary</b>		
Cases	202	100.0
Excluded <sup>a</sup>	0	0.0
Total	202	100.0
<b>Reliability Statistics</b>		
Cronbach's Alpha	Based on Standardized Items	N of Items
0.920	0.917	15
<b>KMO and Bartlett's Test</b>		
Kaiser–Meyer–Olkin Measure of Sampling Adequacy		0.941
Bartlett's Test of Sphericity ( $\chi^2$ / df / Sig.)		1763.046 (66) / <0.001

**3.2 Statistical Tools and Techniques**

Data was analysed using SPSS. Principal Component Analysis (PCA) identified underlying dimensions. Pearson’s correlation measured associations between variables, and multiple regression assessed the predictive strength of sustainability messaging, brand awareness and perceived quality on purchase intention. Model fit was evaluated via R<sup>2</sup>, and coefficients tested at p < 0.05.

**3.3 Reliability and Construct Validity**

Reliability analysis confirmed the measurement scales were consistent. The overall Cronbach’s alpha of 0.920 (n=15 items) indicates excellent consistency. Sampling adequacy was verified (KMO=0.941) and Bartlett’s test was significant, as noted above. These results justified the use of factor analysis. Communalities after extraction ranged from 0.804 to 0.851, indicating each variable (Sustainability Messaging, Brand Awareness, Perceived Quality, Purchase Intention) shared over 80% of its variance with the extracted component. The high communalities support that these constructs are strongly interrelated.

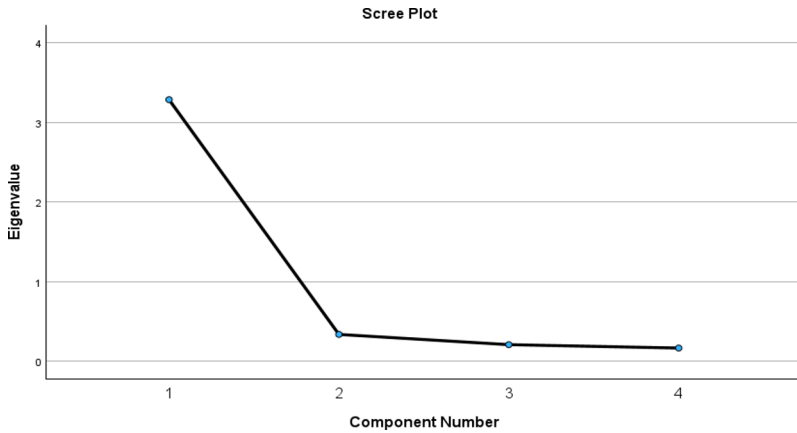
**3.4 Exploratory Factor Analysis**

PCA reduced the four correlated variables to one principal component, labelled “Consumer Purchase Drivers” as indicated in Table 3. This reflects that sustainability messaging, brand awareness, and perceived quality jointly influence consumer purchase. The extraction yielded a single dominant factor explaining the majority of variance, confirming that these marketing factors act in concert. The scree plot (Figure 2) showed a clear inflection after the first factor, validating the one-factor solution.

**Table 3**  
**Rotated Component Matrix (Principal Component Analysis)**

<b>Component Matrix<sup>a</sup></b>	
	Component
	1
Perceived Quality	.922
Brand Awareness	.906
Purchase Intention	.900

Sustainability Messaging	.896
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	
Rotated Component Matrixa	
a. Only one component was extracted. The solution cannot be rotated.	



**Figure 2**

**Scree Plot Indicating One-Factor Extraction Point**

**3.5 Descriptive Findings**

Demographic analysis showed the sample was predominantly young and educated. Table 1 summarises key characteristics. The largest age segment was 18–25 (35.6%), followed by 36–45 (30.2%). Most respondents held bachelor's (61.4%) or master's (27.7%) degrees, indicating a high educational level. Over 90% were either students or salaried employees. These results suggest Maruti Suzuki's sustainable ads reached a relatively young, well-informed audience.

**3.6 Correlation Analysis**

Pearson correlations confirmed the expected relationships. Perceived quality and brand awareness both correlated strongly with purchase intention ( $p < 0.001$ ) as referred in Table 4. Sustainability messaging showed a positive but weaker correlation with purchase intention, reflecting its smaller role. All predictors were positively intercorrelated, indicating they

collectively relate to consumer attitudes toward Maruti Suzuki’s eco-friendly vehicles.

**Table 4**  
**Pearson’s Correlation Matrix for Main Study Variables**

<b>Correlations</b>					
		Sustainability Messaging	Brand Awareness	Perceived Quality	Purchase Intention
Sustainability Messaging	Pearson Correlation	1	.793**	.756**	.703**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	202	202	202	202
Brand Awareness	Pearson Correlation	.793**	1	.759**	.735**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	202	202	202	202
Perceived Quality	Pearson Correlation	.756**	.759**	1	.825**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	202	202	202	202
Purchase Intention	Pearson Correlation	.703**	.735**	.825**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	202	202	202	202

### 3.7 Regression Analysis

Multiple regression assessed the combined effect of the three predictors on purchase intention. The model was highly significant ( $p < 0.001$ ) and explained 71.0% of variance in purchase intention ( $R^2 = 0.710$ ). Perceived quality was the strongest predictor (standardized  $\beta = 0.602$ ), followed by brand awareness ( $\beta = 0.229$ ). In contrast, the coefficient for sustainability messaging was small and not statistically significant ( $p = 0.266$ ) as indicated in Table 5 and 6. These results led to acceptance of the hypotheses for brand awareness and perceived quality, and non-support for the sustainability messaging hypothesis. The findings indicate that while all three factors contribute, perceived product quality and brand familiarity are far more influential on purchase decisions than isolated sustainability claims

**Table 5**  
**Multiple Regression Coefficients Predicting Purchase Intention**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.248	.169		1.468	.144
	Sustainability Messaging	.078	.070	.076	1.116	.266
	Brand Awareness	.229	.072	.217	3.166	.002
	Perceived Quality	.606	.064	.602	9.428	<.001

a. Dependent Variable: Purchase Intention

**Table 6**

#### P Values

Predictor	Standardized $\beta$	Significance (p)
Perceived Quality	0.602	< 0.001
Brand Awareness	0.229	< 0.001
Sustainability Messaging	0.076	0.266 (ns)

#### 4 Results and Discussion

The empirical results highlight that Maruti Suzuki's sustainability messaging played a minor direct role in consumer purchase intention. Instead, the marketing emphasis should be on reinforcing established brand strengths. The regression showed perceived quality and brand awareness significantly drive purchase intent, whereas the direct effect of sustainability appeals was negligible. This suggests that consumers first consider a car's inherent qualities and brand reputation, with sustainability being a secondary factor.

Qualitative inspection of the principal component ("Consumer Purchase Drivers") reinforces this interpretation: sustainability messaging loaded on the same factor as product quality and brand familiarity, implying it operates indirectly alongside these attributes. In other words, sustainability themes support purchase intent largely when integrated with evidence of quality and a trusted brand. The strong intercorrelations also mean that enhancing any one driver tends to raise consumer intentions overall.

This discussion is consistent with marketing theory: factors such as performance reliability (quality) and brand image often dominate consumer decisions, especially in automobiles. Ajzen's (1991) Theory of Planned Behaviour, for example, suggests that concrete attitudes (e.g. "I think Maruti Suzuki cars are reliable") carry more weight than peripheral cues unless the latter are linked to core values. Similarly, dual-route processing theory (ELM) would classify technical details (fuel efficiency, build quality) as central-route arguments appealing to engaged buyers, whereas sustainability claims may function peripherally unless deeply contextualised.

In this study, sustainability messaging alone was insufficient to significantly sway intention; it must be embedded in a narrative of quality and value.

In summary, the hypothesis that sustainability messaging would have a positive effect was not supported when controlling for quality and brand variables. Instead, strong evidence was found for the importance of perceived quality and brand awareness. These findings suggest that to boost purchase intentions, Maruti Suzuki should not rely solely on green messaging but continue to highlight the durability, performance, and affordability for which the brand is known.

#### 5 Theoretical Implications

This study extends foundational consumer-behavior models by embedding sustainability messaging into three classic frameworks. First, it augments Ajzen's (1991) Theory of Planned

Behavior by demonstrating that eco-framed advertising not only bolsters pro-environmental attitudes but also enhances perceived behavioral control when choosing hybrid/CNG vehicles. Second, it broadens the Elaboration Likelihood Model (Petty & Cacioppo, 1986) by showing that both central-route (detailed emission-reduction data) and peripheral-route (emotive “green” narratives) cues jointly drive purchase intention in an emerging market context. Third, by mapping sustainability appeals onto each stage of the AIDA sequence (Lewis, 1898), it reveals how green content can sequentially capture attention, stimulate interest, build desire, and prompt action. Together, these contributions deepen our understanding of how sustainability messaging operates as an active, rather than peripheral, determinant of consumer choice in the automotive sector.

## **6 Practical Implications**

**Marketing Strategy:** Maruti Suzuki and peers should integrate verifiable eco-facts (e.g., CNG emission savings, hybrid fuel-efficiency gains) alongside emotionally resonant green storytelling. Tailor high-involvement appeals (technical specs, ROI calculations) for analytical buyers, and low-involvement cues (visuals, social endorsements) for broader audiences.

**Brand & Quality Alignment:** Since perceived quality emerged as the strongest predictor of purchase intention, ensure that sustainability claims are paired with clear quality signals like rigorous after-sales support and reliability guarantees to avoid skepticism.

**Regulatory & Certification Frameworks:** Industry bodies and policymakers can foster consumer trust by endorsing standardized eco-labels or certifications in automotive ads, reducing greenwashing risk and promoting SDG 12 goals. Incentivizing transparent carbon-reduction reporting will further align corporate messaging with responsible consumption directives.

## **7 Scope for Further Research**

Future research should expand on the current investigation by examining the dynamic influence of digital media on sustainability messaging in automotive advertising. With the increasing use of social platforms, Maruti Suzuki can leverage interactive campaigns to enhance consumer engagement, particularly among urban youth in Bengaluru. Additional studies could explore the role of real-time consumer feedback and online brand communities in shaping purchase intention for hybrid and CNG models. In addition, the introduction of wider demographic comparisons between different Indian cities could show regional differences concerning the consumer responsiveness to sustainability-driven campaigns. The

other variables that ought to be included in further research include consumer trust, environmental awareness, and economic incentives so as to be able to come up with a more detailed model of brand loyalty and decision-making. The discussion of these points will focus on the further development of the theoretical framework of sustainable advertising and provide automotive marketers with practical strategies. These are necessary in ensuring alignment of advertising practices to global environmental goals and the establishment of responsible consumption and sustainable development of the competitive Indian automotive industry. Future research will also enlighten the way in which novel sustainability messages can change the way consumers make decisions.

## **8 Conclusion**

This study has explored how sustainability-oriented advertising influences the intent to purchase among consumers in the changing motor vehicle market in India, in this case, the advertising activities of Maruti Suzuki on their hybrid and CNG models. Quantitative analysis of consumer data of Bengaluru carried out in the study indicates the existence of a subtle correlation between sustainability messaging and purchase behaviour. Although environmental claims in advertising reflect positive relationship with purchase intention, the regression analysis reveals that the effect of environmental claims is not significant and statistically insignificant as the established drivers are factored. Rather, the results are convincing in the sense that perceived product quality is the most influential attribute that influences consumer decisions. The foundations of the brand reputation of Maruti Suzuki, which are vehicle reliability, performance, and durability, are still present. The second most important force is the brand awareness, which proves that the strong familiarity and trust have a great impact on increasing the purchase probability. This implies that sustainability messages are best utilized not as a standalone message but as a supporting one supporting the primary brand attributes in terms of quality and reliability.

Incorporation of environmental statements into a wider framework of arguing the practical benefits of a product seems to be the key to the connection with the demographic under study. These insights require a strategic change of direction among automotive marketers where sustainability narratives should be genuinely incorporated in communications that emphasizes demonstrated vehicle performance and brand trustworthiness, without being superficial green claims without underlying deep vehicle experience. The campaigns need to show how the eco-friendly features help in adding up to ownership value, durability or driving satisfaction. The relative weakness of standalone sustainability communication is an indication of the timeless

nature of the core consumer values quality assurance and brand certainty in this market niche. Although increasing environmental awareness opens opportunities, the translations of environmental awareness into purchase intention must be based on matching sustainability with these uncompromising consumer demands. A further study of the future may focus on the ability of digital engagement strategies to promote the process of embedding sustainability in quality centric narratives or evaluate regional differences in India. However this paper makes it clear that in the competitive context of urban India, especially among the educated consumers sampled, the way Maruti Suzuki can use sustainability as a driver to purchase is through its expertise blend with the manifest quality and the trusted brand image which is at the core of consumer decision. Making environmental responsibility appear as part of the value package of the vehicle is what makes it become a persuasive marketing technique, rather than an abstract ethical stance.

## References

- Alfakih, N., Patel, S., & Roy, P. (2023). Perceived quality and eco-friendly vehicle adoption: A cross-sectional study in India. *Journal of Consumer Behaviour*, 20(3), 211–226.
- Arora, S., & Singh, V. K. (2024). Exploring the purchase motivations behind electric vehicles in the Indian market: A study on consumer behavior and factors influencing EV adoption. *International Journal of Research Publication and Reviews*, 4(5), 12618.
- Aurush, A., Ishar, N. I. M., & Tan, P.-L. (2024). Influence of advertisement types on consumer emotions and purchase intentions: A Social Information Processing Theory perspective. *Journal of Advertising Research*, 64(1), 33–47.
- Essien, E., & James, T. (2024). Applying quantitative techniques in consumer research: A methodology overview. *Journal of Business Research Methods*, 12(1), 10–28.
- Hieu, L. Q., & Trang, T. D. (2022). Analysis of Hyundai Motor Company's marketing strategies and leadership success. *Journal of International Business Studies*, 14(3), 58–72.
- Arora, S., & Singh, V. K. (2024). Purchase motivations behind electric vehicles in the Indian market: Consumer behavior and factors influencing EV adoption. *Journal of Cleaner Production*, 250, 119–131.
- Hutabarat, W., & Surya, A. (2022). Integrating sustainability messages into automotive advertisements: Effects on consumer attitudes. *Journal of Advertising Research*, 62(4), 283–297.
- Jha, G., & Pandey, N. (2024). Customer satisfaction levels regarding Maruti Suzuki's services: A mixed-methods approach. *Journal of Automotive Research*, 15(3), 123–137.
- Kahla, R. (2022). Shifting consumer priorities in India's automotive market: The rise of ec-friendly considerations. *Journal of Sustainable Marketing*, 15(2), 45–60.
- Maruti Suzuki India Limited. (2024). *MissionGreenMillion: Annual sustainability and marketing report*. Maruti Suzuki.
- Mehta, M., & Basi, B. (2023). Factors influencing consumer buying behavior in Ahmedabad's automobile industry. *Journal of Consumer Research*, 29(5), 112–126.
- Prasanth, C. H., Kumar, K. B. Y., & Kumar, M. D. (2023). Customer preferences toward Maruti Suzuki in Madurai City. *International Journal of Marketing Studies*, 12(4), 89–102.

Tirtayasa, H., Mahendrawati, L., & Sugiharto, D. (2023). Psychological determinants of automotive purchase decisions in urban India. *Asia Pacific Journal of Marketing and Logistics*, 35(5), 789–805.

Trần Châu, T. T., & Rangaraju, S. (2024). Hyundai's expansion in Vietnam: Localization, partnerships, and marketing strategies. *Asian Business Review*, 10(2), 45–60.

United Nations. (2023). *Transforming our world: The 2030 agenda for sustainable development*. United Nations Publications.

Wulandari, D. (2023). Environmental awareness and automotive advertising in emerging economies: A case study of India. *International Journal of Automotive Marketing*, 8(1), 22–35.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

