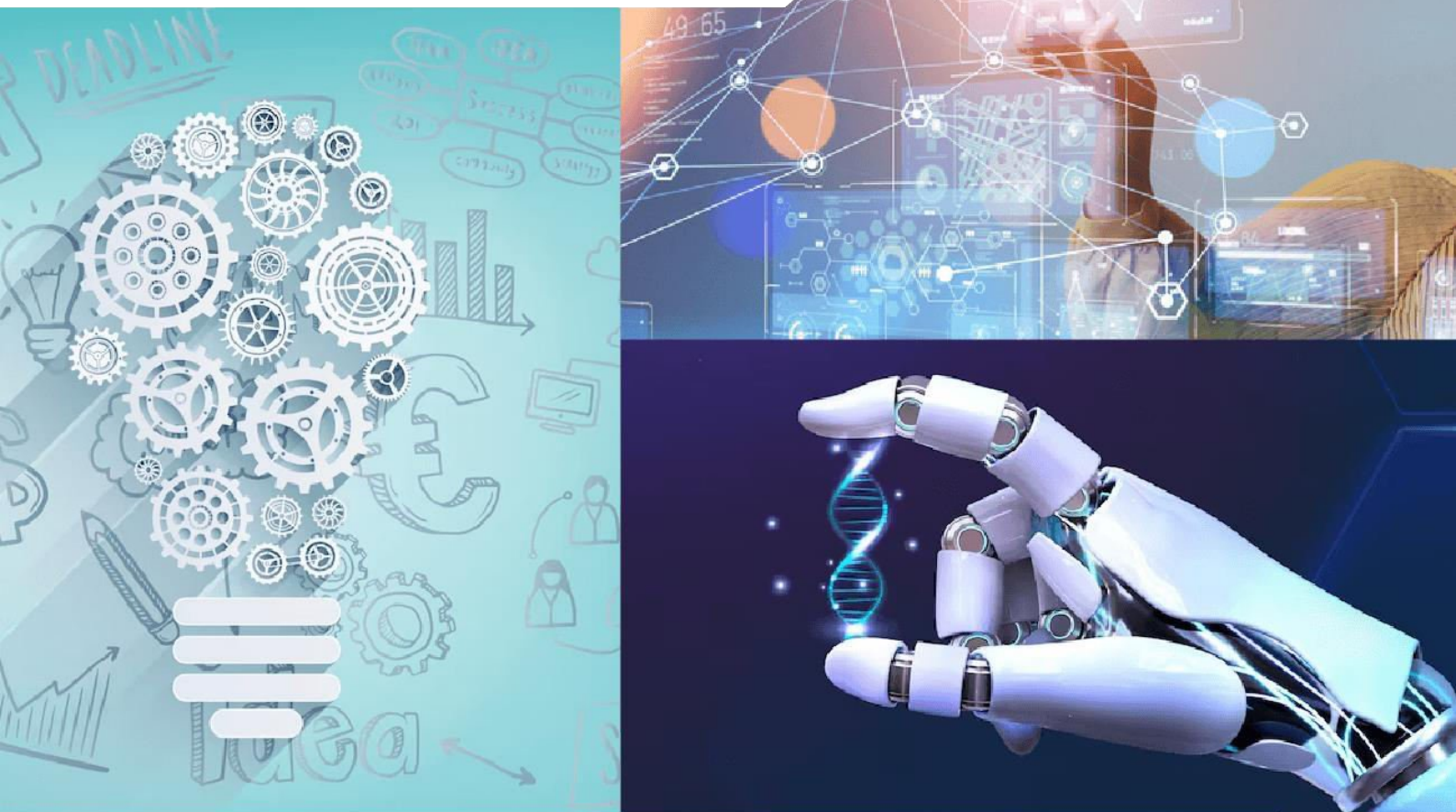




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An Integrated Study on Consumer Buying Behaviour and Marketing Strategies Influencing Customer Satisfaction in Renault Automobile Dealerships

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ABSTRACT: The car industry is really important to the economy. It helps the economy grow. It also shows what people want to buy. In India the car market has grown a lot in the past twenty years. This is because people have money to spend. Cities are getting bigger and more people can afford to buy cars. Now people who buy cars in India are very smart. They know what they want. They do a lot of research before they buy a car. This is why car companies need to understand what people want when they buy a car. Buying a car is a decision. It is not like buying something. People think about things before they buy a car. They think about the price, the features of the car, what other people think of the car and what they can find out online. Now people can find out a lot about cars on the internet. They can read what other people think of the car and compare cars. This is why car companies need to have a website and they need to be good at talking to people online. Car dealers are very important. They are the people who sell the cars to the customers. They do not just sell the cars they also have to make sure the customers are happy. They have to show the customers the cars, take them for a test drive, help them with the paperwork and make sure they are happy after they buy the car. Some car companies, like Renault, have programs to help the customers. They have deals, zero interest rates and a special booking system. These things can make the customers very happy. They can make them want to buy a car from Renault again. This study is going to look at how people buy cars, how car companies sell cars and how happy the customers are. It is going to look at Renault car dealers and see how they can do better. It wants to know how to make the customers happy, how to sell cars and how to make the car company better. The people who do this study hope to find out some things that will help car dealers sell cars and make the customers happy.

KEYWORDS: Consumer buying behaviour, marketing strategies, customer satisfaction, automobile industry, Renault dealerships

I. INTRODUCTION

The car industry is really important to the economy. It helps the economy grow. It also shows what people want to buy. In India the car market has grown a lot in the past twenty years. This is because people have money to spend. Cities are getting bigger and more people can afford to buy cars. Now people who buy cars in India are very smart. They know what they want. They do a lot of research before they buy a car. This is why car companies need to understand what people want when they buy a car. Buying a car is a decision. It is not like buying something. People think about things before they buy a car. They think about the price, the features of the car, what other people think of the car and what they can find out online. Now people can find out a lot about cars on the internet. They can read what other people think of the car and compare cars. This is why car companies need to have a website and they need to be good at talking to people online. Car dealers are very important. They are the people who sell the cars to the customers. They do not just sell the cars they also have to make sure the customers are happy. They have to show the customers the cars, take them for a test drive, help them with the paperwork and make sure they are happy after they buy the car. Some car companies, like Renault, have programs to help the customers. They have deals, zero interest rates and a special booking system. These things can make the customers very happy. They can make them want to buy a car from Renault again.

OBJECTIVES OF THE STUDY

- To identify the key factors influencing consumer buying behaviour towards automobile purchases in the Indian passenger vehicle segment.
- To examine the level of customer awareness regarding Renault car models, features, and promotional offers at the selected dealership.
- To evaluate the effectiveness of marketing strategies including digital campaigns, promotional offers, the R-Pass system, and zero-percent interest financing in driving purchase decisions.
- To assess the quality of customer care services and analyse its impact on overall customer satisfaction.
- To investigate the role of internal communication among dealership staff in ensuring consistent and efficient service delivery.
- To study the relationship between marketing strategy effectiveness and customer satisfaction.
- To offer practical recommendations for improving customer awareness, service quality, and inter-departmental communication at Renault dealerships.

II. REVIEW OF LITERATURE

Hashem (2024) examined how emotional brand attachment, consumer trust, and social media engagement influence customer satisfaction in the automobile industry. The study found a strong positive relationship between brand love and loyalty, establishing that consumers with deeper emotional connections to a brand are more likely to remain satisfied over time. Social media was identified as a key moderator of trust-satisfaction outcomes, reinforcing the need for dealerships to maintain credible and consistent digital communication. This study is directly relevant as it links digital marketing practices to customer satisfaction in the automobile context.

Khan and Rahman (2023) analysed the influence of digital marketing channels including online advertising, social media, and peer reviews on consumer awareness and purchase decisions in the automobile sector. The study confirmed that most buyers conduct extensive digital research before visiting a showroom, making online content quality a critical factor in lead generation and conversion. An integrated digital-traditional marketing approach was found to be more effective than either method alone. This study validates the importance of strengthening digital outreach at Renault dealerships to close existing awareness gaps.

Jayabal & Senthilkumar (2022) on the Indian Automotive Industry through three different social media platforms namely Instagram, YouTube, and Facebook. Content that involved videos particularly those of test drives and customer reviews performed well and produced the greatest conversions from social media platform users to showroom inquiries. The frequency of posting correlated positively with brand recall while the quality of the content was seen to be of greater importance than volume.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design. Convenience sampling is adopted in this study. Both primary data and secondary data are applied to the study. The size of the sample to be used in this study is 103 respondents. Simple percentage analysis, chi square analysis and correlation have been used in this study.

Data analysis and interpretation**Table No. 1 AGE OF THE RESPONDENTS**

Age Group	Number of Respondents	Percentage (%)
Below 25	28	27.18%
25–35	35	33.98%
36–45	22	21.36%
Above 45	18	17.48%
Total	103	100%

Source: Primary data

Interpretation

It is observed that out of a total of 103 respondents, the majority belong to the age group of 25–35 years with 35 respondents (33.98%), followed by 28 respondents (27.18%) in the below 25 category. The 36–45 age group accounts for 22 respondents (21.36%), while the least representation is seen in the above 45 category with 18 respondents (17.48%). This indicates that the survey is predominantly influenced by younger and middle-aged respondents, especially those in the working-age group of 25–35 years.

Table No. 2 FINANCING IMPACT ON PURCHASE DECISION

Response	Number of Respondents	Percentage (%)
Yes	64	62.14%
No	39	37.86%
Total	103	100%

Source: Primary data

Interpretation

It is observed that out of a total of 103 respondents, 64 respondents (62.14%) stated that financing options influenced their purchase decision, while 39 respondents (37.86%) reported that financing options did not influence their decision. This clearly indicates that a majority of respondents consider financing options as an important factor in their purchasing behavior, highlighting its significant role in consumer decision-making.

Table No. 3 CUSTOMER PERCEPTION

Response	Number of Respondents	Percentage (%)
Strongly Disagree	10	9.71%
Strongly Agree	20	19.42%
Total	103	100%

Source: Primary data

Interpretation

It is observed that out of 103 respondents, 10 respondents (9.71%) strongly disagreed that the customer service meets their expectations, while 20 respondents (19.42%) strongly agreed. This indicates that a small proportion of customers are dissatisfied with the service, whereas a comparatively higher proportion of respondents are highly satisfied. Overall, the responses suggest that Renault customer service is viewed positively by more customers, though there is still a minor gap that needs improvement.

Table No. 4 BEHAVIOURAL INTENTION VARIABLES

Response	Number of Respondents	Percentage (%)
Strongly Disagree	8	7.77%
Strongly Agree	25	24.27%
Total	103	100%

Source: Primary data

Interpretation

It is observed that out of 103 respondents, 8 respondents (7.77%) strongly disagreed with recommending the Renault dealership, whereas 25 respondents (24.27%) strongly agreed to recommend it to others. This shows that a larger share of respondents are highly satisfied and willing to promote the dealership, indicating strong customer trust and positive word-of-mouth potential. However, a small group of dissatisfied respondents suggests that there is still room to improve overall customer experience.

IV. CHI-SQUARE TEST OF ASSOCIATION BETWEEN RESPONDENT AGE GROUP AND FINANCING IMPACT ON PURCHASE DECISION

Chi-Square Test Results

Test	Value	df	Significance (p-value)
Pearson Chi-Square	10.574	4	0.032
Likelihood Ratio	11.085	4	0.026

Interpretation

Chi-Square test results demonstrate that the p-value (0.032) is below the 0.05 level of significance, implying that there is a statistically significant relationship between the age category of the respondents and the effect of financing schemes on their purchasing decisions. This indicates that financing programs have varying effects on different age categories. From cross-tabulation results, it is evident that respondents from the age category of 26-35 years (78.1%) and those from the age category below 25 years (68.0%) are relatively affected by financing programs. Respondents who are above 45 years old (61.5%) and respondents from the age category 36-45 years old (53.1%) are not relatively affected by financing programs.

V. CORRELATION ANALYSIS; PEARSON CORRELATION ANALYSIS OF CUSTOMER PERCEPTION AND BEHAVIOURAL INTENTION VARIABLES

Pearson correlation analysis was done to study the effect of factors such as promotional deals, financing options, customer services, and test drive on behavioral intentions including the likelihood of repurchasing, recommending to others, and customer satisfaction. The purpose of correlation analysis is to examine the extent and nature of relationships between the important variables affecting consumer behavior at Renault car dealership.

Pearson Correlation Matrix

Variables	0% Interest Schemes	Repurchase Intention	Promotional Offers	Test Drive	Customer Service	Staff Coordination	Recommendation
0% Interest Schemes	1.000	0.581**	0.667**	0.500**	0.614**	0.674**	0.644**
Repurchase Intention	0.581**	1.000	0.521**	0.425**	0.800**	0.734**	0.610**
Promotional Offers	0.667**	0.521**	1.000	0.519**	0.545**	0.555**	0.574**
Test Drive Experience	0.500**	0.425**	0.519**	1.000	0.393**	0.375**	0.451**
Customer Service	0.614**	0.800**	0.545**	0.393**	1.000	0.768**	0.723**
Staff Coordination	0.674**	0.734**	0.555**	0.375**	0.768**	1.000	0.734**
Recommendation	0.644**	0.610**	0.574**	0.451**	0.723**	0.734**	1.000

Note: All correlations are significant at the 0.01 level (2-tailed), N = 103.

Interpretation

Firstly, the correlation analysis confirms the presence of significant relationships among all variables, which shows strong interrelations between customer perception and behavioural intentions factors. Hence, an improvement in any factor will help achieve higher customer outcomes. The highest level of connection between variables is noted between customer service and repurchase intentions ($r = 0.800$). As a result, service quality can be considered the key determinant of customer loyalty since customers feel satisfied with their experience when visiting a dealership. At the same time, staff coordination shows strong connections both with customer service ($r = 0.768$) and recommendation (r

= 0.734). It means that the proper functioning and coordination inside a dealership can become one of the most important factors of increasing satisfaction and loyalty of customers. The repurchase intention of clients can also be largely affected by staff coordination ($r = 0.734$) and customer service ($r = 0.800$). At the same time, one can notice that service quality factors play a more important role in developing customer loyalty compared to monetary and other factors. Regarding financial and promotional factors such as zero percent interest schemes (r ranging from 0.500 to 0.674) and promotion offer (r ranging from 0.625 to 0.667), one can speak about a moderate level of influence on client behaviour. Hence, they can be regarded as supporting factors.

At last, a test drive experience variable shows moderate correlations ($r = 0.375$ - 0.519), which means that although a test drive plays its role in influencing client's choice, its effect on loyalty is smaller than that of service quality or staff coordination.

VI. SUGGESTIONS

With the test drive experience being known as the most important variable that influences purchasing, it is only appropriate for the dealer to consider changing this into an event where there is personalization and engagement. This can be done through customization of the test drive experience in terms of what the consumer likes, whether it is a city drive or a highway drive. Giving the client ample time to test drive while explaining the features involved will make him feel closer to the product. Home test drive services are another option that the dealer could consider implementing.

There is a clear indication that there is a deficiency in customer awareness with many of the respondents knowing only part of what Renault has to offer. To solve this problem, the car dealership ought to adopt a holistic approach whereby the company can use online social media channels, search engine marketing, as well as video marketing to increase awareness on products offered by the company. The other aspect where the dealership could improve is to enhance communication in the car showrooms by employing display methods to make customers understand products easily.

According to the results, there is only a moderate effect of current marketing tactics on consumer decision-making. In order to enhance the efficiency of the process, the company is recommended to switch from promotion-based methods to value-based marketing strategies. Rather than promoting only discounts and special offers, marketing communications need to pay more attention to the benefits offered by the product, such as its safety, fuel efficiency, performance, and value for the money. Moreover, it is necessary to use digital channels more efficiently to send targeted ads.

Improvements must be made to the customer care services in order to elevate the customer service level from average to excellent. It will be essential to develop a follow-up mechanism for customers who make inquiries, undergo test drives, and purchase the products. The time taken to respond to the customers' concerns and queries needs to be reduced by improving the coordination and responsibilities of the employees. Training sessions need to be organized to enhance the interpersonal and communication skills of the employees. It is important to offer improved services to the customers after purchasing.

Internal communication deficiencies have been noted as one of the major problems causing inconsistencies in the service process. For this problem to be resolved, the firm needs to adopt an effective method of communication that will help coordinate communication between different departments such as sales, marketing, services, and customer relationship management. These can be done by ensuring that all departments use integrated Customer Relationship Management (CRM) software that facilitates the sharing of customer information in real time. Inter-departmental meetings need to be held regularly to ensure that all departments are aligned in their objectives.

Even though marketing strategies demonstrate a positive correlation with customer satisfaction, their influence is not significant. In order to improve the effect of marketing on customer satisfaction, the car dealership must strive to ensure that the promises made in marketing strategies are actually fulfilled during the service process. It means that any marketing campaign must be backed by excellent service performance and effective communication. Moreover, the customer's voice should be taken into account when developing marketing strategies.

VII. CONCLUSION

The study successfully achieves all the objectives set as it has provided thorough insight into consumer behavior, marketing efficiency, and customer satisfaction within the Renault dealerships. This study has identified that there are

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several factors affecting consumer behavior with the test drive experience being one of the most important ones. Another objective achieved by the study includes identification of the problems associated with customer awareness. Customer awareness seems to be low according to this study. Also, the evaluation of marketing strategies has been done which showed that its impact is moderate. Hence, there are areas where improvement is needed.

The customer care services and internal communication have also been discussed in the context of how they are important for determining customer satisfaction. They have been found to have an average impact on customer satisfaction within the dealership. However, the marketing strategies have been found to have a positive correlation with customer satisfaction.

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