

A Study on Customer Perception and Brand Image of Renault

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Abstract

The automobile industry in India is among the most competitive sectors, where brand image and customer perception play decisive roles in shaping purchase behaviour and long-term loyalty. This study examines customer perception and brand image of Renault at AR.A.S., P.V.P.V Automobile Private Limited, Parvathipuram, Tamil Nadu. Primary data were collected from 100 respondents using a structured questionnaire and convenience sampling. The study focuses on two principal objectives: first, to analyse customer perception towards the availability of spare parts and maintenance cost of Renault vehicles; and second, to study the impact of brand awareness and promotional activities on customer perception of Renault. One-Way ANOVA was employed to examine differences in perception across age groups on dimensions of accessibility, cost effectiveness, product quality, customer experience, and service reliability. The Chi-Square test was applied to assess the association between promotional activities including advertising, sales promotion, influencer marketing, public relations, and social media and customer perception. Results of the ANOVA indicate no statistically significant difference across age groups (all $p > 0.05$), implying uniform perception irrespective of age. Chi-Square analysis likewise reveals no significant association between promotional activities and customer perception (all $p > 0.05$), suggesting that lived product and service experience, rather than promotional exposure, is the primary driver of brand perception. The study concludes that Renault has achieved consistent brand perception across demographics, and recommends strengthening service quality, adopting experience-led marketing, and formalising customer engagement programmes to sustain competitive advantage.

Keywords: Automobile Industry, Brand Image, Customer Perception, Maintenance Cost, Promotional Activities, Renault, Spare Parts

Introduction

Customer perception refers to the process by which individuals select, organise, and interpret information to form a meaningful understanding of products, services, or brands. It is a crucial concept in marketing and consumer behaviour because it directly influences how customers view a company and its offerings, ultimately shaping their purchase decisions. Customer perception is not solely based

on the actual quality or features of a product; rather, it is shaped by a combination of personal experiences, beliefs, expectations, and external stimuli such as advertising, word-of-mouth communication, and brand reputation.

In the highly competitive Indian automobile industry, understanding customer perception and building a strong brand image have become indispensable for sustained business success. Renault, as a globally recognised automobile brand, has made significant inroads into the Indian market with competitively priced and innovative vehicle offerings such as the Kwid, Triber, and Kiger. However, relatively limited research has examined how Indian consumers perceive Renault's brand, particularly at the dealership level. This study seeks to bridge that gap by investigating customer perception and brand image at A.R.A.S., P.V.P.V Automobile Private Limited, Parvathipuram, an authorised Renault dealership in Tamil Nadu.

Brand image refers to the overall set of beliefs, ideas, perceptions, and impressions that consumers hold about a brand in their minds. It represents how a brand is perceived rather than how it wants to be perceived. Brand image is developed over time through consistent product performance, marketing communication, customer experience, and social influence. In highly competitive industries such as the automobile sector, brand image plays a vital role in influencing customer trust, purchase decisions, and long-term loyalty. Positive perception leads to customer satisfaction, loyalty, and advocacy, while negative perception may result in dissatisfaction and customer attrition (Kotler & Keller, 2016).

Literature Review

Janaki Sai and Dr. P.V.M. Raju (2025) investigated customer perception towards the small car segment at Varun Motors, an authorised Maruti Suzuki dealership in Vijayawada. The study found that positive customer perception directly leads to brand loyalty, repeat purchases, and strong word-of-mouth recommendations. It emphasised that aligning marketing strategies with customer expectations is essential for fostering favourable perceptions in competitive dealership environments.

Mohammed Abdulsalam S. Ibrahim (2025) examined consumer preferences and perceptions toward Chinese automobile brands in the Gulf Cooperation Council region. The research identified affordability, functional value, and emotional appeal as primary drivers of consumer interest, while noting that concerns about quality, reliability, and after-sales service remained significant barriers to wider adoption.

Dr. R. Mary Metilda (2025) conducted a longitudinal study of the North American automobile market from 2019 to 2025, finding a strong positive correlation between customer satisfaction and brand loyalty. The study confirmed that dealership experience, including service quality, responsiveness, and post-sale support, is a key predictor of long-term brand loyalty.

Hari Hara Sudhan K and Ms. W. Infant Emiliya (2025) examined customer brand loyalty in the automobile industry in Coimbatore city. Product quality, fuel efficiency, safety features, and after-sales service emerged as the strongest drivers of loyalty. Around 65 to 70 percent of respondents expressed intention to repurchase the same brand.

Abdul Haseeb Tahir, Muhammad Adnan, and Zobia Saeed (2024) conducted a systematic literature review analysing the impact of brand image on customer satisfaction and brand loyalty. The study established that a favourable brand image elevates consumer confidence, emotional attachment, and perceived product value, and that customer satisfaction acts as a crucial mediating variable between brand image and brand loyalty.

Research Gap

The review of previous studies on customer perception and brand image in the automobile industry provides valuable insights into how consumers evaluate car brands. Many researchers have analysed the impact of price, quality, features, satisfaction, trust, and loyalty on buying behaviour. However, comparatively limited research has been conducted on Renault, particularly in the Indian automobile market. Renault has introduced innovative and competitively priced vehicles, yet fewer studies explore how customers perceive Renault’s brand image, reliability, design, and value proposition at the dealership level in Tamil Nadu. This study addresses that gap.

Objectives of the Study

- To study customer perception towards availability of spare parts and maintenance cost of Renault vehicles
- To study the impact of brand awareness and promotional activities on customer perception of Renault.

Research Methodology

This study titled Renault focuses on analyzing customer perception and brand image at AR.A.S., P.V.P.V Automobile Private Limited, Parvathipuram. The study was conducted over a period of three months from 07.01.2026 to 06.04.2026 with the objective of understanding customer satisfaction, brand awareness, promotional influence, maintenance cost perception, and overall opinion towards Renault vehicles. A descriptive research design with a mixed-method approach was adopted, using both primary and secondary data sources such as customer responses, company websites, books, journals, articles, and reports. Convenience sampling was used to collect data from customers visiting the showroom and service centre, as they had direct experience with Renault products and services. The study mainly aims to provide insights into customer expectations, product quality, pricing, after-sales service, and the overall brand image of Renault in the competitive automobile market.

Hypotheses

- Null Hypothesis (H0): There is no significant difference in the mean average score among different age groups with respect to customer perception towards availability of spare parts and maintenance cost of Renault.
- Null Hypothesis (H0): There is no significant association between brand awareness, promotional activities, and customer perception of Renault.

Data Analysis

Objective 1: Customer Perception Towards Availability of Spare Parts and Maintenance Cost One-Way ANOVA was applied to examine whether customer perception towards spare parts availability and maintenance cost dimensions differed significantly across age groups. The results are presented in Table 1.

Table 1 One-Way ANOVA Customer Perception Across Age Groups

Factors	Age Group				F Value	P Value
	Below 25 (n=17)	25–35 (n=37)	36–45 (n=33)	Above 45 (n=13)		
S2Q1 Accessi- bility	2.35 (1.057)	2.19 (1.101)	2.12 (0.696)	2.23 (1.166)	0.212	0.888

S2Q2 Cost Effectiveness	2.41 (0.870)	2.19 (0.995)	2.03 (0.728)	2.00 (0.913)	0.850	0.470
S2Q3 Product Quality	2.47 (1.179)	2.22 (0.947)	2.12 (0.820)	1.85 (0.899)	1.138	0.338
S2Q4 Customer Experience	2.47 (1.068)	2.22 (1.084)	2.06 (0.827)	2.15 (1.214)	0.615	0.607
S2Q5 Service Reliability	2.41 (0.795)	2.19 (0.967)	2.21 (0.781)	2.15 (1.068)	0.295	0.829

Source: Primary data

The One-Way ANOVA results indicate that all p-values are greater than 0.05 across the five perception dimensions Accessibility (p = 0.888), Cost Effectiveness (p = 0.470), Product Quality (p = 0.338), Customer Experience (p = 0.607), and Reliability (p = 0.829). Accordingly, the null hypothesis is accepted. This finding implies that there is no statistically significant difference in customer perception regarding spare parts availability and maintenance cost across different age groups. Customers of all ages from below 25 to above 45 years share a consistent and uniform perception of Renault’s accessibility, cost effectiveness, service reliability, product quality, and overall customer experience.

This uniformity of perception across age cohorts is a strategically valuable finding. It indicates that Renault has successfully built a consistent brand experience that resonates across generational boundaries, suggesting that the company’s product quality, service infrastructure, and spare parts ecosystem are perceived equitably by diverse customer segments. Such cross-generational brand consistency is rare in the competitive Indian automobile market and reflects positively on Renault’s service standards and parts availability network.

Objective 2: Impact of Brand Awareness and Promotional Activities on Customer Perception

The Chi-Square test was applied to investigate whether a statistically significant association exists between promotional activities and customer perception of Renault. The promotional dimensions examined include Advertising, Sales Promotion, Influencer Marketing, Public Relations, and Social Media. The results are presented in Table 2.

Table 2 Chi-Square Test Promotional Activities and Customer Perception

Factors	Occupation				Chi-Square Value	P Value
	Student (n=13)	Business (n=29)	Employee (n=44)	Other (n=14)		
S3Q1 Advertising	46.2% [38.5%]	20.7% [41.4%]	22.7% [52.3%]	28.6% [35.7%]	9.624	0.649
S3Q2 Sales Promotion	38.5% [53.8%]	17.2% [44.8%]	25.0% [45.5%]	21.4% [50.0%]	12.146	0.434
S3Q3 Influencer Marketing	23.1% [53.8%]	17.2% [41.4%]	25.0% [45.5%]	21.4% [35.7%]	6.090	0.911
S3Q4 Public Relations	38.5% [38.5%]	24.1% [37.9%]	20.5% [54.5%]	28.6% [28.6%]	10.662	0.558
S3Q5 Social Media	38.5% [53.8%]	27.6% [41.4%]	22.7% [50.0%]	21.4% [35.7%]	8.582	0.738

Source: Primary data

The Chi-Square test results demonstrate that all p-values across the five promotional dimensions exceed 0.05 Advertising ($p = .649$), Sales Promotion ($p = .434$), Influencer Marketing ($p = .911$), Public Relations ($p = .558$), and Social Media ($p = .738$). Consequently, the null hypothesis is accepted for all dimensions. This indicates that there is no statistically significant association between any of the promotional activities and customer perception of Renault.

These findings carry significant strategic implications. The absence of a significant relationship between promotional activities and customer perception suggests that Renault customers form their brand opinions primarily based on direct experience with the product and service, rather than through exposure to advertisements, influencer endorsements, or social media campaigns. This is consistent with literature indicating that in the automobile sector, high-involvement purchase decisions are driven more by personal and experiential touchpoints such as test drives, dealership interactions, and service quality than by mass media communications (Vaishnav & Safare, 2025).

Rather than implying that promotional activities are ineffective, this result points to the need for Renault to shift its marketing emphasis toward experience-led strategies such as service camps, referral programmes, and personalised post-purchase engagement. A promotional approach grounded in lived customer experience is more likely to reinforce and enhance brand perception in a meaningful and durable manner.

Findings

The One-Way ANOVA results confirm that there is no statistically significant difference in customer perception across age groups with respect to spare parts availability and maintenance cost. This indicates that Renault has achieved a consistent and uniform brand experience that resonates equitably across diverse age segments.

Customers of all age groups from below 25 to above 45 years share similar perceptions across all five dimensions of accessibility, cost effectiveness, product quality, customer experience, and service reliability, reflecting the strength and consistency of Renault's service infrastructure.

The Chi-Square analysis reveals no statistically significant association between any promotional activity advertising, sales promotion, influencer marketing, public relations, or social media and customer perception of Renault (all $p > 0.05$). This indicates that customer perception is shaped primarily by direct product and service experience rather than by promotional interventions.

The demographic profile of the respondents reveals that 70% fall within the 25–45 age bracket, representing the most economically active and vehicle-purchasing population. Employees (44%) and business professionals (29%) constitute the core customer base, reflecting Renault's appeal among financially stable decision-making individuals.

A significant proportion of respondents (56%) are experienced users with 3 or more years of ownership, demonstrating strong customer retention and indicating inherent satisfaction with Renault vehicles.

Suggestions

Since customer perception is driven by direct experience rather than promotional exposure, Renault should shift its marketing investment toward experiential initiatives such as service camps, live product demonstrations, and comprehensive test-drive programmes to reinforce brand perception at the point of experience.

The uniformity of perception across age groups presents a valuable opportunity to adopt targeted communication strategies that specifically address the distinct aspirations and concerns of each age cohort for example, value-for-money messaging for younger customers and reliability and trust-oriented messaging for older segments.

Given that employees and business professionals constitute the largest customer segments, Renault should consider launching preferential programmes such as extended warranties, priority service slots, and corporate tie-ups with IT parks and business establishments to strengthen loyalty among these high-value groups.

The dealership should formalise a structured Voice of the Customer (VoC) programme using quarterly surveys, post-service feedback kiosks, and digital feedback channels to systematically capture, monitor, and act upon customer sentiment and satisfaction levels.

A tiered loyalty programme such as a structured Renault Club with Silver, Gold, and Platinum membership levels offering anniversary discounts, upgrade offers, complimentary first services, and priority model delivery would help formalise and reward the long-term loyalty already demonstrated by a significant portion of the customer base.

Conclusion

This study examined customer perception and brand image of Renault at AR.A.S., P.V.P.V Automobile Private Limited, Parvathipuram, with a focus on two key objectives: customer perception towards spare parts availability and maintenance cost, and the impact of brand awareness and promotional activities on customer perception. Based on a sample of 100 respondents and the application of One-Way ANOVA and Chi-Square statistical tests, the study establishes that customer perception remains consistent and uniform across different age groups, reflecting a stable and equitable brand experience delivered by Renault. Furthermore, promotional activities in their current form do not exert a statistically significant influence on customer perception, underscoring that actual product performance, service quality, and ownership experience are the primary determinants of brand perception in this context.

Renault has succeeded in cultivating a cross-generational brand appeal that is a rare and strategically valuable achievement in the highly competitive Indian automobile market. However, to translate this stable perception into higher satisfaction and long-term loyalty, the brand must prioritise strengthening its service quality, adopt experience-centric marketing strategies, and implement structured customer engagement and loyalty programmes. Future research may extend this study to compare perception across multiple Renault dealerships in Tamil Nadu or investigate the mediating role of service quality between brand image and customer loyalty.

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