

# مجلة البحوث الإعلامية

مجلة علمية محكمة تصدر عن جامعة الأزهر/كلية الإعلام



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للتنشر.

○ ألا يكون البحث قد سبق نشره في أي مجلة  
علمية محكمة أو مؤتمراً علمياً.

○ لا يقل البحث عن خمسة آلاف كلمة ولا  
يزيد عن عشرة آلاف كلمة... وفي حالة  
الزيادة يتحمل الباحث فروق تكلفة النشر.

○ يجب ألا يزيد عنوان البحث (الرئيسي  
والفرعي) عن ٢٠ كلمة.

○ يرسل مع كل بحث ملخص باللغة العربية  
وأخر باللغة الانجليزية لا يزيد عن ٢٥٠  
كلمة.

○ يزود الباحث المجلة بثلاث نسخ من البحث  
مطبوعة بالكمبيوتر.. ونسخة على CD،  
على أن يكتب اسم الباحث وعنوان بحثه  
على غلاف مستقل ويشار إلى المراجع  
والهوامش في المتن بأرقام وترد قائمتها في  
نهاية البحث لا في أسفل الصفحة.

○ لا ترد الأبحاث المنشورة إلى أصحابها ....  
وتحتفظ المجلة بكافة حقوق النشر، ويلزم  
الحصول على موافقة كتابية قبل إعادة نشر  
مادة نشرت فيها.

○ تنشر الأبحاث بأسبقية قبولها للنشر.

○ ترد الأبحاث التي لا تقبل النشر لأصحابها.

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## **The Relationship Between Marketing Strategies and Consumers' Car Purchasing Decisions In Egypt**

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## **● العلاقة بين استراتيجيات التسويق وقرارات شراء السيارات لدى المستهلكين في مصر**

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## Abstract

This study examines the relationship between marketing strategies and consumers' car purchasing decisions in Egypt, addressing the gap in understanding how specific marketing tactics influence consumer behavior in the automotive market.

The study uses the Expectancy-Value Model (EVM) of Attitudes to explore consumer behavior and decision-making in the context of car purchasing in Egypt. A quantitative method was employed, with data collected through a survey of 200 Egyptian consumers, using a convenience sampling method, exploring various aspects such as pre-sale advertisements, brand loyalty, economic trends, and demographic factors. The results reveal that a significant portion of respondents (64%) are considering purchasing a car in the next year, with a preference for new cars (71%). Marketing strategies, particularly price discounts and promotions (29%), play a critical role in shaping purchasing decisions, followed by positive reviews and testimonials (24.5%). Car brands like BMW (32%) and Mercedes Benz (24%) are identified as the most influential through marketing efforts. Economic conditions and social trends, such as environmental consciousness, also impact car purchase decisions, with 45% of respondents acknowledging significant or very significant influences from these factors. Demographic analysis shows that young adults (85% aged 18-25) and females (67.5%) dominate the surveyed population, with a majority (56%) not currently owning a car, suggesting a strong potential market.

**Keywords:** Marketing Strategies; Consumer Behavior; Car Purchasing Decisions; Automotive Industry; Advertisements

## ملخص الدراسة

هدفت هذه الدراسة إلى البحث في العلاقة بين استراتيجيات التسويق وقرارات شراء السيارات لدى المستهلكين في مصر، مع التركيز على سد الفجوة في فهم كيفية تأثير التكتيكات التسويقية المحددة على سلوك المستهلك في سوق السيارات، وفي هذا السياق، استخدمت الدراسة نموذج القيمة المتوقعة لاستكشاف سلوك المستهلك واتخاذ القرارات المتعلقة بشراء السيارات في مصر.

اعتمد الباحثون على المنهج الكمي لجمع البيانات من خلال استبانة شملت 200 مستهلك مصري باستخدام طريقة العينة العشوائية، كما استكشفت عدة جوانب مختلفة، مثل الإعلانات قبل البيع، والولاء للعلامة التجارية، والاتجاهات الاقتصادية، والعوامل الديموغرافية. وأظهرت النتائج أن نسبة كبيرة من المشاركين (64%) يفكرون في شراء سيارة خلال العام المقبل، مع تفضيل واضح للسيارات الجديدة (71%)، إضافة إلى ذلك، تبين أن استراتيجيات التسويق، وخاصة الخصومات والعروض الترويجية (29%)، كما أنها تؤدي دورًا حاسمًا في تشكيل قرارات الشراء، يليها التقييمات والشهادات الإيجابية (24.5%)، وفي هذا السياق، تم تحديد علامات السيارات مثل بي إم دبليو (32%) ومرسيدس بنز (24%) كأكثر العلامات تأثيرًا من خلال الجهود التسويقية.

علاوة على ذلك، تؤثر الظروف الاقتصادية والاتجاهات الاجتماعية، مثل الوعي البيئي، على قرارات شراء السيارات، حيث يعترف 45% من المشاركين بتأثير كبير أو كبير جدًا لهذه العوامل، كما أظهرت التحليلات الديموغرافية أن الشباب (85% تتراوح أعمارهم بين 18-25 عامًا) والإناث (67.5%) يشكلون الغالبية في العينة، مع نسبة كبيرة (56%) لا يمتلكون سيارة في الوقت الحالي، مما يشير إلى سوق محتمل قوي.

الكلمات المفتاحية: استراتيجيات التسويق؛ سلوك المستهلك؛ قرارات شراء السيارات؛ صناعة السيارات؛ الإعلانات.



## Introduction:

The automotive market in Egypt has become increasingly competitive, with various companies competing for consumer attention and loyalty. Amid this competition, businesses are adjusting their marketing strategies to meet the demands and preferences of Egyptian consumers, who now make purchasing decisions based on factors such as product quality, pricing, promotional offers, and brand reputation. In this dynamic environment, marketing strategies play a crucial role in influencing consumers' decisions, especially given the challenges faced by the automotive industry, such as economic conditions, price sensitivity, and evolving consumer expectations.

Egypt's automotive market has witnessed notable growth despite economic fluctuations and market challenges. Car sales in Egypt increased by 12.02% during the first 10 months of 2024, reaching approximately 78.4 thousand vehicles compared to 70.01 thousand vehicles in the same period of 2023. According to the Automotive Market Information Council (AMIC) report, passenger car sales grew to 62.3 thousand units, marking an 18% rise compared to 52.8 thousand units in the corresponding period last year. While truck sales remained stable with a slight 0.1% increase, bus sales declined by 15.6%, indicating shifts in market demand. Additionally, data from the Central Agency for Public Mobilization and Statistics (CAPMAS) revealed that Egypt's car imports reached \$1.692 billion during the first eight months of 2024, reflecting a \$536.6 million increase from the same period in 2023. These figures highlight the evolving nature of consumer demand and the competitive landscape, emphasizing the importance of effective marketing strategies in influencing purchasing decisions (Business Today, 2024).

As consumers become more discerning, car manufacturers and dealerships are required to tailor their strategies to better resonate with their target audiences. This is particularly important in Egypt, where consumer behavior is influenced by cultural, social, and economic factors. Successful marketing communication, encompassing advertising, promotions, and customer engagement, is essential for building strong relationships with consumers and driving purchase intentions.

In the context of this study, marketing strategies refer to the planned and structured efforts undertaken by automotive brands and dealerships to influence consumer purchasing decisions. These strategies encompass a variety of promotional tools, including but not limited to digital and traditional advertising, sales promotions, brand positioning, price discounts, sponsorships, and customer engagement initiatives. Within the scope of this research, the focus is on evaluating how these strategies impact Egyptian consumers' decision-making when purchasing cars, particularly in relation to brand preference, trust, and perceived value (Kotler & Keller, 2016); (Lamb, Hair, & McDaniel, 2018).

This research seeks to explore how different marketing strategies impact car purchasing decisions in Egypt, with a focus on understanding the factors that drive consumers to choose one brand or model over another. By analyzing the effectiveness of these strategies, the study aims to offer valuable insights for companies aiming to strengthen their position in the highly competitive Egyptian automotive market. The study specifically examines marketing strategies used between January 2023 and December 2024, providing a time-specific analysis of consumer behavior and market trends.

### **Research Problem:**

The research problem lies in understanding the impact of marketing strategies on consumers' car purchasing decisions in Egypt. While marketing plays a crucial role in influencing consumer behavior, there is a lack of comprehensive research on how specific marketing tactics (e.g., digital advertising, traditional media, promotions) affect consumer choices in the Egyptian automotive market. Additionally, the influence of demographic factors such as income, age, and location on purchasing decisions remains underexplored. Therefore, this research aims to address these gaps by examining the relationship between various marketing strategies and consumer purchasing behavior.

Furthermore, with the evolving digital landscape and changing socio-economic dynamics in Egypt, understanding which marketing strategies are most effective in shaping car buying behavior is essential. Companies need to know how to adapt their marketing efforts to meet the preferences of consumers, considering the growing importance of online platforms and digital content. Therefore, this research aims to address these gaps by examining the relationship between various marketing strategies and consumer purchasing behavior.

### **Research Importance:**

This research is theoretically important as it contributes to the understanding of how various marketing strategies influence consumer behavior in a unique context—car purchasing in Egypt. The study also enhances the theoretical discourse on marketing effectiveness, particularly regarding the growing role of digital and traditional media in influencing consumer decisions.

Practically, this research offers an understanding of automotive companies and marketers in Egypt, enabling them to develop more targeted and effective marketing strategies. By identifying the most impactful marketing channels and demographic factors, businesses can better tailor their campaigns to resonate with Egyptian consumers, improving customer engagement and sales conversion.

### **Research Objectives:**

- 1- Identify the Relationship Between Marketing Strategies and Consumer Car Purchasing Behavior.
- 2- Explore the Types of Marketing Most Effective in Shaping Consumer Decisions.
- 3- Investigate the Impact of Economic and Social Trends on Consumer Car Purchasing Behavior in Egypt.
- 4- Assess the Role of Demographic Factors (e.g., Income, Age, Gender, Location) in Car Purchasing Choices.

### **Research Questions:**

1. What is the relationship between marketing strategies and consumer behavior when purchasing cars in Egypt?
2. Which types of marketing strategies (e.g., digital, traditional, experiential) are most effective in influencing car purchasing decisions in Egypt?
3. How do various marketing strategies impact car purchasing decisions among Egyptian consumers?
4. To what extent do consumer perceptions and brand loyalty influence car purchase decisions in Egypt?
5. How do economic and social trends affect consumer behavior in car purchasing decisions in Egypt?

6. What role do demographic factors (e.g., income, age, gender, location) play in shaping car purchasing choices in Egypt?

### **Literature Review:**

Brand equity, including factors like loyalty, awareness, and perceived quality, significantly influences consumer behavior in the Egyptian automobile market. This review explores how brand equity and other marketing strategies shape purchasing decisions, exploring consumer preferences and the impact of brand perceptions.

The studies reviewed highlight the growing impact of various marketing strategies and factors on consumer purchasing behavior in the automobile market, with a focus on the Egyptian context and emerging markets in general. One common thread among the studies is the emphasis on the role of advertisements, brand equity, and social media in shaping consumer perceptions and decisions. For instance, (Nassef & El-Aziz, 2022) demonstrated how nostalgic advertisements combined with brand heritage positively influence consumer purchase intentions, with social media being a key medium. Similarly, (Mansoury, 2016) focused on the impact of social media trust, particularly Facebook, on the perception of car brand images, underlining the importance of optimizing online marketing strategies to boost consumer engagement in the Egyptian automobile sector.

Brand loyalty also emerges as a significant mediator in the purchase decision process. (Saghier, 2021) explored how the marketing mix—comprising product, price, and distribution—affects both brand loyalty and purchase decisions, showing that brand loyalty plays a central role in influencing consumer choices in Egypt. This finding resonates with the research by (ElSaify, Labib, & Metwally, 2024), which revealed that consumer-based brand equity dimensions, such as brand loyalty and brand awareness, mediate the impact of country of manufacture and country of origin on purchase intention in Egypt. Both studies underline the importance of brand-related factors in shaping consumer preferences.

The impact of psychological and economic factors on consumer purchasing decisions is another key theme. (Ratnawita, Churniawati, Yusnaena, Mulyati, & Syamsulbahri, 2023) analyzed how economic factors, such as affordability, and psychological factors, such as brand perception, influence Toyota car buyers in Egypt. This study aligns with the findings of (Knez, Othman, Dabees, & Rahma, 2022), who identified that financial considerations and

fuel efficiency were key drivers for Egyptian consumers when purchasing alternative fuel vehicles. While (Knez, Othman, Dabees, & Rahma, 2022) highlighted the importance of environmental concerns and vehicle design, the focus on economic and psychological factors remains central across both studies, emphasizing the multidimensional nature of consumer decision-making in emerging markets.

Social and governmental factors also play crucial roles in shaping purchasing intentions, especially for newer technologies like electric vehicles (EVs). (Kotb & Shamma, 2022) used the Theory of Planned Behavior (TPB) model to examine how attitude, subjective norms, and perceived behavioral control influence the adoption of EVs in Egypt, with governmental policies proving to be the most influential factor. This complements the research by (Yacout, 2023), who explored how altruistic and ecological values influence consumer attitudes toward EVs in Egypt, with biospheric values enhancing pro-environmental identities that in turn positively shape attitudes. Both studies point to the significance of supportive policies and consumer values in the adoption of new automotive technologies.

Social networking sites are increasingly shaping purchasing decisions, especially in markets like the GCC and Egypt. (Al-Abdallah, Khair, & Elmarakby, 2021) demonstrated that social media significantly impacts the purchasing decision process for luxury vehicles, with income and social media usage time moderating this relationship. This aligns with (Mansoury, 2016), who found that social networks play a major role in shaping car brand perception in Egypt. While both studies highlight social media's influence, (Al-Abdallah, Khair, & Elmarakby, 2021) emphasize the importance of specific platforms like YouTube and Snapchat, especially for different demographic groups, suggesting that the effect of social media is not uniform across all users.

Additionally, content marketing has proven to be an important tool in shaping consumer perceptions in the Egyptian automobile market. (Kahla & Kortam, 2024) studied the impact of content marketing on advertising effectiveness, finding that not all dimensions of content marketing equally affect advertising effectiveness.

### Extent of Benefit from Literature Review:

1. The review sheds light on the role of brand equity, loyalty, awareness, and perceived quality, exploring the factors driving consumer decisions in the Egyptian automobile market. It helps contextualize how these factors influence purchase intentions.
2. The literature highlights how nostalgic advertisements and brand heritage can enhance consumer purchase intentions, illustrating how marketers can use emotional appeal and nostalgia in advertising strategies.
3. It emphasizes the growing significance of social media, particularly platforms like Facebook, YouTube, and Snapchat, in shaping brand perception and driving consumer engagement.
4. The review reinforces the importance of brand loyalty as a mediating factor between marketing mix elements (product, price, distribution) and consumer purchasing decisions, pointing to the centrality of brand-related factors in shaping choices.
5. It addresses the complex relationship of affordability, brand perception, financial considerations, and fuel efficiency, providing a comprehensive view of the psychological and economic drivers behind purchase decisions.
6. The review highlights how policies and social values influence the adoption of emerging technologies like electric vehicles (EVs).
7. The review notes the differential impact of social media across various demographics, underlining the need for targeted marketing strategies based on income levels, social media usage, and platform preferences.
8. The review discusses the effectiveness of content marketing in influencing advertising outcomes, helping marketers tailor content strategies to enhance their impact in the Egyptian automobile market.
9. While the review addresses various factors affecting purchasing decisions, there is a lack of detailed exploration into specific consumer segments (e.g., first-time buyers vs. loyal customers).
10. The knowledge gap it fills lies in the limited understanding of how specific marketing strategies—from traditional brand-building

approaches to modern social media tactics—affect Egyptian consumers' purchasing decisions.

11. This research will help bridge this gap by offering a more comprehensive view of how these strategies interact with consumer attitudes, preferences, and buying behavior in the context of the Egyptian market.

### **Research Methodology:**

The research will adopt a quantitative methodology using a survey tool to collect data from Egyptian consumers regarding their car purchasing behavior, perceptions, and the influence of marketing strategies.

### **Research Sample:**

The research sample consists of 200 Egyptian consumers, selected using a Convenience Sampling technique, which is a form of Non-Probability Sampling. This technique was chosen due to its practicality, as participants were selected based on their availability and willingness to participate in the study. The sample includes individuals of varying demographics, including age, gender, income, and location, to capture diverse perspectives on car purchasing behavior.

The sample includes individuals of varying demographics, including age and gender, to capture diverse perspectives on car purchasing behavior. The study specifically surveys both male and female participants, with age groups ranging from 18 to 30 years. Additionally, respondents are asked about their car ownership status to assess how marketing strategies influence both current car owners and potential buyers.

### **Validity and Reliability of the Data Collection Tool:**

To ensure the validity of the survey tool used in this study, an initial pilot test was conducted with a small sample of 30 participants, representative of the available target population. The pilot test aimed to assess whether the survey accurately measures the key variables related to car purchasing behavior in Egypt. Based on feedback from the pilot group, necessary adjustments were made to improve the clarity and relevance of the survey questions, ensuring that they align with the research objectives.

Regarding reliability, a test-retest reliability method was used. The survey was administered to a subset of 30 consumers at two different time points, with a gap of two weeks between the two administrations. The consistency

of responses was then measured using a Pearson correlation coefficient, resulting in a reliability coefficient of 0.85, which indicates a high level of consistency in the survey responses.

Although the study sample size is relatively small, these validity and reliability procedures ensure that the data collection tool provides accurate and dependable results for understanding Egyptian consumers' car purchasing decisions.

### **Theoretical Framework:**

This research will employ the Expectancy-Value Model (EVM) of Attitudes to explore consumer behavior and decision-making in the context of car purchasing in Egypt, examining how beliefs about car attributes and their perceived value influence attitudes, intentions, and actual purchase decisions.

The Expectancy-Value Model (EVM) of Attitudes, as developed by Martin Fishbein, has its roots in early work on attitude formation and decision-making. Initially, Fishbein articulated the model through his summation theory of attitude (1963, 1967), which was later refined in collaboration with Icek Ajzen in *Belief, Attitude, Intention, and Behavior* (1975). This model builds upon earlier research, including work by Carlson (1956), Peak (1955), and Rosenberg (1956), who proposed narrower versions of expectancy-value frameworks. At its core, the EVM posits that attitudes are shaped by beliefs about an object's attributes and the subjective evaluations of those attributes.

Over time, the EVM was integrated into the Theory of Reasoned Action (Ajzen & Fishbein, 1980) and later evolved into the Theory of Planned Behavior (Ajzen, 1988, 1991). These models extended Fishbein's original concept, applying the expectancy-value structure to predict behaviors by emphasizing anticipated consequences and their subjective desirability (Ajzen & Fishbein, 2008).

According to (Henning, Hennig-Thurau, & Feiereisen, 2012), the EVM suggests that attitudes are determined by a combination of beliefs and evaluations regarding an object's attributes. Specifically, individuals form attitudes by assessing the likelihood (subjective probability) that certain attributes are present in an object, and the evaluation or desirability of those attributes. The strength of each belief ( $b_i$ ) about the presence of an attribute is multiplied by the evaluation ( $e_i$ ) of that attribute. These products



are then summed across all relevant attributes to produce a global attitude toward the object (Aobj). This attitude, in turn, influences behavioral intentions, which ultimately drive actual behavior.

The model also suggests that an individual's intention to perform a certain behavior is directly influenced by their attitude, as well as subjective norms and perceived behavioral control. These elements form the basis of Fishbein and Ajzen's broader Theory of Reasoned Action and Theory of Planned Behavior. In consumer behavior research, the EVM is often applied in contexts where attributes are clearly defined and measurable, and it has proven successful in explaining and predicting consumer attitudes, intentions, and behaviors in both utilitarian and hedonic decision-making contexts.

However, while the EVM is widely regarded as a robust framework, it has faced criticism, particularly regarding its treatment of emotions. Some argue that emotions are not sufficiently captured by the model's reliance on cognitive evaluations alone.

Furthermore, the EVM of attitudes suggests that an individual's attitude toward a task or goal is determined by two key factors: expectancy and value. Expectancy refers to the belief about the likelihood of success in completing a task, with higher expectancy indicating a stronger belief that effort will lead to success. On the other hand, value represents the perceived importance or desirability of the task's outcome, influencing motivation through factors such as enjoyment, usefulness, and necessity. According to the model, people are motivated to engage in activities they believe they can succeed at and that they find personally meaningful or beneficial.

Both expectancy and value are also influenced by cost beliefs, which encompass negative factors like effort, time, and social consequences. The model highlights that motivation and performance are shaped by the balance between these factors, with the highest motivation occurring when both expectancy and value are high (Amofa, 2024).

### **Extent of Benefit from the Theoretical Framework:**

The Expectancy–Value Model (EVM) is beneficial in understanding consumer behavior, particularly in the context of car purchasing decisions in Egypt. The model helps measure how consumer attitudes are shaped by beliefs about an object's attributes and the desirability of those attributes. Marketing

strategies influence these beliefs, and the EVM allows for the measurement of how these strategies shape consumer attitudes toward different car brands. By focusing on expectancy (the likelihood of a car fulfilling consumer needs) and value (the perceived importance or desirability of a car's outcomes), the model helps measure how marketing tactics influence consumer intentions to purchase. Additionally, the model measures how cost beliefs, such as pricing and maintenance concerns, affect purchasing decisions and how marketing strategies can address perceived barriers to purchase, enhancing motivation.

While the EVM has been criticized for not fully capturing emotions, it helps measure how emotional responses, such as brand loyalty or excitement, intersect with cognitive evaluations in car purchasing. In this context, the model provides a way to assess how both rational and emotional factors influence consumer behavior.

The EVM provides a structured approach to measure how marketing strategies influence consumer attitudes, intentions, and decisions, making it a valuable tool for predicting and understanding consumer behavior in the Egyptian car market.

### **Research Results**

This study involved surveying a sample of 200 Egyptian consumers who were selected using a simple random sampling method.

#### **Car Purchase Plans Within the Next Year**

The survey examined participants' intentions to purchase a car within the next year. A majority, representing 64% of respondents, indicated that they are considering the possibility of purchasing a car. Meanwhile, 36% of participants reported that they do not have immediate plans to buy a car. These findings suggest that a significant portion of respondents are open to the idea of car ownership soon, reflecting potential demand in the automotive market.

**Table 1: Participants' Intentions to Purchase a Car Within the Next Year**

Response (c)	No. of Respondents (f)	Relative Frequency (p)
Maybe	128	64%
Not Yet	72	36%
Total	200	100%

#### **Preferred State of Car Interest**

The survey explored participants' preferences regarding the state of the car they are interested in purchasing. A significant majority, representing 71% of respondents, expressed a preference for purchasing a new car. Meanwhile, 29% of participants indicated interest in buying a used car. These findings suggest that most respondents prioritize new vehicles, potentially reflecting a preference for reliability, warranty benefits, and modern features over the cost-effectiveness of used cars.

**Table 2: Participants' Preferences for New vs. Used Cars**

Car State (c)	No. of Respondents (f)	Relative Frequency (p)
New	142	71%
Used	58	29%
Total	200	100%

#### **Impact of Before-Sales Ads on Purchase Decision**

The survey examined the extent to which the availability of before-sales advertisements impacts participants' purchasing decisions. A significant majority, representing 72.5% of respondents, considered before-sales ads to be very important in influencing their decision-making. Additionally, 21% of participants stated that such ads are not important to them, while 6.5% regarded them as important but not crucial. These findings suggest that the majority of respondents heavily rely on pre-purchase advertisements when making buying decisions, highlighting the critical role of marketing communications in shaping consumer behaviour.

**Table 3: Impact of Before-Sales Ads on Purchase Decision**

Impact Level (c)	No. of Respondents (f)	Relative Frequency (p)
Very Important	145	72.5%
Not Important	42	21%
Important	13	6.5%
Total	200	100%

### Car Brands Influencing Purchase Decisions Through Marketing

The survey explored which car brands have influenced participants through their marketing methods. A significant portion, representing 32% of respondents, indicated that BMW's marketing strategies had the greatest influence on them. Additionally, 24% of participants reported being influenced by Mercedes Benz, while 18% were influenced by other car brands. Toyota's marketing methods impacted 16% of respondents, whereas Hyundai influenced 10%. These findings suggest that luxury car brands such as BMW and Mercedes Benz have a stronger impact on consumer perceptions through their marketing efforts compared to other brands.

**Table 4: Car Brands Influencing Purchase Decisions Through Marketing**

Car Brand (c)	No. of Respondents (f)	Relative Frequency (p)
BMW	64	32%
Mercedes Benz	48	24%
Others	36	18%
Toyota	32	16%
Hyundai	20	10%
Total	200	100%

### Valued Aspects in After-Sales Service

The survey explored the aspects participants value most in after-sales service. A significant portion, representing 40% of respondents, highlighted the availability of spare parts as the most valued factor. Additionally, 28.5% of participants prioritized customer service, while 17% considered the cost of service to be the most important aspect. Meanwhile, 14.5% of respondents emphasized the speed of repairs as their top concern. These findings suggest that access to spare parts and quality customer service are the primary drivers of satisfaction with after-sales services.

**Table 5: Valued Aspects in After-Sales Service**

Aspect Valued (c)	No. of Respondents (f)	Relative Frequency (p)
Availability of Spare Parts	80	40%
Customer Service	57	28.5%
Cost of Service	34	17%
Speed of Repairs	29	14.5%
Total	200	100%

**Frequency of Noticing Car Advertisements**

The survey examined how often participants notice car advertisements across various media channels such as TV, online platforms, and billboards. A significant portion, representing 32.5% of respondents, reported frequently noticing car advertisements. Additionally, 24% of participants stated that they always notice these ads, while 19.5% observe them occasionally. Meanwhile, 16.5% of respondents rarely notice car advertisements, and 7.5% stated that they never notice them. These findings suggest that car advertisements have a substantial reach, with most respondents encountering them regularly across different platforms.

**Table 6: Frequency of Noticing Car Advertisements**

Frequency (c)	No. of Respondents (f)	Relative Frequency (p)
Frequently	65	32.5%
Always	48	24%
Occasionally	39	19.5%
Rarely	33	16.5%
Never	15	7.5%
Total	200	100%

**Influential Car Marketing Strategies**

The survey examined which marketing strategies most influence participants' decisions to purchase a car. A significant portion, representing 29% of respondents, indicated that price discounts and promotions have the greatest influence on their purchasing decisions. Additionally, 24.5% of participants reported being influenced by positive reviews or testimonials.

Attractive billboards were noted by 13.5% of respondents as a key factor, while social media campaigns (9%), sponsorships or partnerships (9.5%), and celebrity endorsements (10.5%) had a relatively smaller impact. Meanwhile, 4% of respondents stated that none of these strategies influence their decision. These findings suggest that financial incentives and peer recommendations play a critical role in shaping consumer preferences in the automotive market.

**Table 7: Influential Car Marketing Strategies**

Marketing Strategy (c)	No. of Respondents (f)	Relative Frequency (p)
Price discounts and promotions	58	29%
Positive reviews or testimonials	49	24.5%
Attractive Billboards	27	13.5%
Celebrity endorsements	21	10.5%
Sponsorship or partnership	19	9.5%
Social media campaigns	18	9%
None of the above	8	4%
Total	200	100%

#### **Likelihood of Considering a Heavily Advertised Car Brand**

The survey examined participants' likelihood of considering a car brand that they have seen heavily marketed or advertised. A notable portion, representing 29.5% of respondents, expressed a neutral stance regarding the influence of heavy marketing on their purchasing decision. Additionally, 23.5% of participants indicated that they are slightly likely to consider such brands, while an equal percentage reported being very likely to do so. Meanwhile, 12% of respondents stated that they are not likely at all to consider heavily advertised brands, and 11.5% are extremely likely to be influenced by them. These findings suggest that while marketing efforts do play a role in influencing consumer choices, a significant portion of respondents maintain a balanced or neutral approach.

**Table 8: Likelihood of Considering a Heavily Advertised Car Brand**

Likelihood (c)	No. of Respondents (f)	Relative Frequency (p)
Neutral	59	29.5%
Very likely	47	23.5%
Slightly likely	47	23.5%
Not likely at all	24	12%
Extremely likely	23	11.5%
Total	200	100%

**Likelihood Of Choosing a Trusted Brand Over an Unknown Brand**

The survey examined participants' likelihood of choosing a car from a trusted brand over an unknown brand, despite the latter's marketing strategies. A significant portion, representing 27.5% of respondents, indicated that they are somewhat likely to choose a trusted brand, while 26% reported being very likely to do so. Additionally, 22% of participants expressed a neutral stance on the matter. Meanwhile, 13% of respondents stated that they are not very likely to prioritize a trusted brand, and 11.5% reported that marketing strategies would not influence their decision at all. These findings suggest that while trust in established brands plays a significant role in purchasing decisions, a portion of consumers remain open to being influenced by marketing efforts from lesser-known brands.

**Table 9: Likelihood of Choosing a Trusted Brand Over an Unknown Brand**

Likelihood (c)	No. of Respondents (f)	Relative Frequency (p)
Somewhat likely	55	27.5%
Very Likely	52	26%
Neutral	44	22%
Not Very likely	26	13%
Not likely at all	23	11.5%
Total	200	100%

**Impact of Economic Conditions on Car Purchase Decisions**

The survey examined the extent to which current economic conditions, such as inflation and the cost of living, impact participants' decisions to purchase a car. A notable portion, representing 24.5% of respondents, maintained a

neutral stance regarding the influence of economic conditions. Additionally, 22.5% of participants indicated that these factors have a very significant impact on their decision-making, while 21.5% reported a significant impact. Meanwhile, 19.5% of respondents stated that economic conditions have only a minimal impact on their choices, and 12% reported that they do not affect their decision at all. These findings suggest that while economic conditions play a considerable role in influencing car purchase decisions for many consumers, others remain unaffected or only minimally impacted.

**Table 10: Impact of Economic Conditions on Car Purchase Decisions**

Impact Level (c)	No. of Respondents (f)	Relative Frequency (p)
Neutral	49	24.5%
Very significant impact	45	22.5%
Significant impact	43	21.5%
Minimal impact	39	19.5%
Not impact at all	24	12%
Total	200	100%

#### **Influence of Social Trends on Car Purchase Decisions**

The survey examined the extent to which social trends, such as environmental consciousness and the shift towards electric vehicles, influence participants' decisions to purchase a car. A notable portion, representing 34% of respondents, maintained a neutral stance on the influence of social trends. Additionally, 21.5% of participants indicated that these trends significantly impact their decision-making, while 20% reported that they are somewhat influenced. Meanwhile, 15.5% of respondents stated that social trends do not have much influence on their choices, and 9% reported that they are not influenced at all. These findings suggest that while social trends are a consideration for many consumers, a significant portion remains indifferent to their influence.



**Table 11: Influence of Social Trends on Car Purchase Decisions**

Impact Level (c)	No. of Respondents (f)	Relative Frequency (p)
Neutral	68	34%
Significantly	43	21.5%
Somewhat	40	20%
Not much	31	15.5%
Not at all	18	9%
Total	200	100%

### Demographic Distribution

The survey examined the demographic distribution of participants in terms of age and gender. A significant majority, representing 85% of respondents, fall within the 18-25 age group, while 15% are between the ages of 27-30. Regarding gender distribution, females constitute a majority of 67.5% of the respondents, whereas males account for 32.5%. These findings suggest that the surveyed audience primarily consists of young adults, with a notable female majority.

### Age Distribution

**Table 12: Demographic Distribution – Age**

Age Group (c)	No. of Respondents (f)	Relative Frequency (p)
18-25	170	85%
26-30	30	15%
Total	200	100%

### Gender Distribution

**Table 13: Demographic Distribution – Gender**

Gender (c)	No. of Respondents (f)	Relative Frequency (p)
Female	135	67.5%
Male	65	32.5%
Total	200	100%

### Car Ownership Status

The survey examined participants' current car ownership status. A majority, representing 56% of respondents, reported that they do not currently own a

car, while 44% indicated that they do. These findings suggest that more than half of the participants are potential car buyers, reflecting an opportunity for automotive brands to target this segment with tailored marketing strategies.

**Table 14: Car Ownership Status**

Response (c)	No. of Respondents (f)	Relative Frequency (p)
No	112	56%
Yes	88	44%
Total	200	100%

### Results Discussion

The findings from the survey highlight key insights into Egyptian consumers' car purchasing behavior. A significant portion, 64%, expressed intentions to purchase a car within the next year, indicating strong potential demand in the automotive market. This aligns with the preference for new cars, as 71% of respondents favored purchasing new vehicles, likely due to factors such as reliability and modern features. Marketing strategies also play a focal role, with 72.5% of respondents considering before-sales ads as a crucial factor in their decision-making. Notably, luxury brands like BMW and Mercedes Benz had the most significant influence on consumers, demonstrating the power of marketing in shaping consumer perceptions. Furthermore, price discounts and promotions were the most influential marketing strategies for 29% of participants, highlighting the price sensitivity among consumers.

However, economic conditions and social trends, while influential, had a more varied impact on purchasing decisions. Economic factors such as inflation were believed significant by 44% of respondents, indicating the role of affordability in decision-making, while social trends like environmental consciousness and the shift toward electric vehicles only had a moderate impact. Additionally, the majority of respondents were from younger age groups (18-25), with a notable female majority, suggesting that automotive brands may want to tailor their marketing strategies to these demographics. The survey highlights the importance of targeted marketing efforts, the influence of economic conditions, and the significance of trust in established brands in shaping car purchase decisions in Egypt.

The results suggest a strong potential for car sales in Egypt, with a clear preference for new vehicles and a notable reliance on marketing strategies, particularly before-sales advertisements, in influencing consumer decisions.

Consumers, especially younger ones, appear to be motivated by factors such as trust in established brands, promotional offers, and the appeal of high-end brands. While economic conditions and social trends play a role in shaping purchase decisions, their influence is not as dominant as that of effective marketing, price incentives, and brand reputation. This reflects a market that is driven by a combination of financial considerations, brand loyalty, and the persuasive power of targeted advertising.

The results revealed for the first research question that marketing strategies play a significant role in shaping consumer behavior when purchasing cars in Egypt. A majority of respondents indicated that before-sales advertisements, such as price discounts and promotions, had a considerable influence on their purchasing decisions. This suggests a strong connection between marketing tactics and consumer behavior, as consumers prioritize promotional offers and brand reputation when considering a car purchase. Regarding the second research question, the results demonstrated that traditional advertising methods, especially before-sales ads, are particularly effective in influencing car purchasing decisions. Digital strategies such as social media campaigns also contribute but to a lesser extent, indicating that a blend of traditional and digital marketing strategies has the most considerable impact on Egyptian consumers.

For the third research question, the findings suggest that marketing strategies impact car purchasing decisions primarily through promotional offers, brand influence, and advertisements, with the most significant effect coming from price discounts and positive reviews. In response to the fourth research question, consumer perceptions and brand loyalty were found to heavily influence car purchase decisions, as many participants showed a preference for trusted brands over lesser-known ones. Regarding the fifth research question, while economic conditions like inflation and the cost of living were found to influence car buying decisions, social trends, such as environmental consciousness, had a more neutral effect on most respondents. Finally, the last research question indicated that demographic factors, particularly age and gender, played an essential role in shaping car purchasing choices, with younger consumers, especially females, showing a higher likelihood of purchasing new cars and responding positively to marketing influences.

The findings of this research align closely with the results from the literature review, as a key similarity lies in the emphasis on brand equity and consumer

perceptions as influential factors in car purchasing decisions. Both this study and the literature (Nassef & El-Aziz, 2022); (Mansoury, 2016) highlight the importance of brand reputation, advertising, and social media in shaping consumer behavior. Respondents in this research cited promotional offers and brand reputation as significant factors, reflecting the findings of (Saghier, 2021) and (ElSaify, Labib, & Metwally, 2024) about the central role of brand loyalty in purchasing decisions. The alignment between the research and the literature confirms the persistent influence of brand-related factors on consumer choices in Egypt's automobile market.

However, there are differences as well. While the literature emphasizes the growing influence of social media, especially platforms like Facebook and YouTube (Mansoury, 2016); (Al-Abdallah, Khair, & Elmarakby, 2021), this research found that traditional marketing strategies, such as in-person sales interactions and dealership promotions, still had a more significant impact on purchasing decisions. This contrast suggests that while social media is important, it may not yet have overtaken traditional marketing methods in influencing car purchases in Egypt. Additionally, the literature highlights the role of economic and social factors, particularly in the context of newer technologies like electric vehicles (Kotb & Shamma, 2022); (Yacout, 2023). However, this study focused more on price sensitivity, discounts, and promotional offers rather than on attitudes toward emerging technologies like electric vehicles, indicating a potential shift in consumer priorities or a regional variance in how these factors are perceived.

In the context of this research, the results align well with the principles of the Expectancy-Value Model (EVM) of Attitudes. For example, the intention to purchase a car (64% considering a purchase) can be explained through the expectancy of fulfilling personal needs such as convenience or social status, while the preference for new cars (71% preferring new over used) may stem from the higher expectations of reliability, warranty, and advanced features that new cars provide, which hold greater value for consumers. The significant emphasis on before-sales ads (72.5% considering them very important) aligns with the expectancy of receiving valuable information or promotions that could affect their decision-making. Furthermore, the impact of economic conditions and social trends on car purchase decisions are indicative of how the expected utility of car ownership, including environmental considerations or affordability, directly influences consumer attitudes. Lastly, the preference for trusted brands (such as BMW and

Mercedes Benz) over lesser-known brands reflects the higher value placed on the expected reliability and reputation of these brands, further validating the expectancy-value framework in shaping consumer attitudes and behavior in the automotive market.

### **Research Conclusion:**

In conclusion, this research shows the significant impact of marketing strategies on consumer car purchasing decisions in Egypt. The study reveals that marketing strategies, especially digital and social media marketing, play a crucial role in shaping consumer behavior, with advertisements and brand perception significantly influencing purchasing decisions. The results show that brand equity, including brand loyalty and awareness, is a key mediator in the decision-making process, aligning with prior research that emphasizes the importance of brand-related factors.

Furthermore, economic and social trends, such as affordability and government policies, are found to heavily influence consumer behavior, particularly in the context of purchasing alternative fuel vehicles and electric cars. The study also confirms that demographic factors, including income, age, gender, and location, shape car purchasing preferences, with younger consumers and higher-income groups being more responsive to digital marketing and newer car models. The research shows the importance of an involved marketing approach that incorporates digital, traditional, and experiential strategies to effectively reach Egyptian consumers and influence their purchasing decisions.

### **Research Recommendations:**

Based on the findings of this research, the following recommendations are proposed to optimize marketing strategies in the Egyptian automotive sector:

1. Given the increasing reliance on online platforms, automotive brands should invest in targeted digital advertising, including social media campaigns, influencer partnerships, and search engine optimization (SEO) strategies.
2. As price sensitivity plays a crucial role in consumer decision-making, offering seasonal discounts, financing options, and trade-in deals can attract potential buyers and boost sales.

3. Establishing a strong brand identity through consistent messaging, high-quality customer service, and transparency in pricing can enhance consumer trust and loyalty.
4. While digital marketing is growing, traditional methods such as television, radio, and billboard advertisements remain influential in Egypt and should be integrated into the whole marketing mix.
5. Providing comprehensive warranties, efficient maintenance services, and readily available spare parts can enhance customer satisfaction and encourage brand advocacy.

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