

The customer preferences in hatchback cars marketing essay



**ASSIGN
BUSTER**

The objective of the research study is to know, the Preferences of the customers in hatch back car market. This research covers all the preferences in car market that is that is regarding the design. The research will reveal that customers prefer in their car depending on their purchased car. The research will be carried out with sample size of 200 by questionnaire method. The samples were selected randomly. These samples were selected from all over Goa.

Quantitative design: The raw data is acquired from the Net. Subsequently converted into questionnaire and then circulated to particular customers. After that the data was converted into graphical with findings.

Qualitative Design: based on the quantitative data research opted for qualitative methodology based on the project purpose. A structured interview was conducted with the customers in order to obtain information. The interview permitted more direct comparability of responses, question variability had been eliminated and answer variability was assumed to be real. It has to be noted during the course of interview the interview's neutrally was maintained. During the course of interview behavioral observation study was also done on the interviewee (non verbal behavior, extra linguistic behavior).

Pilot test: The qualitative research test was done with small sample of employees. The questions were then revised.

Research Plan: Once the problem was identified, the next step I did was to prepare a plan for getting the information needed for the research. The

present study was to adopt exploratory approach wherein there is need to gather data perform an analysis before making a conclusion.

Maruti Swift Description : In the category of B-segment cars, Maruti Swift delivers new quality of power, response and fuel efficiency. Swift at present is available in three to five way door opening options. Swift is a car with great body graphics that offers the car a very aggressive and sporty look. The sporty look of the car has made it the most demanding car amongst the young crowd. Maruti Swift is sure to be said a head turner with mind blowing style, design, technology and power attached to it.

Maruti Ritz is available in both Petrol and diesel version. The petrol version of the car is packed with 1.2 L, 1197 cc K-12 series engine. The K-12 series engine is packed with 5 Speed Manual Transmission Gearbox and BS IV emission. The highly powerful engine of Maruti Ritz offers a maximum power of 85 PS at 6000 rpm and a torque of 113 Nm at 4500 rpm. The diesel version of Maruti Ritz is packed with 1.3L, 1248 cc DDiS engine with 5 Manual Transmission Gearbox that offers greater mileage and acceleration to the car. This DDiS engine is very fuel efficiency and offers an impressive power of 75 PS at 4000 rpm and a torque of 190 Nm at 2000 rpm.

Hyundai i20 Description :

Overall

In the hatchback category of cars Hyundai i20 is a new generation car with large headlamps and fog lamps. This new Hyundai i20 is even more spacious, stylish having amazing eye catching features. Equipped with standard safety features it has ABS, seat belts with pre-tensioner, dual air-

bags for the driver and front passenger, auto-unlocking doors Hyundai i20 is one of the best car. Motor Driven Power Steering (MDPS) and suspension systems in the car are such that they provide maximum ease while driving the vehicle. This latest version of Hyundai i20 is best featured with many important special equipments that co-ordinates best with the activity of the driver.

The hatchback segment has one more addition in their kitty with the launch of Hyundai i20 in place by none other than Hyundai Motor India Ltd. This premium hatchback car is fully enabled with breathtaking looks and yet not compromising on the quality features. Hyundai i20 is a very stylish and classy car with very elegant exteriors and interiors.

The charisma of Hyundai i20 is outstanding with roomy and spacious interiors at place and the sleeky smart look of the car add wonder to the overall appearance. The sleeky and amazing look and technology of Hyundai i20 is by and larger inspired by its premium hatchback model Hyundai i30 which are already launched in Europe and Korea.

Polo Trendline: Standard Features

Exterior

- Body coloured bumpers
- Green tinted heat absorbing glass
- Halogen headlights
- Galvanized body with 6 years anti-corrosion warranty
- Chrome strip in front grill
- 14" steel wheels with full wheel covers

Interior

- Gear shift knob and interior door handles in chrome - 3 Grab handles above doors, folding, with coat hooks - Storage compartment in front doors including cup holders for 1 litre bottle - Sunglass storage inside glove box - Single folding rear seat backrest

Safety

- Front disc brakes - Height adjustable headrests front and 2 headrests rear - Electronic anti-theft immobilizer - Interior rear view mirror, manual day/night - High mounted third brake light

Comfort

- Air conditioning - Central locking with boot opener in company logo - Digital clock, fuel gauge, warning lights for high coolant temperature and low oil pressure - Front intermittent wipers - Fuel lid with push style opening and central locking - 14" steel spare wheel - Instrument cluster with tachometer, speedometer, odometer, trip odometer - Outside rear view mirror driver & passenger side, manually adjustable from inside, convex - Power steering - Steering wheel tilt & telescopic adjustable - Power windows front - Radio preparation includes roof antenna and partial pre wiring

Colours Available - Candy White - Flash Red

Upholstery Available - Cloth Type Metric

Fiat Grande Punto

Fiat Grande Punto Description :

Overall

Leading Italian auto manufacturer Fiat has launched its most awaited premium hatchback model Fiat Punto in the Indian market. Fiat Grande Punto has been launched in the Indian market as a joint venture between Italian passenger car manufacturer Fiat and Indian auto major Tata Motors. Fiat Grande Punto is consistently performing well internationally since its first debut at Frankfurt Motor Show in 2005 and has won many awards such as “ Car of the Year 2008” award in Brazil. Even on safety point of view, the Fiat Punto has received a 5-Star rating in the stringent Euro NCAP safety tests. Now with the launch of this car in the Indian market, the company plans to strengthen its position in hatchback segment. Fiat Punto is the second vehicle that has been launched by FIAL (Fiat India Automobiles Ltd.). Fiat Punto has launched in the Indian market with three engine options – a 1. 2L, 1172cc petrol engine, 1. 4L, 1368cc, FIRE petrol engine and a 1. 3L, 1248cc multijet turbo diesel engine.

Nissan Micra

Nissan India has started the bookings of the much awaited Micra a couple of days back. The booking amount is Rs. 50, 000/- but we are sure before booking one, buyers would want to know more about the vehicle. So this post is to enlighten prospective buyers about the features and variants of the Micra. Deliveries of the micra

Features : –

Intelligent Key System

Push Button Ignition

Request Switch

Auto Climate Control

SRS Airbags

4. 65m Min. Turning Radius

Nissan Micra XE Features : –

Exteriors

Roof Antenna

Interiors

Drive Computer

Manual AC

Interior Colour Scheme-Black

Comfort & Convenience

Electric Power Steering

Steering Tilt Adjustment

Safety

Engine Immobilizer

Driver Airbag

Ford Figo

Ford will manufacture Figo in its Chennai plant which will be both more eco-friendly and cost effective plant for Ford because of cheaper material and labor costs in India. The size and price segment will bring some more competition to Hyundai i10, Hyundai i20 , Maruti Ritz , Chevrolet Beat, Tata Indica and Maruti Swift.

Specifications

Specification of Ford Figo Petrol includes:

1. 2 Liter DuraTec MPFI Petrol Engine

Max Power 70 BHP @6250 RPM

Max Torque 104 Nm @ 4000 RPM

Specification of Ford Figo Diesel includes:

1. 4 Liter DuraTorq CRDI Diesel Engine

Max Power 68 BHP @4000 RPM

Max Torque 160 Nm @ 2000 RPM

Other Specifications :

5 Speed Manual Transmission

Huge luggage space

Length : 3795mm, Width 1680mm and Height 1427mm

Long Wheelbase of 2489mm

14 Inch Wheel

Front Disk brakes

Rear Disk Brakes

Front Suspension – McPherson Strut

Rear Suspension – Multiple Link Twist Beam

45 Liter Fuel Tank

Ford Figo Features

Ford Figo Features include:

ABS – Anti lock braking system

EBD – Electronic Brakeforce Distribution system

Dashboard mounted boot opening button

Programmable remote locking system

Flip-fold down rear seat

Modern instrument cluster

Height adjustable driver seat

Integrated MP3 player with Bluetooth connectivity

AC with heater

Ford Figo Price

There is no official announcement about the price, but as per sources, the petrol version of Ford Figo will be priced between Rs. 3.5 Lakhs to Rs. 4.5 Lakhs and the Diesel version of Ford Figo will be priced between Rs. 4 lakhs to Rs. 5.5 lakhs

Need for the study

The cars in the hatch back segment of the cars are more or less the same. Customers of these cars choose their car according to their preferences. The price factor plays only a small part in the decision. To reveal these factors it was decided to carry a survey on the preferences.

Data analysis

Cars owned by the customers

Interpretation

Most of the respondent own Swift. Followed by Volkswagen Polo.

Factor influenced to buy car.

Interpretation

The main influencer for the all cars customers is TV advertisement, followed by friends and relatives.

How did you hear about the car.

Interpretation

This question was related to the previous question. The first source of information to the customers is the TV advertisement, followed by the Friends & relatives.

Reason behind buying car

Interpretation

The customers buy cars from this segment mainly because of the fuel efficiency. The selected cars were the upper models in the segment, that's why 30% respondents said that they have purchased the car as style statement.

22% respondents said that they have purchased the car for the basic need that is convenience to travel.

Availability of in-house finance affected my buying decision.

These cars are marketed for the middle class segment; availability of in-house finance affects the decision.

Interpretation

Majority of the respondents that is 39% of respondents strongly agreed or agreed to the point that the availability of in-house finance affected their

decision. Whereas 36% respondents either disagreed or strongly disagreed with the point.

Importance of the factors

Looks

Interpretation

Majority of the customers that is 57% of the customers said that the looks of the car is very important. 25% of the respondents said that looks is somewhat important.

Safety

ABS

Airbags

Interpretation

Majority of the customers responded to the safety features as important.

Engine power

Majority of the customers responded engine power as important factor in the car.

Mileage

Interpretation

Majority of the customers said that the mileage is an important factor in the car.

SPACE

INTERPRETATION

In this majority of the respondents said that the space is somewhat important.

Dealership

INTERPRETATION

This question was asked to find whether the distance from customers place to dealership matters.

In this 41% of the respondents said that it is unimportant And 24% said it is somewhat important.

Maintenance cost

INTERPRETATION

In this all above three factors are interrelated. Majority of the respondents responded that the above three factors are important.

Size of car (parking)

INTERPRETATION

52% of the respondents said that the size of the car is unimportant.

Interiors

Interpretation

44% of the respondents said that the interiors are very important in a car.

Comfort

Interpretation

44% of the respondent said that the comfort is somewhat important.

Music system

Interpretation

64% of the respondent said that music system in the car is unimportant.

Handling

Interpretation

Majority of the respondents said that handling is unimportant.

Ground clearance

Interpretation

Majority of the respondents said that the ground clearance is important.

Overall preference of the customer

Interpretation

Majority of the customer prefer looks, followed by milage, airbags and then ABS.

When asked about why they choosed it respondents said that the first attraction is on the looks.

Findings

It was found that when a family newly car then it becomes a statement of their prosper.

The brand name Maruti has a unique trust link to it.

Conclusion and learning

The car customers prefer to buy cars that are in their financial reach. When a family purchases their first car it becomes a sign of their success, it doesn't matter which car they purchase.

When a young person buys a he is for the style statement.

ANNEXURES

Objective: To find consumer preference for car in b segment of car market.

Questionnaire

I own _____ car.

Maruti Suzuki Swift

Maruti Suzuki Ritz

Hyundai i20

Chevrolet Beat

Skoda Fabia

Volkswagen Polo

Fiat Punto

Nissan Micra

Ford Fabia

What influenced me to purchase the above ticked car?

TV advertisements

Internet

Magazines

Friends & Relatives (Child)

Sales executives

Personal liking for the car

Need to purchase

Style statement

How did you first hear about the vehicle you own?

TV advertisements

Internet

Magazines

Friends & Relatives (Child)

Sales executives

Reason behind buying car.

Convince to travel

Style statement

Fuel efficiency

5. Availability of in-house finance affected my buying decision.

Strongly agree

agree

neutral

disagree

Strongly disagree

Rate your importance to following features

Extremely important

Very important

important

Not important

Not important at all

Looks

Safety

I) ABS

li) Airbags

Engine power

Mileage

Space

Dealership

Maintenance cost

Warranty period for parts

After sales service

Size of car (parking)

Interiors

Comfort

Music system

Handling

Ground clearance

Which was the main factor while making decision?

Looks

Safety

I) ABS

Airbags

Engine power

Mileage

Space

Dealership

Maintenance cost

Warranty period for parts

After sales service

Size of car (parking)

Interiors

Comfort

Music system

Handling

Ground clearance

Why?

Rate importance of following references according to you

Extremely important

Very important

Important

Not important

Not important at all

Friends and relatives

Car and bike magazines

TV advertisements

Websites of company

Sales executive

Gender : • male •female

Age : •18-25 •25-35 •35- 55 •55 and above

Occupation : •student • Business man •Salaried •Professional

Family size : •2 members • 2- 4 members •4-6 members •More than 6

Monthly Income: •25, 000/- •25, 000 – 50, 000 •50, 000 – 1, 00, 000

•1, 00, 000 and above