





Case Study - Automobile



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Marketomobile – Mbrain

Market Mirror – Expertise Around Automobile Category

- Market Adaptability vis a vis Automobile industry is purely based on the innovation & exposure of latest technologies in the market. Automobile players are in demand just because of these innovations & implementation time to time through updated customer insights with respect to their features/category usage to the actual customers.
 - Market Mirror has been a true advisor for these brands to come up with more viable approach for their customers to gauge their brand presence in respective markets & has introduced lots of research methodology for better outcome of client brands to develop the brand image/product exposure among consumers.
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- Market Mirror successfully completed a series of Qualitative Focus Groups, Ride Journey/ Along , UX Research, Qualitative In depth Interviews, Car/Motorcycle Clinics, across the country covering Metros, Tier 1 & Tier 2 towns.
 - Recently we have entered to EV/HEV segments to get the sense of customers expectation about the category & their need gap to make the products more viable to them for purchasing of these automobile brands.
 - We did some personified exercises too for these automobile clients whereas we have done the deep dive to get the insights for a specific brand/model where a customer fits to them as per their nature & brand adaptability for a long run to connect with the brand.



Client expectations....



Speaking the language of everyday people

- Simplicity isn't about dumbing down, it's about prioritizing. What's the core of your message?
- Can you communicate it with an analogy or with a top-of mind trigger?
- Top-of-mind triggers make people frequently think about your product



Emotional connection

- What's in it for your targets?
- People care about themselves, not numbers or facts
- Make that connection that they care about
- This enables them to share and become advocates



Demonstrating value

- Brands need to provide something useful to people
- Giving people something they can "try before they buy" can be a first step in building a lasting relationship



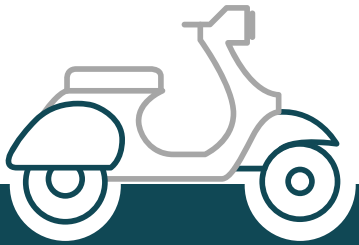
Stories

Stories drive action through simulation (what to do) and inspiration (the motivation to do it)

Stories are vessels. Share a story that people want to tell

Case Study (In-Depth Interviews) # : Buying Behavior

2 Wheelers



Research objective

To understand the buying behavior and satisfaction levels with the owned vehicles

Sampling plan

Total sample : 32 (In-Depth Interviews)

Coverage : Tanjavore, Madurai, Amravati and Pune

Methodology, Target Audience

Study was conducted at respondents home covering in-depth interviews

- Females only
- (25-40) years old split into (25-32) and (33-40) years old

Usership:

- Own brand owners: Owners of TVS Scooty Pep+
- Competition brand owners: Owners of Hero Pleasure and TVS XL 100 i-touch

Purchase criteria:

- Should have purchased in the last 6 months
- Respondent should be the main user and
- Main decision maker of vehicle purchase
- Should not be from an automobile related field or profession

Case Study (MFGDs) # : Buying Behavior

4 Wheelers



Research objective

To understand buying behavior, purchase decision making and satisfaction levels with the purchased vehicles

Coverage

Delhi and Lucknow

Methodology, Target Audience

Mini Focus Group Discussions

- Males only
- SEC A1 only

Purchase criteria:

- Current owners of Swift Dzire, Amaze, Xcent, Ford Aspire
- Intenders of Swift Dzire, Amaze, Xcent, Ford Aspire

Case Study (FGDs) # : Buying Behavior

4 Wheelers



Research objective

To understand buying behavior, purchase decision making and satisfaction levels with the purchased vehicles

Coverage

Delhi , Kolkata, Pune,
Ahmedabad and Bangalore

Methodology, Target Audience

Focus Group Discussions

- Males only
- SEC A1 only

Purchase criteria:

- Compact car owners : Jazz/Elite i20/Polo/Figo and rejecters of cars : Swift, Baleno, Ignis

Case Study (CATI) # : Buying Behavior

4 Wheelers



Research objective

To understand buying behavior, purchase decision making and satisfaction levels with the purchased vehicles

Sample size

Sample – 2500

Coverage

Mumbai, Pune, Ahmedabad
Bangalore, Hyderabad, Coimbatore
Delhi NCR, Lucknow, Jaipur,
Chandigarh Indore, Bhopal,
Nagpur & Guwahati

Methodology, Target Audience

CATI – Computer Assisted Telephonic Interviews

- Males and Females
- 25-45 years
- SEC A,B

Purchase criteria:

- Owners of Maruti Celerio, Maruti S-cross, Maruti Ertiga, Maruti Swift, Maruti Brezza, Tata Tiago, Hyundai Creta, Honda BRV, Mahindra KUV 100, Ford Ecosport

Case Study (CAPI) # : Acceptor and Rejecter study

4 Wheelers



Research objective

To understand the vehicle reactions of passenger vehicle from the acceptors and the rejecters POV

Sample size

Sample – 400

Coverage

Mumbai and Delhi

Methodology, Target Audience

CAPI – Computer Assisted Personal Interviews

- Males and Females
- 25-45 years
- SEC A,B
- Databases of users provided by the vehicle

Purchase criteria:

- Current owners of client vehicle
- Rejecters of the client vehicle conducted in the last 3 months period

Case Study (CAPI) # : Concept Testing (Vehicle Carriers)

4 Wheelers



Research objective

To evaluate the concept on the vehicle carriers

Sample size

Sample – 300

Coverage

Mumbai, Delhi, Bangalore and Kolkata

Methodology, Target Audience

CAPI – Computer Assisted Personal Interviews

- Fleet owners only

Study criteria:

- Having more than 3 vehicles in the fleet
- Should be in the fleet industry for more than 5 years

「Thank You」



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