
“An Anatomization of an overall Experience of SUV car consumers in Bhopal city”

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Abstract

Keywords:

Sports Utility Vehicle (SUV),
Market,
Customer,
Consumer Behavior,
Decision.

In India, the market of Sports Utility Vehicle (SUV) is one of the most rapidly developing markets nowadays in the car segment because of changing client observations towards acquiring the four-wheelers. In this developing business sector, a company propelled its reduced SUV Brand in India with an intention to earn maximum profit through maximizing its sales in both rural and urban, now this depends on the behavior of consumers, behavior of choosing a best suitable car that to SUV car as a first choice, to identify this we used several approaches. This paper depends on behavioral research directed to contemplate the purchaser purchasing conduct while acquiring SUVs by distinguishing the significance appraisals allocated to different properties while choosing an SUV and furthermore dissect the purposes behind the achievement of any brand by recognizing the fulfillment almost all the level of satisfaction of a consumer in Bhopal.

This paper is also a part of my research work, which is based on primary data from a survey report.

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1. Introduction

India turned into the fourth biggest auto showcase in 2018 with deals expanding 8.3 percent year-on-year to 3.99 million units. It was the seventh biggest producer of business vehicles in 2018. The Two Wheelers section overwhelms the market as far as volume attributable to a developing white collar class and a youthful populace. Also, the developing enthusiasm of the organizations in investigating the provincial markets additionally supported the development of the area. India is additionally a noticeable auto exporter and has solid fare development desires for the not so distant future. Vehicle sends out became 14.50 percent during FY19. It is relied upon to develop at a CAGR of 3.05 percent during 2016-2026. Moreover, a few activities by the Government of India and the significant car players in the Indian market are relied upon to make India a pioneer in the bike and four-wheeler advertise on the planet by 2020. By and large residential autos deal expanded at 6.71 percent CAGR between FY13-19 with 26.27 million vehicles getting sold in FY19. Local car generation expanded at 6.96 percent CAGR between FY13-19 with 30.92 million vehicles produced in the nation in FY19. In FY19, year-on-year development in household deals among all the classes was recorded in business vehicles at 17.55 percent followed by 10.27 percent year-on-year development in the offers of three-wheelers. Premium motorbike deals in India crossed one million units in FY18. During

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January-September 2018, BMW enlisted a development of 11 percent year-on-year in its deals in India at 7,915 units. Mercedes Benz positioned first in quite a while fulfilment in the extravagance vehicles section as indicated by J D Power 2018 India deals fulfilment list (extravagance). Offers of electric bikes are assessed to have crossed 55,000 vehicles in 2017-18.

SUV is a car grouping looking like a station wagon or home vehicle alongside rough terrain vehicle appearance. SUV have highlights like raised ground leeway and toughness, potentially as a four-wheel drive. Numerous SUVs are generally based on a light-truck frame however worked as a family vehicle. SUV however intended to be utilized on more unpleasant surfaces, regularly utilized on city avenues or expressways. The examination of impact of SUVs in Indian car segment is finished by the accompanying approach. The segment of the overall industry of SUVs in India is assessed and contrasted and other traveler vehicles. The business patterns of SUV are contrasted and offers of different sorts of vehicles. The innovative improvement occurred in SUV configuration is seen over a time of years.

Sports utility vehicles (SUVs) which were an uncommon on India's streets 10 years back, are gradually turning into the most looked for after autos. Rising clog in urban areas and improvement in innovation are one of the prime purposes behind the rising interest for SUVs, which come outfitted with most recent innovation. India's vehicle showcase is the world's 6th biggest and is relied upon to develop to number three by 2020, with the ascent in salary levels. Minimized SUV deals in India are probably going to more than fourfold to 9,70,000 vehicles in the decade to 2020, as per industry. By 2030 India will be among the worldwide large 3 countries in traveler vehicle deals.

2. Objective

Following are the two objectives of this research paper:

- To analyze the experience level of consumers owning SUV in Bhopal City
- To identify the opportunity of demanding SUV in Bhopal city

3. Research Method

In this research paper information collected is from primary source, usage of secondary data is restricted, just to get a real time result which help to fulfils the objective as mentioned above. Total number of respondents is 133. Another step is a formula used to analyze, for this paper formula used is as follows:

$$\text{Mean } \langle x \rangle = \frac{\sum x}{N}$$

where \sum represents the summation x represents scores N represents number of respondents.

$$\text{Percentage (\%)} = \frac{\text{number of desired value}}{\text{total number of values}} \times 100$$

4. Results and Analysis

Out of total information collected for research work, variable which is relevant for the analysis of experience level of SUV in Bhopal city are as follows:

Table 4.1 presenting experience of using SUV, along with mean and percentage.

	What is your experience using SUV?	Number of consumers	Mean	Percentage part
1	Good	121	.909	91
2	Bad	7	.052	5.2
3	Neither Good nor Bad	5	.037	3.8
Total		133	-	-

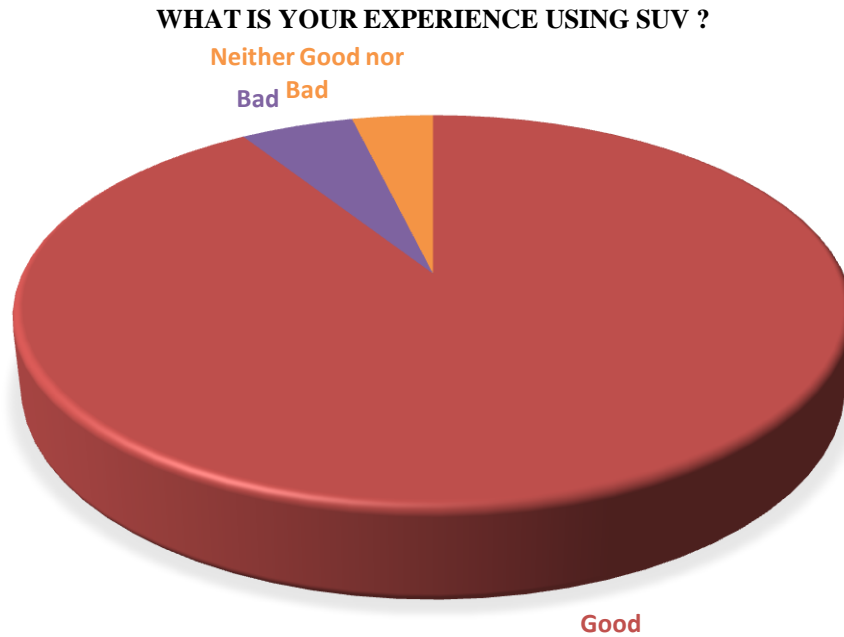


Fig.4.1 Pie chart showing a percentage of consumer's experience focusing SUV

5. Data Interpretation and Conclusion

Following points has been concluding from the table 4.1 and fig. 4.1

1. 91% of SUV owner said that they were having a good experience with their car.
2. Only 5.2% of SUV owner said that their experience was not good with their car because of varied reasons.
3. There are 3.8% SUV owner who are still not decided with an experience of their car.
4. As the data said more that 90% of SUV owners are comfortable with the features and services provided by several companies. On the other hand, companies are also modifying their features frequently and made them more consumer friendly.
5. The direction of modification in SUV segment is appropriate and suitable for maximizing the demand for SUV cars in Bhopal city.
6. It is observed that purchasing power of Bhopal increased gradually because of several factors, as a result, people now is tending towards SUV car segment instead of other variants.

6. Limitations

Following are the limitations of this research paper:

1. This study is restricted to Bhopal city.
2. In this research paper, we are generalizing the result collected from 133 SUV car owner.
3. Research done is of current time frame, it means might not be applicable for future market scenario.

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