

# IMPACT OF COVID-19

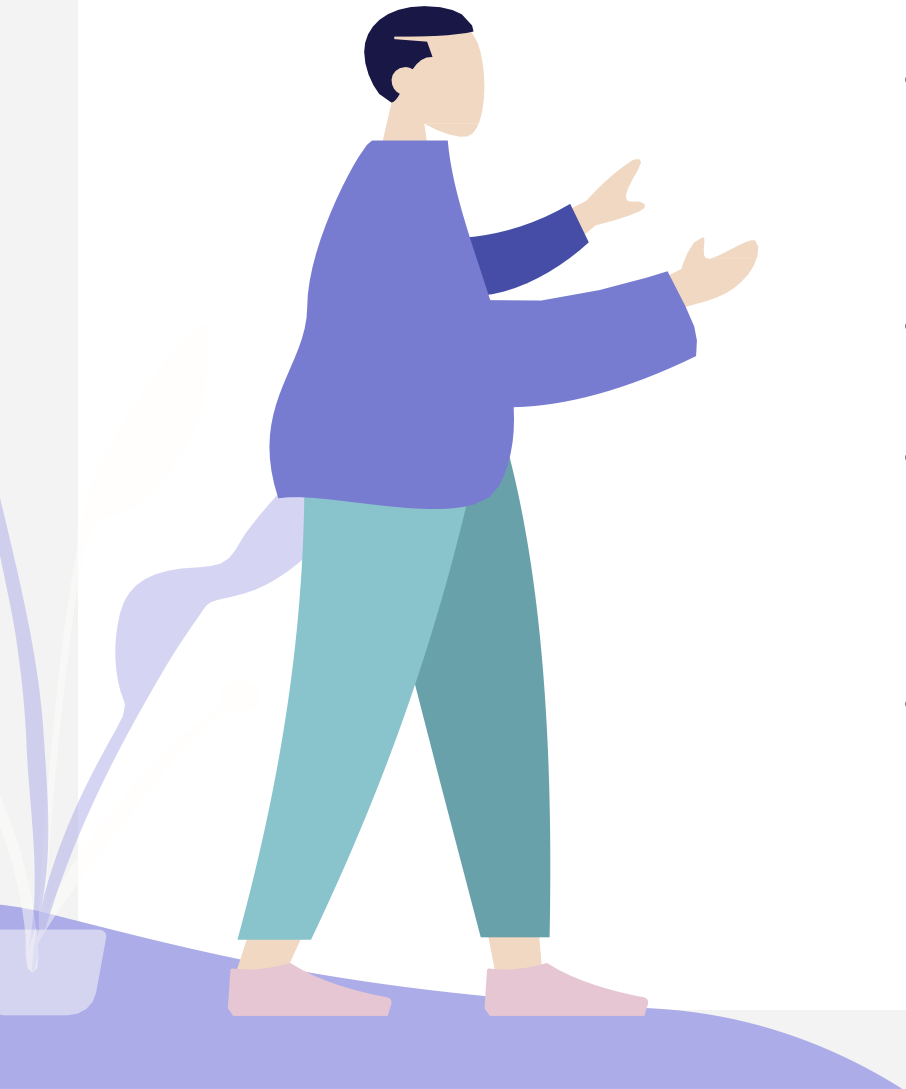
ON HATCHBACK BUYING BEHAVIOUR IN INDIA

A comprehensive survey on budget & premium hatchback segments

A girnarSOFT Initiative  
Aug 2020



# WHY DOES THIS SURVEY MATTER?



- Respondents of this survey are *“in-market buyers”* who have *“high intent”* to purchase a vehicle
- Respondents are based across India
- The data collection has been done through a telephonic interaction
- In-market audience\*(N) = 805 across two segments

# SEGMENTS CONSIDERED IN THE SURVEY

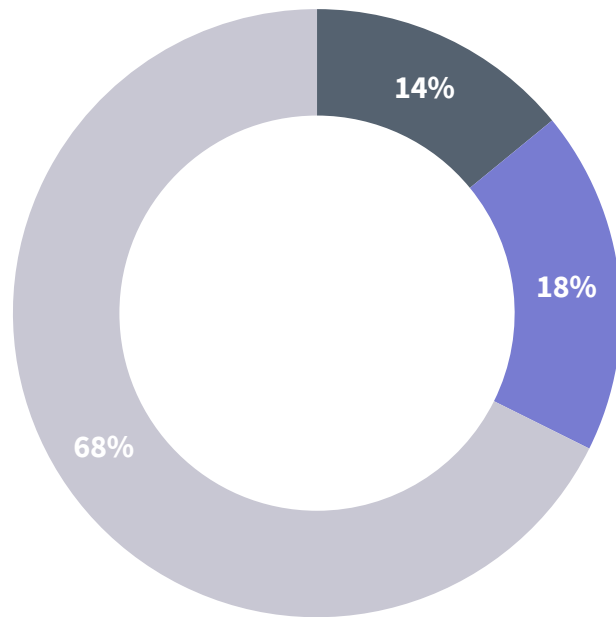
BUDGET HATCHBACK | PREMIUM HATCHBACK



# With lock down relaxed, are you now looking at buying the car?

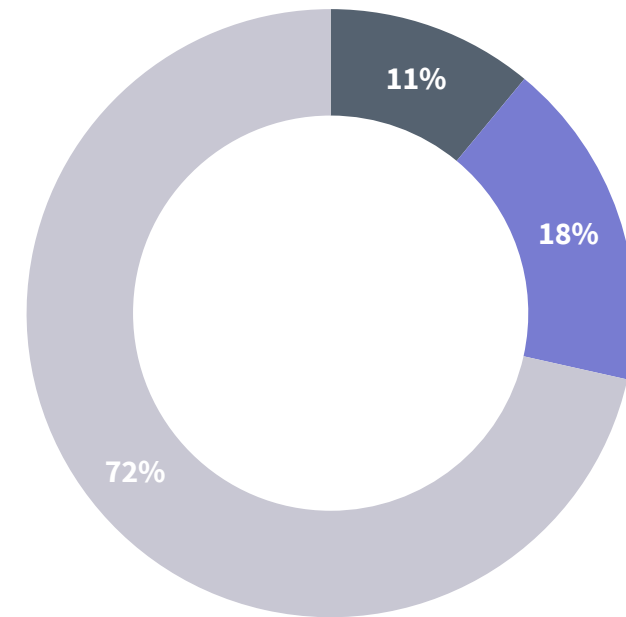
**68-72%** respondents will stick to their buying decision

## BUDGET HATCHBACK



- Delayed (budget constraints)
- Still waiting for situation to improve
- Yes, will buy now

## PREMIUM HATCHBACK

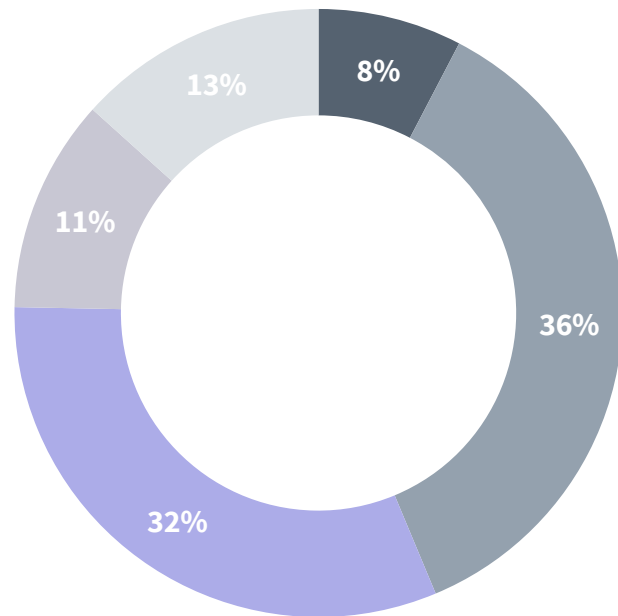


- Delayed (budget constraints)
- Still waiting for situation to improve
- Yes, will buy now

# What time frame are you looking at to buy your car?

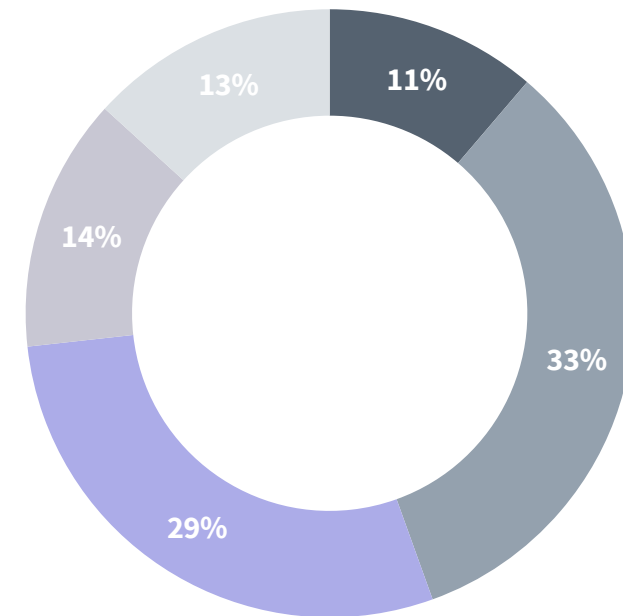
**33-36%** respondents will buy within a month

## BUDGET HATCHBACK



- Already booked
- Within 1 month
- Within 3 months
- Within 6 months
- Won't buy this year

## PREMIUM HATCHBACK

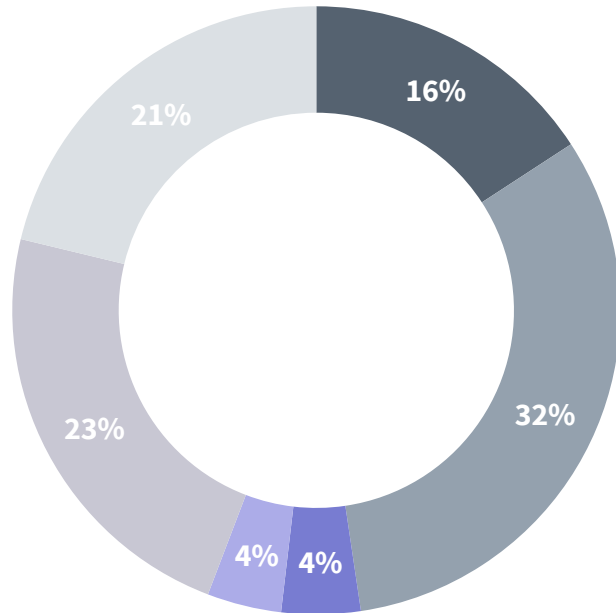


- Already booked
- Within 1 month
- Within 3 months
- Within 6 months
- Won't buy this year

# Which of the following can impact your car buying decision?

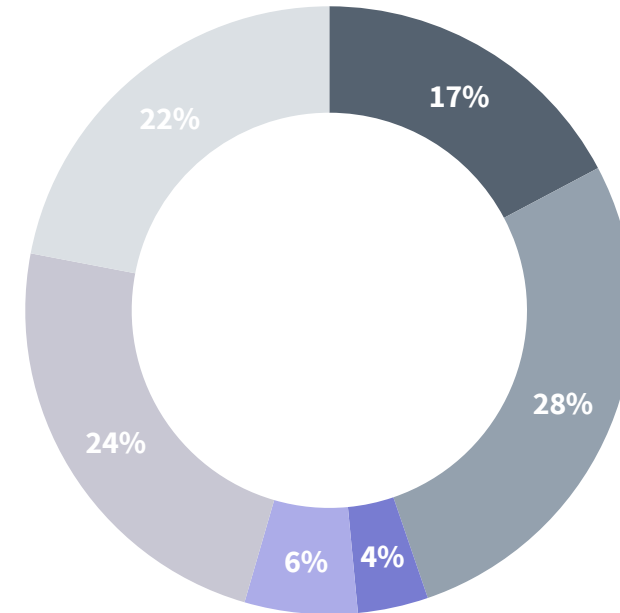
**28-32%** respondents are lured by discounts/cashbacks

## BUDGET HATCHBACK



- Attractive finance schemes
- Discount/cashback
- Extended warranty
- Hygiene related features
- Mileage
- None of the above

## PREMIUM HATCHBACK

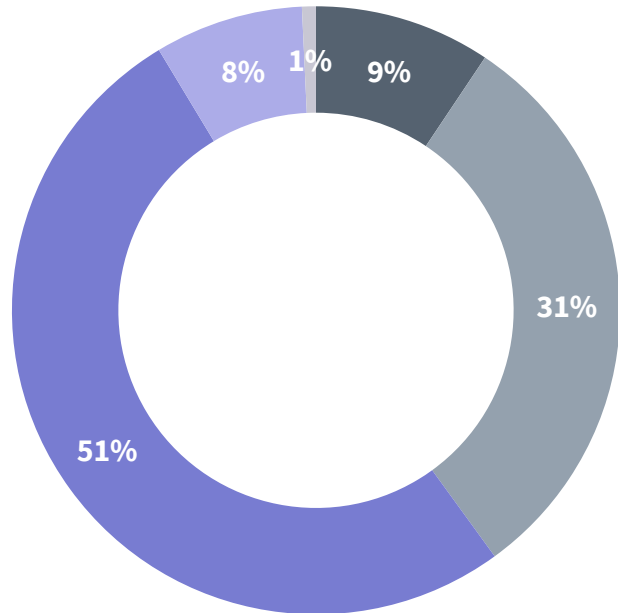


- Attractive finance schemes
- Discount/cashback
- Extended warranty
- Hygiene related features
- Mileage
- None of the above

# How has COVID-19 changed your mind-set about buying your preferred vehicle?

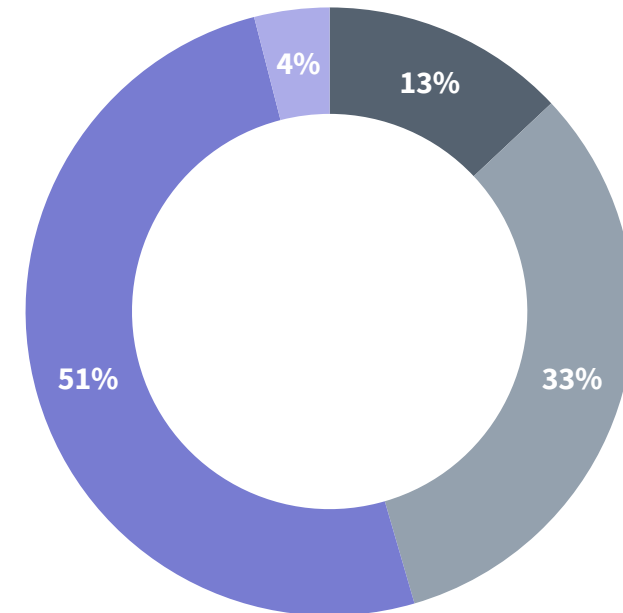
**50%+** respondents will stick to their preferred model

## BUDGET HATCHBACK



- New launched vehicle
- Prefer economical alternative, different brand
- Same vehicle
- Same vehicle lower variant
- Shifting to 2-Wheeler

## PREMIUM HATCHBACK

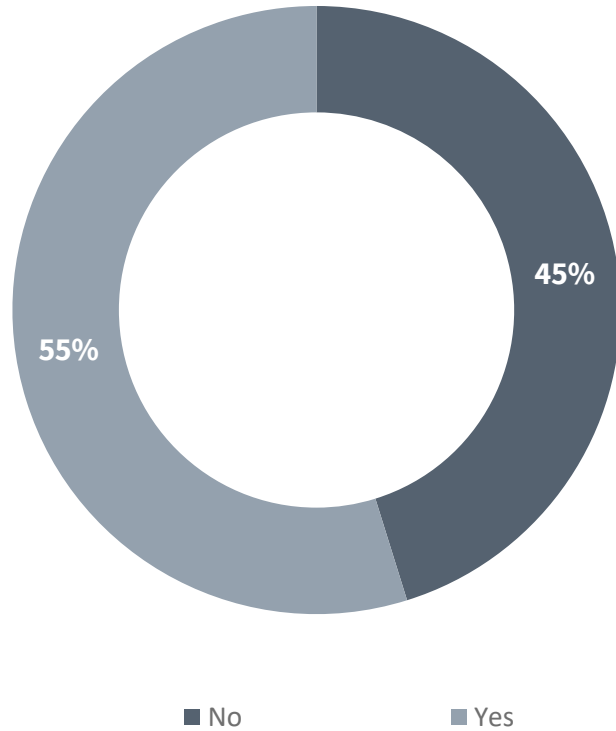


- New launched vehicle
- Prefer economical alternative, different brand
- Same vehicle
- Same vehicle lower variant

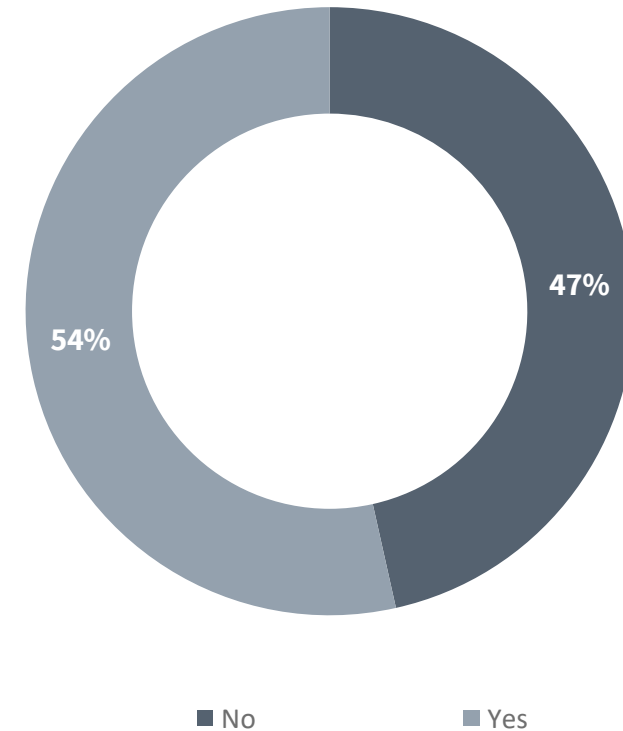
# Are you aware of online booking facility launched by car brands/car aggregator sites?

**45%+** respondents are not aware of online bookings

## BUDGET HATCHBACK



## PREMIUM HATCHBACK

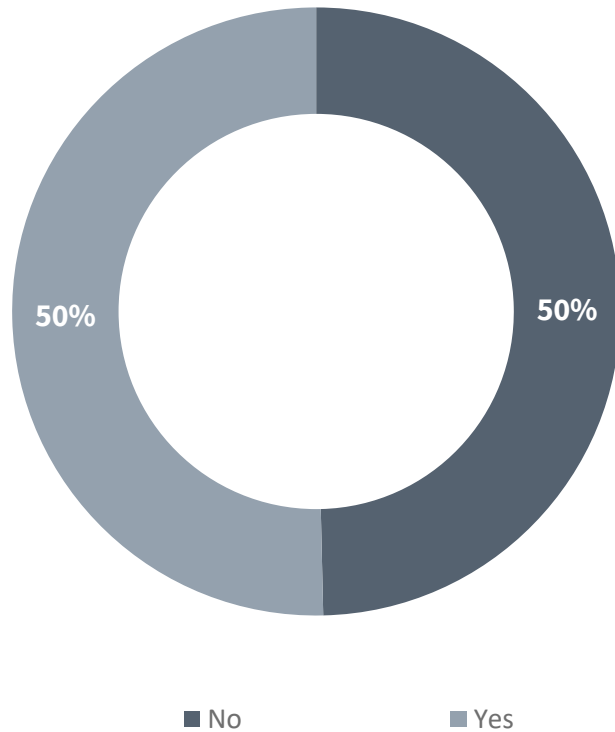




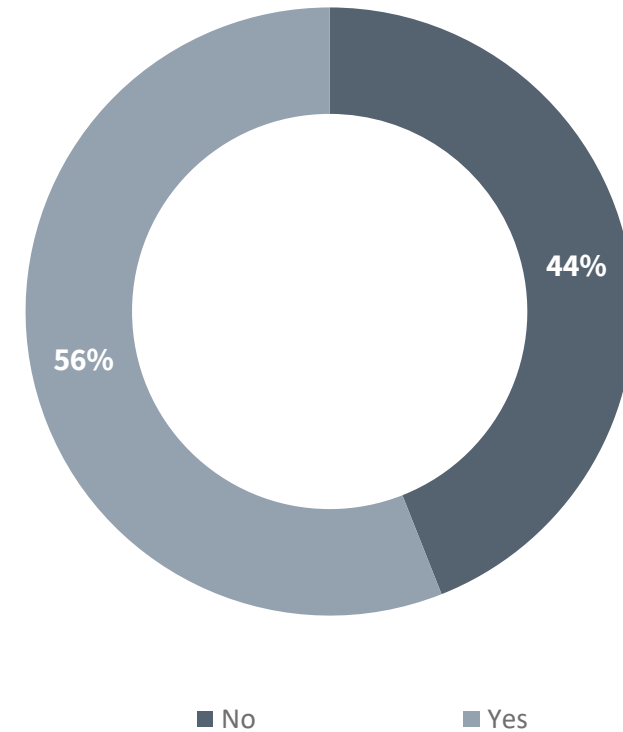
Are you aware of steps taken by your favorite car brands to ensure hygiene safety of its customers? (e.g. routine cleaning of test drive cars, cars disinfected before delivery)

**44-50%** respondents are unaware of the safety measures taken by brands

**BUDGET HATCHBACK**



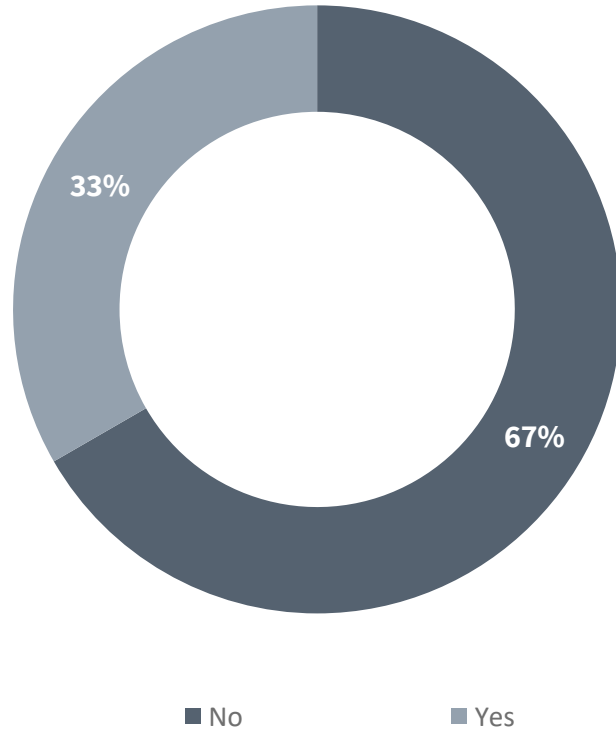
**PREMIUM HATCHBACK**



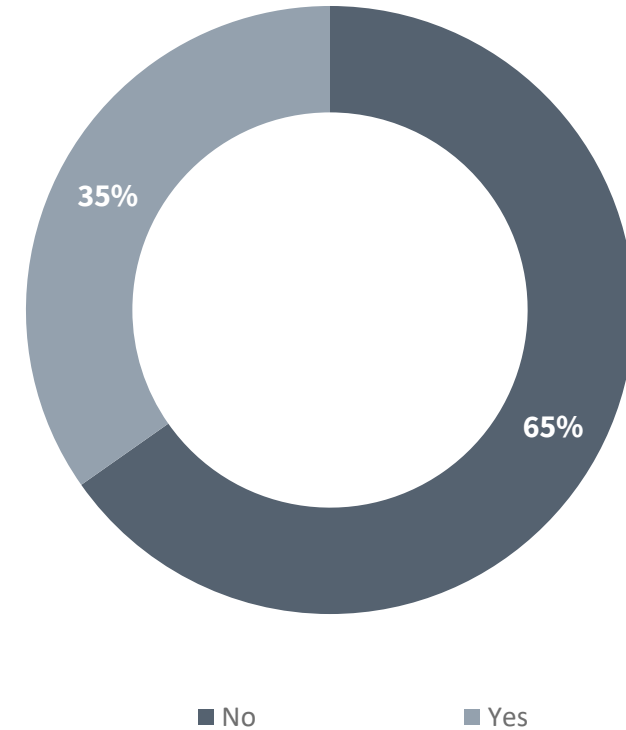
# Would you like to switch buying from a dealer to buying online?

**33%+** respondents are willing to switch to online buying

**BUDGET HATCHBACK**



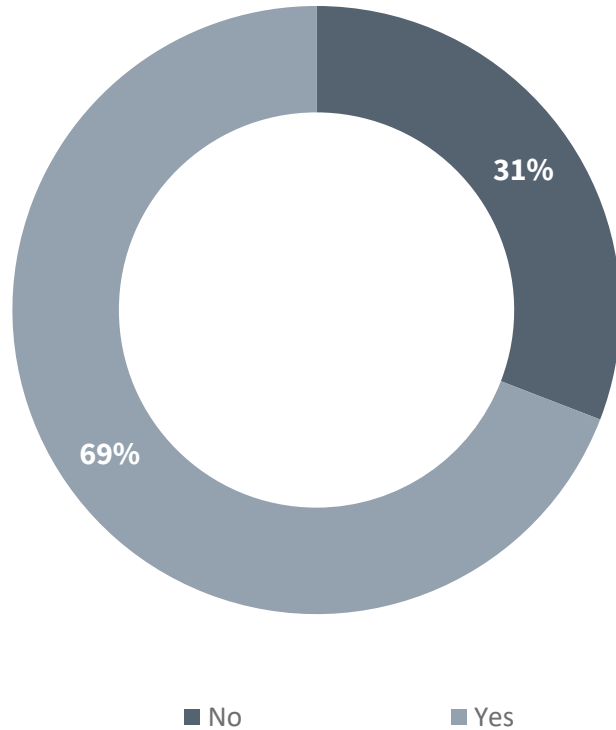
**PREMIUM HATCHBACK**



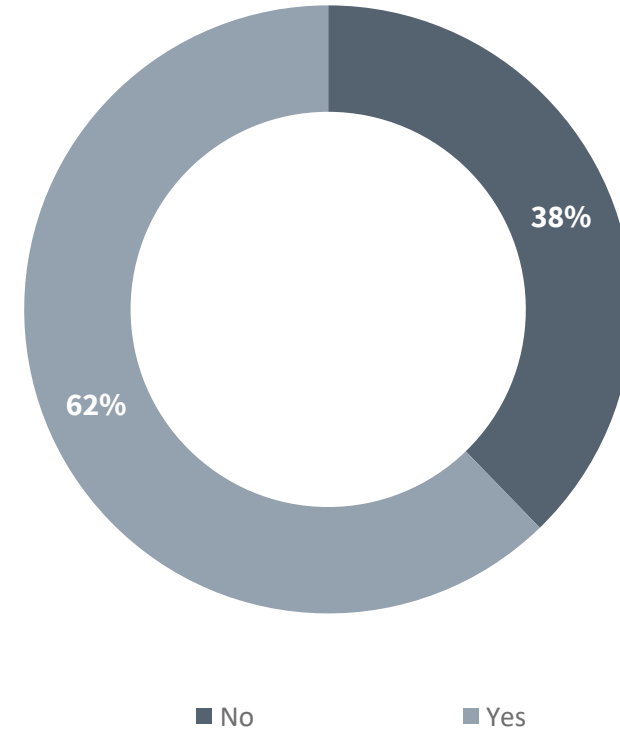
Will you be interested in a contact less experience, test drive, car documentation, car delivery etc., all at convenience of your home?

**62%+** respondents are interested in going contactless

**BUDGET HATCHBACK**



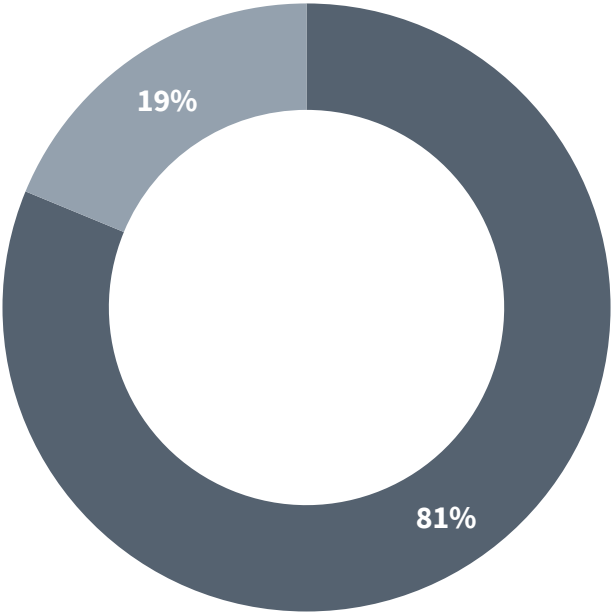
**PREMIUM HATCHBACK**



# Are you still willing to buy a new car or have you changed your decision to buying a used car?

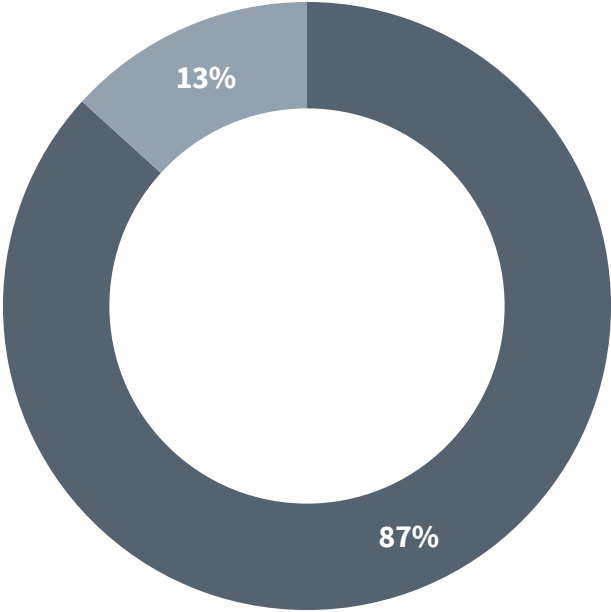
**13-19%** respondents are looking to buy a used car

### BUDGET HATCHBACK



■ New Car    ■ Used Car

### PREMIUM HATCHBACK

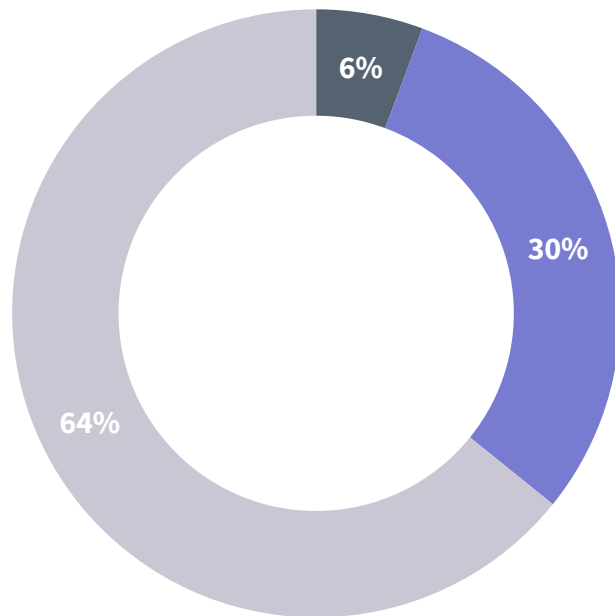


■ New Car    ■ Used Car

# With lock down getting relaxed, how would you want to test drive your car?

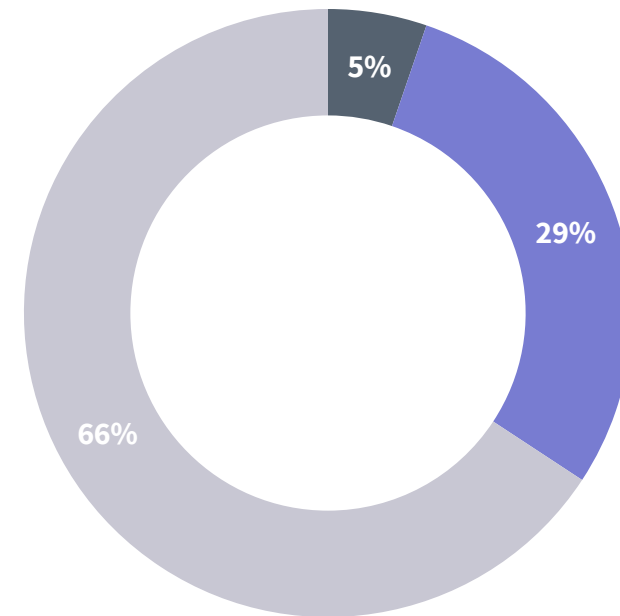
**1/3<sup>rd</sup>** respondents are looking forward to a doorstep test drive

### BUDGET HATCHBACK



- Don't need a test drive
- Doorstep test drive
- Visit a dealer

### PREMIUM HATCHBACK

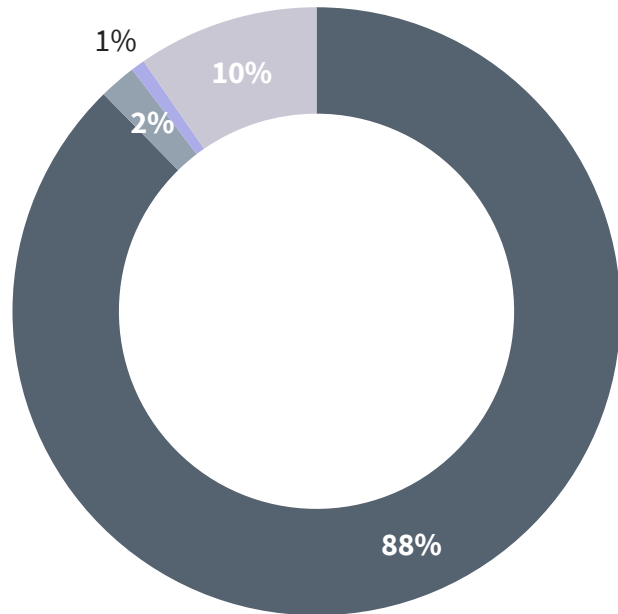


- Don't need a test drive
- Doorstep test drive
- Visit a dealer

# In case you are selling your old car, would you prefer an online evaluation of your used car?

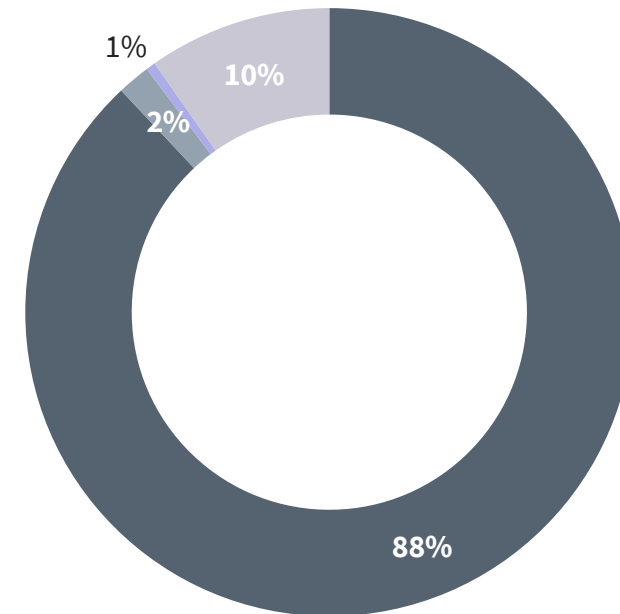
**10%** respondents would consider an online evaluation of their used cars

## BUDGET HATCHBACK



- Not selling any car
- Will visit local used car dealer
- Will visit organized centers (e.g. Gaadi Store)
- Yes

## PREMIUM HATCHBACK

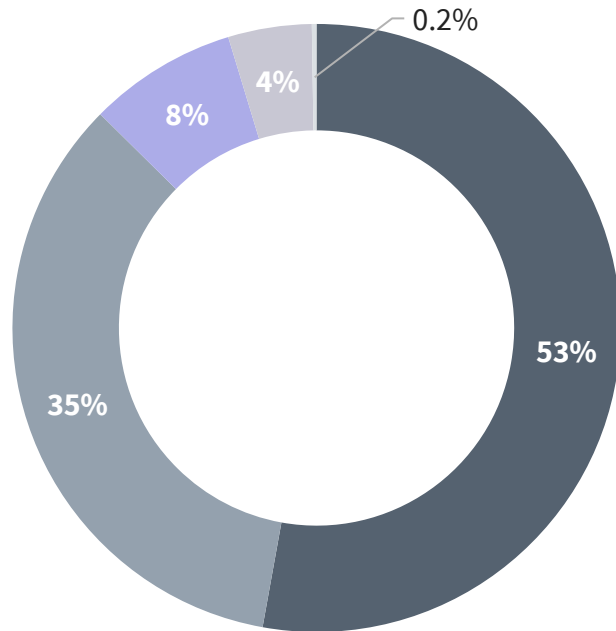


- Not selling any car
- Will visit local used car dealer
- Will visit organized centers (e.g. Gaadi Store)
- Yes

# What was your mode of transportation Pre-Lock Down?

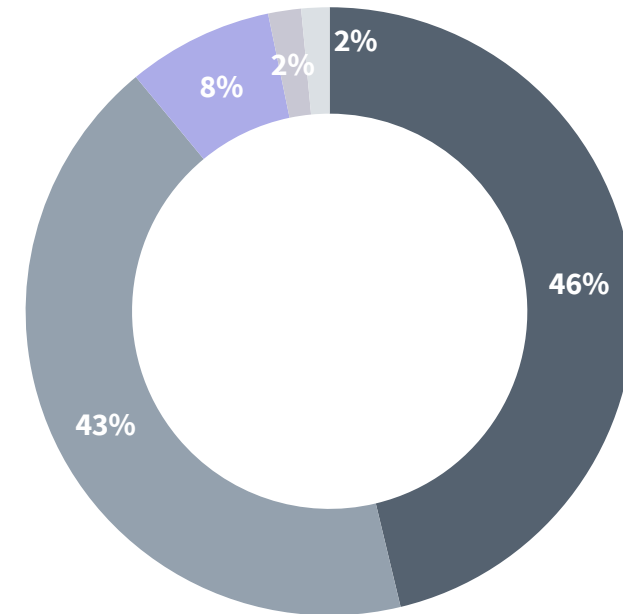
**46%+** respondents were using two-wheeler to commute

## BUDGET HATCHBACK



- Two-Wheeler
- Personal Car
- Bus/Auto/Metro
- Online Cabs (Ola/Uber)
- Cab Sharing (Ola/Uber)

## PREMIUM HATCHBACK

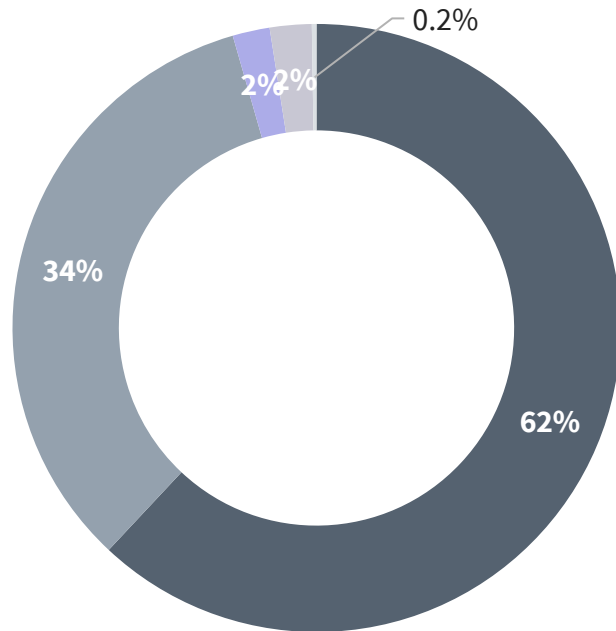


- Two-Wheeler
- Personal Car
- Bus/Auto/Metro
- Online Cabs (Ola/Uber)
- Cab Sharing (Ola/Uber)

# With lock down relaxed, how are you or how do you now plan to travel?

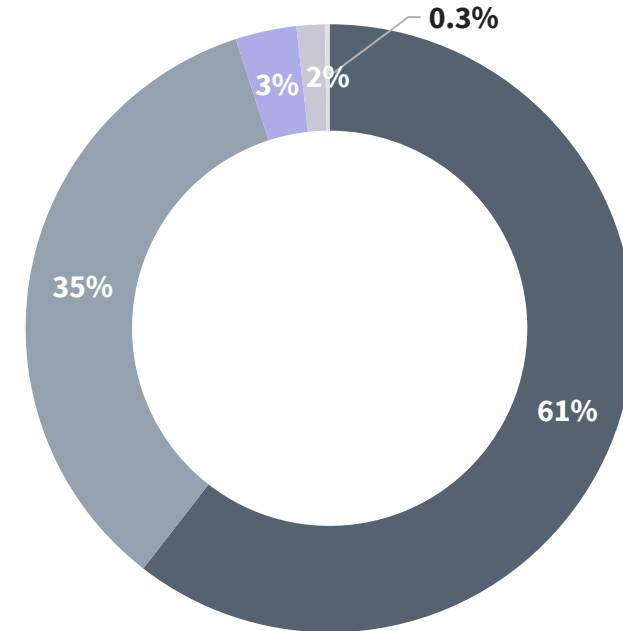
**60%+** respondents will prefer using their personal car for mobility

## BUDGET HATCHBACK



- Personal Car
- Two-Wheeler
- Bus/Auto/Metro
- Online Cabs (Ola/Uber)
- Cab Sharing (Ola/Uber)

## PREMIUM HATCHBACK



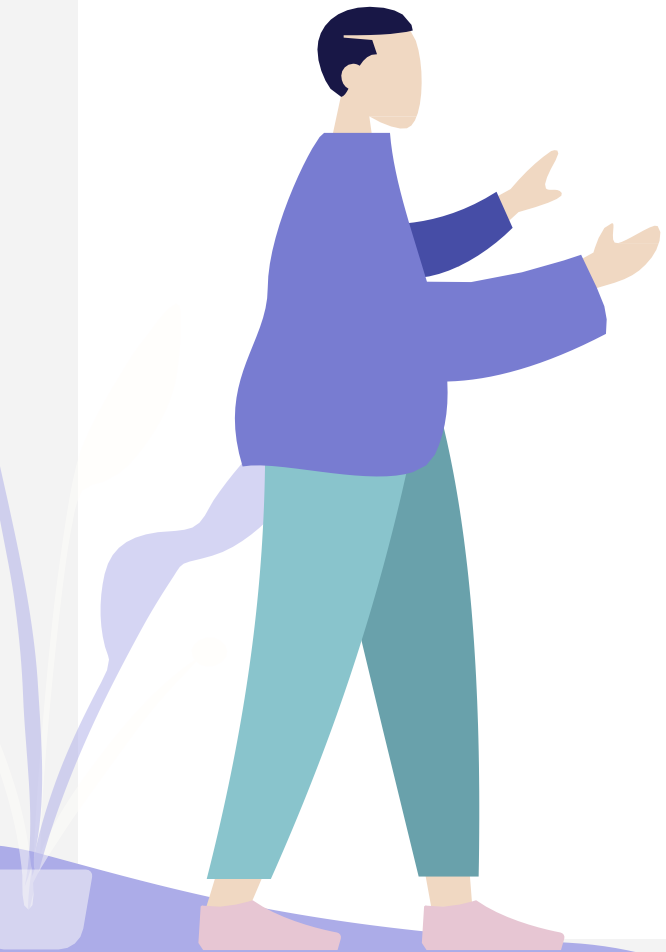
- Personal Car
- Two-Wheeler
- Bus/Auto/Metro
- Online Cabs (Ola/Uber)
- Cab Sharing (Ola/Uber)



# Key findings of this survey

- There is a shift from two-wheeler to cars, new as well as used car segment will benefit.
- Online booking and hygiene related initiatives have not yet registered in a consumer's mind space.
- Consumers expecting brands to provide end to end solution at the convenience of their doorstep.
- Consumers are turning to online channels for used car evaluation.
- Discounts, cashback and attractive finance schemes will entice consumers.





# Thank You

We truly appreciate your time and effort