



## **INDIA UNLOCKS | LUXURY CAR BUYING BEHAVIOUR IN INDIA**

*A comprehensive survey on “Luxury Sedan & SUV” segment buyers*

**A GirnarSOFT initiative, July 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) = 812



\*In-market audience refers to lead droppers on our platform

# SEGMENTS CONSIDERED IN THE SURVEY

Luxury Sedans

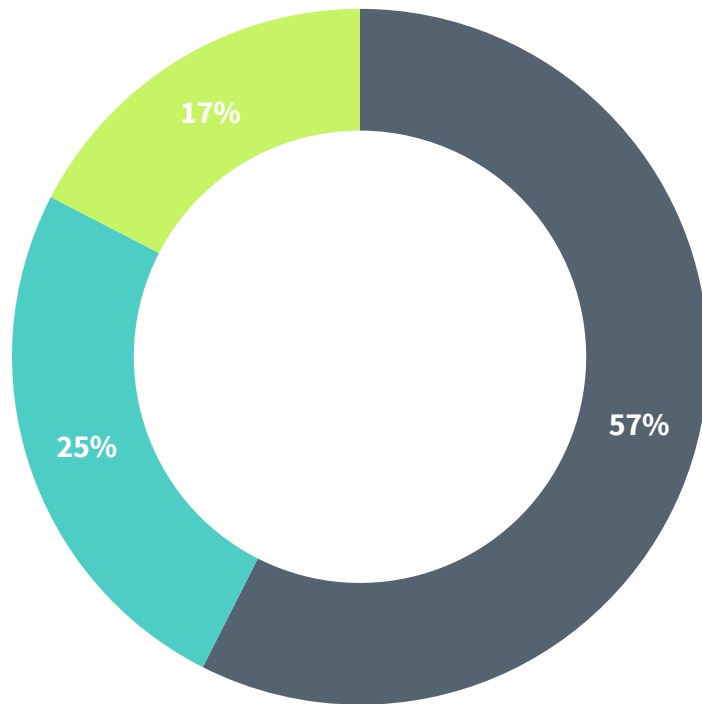


Luxury SUVs

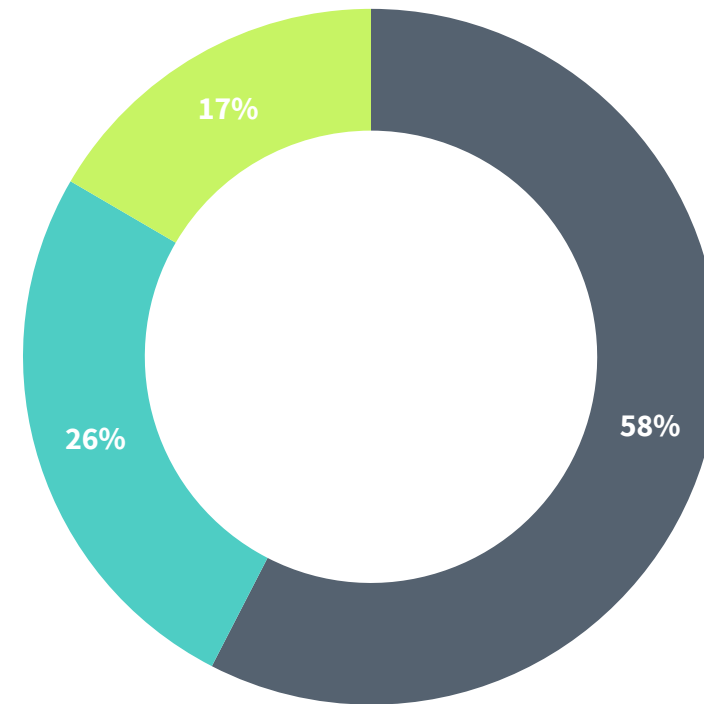
# With lock down relaxed, are you now looking at buying the car?

**57%+** respondents will purchase the car as planned

## Luxury Sedans



## Luxury SUVs



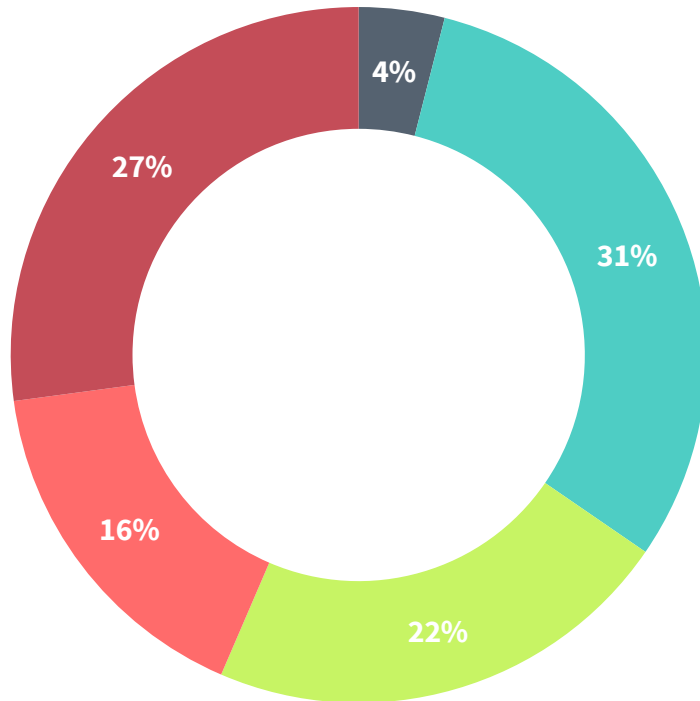
■ Yes, will buy now ■ Still waiting for situation to improve ■ Delayed (budget constraints)

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

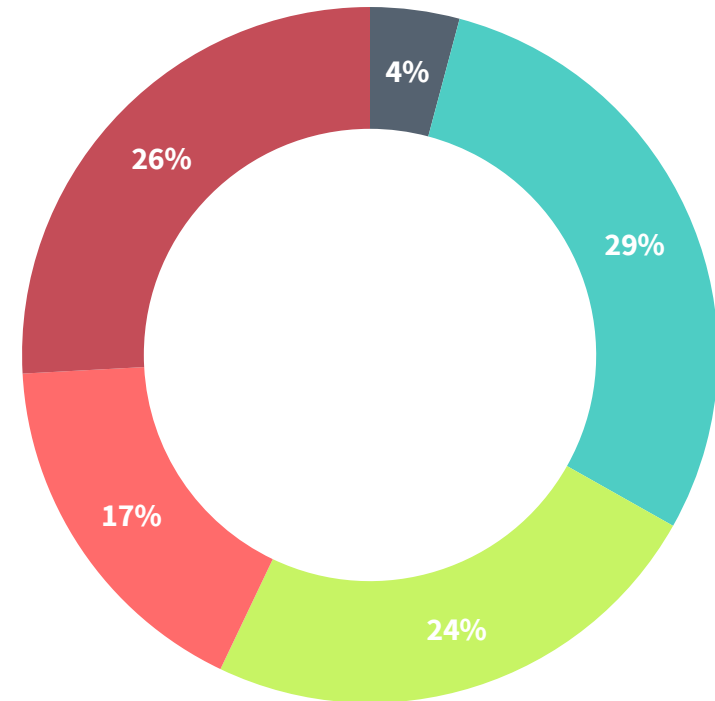
**69%+** respondents will buy within 6 months

## Luxury Sedans



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

## Luxury SUVs

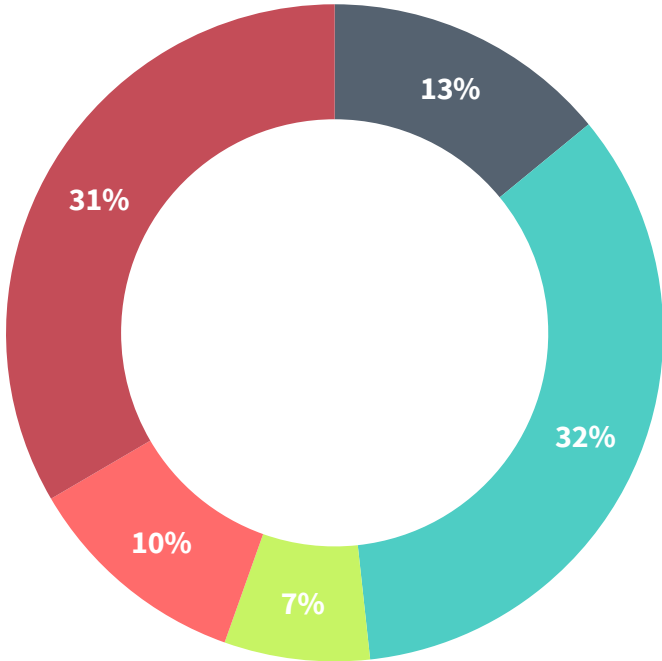


■ Already booked ■ Within 1 month ■ Within 3 months ■ Within 6 months ■ Won't buy this year

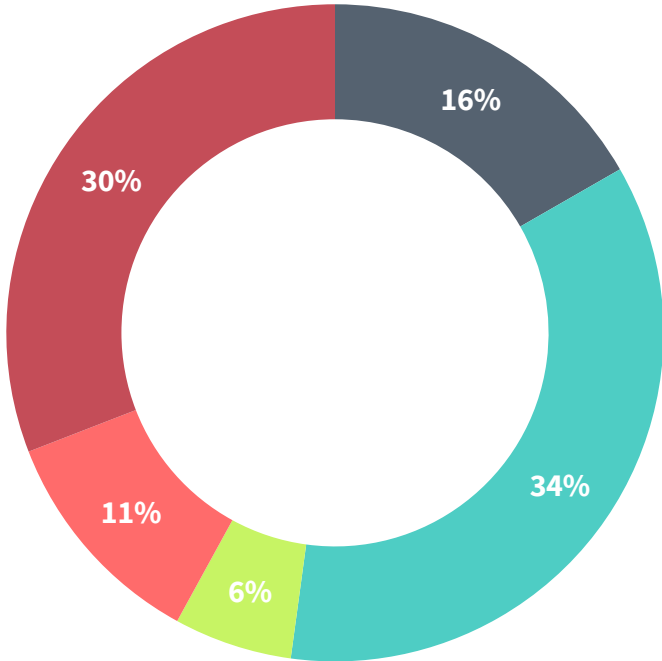
# Which of the following can impact your car buying decision?

**32%+** respondents will be lured by discounts/cashback

### Luxury Sedans



### Luxury SUVs

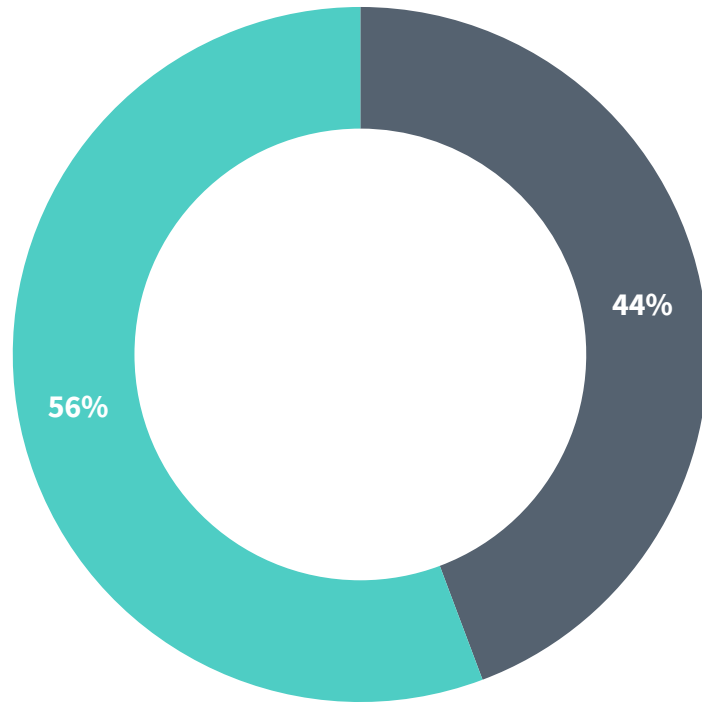


■ Attractive finance schemes ■ Discount/cashback ■ Extended warranty ■ Mileage ■ None of the above ■ Attractive finance schemes ■ Discount/cashback ■ Extended warranty ■ Mileage ■ None of the Above

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

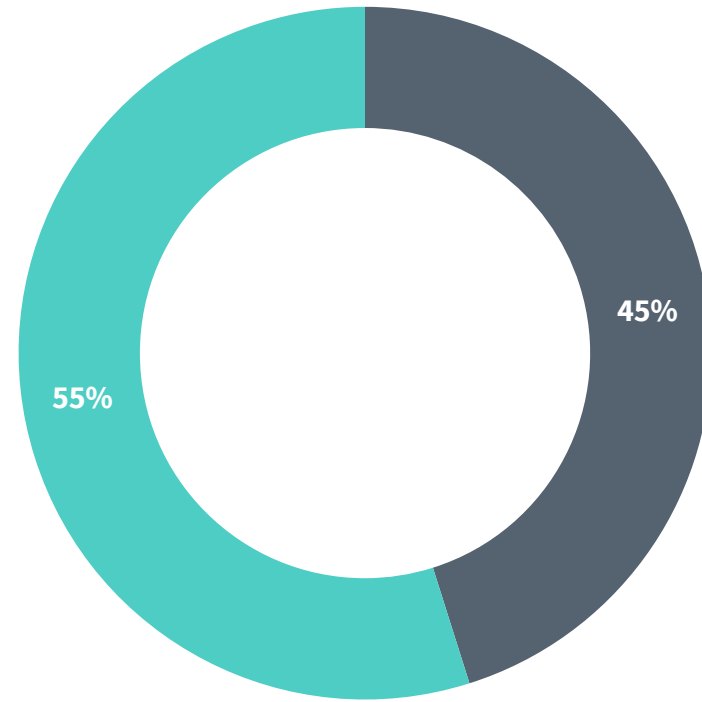
**45%** respondents unaware of online booking feature

Luxury Sedans



■ No      ■ Yes

Luxury SUVs

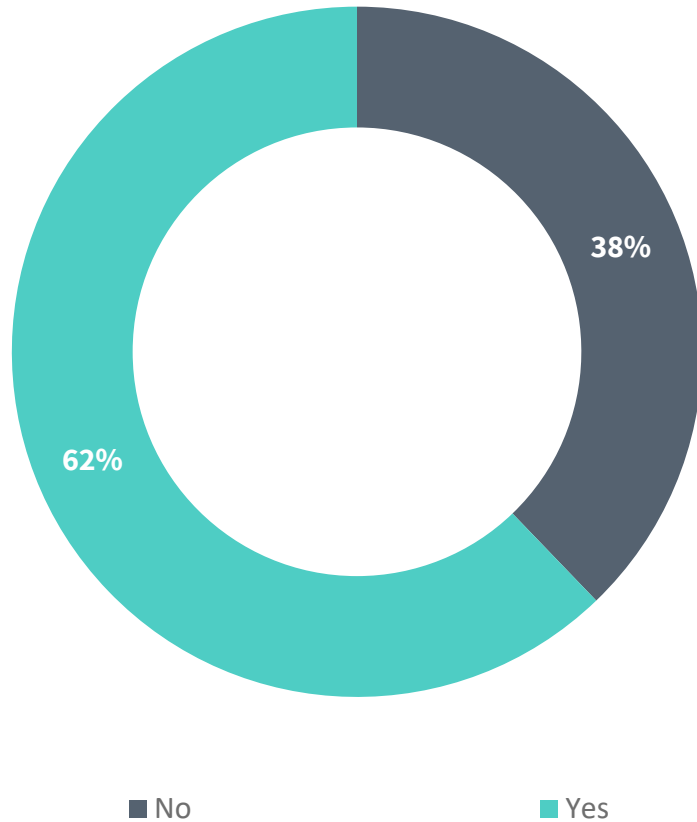


■ No      ■ Yes

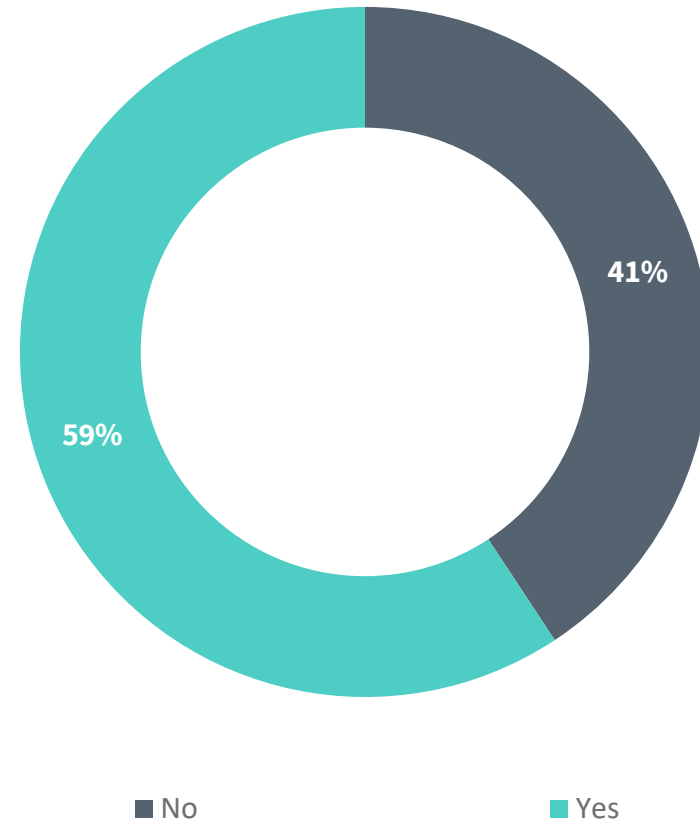
Are you aware of steps taken by your favourite car brands to ensure hygiene safety of its customers? (e.g. routine cleaning of test drive cars, cars disinfected before delivery)

**38%+** respondents unaware of hygiene & safety measures being taken

**Luxury Sedans**



**Luxury SUVs**

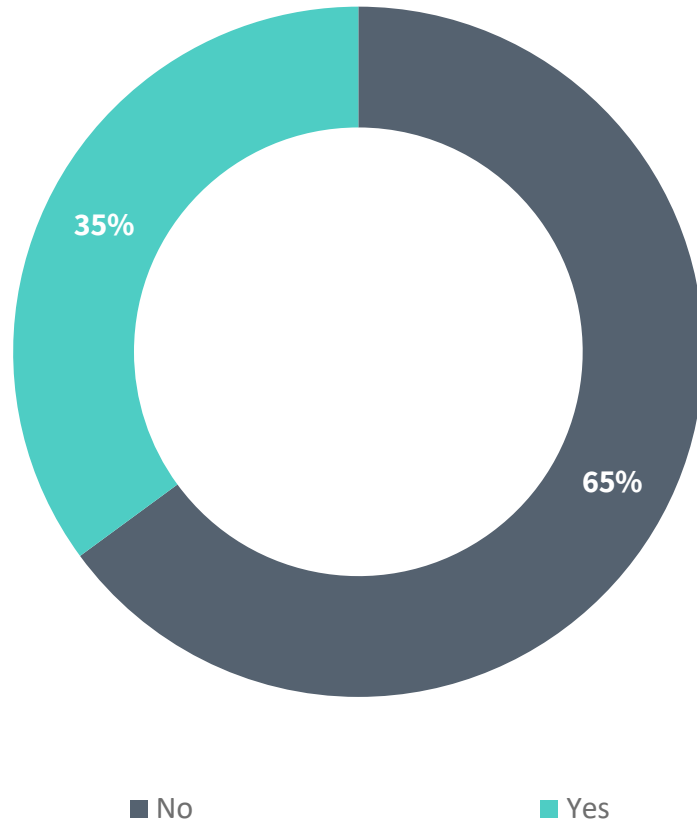




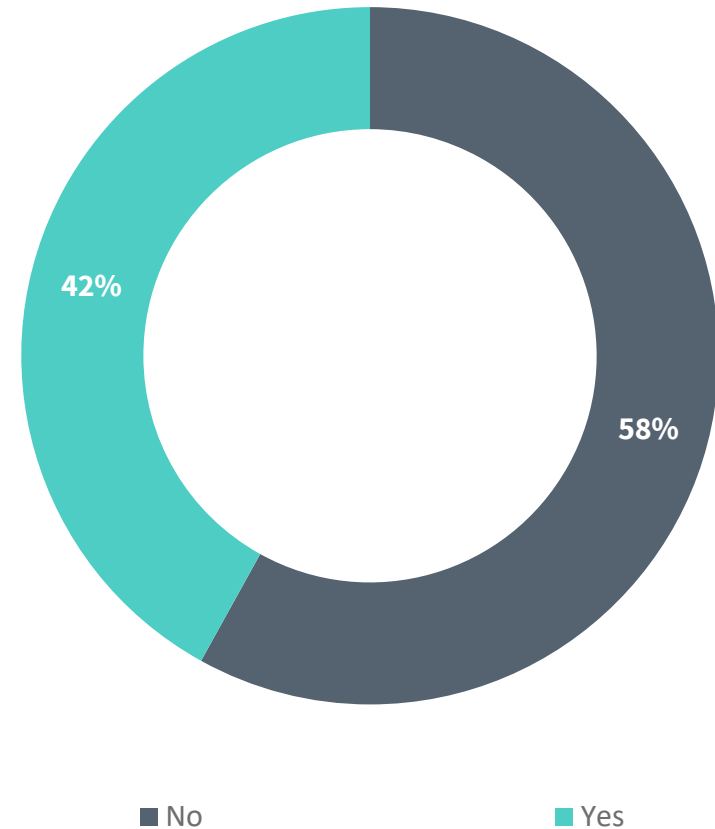
# Would you like to switch from offline booking to online booking?

**35-42%+** respondents showed willingness to switch to online booking

Luxury Sedans



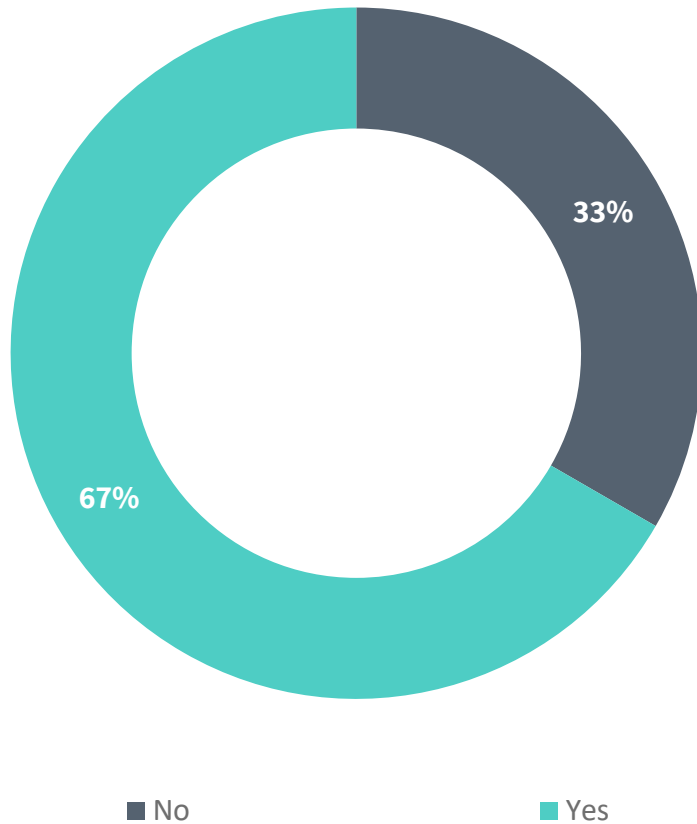
Luxury SUVs



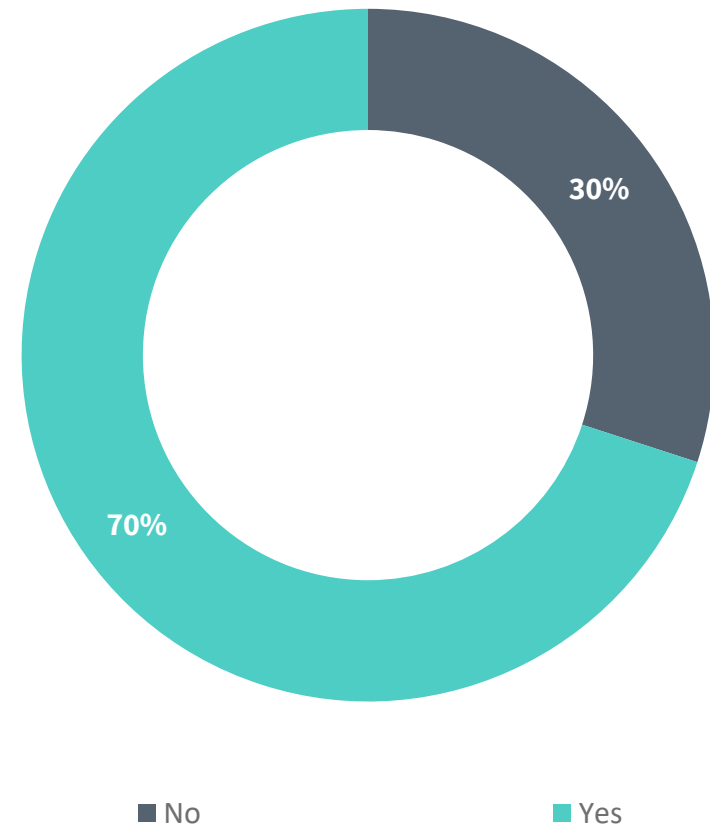
Will you be interested in a contact less experience, car documentation, car delivery etc., all at convenience of your home?

**67%+** respondents prefer contactless experience

Luxury Sedans



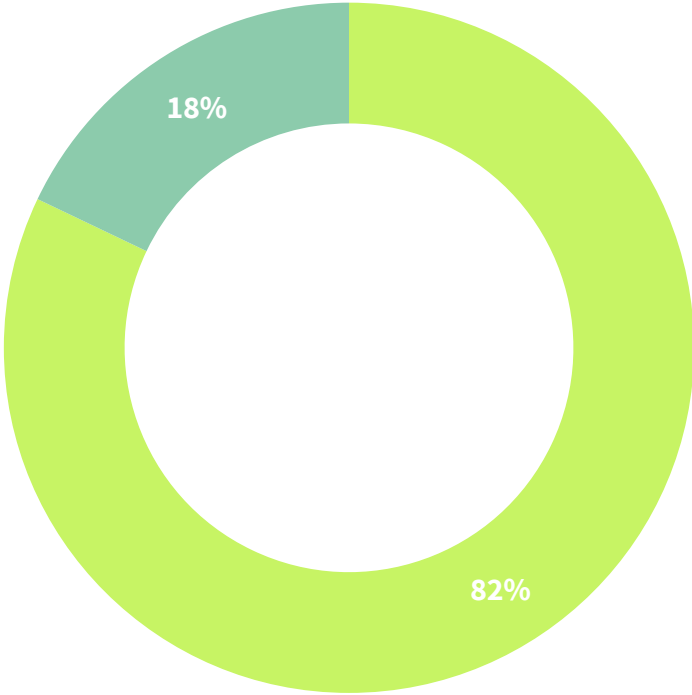
Luxury SUVs



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

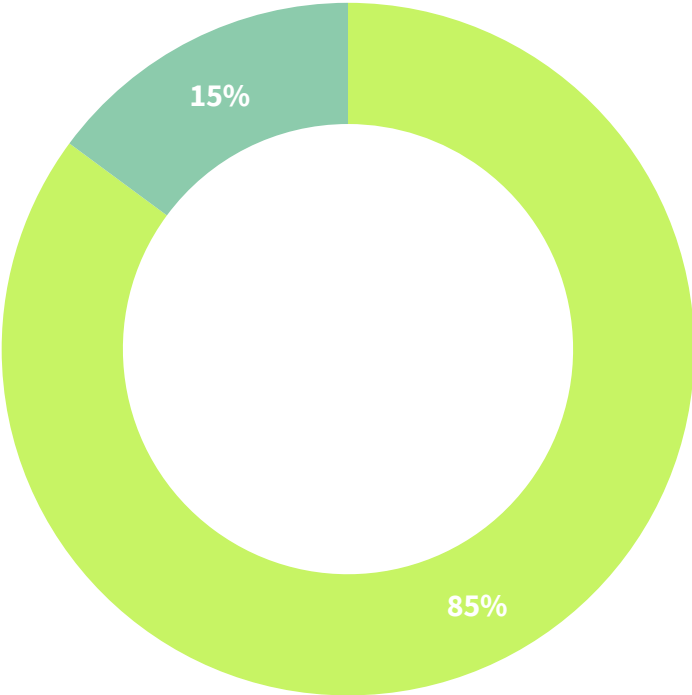
**80%+** respondents are willing to go ahead with a new car purchase

Luxury Sedans



■ New Car      ■ Used Car

Luxury SUVs

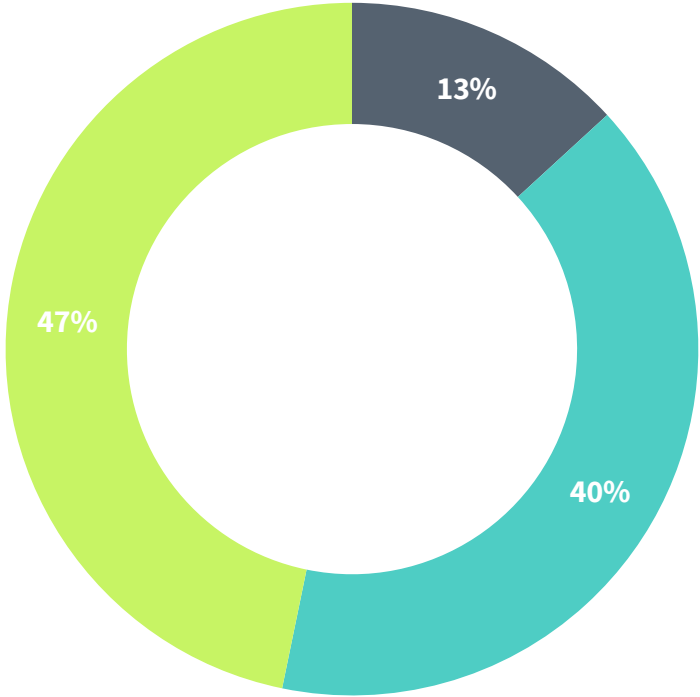


■ New Car      ■ Used Car

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

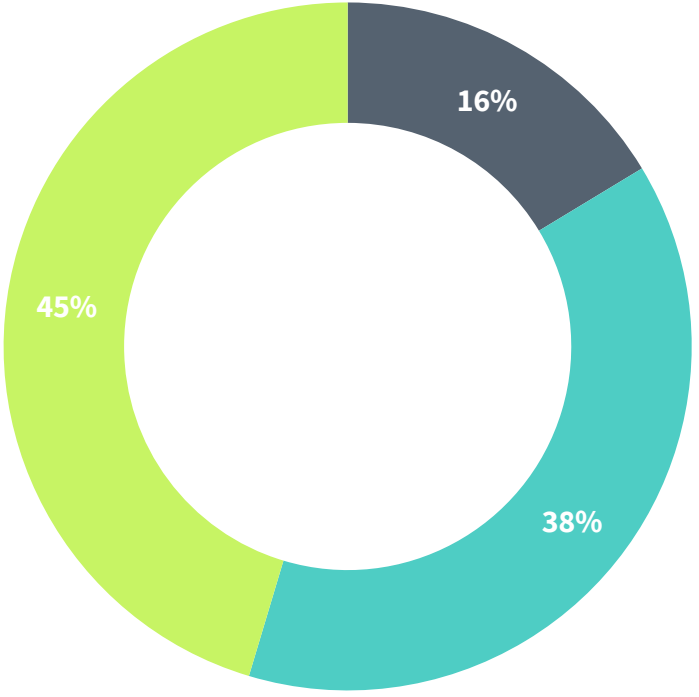
**38%+** respondents are keen for a doorstep test drive

Luxury Sedans



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

Luxury SUVs

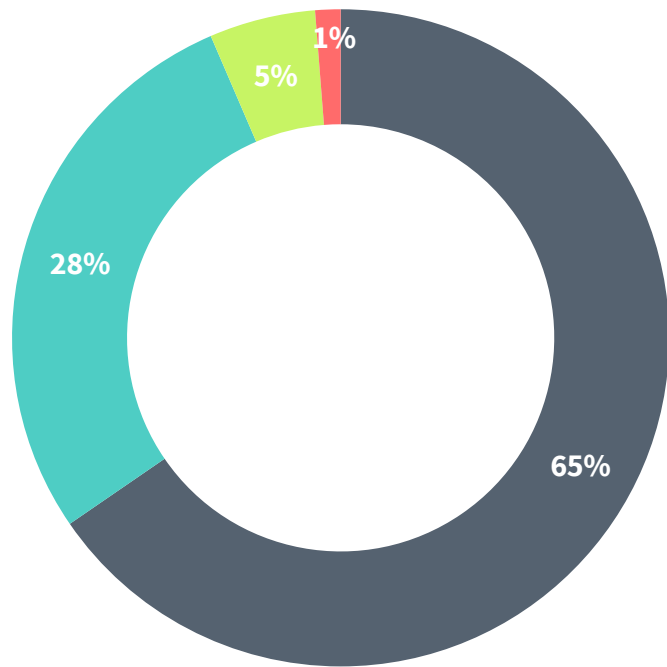


■ Don't need a test drive ■ Doorstep test drive ■ Visit a dealer

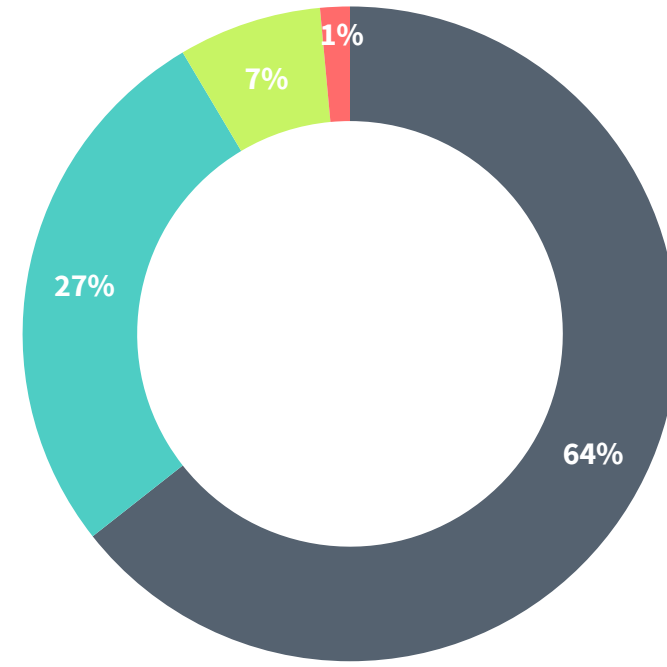
# In case you are selling your old car, would you prefer an online evaluation of your used car?

**27%+** respondents said they would opt for online evaluation of their used car

### Luxury Sedans



### Luxury SUVs



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

## Key takeaways

- ❑ Consumers are going to be lured by discount, cashback and attractive finance schemes
- ❑ More awareness required around online booking feature and hygiene related initiatives
- ❑ Contactless buying will be the future going forward
- ❑ Consumers are turning to online channels for used car evaluation

THANK YOU