

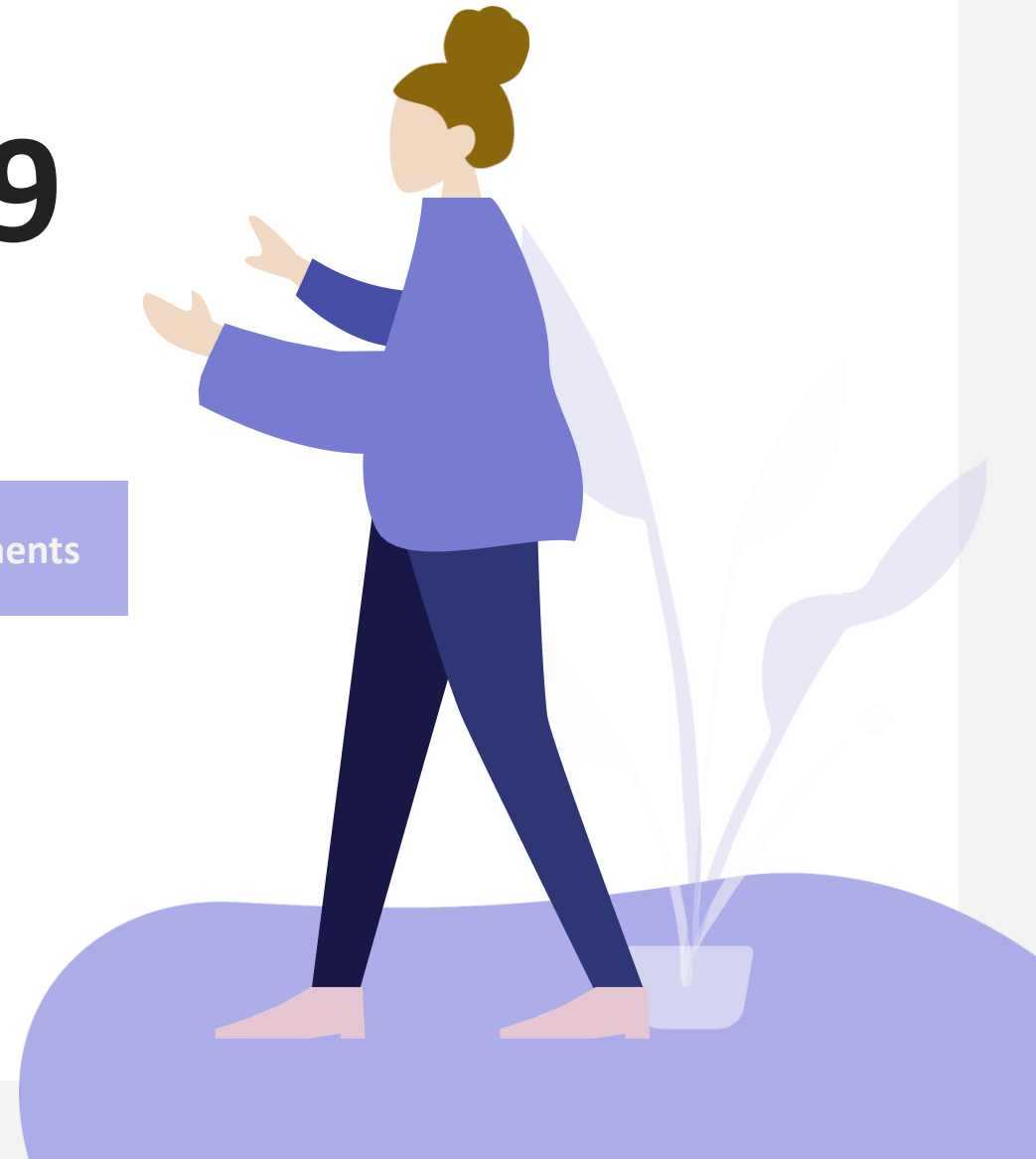
# IMPACT OF COVID-19

## ON SUV BUYING BEHAVIOUR IN INDIA

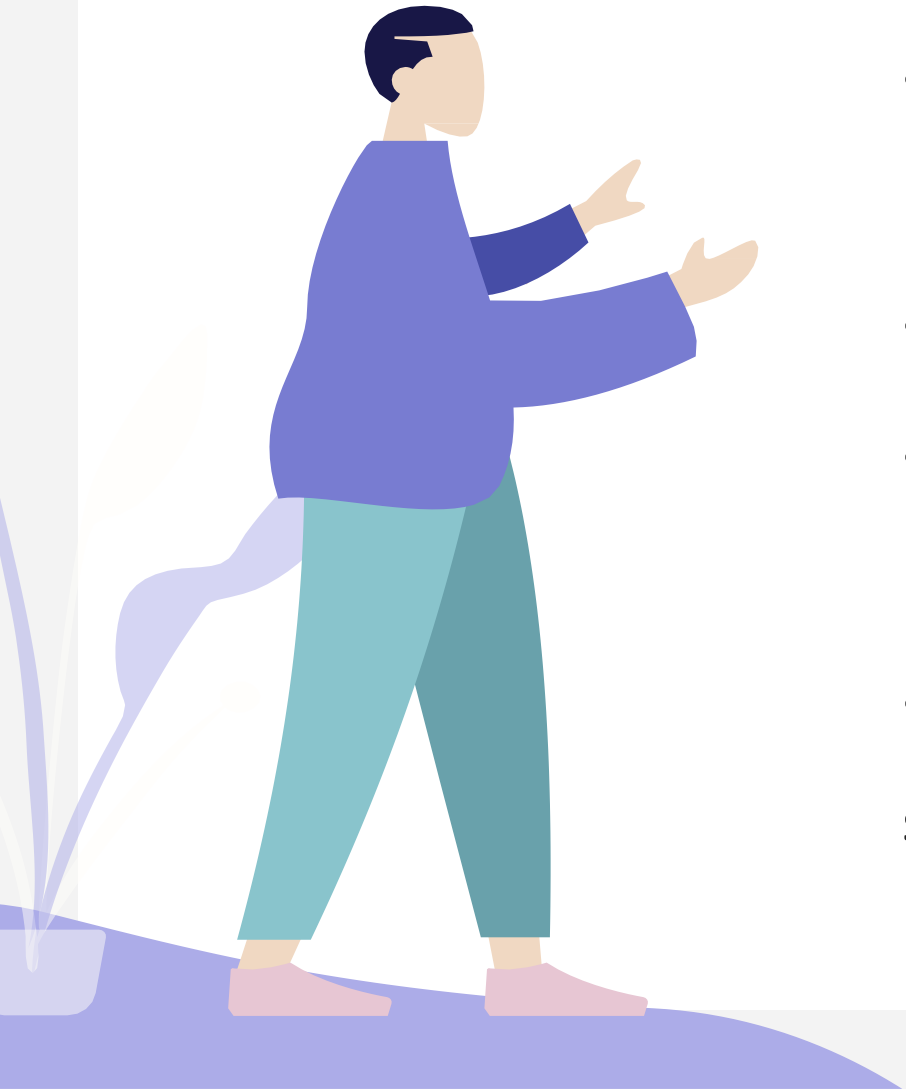
A comprehensive survey on Compact, Sub-compact and Full size SUV segments

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) = 1240, spread across 3 segments

# SEGMENTS COVERED IN THE SURVEY

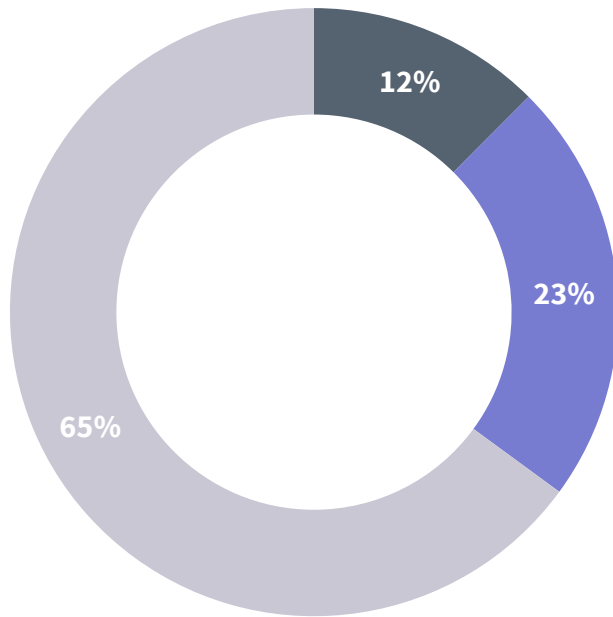
SUB-COMPACT SUV | COMPACT SUV | FULL-SIZE SUV



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

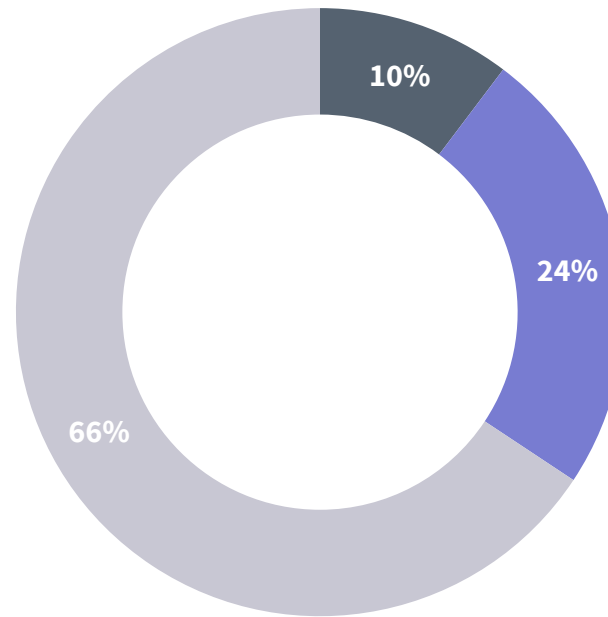
**61%+** of respondents will purchase as planned

## SUB-COMPACT SUV



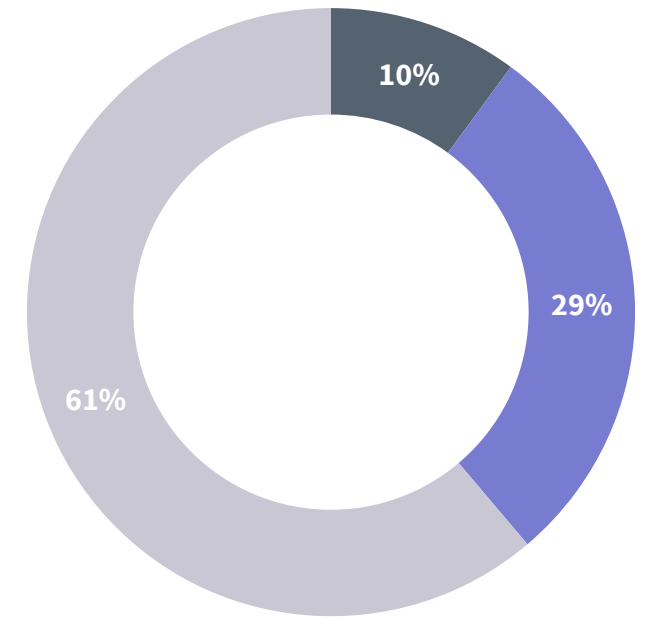
- Delayed (budget constraints)
- Still waiting for situation to improve
- Yes, will buy now

## COMPACT SUV



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

## FULL-SIZE SUV

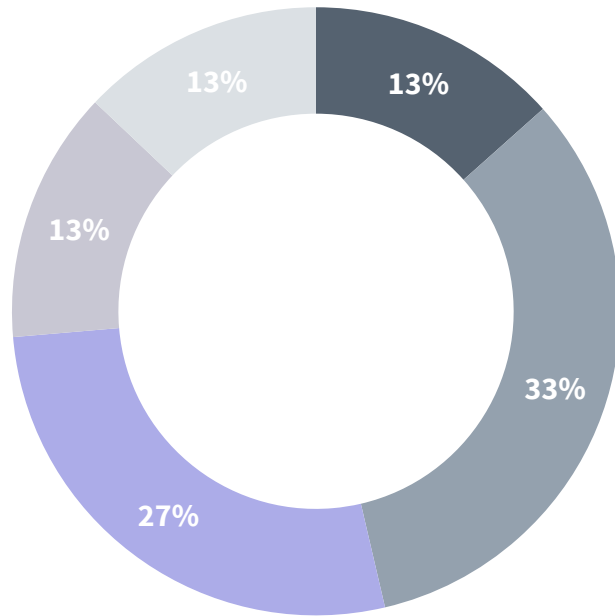


- Delayed (budget constraints)
- Still waiting for situation to improve
- Yes, will buy now

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

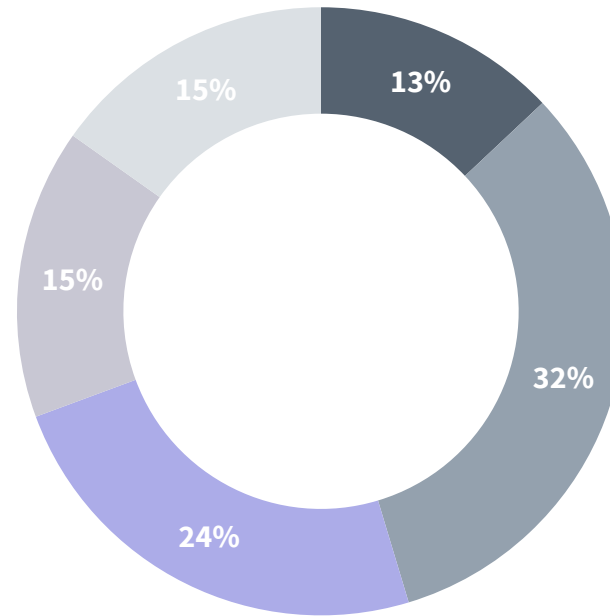
**71%+** of respondents will buy within 6 months

## SUB-COMPACT SUV



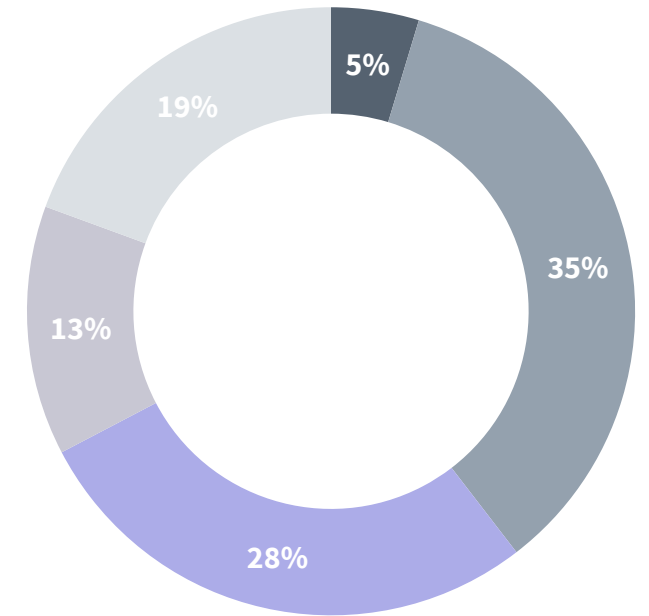
- Already booked
- Within 1 month
- Within 3 months
- Within 6 months
- Won't buy this year

## COMPACT SUV



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

## FULL-SIZE SUV

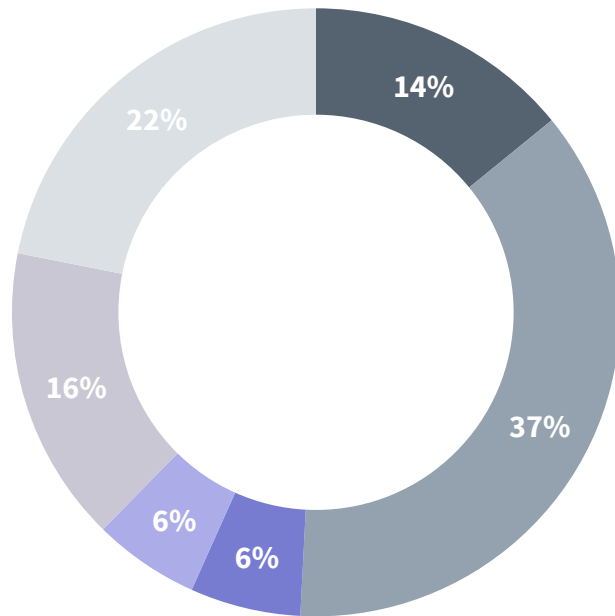


- Already booked
- Within 1 month
- Within 3 months
- Within 6 months
- Won't buy this year

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

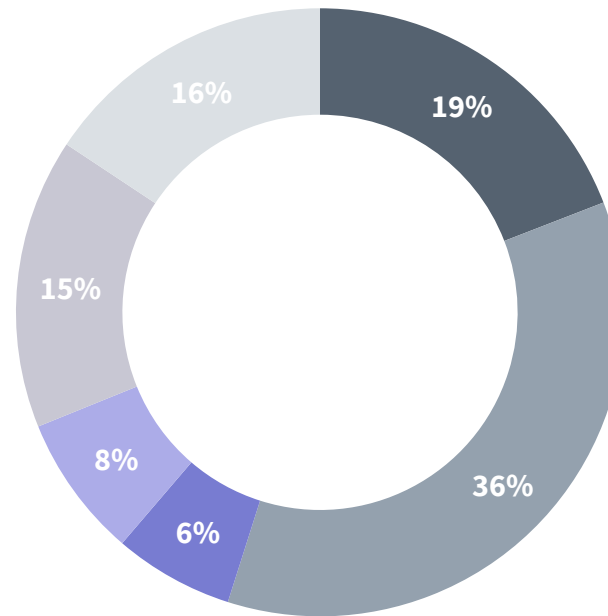
**36%+** of respondents will be lured by discounts/cashbacks

## SUB-COMPACT SUV



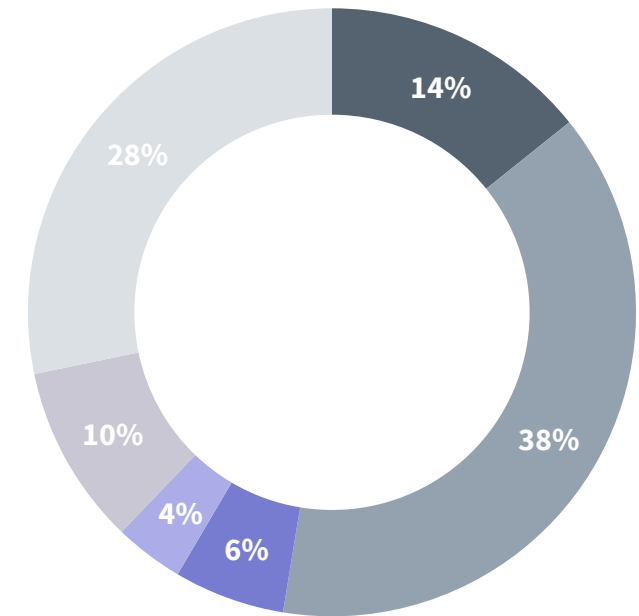
- Attractive finance schemes
- Discount/cashback
- Extended warranty
- Hygiene related features
- Mileage
- None of the above

## COMPACT SUV



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

## FULL-SIZE SUV

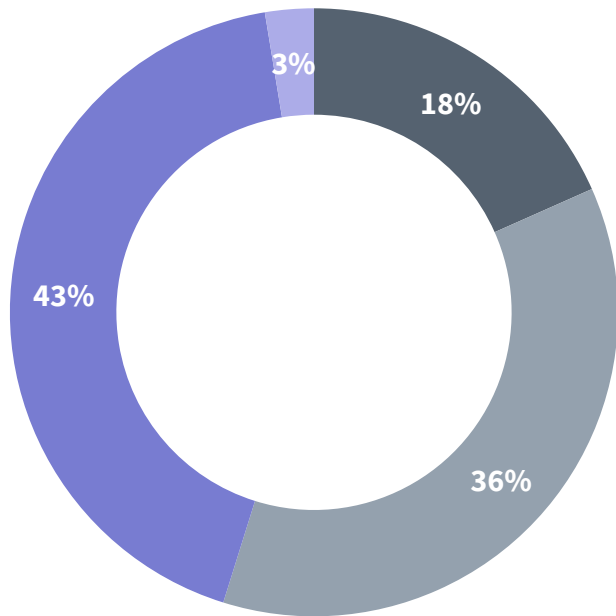


- Attractive finance schemes
- Discount/cashback
- Extended warranty
- Hygiene related features
- Mileage
- None of the above

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

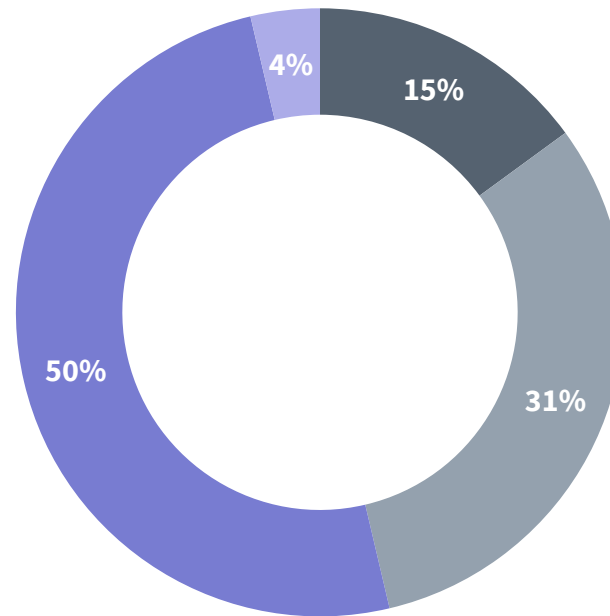
**43-50%** of respondents will stick to their preferred model as decided pre COVID-19

## SUB-COMPACT SUV



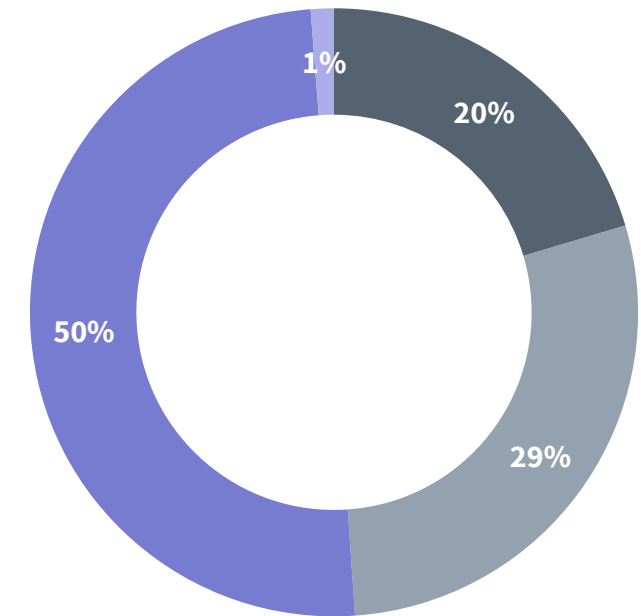
- New launched vehicle
- Prefer economical alternative, different brand
- Same vehicle
- Same vehicle lower variant

## COMPACT SUV



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

## FULL-SIZE SUV

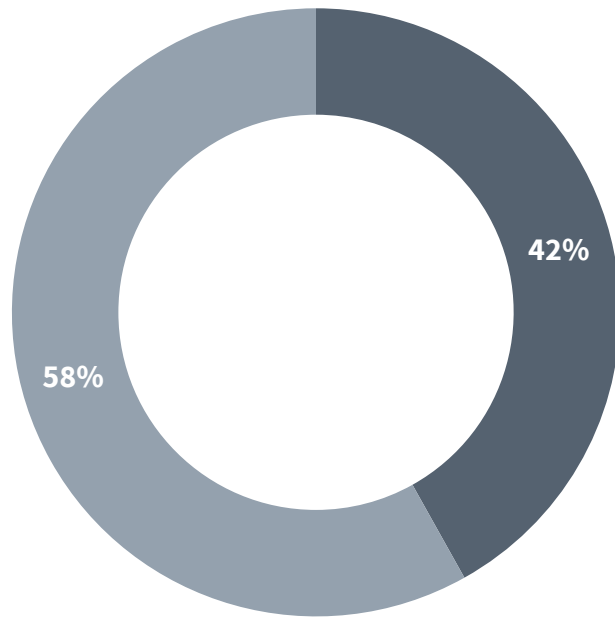


- New launched vehicle
- Prefer economical alternative, different brand
- Same vehicle
- Same vehicle lower variant

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

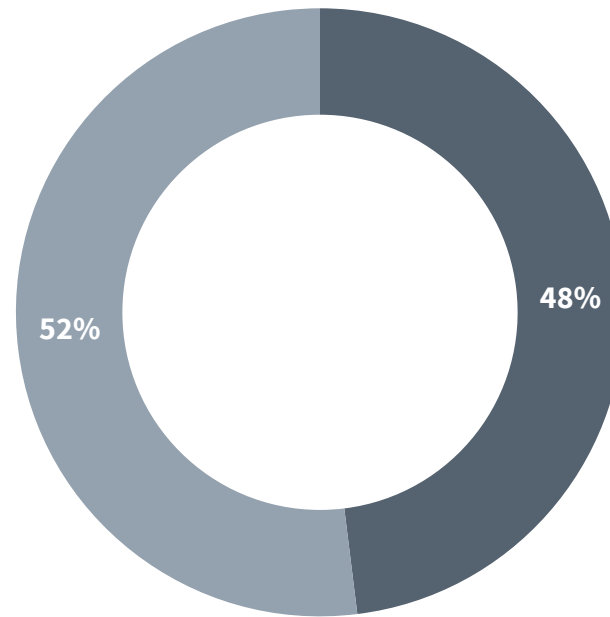
41-48% of respondents unaware of online booking feature

### SUB-COMPACT SUV



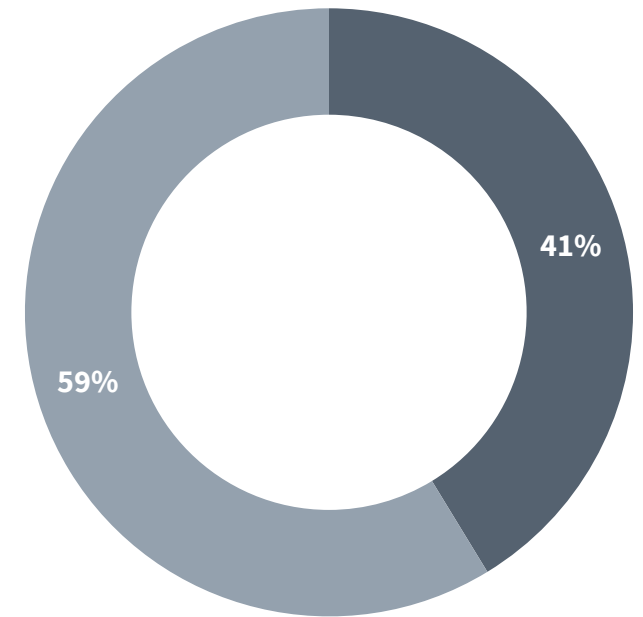
■ No    ■ Yes

### COMPACT SUV



■ No    ■ Yes

### FULL-SIZE SUV



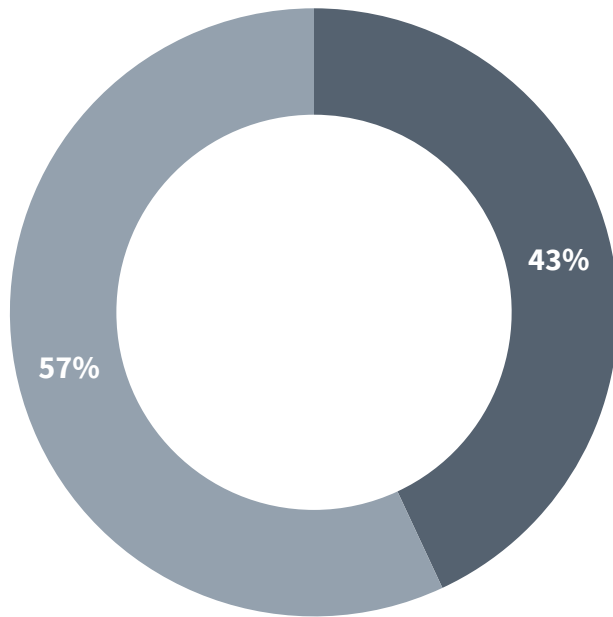
■ No    ■ Yes



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)

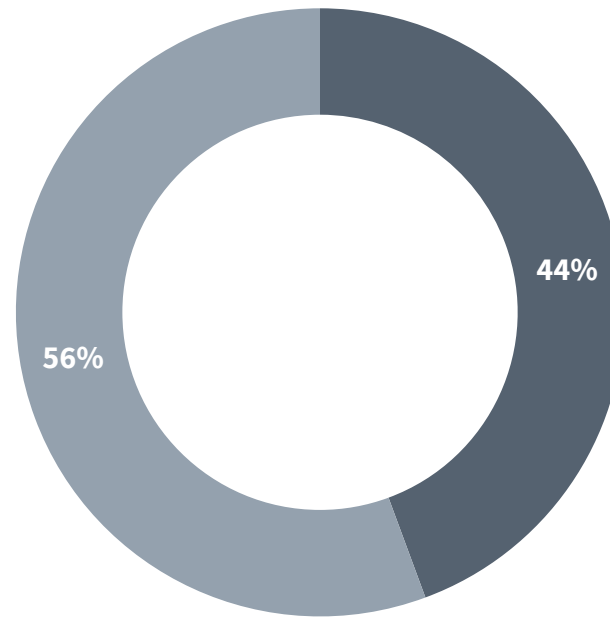
**43-47%** of respondents unaware of safety measures taken by brands

**SUB-COMPACT SUV**



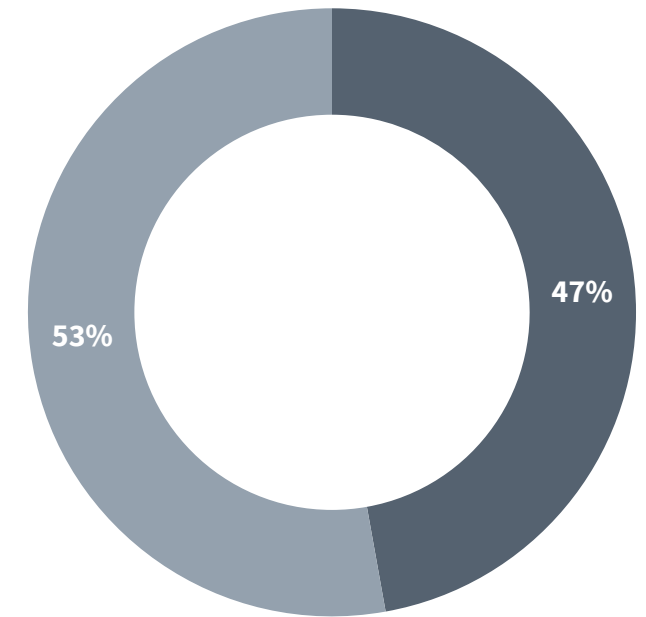
■ No    ■ Yes

**COMPACT SUV**



■ No    ■ Yes

**FULL-SIZE SUV**

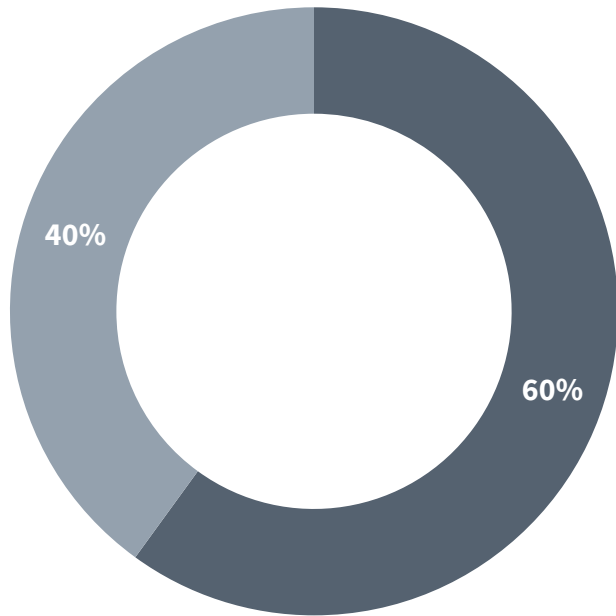


■ No    ■ Yes

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

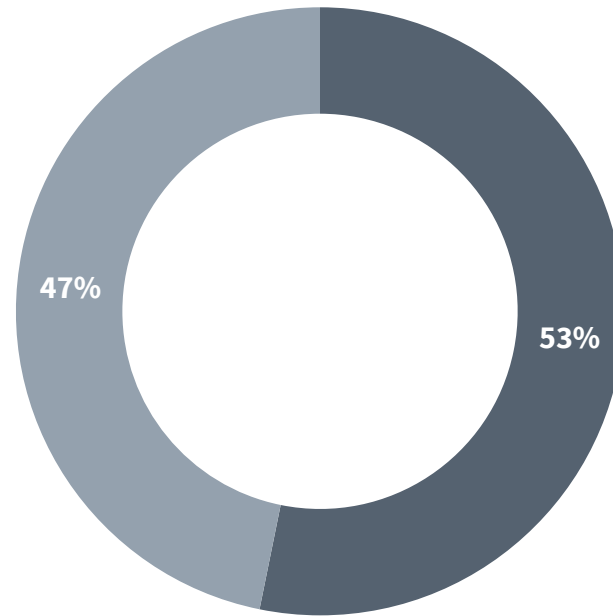
**38-47%** of respondents showed willingness to switch to online buying

## SUB-COMPACT SUV



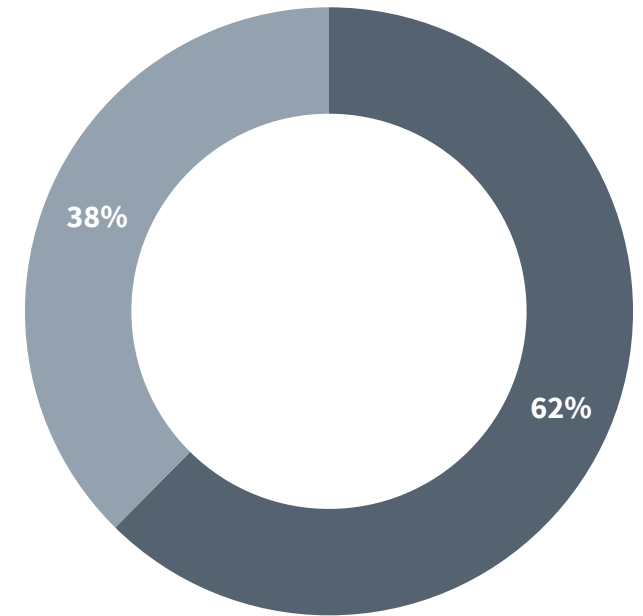
■ No    ■ Yes

## COMPACT SUV



■ No    ■ Yes

## FULL-SIZE SUV

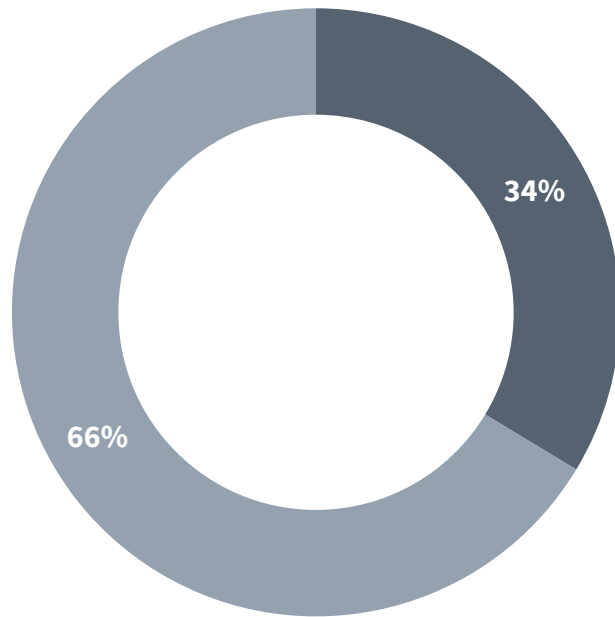


■ No    ■ Yes

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

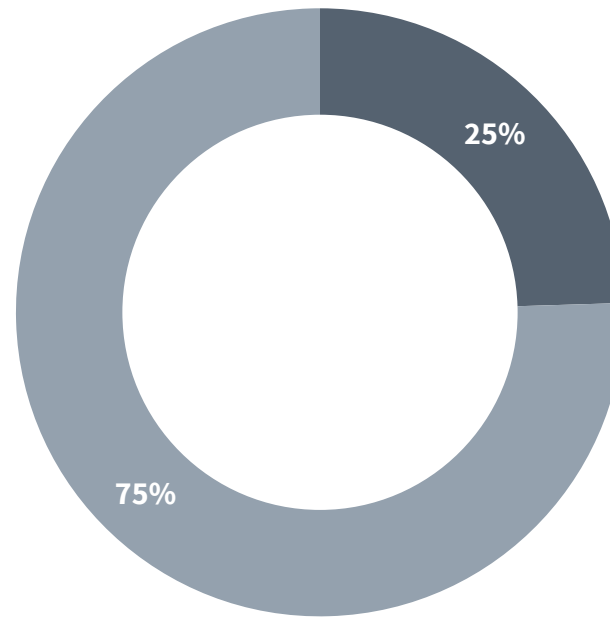
**66-75%** of respondents prefer contactless experience

**SUB-COMPACT SUV**



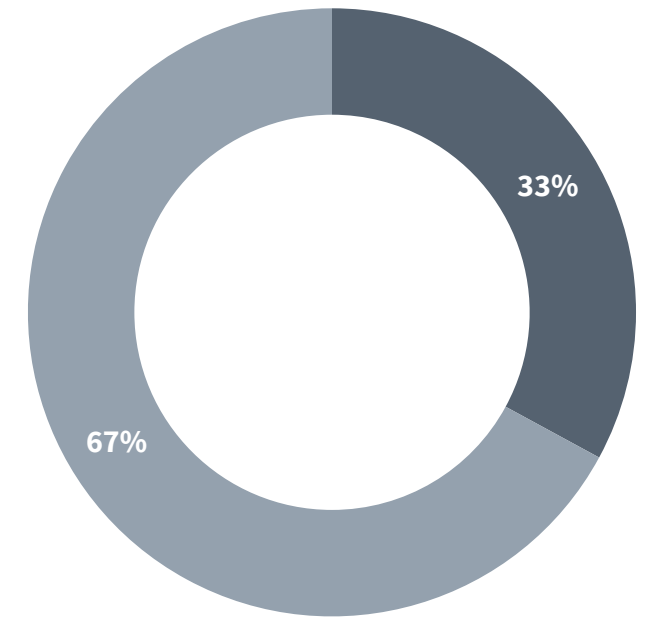
■ No    ■ Yes

**COMPACT SUV**



■ No    ■ Yes

**FULL-SIZE SUV**

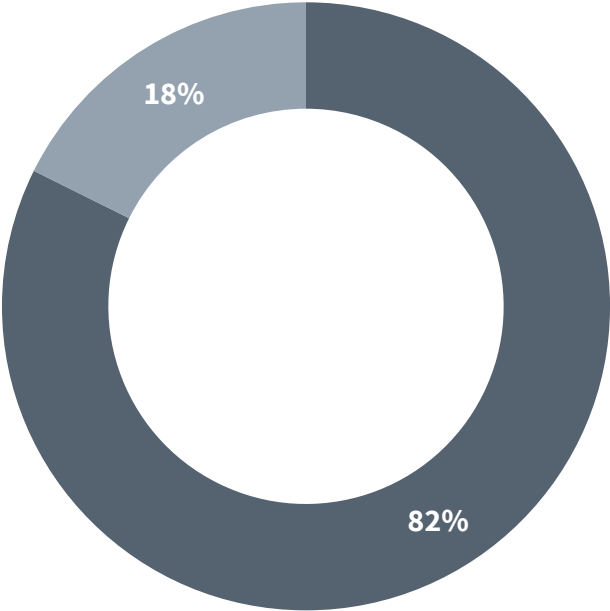


■ No    ■ Yes

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

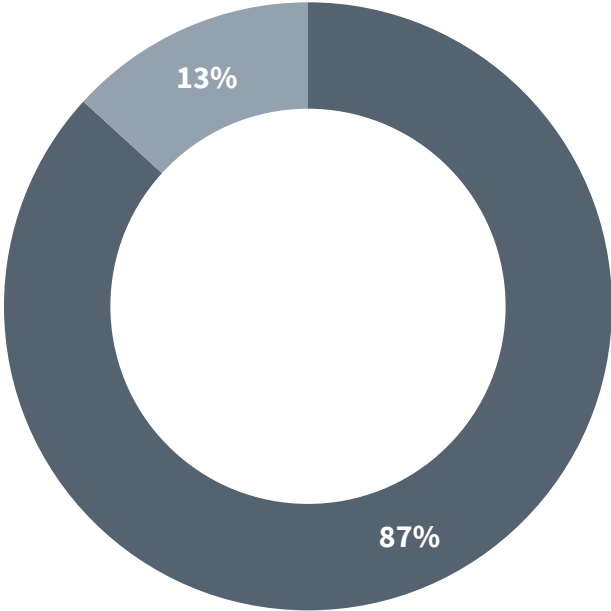
**13-18%** of respondents are looking to buy a used car

### SUB-COMPACT SUV



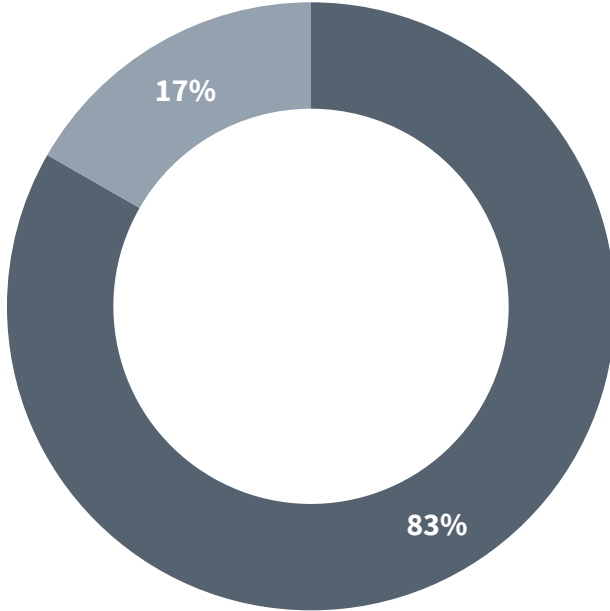
■ New Car    ■ Used Car

### COMPACT SUV



■ New Car    ■ Used Car

### FULL-SIZE SUV

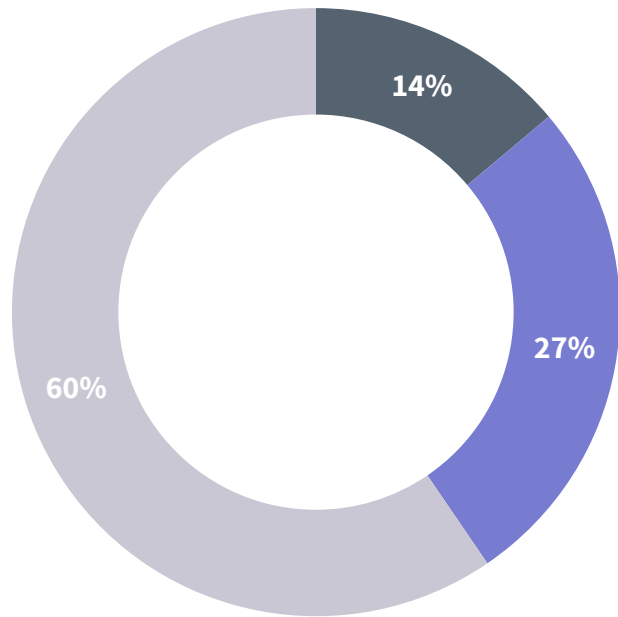


■ New Car    ■ Used Car

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

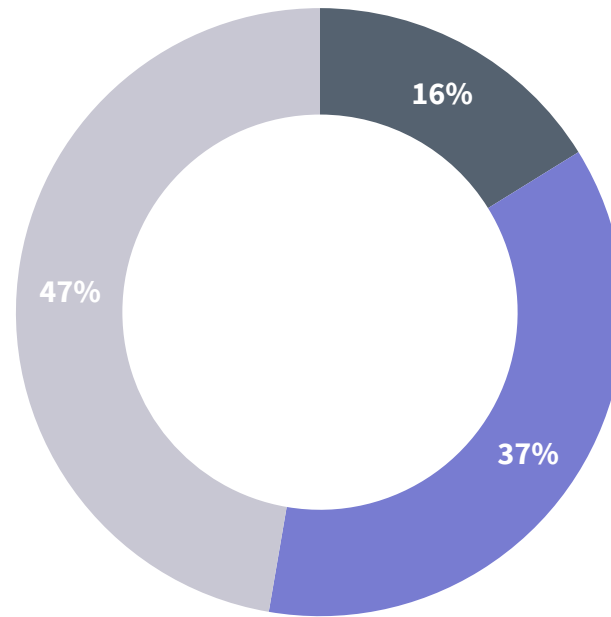
**27%-40%** of respondents are keen for a doorstep test drive

### SUB-COMPACT SUV



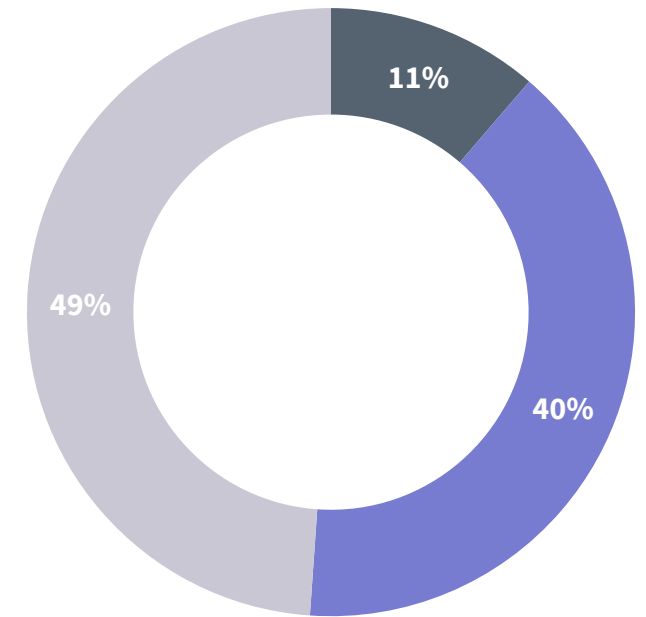
- Don't need a test drive
- Doorstep test drive
- Visit a dealer

### COMPACT SUV



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

### FULL-SIZE SUV

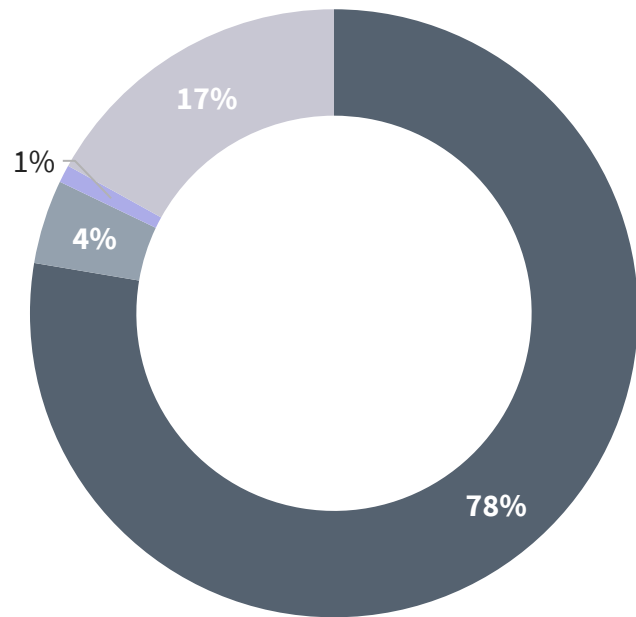


- Don't need a test drive
- Doorstep test drive
- Visit a dealer

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

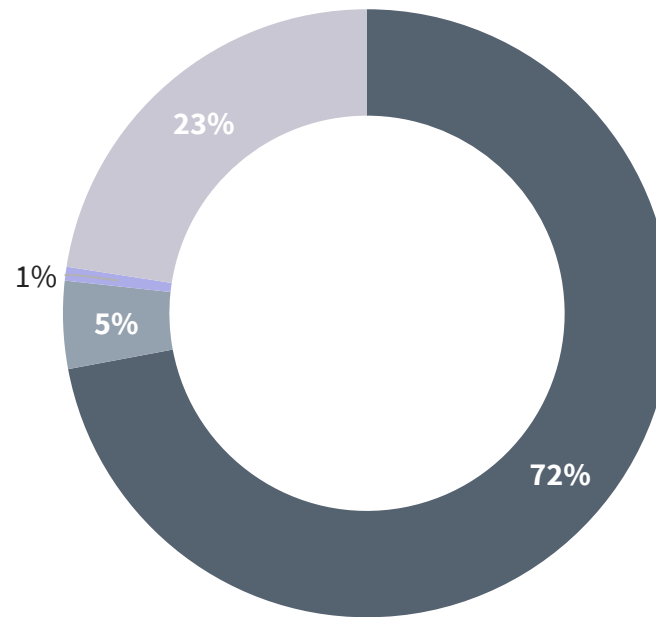
**17-30%** of respondents would consider an online evaluation of their used cars

## SUB-COMPACT SUV



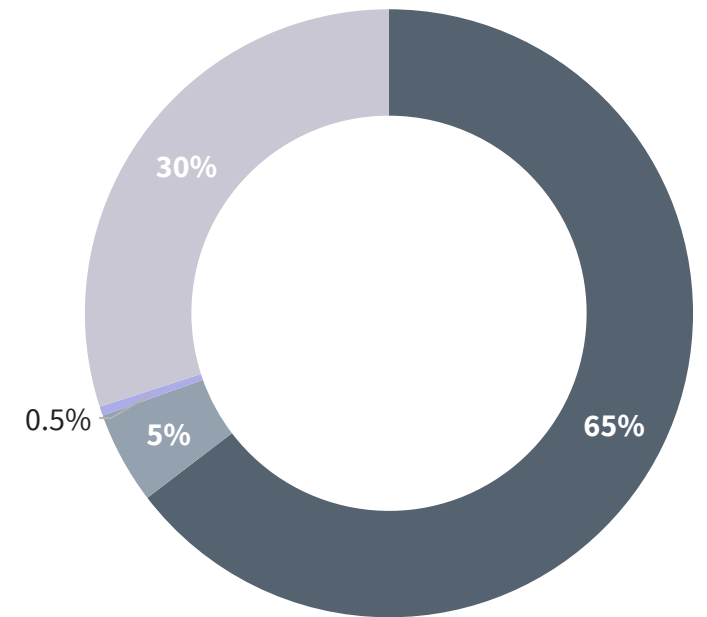
- Not selling any car
- Will visit local used car dealer
- Will visit organized centers (e.g. Gaadi Store)
- Yes

## COMPACT SUV



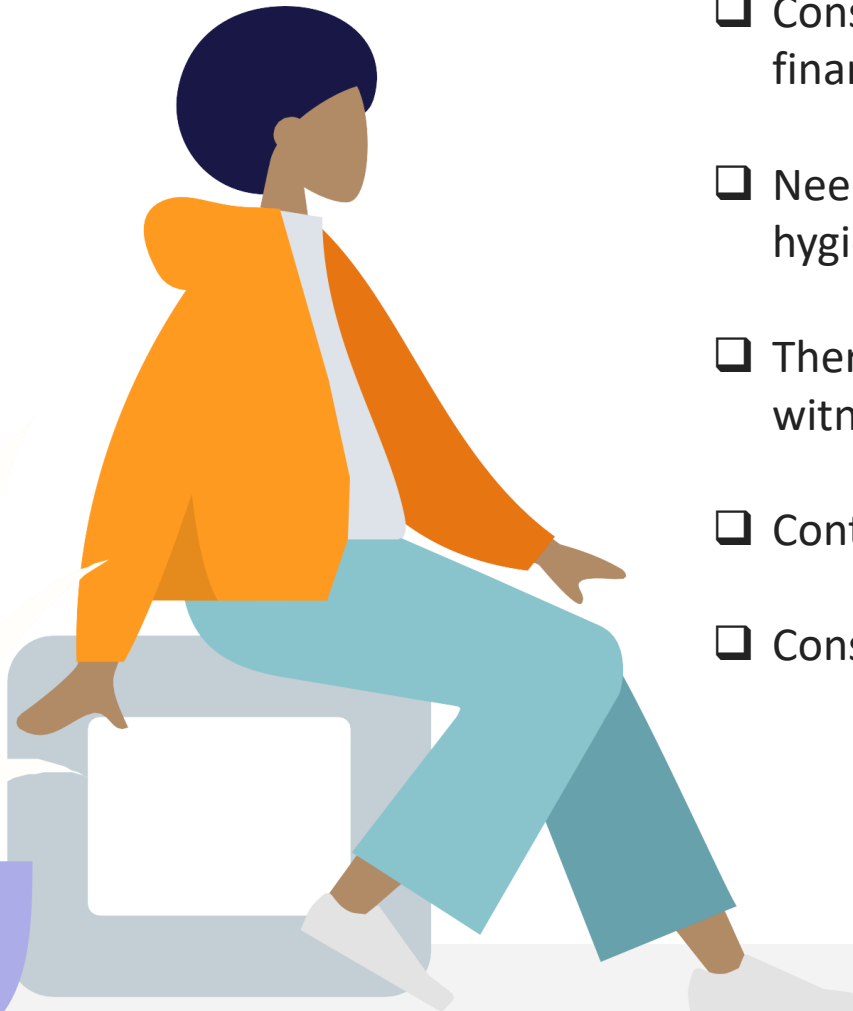
- Not selling any car
- Will visit local used car dealer
- Will visit organized centers (e.g. Gaadi Store)
- Yes

## FULL-SIZE SUV

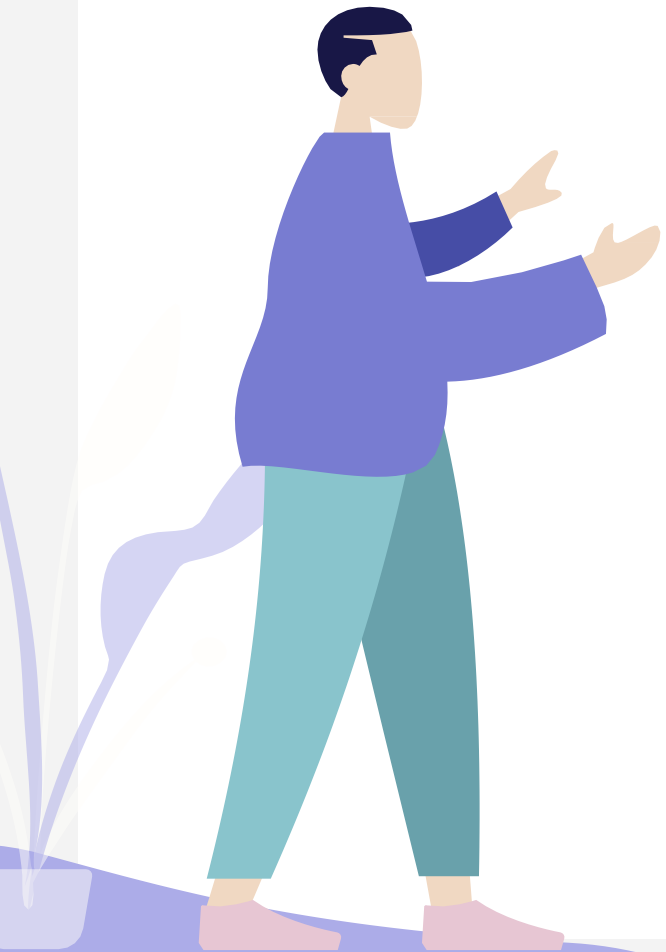


- Not selling any car
- Will visit local used car dealer
- Will visit organized centers (e.g. Gaadi Store)
- Yes

# Key findings of this survey



- Consumers are going to be lured by discount, cashback and attractive finance schemes
- Need for awareness amongst consumers for online booking feature and hygiene related initiatives
- There will be a shift from traditional way of buying a car, online buying will witness a surge
- Contactless buying will be the future going forward
- Consumers are turning to online channels for used car evaluation



# Thank You

We truly appreciate your time and effort