Project Dissertation
On

UNDERSTANDING THE ATTITUDE OF INDIAN CUSTOMER TOWARDS ADOPTION OF THE VEHICLE BUYING PROCESS ONLINE

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<u>CERTIFICATE FROM INSTITUTE</u>

This is to certify that the project dissertation titled "Understanding the attitude of Indian customer towards adoption of the vehicle buying process online", is a bonafide work carried out by Mr. Yogesh Goel of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Shahbad Daulatpur, New Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide   Signature of Head (DSM)

Place: New Delhi

Date: 27th May, 2015

DECLARATION

I, Yogesh Goel, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Shahbad Daulatpur, Delhi-42 declare that project dissertation on "Understanding the attitude of Indian customer towards adoption of the vehicle buying process online" submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This dissertation is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

(Yogesh Goel)

Place: New Delhi

Date: 27th May, 2015

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This was a really good learning experience and gave me insights into the real world of marketing strategies. I sincerely thank all of them for their cooperation and guidance during the course of my dissertation.

EXECUTIVE SUMMARY

E-commerce needs no introduction in today's competitive environment. E-commerce is latest generation of commerce. It is the one that can be done anywhere and anytime on the internet. The e-commerce industry is one of the fastest growing sectors in India today. The growing no. of first generation entrepreneurs, small medium and micro scale industries and growth in infrastructure impact e-commerce industry in India. In recent years there is a great transformation in the way India shops and trades. Earlier people used to go to markets to shop for things like clothes, groceries, shoes etc., then they switched to malls but now they don't need to go anywhere. They can now shop sitting at anyplace and without wasting their time. According to Capgemini; the Internet makes shopping into an anytime and anywhere thing. It has been seen that mostly vehicle buyers use Internet while buying a vehicle, not for the entire purchase but to research vehicle features and ratings.

India is one of the largest markets in the world for the automotives. It ranks sixth in manufacturing of passenger car and commercial vehicle in the world and third in Asia with an annual production of more than 39 lacs units. It has 3 major automobile manufacturing hubs each in west, south and north India.

This research was done with the objective to explore the problems faced by customers while buying a new vehicle (both 2 wheelers and 4 wheelers) in the existing system and to identify the proper channel to make the entire process of buying a new vehicle easier. This study enables us to answer the following questions:

1. What problems are faced by consumer while buying a new vehicle ?
2. What sources are preferred by customer for researching a new vehicle ?
3. Do customer prefer to buy things online ?
4. How satisfied are the customers from the different sources of information for buying a new vehicle ?
5. How many dealerships customer do visit before buying a new vehicle ?
6. How social media Influence the decision of buying a new vehicle ?
7. How much level of interaction customer expects from a manufacturer/ dealer on online platform/ social media ?

8. What are the reasons of visiting a dealership when every information is available online ?

9. Do customer wants to complete the entire process of buying a new vehicle/ spare parts/ accessories online or they prefer to pay extra to physical outlets ?

10. What facilities customer want to have on the manufacturer/dealer/3rd party website ?

Why is there a need for this kind of study ?

1. As E-commerce in India is growing exponentially in every field so there is a huge opportunity of entering in E-commerce with a new concept.

2. To know, will customers prefer to buy a vehicle from E-commerce leaving traditional method behind.

3. To check the potential of online buyers.

4. To suggest the manufacturer to enter in a new channel to sell vehicle because it is a new market to enter in.

There was not adequate literature available on this topic as no research was done so far. A questionnaire was prepared framing the inquiry as part of this market probe, the questionnaire focused on answering the following questions:

- What are the major issues car-buyers face when buying cars today?
- How may online buying address these issues?
- What gender and age groups are likely to consider buying online?
- What concerns do buyers have for online car buying?
- What may address these online buying concerns?

The data in the study was analyzed primarily by depicting it using various Pie Charts and Bar charts and basic Microsoft excel functionality. Telephonic, email, and internet surveys were conducted which consisted of mostly closed ended questions.

As per the analysis on the data of 107 respondents collected via various online mediums (Facebook, E-mails, Watsapp and telephonic interviews), It was seen that 70.69% respondents of the age group 18-25 were more active online and prefer to shop online. So for the future perspective companies should shift their traditional channel to the modern channel i.e. online channel because younger generation wants to do things in easier way to save their time and efforts. 85% of the respondents use

internet for vehicle research. So if they get an option to buy vehicle online then they will definitely give it a try. 73.26% females preferred to shop online but they were not bothered about the vehicle research. They just wanted to complete their shopping comfortably. The biggest problems customers faced were availability of too much options in the market and difficulty in comparing them. This feature was provided by some 3rd party websites but their data were not much authentic and only 40.60% respondents were not satisfied with this. So OEM should develop a comparison feature on their website so that customer can compare the competitors' models with their product. For e.g. Maruti Suzuki website gives an option to compare their model Swift Dzire with Hyundai's i20, Honda's Amaze, Toyota's Etios and others. Many respondents face problem of location of dealerships because different brand dealers are located in different location of the city. To solve that problem companies can create an auto mall concept in which different brand dealers are operating under one roof. Some respondents also faced a problem of availability of desired colour and model variant with the dealer. This can be solved by managing the real time inventory with dealers on manufacturer website so that customer can check the availability and contact the dealer instead of waiting for it. This will also reduce the no. of dealers customer visit/contact before buying a vehicle because maximum no. of customers visit/contact dealerships just for checking the availability and offers. Some respondents faced problem of different prices and offers with different dealers. This can be solved either by restricting dealers to offer different prices or it can be done by showing offers of different dealers on their website. Many respondents said that the sales staffs in dealerships do not having sufficient knowledge about their product or about competitor's product in the same segment. This can be solved by giving the proper training to the sales staff. Price negotiation is again a big problem. This problem can give a good business opportunity to start. A 3rd party website can provide negotiation services. They can negotiate from dealers for the customer. People are now becoming more active on the social media. 55.70% respondents said that they hadn't posted any auto related experience on social media but in future they'll surely post their experiences. So companies should make their presence felt on social media to monitor customers' experiences and comments. 73.58% customers said that they'll prefer to buy vehicle from manufacturer website if some add on benefits will be given. This is just because customers trust manufacturers the most. So it's a great opportunity for the manufacturer to launch an online buy option

on their website. It'll increase their sales and margins.Around 60% respondents believe that buying vehicle online save great time and effort. The most wanted features on the website are full range of product information, detailed comparison of vehicles, customer reviews, live feedbacks & customer service.

This concept of buy online will eliminate middle man and hence increase profit margins of the company. It also enables customer to save time and effort in buying the vehicle. Initially companies may face problem related to payments but it can be solved by providing COD, DD/ Banker's cheque pickup before delivery or by giving an option of pay online through trusted payment gateway (Visa Verified etc.) on payment page. Another problem might be related to warehousing because after implementing this, the manufacturer has to maintain inventory on their own and lease warehouses. But it is not a big problem in comparison to the profit margins they get by implementing this concept.

Though the project was done to achieve accurate results but there might be some errors due to a few limitations like the results are based on survey conducted on 107 respondents only because of time and cost limitations and the study of this kind is highly specific to the automobile buyers. Some of the respondents were not much interested in answering questions, so there might be some unwillingness errors. To remove these errors it can be conducted at larger scale including other mediums of data collection and by giving respondents some rewards to increase their willingness to answer.

This concept is a win-win situation for all. Manufacturer will earn higher profit margins, customer can save their time, money and efforts and dealerships can focus more on service centers and create a good ROI because service centers have good margins of about 70% than the sales team which has about 5% margins.

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1. INTRODUCTION

1.1 E-commerce Industry Overview

Commerce is not a new thing. It has evolved over the centuries. Prior to the introduction of money it was a simple "**barter trade**" where things could be exchanged, say cow for wheat, gold for a piece of land. "Commerce is the function of 4 P's – Product, Price, Place and Promotions". All these four components play a vital role in a commerce. Different combinations of 4Ps results different forms of Commerce. As the market became mature, few industry expertsrealized that people would be ready to pay extra for their comfort for e.g. if they could get an option of home deliver then they would not only opt it but they would be ready to pay extra. This concept delighted the customers and thus, the concept of "**Street Vendors**" was introduced. When the Postal System came into existence the sellers decided to cash on the new opportunity and started the concept of "**Mail Order Cataloguing**". After that, the concept of the "**Tele shopping**" were introduced.

"E-commerce is latest generation of commerce. It is the one that can be done anywhere and anytime on the internet. Internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. They can be thousands of miles apart, may belong to different parts of the world, might speak different languages, it emerged as the boundary-less trade medium in the era of globalization".

According to a market report, "India has an internet user base of about 243.2 million as of January 2014 and despite being the third largest userbase in world, the penetration of Internet is low compared to markets like the United States, United Kingdom or France but is growing at a much faster rate, adding around 6 million new entrants every month".In India, cash on delivery is the most preferred mode of payment, 75% of the business is done with COD payment method.

As of June 2014, six Indian Startup company(Flipkart, InMobi, OlaCabs, Quikr, Paytm and Snapdeal) have entered in the Billion-Dollar club.

E-commerce market of India was worth about USD 3.8 billion in 2009 and it grew to USD 12.6 billion in 2013. In 2013, the e-retail segment was worth USD 2.3 billion. The business done by travel portals alone contributes about 70% of the total business of India's e-commerce market. According to Google India, "there were 3.5 crore online shoppers in India by June 2014 and is expected to cross 10 crore mark by end of year 2016".

The key drivers in Indian e-commerce are:

- Rapid increase in internet users and telecom penetration.
- Explosive growth of smartphone users in India, India will soon have world's second largest smartphone users.
- Customer can get more variety of products on click and mortar as compared to what they get at brick and mortar retailers.
- Competitive prices on click and mortar compared to brick and mortar because of removal of middle man and reduced inventory and real estate costs.

Indian E-commerce industry is penetrating in every field whatever it may be, they are trying to shift customer from brick and mortar model i.e. traditional model to a new click and mortar model. E-commerce industry also has very wide scope. Due to traffic congestion and shortage of time people now prefer to shop from their homes.

1.2 Overview to Automobile Industry

India is one of the largest markets in the world for the automotives. In 2013, India ranks sixth in manufacturing of passenger car and commercial vehicle in the world and third in Asia with an annual production of more than 39 lacs units.

India has 3 major automobile manufacturing hubs each in west, south and north.

The southern hub is the biggest with 35% of the total share and is based out in Chennai.

The brands with their manufacturing units in southern hub are; Nissan, Datsun, Hindustan Motors, Ford, Mitsubishi, Hyundai, BMW, Daimler and Mini.

Southern hub alone accounts for 60% of the India's automobile exports, this is because of its approach to major sea ports.

The western hub is the second largest which contributes to 33% of the total market and is based located near Mumbai, Pune and Gujrat.

The major corridors in the western hub are Chakan, Nashik, Aurangabad and Gujrat. Chakan corridor has some big companies like Volkswagen, GM, Skoda, M&M, Tata Motors, Mercedes Benz, JLR, Fiat and Force Motors.

Nashik is having manufacturing unit and Assembly unit of M&M.

Another in western hub is Aurangabad. Aurangabad has operations Volkswagen group which includes Audi, Skoda and Volkswagen.

Another expanding hub in western region is in Gujarat. Halol in Gujrat has a manufacturing facility of General Motors and other is Sanand which was planned for Tata's Nano plant. Ford, Maruti Suzuki and Peugeot-Citroen are also planning to set their operations in Gujarat.

The third is northern hub is around the Delhi (National Capital Region) which contributes 32% of the total market. Gurgaon, Manesar in Haryana, Noida, Tapukara near Alwar in Rajasthan form the northern hub. In northern cluster the country's largest car manufacturer, Maruti Suzuki and Japanese Honda are based.

Kolkata was the country's oldest automobile hub. It had the manufacturing unit of the oldest Indian brand Hindustan Motors.

1.2.1 Overview to Two Wheeler Industry

Indian two wheelers' market has witnessed a drastic change over the years. In the past Indians preferred scooters and mopeds but with the rising demand for style, income and standard of living, people started preferring bikes over scooters and mopeds.

Earlier companies like LML and Bajaj pioneered the 2W markets and they were the market leader in scooters. Bajaj Chetak was the highest selling scooter in India. But

then preference of customers have changed and they shifted to bikes. Due to the change in preferences of customers and rising competition from bikes Bajaj had discontinued its scooter brands in 2009 and shifted its focus completely on bikes and 3 wheelers.

India is the second largest manufacturer and producer of two-wheelers in the world. In terms of production, it stands next to Japan and in terms of the domestic sales it stands next to China.

Two wheeler industry in India consists of scooter, bike and gearless scooty. In last 10 years the Indian two wheeler industry has seen a big change in the composition of sale of scooter and bikes. Earlier share of scooters in Indain market is more as compare to the bikes but now the motorcycles have gained market share and becomes the market leader. Scooter share is almost negligible in the market. Scooter is now completely replaced by gearless scooters like Honda's Activa, Vespa and Maestro.

1.2.1.1 Major Two Wheeler Manufacturers in India are:

1. **Hero MotoCorp.**
   It is the world's largest manufacturer of the 2 wheelers. Hero has 3 manufacturing units these are in Dharuhera, Gurgaon and Haridwar.
2. **Bajaj Auto :**Earlier they were known for scooters. Its Chetak brand was the most favourite and highest selling scooter in India. The most popular 2 wheelers of Bajaj are Discover and Pulsar.
3. **TVS Motor Company**: TVS Motor Company is the 3rd largest 2 wheeler manufacturer in India. It has a range of products for girls like the TVS Wego, Scooty, Scooty Pep+ and have some most famous road dominators: TVS Apache and TVS Flame.
4. **Suzuki Bikes and Scooters**: Suzuki motors is now wholly owned operations in India but it entered India in collaboration with TVS Motors. Now they have Suzuki Access who competes with Honda's Active and some good motorcycles.

5. **Mahindra Two Wheelers Limited (MTWL)** is a group wholly owned by Mahindra & Mahindra, which manufactures scooters and motorcycles.

6. **Honda Motorcycle and Scooter India Private Limited (HMSI)** is the wholly owned Indian subsidiary of Honda Motor Company Limited, Japan. The most popular models they have are Activa among scooters and Shine, CBR, Twister and Yuva among bikes.

1.2.2 Overview to 4 wheelers industry

The majority of India's car manufacturing industryis divided in 3 major automobile manufacturing hubs each in west, south and north.

The southern hub is the biggest with 35% of the total share and is based out in Chennai.

The brands with their manufacturing units in southern hub are;Nissan, Datsun, Hindustan Motors, Ford, Mitsubishi, Hyundai, BMW, Daimler and Mini. Southern hub accounts for 60% of the India's automobile exports, this is because of its approach to major sea ports.

The western hub is the second largest which contributes to 33% of the total market and is based located near Mumbai, Pune and Gujrat.

The major corridors in the western hub are Chakan, Nashik, Aurangabad and Gujrat. Chakan corridor has some big companies like Volkswagen, GM, Skoda, M&M, Tata Motors, Mercedes Benz ,JLR, Fiat and Force Motors.

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The third is northern hub is around the Delhi (National Capital Region) which contributes 32% of the total market. Gurgaon, Manesar in Haryana, Noida, Tapukara near Alwar in Rajasthan form the northern hub. In northern cluster the country's largest car manufacturer, Maruti Suzuki and Japanese Honda are based.

Southern hub is the largest, with a 35% revenue share and is accounting for 60% of the country's automotive exports.

1.2.2.1 Major 4 Wheeler manufacturer in India are :

1. **General Motors India Private Limited** : It is a partnership between General Motors and SAIC in the ratio 93:7 respectively. GM is the 5th largest automobile manufacturing company in India after Maruti Suzuki, Hyundai, Tata Motors and M&M. General Motors India started its operations in 1996 in India and has completed 18 years of operations in India with their successful models like Tavera, Cruze and Beat.

2. **Tata Motors Limited** (formerly TELCO, TELCO stands for Tata Engineering and Locomotive Company) is an Indian multinational automobile manufacturing company having headquarters in Mumbai, India. Its products include passenger cars, trucks, vans, coaches, buses, construction equipment and military vehicles. It is the 4th-largest truck manufacturer, and 2nd-largest bus manufacturer by volume.

3. **Maruti Suzuki India Limited**, formerly known as MarutiUdyog Limited, is largest passenger car manufacturer in India. It is a subsidiary of Japanese automobile and motorcycle manufacturer Suzuki. MSIL manufactures and sells a complete range of cars from the entry level Maruti 800 (it was among the highest selling cars but now it is discontinued), Alto, to the hatchback Ritz, Celerio, A-Star, Swift, Wagon R, Zen and sedans DZire, Ciaz, Kizashi and SX4, in the 'C' segment Eeco, Omni, MPV Ertiga and SUV Grand Vitara.

4. **International Cars And Motors Ltd. (ICML)** is a subsidiary of Sonalika Group. It is pioneered in tractors business. CurrentlyICML offers "Extreme MUV", an upgraded version of its "Rhino MUV".

5. **Mahindra Reva Electric Vehicles Private Limited**, formerly known as the Reva Electric Car Company, is an Indian company based in Bangalore. Reva then acquired by M&M in 2010 and became Mahindra Reva. It is involved in designing and manufacturing of compact electric vehicles. The company's flagship car is the REVA i electric car, which is available in 26 countries.

6. **Toyota Kirloskar Motor Pvt Ltd** is a subsidiary of Toyota Motor Corporationof Japan. Toyota ventures with Kirloskar Group as a minority owner for the manufacture and sales of Toyota cars in India. Toyota is worldwide no. 1 in cars manufacturing but 4th in India after Maruti, Hyundai, and Mahindra in terms of sale.

7. **Mahindra and Mahindra Limited (M&M)** is an Indian multinational automobile manufacturing corporation headquartered in Mumbai, Maharashtra, India. It is one of the largest vehicle manufacturers in India in terms of production and the largest manufacturer of tractors in the world.

8. **SsangYong Motor Company (**The name SsangYong means double dragons) or SsangYong Motor is the fourth largest South Korean-based automobile manufacturer. A 70% share of SsangYong was acquired by IndianMahindra & Mahindra Limited, in February 2011 and In India Mahindra sells Ssangyong with the Mahindra 4 wheelers dealership network.

9. **Jaguar Land Rover Automotive**is a British multinationalautomotive company headquartered in United Kingdom, and a subsidiary of Indian automaker Tata Motors.

10. **Mercedes-Benz India Pvt Ltd** is a wholly owned subsidiary of the German Daimler AG. It has its headquarters in Pune, India.

11. **Fiat India Automobiles Ltd** is a subsidiary of an Italian group; Fiat. Earlier they used to sell their cars with Tata's network but recently they break their tie.

12. **Volkswagen Group Sales India Private Limited** is the wholly owned subsidiary of Volkswagen Group. Its operations are divide into 5 divisions:

- Audi India
- Porsche India
- Volkswagen India Private Limited
- Škoda Auto India Private Limited

- Lamborghini

13. **Premier Ltd.** (formerly The Premier Automobiles Limited (PAL)) is a manufacturer of vehicles based in Mumbai, India. PAL was the prominent company in India till 1980's but now due to the competition from so many players their business is near to end. Presently they have only one car i.e. SUV.

14. **Honda Cars India Ltd (HCIL)** is a wholly owned subsidiary of the Honda Motors. Formerly it was known as Honda Siel Cars India Ltd. It was a joint venture between Honda Motor Company and Usha International (a shriram group company). In 2012, Honda bought out Usha International's entire share and became a wholly owned subsidiary.

15. **Ford India Private Limited** is a wholly owned subsidiary of the Ford Motor Company. It has its headquarters inChennai, Tamil Nadu. It has its fast moving models Ecosports, Figo and Endeavour.

16. **Hyundai Motor India Ltd** is a wholly owned subsidiary of the Hyundai Motor Company. It is the second largest automobile manufacturer in India in terms of sale. Hyundai Santro was the biggest selling car in India after Maruti 800. i10, i20 and Verna are other big hits.

17. **Mitsubishi Motors**is an autonomous company ofJapanese Mitsubishi group. Their models Lancer and Montero worked well in India.

18. **Renault India Private Limited** : It is a wholly owned subsidiary of Renault, France. In India Renault offers six models in the Indian market – hatchback "Pulse", Luxury Sedan "Fluence", Mid segment sedan "Scala", Luxury SUV "Koleos", affordable SUV "Duster" and recently launched a MPV "Lodgy".

19. **Nissan Motor India Pvt Ltd** is a wholly owned subsidiary of Japanese automaker Nissan Motor Company Ltd. In India they have hatchback Micra, Sunny, Evalia and Terrano. Recently Nissan introduced Datsun brand in India with Datsun Go and Go+. These are the most affordable hatchback and MUV respectively in India.

1.3 Objective :

The objective is to explore the problems faced by customers while buying a new vehicle (both 2 wheelers and 4 wheelers) in the existing system and to identify the proper channel to make the entire process of buying a new vehicle easier.

<u>1.3.1 Sub Objectives :</u>

- ➢ To know the problems faced by consumer while buying a new vehicle
- ➢ To find the sources preferred by customer for researching a new vehicle
- ➢ To know the preference of customers to buy things online
- ➢ To enumerate the satisfaction level of customers from the different sources of information for buying a new vehicle.
- ➢ To determine the average no. of dealerships customer visit before buying a vehicle
- ➢ To determine the influence of social media on the decision of buying a vehicle
- ➢ To estimate the level of interaction customer expects from a manufacturer/ dealer on online platform/ social media.
- ➢ To find out the reasons of visiting a dealership
- ➢ To know whether customer wants to complete the entire process of buying a new vehicle/ spare parts/ accessories online or they prefer to pay extra to physical outlets
- ➢ To find out customers' requirements of facilities they want to have on the manufacturer/dealer/3rd party website.

PROJECT DISSERTATION

ON

Understanding the attitude of Indian customer towards adoption of the vehicle buying process online

2. LITERATURE REVIEW :

The e-commerce industry is one of the fastest growing sectors in the India today. Growing the no. of first generation entrepreneurs, small medium and micro scale industries and infrastructural growth impact e-commerce industry in India.In recent years there is a great transformation in the way India shops and trades. Earlier people used to go to markets to shop anything like clothes, groceries, shoes etc then they switched to malls but now they don't need to go anywhere. They can now shop with sitting at anyplace and with wasting their time. E-commerce has converted E-commerce into anytime and anywhere activity. It has created a storm into the retail sector. Industry experts estimate that E-commerce will further grow 5 to 7 times in next 4 to 5 years. Today online retail represents only a small fraction of the e-commerce space butit is one of the fastest growing segments in this industry.
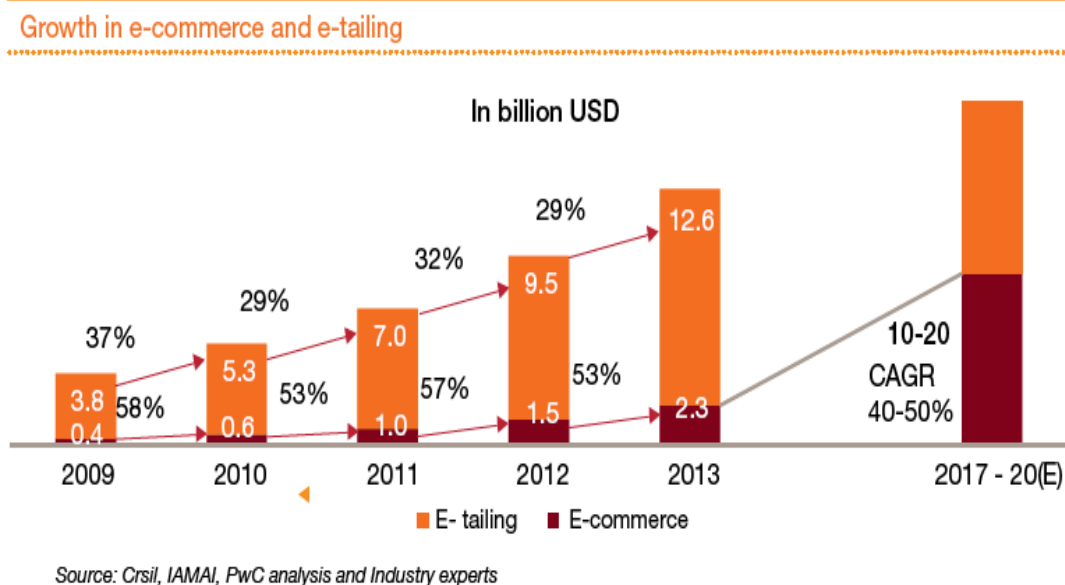

Figure 1 : Growth in e-commerce and e-tailing

From the bar graph above, we can see that there is around 55% growth year on year in E-commerce industry and around 30% in e-tailing year on year. Indian E-commerce is expected to grow to 20 billion USD by 2020. E-commerce websites provide services in a various categories.

Commodity distribution in e-tailing

Healthcare 3%

Baby products 2%

Home and furnishing 6%

Electronics 34%

Beauty and personal 10%

Books 15%

Apparels and accessories 30%
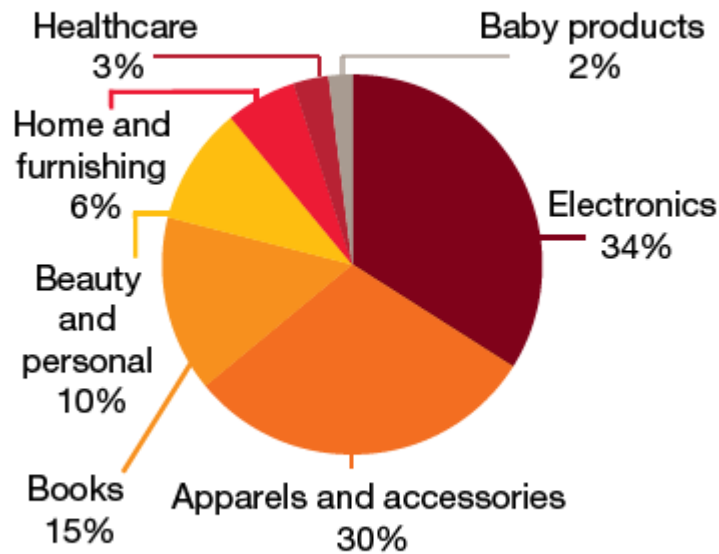
Source: Internet and Mobile Association of India research

Figure 2 : Commodity distribution in e-tailing

As seen from the pie above, among e-tailing electronics enjoys maximum share of 34% and after that apparels and accessories accounts for 30%. After that the third largest is books and then personal care. There are so many other sectors who are growing with time.

The aim of e-commerce is to offer an almost infinite variety of choices to the customers anywhere and anytime.The essence of e-retailing is to reach customers in no time and in different way from the traditional brick-and-mortar stores.

One day I was searching on net and I wondered that there are so many website for automobile research but no one is selling vehicle online. No website has an option of buying a vehicle online. Then I got an idea of conducting a research on the same because I want to explore this area that what are the problems in launching this concept, what are the benefits of this concept to the stakeholders (manufacturer, dealership, customer, banks etc) and why no one has entered in this prospective area.

When deciding to buy a car, almost every one of us tries to find answers for some questions – which car to buy? And we compare that on certain parameters. These are:

- Reliability
- Reputation
- Performance
- Price competitiveness
- Safety rating
- Cost of ownership
- Size of household
- Planned use

Earlier buying a vehicle often involves very long discussion sessions engaging family members and friends for helping in deciding a vehicle. Also we need to gather required information to decide which vehicle to buy.

But now time has changed. Now we have internet and truly speaking internet and search engines have made research more consumer-friendly, transparent and less time consuming. Today people don't just rely on personal gut-feelings and dealership promotional messages but have various portals, blogs and specialized websites to see, compare and get all kind of information related to the vehicle they want to buy.

Some websites deal in a this field of automobiles are :
For cars :
- Cardekho.com
- Zigwheels.com
- Carwale.com
- Comparecar.com
- Indiacar.com
- Automartindia.com
- Gaadi.com
- Overdrive.in
- Cartrade.com
- Auto.ndtv.com
- Cars.com and many more

And for 2 wheelers

- Bikedekho.com
- Bikewale.com
- Zigwheels.com
- Bikeportal.in
- Overdrive.in
- And many more

Theses websites provides some of the given below services :

- Car research and reviews
- Online evaluation
- Booking a test drive
- Dealer Locator
- Call back from dealer
- Expert speak
- Message board and more

According to the research conducted by Capgemini named cars online 2014. Capgemini conducts survey every year on new automobile technologies from last 15 years. Cars online was the 15th survey. Every year Cars Online survey, Capgemini examines consumer-driven trends in the industry.

According to Capgemini ; the Internet makes shopping into an anytime and anywhere thing. It has seen that mostly vehicle buyers use Internet while buying a vehicle, not for the entire purchase but to research vehicle features and ratings.

Car shoppers want to have information access all the time. According to the survey conducted by Capgemini in 10 countries and with more than 10000 respondents, they found that on an average 97% of the car buyer are using Internet for vehicle research and they use different sources to gather these information but still the dealer is the most preferred source of information. Capgemini also find that shopper usually visits more than 1 showroom to see vehicle so a visit of a customer to the showroom doesn't assure the sale. Capgemini also found that buyers trust the wisdom of the

crowd and their friends. Most of the buyers said they use social media for vehicle research. More than half of the car buyerssaid that positive comments on social media influence their buying decision.

3. RESEARCH METHODOLOGY :

3.1 Need for the Study :

- ➢ As E-commerce in India is growing exponentially in every field so there is a huge opportunity of entering in E-commerce with a new concept.
- ➢ To know, will customers prefer to buy a vehicle from E-commerce leaving traditional method behind.
- ➢ To check the potential of online buyers.
- ➢ To suggest manufacturer to enter in a new channel to sell vehicle because it is a new market to enter in.

3.2 Scope of the Study :

This study has come out with a concept of creating a new channel of selling a new vehicle i.e. through online channel.

3.3 Research Design :

This is an exploratory cum descriptive research approach because no research has been conducted on this topic till now and to carry out this research both primary data and secondary data are collected.

Survey Framing the Inquiry As part of this market probe, we focused on answering the following questions: • What are the major issues car-buyers face when buying cars today? • How may online buying address these issues? • What gender and age groups are likely to consider buying online? • What concerns do buyers have for online car buying? • What may address these online buying concerns?

3.4 Sample Design :

Sample Size – 107 Respondents

Sample Area - Data is collected via different online mediums :

- – Through Facebook
- – Through personal mails
- – By sharing a link on watsapp

– By telephonic interview

Sample Unit – owner of any vehicle or prospective buyer

Sampling Technique – Quota Sampling

Method - Primary

Mode – Online questionnaire and Personal Interview (sample of questionnaire is available in Exhibit 10)

3.5 Tools of Analysis

The data in the study was analyzed primarily by depicting it using various Pie Charts and Bar charts and basic Microsoft excel functionality. Telephonic, email, and internet surveys were conducted which consisted of mostly closed ended questions.

4. DATA ANALYSIS, INTERPRETATIONS & FINDINGS

Among 107 respondents, 43% of the respondents are students, 39.30% are salaried, 15.90% are self employed and 1.9% are homemaker. So it shows that we have mix of respondents and the result of this survey is not biased against a particular occupation.
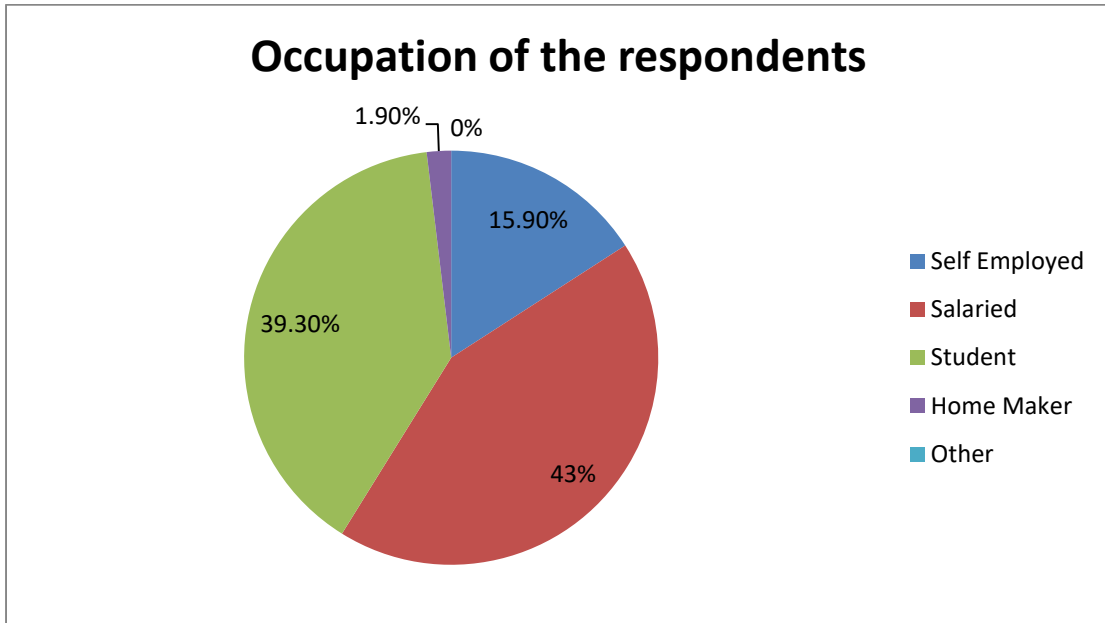
Figure 3 : Occupation of the respondents

[Data table available in Exhibit1]

Out of 107 respondents, 54.20% respondents are between age group 18-25, 34.60% are between 25-35 and rest areabove 35. This is because younger generation ismore active online and available on social media like Facebook and Whatsapp.
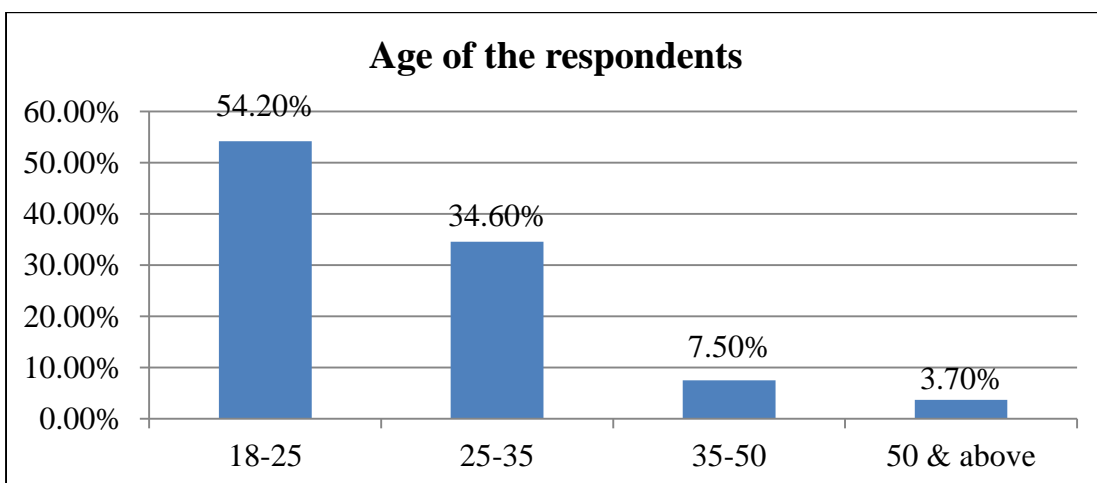
Figure 4 : Age of the respondents

[Data table available in Exhibit1]

18

Among **18-25** age group, 70.69% respondents agreed that they prefer to buy thing online. This can be clearly seen by a trend line.

Customer preference to buy online (18-25)

Label	Value
Highly Agree	43.10%
Agree	27.59%
Neutral	17.24%
Disagree	3.45%
Highly Disagree	8.62%
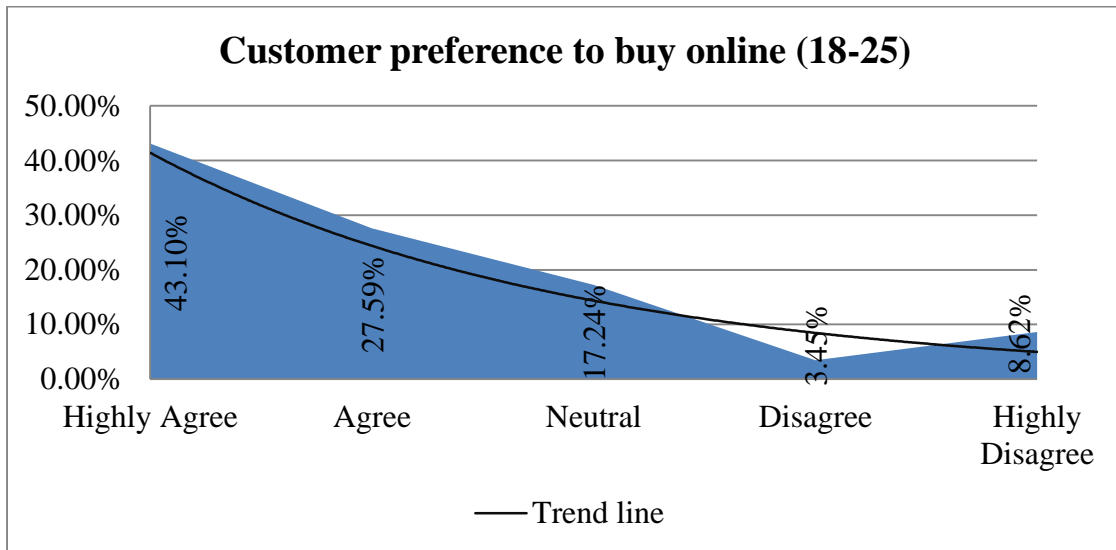
— Trend line

Figure 5 : Customer preference to buy online (18-25)

[Data table available in Exhibit2]

And 84.49% respondents agreed that they use internet to collect information before buying a vehicle. Trend line in this case is steeper. So it shows that people of age group 18-25 are using internet for researching more than buying things.

Percentage of respondents use internet for collecting information (18-25)

Label	Value
Highly Agree	48.28%
Agree	36.21%
Neutral	6.90%
Disagree	5.17%
Highly Disagree	3.45%

— Trendline
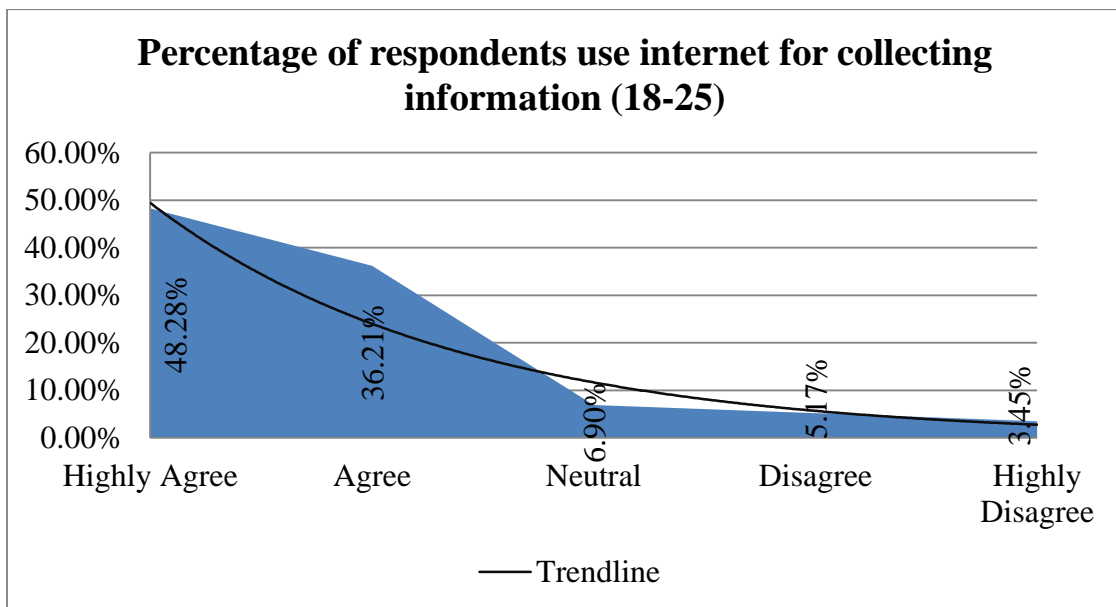
Figure 6 : Percentage of respondents use internet for vehicle research (18-25)

[Data table available in Exhibit 2]

19

For the age group 25-35, 59.46% respondents agreed that they prefer to buy thing online as compared to 70.69% in the age group 18-25

Customer preference to buy online (25-35)

Values on chart: 27.03%, 32.43%, 24.32%, 13.51%, 2.70% across Highly Agree, Agree, Neutral, Disagree, Highly Disagree

— Trendline
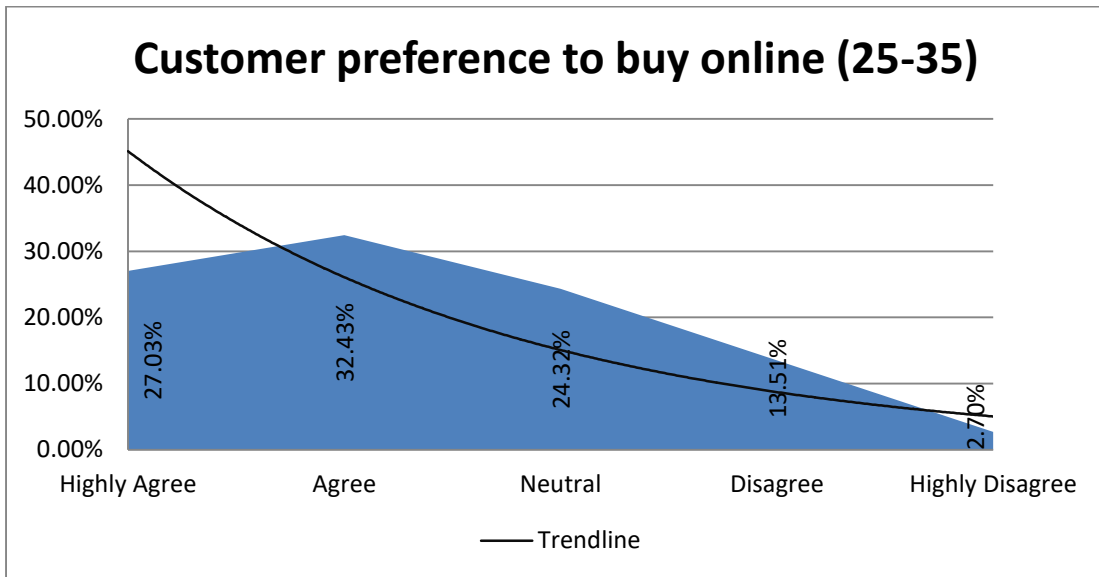
Figure 7 : Customer preference to buy online (25-35)

[Data table available in Exhibit2]

And 86.49% respondents agreed that they collect information from internet before buying things.

Percentage of respondents use internet for collecting information (25-35)

Values on chart: 59.46%, 27.03%, 5.41%, 2.70%, 2.70% across Highly Agree, Agree, Neutral, Disagree, Highly Disagree

— Trendline
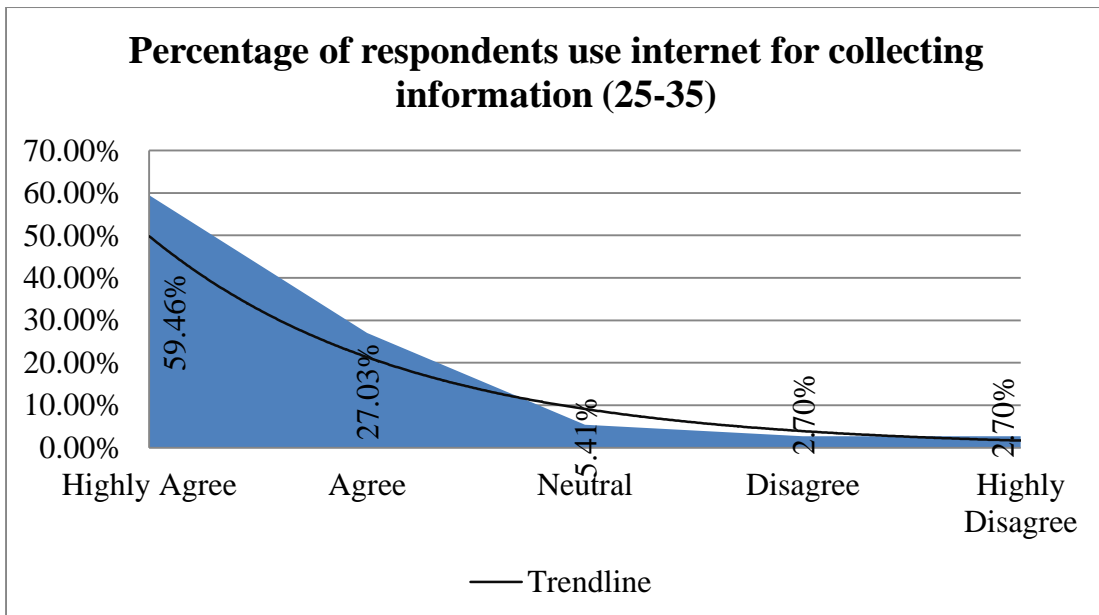
Figure 8: Percentage of respondents use internet for vehicle research (25-35)

[Data table available in Exhibit2]

20

Although people in the age group 25-35 do less online shopping but more research. It shows the fear of buying things online in this age group.

For the age group of more than 35 years, it is seen that they are not much interested in shopping online. As shown below only 8.33% of the respondents agreed that they prefer to buy things online.
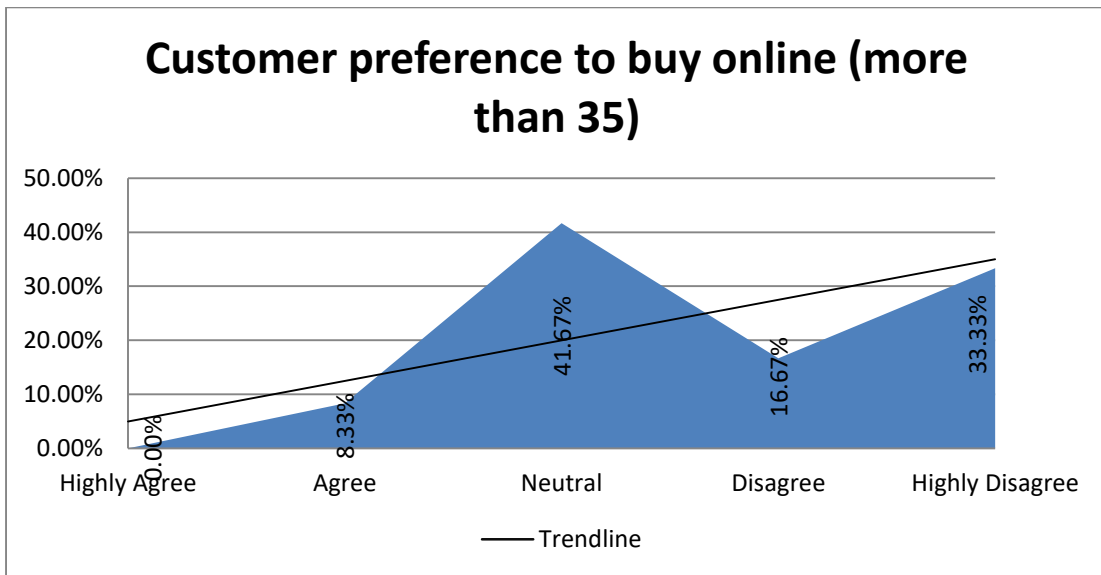
Figure 9 : Customer preference to buy online (more than 35)

[Data table available in Exhibit 2]

But on the contrary 58.33% respondents of the same group agreed that they collect information from internet before buying the things.
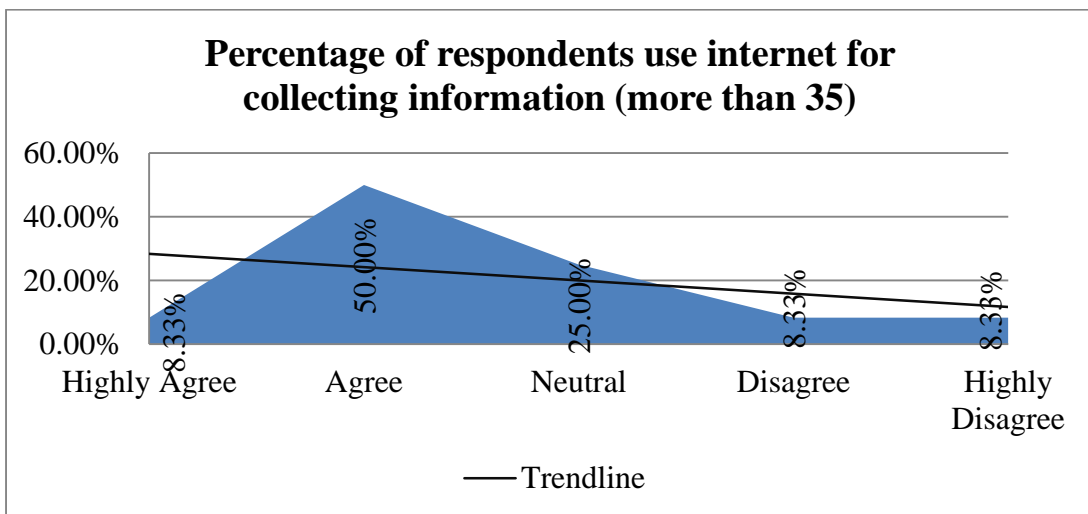
Figure 10: Percentage of respondents use internet for vehicle research (more than 35)

[Data table available in Exhibit2]

Here again it is seen that people in this age group are even more scared of buying thing online than the people of age group 25-35.

The annual household income of the respondents are as shown below. There is no large variation among different income group. All groups contain almost equal percentage except 10-20 lakhs. But again that no. is not that large. So we can say that the results are not biased against any particular group.

Annual household income of respondents

upto 5	14%
5 - 7.5	21.50%
7.5 - 10	17.80%
10 - 20	30.80%
20 & above	15.90%
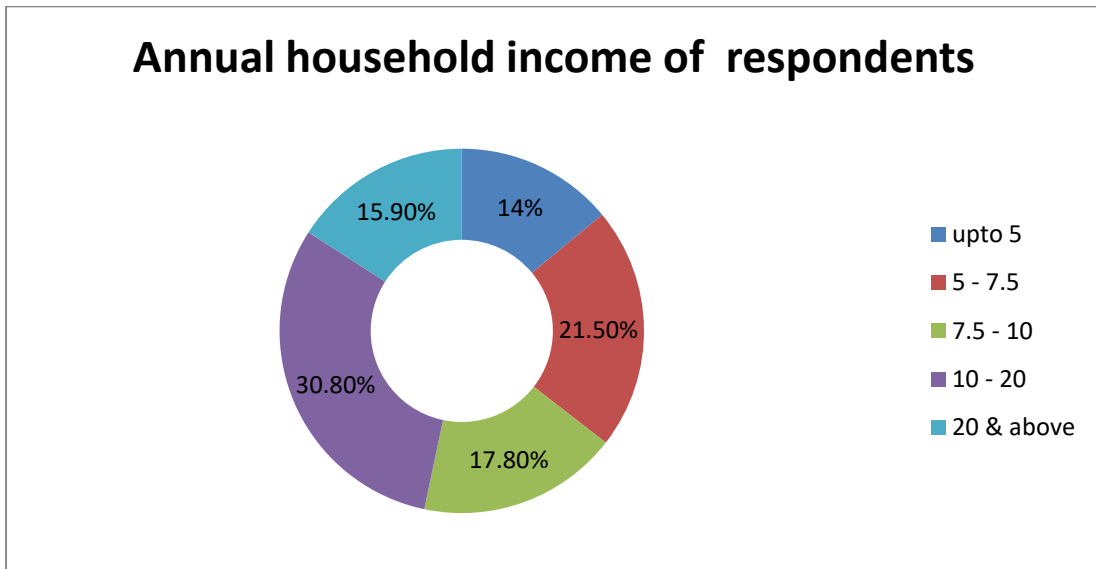
Figure 11 : Annual household income of respondents

[Data table available in Exhibit1]

Among 107 respondents 21.50% respondents are female

Gender distribution

Male	78.50%
Female	21.50%
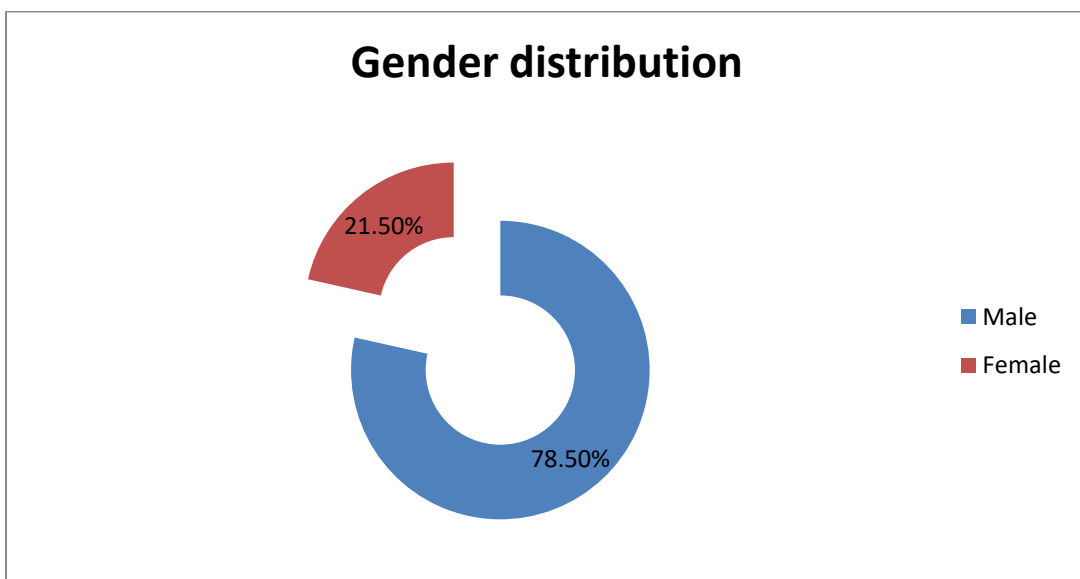
Figure 12 : Gender distribution

[Data table available in Exhibit1]

22

Among females, 73.26% agree that they prefer to buy online but only 47.62% male agreed that they prefer to shop online

Customer preference to buy online (Female)
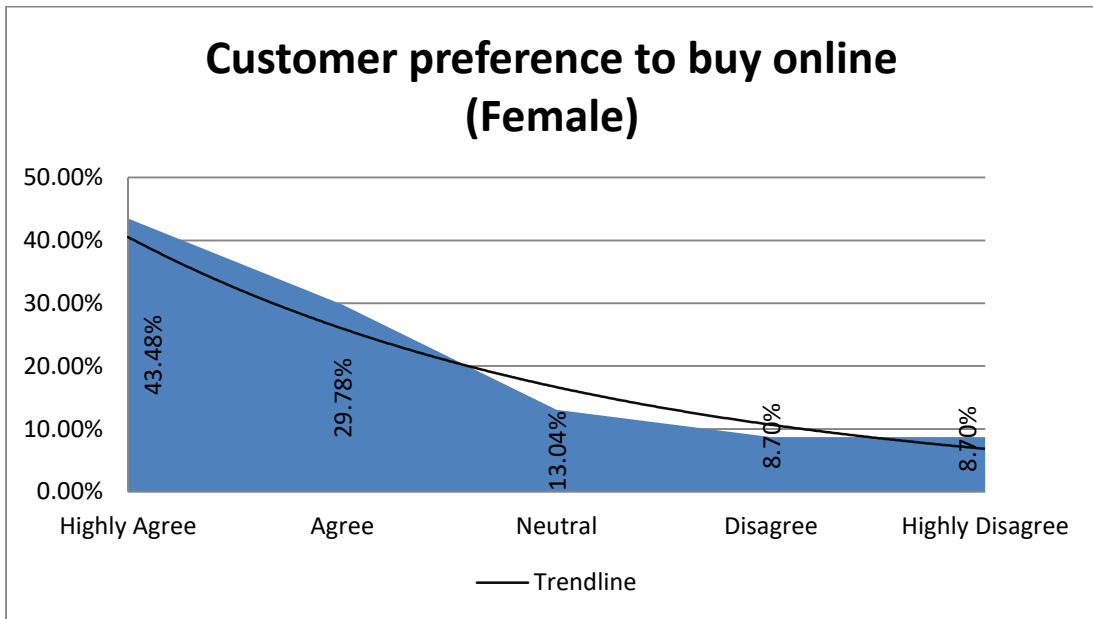
Figure 13 : Customer preference to buy online (Female)

[Data table available in Exhibit3]

Customer preference to buy online (Male)
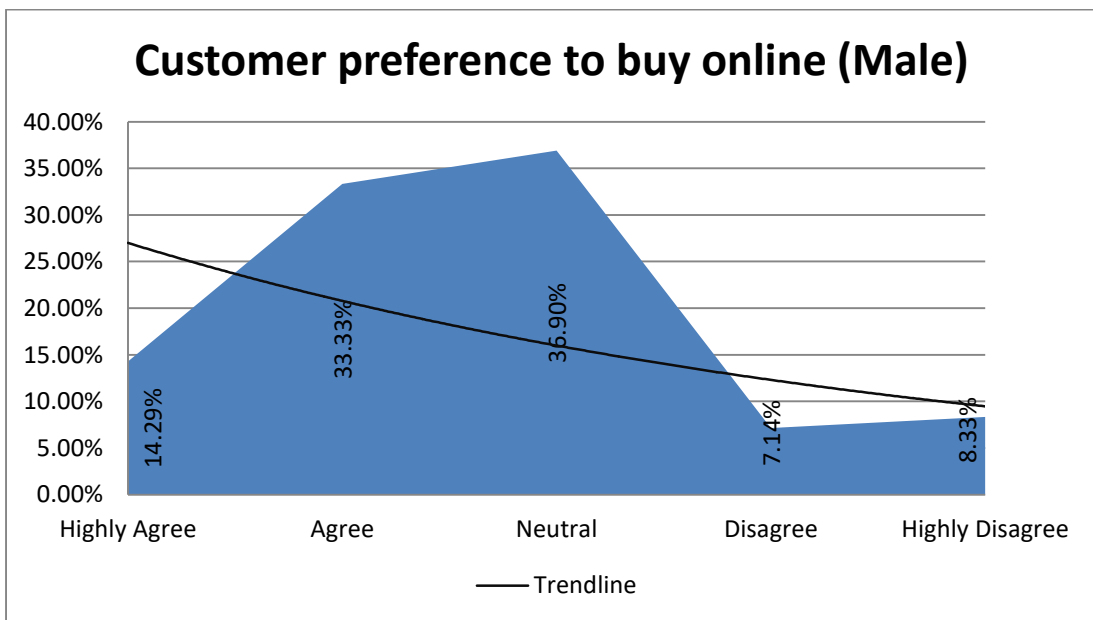
Figure 14 : Customer preference to buy online (Male)

[Data table available in Exhibit3]

So it shows that females are more inclined towards the online shopping. The trendline in case of females is also steeper than in the case of males.

But on the contrary 76.19% male respondents are using internet for research or collecting information before buying a vehicle as against only 34.13% females do research on internet.
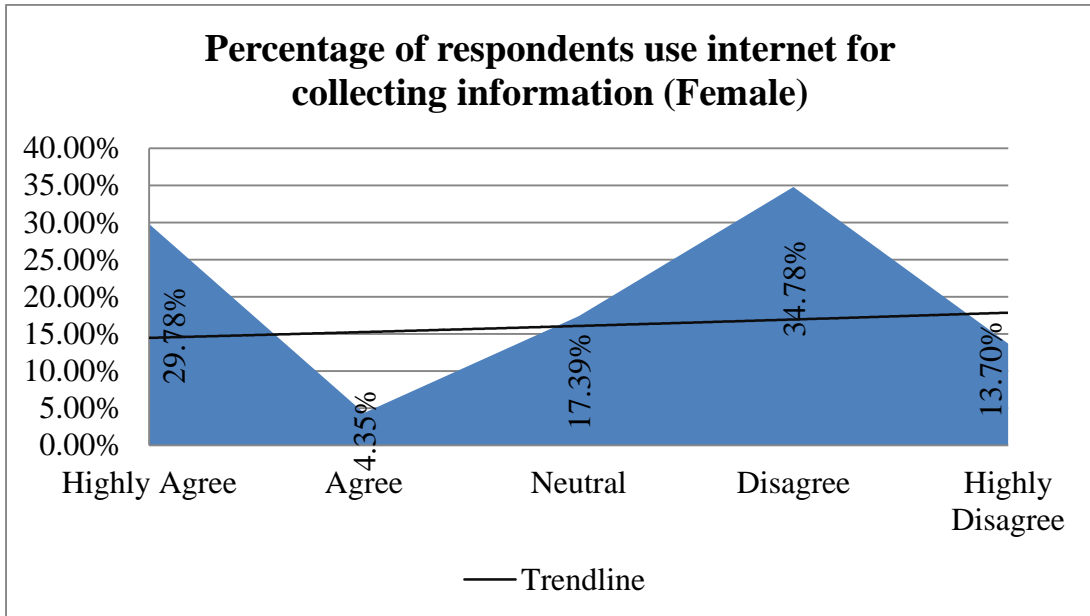
Figure 15 : Percentage of respondents use internet for collecting information (Female)

[Data table available in Exhibit3]
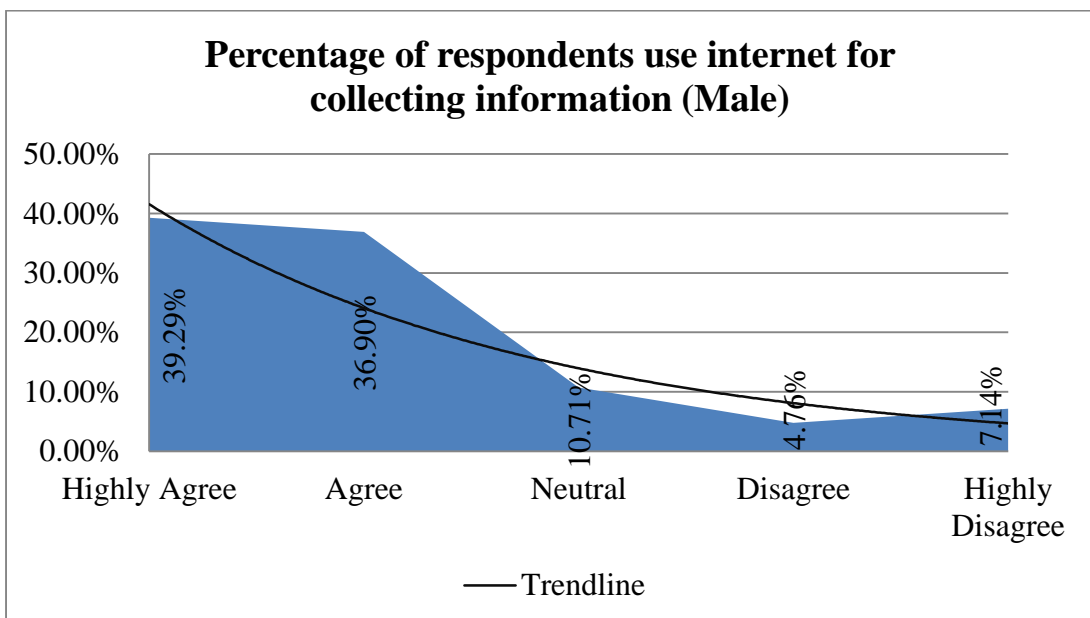
Figure 16 : Percentage of respondentsyse internet for collecting information (Male)

[Data table available in Exhibit3]

It shows that females aren't using much internet sources for collecting information instead they take advices from friends, family and experts.

Satisfaction of customers from different sources of Information
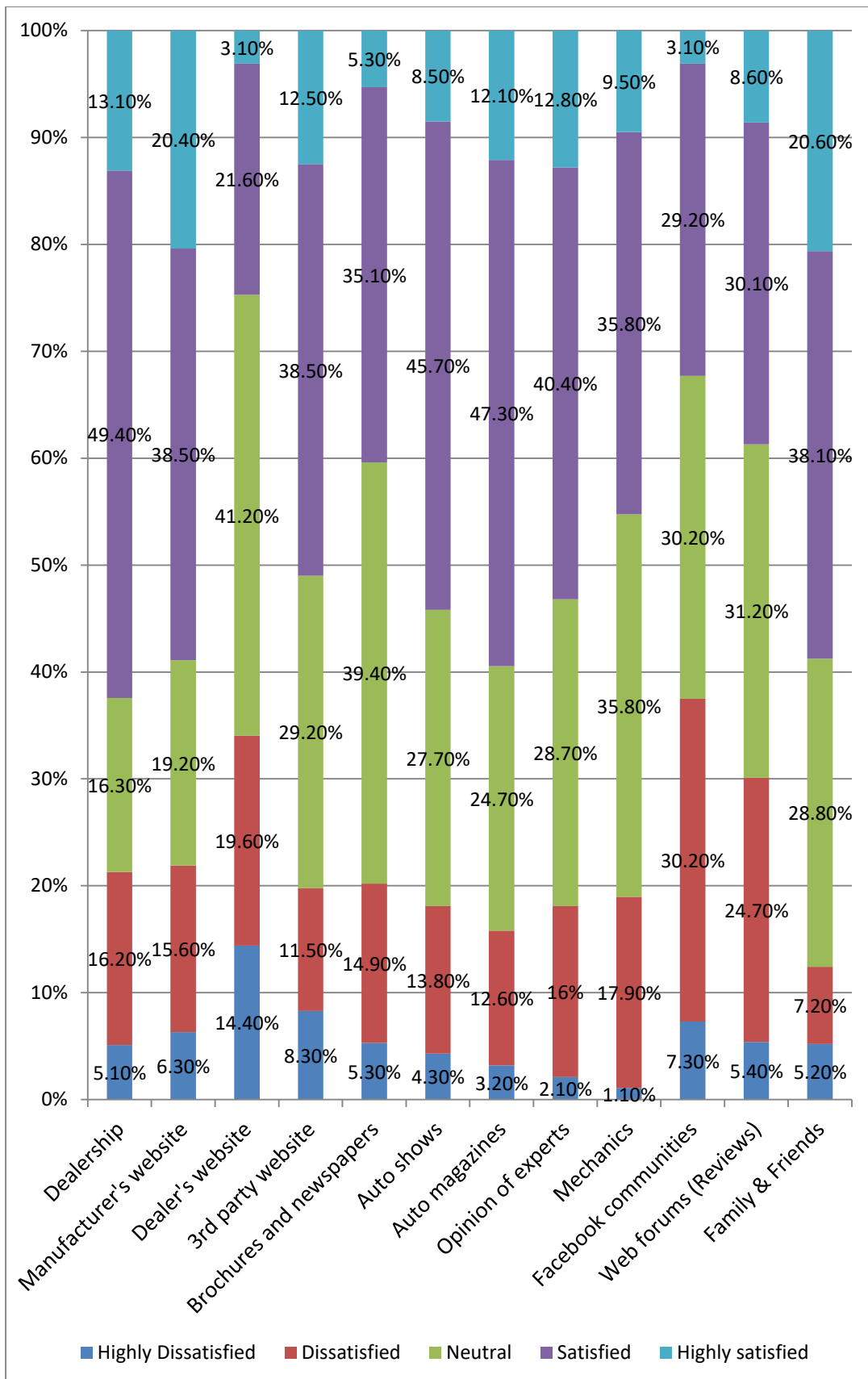
Figure 17 : Satisfaction of customers from different sources of information

[Data table available in Exhibit4]

25

Consumers use many sources to collect information before buying a vehicle. The most preferred source of information is still the dealership. 62.50% respondents preferred visiting/contacting dealership. Instead of so much problems in visiting a dealership it is the only source of information which satisfies customer the most. It has so many reasons like by visiting a dealership customer can see, touch, feel and can check all the features with the demo car. Also he/she can personally consult with the sales advisors and mechanics without paying any fee. The second satisfactory source of information is auto magazines, 59.40% respondents prefer to decide their vehicle by researching through auto magazines. Third preferred source of information is OEM (original equipment manufacturer) or manufacturer website. 58.90% customers prefers this source to collect information because it is a authentic source of information and customer can get a real idea about the actual features available in the vehicle. The next preferred source is family and friends. 58.70% respondents agreed that they get satisfactory advice from their family and friends. It shows the advice of friend and family greatly influence the buying decision of a customer. After that the next preferred source is auto shows like Auto Expo and vehicle launches. After that 53.20% respondents said that they feel opinion of experts like Titu Dhawan's, Siddharth Patnakar's opinion as a satisfactory source of information because these experts are highly qualified and highly experienced in this field. Then the next is 3rd party website like cardekho.com, zigwheels.com, bikedekho.com, carwale.com etc. 51% respondents got satisfactory information from these website. These websites provide customer to compare different models that they can't do on manufacturer website. These websites are excellent opportunities for OEMS and dealers to show their products and allow customer to compare them. After that some customers use newpaper and brochure to get information and some consult with mechanics for their advice. Some customers check facebook communities and webforums to check reviews of the existing customers. The least preferred method of collecting information is dealer website. Only 24.70% respondents said that they are satisfied with the information on the dealers website. 41.20% respondents never visited a dealer website. So dealer should work on their website and can give customer an option to compare its product with a competitor's product and find its USP.

Problems faced by customers while buying a new vehicle

Category	Percentage
Other	0%
too much waiting time for a new models	39.60%
Availability of limited accessories	25.50%
Financing	21.70%
Documents related	26.40%
Price negotiations	31.10%
Sales person at dealerships doesn't have much knowledge about competitors' product	17.90%
Sales person at dealerships doesn't have much knowledge about their product	17%
Not much authentic data available	22.60%
Different prices/offers with different dealerships	44.30%
Preffered colour and model not available with the dealer	29.20%
Inconvenience in visiting different brand dealerships located in different area	46.20%
Too much options and difficulty in comparison	62.30%

Figure 18 : Problem faced by customers while buying a new vehicle

[Data table available in Exhibit 5]

The biggest problem a customer face while buying a vehicle is "too much options and difficulty in comparison". In today's market a customer is having so many options with the same configuration so it is difficult to compare and choose. Even in some brands, within a brand there are so many options available in same segment and same price range.

The second biggest problem is to visit different brand showrooms. Usually different brand showrooms are located in different location so it is very difficult for a customer to visit different showrooms and in big metro cities it is an impossible task. So either there should be an Automall in a city which has different brand showrooms under the one roof or a good virtual automall through which customer can get an authentic data and can compare their requirements and then decide what to buy.

The third biggest problem is different prices and offers available with different dealer. This can be solved by updating offers on real time basis. It can be a good business opportunity to start a website on which offers with dealers updates on real time basis or daily basis.

The next problem is lack of knowledge of sales staff about their product and their competitors' product. For that sales staff should be trained properly and must be given information of the competitors' products.

Some more problems are price negotiation, document and finance related. It can also be a good opportunity to start a business of providing a best deal to customer by negotiating with dealers on behalf of a customer and helping a customer with documents and financing.
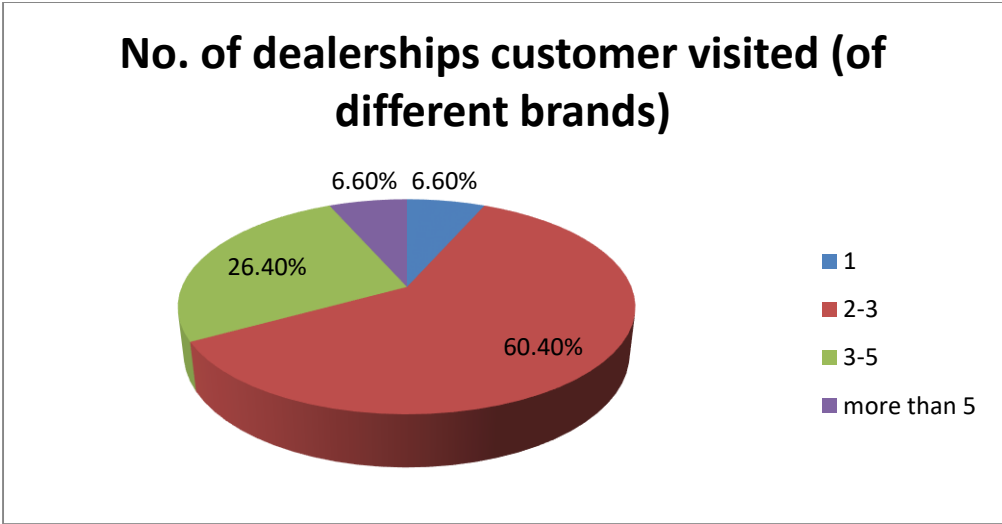
No. of dealerships customer visited (of different brands)

6.60% 6.60%

26.40%

60.40%

- 1
- 2-3
- 3-5
- more than 5

60.40% respondents visited 2-3 different brands showrooms before buying a vehicle and 26.40% visited 3-5 showrooms.
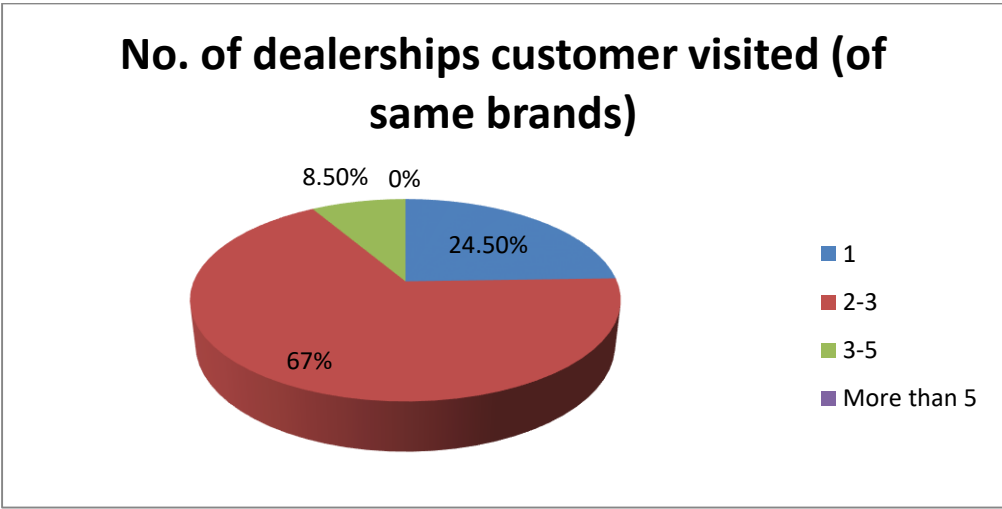
No. of dealerships customer visited (of same brands)

8.50% 0%

24.50%

67%

- 1
- 2-3
- 3-5
- More than 5

But for the same brand 67% visited 2-3 showrooms and 24.50% visited only 1. This is because of the following reasons;

1. Different offers with the different dealers
2. Non availability of the desired model
3. Non availability of the desired colour
4. Lack of knowledge to the sales staff
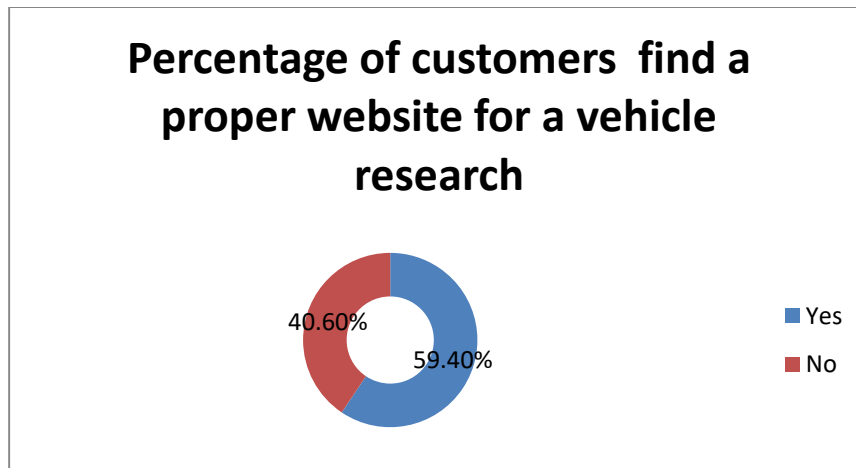
Figure 21 : Percentage of customers find a proper website for vehicle research
[Data table available in Exhibit 6(a)]

59.40% respondents said that they found proper website for the vehicle research but 40.60% respondents are still dissatisfied with the existing websites. So either existing companies should work on the performance and improve themselves or a new entrant should enter in this and provide satisfactory services to the unsatisfied customers.
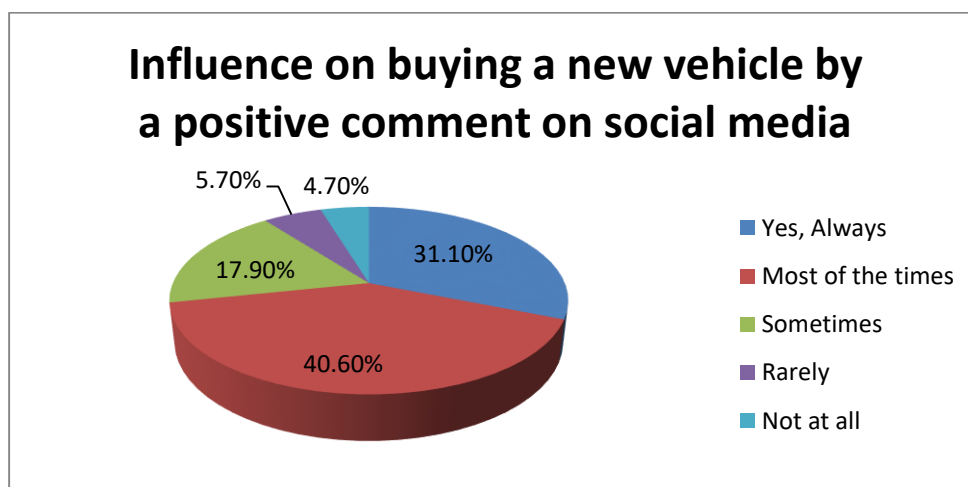
Figure 22 : Influence on buying a vehicle by a positive comment on social media

[Data table available in Exhibit 6(b)]

31.10% respondent said that they have strong influence of social media on their buying behavior. 40.60% said that their decision is influenced by social media most of the times. 17.90% said sometimes their decision is influenced by positive comment on social media. Only 10.40% respondents denied this. So we can say that most of the respondents have influence of positive comments on social media on their buying behavior.
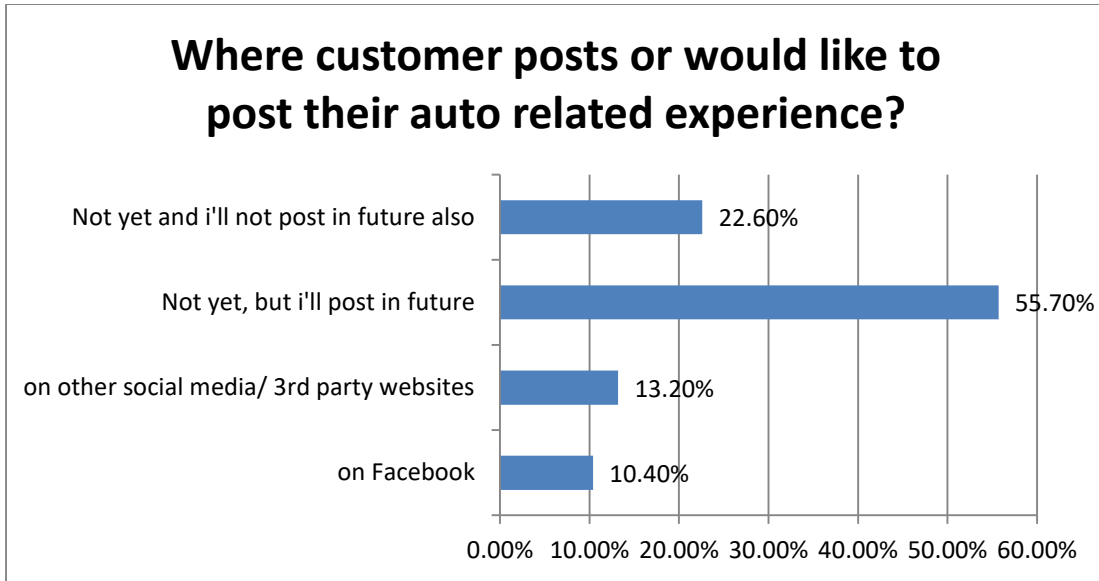
Figure 23 : Where customer likes to post their auto experience

[Data table available in Exhibit 7]

Very small proportion of respondents had posted their auto related experiences on social media. 55.70% respondents said that they never posted their experience on social media but in future they would like to post. So it shows that customer are becoming more aware and are trying to be connected.
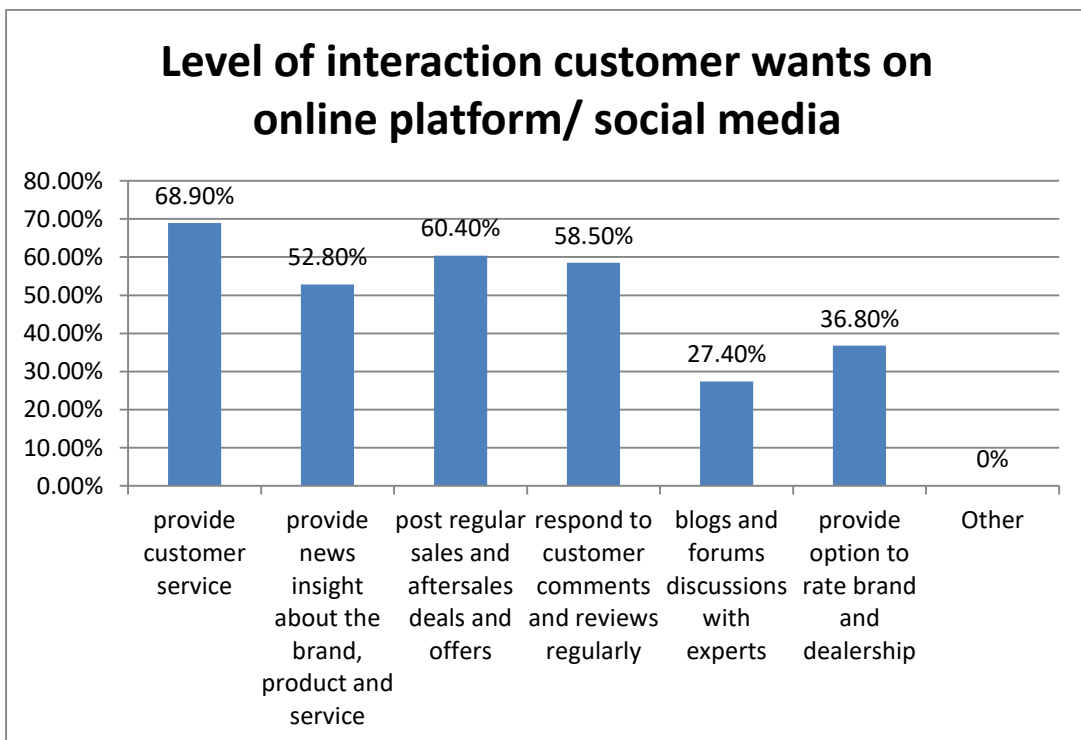
Figure 24 : Level of interaction customer wants on social media

[Data table available in Exhibit 7(a)]

31

Most respondents want companies to provide customer services through online channels and they also would like to get sales and after sales deals and offers on social media or online platform. Customers also want comments and reviews on social media.

Reasons for visiting a dealership

Reason	Percentage
for taking loan	11.30%
to check additional accesories	29.20%
to get personal advice	31.10%
to check special offers	56.60%
to negotiate price	57.50%
to check availability	38.70%
to take a test drive	64.20%
to check the physical appearance of the vehicle in real	76.40%
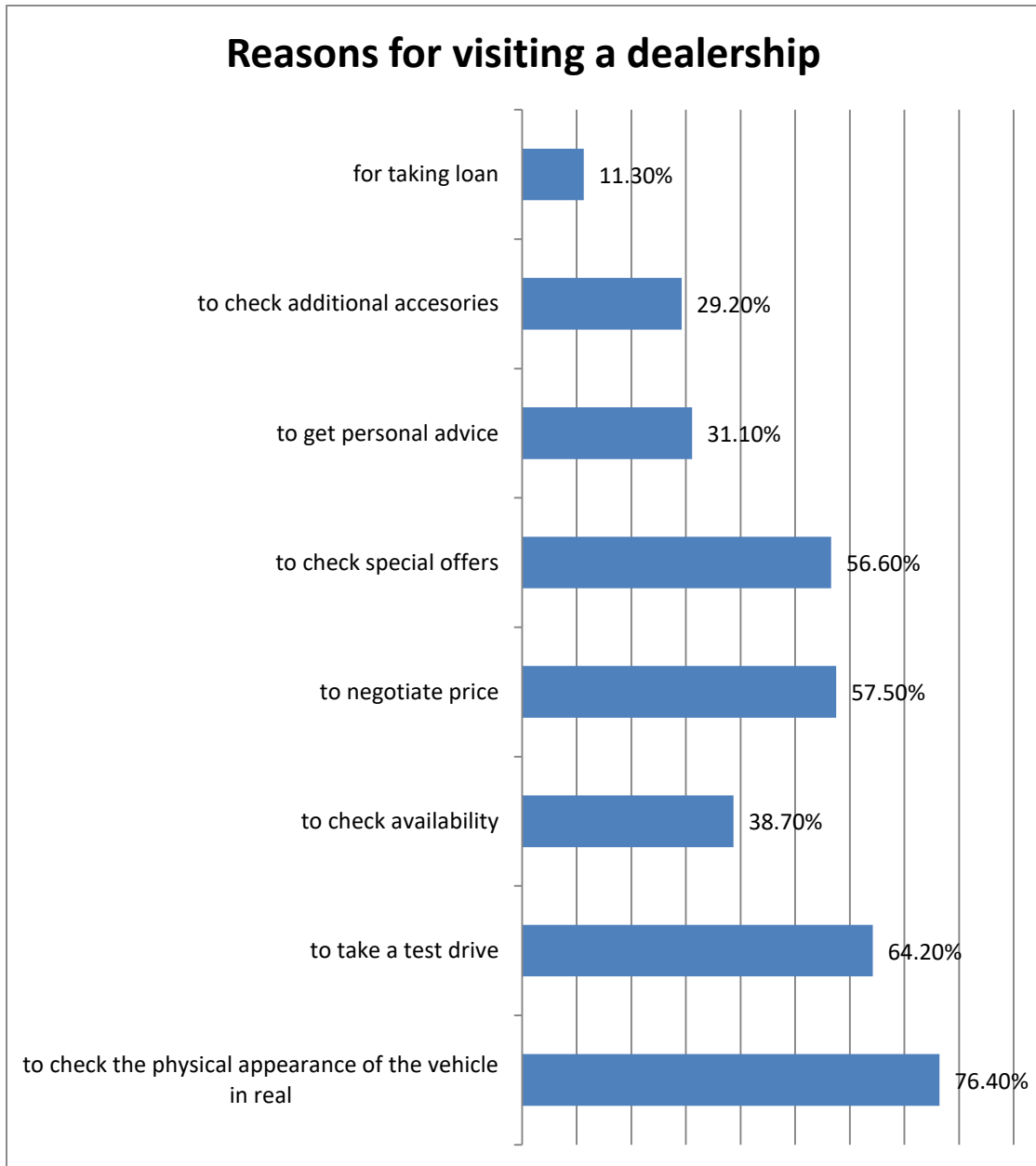
Figure 25 : Reasons for visiting a dealership

[Data table available in Exhibit 8]

The most common reason of visiting a dealership is to check the physical appearance of the vehicle and second reason is to take a test drive. Price negotiation and special offers are the third and fourth reasons respectively.

Preffered source for a customer to buy a vehicle

Legend:
- I'll prefer to buy from manufacturer's website or call centre
- I'll prefer to buy from dealership's website or call centre
- I'll prefer to buy from 3rd party website or call centre
- No, I'll prefer to pay extra and only buy from dealership by physically visit a authorised dealership

26.42%
5.66%
2.83%
65.09%
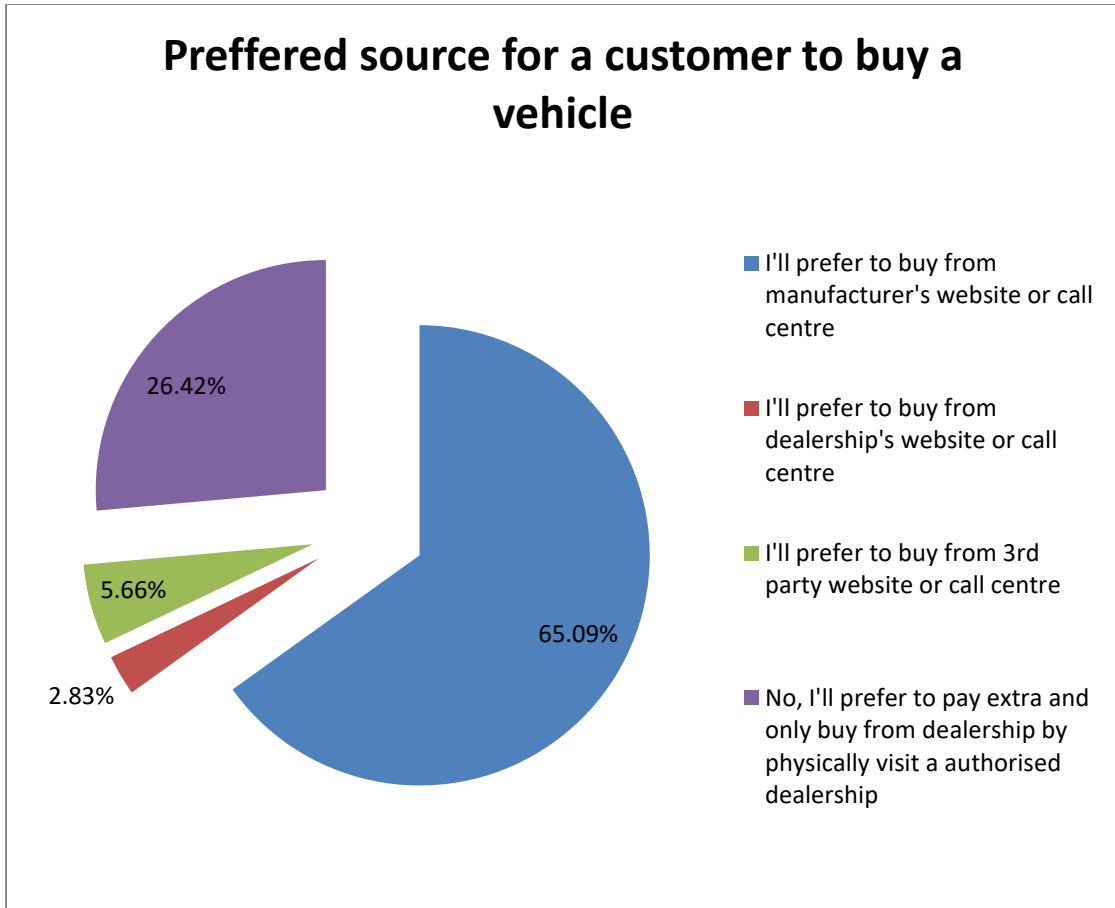
Figure 26 : Preffered source for a customer to buy a vehicle

[Data table available in Exhibit 8(a)]

73.58% respondents are ready to buy online if some add on benefit will be given to them. Out of them 65.09% prefer to buy from manufacturer's website because it is most trustful source. The rest options i.e. dealership's website and 3rd party website are negligibly preferred.

Benefits of buying a new vehicle online

Category	Percentage
more options for accessories at lesser price	23.60%
ease in customization	28.30%
save efforts	55.70%
Save time	60.40%
more additional benefits	31.10%
lesser price	31.10%
low waiting	29.20%
Easy financing	22.60%
Hassle free cash payment	27.40%
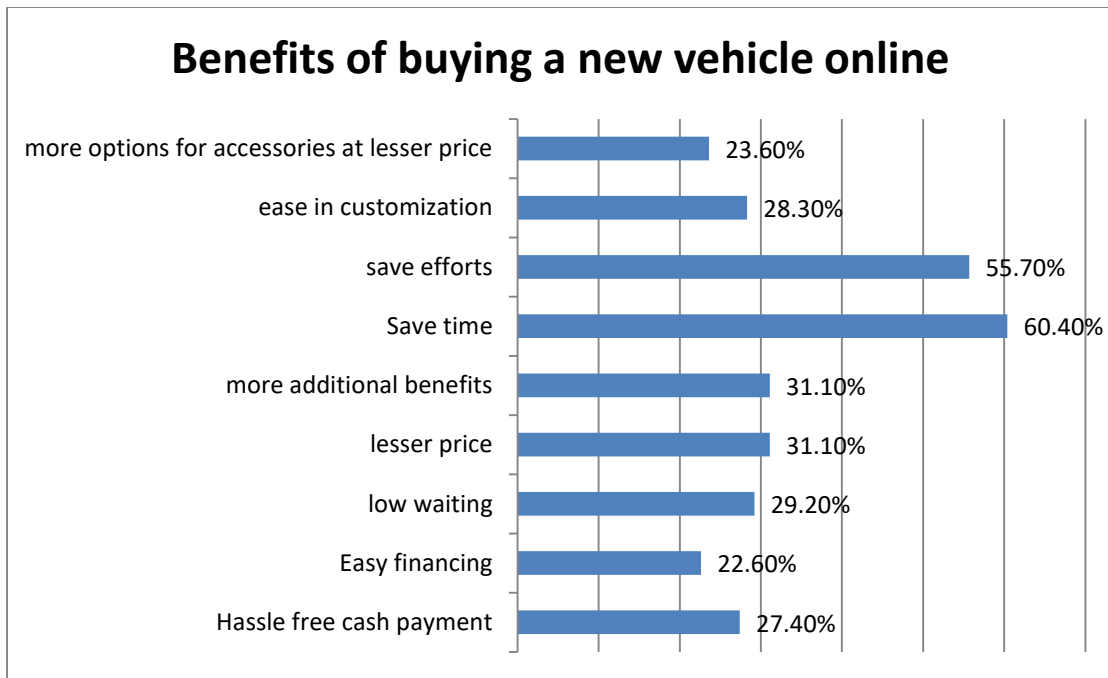
Figure 27 : Benefits of buying a new vehicle online

[Data table available in Exhibit 9]

The major benefits come out to be save time and efforts. And it is right, if the whole process of buying a vehicle will be conducted online then it will surely save time and efforts because then customer don't need to go anywhere for test drive, documents, financing and delivery.
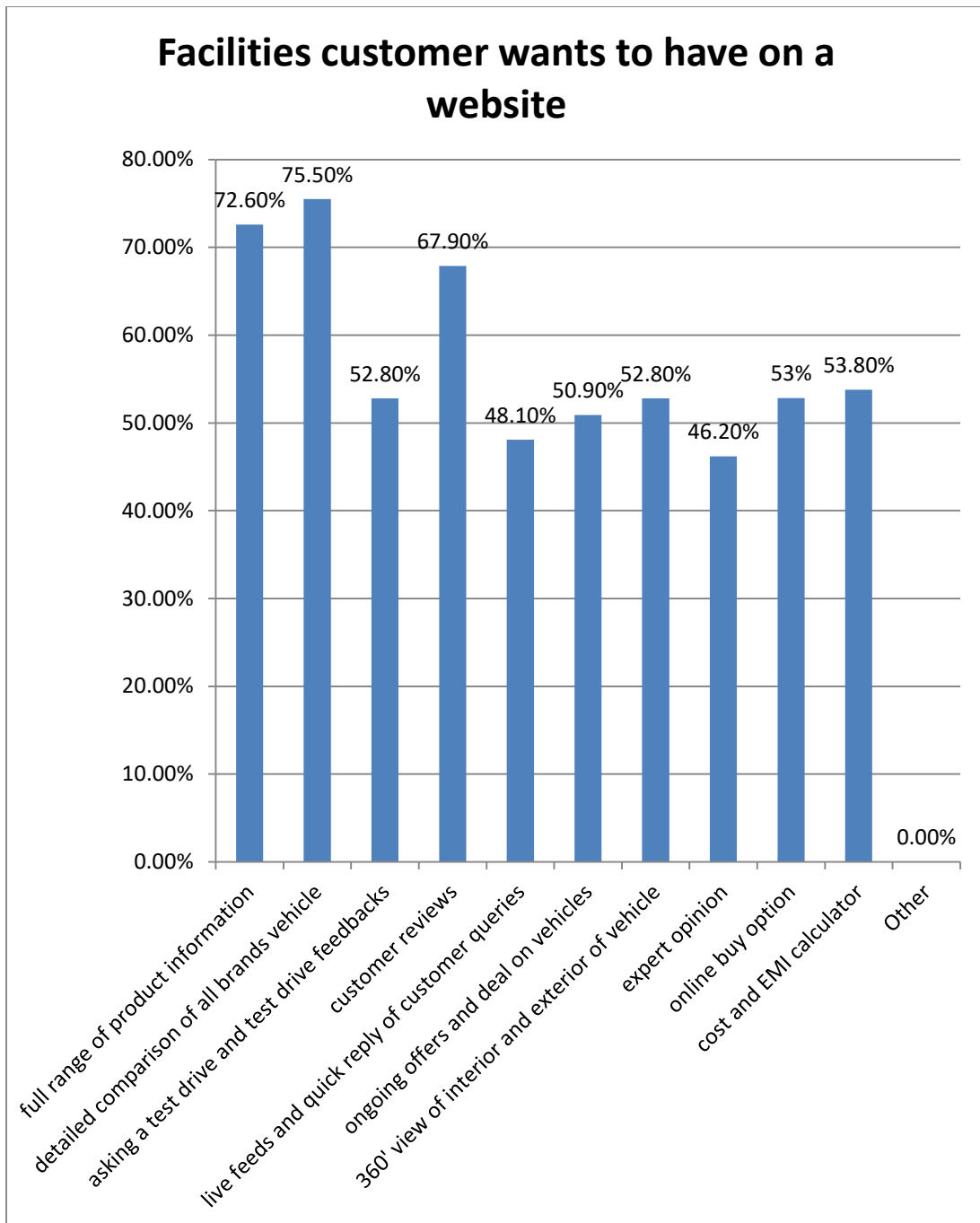
Figure 28 : Facilities customer wants to have on a website

[Data table available in Exhibit 9(a)]

When asked what facilities do you expect on the website, then 75.50% respondents said that website should have detail comparison of all brands vehicle. 72.60% respondents said that website should have full range of product information and 67.90% said that it should have customer reviews which help in taking buying decision.

4.1 SWOT Analysis of a online buy vehicle

Strength :
- ➤ Reduce middleman commission
- ➤ Less prices for customer
- ➤ Low investment on infrastructure
- ➤ Reduce effort and save time in buying a new vehicle
- ➤ It will create vehicle buying process a anytime and anywhere activity

Weakness :
- ➤ Customer can't see, touch or feel vehicle in real
- ➤ Lack of trust in paying online
- ➤ Manufacturer need to stock inventory

Opportunity :
- ➤ E-commerce is a emerging field in India and everyone wants to enter into it
- ➤ Customers wants to try new concept in E-commerce
- ➤ Till date no company is providing online buy option, so one can get a first mover advantage

Threats :
- ➤ Frauds and difficulty in online payment
- ➤ Proper customer verification

5. FINDINGS &RECOMMENDATIONS

1. It is seen that 70.69% respondents of the age group 18-25 are more active online and prefer to shop online. So for the future perspective companies should shift their traditional channel to the modern channel i.e. online channel because younger generation wants to do things in a easier way to save their time and efforts.

2. 85% of the respondents use internet for vehicle research. So if they get an option to buy vehicle online then in my opinion they will definitely give it a try.

3. 73.26% females prefer to shop online but they are not much bothered about the vehicle research. They just want to complete their shopping comfortably. So online vehicle buy option gives them a comfortable shopping experience.

4. The biggest problem customers' face is too much of options available in the market and difficulty in comparing them. This feature is provided by some 3rd party websites but their data are not authentic and 40.60% respondents are not satisfied with this. So OEM should develop a comparison feature on their website so that customer can compare the direct competitor models with their product. For e.g. Maruti Suzuki website give an option to compare their model Swift Dzire with Hyundai's i20, Honda's Amaze, Toyota's Etios and others.

5. Many respondents face problem of location of dealerships that different brand dealers are located in different location of the city. For that companies can create an Auto mall concept in which different brand dealers are operating under the one roof.

6. Some respondents also face a problem of availability of desired colour and model variant with the dealer. This can be solved by managing the real time inventory with dealers on manufacturer website so that customer can check the availability and contact the dealer instead of waiting for it. This will also reduce the no. of dealers customer visit before buying a vehicle.

7. Some respondents face problem of different prices and offers with different dealers. This can be solved either by restricting dealers to offer different prices or by showing offers of different dealers on their website.

8. Many respondents said that the sales staffs in dealerships are not having much knowledge about their product or about competitor's product in the same segment. This can be solved by giving the proper training to the sales staff.

9. Price negotiation is again a big problem. This problem can give a good business opportunity to start. A 3rd party website can provide negotiation services. They can negotiate from the dealers for the customers.

10. People are now becoming more active on social media. 55.70% respondents says that they haven't posted any auto related experience on social media but in future they'll surely post their experiences. So companies should make their presence on social media to monitor customers' experiences and comments.

11. 73.58% customers said that they'll prefer to buy vehicle from manufacturer website if some add on benefits will be given. This is just because customer trust manufacturer the most. So it's a great opportunity for the manufacturer to launch a online buy option on their website. It'll increase their sales and margins.

12. Around 60% respondents believe that buying vehicle online save great time and effort. So it's a good opportunity for the manufacturer to enter in the new business.

13. The most wanted features on the website are full range of product information, detailed comparison of vehicles, customer reviews, live feedbacks & customer service.

6. LIMITATIONS AND FUTURE SCOPE OF STUDY

6.1 Limitations

Though the project was done to achieve accurate results but there might be some mistakes due to some limitations, i.e.

1. These results are based on survey conducted on 107 respondents only due to time and cost limitations.
2. This study is highly specific to the automobile buyer and some of the respondents were not much interested in answering questions, so there might be some unwillingness errors.

6.2 Future scope of study

1. It could be conducted with other mediums of data collection and with more no. of respondents.
2. To increase willingness of respondents some rewards could be distributed.

7. CONCLUSION

This concept of selling vehicle is a win-win situation for all.

For Manufacturer :

- ➢ They can focus more on service centres
- ➢ Can reduce margins of dealers.
- ➢ Can interact with customers directly

For Dealerships

Dealers are earning very less margins on selling vehicle and if you see on ROI then it is in fact very very less. Because for dealership they have to invest highly and commission is less. But in case of services it is just opposite. Investment is less and margins are high.

According to one report on selling a vehicle dealer usually gets 5% of the vehicle value but in services dealer has a margin of upto 70%.

So this concept will make dealers to earn more.

For Customers

Customer is a GOD and it is always a beneficiary.

By this concept he/she will be able to save time, money and efforts.

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Exhibits

Exhibit 1

Total no. of respondents are 107

Occupation of the respondent		
Self Employed	**17**	15.90%
Salaried	**46**	43%
Student	**42**	39.30%
Home Maker	**2**	1.90%
Other	**0**	0%

Age of the respondent		
18-25	**58**	54.20%
25-35	**37**	34.60%
35-50	**8**	7.50%
50 & above	**4**	3.70%

Annual Household income of the respondent		
upto 5	**15**	14%
5 - 7.5	**23**	21.50%
7.5 - 10	**19**	17.80%
10 - 20	**33**	30.80%
20 & above	**17**	15.90%

Gender		
Male	**84**	78.50%
Female	**23**	21.50%

Exhibit 2

Customer preferance to buy online (18-25 years)		
Highly Agree	25	43.10%
Agree	16	27.59%
Neutral	10	17.24%
Disagree	2	3.45%
Highly Disagree	5	8.62%

% of respondents use internet for collecting information (18-25 years)		
Highly Agree	28	48.28%
Agree	21	36.21%
Neutral	4	6.90%
Disagree	3	5.17%
Highly Disagree	2	3.45%

Customer preferance to buy online (25-35 years)		
Highly Agree	10	27.03%
Agree	12	32.43%
Neutral	9	24.32%
Disagree	5	13.51%
Highly Disagree	1	2.70%

% of respondents use internet for collecting information (25-35 years)		
Highly Agree	22	59.46%
Agree	10	27.03%
Neutral	2	5.41%
Disagree	1	2.70%
Highly Disagree	1	2.70%

Customer preferance to buy online (more than 35 years old)		
Highly Agree	0	0.00%
Agree	1	8.33%
Neutral	5	41.67%
Disagree	2	16.67%
Highly Disagree	4	33.33%

% of respondents use internet for collecting information (more than 35 years old)		
Highly Agree	1	8.33%
Agree	6	50.00%
Neutral	3	25.00%
Disagree	1	8.33%
Highly Disagree	1	8.33%

Exhibit 3

Customer preference to buy online (Female)		
Highly Agree	10	43.48%
Agree	5	29.78%
Neutral	3	13.04%
Disagree	3	8.70%
Highly Disagree	2	8.70%

Customer preference to buy online (Male)		
Highly Agree	12	14.29%
Agree	28	33.33%
Neutral	31	36.90%
Disagree	6	7.14%
Highly Disagree	7	8.33%

% of respondents use internet for collecting information (Female)		
Highly Agree	12	29.78%
Agree	8	4.35%
Neutral	0	17.39%
Disagree	1	34.78%
Highly Disagree	2	13.70%

% of respondents use internet for collecting information (Male)		
Highly Agree	33	39.29%
Agree	31	36.90%
Neutral	9	10.71%
Disagree	4	4.76%
Highly Disagree	6	7.14%

Exhibit 4

Satisfaction of customers from different sources of Information

	Dealership		Manufacturer's website		Dealer's website		3rd party website		Brochures and newspapers	
Highly Dissatisfied	5	5.10%	6	6.30%	14	14.40%	8	8.30%	5	5.30%
Dissatisfied	16	16.20%	15	15.60%	19	19.60%	11	11.50%	14	14.90%
Neutral	32	16.30%	28	19.20%	40	41.20%	28	29.20%	37	39.40%
Satisfied	41	49.40%	37	38.50%	21	21.60%	37	38.50%	33	35.10%
Highly satisfied	5	13.10%	10	20.40%	3	3.10%	12	12.50%	5	5.30%

Auto shows		Auto magazines		Opinion of experts		Mechanics		Facebook communities		Web forums (Reviews)		Family & Friends	
4	4.30%	3	3.20%	2	2.10%	1	1.10%	7	7.30%	5	5.40%	5	5.20%
13	13.80%	8	12.60%	15	16%	17	17.90%	29	30.20%	23	24.70%	7	7.20%
26	27.70%	23	24.70%	27	28.70%	34	35.80%	29	30.20%	29	31.20%	27	28.80%
43	45.70%	44	47.30%	38	40.40%	34	35.80%	28	29.20%	28	30.10%	37	38.10%
8	8.50%	15	12.10%	12	12.80%	9	9.50%	3	3.10%	8	8.60%	21	20.60%

Exhibit 5

Problems faced by customers while buying a vehicle		
Too much options and difficulty in comparison	**66**	62.30%
Inconvenience in visiting different brand dealerships located in different area	**49**	46.20%
Prefferedcolour and model not available with the dealer	**31**	29.20%
Different prices/offers with different dealerships	**47**	44.30%
Not much authentic data available	**24**	22.60%
Sales person at dealerships doesn't have much knowledge about their product	**18**	17%
Sales person at dealerships doesn't have much knowledge about competitors' product	**19**	17.90%
Price negotiations	**33**	31.10%
Documents related	**28**	26.40%
Financing	**23**	21.70%
Availability of limited accessories	**27**	25.50%
too much waiting time for a new models	**42**	39.60%
Other	**0**	0%

Exhibit 6

No. of dealaerships customer visited (of different brands)		
1	**7**	6.60%
2-3	**64**	60.40%
3-5	**28**	26.40%
more than 5	**7**	6.60%

No. of dealaerships customer visited (of same brands)		
1	**26**	24.50%
2-3	**71**	67%
3-5	**9**	8.50%
More than 5	**0**	0%

Exhibit 6(a)

No. of customers who find proper website for vehicle research		
Yes	**63**	59.40%
No	**43**	40.60%

Exhibit 6(b)

Influence on buying a new vehicle by a positive comment on social media		
Yes, Always	**33**	31.10%
Most of the times	**43**	40.60%
Sometimes	**19**	17.90%
Rarely	**6**	5.70%
Not at all	**5**	4.70%

Exhibit 7

Where do you post your auto related experience?		
on Facebook	**11**	10.40%
on other social media/ 3rd party websites	**14**	13.20%
Not yet, but i'll post in future	**59**	55.70%
Not yet and i'll not post in future also	**24**	22.60%

Exhibit 7(a)

Level of interaction customer wants on online platform/ social media		
provide customer service	**73**	68.90%
provide news insight about the brand, product and service	**56**	52.80%
post regular sales and aftersales deals and offers	**64**	60.40%
respond to customer comments and reviews regularly	**62**	58.50%
blogs and forums discussions with experts	**29**	27.40%
provide option to rate brand and dealership	**39**	36.80%
Other	**0**	0%

Exhibit 8

Reasons of visiting a dealership		
to check the physical appearance of the vehicle in real	**81**	76.40%
to take a test drive	**68**	64.20%
to check availability	**41**	38.70%
to negotiate price	**61**	57.50%
to check special offers	**60**	56.60%
to get personal advice	**33**	31.10%
to check additional accessories	**31**	29.20%
for taking loan	**12**	11.30%

Exhibit 8(a)

Preffered source for a customer to buy a vehicle		
I'll prefer to buy from manufacturer's website or call centre	**69**	65.09%
I'll prefer to buy from dealership's website or call centre	**3**	2.83%
I'll prefer to buy from 3rd party website or call centre	**6**	5.66%
No, I'll prefer to pay extra and only buy from dealership by physically visit a authorised dealership	**28**	26.42%

Exhibit 9

Benefits of buying a new vehicle online		
Hassle free cash payment	**29**	27.40%
Easy financing	**24**	22.60%
low waiting	**31**	29.20%
lesser price	**33**	31.10%
more additional benefits	**33**	31.10%
Save time	**64**	60.40%
save efforts	**59**	55.70%
ease in customization	**30**	28.30%
more options for accessories at lesser price	**25**	23.60%

Exhibit 9(a)

Facilities customer want to have on websites		
full range of product information	**77**	72.60%
detailed comparison of all brands vehicle	**80**	75.50%
asking a test drive and test drive feedbacks	**56**	52.80%
customer reviews	**72**	67.90%
live feeds and quick reply of customer queries	**51**	48.10%
ongoing offers and deal on vehicles	**54**	50.90%
360' view of interior and exterior of vehicle	**56**	52.80%
expert opinion	**49**	46.20%
online buy option	**56**	53%
cost and EMI calculator	**57**	53.80%
Other	**0**	0.00%