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Major Research Project

On

"A Study on Consumer Preference between Sedan and SUV"

Submitted By

Rohit Panjrath

2K23/UMBA/88

Under the Guidance of

Dr. Archana Singh

(ASSISTANT PROFESSOR)

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

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<u>Declaraction</u>

I, Rohit Panjrath, student of Delhi School of Management, Delhi Technological University, hereby declare that this project work is authentic record of my own work done under the supervision of my mentor **Dr. Archana Singh**. This project work is only meant for submission to the Delhi School of Management at Delhi Technological University as the requirement of Major Research Project. All the data used in report is correct to best of my knowledge.

Rohit Panjrath

2K23/UMBA/88

3 | P a g e

<u>Acknowledgement</u>

I offer my sincere thanks and humble regards to, my mentor **Dr. Archana Singh**, Assistant Professor at Delhi School of Management for her guidance and constant supervision as well as for providing necessary information regarding the project and also for her support and guidance in completing the project and solving our doubts.

My thanks and appreciations also go to the people who have willingly helped us out with their abilities.

Rohit Panjrath   Dr. Archana Singh

(2K23/UMBA/88)   **MBA- Assistant Professor**

<u>Executive Summary</u>

Sport utility vehicles (SUVs) offer off-road characteristics such elevated driving positions, higher ground clearance, and the ability to tow. Especially in developing regions, these characteristics have improved SUV sales. However, this sort of vehicle's handling, safety, and comfort may be compromised by their high centers of gravity (CGs). Despite this, the literature has not looked at the comfort and handling of SUVs. Therefore, in this study, the static construction parameters of mass, center of gravity (CG), and suspension characteristics are quantitatively evaluated between an SUV platform and a sedan platform. A second evaluation is done by measuring their rotational movements and vertical accelerations. Based on the findings, it is confirmed that the body roll behavior of the SUV is comparable to that of the medium sedan, although it is important to emphasize how their CG elevations and damping ratios differ. The SUV suspension's lower damping ratio allows for higher vertical acceleration and pitch movement.

TABLE OF CONTENTS

Chapter-1

Introduction

1.1 Background

The Indian automobile market is vast and dynamic, offering a variety of car types to cater to different customer preferences. Among the popular choices are hatchbacks, sedans, SUVs, and MPVs. Each segment has distinct features that influence the buyer's decision.

For instance, hatchbacks are compact and suitable for city driving. Sedans are designed with comfort and elegance in mind, making them appealing to professionals and small families. On the other hand, SUVs are known for their robustness, larger interiors, and better ground clearance, making them suitable for long journeys and rough terrains.

Consumers often evaluate these segments based on factors such as fuel economy, interior space, brand reputation, and affordability. In this study, the focus is narrowed down to comparing sedans and SUVs, which currently dominate consumer interest due to their differing styles, functionalities, and price points.

Figure 1

Different segments of cars in India:

You might be familiar with popular car categories such as hatchbacks, sedans, SUVs (Sport Utility Vehicles), and MPVs (Multi-Purpose Vehicles). However, each of these broad categories includes several sub-segments based on features, size, and utility.

The following section provides a simplified classification of the various car segments commonly found in the Indian automobile market.

Segment	Car type
A	Mini hatchbacks
B	Small hatchbacks
C	Small sedans/family cars
D	Mid-size sedans/family cars
E	Executive luxury cars
M	Multi-Purpose Vehicles(MPVs)
J	Sport Utility Vehicles (SUVs)

Table-1

:

Below are the details of car segments in India

1. A-Segment: Mini Hatchbacks

Overview: Ideal for urban commuting due to compact size and fuel efficiency.

Characteristics:

- o Length: Up to 4 meters.
- o Engine: Small, fuel-efficient petrol or CNG engines.
- o Features: Basic amenities to keep costs low.

    Examples:

- o A1 (Entry-Level): Maruti Alto, Renault Kwid, Datsun Redi-Go.
- o A2 (Compact Hatchbacks): Maruti Wagon R, Hyundai Santro, Tata Tiago, Maruti Celerio.

Figure-2

9 | P a g e

2. B-segment (small hatchbacks)

Overview: Slightly larger than A-segment, offering better stability and comfort.

Characteristics:

- Length: Just under 4 meters.

- Engine: 1.0L to 1.5L petrol or diesel engines.

- Features: Enhanced comfort and safety features.

  Examples:

- B1 (Small Hatchbacks): Hyundai Grand i10 Nios, Maruti Swift.

- B2 (Premium Hatchbacks): Hyundai i20, Honda Jazz, Tata Altroz, Maruti Baleno.

Figure-3

3. C-segment (small sedans/family cars)

Overview: Offers more space and comfort, suitable for families.
Sub-Segments:

- C1 (Sub-Compact Sedans):

Length: Under 4 meters.
Examples: Maruti Dzire, Honda Amaze, Hyundai Aura, Tata Tigor.

- C2 (Small Sedans):

Length: Over 4 meters.
Examples: Honda City, Hyundai Verna, Maruti Ciaz, Skoda Slavia, Toyota Yaris.

Figure-4 &5

4. D-Segment: Mid-Size Sedans/Family Cars

Overview: Focuses on luxury and spacious interiors.

Sub-Segments:

- D1:

   Examples: Skoda Octavia, Hyundai Elantra, Honda Civic.
- D2:

   Examples: Honda Accord, Skoda Superb, Toyota Camry, BMW 3-Series.

Figure-6

4. E-segment (executive luxury cars)

Overview: High-end luxury vehicles with advanced features.

Characteristics:

- Length: Longer wheelbase for enhanced comfort.

- Engine: Powerful engines over 2.0L.

- Features: Premium interiors, advanced safety, and infotainment systems.

- Examples: BMW 5-Series, Audi A6, BMW 7-Series.

Figure-7

5. M-segment (MPVs - Multi-Purpose Vehicles)

Overview: Designed to transport more passengers, ideal for families.

Sub-Segments:

- Small MPVs: Maruti Ertiga, Renault Triber.
- Mid-Size MPVs: Toyota Innova Crysta, Mahindra Marazzo.
- Large/Full-Size MPVs: Toyota Vellfire, Kia Carnival

6. J-segment (SUVs - Sport Utility Vehicles)

Overview: Popular for their versatility, higher ground clearance, and robust build.

Sub-Segments:

- Sub-Compact SUVs: Maruti Vitara Brezza, Hyundai Venue, Tata Nexon, Kia Sonet.
- Compact SUVs: Kia Seltos, Hyundai Creta, Nissan Kicks, Renault Duster.
- Mid-Size SUVs: Tata Harrier, Tata Safari, MG Hector, Mahindra XUV700, MG Hector Plus.
- Large/Full-Size SUVs: Toyota Fortuner, Ford Endeavour, Mahindra Alturas G4, BMW X5.

1.2 Problem Statement

In recent years, the Indian automobile sector has witnessed substantial shifts in consumerdemand, with buyers gravitating toward models that align with their evolving lifestyles, road conditions, and financial capabilities. Two of the most sought-after segments in the market today are **Sedans and SUVs (Sport Utility Vehicles)**. Each type of vehicle caters to a different set of preferences. Sedans are known for their elegance, fuel efficiency, and driving comfort on city roads. On the other hand, SUVs have gained popularity due to their spacious interiors, elevated driving positions, and ability to handle uneven terrains.

Despite the presence of these distinct features, a dilemma exists among consumers regarding which type of vehicle better fits their lifestyle. This confusion is further intensified by continuous innovation in both segments, marketing strategies by automakers, and peer influence. While SUVs dominate a large portion of sales due to their rugged look and practicality, a significant group still favors sedans for their luxurious experience and smooth handling.

However, there is a lack of systematic understanding of **why** people choose one over the other. The market lacks comprehensive data that connects consumer choices with the reasons behind them, such as income level, purpose of use, comfort preferences, or perceived status. This knowledge gap can limit a company's ability to respond to customer needs effectively.

6

Thus, this research aims to fill that gap by studying the preferences of car buyers and analyzing the multiple factors that influence their decision-making process between Sedans and SUVs. The insights derived can help automobile manufacturers and marketers tailor their offerings and better serve the needs of different consumer groups.

1.3 Objective of the Study

This study is designed to explore the buying preferences of customers when choosing between a Sedan and an SUV. It aims to uncover the reasoning behind consumer choices and understand the variables that affect these decisions.

The key objectives of this research are as follows:

1. To identify the main factors that influence vehicle purchasing decisions such as price range, brand reputation, performance, safety features, aesthetics, maintenance costs, and utility.

2. To explore customer perceptions about both Sedans and SUVs, and how those perceptions guide their final decision.

3. To evaluate the influence of demographics—including age, occupation, and income—on the type of car preferred.

4. To compare the pros and cons perceived by consumers when choosing between an SUV and a Sedan, including aspects like comfort, fuel efficiency, on-road performance, and safety.

5. To assess which vehicle type is more favored in the current market based on collected survey responses, and understand the reasons behind that trend.

6. To provide strategic suggestions to automotive companies based on real consumer feedback to support their product development, marketing, and positioning strategies.

By addressing these objectives, the study contributes valuable knowledge to the automotive industry and assists potential buyers in making informed car-purchasing decisions.

1.4 Scope of Study

The present study aims to analyze customer preferences between Sedans and SUVs, particularly within the **Delhi/NCR region**. It focuses on capturing the key motivators that drive a buyer to select one vehicle segment over the other. The scope defines the boundaries of the research in terms of geography, vehicle type, data sources, and research methods.

Key components of the study's scope include:

1. Geographic Limit:
   The data was collected specifically from consumers in the Delhi/NCR area, which includes a mix of urban and semi-urban populations. While the region provides a diverse consumer base, the results may not be fully applicable to other parts of India.

2. Segment Focus:
   The study strictly focuses on the two car segments—Sedans and SUVs. Other types such as hatchbacks, MPVs, electric vehicles, and luxury cars are excluded unless mentioned by the respondent.

3. Respondent Demographics:
   The participants range across multiple age groups, professions, and income levels. This allows for comparative analysis across different societal backgrounds and economic classes.

4. Behavioral Insights:
   The study attempts to understand emotional and functional motivations behind car buying—such as the importance of comfort, appearance, brand, or family use—beyond just technical comparisons.

5. Time Frame:
   The research was conducted over a three-month period. As a result, the insights reflect trends during

that time, which may shift in the future due to technological advances or market changes.

6. <u>Data Sources:</u>

Primary data was gathered through an online questionnaire, while secondary data was obtained from reports, articles, and online sources. These combined sources ensure the findings are grounded in both direct consumer feedback and existing literature.

7. <u>Practical Relevance:</u>

The study is particularly useful for **car manufacturers, auto marketers, sales executives, and business researchers** who want to understand market behavior. It also provides guidance to car buyers by highlighting the preferences of peers.

To Conclude this Chapter

The introductory chapter has outlined the basic background of car segmentation in India, along with the existing problem and objectives that shape this study. With this context established, the next chapter will focus on exploring existing research and theoretical perspectives that relate to consumer preferences between sedans and SUVs.

Chapter – 2
Literature Review

Understanding why consumers prefer either sedans or SUVs involves exploring several aspects—ranging from technical performance to emotional and psychological drivers. This chapter reviews existing literature and market insights, organizing the discussion into five key themes that influence car-buying behavior.

1. Safety and Driving Performance

Vehicle safety and driving stability have long been central to discussions in the automobile industry. According to Drechsler and Fiorentin (2020), in their paper "Vehicle Dynamics: Experimental Analysis of Sedan and SUV," the differences between sedans and SUVs lie in design physics. SUVs are designed with higher centers of gravity and greater ground clearance, making them ideal for off-road and rugged road conditions. However, these characteristics can sometimes compromise cornering stability and increase body roll.

The same study highlights that sedans, due to their lower height and balanced weight distribution, offer more stability during sharp turns and high-speed driving. This directly connects with urban users who prefer a balanced, steady ride in congested city settings. The experimental study confirmed that sedans typically experience lower vertical acceleration and pitch motion compared to SUVs, leading to smoother and safer rides on cityroads.

Vivaan Khatri (2022) added that SUVs offer better visibility due to elevated seating and have a stronger structure suited for uneven terrains, making them better for highway and rural driving. However, sedans remain better suited for controlled environments due to their precise handling, which is especially relevant in city driving conditions.

These differences reflect in survey responses where most participants acknowledged SUVs as safer due to their imposing structure, but many still valued the on-road performance and control offered by sedans.

2. Comfort, Interior Space, and Design Appeal

Comfort is a key factor that impacts the user experience and influences buyer preferences. SUVs tend to have a roomier cabin, making them a better choice for families or longer journeys. Their design supports upright seating, better visibility, and easier entry and exit for passengers of all ages. As mentioned in Samreen Pall's article, many consumers prefer SUVs for their elevated ride height and commanding view of the road.

However, sedans have an edge when it comes to suspension systems and cabin insulation. Their lower structure contributes to better aerodynamics, which in turn supports a quieter and smoother ride. The soft suspension and low road noise often make sedans the preferred choice for city dwellers and executive users who prioritize driving comfort and interior refinement.

In the words of Sahil Kohli (2021), "Sedans are traditionally designed for a more luxurious ride experience, while SUVs are evolving to become more versatile." The introduction of compact and crossover SUVs has tried to bring a middle ground to this comfort-versus-utility debate, but traditional full-sized sedans still hold their ground in terms of ride comfort.

3. Utility, Versatility, and Lifestyle Adaptability

SUVs are synonymous with versatility. Their ability to handle rough roads, large luggage, and additional passengers makes them ideal for outdoor activities, joint families, and frequent travelers. Most SUV models have foldable rear seats, larger boot spaces, and roof racks, which make them ideal for family outings or long trips.

Khatri (2022) highlights that SUV users value the adaptability of the vehicle across multiple conditions. Be it highways, muddy roads, or hill terrain, the all-wheel-drive systems in many SUV models offer additional confidence. On the contrary, sedans are preferred for their clean design and organized luggage compartments. Their lower boot is more secure and easier to load or unload, especially in tight urban parking spaces.

The present study's survey supports these findings, with a significant number of respondents indicating that the additional space, off-road capability, and flexibility of SUVs give them an edge in practicality. At the same time, consumers looking for a refined daily commute still lean toward sedans.

4. Affordability, Fuel Efficiency, and Maintenance Costs

Economic considerations play a pivotal role in vehicle selection. In India, where a large section of the car-buying population falls within the middle-income category, cost remains a deciding factor. Sedans are generally lighter and more aerodynamic, which allows them to deliver better mileage. They also tend to be more affordable, both in terms of upfront cost and ongoing maintenance.

According to Pall (2021), sedans are often considered budget-friendly because they are cheaper to insure, have better resale value, and cost less to service. SUVs, being larger and more complex in design, may involve higher servicing costs, fuel consumption, and taxes.

However, this is changing slightly with the introduction of compact and subcompact SUVs, which are priced competitively and offer reasonable mileage. Nevertheless, the data from this study confirms that many users still perceive sedans as the more economical option, particularly for regular city use.

In terms of fuel efficiency, over 52% of survey participants rated sedans as more fuel-efficient than SUVs, reflecting the ongoing preference for affordability and practicality in daily commutes.

5. Social Image, Aspirations, and Psychological Factors

Beyond technical features, vehicle preference is also shaped by social aspirations and self-image. In modern India, owning a car is more than just a necessity—it is a status symbol. SUVs, with their aggressive stance and imposing design, project power and prestige. They are often associated with strength, control, and upward mobility.

Younger consumers, in particular, are influenced by peer groups and social media, where SUVs dominate

visual content and automotive marketing. This aspirational image makes SUVs attractive, especially among first-time car buyers looking to make a statement.

Sedans, on the other hand, continue to enjoy popularity among professionals and corporate users who associate them with elegance, tradition, and class. The sleek lines, executive design, and smooth performance still appeal to mature audiences who prioritize understated sophistication.

A study by Kohli (2021) mentioned the rise of crossover vehicles to cater to this shift in preference, blending SUV style with sedan comfort. Nevertheless, the psychological pull of "bigger is better" continues to drive SUV sales in India.

Conclusion to Literature Review

The literature highlights that while sedans are appreciated for their comfort, efficiency, and affordability, SUVs are favored for their space, versatility, and status appeal. Consumer preference is shaped by a complex mix of practical needs, emotional drivers, lifestyle factors, and social influences. These themes align with the objectives of this study and are validated through the primary research conducted in the Delhi/NCR region, as discussed in subsequent chapters.

Chapter – 3
Research Methodology

3.1 Research Design

This study follows a quantitative, descriptive research design. The aim is to understand consumer preferences between sedans and SUVs using numerical data collected through structured surveys. The approach allows for objective measurement of factors influencing purchase decisions and facilitates the comparison of trends across demographic groups.

3.2 Sampling Design

3.2.1 Population and Sampling Frame

The target population includes prospective or existing car owners within the Delhi/NCR region. The focus on this urban and semi-urban population provides access to a diverse set of consumers in terms of income, lifestyle, and preferences.

3.2.2 Sampling Method

The sampling technique used is non-probability convenience sampling. Respondents were selected based on ease of access, willingness to participate, and relevance to the research (i.e., they are car owners or potential car buyers).

3.2.3 Sample Size

The study surveyed 100 respondents, which, while limited in size, offers sufficient preliminary insight into current market trends and consumer mindsets in the selected region.

3.3 Survey Instrument and Design

The primary data was collected using a structured online questionnaire created through Google Forms. The survey contained a combination of multiple-choice and close-ended questions across the following sections:

- Demographics (age, occupation, income)

- Current car ownership

- Segment preference (SUV vs. Sedan)

- Feature comparison (comfort, safety, affordability, performance, fuel efficiency)

To ensure consistency and eliminate ambiguity, the survey questions were pre-tested with a small group and refined based on their feedback before final distribution.

3.4 Sources of Data

- Primary Data: Collected from survey responses via Google Forms.

- Secondary Data: Obtained from automobile industry reports, published articles, online car reviews, and consumer behavior studies to support background research and literature review.

3.5 Data Analysis Tools and Techniques

The collected responses were tabulated and analyzed using Microsoft Excel. Descriptive statistics such as frequency distributions and percentages were calculated to identify trends. Graphical tools including bar charts and pie charts were used to visually represent patterns in preferences and responses.

3.6 Link Between Analysis and Objectives

Each survey question was directly aligned with one or more of the study's objectives. For instance:

- Questions on price sensitivity and performance relate to Objective 1 (factors influencing purchase).

- Questions comparing perceptions of sedans vs. SUVs address Objective 2 and Objective 4.

- Demographic questions help fulfill Objective 3, assessing how age, income, or occupation shape preferences.

- Preference-based questions directly address Objective 5, revealing market trends.

- Analysis outcomes provide actionable insights, fulfilling Objective 6, which informs strategic recommendations.

3.7 Ethical Considerations

Participation in the survey was voluntary, and no personal identifiers were collected. Respondents were informed that the data would be used solely for academic purposes. Confidentiality and anonymity were maintained throughout the research process.

Conclusion to This Chapter

This chapter has outlined the sampling design, survey structure, data sources, and analysis methods that form the backbone of the research. The methodology ensures a reliable foundation for drawing meaningful insights in the upcoming data analysis and findings chapters.

Chapter – 4

Data Analysis and Interpretation

This chapter presents a structured analysis of the primary data collected from respondents through a questionnaire. Based on the feedback provided and to enhance the logical flow of the research, the analysis has been grouped into three thematic categories: Demographic Distribution, Ownership Trends and Preferences, and Feature-Based Comparison. Each group includes relevant questions supported by diagrams, charts, and interpretations, which are preserved in their original format.

Group 1: Demographic Distribution

This group includes the analysis of respondents' background characteristics such as age, occupation, and income. These variables help in profiling the target audience and provide essential context for interpreting preferences.

Ques. Age

Table-2

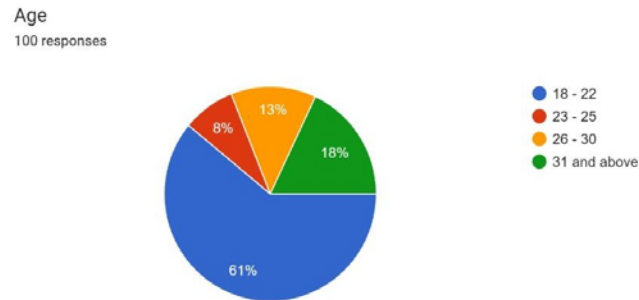| S.No.	Categories	Frequency	Percentage
1	18 -22	61	61%
2	23 – 25	08	8%
3	26 – 30	13	13%
4	30 and above	18	18%
	Total	100	100%

26 | P a g e

Figure-15

Interpretation – the above description shows that 61% people are aged between 18 to 22, 8% people are aged between 23 to 25, 13% people are aged between 26 to 30 and the rest 18% are 31 and above

Ques. What is your occupation?

Table-3

S.No.	Categories	Frequency	Percentage
1	Student	62	62%
2	Home maker	03	3%
3	Employed	23	23%
4	Business	12	12%
	Total	100	100%

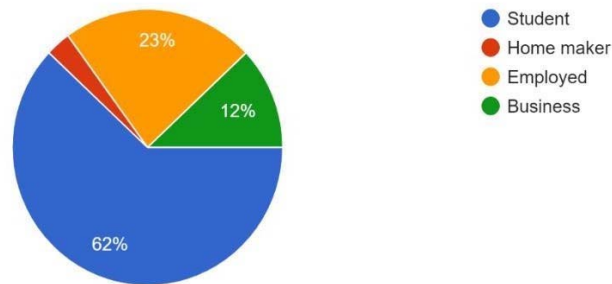What is your occupation?
100 responses

Figure-16

Interpretation – the above description shows that 62% people are students, 3% are home makers, 23% are employed and rest 12% own a business.

Ques. What is your annual income?

Table-4

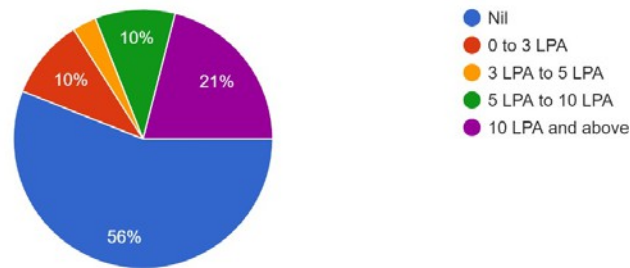| S.No.	Categories	Frequency	Percentage
1	Nil	56	56%
2	0 to 3LPA	10	10%
3	3LPA to 5LPA	03	3%
4	5LPA to 10LPA	10	10%
5	10LPA & above	21	21%
	Total	100	100%

What is your annual income?
100 responses

Figure-17

Interpretation – the above description shows that 56% people have no income, 10% earns between 0 to 3 LPA, 3% earns between 3 LPA to 5 LPA, 10% earns between 5 LPA to 10 LPA and the rest 21% earns 10 LPA or above.

Results

The results indicate that the majority of respondents are young (aged 18–22), primarily students, and mostly have no annual income. This suggests a sample consisting largely of aspiring car buyers or opinion influencers rather than active buyers.

Group 2: Ownership Trends and Consumer Preferences

This group evaluates what respondents currently own and what they prefer, offering insights into market trends and future demand for sedans or SUVs.

Ques .Which segment of car do you own right now?

Table-5

S.No.	Categories	Frequency	Percentage
1	Hatchback	29	29%
2	SUV	38	38%
3	Sedan	25	25%
4	MPV	01	1%
5	None	03	3%
6	Other	04	4%
	Total	100	100%

Which segment of car do you own right now?
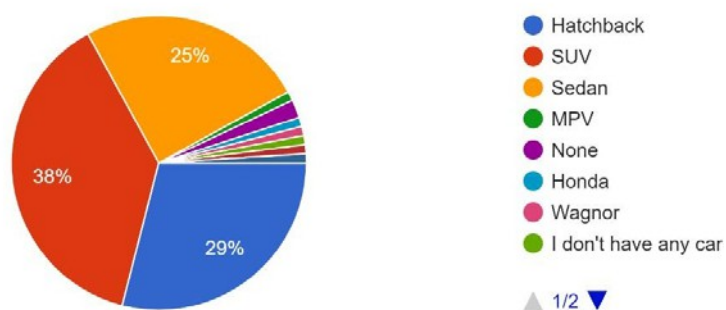100 responses

Figure-18

Interpretation – the data given above shows that 29% people own a hatchback, 38% owns SUV, 25% owns Sedan, 3% does not own a car and rest 4% have chosen other.

Ques. Which segment of car do you prefer?

Table-6

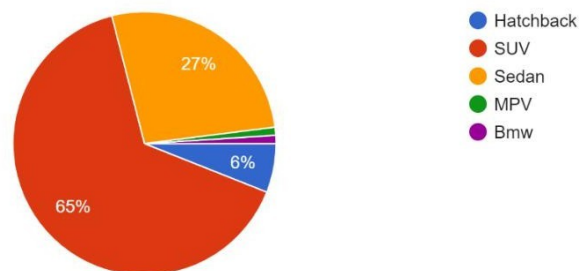| S.No.	Categories	Frequency	Percentage
1	Hatchback	06	6%
2	SUV	65	65%
3	Sedan	27	27%
4	MPV	01	1%
5	Other	01	1%
	Total	100	100%

Figure-19

Interpretation – the data given above shows that 6% people prefer a hatchback, 65% prefers an SUV, 27% prefers a sedan, 1% prefer an MPV and the rest 1% prefer a different segment of car.

Results

The findings reflect a strong inclination toward SUVs, with 38% already owning one and 65% expressing a preference to own one in the future. This demonstrates growing popularity of SUVs despite a proportion of consumers currently owning hatchbacks or sedans.

Group 3: Feature-Based Comparison

This group explores how respondents compare SUVs and sedans across key features like comfort, safety, affordability, performance, and family suitability. These variables are crucial in the final decision-making process.

Ques. Which car segment is more comfortable?

Table-7

S.No.	Categories	Frequency	Percentage
1	Sedan	38	38%
2	SUV	62	62%
	Total	100	100%

Which car segment is more comfortable?
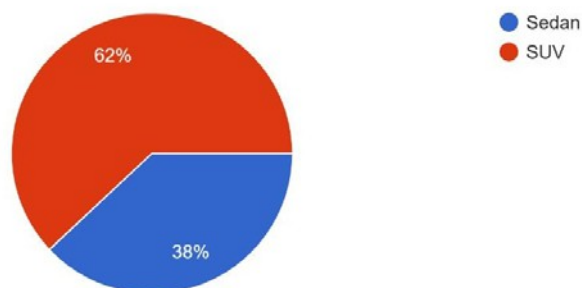100 responses

32 | P a g e

Figure-20

Interpretation – the above description shows that 38% people say that a sedan is comfortable whereas 62% people say that an SUV is more comfortable.

Ques. Which segment of car has good on road performance?

Table-8

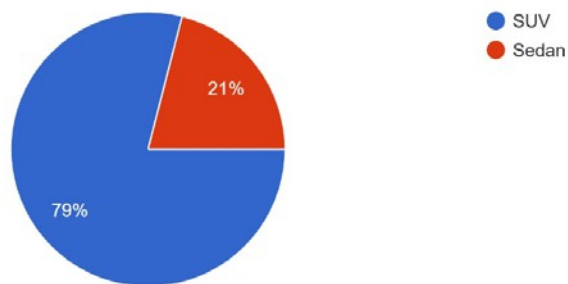| S.No.	Categories	Frequency	Percentage
1	SUV	79	79%
2	Sedan	21	21%
	Total	100	100%

Figure-21

Interpretation – the above data shows that 79% people say that an SUV has a good on road performance whereas 21% people say that sedan has a good on road performance.
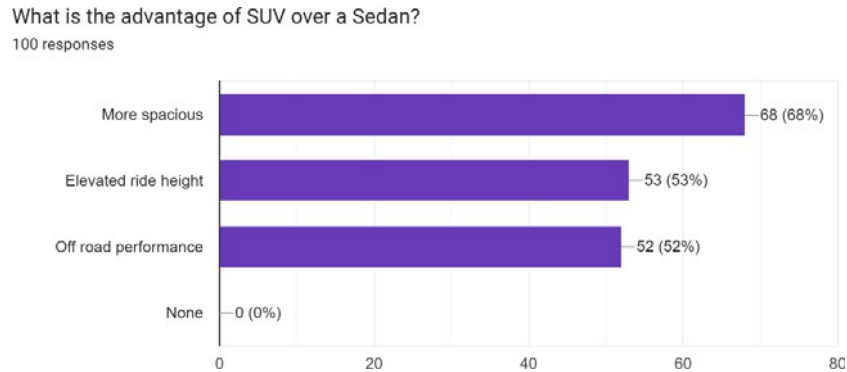
Ques. What is the advantage of SUV over a Sedan?

What is the advantage of SUV over a Sedan?
100 responses

More spacious	68 (68%)
Elevated ride height	53 (53%)
Off road performance	52 (52%)
None	0 (0%)

Figure-22

Interpretation – the above graph shows that 68 people say that an SUV is more spacious, 58 people like that an SUV offers elevated ride height and 52 people like the off-road performance that an SUV provides.

Ques. What is the advantage of Sedan over a SUV?

What is the advantage of Sedan over a SUV?
100 responses

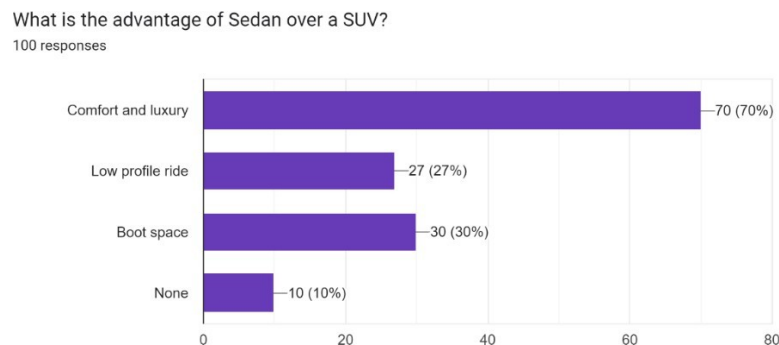|	
Comfort and luxury	70 (70%)
Low profile ride	27 (27%)
Boot space	30 (30%)
None	10 (10%)

Figure-23

Interpretation – the above graph shows that 70 people say that a Sedan provides better comfort and luxury than an SUV, 27 people like the low-profile driving experience of a sedan and 30 people like the larger boot space that a Sedan provides.

Ques. Which car segment is better for a family?

Table-9

S.No.	Categories	Frequency	Percentage
1	Sedan	19	19%
2	SUV	81	81%
	Total	100	100%

Which car segment is better for a family?
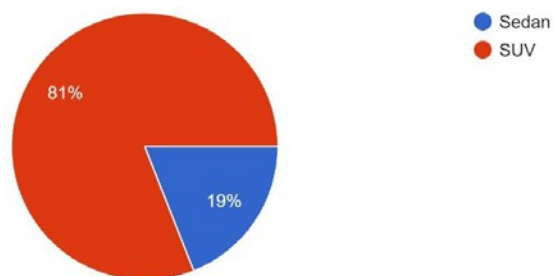100 responses

Figure-24

Interpretation – the data given above shows that 19% of people say that Sedan is better segment for a family whereas 81% people say that SUV is a better option for a family while considering a car.

Ques. Which car segment is more affordable?

Table-10

S.No.	Categories	Frequency	Percentage
1	SUV	35	35%
2	Sedan	65	65%
	Total	100	100%

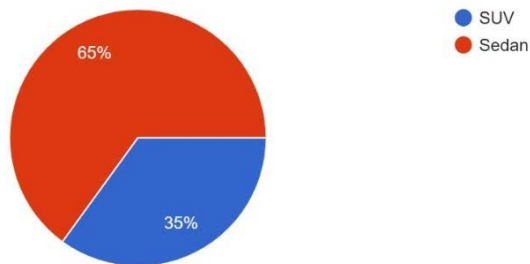Which car segment is more affordable?
100 responses

Figure-25

Interpretation – the data given above shows that 35% people say that an SUV is more affordable than a Sedan whereas 65% of people say that a sedan is more affordable than an SUV.

Ques. Which car segment is safer in an accident?

Table-11

S.No.	Categories	Frequency	Percentage
1	SUV	82	82%
2	Sedan	18	18%
	Total	100	100%

Which car segment is more safer in an accident?
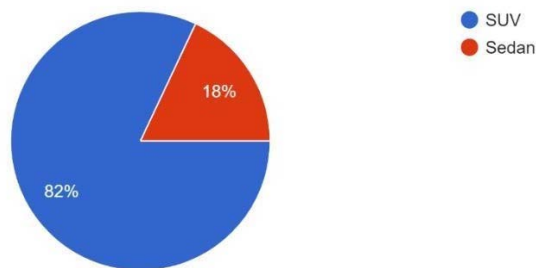100 responses

Figure-26

Interpretation – the above data shows that 82% of people say that an SUV is safer than a Sedan in an accident whereas 18% people say that a Sedan is more safer than SUV in an accident.

Ques. Which car segment provides better fuel efficiency?

Table-12

S.No.	Categories	Frequency	Percentage
1	Sedan	52	52%
2	SUV	48	48%
	Total	100	100%

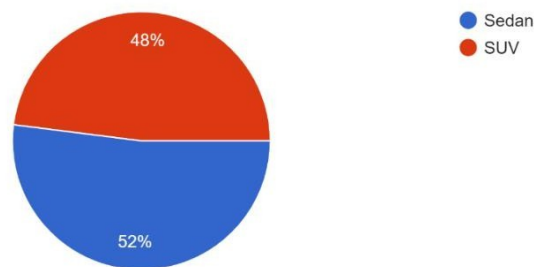Which car segment provides better fuel efficiency?
100 responses

Figure-27

Interpretation – the above data shows that 52% people think that a Sedan car provides better fuel efficiency than an SUV whereas 48% people think that an SUV provides better fuel efficiency.

Results

The responses highlight that consumers associate SUVs with safety, family practicality, and off-road performance, while sedans are seen as more economical and comfortable for regular commuting. These perceptions align closely with the insights drawn from the literature review.

This organized structure ensures that the data analysis chapter not only conveys clear findings but also supports better comprehension by avoiding repetition and enhancing thematic clarity.

Conclusion to this Chapter

The analysis of responses across categories like demographic attributes, ownership patterns, and key feature comparisons has offered meaningful insights into consumer preferences between sedans and SUVs. These findings form the basis for the upcoming chapter, which outlines the study's main conclusions, acknowledges its limitations, and presents practical suggestions for automobile manufacturers and future researchers.

Chapter -5

Findings and Conclusion

5.1 Findings

The findings of the study are mentioned below:

- 29% people own a Hatchback, 38% people own an SUV, 25% people own a Sedan, 1% own an MPV, 4% other segment of cars and the rest 3% does not have a car.

- 65% of people prefer an SUV segment car, 27% of people prefer a Sedan segment car whereas 6% of people prefer a Hatchback and the rest prefer other segment of cars.

- 62% of people say that an SUV is comfortable whereas 38% people say that a sedan is more comfortable.

- 79% people say that an SUV has a good on road performance whereas 21% people say that sedan has a good on road performance.

- 68 people say that an SUV is more spacious, 58 people like that an SUV offers elevated ride height and 52 people like the off-road performance that an SUV provides.

- 70 people say that a Sedan provides better comfort and luxury than an SUV, 27 people like the low-profile driving experience of a sedan and 30 people like the larger boot space that a Sedan provides.

- 19% of people say that Sedan is better segment for a family whereas 81% people say that SUV is a better option for a family while considering a car.

- 65% of people say that a sedan is more affordable than an SUV whereas 35% people say that an SUV is more affordable than a Sedan.

- 82% of people say that an SUV is safer than a Sedan in an accident whereas 18% people say that a Sedan is more safer than SUV in an accident.

- 52% people think that a Sedan car provides better fuel efficiency than an SUV whereas 48% people think that an SUV provides better fuel efficiency.

5.1.1 Limitations

- This research is of an academic nature and does not meet the standards of professional or industry-sponsored research. It was conducted for academic purposes as part of a curriculum requirement.

- The duration allocated for carrying out this study was limited to three months, which restricted the depth and scope of analysis that could be undertaken within such a short timeframe.

- The sources available for data collection were constrained. Primary data was collected mainly through a structured questionnaire, and secondary data was gathered from limited online platforms and existing literature. Other comprehensive tools like in-depth interviews or field observations were not feasible.

- The total number of respondents surveyed was restricted to just 100 individuals. This relatively small sample size limits the generalizability and reliability of the findings across larger or more diverse populations.

5.5.2 Suggestions

- Based on the insights obtained from the survey, it is evident that a growing number of consumers currently show a preference for SUVs. However, the Sedan segment continues to maintain relevance due to its offerings in terms of driving comfort, a refined ride experience, greater boot space, and premium aesthetics. Manufacturers should not disregard this segment and instead explore how it can be made more competitive.

- The geographical scope of this research was confined to the Delhi/NCR region. Future studies should expand the research to include participants from various states across India. This broader outreach would capture regional preferences, cultural differences, and local market conditions, leading to more comprehensive insights.

- The sample size used in the current study was relatively small, which may not fully reflect the diversity of consumer opinions in the entire market. Increasing the number of respondents in future research would provide more accurate and statistically significant results.
- Time constraints significantly impacted the research process. With a longer duration for data collection, analysis, and validation, future studies could delve deeper into consumer psychology, emerging trends, and conduct more robust comparative analyses.

5.2 Conclusions

The survey indicates that a significant number of people own a car, from various segments such as Hatchback, Sedan, SUV and many others. The automobile industry is growing with many new technological innovations and it considers the manufacturing of cars according to the need of their potential customers. In India, the SUV segment is in excess demand nowadays because of its off-road performance, elevated ride height, space and comfort and safety features. In the past 10 years the sedan segment was in great demand but nowadays the consumer has shifted their preference to the SUV segment according to the market trend and the additional features that it provides like all wheel drive, more powerful engine, etc. The people who love low profile ride still go for sedans, also this segment provides luxurious interior and a great comfort experience to their owners and provide a great boot space which can be an essential factor for the ones who carry a lot of luggage in their daily use. Also, people like hatchback segment for city use as there is a huge possibility that you might stuck in traffic in urban area, so a car which is smaller than 4 meters is easy to drive and reduces the hectic of driving from small roads and traffic area. As per the survey the SUV segment is selling out a lot as the people are attracted to big shaped vehicles, with powerful engine and a car which provides additional safety features.

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Appendices

Questionnaire:

1. Name*

2. Age*

   - 18-22

   - 23-25

   - 26-30

   - 31 and above

3. Gender*

   - Male

   - Female

   - Prefer not to say

4. What is your occupation?*

   - Student

   - Home maker

- Employed

- Business

5. What is your annual income?*

  - Nil

  - 0 to 3LPA

  - 3LPA to 5LPA

  - 5LPA to 10LPA

  - 10LPA and above

6. Which segment of car do you own right now?*

  - Hatchback

  - SUV

  - Sedan

  - MPV

  - Other

7. Which segment of car do you prefer?*

  - Hatchback

  - SUV

  - Sedan

- MPV

- Other

8. Which car segment is more comfortable?*

- Sedan

- SUV

9. Which segment of car has good on road performance?*

- SUV

- Sedan

10. What is the advantage of SUV over a Sedan?*

- More spacious
- Elevated ride height
- Off road performance

- None

11. What is the advantage of Sedan over a SUV?*

- Comfort and luxury

- Low profile ride

- Boot space

- None

12. Which car segment is better for a family?*

- Sedan

- SUV

13. Which car segment is more affordable?*

- SUV

- Sedan

14. Which car segment is more safer in an accident?*

- SUV

- Sedan

15. Which car segment provides better fuel efficiency?*

- Sedan

- SUV