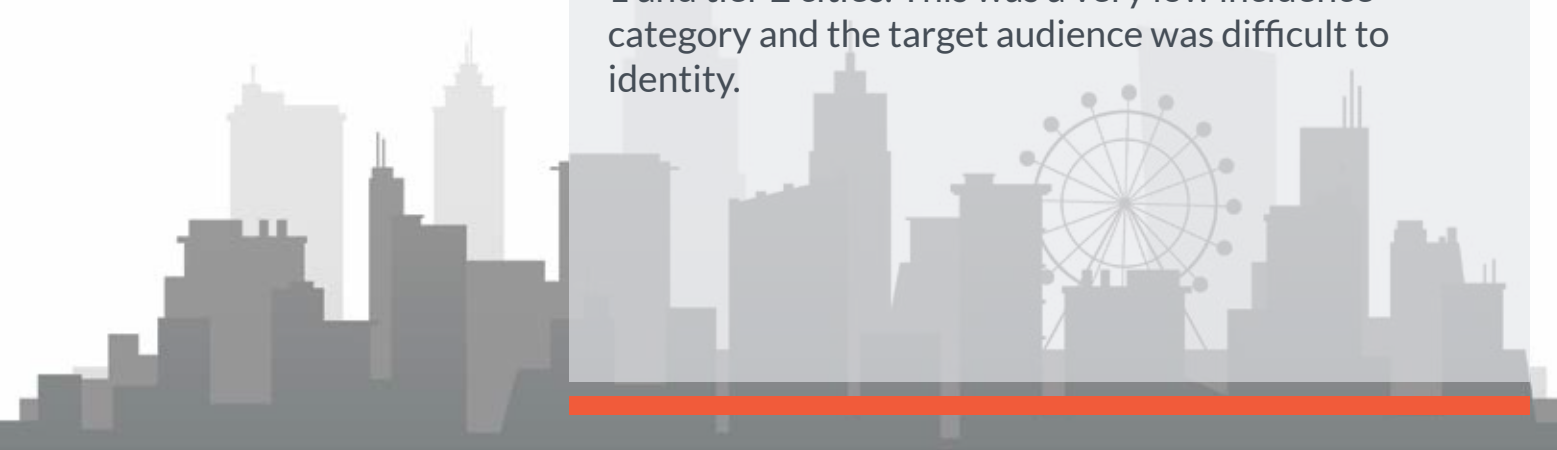


# GAINING AN UNDERSTANDING OF INDIAN HIGH-END LUXURY OWNERS & MARKET DYNAMICS.

- The Client** : The client a multinational automotive manufacturer (OEM) with no direct experience in Indian market was considering market research before entering Indian market.
- Type** : Luxury Market Understanding.
- Category** : High End Bikes.
- Methodology** : Online Bulletin Boards to collect online insights.
- The requirement :** The need was to gain fundamental understanding of the Indian high-end luxury owner and intender in one particular segment of this market. The client also wanted to gain deeper understanding on the market dynamics as well as customer characteristics. In order to determine an entry strategy.

The research needed to evaluate the market to identify potential barriers to entry as well as understand important factors such as customer expectations, vehicle usage (high-end 2 wheelers), drivers needs and desires, along with purchase journey and length of purchase cycle. The target audience were spread to be spread out in metros, tier 1 and tier 2 cities. This was a very low incidence category and the target audience was difficult to identify.



## The solution

The first step was to completely understand the research brief from the client. An appropriate research methodology was designed, in this case extended online qualitative interaction with users and intenders. MX suggested using Bulletin boards for multiple reasons, most importantly, the target audience was thinly spread out throughout the country, there were far too low number of users of these category (high-end 2 wheelers). They were online and were socially active. The TG was well to do and would not spare time for any face to face interaction or lengthy interviews. However, they could spare few minutes over few days to provide inputs, share experiences and interact with similar interest group peers.

Senior qualitative researcher designed an interactive bulletin board and invited them to participate, post their views, answer queries and share experiences.

## The Result

26 owners and intenders actively contributed on the bulletin board over the period of a week. The exercise provided a unique perspective into the minds of the buyers and intenders of high-end bikes. Deep insights into importance of power-packed with performance, looks and feel, technology, electronics and features packed machines, along with image, adventure and ride experience were reported.

