AUTOMOTIVE INTERNATIONAL BRANDS – A QUALITATIVE AND QUANTITATIVE RESEARCH

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Theoretical and practical framework of the research

The consumer particularities	The acquisition process particularities	The car global market particularities
• Endogenous variables • Exogenous variable	• Public person • Person with high incomes	• Historical brands • New brands

In the XXIth century, owning a car doesn't have anymore connotations connected to the persons or goods mobility, but to the "personality" of the owner, "his image" and the perception among the others.

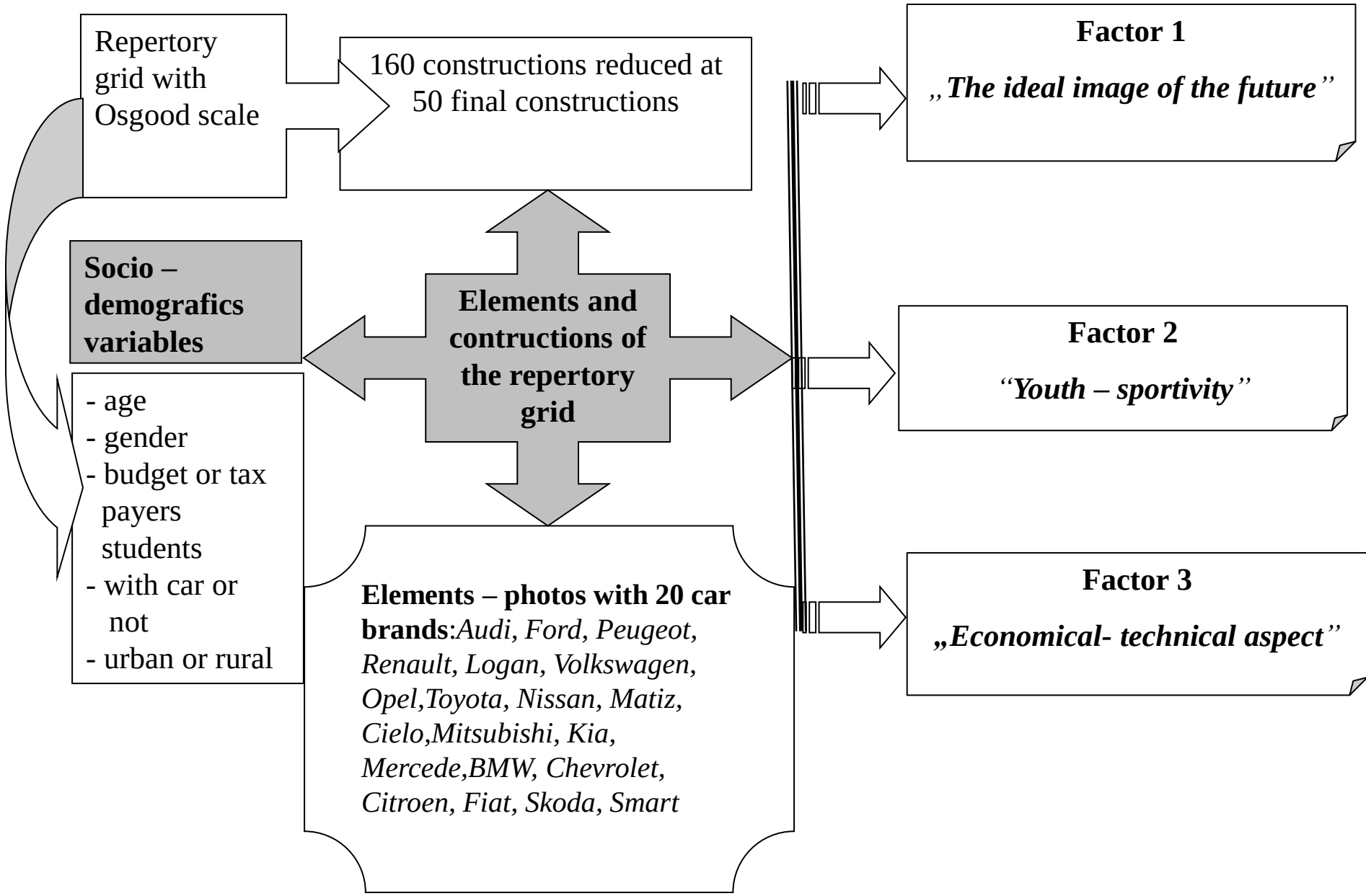
Particularities of the Romanian auto market

The consumers cover a large area: from owners of unique models of exquisite luxury brand cars to consumers who purchase second-hand cars or those who still drive the historical Romanian car brand *Dacia*	The Romanian consumer prefers German car brands (VW and Opel - according to DRPCIV) – concerning the acquisition of new cars and second-hand, in the detriment of other car brands, different from Czechs, Hungarians, Poles and Slovaks who prefer second-hands cars manufactured in their own country.	Subvention programme, "The Junk" (Rabla) which aims to withdraw from the circuit polluting old cars of the Romanian car brand Dacia through granting vouchers programme for acquiring a new car, regardless of the car brand

Hypothesis tested
(the objectives of the research)

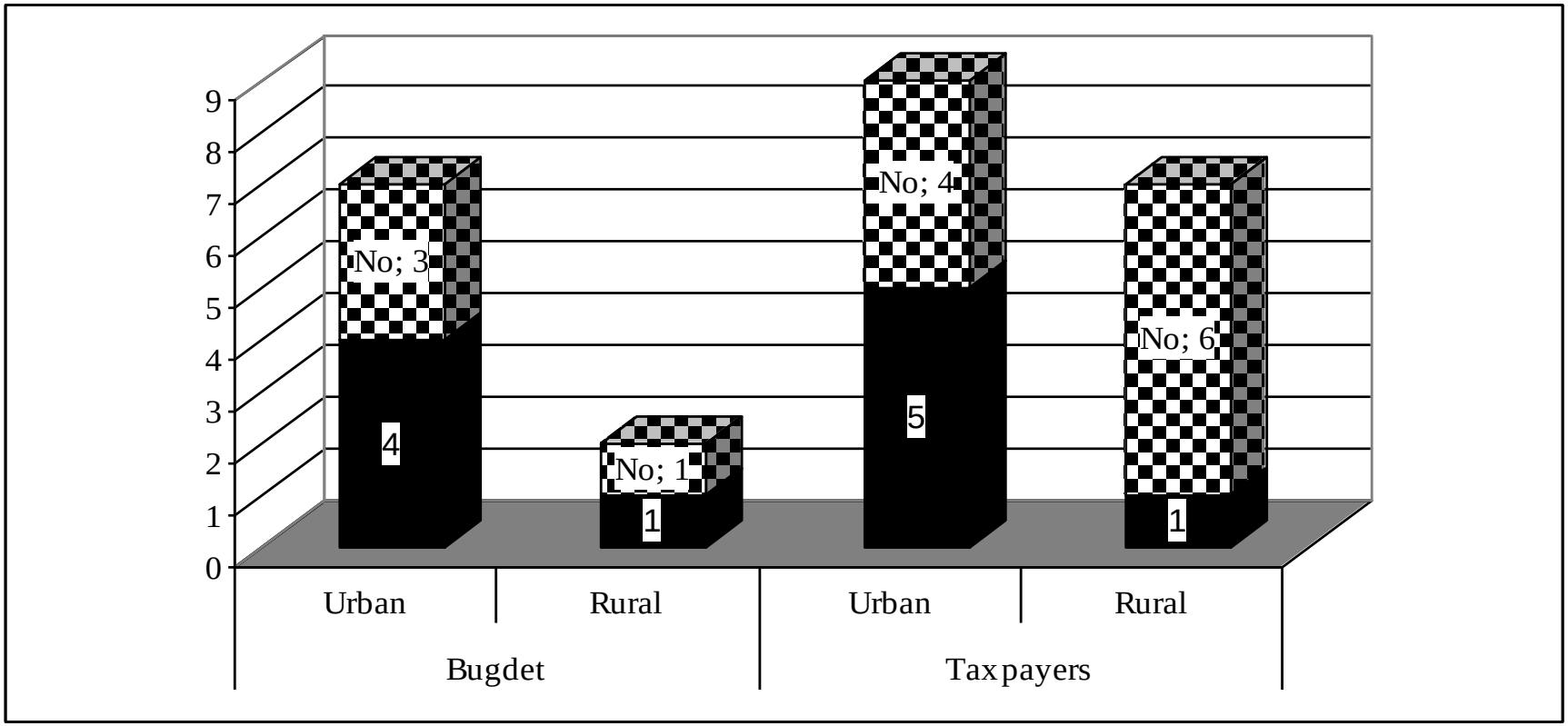
The perceptions of the young consumer regarding car brands will be grouped into in the following way:

- *according to the car brand provenance*
- *according to the history of the car brands*
- *according to the design of the body car*
- *according to aspects connected to reliability*
- *according to aspects connected to maintenance*
- *according to symbolic significance*


Repertory grid with Osgood scale
160 constructions reduced at 50 final constructions
Factor 1
„The ideal image of the future”
Socio – demografics variables
Elements and contructions of the repertory grid
Factor 2
“Youth – sportivity”
- age
- gender
- budget or tax payers students
- with car or not
- urban or rural
Elements – photos with 20 car brands:Audi, Ford, Peugeot, Renault, Logan, Volkswagen, Opel,Toyota, Nissan, Matiz, Cielo,Mitsubishi, Kia, Mercede,BMW, Chevrolet, Citroen, Fiat, Skoda, Smart
Factor 3
„Economical- technical aspect”

Sample descriptions

- The structure of the representative sample group according to their background, owning or not owning a car and budget students or tax payers:



“Elements of Kelly’s grid”:

Photos use for repertory grid



VOLKSWAGEN



BMW



CHEVROLET



CIELO



CITROEN



FIAT



FORD



KIA



LOGAN



MATIZ



MERCEDES



MITSUBISHI



NISSAN



OPEL



PEUGEOT



RENAULT



SKODA



SMART



TOYOTA



AUDI

Some examples of the constructions remained in study:	
“sport “ model - „city” model	*„retro” design - „actual” design*
a special headlight design – “standardized” headlights design	*CASCO insurances, mandatory and cheap/acceptable - expensive insurances*
„feminine” - „masculine”	*environmentally friendly engine – polluting engine*
European brand car – Asian car brand	*for family going outs or week end – for going to work*
preponderantly bought by persons with high incomes or VIP – bought by persons with medium incomes	*a car for Romanian roads – a car for foreign roads*
German engines - other engines from different countries	*expensive car – acceptable price car*

PC 1
"The ideal image of the future"

- *With the latest technical equipment - without the latest technical equipment , Aerodynamic design –non-aerodynamic design, retro design – modern design , "futuristic" car body design - "classic" car body design, High quality body car – low quality body car , A car for Romanian roads - a car for foreign roads, An expensive car – an acceptable car price , expensive CASCO and mandatory insurance - cheap /acceptable insurance*

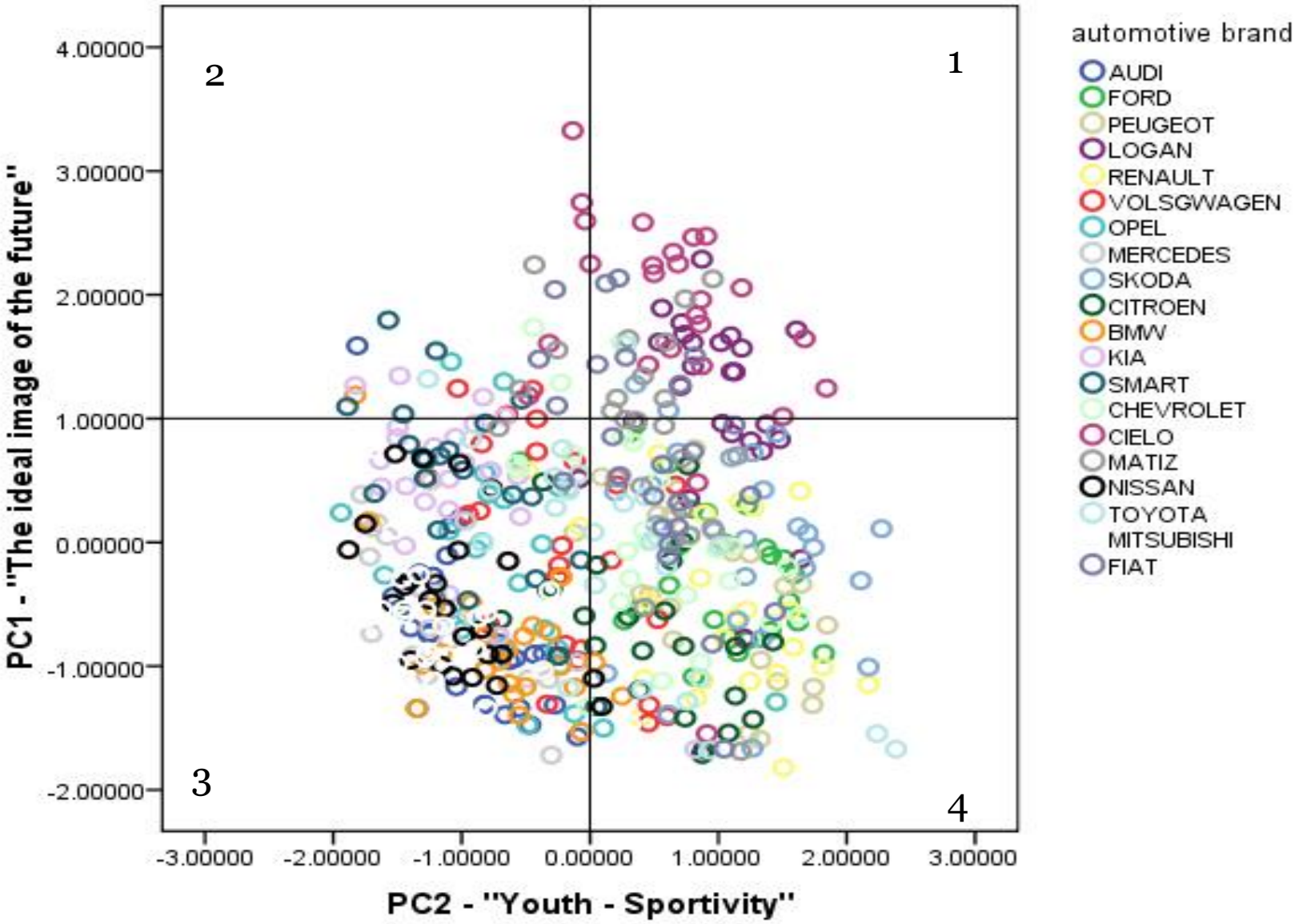
PC 2
"Youth - sporivity"

- *Two place habitacle - four/five place habitacle, Sport class – business class, A model for young people - a model for old people , A car brand very often met on Romanian highways- a car brand rarely met on Romanian highways, Preponderantly bought by persons with high incomes or VIP – bought by persons with medium incomes, Sport tyres – standard tyres, "Aggressive" design- "nice" design*

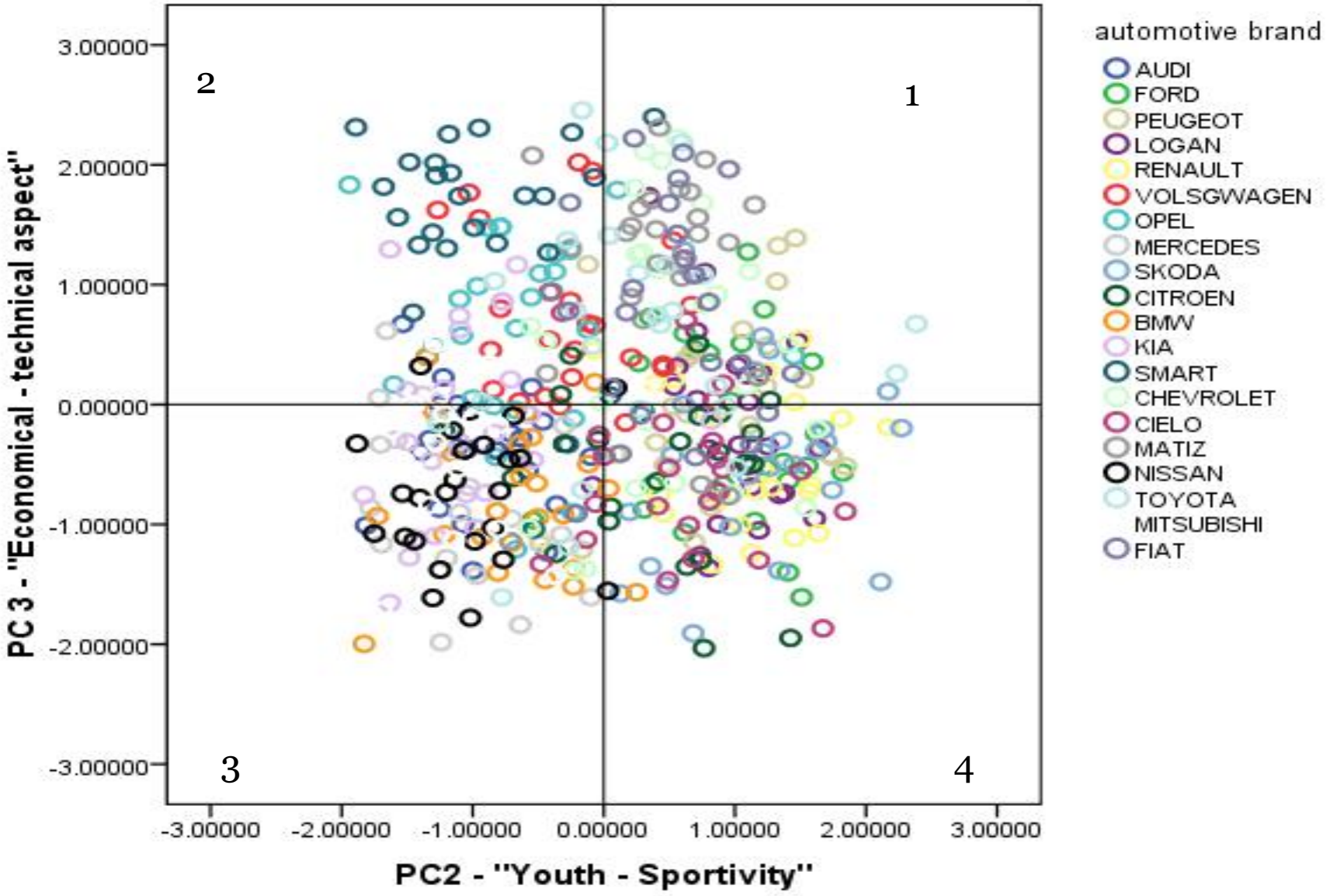
PC 3
"Economical – technical aspects"

- *Big exterior size– small exterior size, low stability - high stability, low fuel consumption - high fuel consumption, Inspires "power" - inspires "simplicity", Expensive technical maintenance - cheap technical maintenance*

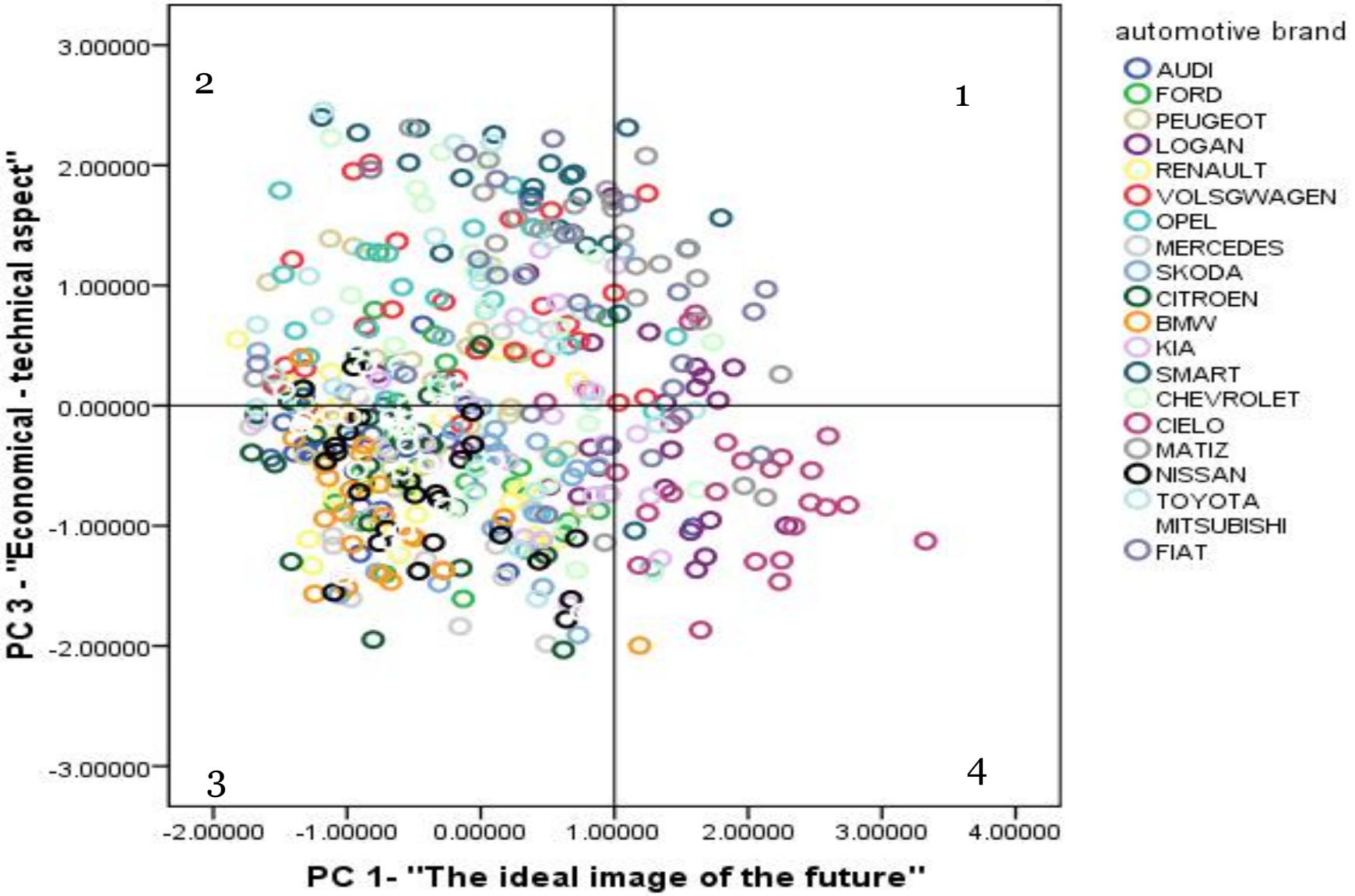
The map of the elements in bidimensional space PC1 and PC2



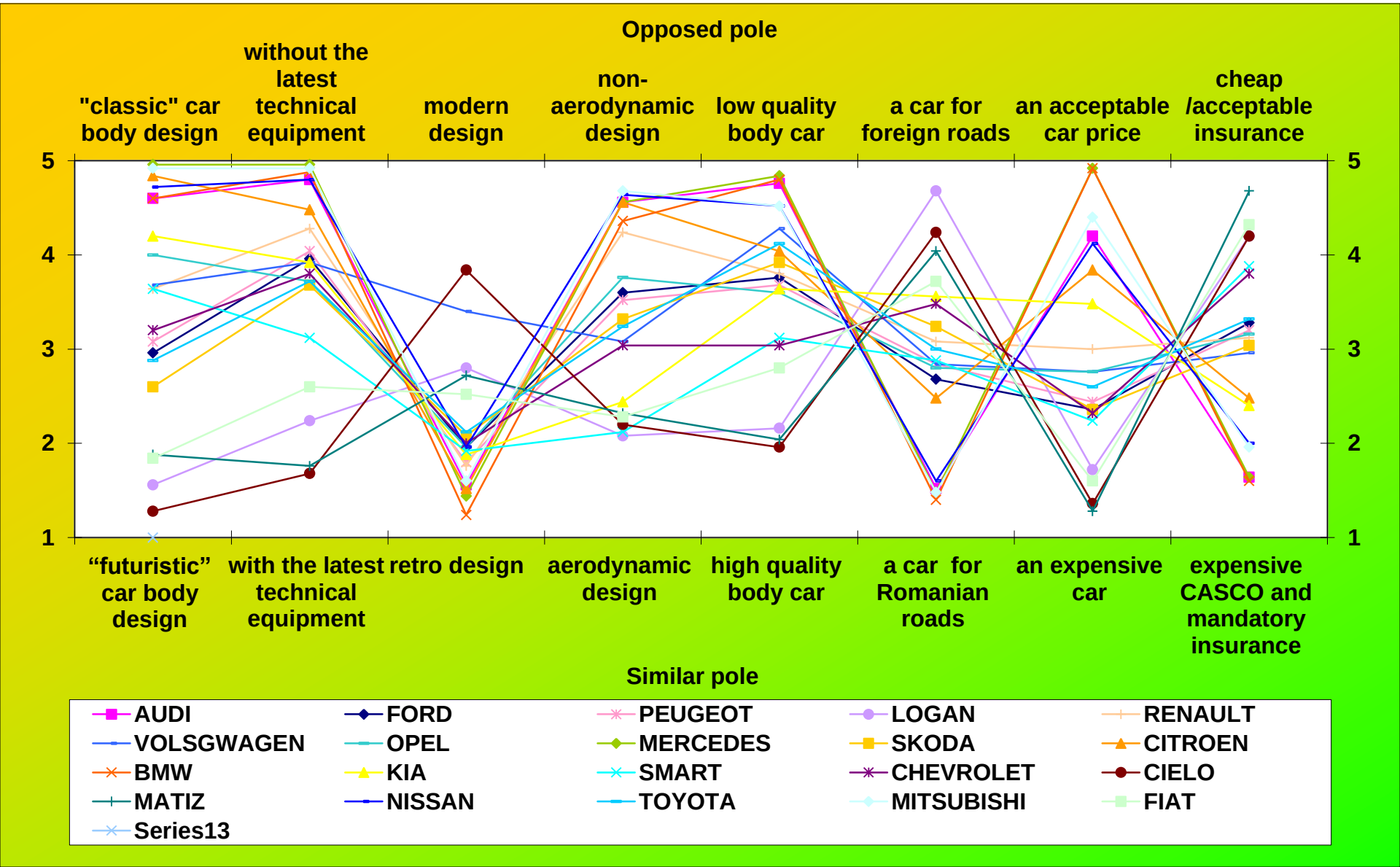
The map of the elements in bidimensional space PC2 and PC3



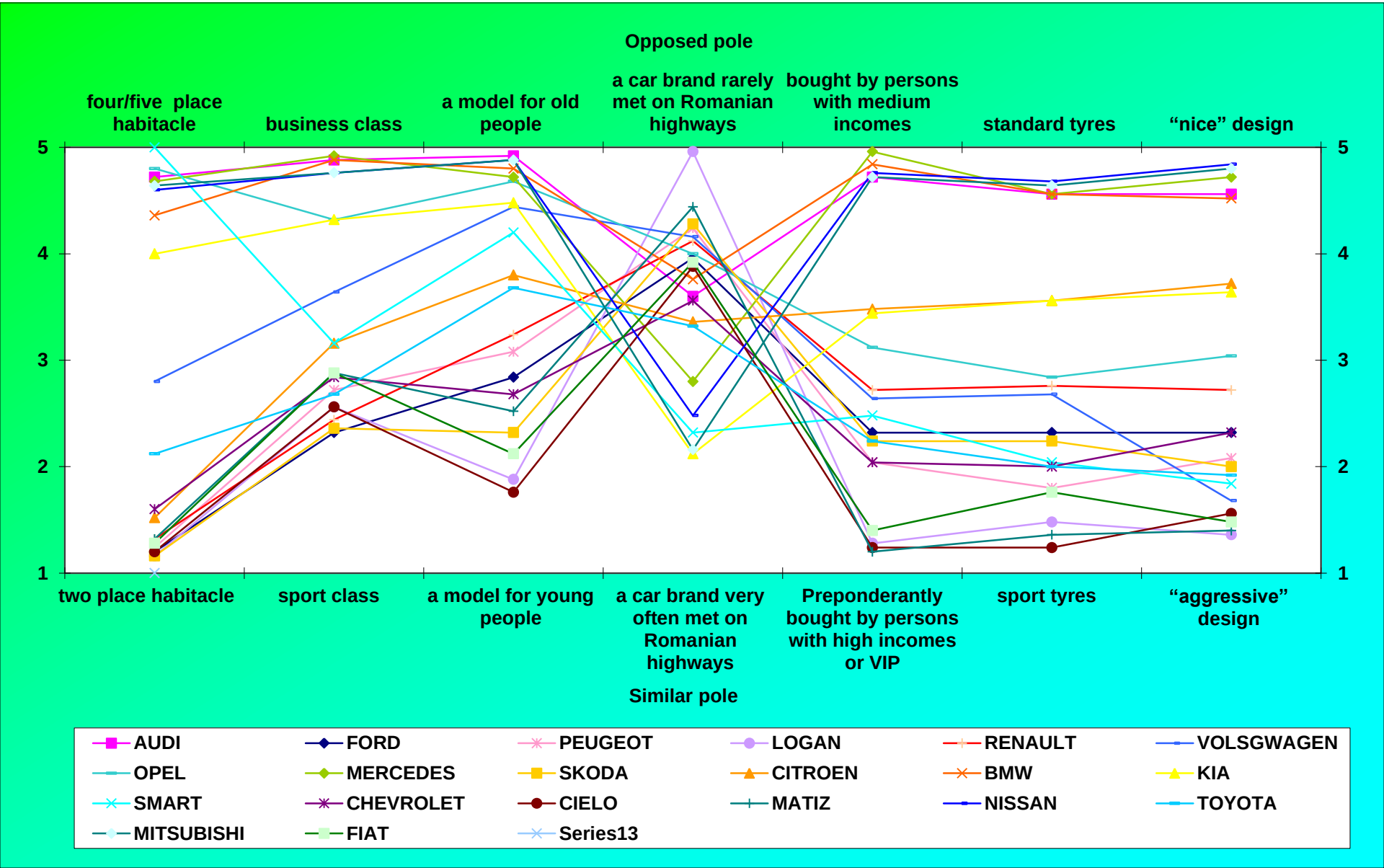
The map of the elements in bidimensional space PC1 and PC3



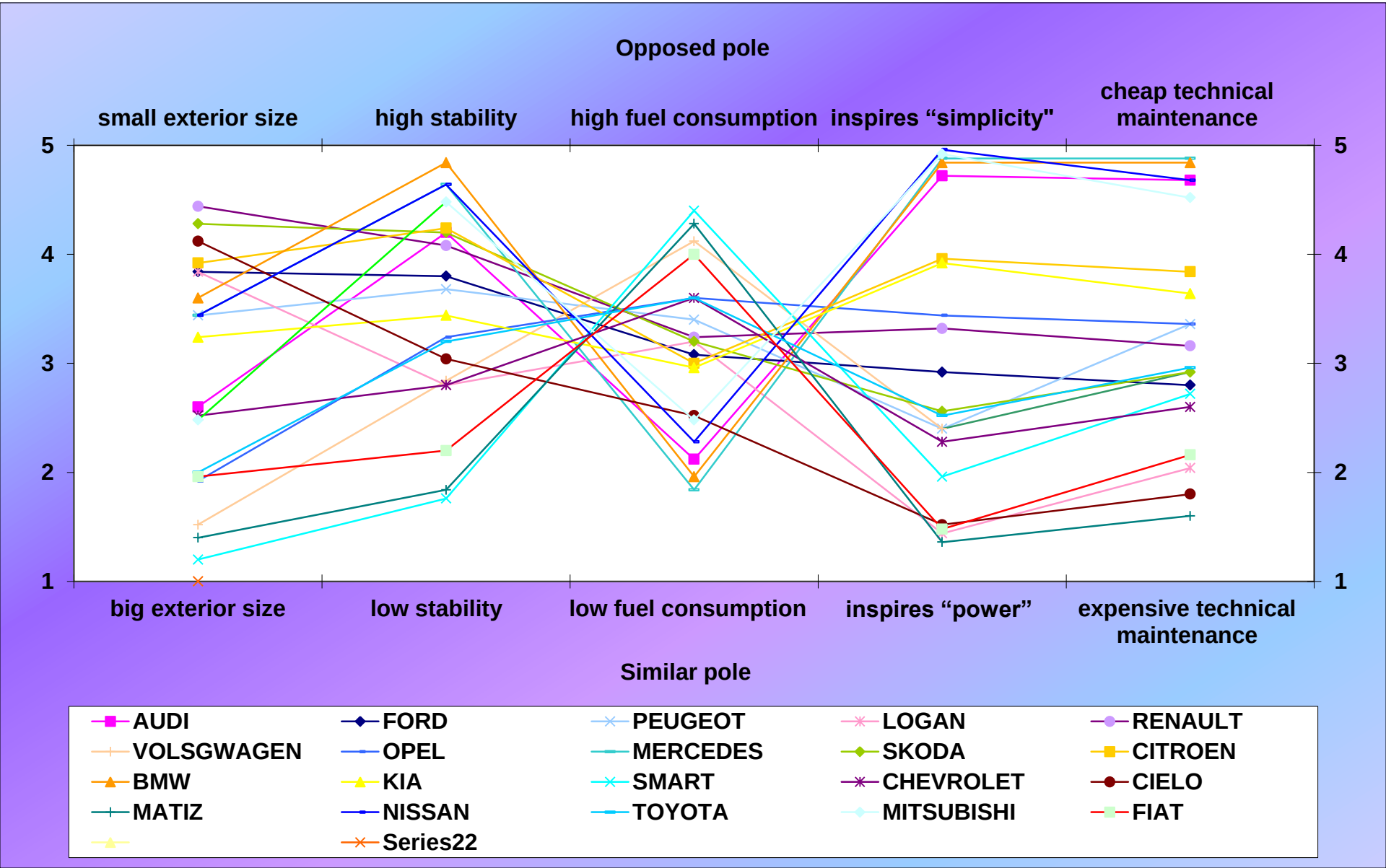
Graphic representation for the 20 elements on PC1 “constructions”



Graphic representation for the 20 elements on PC2 “constructions”



Graphic representation for the 20 elements on PC3 “constructions”



CONCLUSIONS

By applying PCA it has been realized a reduction of data, for a comfortable graphic representation and to emphasize the particularities of the 20 car brands referring to the perception of the attributes which describe these car brands, perceptual level - subjective, economic, technical – maintenance - reliability grouped on the three PC.

Are thus confirmed the initial hypotheses of the research, according to which, the car brands will be grouped in the following way:

- *according to the car brand provenance*
- *according to the history of the car brands*
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- *according to aspects connected to maintenance*
- *according to symbolic significance*