A Study On Challenges Faced By Luxury Car Brands And Buying Behavior Of Customers During Pandemic In Hyderabad

Mr. Venkatesh Mutyala[1*], Mr. S Karthik[2]

[1*]Senior Training Consultant & Retail Industry Coach Pyramid Training And Consulting, Hyderabad – 500091,
Email: Venkymutyalaa@Gmail.Com
[2]Kalasalingam Academy Of Research And Education (Deemed To Be University), Virudhunagar, Tamil Nadu.
Email: karhtikpgp2011@Gmail.Com

ARTICLE INFO	ABSTRACT
	This study examines the impact on the luxury car brands and buying behavior of the consumers during the COVID-19 in Hyderabad district. In this article it is observed that many luxury car retail stores have boosted their sales through e-commerce and the buying behavior of the consumers have taken a turn during the pandemic. This study will also share the information of the strategies used by luxury car brands and changes in consumer buying pattern during and before the pandemic. The following article is aimed at understanding what strategies brand can employ in order to survive in a post-pandemic future. This situation served as a catalyst to accelerate some of the True Luxury Consumer trends that were beginning to gain popularity in the past few years, such as the prioritization of experiences over physical items, resulting in a tendency towards minimalism; the increased interest in sustainability, ethics, and the Corporate Social Responsibility commitments of brands; the enhanced use of online distribution channels, and the consequential need for a seamless omni-channel strategy which could effortlessly and efficiently replicate the offline, in-store experience on digital platforms. The pandemic has highlighted a series of issues in society, healthcare, and businesses; the consequences of these issues have been tragic, but also eye-opening for brands as well as consumers. In the clients' perspective, big companies hold the responsibility to not only provide a product or a service, but also to be helpful assets to their communities. Brands should live up to these expectations, not just to survive in the "new normal", but also to genuinely help build a better future once the dust settles. **Keywords:** luxury car, brands, retail, COVID-19, pandemic, challenges, e-commerce

Introduction

Luxury car markets have seen tremendous growth over the past decade. Emerging markets have changed to be the main source of this growth. Since the last few years, various incidents like demonetization, cash related purchase restrictions followed by GST have acted as a great deterrent for the growth of Indian luxury car market. However, people had gradually digested these effects and Indian luxury car market continues to experience a high growth rate. The development of new markets beyond metros in tier 2/3 cities and growth of new affluent class of consumers havebeen the key reasons for the expansion of this market in India. But, with the outbreak of COVID- 19, the future of Indian luxury car market has once again become questionable. The year 2020 was one of the toughest years in history for every industry. The car industry was also largely affected which was marked by declining sales, changed customer behavior and inter-erupted supply chains across the globe. Companies are forced to relook at their business models to survive in this new landscape. According to McKinsey[1] report, the global luxury goodsmarket is projected to contract by 35% to 39% in 2020. With retail stores closed, online luxury buying has become the new normal among luxury consumers. Therefore, retailers that have often shied away from building ameaningful online presence are working on connecting with their consumers via the digital landscape.[2] With people working from home for months now, they will want to invest in their homes more than ever. People are looking to add more zoning in their homes,

such as home offices, gyms, leisure corners or large balconies to get the outsides in. People have become more aware of the flaws of their homes and the importance of this space and are now willing to pay a premium to get it done right.

Statement of Problem

The world is currently facing difficult times which has shown adverse effects on all theindustries. One such pandemic hit industry is that of the luxury car brands. Mainly because even their most loyal customers are seen buying only essential stuff and the ban on all international travels just seemed to catalyze the problem for these brands.

According to a report by 'Zeus IP Advocates LLP' (2021) [2] Economists have estimated that the luxury car market will continue to face the effects of the global recession till the end of 2021. A tied down luxury spending of consumers of other nationalities is also foreseeable, considering that people's priorities are now shifting. A lot of car weeks etc. were canceled and due to which huge setbacks and losses were faced by the organizers and designers, leadingto the 'restructuring of the wholesale dynamic'. With the in-store retail at an all-time low and the high demand for essential products, counterfeiting is increasing exponentially. By using the logos of car brands, the counterfeiters are trying to ride on the reputation and goodwill of the rights holders and extract undue benefit. Battling a recession struck industry along with counterfeit products doing the rounds in the market is the unfortunate reality at present. This study focuses on examining how the luxury car brand market has got affected by the COVID-19 pandemic hit across the world.

Purpose of the study

The purpose of this study is to know the challenges faced by the luxury **car** brands during pandemic. The study helps in knowing the problems faced and how they were been tackled. It also gives a peak on how the luxury **car** industries were managed during COVID-19 and how is it been managed currently and to know the buying behavior of consumers during the pandemic.

Objectives of the study

To analyze the challenges faced by luxury car brands during pandemic.

Scope of the study

The scope of this research study is limited to analyzing the challenges faced by the luxury car brands during the pandemic of COVID-19, more specifically in the geographical location of Hyderabad , India. Additionally, the study is being undertaken for a limited time period of 2 years i.e., from 2019-2021. The respondents or the target group of this study is the luxury car dealers.

Period of the study

The study is based on the information collected from the retailers and the data ranges from 2020-2021.

Limitation of the study

The survey has been conducted only in the Hyderabad, so it might not provide a complete manifestation of the consumer preference of the whole country. There are only few luxu**r**y car brands, so it might not provide a complete solution to the problem faced by the retailers.

Research Methodology

Questioner:

The study has developed a detailed structure for the role of the questioner, emphasizing their critical function in guiding discussions and ensuring clarity in responses. It outlines specific techniques and strategies that questioners can employ to foster deeper understanding and engagement. Additionally, the structure provides a framework for questioners to assess and improve their questioning skills systematically.

Data collection

The data collection involved gathering information from 396 respondents who are encountering challenges in purchasing luxury cars during pandemic. These respondents reside in and around Hyderabad, providing a localized perspective on the issues faced in this market segment. The study aims to understand their specific difficulties and preferences to better address the needs of potential luxury car buyers in this region.

Source of Data

• **Primary Data:** The data which has been collected for the first time and is original is primary data. In this project the primary data is in the form of structured questionnaire, interview method and telephonic conversation.

• **Secondary Data:** The secondary information is mostly taken from websites.

Data Type

• **Data:** The data used in the study is primary data. The primary data for the research project was acquired by questionnaires and secondary source of information was through articles, previous thesis and internet.
• **Mode of Collection:** Data is collected through the questionnaire method.
• **Questionnaire:** The questionnaire was framed with care ensuring that it is clear,brief and non- ambiguous and non-offending statements.

Review of Literature

Economic Times (2020) [3] article titled "Indian luxury market: The new beginning 2020and beyond" studies that COVID-19 has caused havoc across all industries including luxury.Companies are forced to relook at their business models to survive in this new landscape. According to McKinsey report, the global luxury goods market is projected to contract by 35% to 39% in 2020. As per a McKinsey report, after the 2008 crisis, companies that prioritizedcustomer service witnessed a stronger rebound compared with the market average. It is observed that many other brands like multi-designer store Ensemblewhich are finding it difficult to pull sales through offline channels even after easing of lock downrestrictions are resorting to invest heavily in technology to bring the inventory of its physical store to its web store. With limits on the functions and celebrations, some brands have switchedto more classic collection with a longer shelf life.

India Forbes (2020) [4] article titled "How the coronavirus impacts Indian luxury" the objective of this article is to gain an insight on how the coronavirus impacted the Indian luxury. Indian economy grew in its slowest pace in six years—a mere 4.5% during the second quarter ofFY 2020-21. The final quarter of the year, despite its peak wedding season boom, did not add greatnumbers either. The Indian luxury trade was then at a stage of launching their spring summer collections. Depending on when the market normalizes with respect to mall and store re-openings etc., the expected drop in business in the year 2020 was likely to be in the range of 30-50%.
The article concluded that, after the crisis gets over, the luxury industry remains hopeful to bounce back to previous consumption levels. This is a time for brands to prepare themselves for the future by identifying gaps, turning weaknesses into strengths and strengths into distinctive competences Brands that would work to understand this and adapt accordingly will surely turn out to be the new champions.

Business today (2020) [5] article titled "COVID-19 outbreak: Implications for luxury industry in 2020 and beyond", the objective of this article is to understand the implications madeby the luxury industry because of covid-19.
 Marketers across industries are trying to redesign their business models and the luxury industry is no exception. The crisis has resulted in a paradigm shift in consumer behavior. From being reluctant to using masks and sanitizers to buying them at any cost; from loving to shop in-store to going digital; from enjoying classroom learnings to attending online sessions; from doing physical meetings to making decisions through videoconferencing and from attending glamorous car events to viewing live streaming at digital platforms. This change in behavior may become the 'way of life' and 'new normal' for consumers. The 3 major changes that this crisis will bring in luxury consumers in the long-term and its implications on the marketers is Consumers may be driven to buy luxury for conscientious value rather than conspicuous value, Consumers may indulge in hedonistic purchases which make them feel better in this stressful period and Fear of infection has hit luxury shopping malls hard. The article concluded that, online luxury buying behavior before and after pandemic. This slowdown is the right time for luxury brands to equip themselves to digitize the processes and upgrade their systems and technology, which enable them to develop operational efficiencies and provide personalized experiences to the customers.

Indian retailer (2021) [6] article titled "how pandemic has reshaped the luxury retail business in India", the objective is to know why the luxury business of India has shifted e-commerce. Unique minds of the established brands have been challenged to figure out how to adapt to this global change and retain their customer interests, where the future of the physical stores is quite uncertain. Adapting to these changing trends has become the key to survival. This switch from offline to online shopping space has led to a growth in the sales of luxury online players, even amid these uncertain times; people are still looking forward to trying new ways to get their hands on luxury and exclusive items. The presence in the market is having an effective impact on the buyers by creating meaningful support through e-commerce. However, how the organization makes their clients see their brand is the game-changer.

Businessworld (2021)[7] article titled "Covid-19's impact: a new look for the luxury industry", to understand how luxury industry has grown digitally toretain consumers. A study by Bain & Company estimates the global luxury sales to drop by 35% by the end of 2020. While some believe the luxury sales in India will take an even bigger hit and fall by 50%. One of the most striking characteristics of a luxury consumer is that the buying decision is often based on emotions rather than rational decision-making. The corona- crisis has made consumers more mindful of their purchases and seek brands that reflect their values and beliefs. People are looking to add more zoning in their homes, such as home offices, gyms, leisure corners or large balconies to get the outsides in. People have become moreaware of the flaws of their homes and the importance of this space and are now willing to pay a premium to get it done right. The article concluded that, despite 2020 labeled as

"the worst year in the history of modern luxury," experts argue the luxury world will rebound just like it did in the past. The emerging trends reflect an enduring optimism about the industry's resilience. The key is to dive back into business and adapt.

Times of India (2021) [8] article titled "second wave coronavirus in India has luxury brands struggling", the objective is to know how the Indian luxury industry has grown steadily and how it had an impact of the covid-19 pandemic. The Indian luxury industry has grown steadily and remarkably at a consistent rate of 18-20% per annum since 2013. The second wave is at its peak in India, with further lockdown possibilities. Many factories and artisans who were employed by the Indian supply chains for processing the orders of the big luxury houses in Europe are now struggling to adjust to a harsh, new reality.There's no work - it's going back to zero now. The day labourers were paid a daily wage of around INR 200-300, now these people are ending up at biscuit factories doing mundane tasks, some have gone into plastics, and a few others have turned to farming. The small supply chains have been in extreme suffering this past year,and now, survival seems bleak. They are in dire financial straits. All businesses, big and small are paying the price in this dark wave of illness, and they all got to come out of it together.
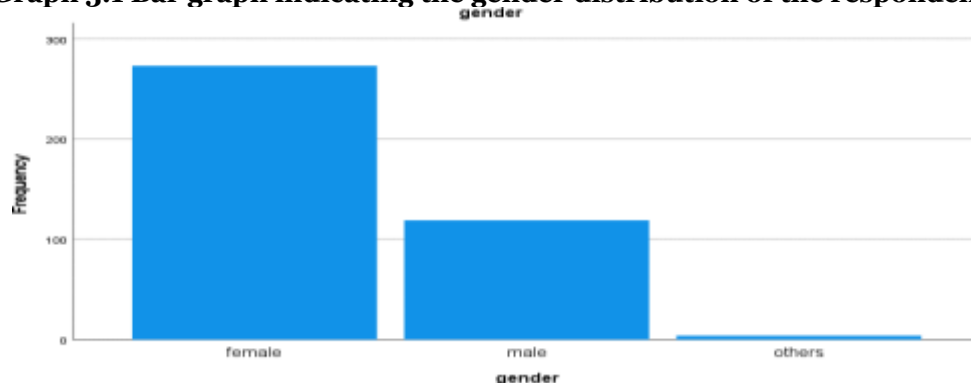
QUANTITATIVE DATA ANALYSIS
1.   The following data gives Overall characteristics of the respondents

Table 3.1.1 gender of the respondents

Options	Frequency	Percent
female	273	68.9
male	119	30.1
others	4	1.0
Total	396	100.0

### Graph 3.1 Bar graph indicating the gender distribution of the respondents

*Source: primary data (structured questionnaire-annexure I)

The above table 3.1 and bar graph 3.1 indicates gender of the respondents. 396 respondents were taken into consideration, out of which 30.1% are male, 68.9% are females and 1% are other gender respondents. The highest number of respondents are female, which indicates 273 people out of 396 are females 119 out of 396 are males and 4 out of 396 respondents are others.

2. Age of the respondents

Table 3.2 Age of the respondents

Options	Frequency	percent
18-25 years	79	19.9
25-45 years	277	69.9
above 45 years	24	6.1
below 18 years	16	4.0
Total	396	100.0

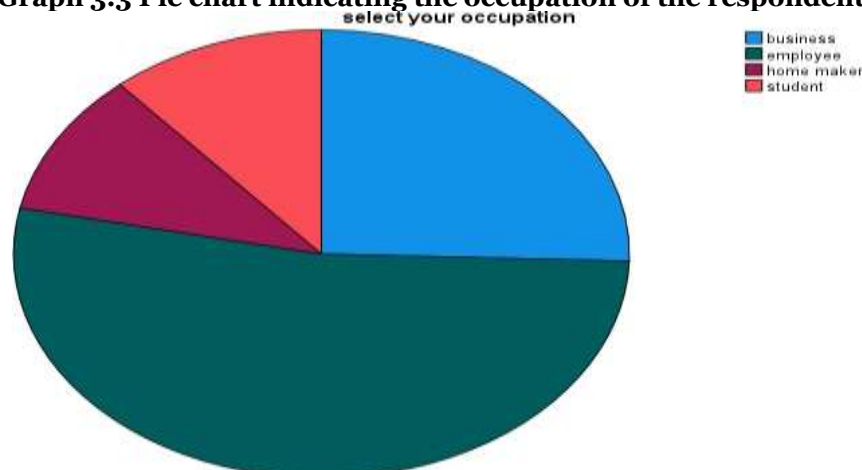**Graph 3.2 Pie chart indicating the age group of the respondents**
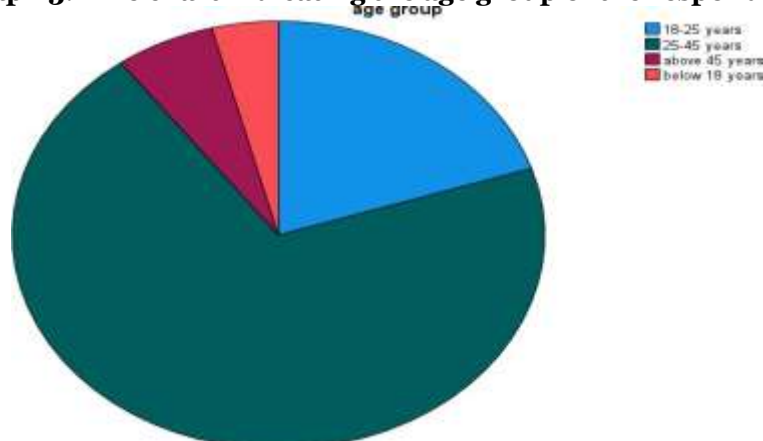
*Source: primary data (structured questionnaire-annexure I)

The table 3.2 and pie chart 3.2 indicates age group of the 396 respondents that were taken into consideration, out of which 4%are below 18 years ,19.9%are from the age group 18-25 years,69.9%are from the age group 25-45 years and 24% are from above 45 years. So, from the above data it is stated that highest age group to buy luxury cars are from the age group of 25-45 years with277 respondents and the least being 16 respondents from the age group of below 18 years.

3. Occupation of the respondents

Table 3.3 Occupation of the respondents

options	frequency	percentage
business	101	25.5
employee	209	52.8
home maker	41	10.4
student	45	11.4
Total	396	100.0

Graph 3.3 Pie chart indicating the occupation of the respondents

*Source: primary data (structured questionnaire-annexure I)

The above table 3.3 and pie chart 3.3 indicates age group of the 396 respondents that were taken into consideration, out of which 25.5% respondents are into business,52.8% respondents are employees, 10.4% respondents are home makers and 11.4% of the respondents are students out of 396 respondents. So, it can be said that 209 respondents are employees who buy luxury cars.
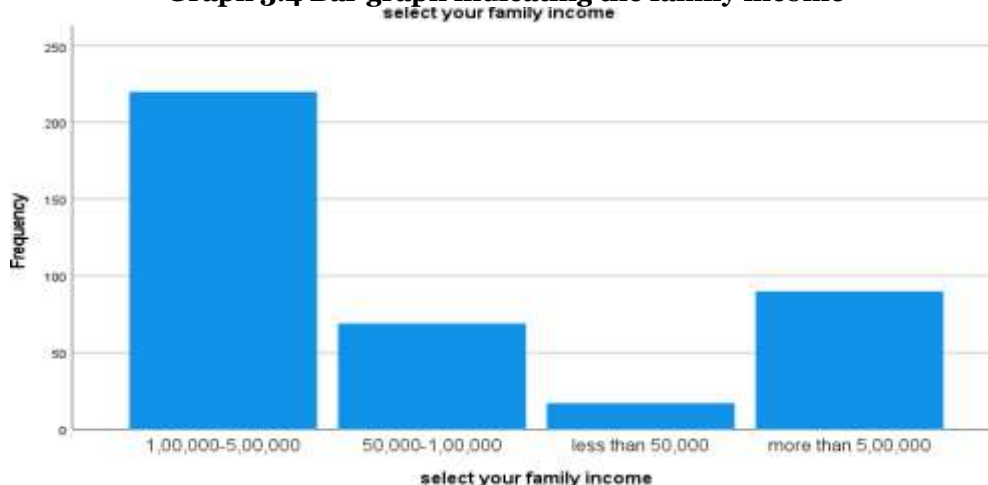
4. Income level of the respondents (monthly)

Table 3.4 Family income level of the respondents

options	Frequency	Percent
1,00,000-5,00,000	220	55.6
50,000-1,00,000	69	17.4

less than 50,000	17	4.3
more than 5,00,000	90	22.7
Total	396	100.0

Graph 3.4 Bar graph indicating the family income

*Source: primary data (structured questionnaire-annexure I)

From the table 3.4 the above bar graph 3.4, out of 369 respondents that were taken into consideration4.3% of respondent's income is less than 50,000, 17.4%of respondent's incomes are 50,000-1,00,000, 55.6% of respondents' incomes is 1,00,000-5,00,000 and 22.7% of respondents have an income above5,00,000. It states that out of 396 respondents 220 people with the income level of 1,00,000-5,00,000are more into buying of luxury cars. Whereas only 17 people of income level less than 50,000 prefer to buy luxury cars.
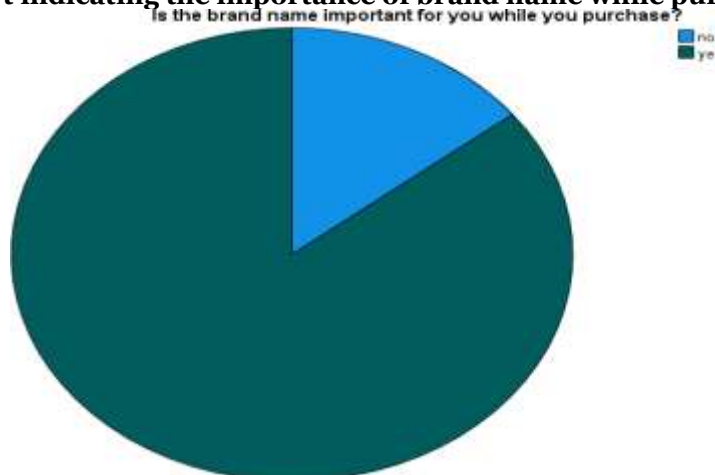
TO GAIN AN INSIGHT OF BUYING BEHAVIOUR OF CONSUMERS TOWARDS LUXURY CARS
1. Importance of brand name while purchasing a luxury car

Table 3.5 Respondents on the importance of brand name

options	Frequency	Percent
No	57	14.4
Yes	339	85.6
Total	396	100.0

Graph 3.5 Pie chart indicating the importance of brand name while purchasing luxury cars

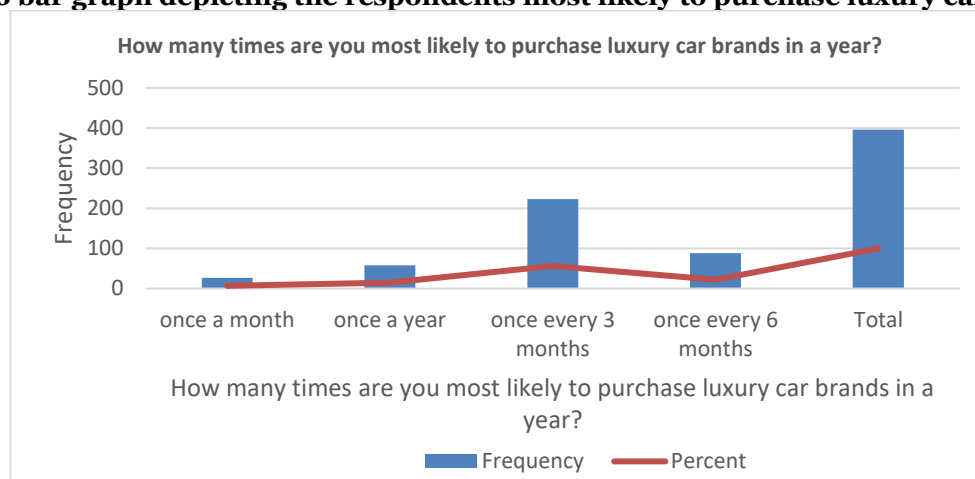*Source: primary data (structured questionnaire-annexure I)

From the table 3.5 and pie chart 3.5 taking consideration of 396 respondents 14.4% of the respondentsfeel that brand name is not important while purchasing and 85.6% of the respondents feel the brand name is important while purchasing. So, it can be stated that brand name is important to 339 people who purchase luxury cars, and 57 respondents doesn't feel the importance of brand name.

2. The buying pattern for purchasing luxury cars in a year

Table 3.6 Analysing respondents buying behaviour in a year

Options	Frequency	Percent
once a month	27	6.8
once a year	58	14.6
once every 3 months	223	56.3
once every 6 months	88	22.2
Total	396	100.0

Graph 3.6 bar graph depicting the respondents most likely to purchase luxury cars in a year

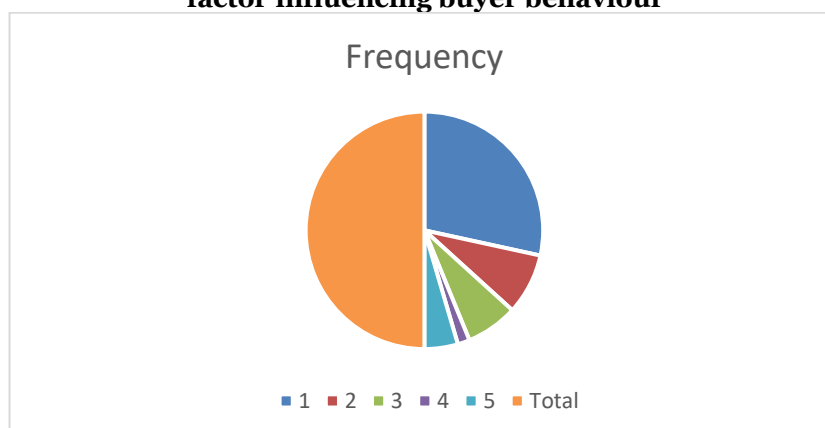***Source: primary data (structured questionnaire-annexure I)**

In the above table 3.6 and bar graph 3.6, out of 396 respondents 6.8% of the respondents purchase once in a month,56.3%of the respondents purchase once in 3 months, 22.2% of the respondents purchase once in 6 month and 14.6% of the respondents purchase once in a year. So, it is stated that 223 of the respondents tend to buy a luxury car in a duration of 3 months.

1. Factors influencing the buying behaviour of the respondents (social media)

Table 3.7 Analyzing social media as a factor influencing the buying behavior with 1 being most effective and 5 being least effective

options	Frequency	Percent
1	225	56.8
2	66	16.7
3	56	14.1
4	13	3.3
5	36	9.1
Total	396	100.0

Graph 3.7 Pie chart indicating the rating given by the respondents on social media being a factor influencing buyer behaviour

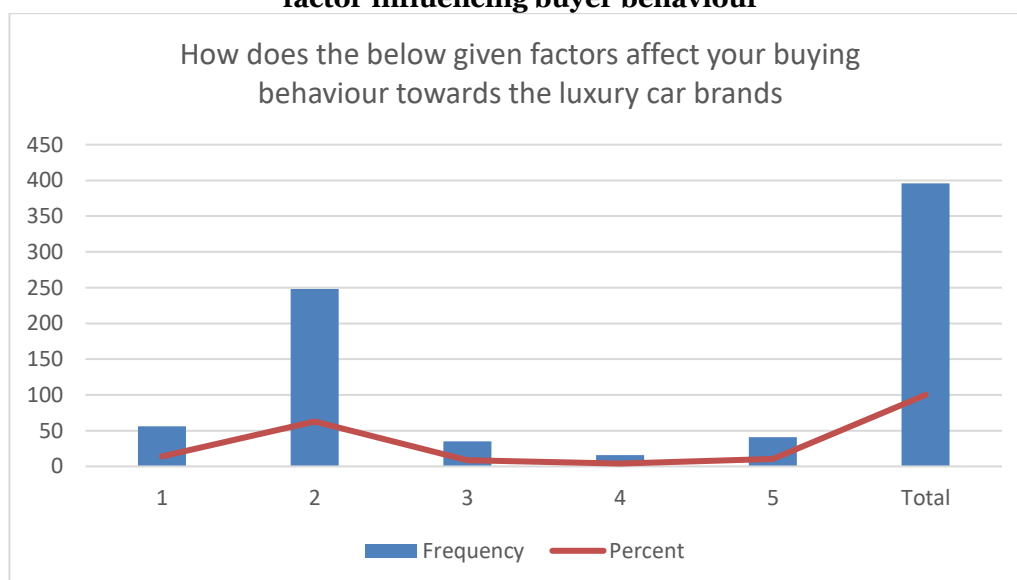*Source: primary data (structured questionnaire-annexure I)

From the table 3.7 and pie chart 3.7 out of 396 respondents we can see that under the category of social media affecting the buying behaviour, 56.8% of the respondents rated it 1, 16.7% of the respondents rated it 2, 14.1% of the respondents, rated it 3, 3.3% of the respondents rated it 4 and 9.1% of the respondents rated 5. so, it states that majority of 225 of the respondents rated it 1 so they're most influenced by social media

1. **Factors influencing the buying behaviour of the respondents (influencers)**

Table 3.8 analysing influencers as a factor influencing the buying behaviour with 1 being most effective and 5 being least effective

options	Frequency	Percent
1	56	14.1
2	248	62.6
3	35	8.8
4	16	4.0
5	41	10.4
Total	396	100.0

Graph 3.8 Histogram indicating the rating given by the respondents on influencers being a factor influencing buyer behaviour

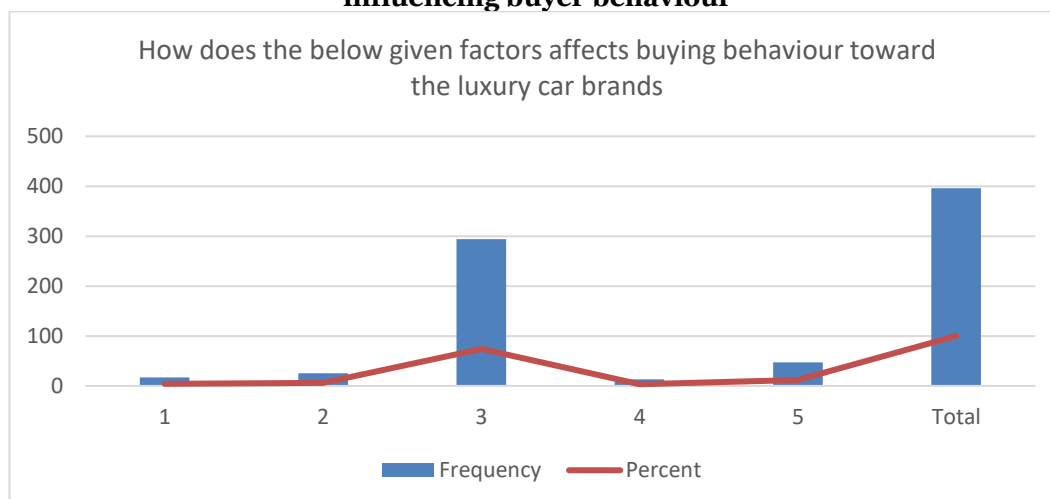*Source: primary data (structured questionnaire-annexure I)

From the table 3.8 and histogram 3.8 out of 396 respondents we can see that under the category of influencers affecting the buying behaviour, 14.1% of the respondents rated it 1, 62.6% of the respondents rated it 2, 8.8% of the respondents, rated it 3, 4% of the respondents rated it 4 and 10.4%of the respondents rated 5. so, it states majority of 246 respondents rated 2 and are influenced by influencers.

2. **Factors influencing the buying behaviour of the respondents (friends)**

Table 3.9 analysing friends as a factor influencing the buying behaviour with 1 being most effectiveand 5 being least effective

options	Frequency	Percent
1	17	4.3
2	25	6.3
3	294	74.2
4	13	3.3
5	47	11.9
Total	396	100.0

Graph 3.9 Bar graph indicating the rating given by the respondents on friends being a factor influencing buyer behaviour

How does the below given factors affects buying behaviour toward the luxury car brands

*Source: primary data (structured questionnaire-annexure I)

From the table 3.9 and bar graph 3.9 out of 396 respondents we can see that under the category of friends affecting the buying behaviour, 4.3%of the respondents rated it 1, 6.3% of the respondents rated it 74.2% of the respondents, rated it 3, 3% of the respondents rated it 4 and 11.9% of the respondents rated 5. so, it states that majority of 294 respondents rated 3 so they are averagely influenced by friends.
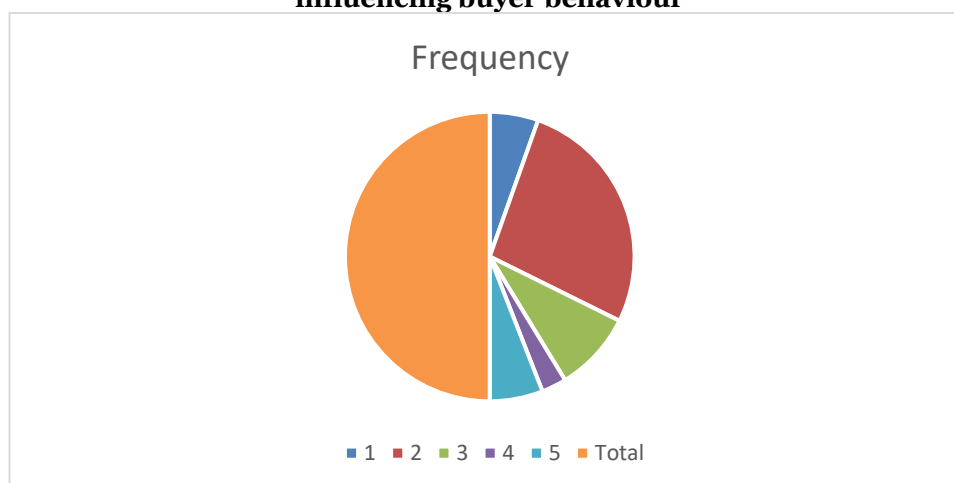
3. Factors influencing the buying behaviour of the respondents (family)

Table 3.10 analysing family as a factor influencing the buying behaviour with 1 being most effectiveand 5 being least effective

Options	Frequency	Percent
1	43	10.9
2	213	53.8
3	71	17.9
4	22	5.6
5	47	11.9
Total	396	100.0

*Source: primary data (structured questionnaire-annexure I)

Graph 3.10 pie chart indicating the rating given by the respondents on family being a factor influencing buyer behaviour


Frequency

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ Total

From the table 3.10 and pie chart 3.10, out of 396 respondents we can see that under the category offamily affecting the buying behaviour, 10.9%of the respondents rated it 1, 53.8% of the respondentsrated it 2, 17.9% of the respondents, rated it 3, 5.6% of the respondents rated it 4 and 11.9% of the respondents rated 5. so, it states that majority of 213 respondents rated 2 and they are slightly influenced by friends.

4. Factors influencing the buying behaviour of the respondents (advertisements)

Table 3.11 Analysing advertisements as a factor influencing the buying behaviour with 1 being mosteffective and 5 being least effective

options	Frequency	Percent
1	187	47.2
2	74	18.7
3	44	11.1
4	39	9.8
5	52	13.1
Total	396	100.0

Graph 3.11 bar graph indicating the rating given by the respondents on family being a factor influencing buyer behaviour
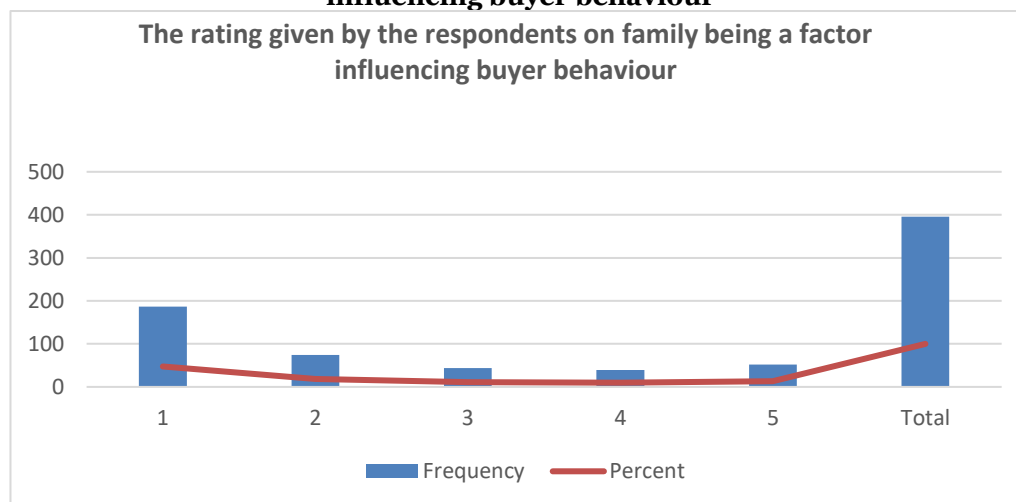
*Source: primary data (structured questionnaire-annexure I)

From table 3.11 and bar graph 3.11 out of 396 respondents we can see that under the category of advertisements affecting the buying behaviour, 47.2%of the respondents rated it 1, 18.7% of the respondents rated it 2, 11.1% of the respondents, rated it 3, 9.8% of the respondents rated it 4 and 13.1% of the respondents rated 5. so, it states that majority which is 187 respondents are highly influenced by friends.

5. Factors influencing the buying behaviour of the respondents (social status)

Table 3.12 analysing social status as a factor influencing the buying behaviour with 1 being most effective and 5 being least effective

| Options	Frequency	Percent
1	104	26.3
2	176	44.4
3	41	10.4
4	11	2.8
5	64	16.2
Total	396	100.0

*Source: primary data (structured questionnaire-annexure I)

Graph 3.12 Pie chart indicating the rating given by the respondents on social being a factor influencing buyer behaviour

The rating given by the respondents on social being a factor influencing buyer behaviour

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ Total
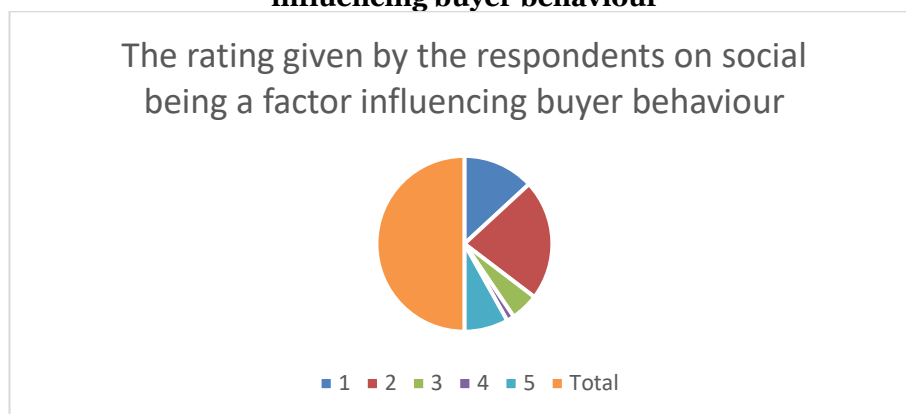
From the table 3.12 and pie chart 3.12 out of 396 respondents we can see that under the category of social status affecting the buying behaviour, 26.3% of the respondents rated it 1, 44.4% of the respondents rated it 2, 10.4% of the respondents, rated it 3, 2.8% of the respondents rated it 4 and 16.2% of the respondents rated 5. so, it states that majority of 176 respondents are slightly influenced by friends

6. Classification of respondent's main motivation to buy luxury cars

Table 3.13 analysing the respondent's motivation to purchase a luxury car

options	Frequency	Percent
others	7	1.8
quality	57	14.4
social status	325	82.1
vanity	7	1.8
Total	396	100.0

Graph 3.13 Pie chart indicating the motivation for the respondents to buy luxury cars

The motivation for the respondents to buy

■ others ■ quality ■ social status ■ vanity ■ Total
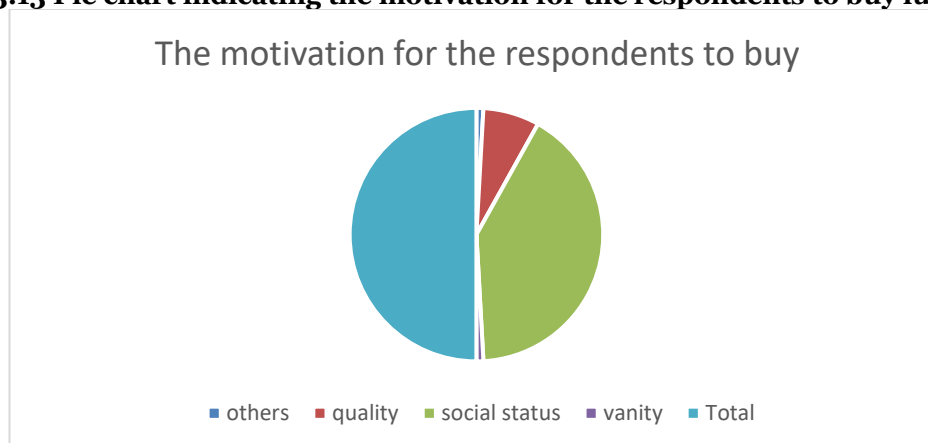
*Source: primary data (structured questionnaire-annexure I)

From the table 3.13 and pie chart 3.13 the results show that out of 396 respondents 1.8% of the respondents chose vanity, 82.1% of the respondents chose social status, 14.4% of the respondents chose quality and 1.8% of the respondents chose others as motivation for purchasing a luxury car. It can be clearly stated that majority 325 respondents buy luxury cars for maintaining social status.

### 7. Indicating whether the high price of a product determine high quality

Table 3.14 Classifying the responses whether the high price of the product determine high quality

options	Frequency	Percent
maybe	234	59.1
no	55	13.9
yes	107	27.0

| Total | 396 | 100.0 |

*Source: primary data (structured questionnaire-annexure I)

Graph 3.14 Bar graph representing the respondents responses whether the high price of the product indicate high quality of the product
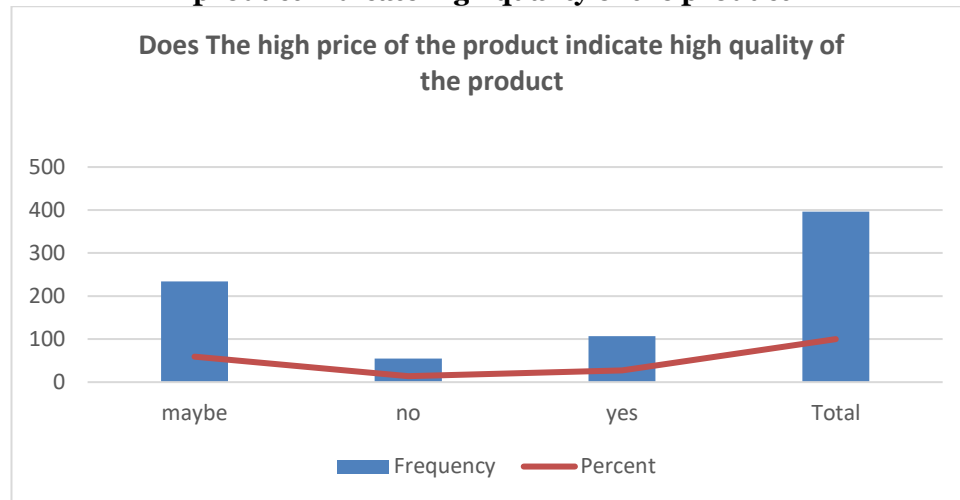
From the table 3.14 and bar graph3.14, out of 396 respondents under the category does high price determine high quality 59.1% of the respondents have chosen maybe, 13.9% have chosen no and 27%have chosen yes. So, 234 of the respondents feel maybe high price determines high quality and 107 respondents feel high prices determine high quality of a product and 55 respondents do not feel highpricing determines high quality of the product.

8. Analysing the respondents spending on luxury cars in year

Table3.15 classifying the respondents spending behaviour on luxury cars during a year

options	Frequency	Percent
1,00,000-5,00,000	81	20.5
50,000-1,00,000	229	57.8
less than 50,000	62	15.7
more than 5,00,000	24	6.1
Total	396	100.0

*Source: primary data (structured questionnaire-annexure I)

Graph 3.15 Pie chart indicating respondents spending behaviour on luxury cars during a year
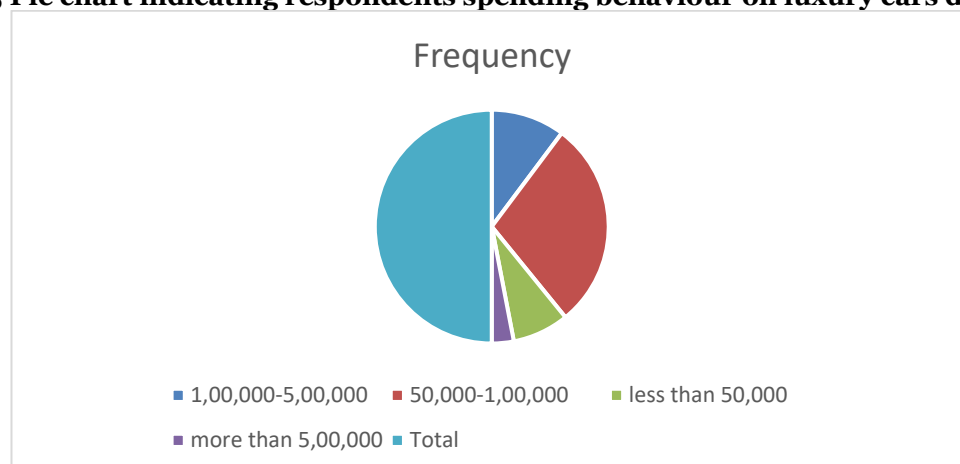
From the table 3.15 and pie chart 3.15 out of 396 respondents 15.7% of the respondents spend less than 50,000,

57.8% of the respondents spend 50,000-1,00,000,20.8% of the respondents spends 1,00,000-5,00,000 and 6.1% of the respondents spends more than 5,00,000. so, it states majority 229respondents spends around 50,000-1,00,000 on luxury cars.
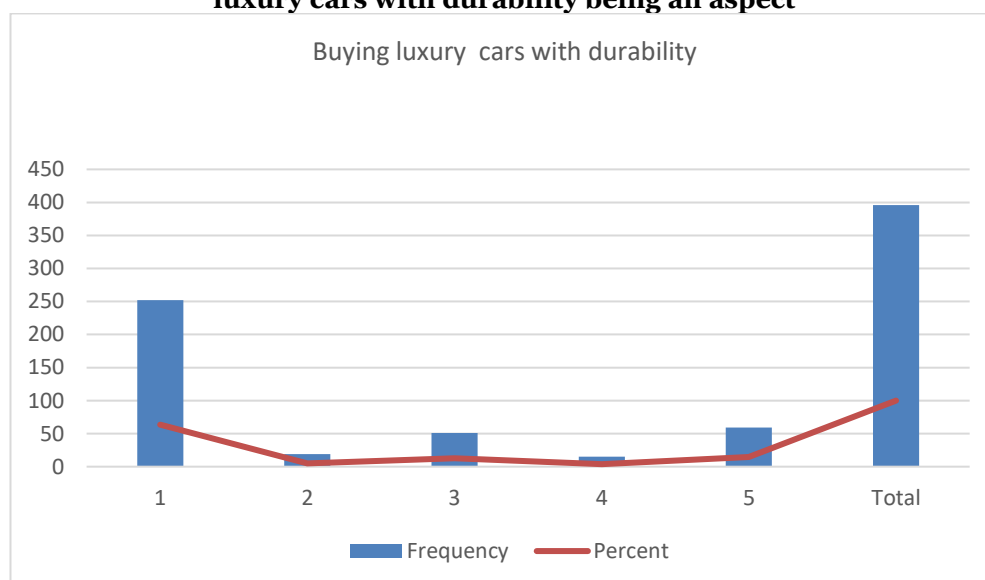
9. Analysis on key aspects that needs to be looked in before buying luxury cars withdurability being a aspect with 1 being most effective and 5 being least affective

Table 3.16 Analysis on key aspects that needs to be looked in before buying luxury cars with durability being an aspect

Options	Frequency	Percent
1	252	63.6
2	19	4.8
3	51	12.9
4	15	3.8
5	59	14.9
Total	396	100.0

*Source: primary data (structured questionnaire-annexure I)

Graph 3.16 Histogram Analysis on key aspects that needs to be looked in before buying luxury cars with durability being an aspect

From the table 3.16 and histogram 3.16 out of 396 respondents we can see that under the category ofkey aspects for purchasing being durability 63.3%of the respondents rated it 1, 4.8% of the respondents rated it 2, 12.9% of the respondents, rated it 3, 3.8% of the respondents rated it 4 and 14.9% of the respondents rated 5. so, it states that majority of 252 respondents find durability as a key aspect for purchasing luxury cars.
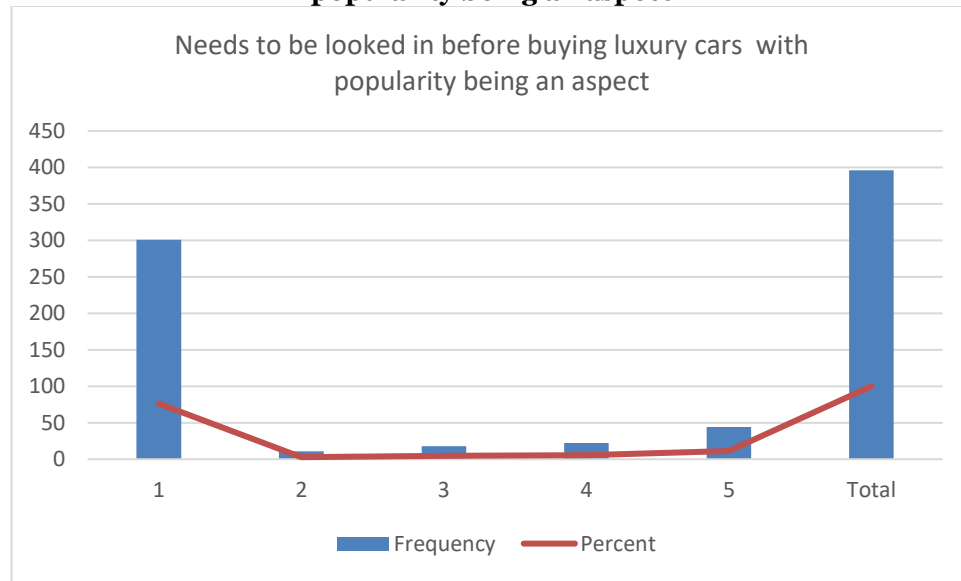
10. Analysis on key aspects that needs to be looked in before buying luxury cars withpopularity being an aspect with 1 being most effective and 5 being least affective

Graph Table 3.17 Analysis on key aspects that needs to be looked in before buying luxury cars with popularity being an aspect

Option	Frequency	Percent
1	301	76.0
2	11	2.8
3	18	4.5
4	22	5.6
5	44	11.1
Total	396	100.0

*Source: primary data (structured questionnaire-annexure I)

Graph 3.17 histogram on key aspects that needs to be looked in before buying luxury cars with popularity being an aspect
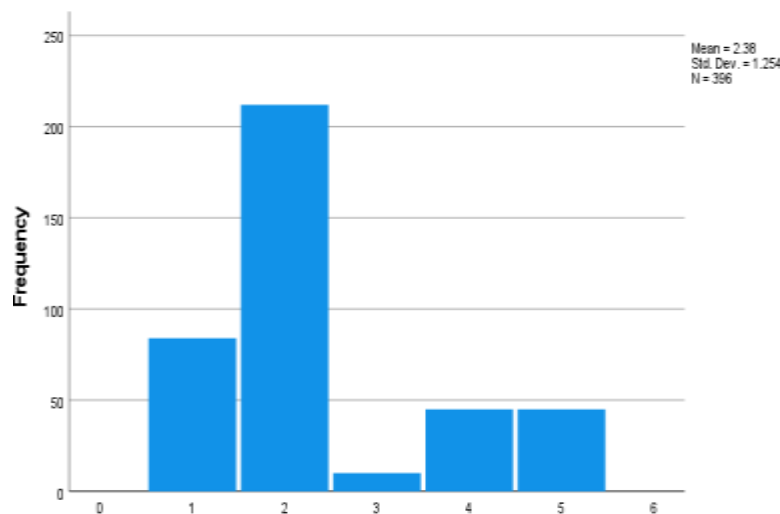

From the table 3.17 and histogram 3.17 out of 396 respondents we can see that under the category of key aspects for purchasing being popularity 76%of the respondents rated it 1, 2..8% of the respondents rated it 2, 4.5% of the respondents , rated it 3, 5.6% of the respondents rated it 4 and 11.1% of the respondents rated 5. so, it states that majority of 301 respondents find popularity as a key aspect for purchasing luxury cars.

11. Analysis on key aspects that needs to be looked in before buying luxury cars withcustomer service being an aspect with 1 being most effective and 5 being least affective

Table 3.18 Analysis on key aspects that needs to be looked in before buying luxury cars customer service being an aspect

options	Frequency	Percent
1	84	21.2
2	212	53.5
3	10	2.5
4	45	11.4
5	45	11.4
Total	396	100.0

Graph 3.18 histogram representing the customer service being an aspect while purchasing

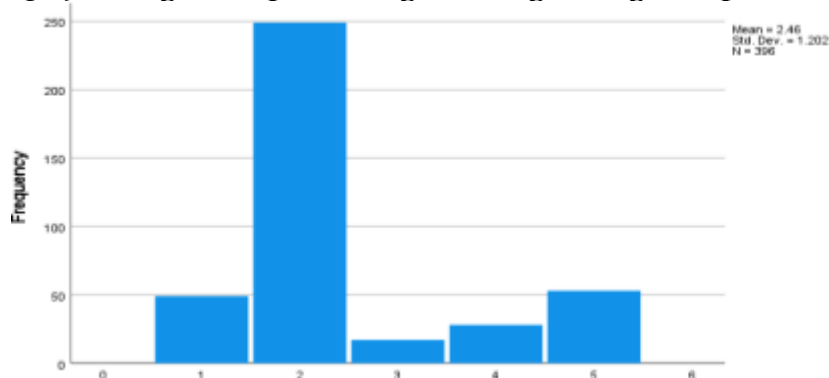*Source: primary data (structured questionnaire-annexure I)

From the above table 3.18 and histogram 3.18 out of 396 respondents we can see that under the category of key aspects for purchasing being customer service 21.2%of the respondents rated it 1,53.5% of the respondents rated it 2, 2.5% of the respondents, rated it 3, 11.4% of the respondents rated it 4 and 11.4% of the respondents rated 5. so, it states that majority of 212 respondents finds averagely customer service as a key aspect for purchasing luxury cars.

12.Analysis on key aspects that needs to be looked in before buying luxury cars with design being an aspect with 1 being most effective and 5 being least affective

Table 3.19 Analysis on key aspects that needs to be looked in before buying luxury cars with design being an aspect

options	Frequency	Percent
1	49	12.4
2	249	62.9
3	17	4.3
4	28	7.1
5	53	13.4
Total	396	100.0

Graph 3.19 Histogram representing the design being an aspect while purchasing

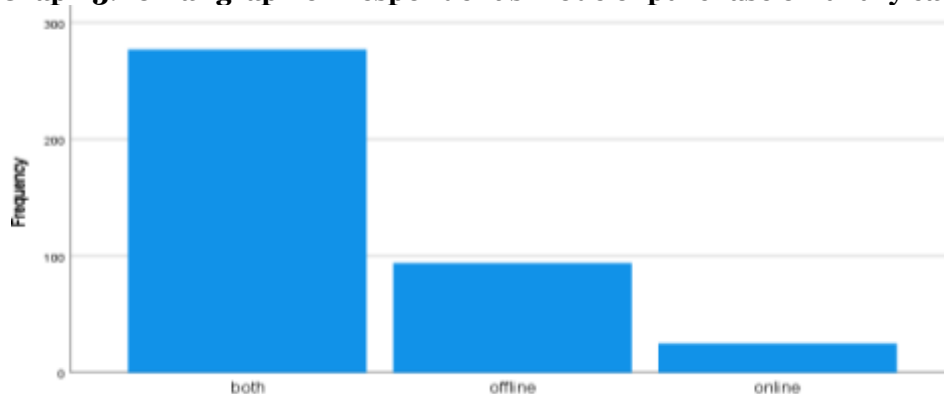*Source: primary data (structured questionnaire-annexure I)

From the Table 3.19 and histogram 3.19 out of 396 respondents we can see that under the category ofkey aspects for purchasing being design 12.4%of the respondents rated it 1, 62.9% of the respondentsrated it 2, 4.3% of the respondents, rated it 3, 7.1% of the respondents rated it 4 and 13.4% of the respondents rated 5. so, it states that majority of respondents find design as a slightly key aspect for purchasing luxury cars.
20 Classifications of mode of purchasing luxury cars

Table 3.20 Classification of mode of purchasing luxury car brands

Options	Frequency	Percent
Both	277	69.9
Offline	94	23.7
Online	25	6.3
Total	396	100.0

Graph 3.20 Bar graph on respondent's mode of purchase of luxury cars

*Source: primary data (structured questionnaire-annexure I)

From the table 3.20 and bar graph 3.20, out of 396 respondents 6.3% shopped online,23.7% shoppedoffline and 69.9%shopped both online and offline during the pandemic. So, it states that majority of 277 the respondents shopped both online and offline during the pandemic

21. Classification of number of respondent's family member using luxury cars

Table 3.21 classification of number of respondent's family member using luxury cars

options	Frequency	Percent
1-2	115	29.0
2-4	206	52.0
more than 4	75	18.9
Total	396	100.0

*Source: primary data (structured questionnaire-annexure I)

Graph 3.21 Pie chart on classification of number of respondent's family member using luxury cars
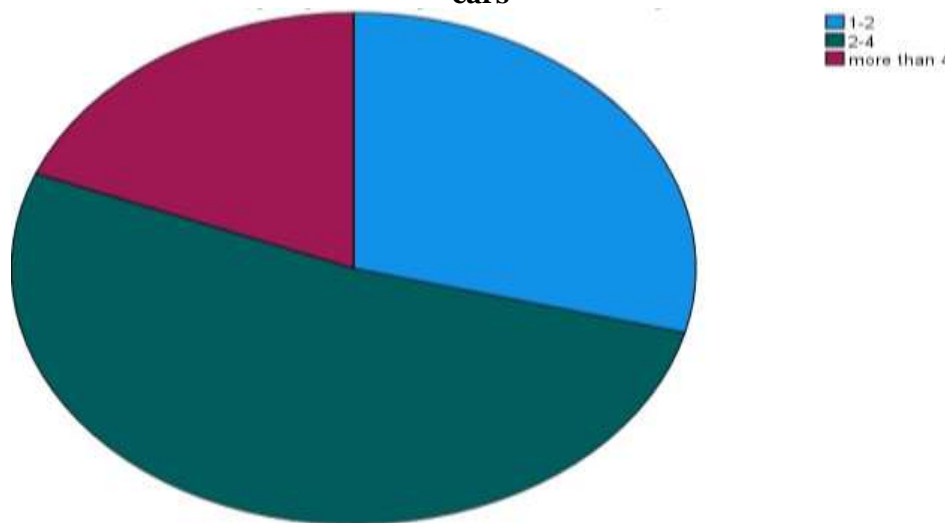

From the table 3.21 and pie chart 3.21 out of 396 respondents 29% of the respondent's 1-2 family member use luxury cars, 52% of the respondent's 2-4 family member use luxury cars and 18.9% of the respondent's more than 4 members used luxury cars. It states that majority of 206 respondent's family 1-2 members purchase luxury cars.

22. Analysing the shopping experience of respondents during the pandemic.

Table 3.22 Analysing the shopping experience of respondents during the pandemic.

options	Frequency	Percent
Average	119	30.1
Bad	67	16.9
Good	113	28.5
very bad	22	5.6
very good	75	18.9
Total	396	100.0

3.22 Bar graph on the shopping experience of respondents during the pandemic
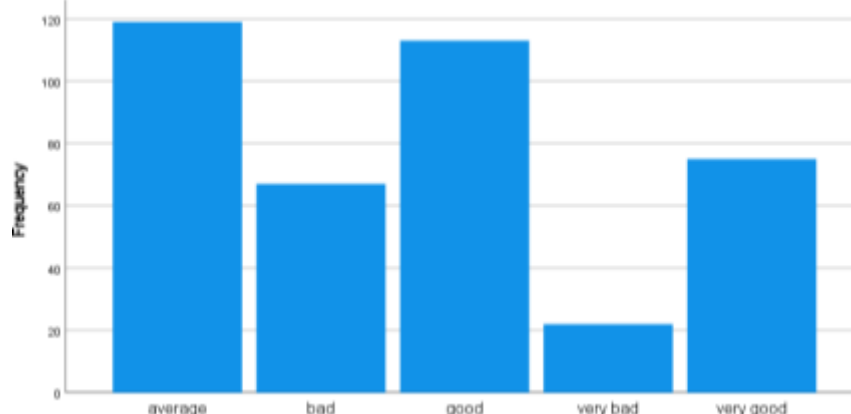
*Source: primary data (structured questionnaire-annexure I)

From the table 3.22 and bar graph 3.22 the shopping experience during COVID-19 out of 396 respondents 30.1% of the respondents had a average shopping experience, 16.9% of the respondentshad a bad experience, 28.5%of the respondents had a good shopping experience,5.6% of therespondents had very bad experience and 18.9% of the respondents had a very good experience. It states that majority of 119 respondents had an average shopping experience during pandemic.

Qualitative Data Analysis

Store	Location	Impact of COVID-19	Loyal Customers	Marketing Strategies	Adaptations
Mercedes Benz	Banjara Hills	Significant drop in walk-ins; no major pre-pandemic comparison possible. Business dropped, but retained 60% of loyal customers.	60%	Client ailing, customer call outs, SMS blasts.	No reduction in employees, shift basis work, minimized extra expenses.
Range rover	Banjara Hills	Minor losses quickly recovered, major boost in online sales (30% increase).	80%	Follow-up messages, WhatsApp catalogues, regular marketing messages	sourced from PAN India stores.
Audi	Banjara Hills	Significant reduction in footfalls (50%), major increase in online sales (10 times increase).	70%	Follow-up every 45 days.	Omni channel, live inventory
Audi	Madhapur	Major initial drop in walk-ins (50%), covered losses through online sales.	60%	Regular follow-ups (weekly to daily), influencer marketing, social media platforms.	Utilized PAN India stores for sourcing.
Morris Garage	Banjara Hills	Significant drop in walk-ins, incurred losses, shift to home shopping.	80%	Follow-up messages, WhatsApp catalogues, customer call outs, SMS blasts.	Cut down on extra expenses, minimized costs.
Toyota	Banjara Hills	Significant drop in walk-ins, shift to online shopping due to customer fear.	60%	Distance calling, customer call outs, SMS blasts.	Minimized extra expenses, contacted loyal customers.

The table shows how luxury car dealerships in Hyderabad, including Mercedes-Benz, Range Rover, Audi, Morris Garage, and Toyota, have adapted to the COVID-19 pandemic. Mercedes-Benz in Banjara Hills retained 60% of loyal customers through client outreach, while Range Rover experienced a 30% boost in online sales. Audi's outlets in Banjara Hills and Madhapur increased online sales, retaining 70% and 60% of loyal customers, respectively. Morris Garage shifted to home shopping, while Toyota maintained 60% loyalty through distance calling and SMS outreach. These dealerships focused on digital transformation, customer retention, and operational efficiency.

Conclusion

The integration of quantitative and qualitative analyses reveals critical insights into the luxury car market and the adaptive strategies of dealerships during the pandemic. The data highlights the significant influence of demographic factors such as age, gender, occupation, and income on consumer behaviour. Social status emerges as a primary motivation, with brand importance, durability, and popularity being key considerations. Dealerships demonstrated resilience and adaptability by enhancing digital transformation, prioritizing customer retention, and improving operational efficiency. Effective communication, proactive customer service, and leveraging online platforms were essential strategies to navigate the challenges posed by the pandemic. Overall, the combined analysis underscores the importance of understanding consumer behaviour and implementing flexible, customer-centric business strategies to sustain growth in the luxury car market.

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