

EXECUTIVE SUMMARY

The life style of people is changing their perception is changing they need innovative products, like that customer need sunroof on their cars it may be because of its stylish looks or it may be for better climate in cars, lighting or to avoid heat. In Indian market also the sunroof has introduced just years back the name of the company is WEBASTO the market leader in sunroof products. This marketing survey is conducted to know the perception of luxury car owners about WEBASTO sunroof products. The sample size is 100.

The survey came out with interesting findings. The different age group is having different perception about product. The major thing is that the car owners are not much aware about the product WEBASTO. But there is scope for WEBASTO to grow in Indian market and another thing is that they have to face the competition only with local competitors

OBJECTIVES OF THE STUDY

1. To understand and analyze the perception luxury car owners about WEBASTO sunroof products in Bangalore city.
2. To know the preference of different age group about sunroof
3. To increase the awareness of product in the target audience.
4. To come out with appropriate conclusion and suggestions based on the Analysis and interpretation.

INTRODUCTION TO MARKETING AND MARKETING RESEARCH

MARKET

The term “Market” in its common usage is used to refer to the place where actual buying and selling take place and where buyers and sellers personally meet to affect these purchases and sales. Thus the market is the sum total of the situation or environment in which the resources, activities and attitudes of buyers and sellers affect the demand for products in a given area.

In the words of Clark & Clark it is “a center about which or an area in which forces leading to exchange of title to a particular product operate and forward which and from which the actual goods tend to travel”. Thus market includes both place and region in which buyers and sellers are in free intercourse with one another. It is “A sphere within which price making forces to operate and in which exchanges of title tend to be accompanied by the actual movement of the goods affected.”

Marketing:

1. According to Philip Kotler Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.
2. The American Marketing association has defined marketing "as the performance of business activities that direct the flow of goods and services from producer to the consumer or user.

MARKETING FUNCTIONS

- a. Functions of Exchange
 - Buying and assembling
 - Buying and selling
- b. Functions of physical supply
 - Transportation
 - Storage and warehousing
- c. Facilitating functions
 - Financing
 - Risk taking
 - Standardization and Grading
 - Market information

MARKETING MANAGEMENT

Marketing Management may be defined as the process of management of marketing programmes for accomplishing organizational goals and objectives. The process of management is the set of managerial functions known as planning; implementation and control of programmes to achieve predetermined objectives. Marketing management involves planning, implementation and control of marketing programmes or campaigns.

MARKETING MANAGEMENT INVOLVES

1. The setting of marketing objectives.
2. Developing the marketing plan
3. Organizing the marketing function
4. Putting the marketing plan into action
5. Controlling the marketing program

CONSUMER PERCEPTION

The term perception refers to the complete act of 'perceiving' and involving of the psychological factors. Perception is the process by which the mind receives organizes and interprets a particular thing. It is estimated that 90 percent of the stimuli that the individual perceives come through sight and the rest from learning. Price is another element of marketing mix where perception has its implication.

The basis of perception

We know that sight perception depends on the flow of photons in through the pupils and absorbed in the retina. Therefore with the operation of our senses we do know there is some thing there can and is influencing the sensory mechanisms within ourselves but we do not necessarily know what it is that is causing the sense of experience. This gives rise to two levels of perception. The first is called immediate perception and is totally physical the operation of the physical universe following its mechanistic pathways, some of which happen to occur as neural events in our brain. The second level of perception is the interpretative perception where our psychology and attention is implicated in the perceptual act.

Immediate perception is direct mediated only by physiology of perceiving species. Moving beyond immediate perception such as when a person attends to what they are perceiving, then all the well known aspects come to the fore. The obvious consequence is that we do not necessarily perceive that which we immediately perceive.

The mechanism of immediate perception area set of physical events in the physical universe. The external reality is generating a perpetual field that is influencing the eye, which in turn is influencing the neurons of the visual cortex.

The visual cortex is the reacting part. The interaction of the visual cortex with other parts of the brain and central nervous systems represented by the arrows to think and emotion is the beginning of the analysis of the complete act of perception involving the emotive and interpretative elements.

This model of immediate perception says that we immediately perceive reality via the effect a perceptual field has on sensory apparatus of our physiology.

The study of consumers helps firm and organizations improve their marketing strategies by understanding issues such as:

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g. brands, products).
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media).
- The behavior of consumers while shopping or making other marketing decisions.
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome.

- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer.
- How marketers can adopt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues help us adopt our strategies by taking the consumer into consideration. We also learn that consumer's will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy.

CUSTOMER SATISFACTION

Winning customers' hearts and minds is increasingly important to customer acquisition and customer retention. It is no coincidence that customer satisfaction research accounts for much of market research activities.

As competitive advantage and differentiation is achieved through product innovation and service performance (rather than competing on cost), it is vital to monitor and manage customer satisfaction levels.

Customer satisfaction is not just about service levels or product attributes. It can be seen as a function of two main components:

- Perceptions of product and service levels received
- Expectation of product and service levels

Customer satisfaction is therefore concerned with service delivery/product performance and expectation management.

Customer satisfaction research delivers key benefits:

- Understanding the underlying *drivers* of satisfaction
- Identification of trigger points where satisfaction management is

most needed

- Prioritization of action areas (minimum input for maximum return)
- Identification of customer-supplier interactions, internal processes and departments most likely to cause satisfaction/dissatisfaction.

Impact on loyalty and propensity to recommend; a vital bottom line measurement

CONSUMER BEHAVIOUR

One official definition of consumer behavior is “The study of individuals groups, or organizations and the processes they use to select, secure, use, dispose of products, services experiences or idea to satisfy needs

and the impacts that these processes have on the consumer and society.” This definition brings up some useful points.

❖ Behavior occurs either for the individual, or in the context of a group (e.g., friend’s influence what kinds of clothes person wears) or an organization (people on the job make decisions as to which products the firm should use).

❖ Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent to sewage systems to

Save the recycling fee or garbage piling up at landfill) this is also an area of interest.

❖ Customer behavior involves services and ideas as well as tangible products.

❖ The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods or aggressive marketing of easy credit may be serious repercussions for the national health and economy.

There are several units in the market that can be analyzed. The main trust in this course is the consumer. However we will also need to analyze our own firm's strengths and weaknesses and those of competing firms. Finally, we need to assess the marketing environment although we may have developed a product that offers great appeal for consumers a recession may cut demand dramatically.

Factors which influence Consumer Behavior

1. Culture

Culture is part of the external influence that impacts the consumer. That is culture represents influences that are imposed on the consumer by other individuals.

Culture refers to “that complex whole which includes knowledge, belief, art morals, customs and any other capabilities and habits acquired by man person as a member of society”.

Culture has several important characteristics

- Culture is comprehensive
- Culture is learned rather than being something we are born with.
- Culture is manifested within boundaries of acceptable behavior.

Language is an important element of culture. It should be realized that regional differences may be subtle. Sub culture refers to a culture within a culture, Sub culture is often categorized on the basis of demographics.

2. Demographics

Demographics are clearly tied to sub culture and segmentation. Here, however we shift our focus from analyzing specific sub culture to typing to understand the implication for entire populations of its make up several issues are useful in the structure of a population.

3. Social Stratification

Social class is a somewhat nebulous subject that involves stratifying people into groups with various amounts of prestige, power, and privilege.

In certain other cultures, however, stratification is more clear-cut. Although the caste system in India is now illegal, it still maintains a tremendous influence on that society.

4. Family Life Cycle

Individuals and families tend to go through a “Life Cycle”. The life cycle goes from child/teenager→young single→young couple→full nest→empty nest →widow (err). For purpose of this discussion, a “couple” may either be married or merely involve living together. As a person gets older, he or she tends to advance in his or her career and tends to get greater income.

5. Family Decision Making

Individual members of families often serve different roles in decision that ultimately draw on share family resources. Some individuals are information on gatherers/holders who seek out information about products of relevance.

The decision maker(s) have the power to determine issues such as:

- ✓ whether to buy
- ✓ Which product to buy
- ✓ Which brand to buy
- ✓ Where to buy it, and

✓ When to buy

It should be noted that family decisions are often subject to a great deal of conflict. Some family members may resort to various strategies to get their way.

6. Group Influences

A useful framework of analysis of group influence on the individual is the so called reference group the term comes about because an individual uses a relevant group as a standard of reference against which one self is compare. Reference groups come in several different forms.

The inspirational reference group refers to those others against whom one would like to compare one self. For example co-workers, neighbors or members of churches, clubs and organizations.

7. Diffusion of Innovation

The diffusion of Innovation refers to the tendency of new products, practices or ideas to spread among people. Cumulative adoptions are reflected by S-shaped curve. The saturation point is to the maximum proportion of consumer likely to adopt a product. Lower priced products often spread more quickly and the extent to which the product is trial able influence the speed of diffusion.

8. self-concept

The consumer faces several possible selves. The actual self reflects how the individual actually is, although the consumer may not be aware of that reality. In contrast ideal-self reflects a self that a person would like to have but does not in fact have. Individuals will often seek to augment and enhance their self-concepts and it may be possible to market products that help them in the achievement of this goal.

9. Lifestyle

Self-concept often translates into a person's life style, on the way that he or she lives his or her life. Attempts have been made to classify consumer into various segments based on their life style.

10. Situation Influences

Specific circumstances often influence consumer behavior consumer whose attention is demanded else where is likely to disregard commercial messages.

11. Consumer Decision Making

Consumer decision-making comes about as an attempt does solve consumer problems. A problem refers to “a discrepancy between a desired state and an ideal state which is sufficient to arouse and activate a decision process.

12. Consumer Problems Recognition

Consumer often note problems by comparing their current or actual situation explicitly, or implicitly, to some desired situation creating problems for consumer is a way to increase sales. One way to create new problems and resultant needs to create a new ideal state. There are two main approaches to search. Internal searches are based on what consumers already know. Thus it may be important for certain firms to advertise to consumers before they actually need the product. External searches get the people to either speak to others or use other sources.

Marketing Research

Marketing Research is a systematic recording and analyzing of data about problems connected with the market place i.e. problems relating to product, price promotion and distribution of the 4 P's of the marketing mix. Marketing research is said to be moving "away from simple surveys to action oriented decisions oriented problem solving research". Reflecting this change in orientation, marketing research may be defined as the scientific and controlled process of gathering non routine marketing information helping management to solve marketing problems. Marketing research is concerned with all those factors which have direct impact upon the marketing of products and services. It is the study of any part of the total marketing process. It concentrates on the study of product planning and developing, pricing policies, effectiveness of personal selling, advertisement and sales promotion.

Marketing research is directly interested in offering solid alternative solutions to all marketing problems relating to exchange of goods and services from producer to consumer. With the emergence of marketing concept i.e. since 1960 marketing research has recorded fast growth and development. Marketing concept emphasis customer orientation. Marketing plans are integrated and programmers build up around customer needs and desire and designed to produce customer orientation.

The marketing concept also emphasizing the role of information as the key resource to accomplish the twin objective of customer satisfaction and profitability. Thus marketing research has grown along with the expanded role of marketing as the focus for business decision making.

IMPORTANCE OF MARKETING RESEARCH

Mass production by power - driven machinery in anticipation of demand for every - widening market created special problems of distributions.

Ever expanding markets required numerous middlemen between producer and consumer. Each middleman erected a soft of wall, which blocked the backward flow of communication regarding consumer needs and dealer needs to the manufacturer. Size and specialization within the business unit and intervention of numerous middle men between producer and consumer created a chronic gap of communication, lack returned flow of feeding back information gap is the chief single factor for increasing important of marketing research to fill up the communication gap between the consumer and producer. Marketing research alone can provide first -hand knowledge of consumers and changes in the pattern of demand.

Emergence of buyer's market and increasing competition between continuous need of marketing research to ensure maximum consumer satisfaction and repeat purchase and to lay down appropriate marketing strategies to meet competition, to survive and grow in competitive market. Marketing research can establish best positive correlation between the product/brand and consumer needs and preferences.

Marketing research can solve the problem of catching up with new development brought about by unprecedented growth of science and technology. It can help management to bring about prompt adjustments and innovation in product design, packaging, advertising, sales promotion and distribution policies so that the business can keep itself up to date in the dynamic market place.

INDUSTRY PROFILE

India is a very large consumer goods market and offers a large potential to the companies to grow fast. It is next only to china, which is known as the largest potential market in the world. With a population of over any serious players even in the international market cannot ignore one billion India and is one of the fastest growing markets in the world growing in leaps and bounces and fast increasing its standards.

The Indian consumer companies are very open to new innovation and are ready to be experimented with. Being a developed country, India does not plan to die out in its growth any time soon.

With the liberalization of the markets in India and also the lack of many competitive companies in the market, the time is very ripe for the companies to experiment with the market and exploit it to the maximum extent. According to the WTO specification, no market can be reserved to the local companies by any government of the world.

And India being one of the first countries to have complies, companies are getting more and more freedom to survive and flourish.

The company now can import many items to the country without any restriction. The Indian consumer companies are now more aware of its rights and expect a lot from its products than their earlier counterparts. They are more quality conscious and at the same time are very price sensitive.

Indian consumer goods market is estimated at around forty thousand crores and it is fast growing. With skilled and technically sound labour and emergence of the economy from recession, the marketing industry has come into joint ventures that have signed with foreign majors.

The average buying power of the upper and middle class has increased and enhanced the lifestyle with higher standard of living of the people has increased the output of this sector.

Marketing has delivered to us a standard of living that would have been inconceivable to our ancestors. Some companies are trying to expand the size of the market, but most are competing large size of the markets to increase their share. As a result there are winners and losers.

An automotive **SUNROOF** is a fixed or operable opening in a vehicle roof (car or truck) which allows light and/or fresh air to enter the passenger compartment.

Sunroofs may include a transparent or opaque panel, may be manually operated or motor driven, and are available in many shapes, sizes and styles.

Various types of sunroofs are commonly called many different names.

The **generally accepted sunroof industry terms** are as follows:

POP-UP Sunroofs (pop-out, hatch) are simply a manually operated tilting panel. These panels are typically glass and usually removable. The panel must be stored when removed. The operating mechanism is typically a lever latch, however some use a rotary crank jacking mechanism. The tilting action provides a vent in the roof, or a full opening when the panel is removed. Pop-ups can be installed in most vehicles, and are relatively inexpensive.

SPOILER Sunroofs (tilt-&-slide) combine the features of a pop-up with those of a sliding sunroof. They tilt to vent, and also slide open above the roof, requiring little headroom or roof length. Spoilers don't provide as large a clear opening

As other sunroofs (typically only 60-75%), but offer the convenience of a self-storing panel. Most are power operated, with optional features like integrated sunshades and electronic controls. Spoilers are ideal for short roof vehicles where other types of sliders are too long to fit within the roof panel.

INBUILT Sunroofs (internal sliding; moonroofs) are usually electric and often factory options in luxury vehicles. Some imports use a painted steel

panel, while domestic makers prefer glass [moonroof]. The panel slides open between the metal roof and interior headliner, requiring some loss of headroom, and providing a full opening in the roof. Many include a tilting feature for venting and electronic control. Inbuilts don't fit every vehicle as the panel must slide and store completely within the vehicle roof.

FOLDING Sunroofs [often called rag-tops] are a European tradition. They offer the convenience of a sunroof, with an opening more like a convertible. The panel is made of fabric (vinyl), which folds back as it slides open. Folding sunroofs have been spotted on many recent concept cars. Original designs were manually operated, however most modern ones are now powered.

TOP-MOUNT SLIDING Sunroofs (rail mount topslider) have been a popular factory option in Europe for many years. A large glass panel slides open in tracks on top of the roof, with no loss of headroom. Most feature an integral wind deflector to eliminate wind noise. The new BMW Mini offers a top-mount slider, as did early Toyota Previa minivans. Another example is DONMAR's original SKYROOF Sliding Sunroof.

PANORAMIC ROOF SYSTEMS are a new type of large or multi panel sunroofs which offer openings above both the front and rear seats and may be operable or fixed glass panels. Large operable openings are often accomplished with top-mount slider or spoiler type mechanisms. Familiar

factory options include the BMW Mini, Cadillac SRX and Pontiac G6.

REMOVABLE ROOF PANELS (T-tops & Targa roofs) open a vehicle roof to the side windows, providing a wider opening than other sunroofs. T-roofs have two removable glass panels, and leave a T-shaped structural brace in the roof center. T-Tops were made famous on the Camaro/Firebird in the late 1970's. Targa roofs, like on today's Corvette, include only one [often opaque or acrylic] panel and leave no cross brace. Aftermarket kits are no longer made, however, several companies sell replacement and remanufactured panels, parts and accessories.

Electric vs. Electronic: Motorized power sunroofs may be operated by a simple push-and-hold switch, or may include an electronic control module (ECM) to provide single touch express open, express close and/or auto-close on ignition off.

Sunroofs may be **factory installed** or **aftermarket**. To tell the difference, open the sunroof and look at the edge of opening in the vehicle roof [the hole]. If the painted metal rolls down over the edge of the hole, it is factory installed. If it has a black or silver frame overlapping the roof skin, it is aftermarket.

COMPANY PROFILE

WEBASTO MOTHERSON SUNROOFS LIMITED

More than 100 Years Of Experience

Webasto can look back at more than 100 years of history. The rapid changes that have taken place during this period are mirrored in the automotive industry as well as in the supply industry. Companies have increased in size. The onset of globalization means that markets have become even more complex. As an innovative company Webasto plays a key role in this world of constant change.

The story of WEBASTO begins in 1901 when Wilhelm Bayer, a German visionary entrepreneur, started working on sheet metal and made by stamping, cutting and bending it. The association with the automotive industry started in 1932 when Wilhelm Bayer designed the very first folding roof for a car, which could be opened and closed easily according to weather conditions. And ever since, WEBASTO has been partnering with all leading OEMs worldwide; to develop cutting-edge and innovative roof solution modules.

In 1937, the very first sunroof rolled out of the WEBASTO factory and was installed in the Mercedes 170V. Thus started a very long and successful association with Daimler Benz (now Chrysler) with WEBASTO innovating roof solutions meant specifically for the company. The latest roof for the Maybach is shining example of strong partnership. BMW started its association with WEBASTO in 1961 with folding roof, which was installed in BMW Isseta. A slide/tilt sunroof in Granada GLX, marked the beginning of Ford's association with WEBASTO. The Audi availed the facility of WEBASTO solar-celled roof & parking ventilation in 1991. WEBASTO supplies its products to Porsche, Citroen, Renault, Toyota, GM, Suzuki, Volkswagen and other premier car brands of the world.

WEBASTO now has over 56% of the market share worldwide and is well established as a system supplier and partner of car industry with 100 years of experience. As a 'Total Process Partner' (ToPP), WEBASTO is committed to project responsibility through out the value chain. The company's success is a resultant of keen understanding of market requirements and emphasis on research & development.

Webasto's five-seater concept car, unveiled in 2001, pushed the envelope of body system and temperature management technology. Called the WELCOME 1 (well being, comfort and emotion), this sports sedan incorporated top-end design to meet the most diverse customer demands.

WEBASTO offers an array of innovative products. Sunroofs with in built solar cells that convert sunlight in to electricity. This electricity is used to power car's ventilation system, generating continuous flow of air without drawing on the battery. So when you walk back to your car parked under scorching hot afternoon sun, you are not welcomed in to an oven but pleasantly cool cabin.

The Lamella Roof is another one of Webasto's innovations. Made of steel and tinted safety glass, it enables 70% roof opening to deliver mega open-air motoring pleasure.

Webasto's panorama roofs are becoming increasingly popular. Even car designers love the drams it adds to their car's designs. This large sunroof, that stretches nearly the entire length of the roof, adds adds a spectacular dimension to even the most luxuries cars

THE WAY TO MUTUAL SUCCESS

The operating principles and the competence slogan Feel the drive are important parts of Webasto's corporate culture. Both define a philosophy, which is constantly oriented to customer benefit. The intention is to give orientation for a common behavior to all members of staff and to demonstrate to our business partners that we are prepared to react on the challenge of the market in a serious and focused manner.

The Webasto Way

We feel the drive – and strongly commit to our operating principles:

We are a worldwide leader of automotive products that enhance comfort and driving experience.

We enhance the long-term value of our company through profitable growth that is essential for investment and innovation.

We recognize market opportunities and trends early on and convert them into groundbreaking and innovative products.

We increase customer loyalty by providing comprehensive technology and skilled application throughout the lifecycle of our products

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We apply a zero defect strategy to all of our business processes.

We respect the environment and visibly demonstrate our responsibility in our every day activities.

We encourage and support our employees to develop their skills and abilities to improve the overall strength of our company.

We promote a seamless transfer of knowledge through effective communication, both internally and externally, based on the balance between centralized and decentralized responsibility.

We cooperate with our worldwide customers by relying on local competencies and by transferring knowledge and synergies internationally.

We build a solid network of carefully selected partners and suppliers who share our high standards, leading to our mutual success.

Quality Principles

These principles detail the Webasto Way to quality

1. We are a worldwide leader in automotive products that enhance comfort and driving experience. Our employees implement the quality principles in their daily work.

2. Efficiency improvements are necessary if we are to utilize our resources economically and make the quality of our products processes and services future-oriented.

3. Product realization based on market analysis. It is implemented using project management methods. The objective is to achieve the optimum desired customer benefit by integrating the customer into our fields of competence.

4. Customer orientation means understanding the customer, reliably realizing customer expectations and providing customer benefits through our technical knowledge and market understanding. Customer contact provides us feedback about customer satisfaction and performances achieved. Our success in the world market is determined by the recognition that our accomplishments receive.

5. Prevention comes before reaction. This contributes to early fault prevention, increases the attractiveness of our products and services and prevents costs.

The “zero defects” goal for daily work means consistent and goal-oriented action in conformity with our motto: Do the right things (quality-conscious) correctly (cost-efficient) at the right time (schedule-conscious).

6. Environmentally friendly through quality means that every quality improvement also has an effect on the environment. We accomplish this

through less waste, weight-reduced, recyclable products with low power consumption and environmentally benign packaging.

7. Challenging and promoting one another is the basis for success. Our management processes have the goal of promoting the will to achieve and professional growth of all our employees. We measure the performances of our employees against the requirements for future processes that lead to further qualification. Teamwork is the preferred form of cooperation with employees, suppliers, and customers.

8. Applying the company's expertise means protecting our knowledge about products and processes, using it in a structured manner and communicating it. Rapid knowledge transfer over networked information systems to those who currently need the expertise will secure Webasto's international competitive position on the world market.

9. Relationship structure and efficiency in dealing with customers is promoted through active customer contact at the international level and with our local and centralized functional divisions.

10. Cooperation with our partners in the entire supply chain should be long-term and fair. It should secure long-term success for both sides at an above-average level of performance.

Safety Principles

These principles detail the Webasto Way in regard to safety

1. We are a worldwide leader in automotive products that enhance comfort and driving experience. Our employees implement the safety principles in their daily work.
2. Webasto invests in safety measures such as fire, noise, and occupational and health protection. Comprehensive safety management also includes IT security and a comprehensive minimization of risk.
3. We methodically examine and evaluate the safety of products and processes from the very first step. We continuously pursue safety in the production and consumption phases.

4. If problems arise, we support our customers toward the mutual minimization of consequences. We immediately implement corrective action to eliminate the causes.

5. To protect our employees, we only use equipment, plants, facilities, supply systems, elevators, compressors, industrial trucks, etc. that are inspected, maintained and approved by specialized firms.

6. We control operation at plants that are subject to monitoring. An emergency management system with alarm systems for emergency workers ensures protection in the local environment.

7. We promote occupational safety not only through consistent implementation of safety provisions, but also through personal and professional instruction and training, self-responsibility, and sensitization.

We have properly designed our buildings, facilities and internal traffic routes to prevent injuries. Firefighting equipment, escape and rescue routes, and fast first aid help to minimize harm in case of emergency.

8. Occupational safety experts are present at every production site. They see to it that their experience and knowledge is also available to other organizational units and applied to our processes.

9. Confidential handling of information, data and products in accordance with customer requirements goes without saying. This also includes restricted access to special buildings and facilities and modern lock systems and IT security measures against unauthorized access.

10. The safety of customers, suppliers, and visitors on company property is our central desire.

Feel the drive

The competence slogan "Feel the Drive" is both a promise and a claim. It stands for the new corporate core competence: "enhancing the experience of mobility and increasing comfort on the move".

As a dynamic and steadily growing enterprise Webasto is one of the world's market leaders within the supply industry and thus plays a key role in the constantly changing automotive world.

The statement "Webasto - Feel the drive" connects tradition and innovation, background and future. And it expresses an enthusiasm, which should catch on to others and convince them.

INNOVATION IS AN ESSENTIAL CHARACTER OF WEBASTO DNA

Webasto is working on the future of cars. Everyday, a global team of around 800 designers and engineers develop, release and test new ideas. With an investment in R&D running over 100 million Euro annually, Webasto is laying the foundation of continued growth for the future, this is clearly demonstrated by the unusually high number of patent applications Webasto submits every year. To anticipate the customer needs and to meet future opportunities, Webasto's highly motivated technical team has been working on the development of roof modules, revolutionizing the entire production process. The blend of creativity and state-of-art technology is the characteristic of Webasto, the future of roof systems is being determined in Stockdorf, where the company has its base. Webasto is in joint venture with Pininfarina, and together they brought out the convertible, based on the synergy between creativity and experience. While Webasto brings its experience and expertise, Pininfarina contributes to total car

competence and design know-how. Webasto is close on the heels of heady success in Indian market; the bleeding edge technology backed by in depth research and development helped it to achieve this stature.

PRODUCT PROFILE

The complete overview of WEBASTO sunroofs

1. POP-UP 100 series



Ensures more comforts, space and fresh air. Fits with any car and gives added elegance.

Technical comfort features:

- ◆ Venus safety glass protects against UV radiation and the heat of the sun
- ◆ Hinged latch handle with three different tilt settings.
- ◆ Optional sunshade.

Product specification in mm

Exclusive operation	Glass panel dimensions	Look through glass dimension	Tilt height/slide opening
Deluxe latch <u>Manual</u>	748*378	702*335	85

2. SPOILER 300 series



Fits with any car to add elegance, besides ensuring more comforts.

Technical comfort features:

- ◆ Venus safety glass protects against UV radiation and heat of the sun.
- ◆ Sunshade
- ◆ Smoothly integrated in to the interior of your car with an attractive trim shell.
- ◆ Two programmable opening settings
- ◆ Automatic closing when the ignition switched off (not available in manual\semi-automatic version)
- ◆ Automatic anti-trap function (not available in manual semi automatic version)
- ◆ Optional sunshade
- ◆ Electrical control panel

Product specification in mm

Exclusive operation	Glass panel dimensions	Look through glass dimension	Tilt height/slide opening
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Deluxe latch <u>Electric/soft touch</u>	820*453	693*330	47/270
Classic large <u>Soft touch</u>	803*462	667*362	48/290
Classic medium <u>Manual/electric</u>	748*378	612*339	43/195

3. FABRIC 400 series:



Versatile and flexible to fit in car to redefine pleasures of driving.

Technical comfort features:

- ◆ Soft-top cover made of durable, weather proof and UV-resistant vinyl fabric.
- ◆ Two programmable opening settings (deluxe).
- ◆ Wind deflector for perfect aerodynamics.
- ◆ Automatic anti-trap function.

Product specification in mm

Exclusive operation	Glass panel dimensions	Look through glass dimension	Tilt height/slide opening
<u>soft touch</u>	851*477	630*340	50/402

4. PANOROMIC 500 series:



Unparalleled to offer tailor-made solutions for enhancing travel comforts.

Technical comfort features

- ◆ Venus safety glass protects against UV radiation and the heat of the sun.
- ◆ 4 independent sunroofs.
- ◆ Smoothly integrated into the interior of your car.
- ◆ Illuminated, electrical control panel
- ◆ Front panel: sliding sunroof.
- ◆ Rear panel: fixed glass panel.
- ◆ Wind deflector for perfect aerodynamic

Product specification in mm

Exclusive operation	Glass panel dimensions	Look through glass dimension	Tilt height/slide opening
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<u>Electric/soft touch</u>	2*67*460	440*675 460*675	430
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5. IN-BUILT 700 series:



Elegant and flexible to fit in any car for customized and tailored comforts.

Technical comfort features

- ◆ Venus safety glass protects against UV radiation and the heat of sun
- ◆ Soft touch control panel.
- ◆ 2 programmable positions
- ◆ Wind deflector for perfect aerodynamics
- ◆ Automatic closing when the ignition is switched off
- ◆ Automatic anti trap function

Product specification in mm

Exclusive operation	Glass panel dimensions	Look through glass dimension	Tilt height/slide opening
<u>soft touch</u>			
730	801*475	630*340	50/402
735	851*477	680*340	50/402

PRODUCT FEATURES

❖ Illuminates Interior

Sunroofs allow more lights to come inside the car, which soothingly illuminate the interior.

❖ A Gift to your Senses

It gifts your senses a feeling of abundant space. It's a feeling of driving under open sky.

❖ Cuts Harmful UV Rays

Experiences the sensation of driving while being protected by a new Webasto sunroof, it is luxuriously integrated with safety through Venus safety glasses to protect you against sun's heat as well as the harmful ultra-violet radiation.

❖ Optimizes Air Circulation

The sunroofs enhance air circulation inside the car by letting out hot

air; it perceptibly optimizes the efficacy of air-condition unit.

Table below shows the make and model of cars with various sunroof options.

SUNROOF MODELS FOR DIFFERENT CARS

1.Pop-Up SkySlider

2.M Hollandia 300CL L

3. Hollandia 300 DL L.

4.Hollandia 400

5.Hollandia 500

6.Freedome

7.Hollandia 700

[illegible]

Safari	Y Y N N N N N
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FIAT	1 2 3 4 5 6 7
Palio	Y Y N N Y N N
Siena	Y Y N N Y N N
Adventure	Y Y Y Y Y Y Y
UNO	Y Y Y Y Y N N
Petra	Y Y N N Y N N

SUZUKI	1 2 3 4 5 6 7
800	Y Y N N N N N
Wagon R	Y Y Y N Y N Y
Zen	Y Y Y N Y N N
Alto	Y Y N N N N N
Esteem	Y Y N N N N N
Baleno	Y Y Y Y Y N Y

FORD	1 2 3 4 5 6 7
Ikon	Y Y N N N N N
Fusion	Y Y Y Y Y Y Y
Mondeo	Y Y N N N N N

SKODA	1	2	3	4	5	6	7
Octavia	Y	Y	Y	Y	N	N	Y

DAEWOO	1	2	3	4	5	6	7
Matiz	Y	Y	Y	Y	Y	N	N
Ceilo	Y	Y	Y	Y	N	N	N

RESEARCH METHODOLOGY

TITLE OF THE DISSERTATION

“Perception of luxury car owners about WEBASTO sunroof product in Bangalore City”.

OBJECTIVES OF THE STUDY

- 1.To understand and analyze the perception luxury car owners about WEBASTO sunroof products in Bangalore city.
- 2.To know the preference of different age group about sunroof.
- 3.To know the target customer.

4.To increase the sales of the company

5.To increase the awareness of product in the target audience.

6.To come out with appropriate conclusion and suggestions based on the Analysis and interpretation.

DEFINITION OF TARGET RESPONDENTS

The target respondents are defined as the people who are using luxury cars at present.

METHOD OF DATA COLLECTION

Surveys are mainly used as the methods of data collection in the survey method mainly personal interviews through questionnaires were used. Secondary data is collected through external source.

SECONDARY SOURCES

- ❖ Survey reports
- ❖ Business magazines
- ❖ Trade Journals

- ❖ Reports of some specific project
- ❖ Internet

CENTERS FOR STUDY

Bangalore is mainly used for study center. In Bangalore mainly shopping centers, residential areas and the parking centers were the places where interviews were carried out.

SAMPLE SIZE

A sample size of 100 collected for the study purpose. The sample was further segregated different brand of luxury cars to know the perception of WEBASTO sunroof.

SELECTION OF RESPONDANTS

Random probability sampling has been used for the selection of respondents

DATA ANALYSIS

Data analysis is done using with simple statistical techniques like percentage and charts.

SCOPE OF THE STUDY

The scope of the study is quite comprehensive as it covers many aspects. The area of research work is covered all over Bangalore. Thus this study is widely useful to the company because it will help the company in taking decision.

LIMITATIONS

1. The information executed by the respondents may or may not be true because in some cases, the respondents are not serious. However all possible case has been taken to collect, the information as authentic as possible.
2. Survey is limited to Bangalore City only.
3. Lack of cooperation from respondents.
4. Inadequacy of time period for collecting data
5. Assuming that the information given by the respondents is accurate and correct the analysis has been drawn

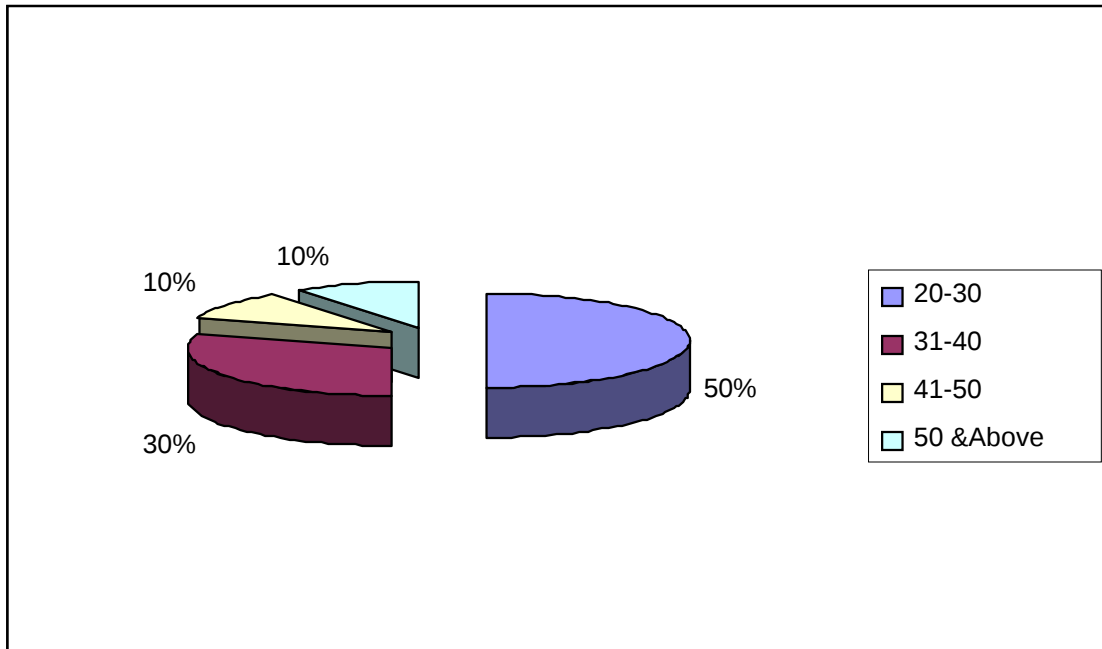
ANALYSIS AND INTERPRETATION OF DATA

TABLE-1

TABLE SHOWING THE AGE OF DIFFERENT RESPONDENTS

Age group	NO: of respondents	Percentage
20-30	50	50
31-40	30	30
41-50	10	10
Above 50	10	10
Total	100	100

CHART SHOWING THE AGE OF DIFFERENT RESPONDENTS



Analysis

50% of them are belongs 20 to 30 age group and age group 31 to 40 is 30% and above 40 is 20%.

Interpretation

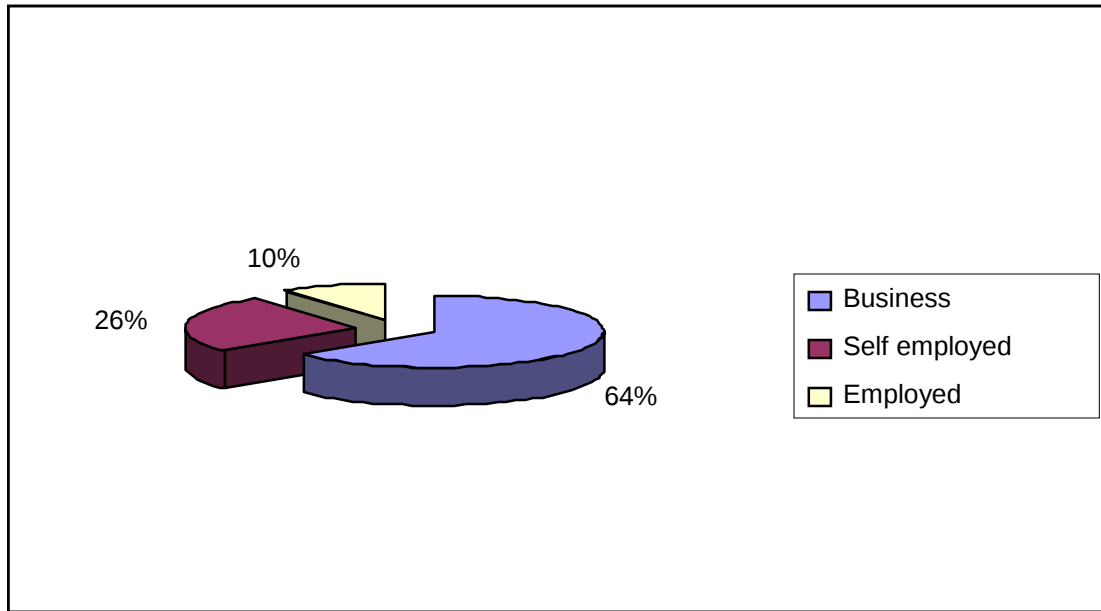
20 to 40 are the people who having the car so more attentions should give to this group.

TABLE-2

Table showing occupation of people who involved in survey.

Occupation	No. of Respondents	Percentage
Business	64	64
Self employed	26	26
Employed	10	10
Total	100	100

Chart showing occupation of people who involved in survey.



Analysis

64% of car owner are business people and 26% are self employed. Rests of them are employed people.

Interpretation

Most of the business community owns the car and their decision will work out for sunroof.

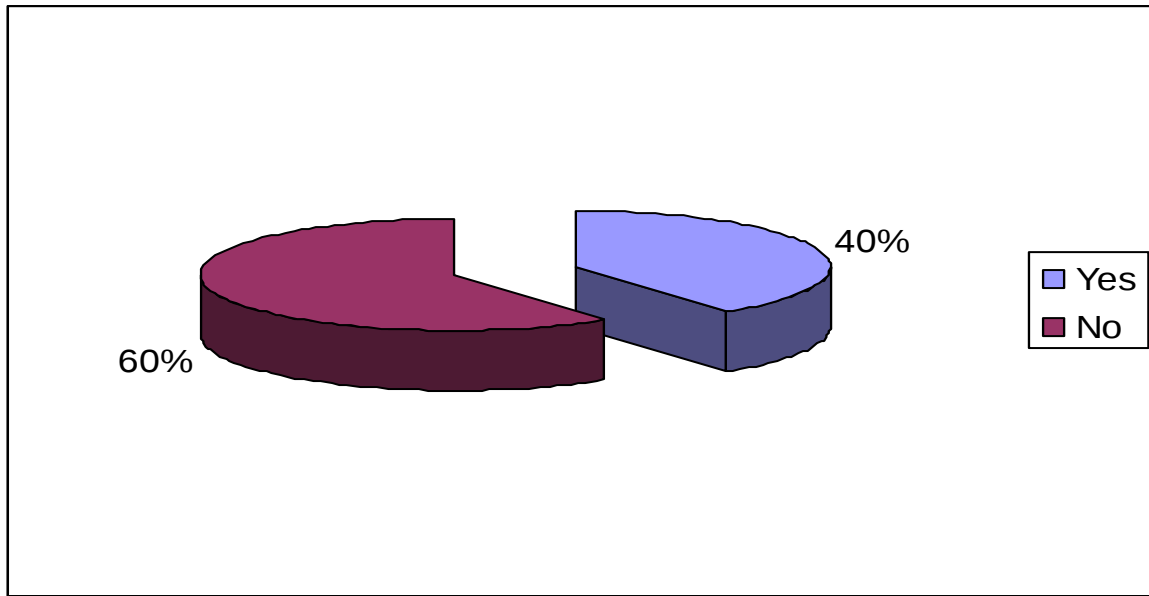
So special attention should be given to them and second preference is given to self-employed people.

TABLE-3

Table showing aspiration to own sunroof

Decision	No: of Respondents	Percentage
Yes	40	40
No	60	60
Total	100	100

Chart showing aspiration to own sunroof



Analysis

The 40% of them are aspiring to own sunroof and remaining 60% are against to it.

Interpretation

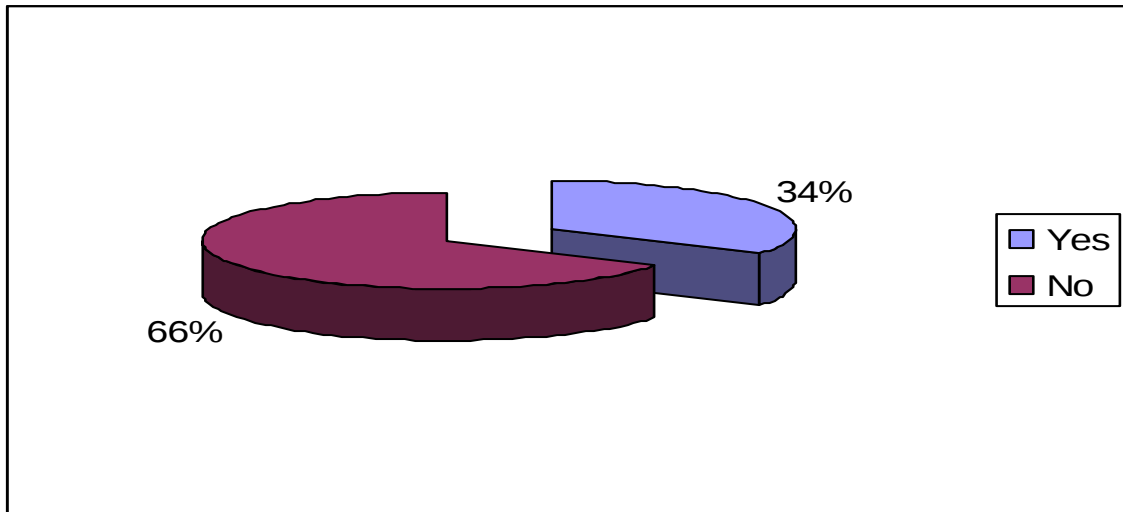
Most of the car owners are still against of sunroof thus special features of sunroof should point out for increasing sale.

TABLE-4

Do you know the brand WEBASTO

Decision	No of Respondents	Percentage
Yes	34	34
No	66	66
Total	100	100

Chart



Analysis

34% of car owners know the brand WEBASTO and remaining 66% do not have any idea about WEBASTO.

Interpretation

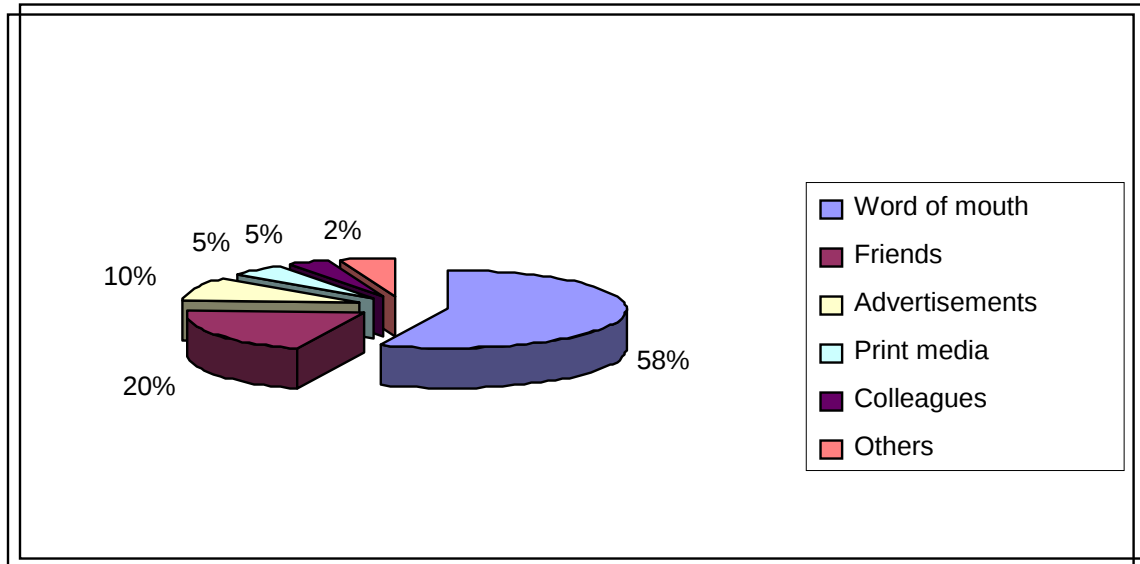
The brand awareness is very less hence they should give advertisements and sales promotion activities for awareness and for increasing of sale.

TABLE-5

How they came to know the Brand WEBASTO

Media	No of Respondents	Percentage
Word of mouth	20	58
Friends	6	20
Advertisements	3	10
Print media	2	5
Colleagues	2	5
Others	1	2
Total	34	100

Chart



Analysis

58% are heard WEBASTO through word of mouth, friends 20% and advertisements 10%, print media 5%, colleagues 5% and others is 2%.

Interpretation

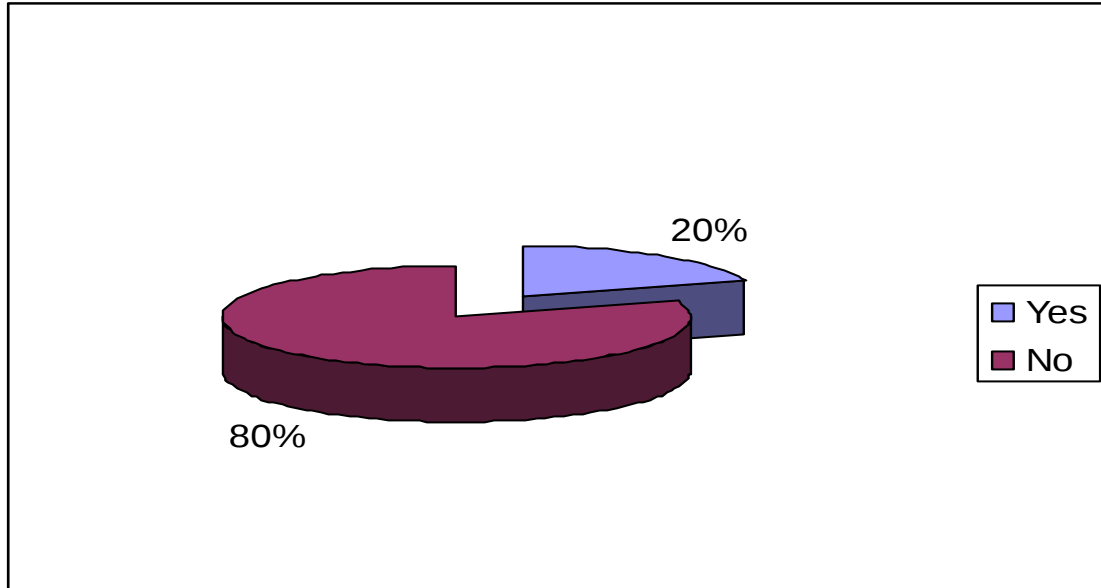
Proper awareness should give through advertisements. Advertisement part is weak so through advertisements sale can increase because sunroof is new in market so advertisement is must.

TABLE-6

Are you aware where it is available

Decision	No of respondents	Percentage
Yes	20	20
No	80	80
Total	100	100

Chart



Analysis

20% people know where it is available, but the majority of the people that is 80% do not know about this.

Interpretation

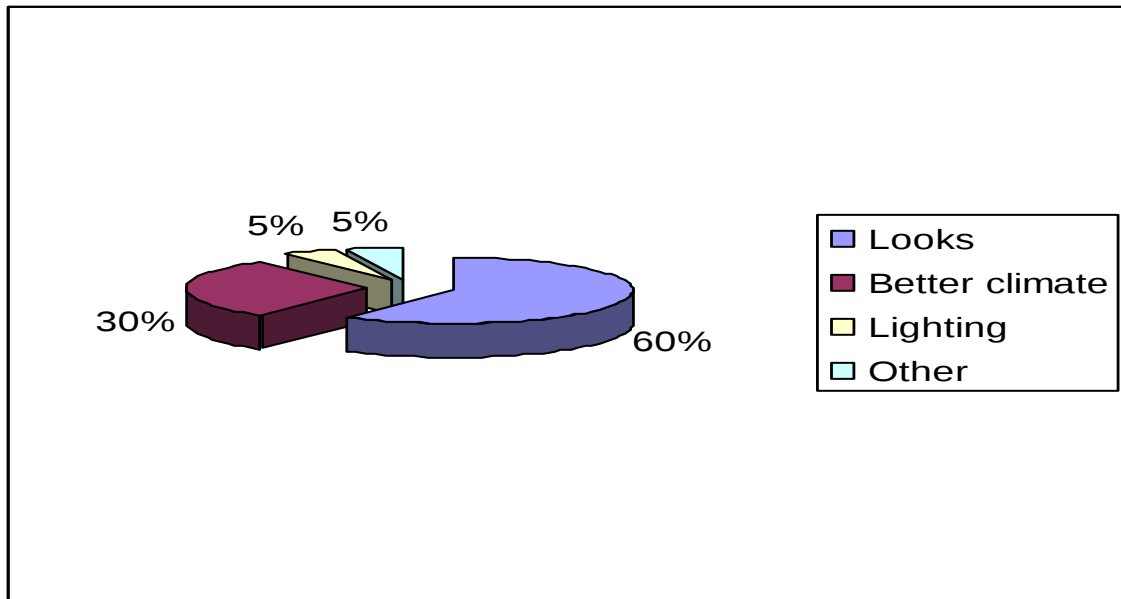
Those who know the brand WEBASTO they themselves do not know where it is available. The information about the dealers should give to the public.

TABLE-7

Why would like have brand WEBASTO

Features	No of respondents	Percentage
Looks	60	60
Better climate	30	30
Lighting	5	5
Other	5	5
Total	100	100

Chart



Analysis

60% go for stylish looks and 30% like better climate in car

Interpretation

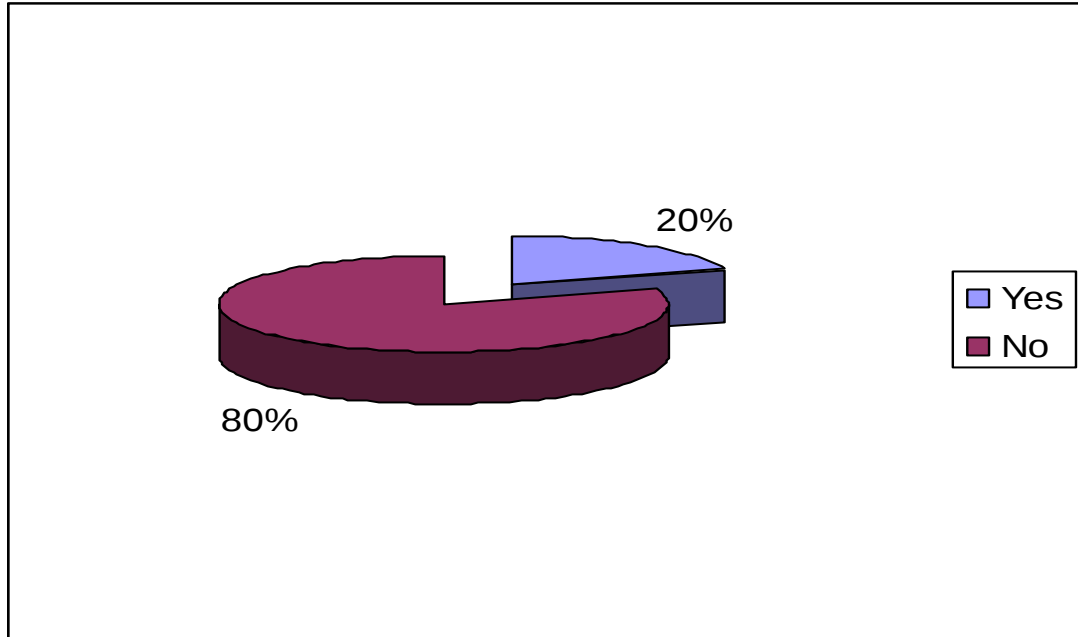
The innovative model and stylish looks sunroof should be introduced in the market so this will be helpful to increase the sale of WEBASTO.

TABLE-8

Do you know that sunroof cuts of all of sun heats as well as the harmful UV rays?

Decision	No of Respondents	Percentage
Yes	20	20
No	80	80
Total	100	100

Chart



Analysis

The 80% of the people do not know that the sunroof cuts all of sun heats as well as harmful UV rays and only 20% people are aware of this.

Interpretation

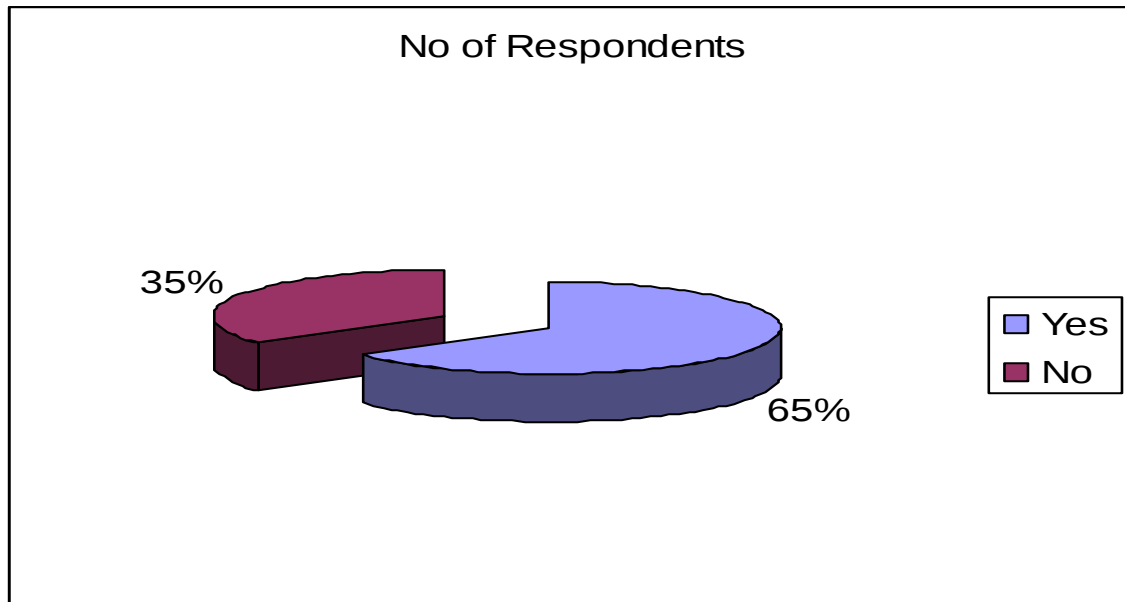
These features of WEBASTO should point out in advertisements, then only the positive attitude towards the product will work out for the product.

TABLE-9

If WEBASTO is giving the opportunity to install a sunroof with warranty for product and water leakage, Will you be interested?

Decision	No of Respondents	Percentage
Yes	65	65
No	35	35
Total	100	100

Chart



Analysis

65% are ready to buy and 35% are against of it.

Interpretation

Warranty should give to the car owners then only sales will increase.

FINDINGS AND SUGGESTIONS

This chapter gives a summary of the key findings, which are determined on the basis of the data analyzed in the previous chapter. On the basis of these findings appropriate suggestions are given

subsequently. The suggestions are thus based on the marketing research. They are hence for the management to consider in its own decisions regarding future course of events.

1. The important thing is that most of the luxury car owners don't know much about the WEBASTO sunroof.

2. The company is not giving that much preference to the advertising's thus most of the car owners don't the brand WEBASTO.

3. Among the respondents the age group between 20 to 35 were showing keen interest to know about the WEBASTO sunroof products so this age people should focused more.

4. According to survey the most of them would like to go for sunroof because of the stylish looks giving to the car and others preferring better climate.

5. The car owners who knows about the WEBASTO sunroof they don't know where this product is available so the awareness is needed here about the dealers and others.

6. Among respondents 60% were business people and their perception is that sunroof will not give the formal looks to the cars this misconception should change.

7. And other things which gives negative perception for the product is that they wont get resale value to the car when it sell because of the sunroof car value may come down and other thing is that the cities are more polluted and they wont get the fresh air. These things should noticed and company should change this attitude.

8. Those who know about the product WEBASTO, they came to know about product through word of mouth and they are accepting that it has the world class quality.

9. They survey shows that the 60% of car owners are ready to buy the product if WEBASTO is giving the opportunity to install a sunroof with warranty for product and water leakage.

CONCLUSIONS

The market survey to 100 respondent has disclosed certain important findings based on findings recommend have been made thus we can see that the majority of respondents were not that much aware of the product WEBASTO. Sunroofs are new to the Indian market so awareness is the important thing here, WEBATO has to use different media to make awareness. Some of them were accepting that WEBASTO is having stylish look and world class quality of product and this should pointed out .

The age group between 20 to 35 should targeted in the market .The negative perception about sunroof like, it wont give formal look to the car this concept should change by giving proper education. The WEBASTO can grow in Indian market because most of the car is not having sunroof thus they can make awareness through the different media then the car owners will surely install so they can increase the sales.

QUESTIONNAIRE

This questionnaire is for study purpose only. All the data collected here will be confidential and used by the under mentioned student of Al-Ameen institute of management studies for his research study and as a partial fulfillment of his MBA programme.

SABITH MOHAMMED N.P

Please put tick mark or fill the blanks where available.

Name :

Age:

Telephone\E-mail :

Car makes and model:

Occupation :

1. Aspiration to own a sunroof

☐ **Yes** ☐ **No**

2. Do you know the brand WEBASTO?

☐ Yes ☐ No

3. If it is yes, how.

☐ Word of mouth.

☐ Advertisements.

☐ Friends.

☐ Print media.

☐ Colleagues.

☐ Others (specify) _____

4. Are you aware where it is available?

☐ Yes ☐ No

5. What is the need of sunroof?

6. Why would you like to have WEBASTO sunroof.

☐ Looks.

☐ Better climate in car.

☐ Lighting.

☐ Other (specify) _____

7. Do you know that the sunroof cuts of all of sun heat as well as the harmful UV rays?

☐ Yes ☐ No

8. Do you know that WEBASTO is Genuine Accessories for Maruti, Hyundai, Ford, GM and OE for Mercedes, BMW, Maybach, and Rolls Roys etc?

☐ Yes ☐ No

9. If WEBASTO is giving the opportunity to install a sunroof with warranty for product and water leakage will you be interested.

☐ Yes ☐ No

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