



An Investigation on Definition, Identification and Categorization of Luxury Cars in India

¹Abhinav Shrivastava

Research Scholar, MATS University, Raipur (C.G), India

2Dr Madhu Menon

Asst. Professor, MATS University, Raipur(C.G), India

Abstract-

India is becoming a major consumer of luxury goods in the last two decades the reasons are obvious i.e the increased purchasing power of the consumer, and other demographic, sociological and psychological factors. India being the largest in terms of population with China, the needs, wants, desires and demand of the consumer is more and has a variety also. Car is more a dream than a need in India. But luxury brands like BMW, Audi and Mercedes is more desirable in the Indian society. The reason is esteem associated with those brands. It is something which reflects a changing lifestyle pattern of a class which is called affluent class. The growth rate for these cars with a price tag which is above Rs. 25 lacs has grown 20% on an average since a few years. When the whole world was facing recession the Indian luxury car market grew by 23% as per the Society of Indian Automobile Manufacturers (SIAM) despite considerable percent decline in passenger car sales. Year 2010 has shown growth in the luxury automobile sector which was up by 25%. Indian luxury car market was dominated by Mercedes Benz who entered in India in 1994 until 2009 where it was outscored by BMW which entered India in 2006. Similar Audi, Volvo and Jaguar-Land Rover also entered the Indian market and the market share was distributed among these players. Since then there has been stiff competition between these brands. This paper basically deals with identification of a car to qualify as luxury.

Keywords- Luxury, Luxury Brands, Luxury Cars, Luxury car market, Brands

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Introduction-

A luxury car is a car that provides above-average to high levels of comfort, features, equipment, and performance than a passenger car. Often more expensive materials and equipments are used, and buyers expect better build quality. The usually higher pricing and classy appearance is often associated with higher social status of the users, compared to normal passenger cars.

The term luxury reflects both qualities of a car, as well as the perceived image of

the brand. Luxury brands rank above usual brands. Traditionally, most luxury cars are lengthy sedans with extraordinary features and comfort. Sport Utility Vehicles(SUV's) are more recent expansions of luxury in various car brands. Increasing (comfort) features, materials quality, interior space and performance have consistently been factors of competition between car manufacturers.

Definition of luxury cars-



“A luxury car is a car that provides extraordinary level of comfort, features and performance and in the interiors more expensive materials and finishes are used, and buyers buy them because of their brand image & quality.”

“Luxury cars convey high class with elegant looks and unique features. From powerful engines to cutting-edge technology to lavish amenities, many of these cars have the latest features to make your drive convenient, comfortable, and unforgettable.”

India Luxury Car Industry

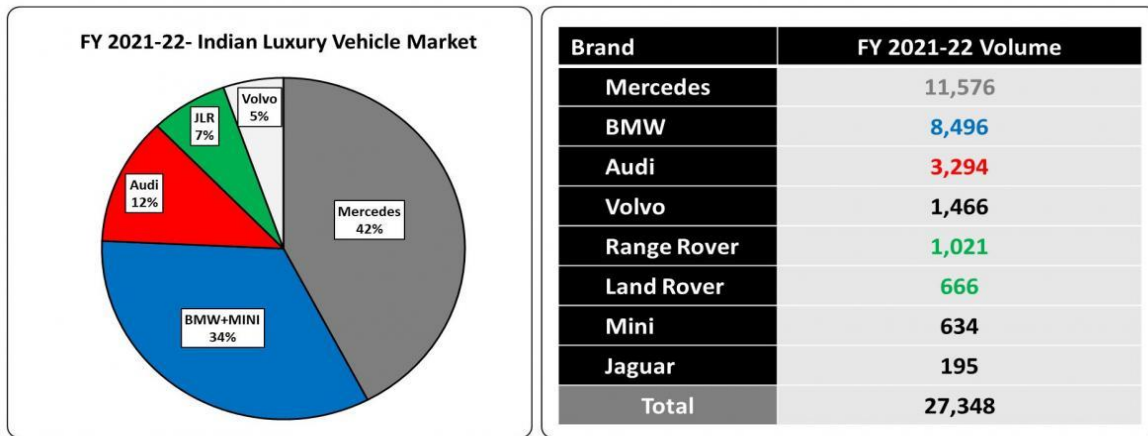
The term luxury is used to categorize vehicles that are equipped with better performance capabilities, lavish interiors, and all the latest safety and technology features. India's Luxury Car market is segmented into vehicle type and price range. Based on the vehicle type, the market is segmented into Hatchback, Sedan, and SUV. Based on the price range, the market is segmented into INR 20 Lakh – 50 Lakh, INR 50 Lakh – 80 Lakh, and Above INR 80 Lakh.

Most Luxury cars are first choice of Celebrities, Sportsmen and Industrialists because they are equipped with extra features for comfort and status of the driver. Luxury cars are more expensive than automobiles

because they tend to attract buyers who have money regardless of economic circumstances, the luxury automobile industry tends to hold up well during recessions. Passenger car vehicles providing exceptional comfort, aimed at the premium market and at drivers wanting a higher level of performance and handling or a vehicle that gives the impression of being

capable of high-speed motoring. These cars are generally designed to appeal to high earning, status led consumers and generally retail at 20-50 lakh price range.

Although other brands like Maruti, Hyundai, Toyota, Tata, Mahindra, Skoda, Volkswagen, Honda, Renault, Nissan, Kia, Citroen and Morris Garages(MG) also make luxury cars but they range upto maximum 20-25 lakhs. Only Toyota fortuner costs around 50 lakhs range and is first choice of Politicians and off-roading enthusiasts. Most of the luxury car brands are global players and belong to Germany, U.K, Italy, USA, and Sweden. Some popular luxury car brands include: BMW, Audi, Mercedes-Benz /Maybach, Volvo and Jaguar-Range Rover are operating since more than 15 years in India with huge customer base. Some exclusive luxury car brands includes Aston Martin, Maserati, Lexus etc have recently started operations in India and have selected customers. Some very popular Supercar/Sports car brands are also selling in India including Porsche, Ferrari, Lamborghini. Bugatti and McLaren are still imported by few enthusiasts and are selling in one or two digits, coz the price range is in crores. DC Avanti is one domestic Super car manufacturer in India. Some ultra-luxury car brands like Rolls-Royce and Bentley are also operating in India since long time with a good number of customers including filmstars and Business tycoons, their price range starts from 1 crore INR to 20 crores. Tesla has not started operating in India.



Source- TeamBHP.com

Segments of cars in India-

Compact Cars: These cars have engines capacity of 800-1000 cc, and seating capacity of 4-5 passengers. Compact cars are very popular in India, because of low budget. Cars like Maruti-800,Wagon-R,Hyundai Santro, Maruti Alto/Alto 800,Hyundai Eon and Renault Kwid are very popular in this segment because they come in a frugal budget of 3-5 lakhs and are in easy reach of middle class people specially first time buyers. They fulfill the necessary crieterias and needs of the buyers and doesn't offer too many features and comfort.Tatanano was also designed with the same philosophy abut failed in the Indian market.

Mid-size Hatchback: The size of a hatchback car will be more than a compact car, but has greater engine displacement around 1200cc and seating capacity of 4-5 persons. These are cars with better safety standards and better comfort as well performance. Maruti Swift/Baleno,Hyundai i10 grand,i20 elite, Tata indica/Tiago/Altrozetc are some popular cars in this segment. These cars are extremely successful because they offer many features which are desirable by the demanding customers.

Sedan:-A sedan car is a lengthy car which is more than 4 meters. Its a luxury car and is extremely comfortable for 4-5 adults and has a large boot space. Engines are more powerful

than hatchbacks and offer more features like powerful AC and sun-roof. These cars make the owner feel luxury. Honda City, Hyundai Verna, MarutiDzire/Ciaz, Tata Tigoretc are extremely popular in Indian market.

MPV(Multi-purpose vehicle):- MPV's refers to estate cars with a sitting capacity of 7-10 persons. They are approximately 4+ meters and usually have engines capacity between 1500cc to 2200cc, but some have engines of up to 2500 cc as well. These are the most popular vehicles in taxi segment and are preferred by families with bigger family size. Mahindra Bolero,Marazzo,Scorpio,MarutiErtiga/XL6, Toyota Innovaetc are some very popular MUV's in the Indian Market.

Van-A van is a vehicle which is of multi-purpose use and has a seating capacity of 6-7 people usually preferred by taxi operators and joint families. Examples of van are Maruti Omni/Eeco,TataWinger,MahindraVoyeger,Nissan Evalia,Kia Carnival etc.

Crossover SUV: Crossover SUVs are derived from an Automobile Platform with light off-road capability and lower ground clearance than SUVs. They may be styled similar to conventional "off-roaders", or may be look similar to an estate car or station wagon..Examples of crossover SUVs are Maruti S-cross/ Ignis, Polo cross, Toyota Etios cross, Honda W-RV, Renault Captur, Hyundai i20



Active, Skoda yeti, Ford Freestyle, Fiat Aventura, Nissan Magnite etc.

Compact/Mini SUV(Sports utility vehicle): - These cars are a mixture of a car and jeep resembles to mid-size hatchback car with high ground clearance and powerful engine capable of off-roading. This segment has become favorite for car lovers with a minimum budget of 10lacs and is usually extensive user of cars with frequent travelling history. Examples- Renault

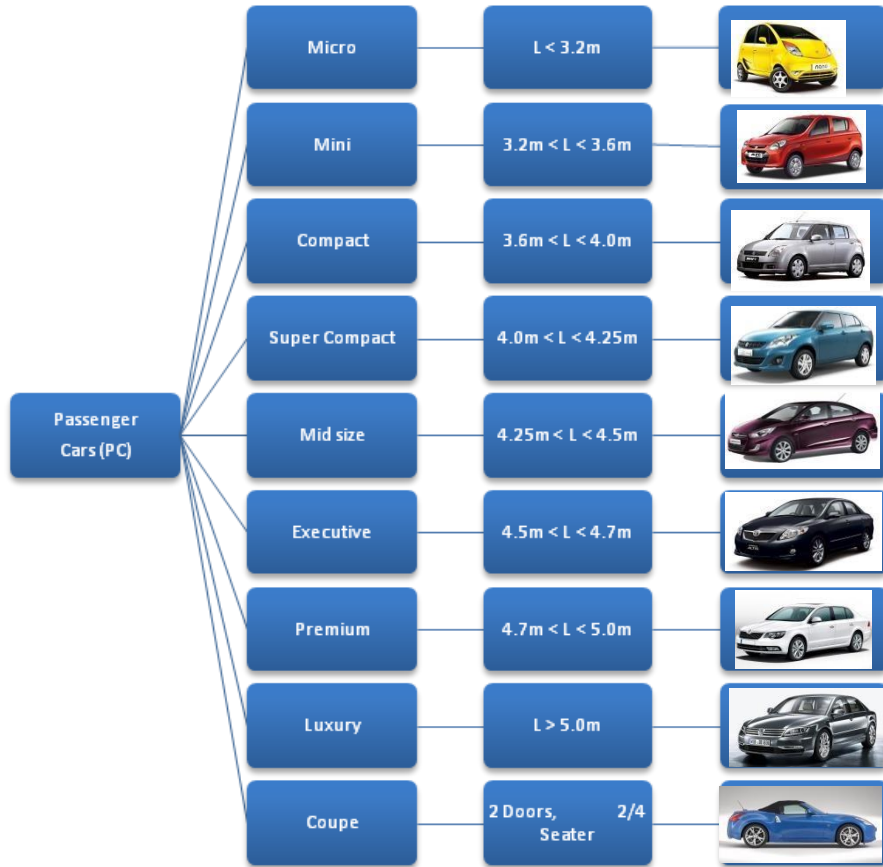
Duster,HyundaiCreta/Venue,MarutiVitaraBrezza , Tata Nexon,MahindraThar/XUV 300, Kia Sonet/Seltos,etc. This segment is the hottest in India since Renault launched its Duster.

SUV (Sports Utility Vehicles):- Sports utility vehicles are Off-Roaders, with four-wheel drive(4x4) and true off-road capability. The common feature is high ground clearance and an upright body design with powerful engine of 2500-3000cc. Sport Utilities are typically defined by a body on frame construction which offers more off-road capability but reduced on-road ride comfort and handling compared to a cross-over or car based utility vehicle. Toyota

Fortuner, Tata Harrier Safari, XUV 500/700,MitsubishiPajero, Honda C-RV, Ford Endeavour, Jeep Compass, Chevrolet Captiva, Citroen C5 Aircrossetc are SUV's in India.

Executive/Business class Saloons:- An executive/business class saloon car is described as full length sedans with large boot and powerful engines and are extremely luxurious and spacious with a lot of luxury features like panoramic sunroof, recliner seats, champagne holders in rear seats, rear AC vents, wooden finish interiors, automated curtains etc. Examples of executive cars are Nissan Teana,Jaguar XJ/XF, Mercedes Benz E class/ S Class, Audi A8, BMW 3 & 5 series etc.

Business class SUV's:- An executive/business class SUV is described as a luxurious SUV with powerful engines(4x4)and are extremely luxurious and spacious with a lot of luxury features like panoramic sunroof, recliner seats, champagne holders in rear seats, rear AC vents, wooden finish interiors, automated curtains etc. Examples are Range Rover, Jaguar f-pace, Mercedes GLA class, BMW X1/X3/X6 Audi Q3/Q5/Q7 etc.



Different segments of cars in India with their specifications-

Segment	Car Type	Length	Engine	Fuel	GST+ Cess	Price
-	Micro cars	< 3200 mm	600 cc	Petrol/ Electric	18	3 lakhs
A	Mini Hatchbacks	Upto 3600 mm	800 cc- 1000 cc	Petrol/ Electric/ CNG	29%&5%	<5 lakhs
B	Mid-size Hatchbacks	3600-4000 mm	1000 cc- 1200cc	Petrol/C NG/Dies el	29%&31%	5-8 lakhs
C	Compact Sedans	4001-4500 mm	1200cc- 1500cc	Petrol/D iesel	31%	8-10 lakhs
D	Mid-size sedans	4500-4700 mm	1600cc- 1800cc	Petrol/D iesel	43%	10-25 lakhs
E	Executive luxury cars	4500-5000 mm	2000cc and above	Diesel/P etrol	43%	30-50 lakhs
F	Luxury cars	>5000mm	3000-	Diesel/P	43%	50-80 lakhs



			4000 cc	etrol		
M	Multi-purpose vehicles	4700-5000 mm	2000cc-2500cc	Diesel/p etrol	43%	10-50 lakhs
J	Sports Utility vehicles	5000 mm and above	2800cc-3000cc	Diesel	43%	25-50 lakhs
Crossover	Crossover Hatchbacks	4000-4500mm	1500-2500cc	Petrol/Diesel	43%	10-45 lakhs
S	Sports car	4000-4500mm	4000cc and above	High Octane fuel	43%	>1 crore

Source- Autopunditz.com & Gomechanic.com

Hence from the above table it can be summarized that cars can be divided into various segments namely Hatchbacks, Sedans, MUV's, SUV's etc. Previously lengthy sedans were considered luxury cars but now SUV's are also called luxury cars. Further hatchbacks can be categorized into Micro/Mini/Mid-sized hatchbacks. Sedans have a wide variety namely compact/mid-sized/ Executive/Luxury Sedans. Multipurpose vehicles (MUV/MPV's) are cars/vans with seating capacity of 7-12 persons and are used mostly in taxi segments. SUV's are Sports utility vehicles. The car segments are categorized on various basis namely length, engine capacity, fuel used, tax and price.

Luxury Car Brands in India-

Mercedes Benz- Mercedes is a German luxury car giant company but when one thinks about luxury cars Mercedes is the first brand that comes to their mind. It is a matter of pride to own a Mercedes in India. Mercedes sells a wide range of sedans and SUV's including the Mercedes E-class, S-class and Maybach series. SUV includes GLA, GLE, GLC and G-wagon. Mercedes AMG is a range of sports cars from the marque. Mercedes has also launched their electric car models named EQS .

BMW- BMW is also from Germany like Mercedes and is considered to be one of the top competitors of Mercedes. BMW is the second most experienced car maker after Mercedes. BMW also has a wide range of Sedan's and SUV's including the BMW 3

series, 5 series and 7 series. The BMW X1, X3, X5 belongs to the SUV segments of BMW. BMW also launched their electric car models with the name i7, iX and i4.

Audi- Audi is also a German luxury car manufacturer subsidiary of its parent company Volkswagen Group. Audi is very famous among youth and celebrities. Audi has a wide range of Sedan's and SUV's like Audi A4 and A6. The SUV range is Audi Q3, Q5 and Q7. Audi R8 is a very famous sports car from Audi. Audi also launched their electric cars with the name e-tron.

Jaguar-Land Rover- Jaguar is a luxury vehicle brand of British multinational car manufacturer which was acquired by the TATA group in 2008. Jaguar is famous for making luxury sedan cars and Land Rover is a very famous SUV manufacturer with ultra-modern safety and security features. Jaguar XF and XJ are premium sedans and Jaguar F-pace is the SUV. Land Rover has a wide variety of SUV's like Range Rover Evoque, Discovery, Sports, Defender etc.

Volvo- Volvo is from Sweden and specializes in making the safest cars in the world. Volvo is the developer the car safety seat belt technology. Volvo also keeps a record of no casualties in accidents and has a great reputation of perfection. Volvo is also manufacturer of buses and it is their speciality.



Volvo has a range of sedans like Volvo S90 as well SUV's which hold a small pie in the luxury car market. Volvo XC90, XC40 and XC60 are SUV's. Volvo recently launched their electric car with name XC40 recharge.

Jeep- Jeep is an American brand and has been a player in India since long and specializes in making SUV's, which is quite a hot segment in the India market. Jeep is a contemporary brand which makes hardcore SUV's which are 4x4 and has an image of rugged off-roader. The products are robust and performance oriented. Jeep Compass, Jeep Meridian, Jeep Grand Cherokee, Jeep Wrangler etc. All the products are extremely luxurious and have characteristics of an off-roader. Jeep has entirely a different reputation in the market.

Lamborghini- Lamborghini is an Italian supercar manufacturer. Lamborghini has evolved from a tractor manufacturer. Ferruccio Lamborghini was insulted by Enzo Ferrari and after taking a challenge from Ferrari Lamborghini launched its sports car. Lamborghini Huracan, Aventador and Urus are a few supercars which are sold by the brand in India.

Lexus- Lexus is a premium brand from Toyota. Toyota has an image of making lifetime durability vehicles which are extremely reliable and performance oriented. Toyota is well known for their quality and durability. Lexus makes cars of luxury segment and is an independent entity under the umbrella of Toyota's flagship. Lexus makes both sedans and SUV's but its market penetration is very nominal in India. A few models from Lexus are ES, LX, LC 500h, NX, LS and RX. Most of them are priced more than a crore in INR.

Porsche- Ferdinand Porsche founded the Porsche brand in 1931 which specializes in making high performance sports cars and is headquartered in Stuttgart, Germany. This brand is a flagship brand of the Volkswagen. Porsche has legendary image in the sports car segment. Porsche 911 is a legendary product from the Porsche. The other models include

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Boxster, Carrera, Cayman, Cayenne, Macan, Panamera, Taycan etc. This brand is very famous among the enthusiasts.

Maserati- Alfieri Maserati is the founder of the Italian brand founded in 1914. Maserati has also participated in Formula 1 racing. Maserati has a variety of specialized products which includes Quattroporte, Ghibli, Gran Turismo, Lavante, MC20, Grecale etc. This brand is owned by some celebrities and filmstars in India. This brand is for those who want to collect rarest of the rare things.

Aston Martin- Lionel Martin and Robert Bamford founded this brand in 1913. Aston Martin is an iconic luxury British sports car brand and is also known as Bond car because these cars were featured in James Bond movies. Aston Martin Vantage, DBX and DB11 are a few famous models of the marque. This brand is also owned by the celebrities.

Ultra Luxury Car Brands-

Rolls-Royce- Rolls Royce is a British heritage brand founded in 1906 which used to make cars for the royal families only. It is a legendary brand which makes cars for royal heritages. These cars come under ultra-luxury brands because they have a history of perfection and they last for a lifetime. Rolls Royce also makes aircraft engines. These cars offer features which are even not offered by BMW, Mercedes and Audi. This brand has its own definition of luxury and perfection. Rolls Royce has a benchmark of luxury cars. Rolls Royce has a series of products like Phantom, Ghost, Wraith, Dawn, Cullinun (SUV) etc. The price of the Rolls Royce starts from 3-4 crores to 18-20 crores INR. Rolls Royce is a subsidiary of the BMW group. This brand has a separate identity and market share and serves only the elite class of customers.

Bentley- Bentley is similar to Rolls Royce in terms of product category and also is British company belongs to Volkswagen group. It makes the same category of cars Rolls Royce and gives consumers a royal feeling of the heritage brand. Product features are also similar and so the product philosophy. This company

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was founded in 1919. Bentley has Flying Spur, Mulsanne, Bentayga and Continental GT models on sales. These brands have a history of perfection and refinement. They follow a different philosophy of luxury and customization. These brands make handcrafted products and takes 6 months to make a car. The price tag is hefty obviously but they don't disappoint the customer needs.

Tesla- The name of this brand is taken from an American electrical engineer and inventor Nicola Tesla because it is an electric car. Tesla has not yet started operations in India. But it is in high demand in the world. The reason being it is not only an electric car but also a luxury car and not only this it is a luxury electric sports car. The owner of this American brand is Elon Musk. Tesla was founded in the year 2003. A few famous models of this brand is Model S, Model X, Model Y, Roadster and Cyber-truck.

Literature Review-

The three authors Sukhdial, Chakraborty and Steger (1995) developed a List of Values (LOV) which includes self-respect, sense of accomplishment, being well respected, security, warm relationship with others, sense of belonging, fun and employment in life and excitement. It is said that the values mentioned influence the people's daily lives and that luxury products "may be mainly purchased for value expressive reasons" (Aaker et al., 1992). Referring to Sukhdial, Chakraborty and Steger (1995) people who desire a luxury car to use it as a symbol of their achievements are an example for people who value a sense of accomplishment. However people who value fun, enjoyment and excitement desire a luxury car which embodies fun and is exciting to drive (Sukhdial, Chakraborty & Steger, 1995). An example for the desire for security is that some consumers think that German cars are well engineered. They are safe in case of an accident (Sukhdial, Chakraborty & Steger, 1995). In the research of the three authors about "examining owner's personal values in addition to their evaluations of car attributes" (Sukhdial, Chakraborty & Steger, 1995) they found out that

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fun-enjoyment-excitement is important for owners of German luxury cars. Also self-fulfillment and sense of accomplishment were important (Sukhdial, Chakraborty & Steger, 1995). Furthermore comfort and low maintenance cost were not that important related to a luxury car. Whereas safety, power and speed were relevant attributes of a car.

Dr. S. Subadra, Dr. K. M. Murugesan, Dr. R. Ganapathi (Research Entitled: Consumer Perceptions and Behaviour: A study with reference to car owners in Namakkal District)

S. Subadra et al. (2007), postulates the changing perceptions and behaviour of the consumers with special reference to the car owners. Through this research paper the authors discussed how India is witnessing a change in consumerism. Market has now become predominantly consumer-driven. The focus has now been shifted from product based marketing to the need based marketing. Consumer is given many options to choose. This paper discussed the consumer perceptions and behaviour of the car owners which was supposed to give a feedback on how marketing strategies work. This study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. The authors trace the factor-analysis – factors influencing purchase. The general purpose of this is to find a method of summarizing the information contained in a number of original variables into a smaller set of new composite dimensions with minimum loss of information. It derives out of several variables which are identified as the influencer in purchase decision and satisfying the consumers. Some 14 variables under the sub-head „factors influencing purchase“ have been discussed. Hence, an understanding of the consumer behaviour enables a marketer to take marketing decisions which are compatible with its consumer needs. There are four main classes of consumer behavior determinants and expectations i.e., cultural, socio-economic, personal and psychological. The manufacturers and marketers who study the behaviour of

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consumers and cater to their needs will be successful.

ShyamalaMathanSankar (Research Entitled: Consumer Perception of Global vs. Local Brands: The Indian Car Industry)

ShyamalaMathanSankar (2006), through this research study examines consumer perception of global brands vs. local brands in the Indian car industry. Consumer brand perception is having substantial implications in Marketing. This study explores and helps in understanding consumer perceptions of global and local car brands in India by accomplishing the secondary objectives. The secondary objectives were achieved by highlighting the factors that affect consumer preferences for global brands, by examining the effects of

country of origin on consumer perception for global brands and local brands, and by studying the effects of consumer ethnocentrism towards global brands. The findings of this particular study advised that the consumers who possessed global car brands preferred their car brands due to

factors such as global presence, worldwide reputation, and quality of being a foreign make. It was found the prestige of status had a very little or no influence in their preference for global car brands consumers made favourable perceptions of the country, wherein they tend to associate factors such as superior quality, technical advancements modernization etc., to the country from which the brand had taken its origin. Consumers who owned a local car brand evaluated the local brand in a favourable manner, wherein they tend to associate the brand to India's strong automobile sector that makes quality and technically efficient cars. The study found to have both

non-ethnocentric consumers and consumers who were low on CET. Most of the study results show, the local brands to be good in India, but not as good as the global ones in quality, technical expertise and designs of the cars.

Dr. H. S. Adithya (Research Entitled: "Customer Perception and Behaviour of car-owners- an Empirical study in Bangalore city")

Like previous ones this study also attempts to analyse the variable that affect the buyer behaviour today. It throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. It concludes the consumer behaviour plays a vital role in marketing cars. Consumer behaviour consists of the human behaviour that goes in making purchase decisions. Understanding of the consumer behaviour enables a marketer to take marketing decisions which are compatible with its customer needs. Four major classes of consumer behaviour determinants and expectations are cultural, socio-economic, personal and psychological. The socio-economic determinants of consumer behaviour consists of age, marital status, occupation, education, income, family size, realizing the importance of passenger car industry in the present economic situation, the researcher has analysed the perceptions and behaviour of consumer related to the product. From the discussion made in the paper, there are certain product attributes which are identified in the study as influencing the purchase decision and satisfying the consumers. Manufacturers show concentrate on the product attributes as they influence the choice of more prospective buyers. The population growth in India and the increasing number of middle class consumers have attracted the attention of car manufacturers and marketers. Those manufacturers and marketers who study the behaviour of consumers and cater to their needs will be successful. It is concluded that consumer behaviour has a greater role to play in the LPG era of economic activities.

Dr. K. Singaravelu (Research Entitled: "Consumer Behaviour: A study of influence of special features of passenger cars in Coimbatore")

This research is an attempt to assess the buying behaviour of passenger cars.

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And to examine the pre-purchase behaviour of passenger car buyers, study gives an analysis of influence of special features of passenger cars. It is illustrated that Government employees have got their salary increment after introduction of sixth pay commission, which make them shift from two wheelers to four wheelers. Hence, rising per capita income and changing demographic distribution are conducive for growth of automotive industry. In this research paper influence of the sources of information and influence of special feature of passenger cars have been discussed. Sources of information are classified into three categories, i.e., personal sources, commercial sources and public sources. It is concluded that family members, friends and relatives are the main motivators to purchase the passenger cars. Likewise the factor analysis condensed and simplified the influence of twenty seven features of passenger car and grouped into five factors explaining 62.585 percent of the variability of all the 27 features of the passenger cars. The manufacturers should put in more efforts to increase the market share in terms of introducing more innovative colours and new models. Since, most of the customers feel that maintenance cost is pretty high. The management should take efforts in reducing and create awareness among customers by showing them how cheap it is to maintain their passenger cars when compared to its competitors.

Objectives-

- (i) To find accurate definition of the luxury cars brands in India.
- (ii) To investigate the features of luxury car brands in India.
- (iii) To investigate characteristics of the buyers of the luxury car brands.
- (iv) To formulate a model of purchasing of luxury car brands.

Research Methodology-The motive of this paper is to find the correct definition of luxury cars in India. This paper uses secondary data eISSN1303-5150

available in the internet to conclude the research. This paper investigates the features which differentiates it from normal passenger car brands. In this paper descriptive design methodology is used and secondary data is used for drawing conclusion.

Features of luxury cars-The luxury cars offer extra-ordinary features which are missing in normal passenger cars and are distinguishing features which are in high demand nowadays. The consumers are ready to pay premium charges to get these comfort features which makes them feel secure and pampered.

1. **Electronic/PanoramicSunroof-** This feature has now become a decisive feature not only in luxury cars now usual brands are providing sun-roofs in their luxury models. However this feature is of least functionality in India, but it is in demand and is liked by variety of customers.
2. **Recliners and Massagers-** This feature is only available in executive sedans and are very exclusive features but it is a desirable feature which gives luxury a new definition.
3. **Touch-screen Infotainment system-** Most of the cars are nowadays equipped with touchscreen infotainment system which are of multiple uses. It is a music system as well as a screen to access many functions like watching videos, accessing maps and GPS, as well a reverse parking camera and other calling features after connecting with Bluetooth. It also has voice recognition which makes the ride convenient.
4. **Ambiance lighting-** It is another another innovative feature which helps people to change ambient lighting according to the mood.
5. **Ventilated Seats-** This feature is a true luxury feature which is of great use in India. It helps the occupants to feel cool in hot weathers.



6. **Automatic climate control A/c-** This feature is now available in non-luxury brands also and is very common nowadays. Automated features always add to the convenience of the users.
7. **Automatic wipers, headlights and indicators-** These features are an outcome of researches and it automatically senses and activates the wipers and headlights whenever necessary.
8. **Electronic tailgate and doors-** These are novelty features and available only in luxury cars. These features are necessary features for innovation and are developing fast with the rise in artificial intelligence.
9. **ADAS(Advance driver assistance system)-** This is a security feature which is available in expensive car models. The ADAS helps a driver to avoid collisions and warns about vehicles in the vicinity. It even applies breaks whenever necessary. ADAS take the control over the car when the driver loses control. It also help in automated parking and related features.
10. **Antilock breaking system (ABS)-**This is also a security feature which is desirable and is common nowadays. It prevents cars from skidding and avoid accidents.
11. **Airbags-** Airbags saves lives of the occupants in case of an accident. These are life saving features and are very much desirable nowadays.
12. **TPMS(Tyrepresure monitoring system)-** TPMS monitors and keeps a track of tyre pressure and warns the user in case of low pressures and hence is a safety feature.
13. **Automatic transmission-** Automatic transmission is also a desirable feature nowadays. The people who buy luxury cars seek automated features and automatic transmission adds to convenience while driving in traffic conditions. It is in high demand in urban areas and now commonly available in non-luxury segments also.
14. **Global positioning system(GPS)-** GPS helps in navigation and exploring places. It helps in finding shortest routes as well reaching new places thanks to the internet and enabled technologies. This innovation has changed theentire industry as it also helps in tracking the location of the vehicle.
15. **Alloy wheels-** Alloy wheels are no more a luxury nowadays and non-luxury brands also offer them in their top-most segments. Alloy wheels add to the personality of the cars and enhances the looks of the car.
16. **UV cut glass-** UV cut glass or ultra-violet cut glass prevents ultra-violet rays to enter inside the car. Hence it helps in keeping the cars cool inside.
17. **Front and rear armrest-** These are comfort features which increases the comfort of the occupants inside the car. In the rear the armrests are equipped with glass holders. These features increases the space as well adds to the elegance of interiors and makes them feel plush.
18. **Mini Bar-** Most of the cars have a glove box in the dashboard which acts as a fridge. Many ultra-luxury cars have a mini bar to keep cold-drinks and champagne which can be consumed while travelling.
19. **Projector headlamps with DRL(Day time running lamps)-**The projector headlamps are a result of research which has better visibility. It uses convex lens to amplify the visibility. DRL i.e day time running lamps are to increase the elegance of the car and also acts as safety feature.
20. **Anti-pinch windows-** These sensor based window glasses retract if hands



or any object is observed and refrains from damage of body parts. This technology is also used in the trunk that is tailgates to avoid injury to the occupants.

21. **Push button Start-Stop-** In spite of using keys in the ignition, Start-Stop button is used to start the engine with the help of smart-keys. The motive is to minimize the use of keys.
22. **Starlight headliner-** It is a features used by Rolls-Royce which means stars in the inner roof of the car. The stars glows in the night time and gives a look of stars or diamonds.
23. **Assisted parking-** It's a sort of automated parking. Nowadays with advancements in artificial intelligence the cars have become smarter than ever. With the use of sensors the car parks itself.
24. **Wireless mobile charging-** This is a very revolutionary feature. In spite of using a cabled charger a wireless charger is used which charges the mobile phones by merely keeping idle. These kind of features are much desirable in a luxury car.
25. **Auto dimming IRVM-** Inside rear-view mirror dims automatically when a ray of light falls in it from rear. It's a latest technology and reflects technological advancements in solving problems while travelling. These are issues which are solved scientifically.
26. **Automatic retractable ORVM-** Outside rear view mirrors happens to be manually adjustable but with the help of technology the problems were solved and they became electronically adjustable.
27. **Automatic indicators,**
28. **Steering mounted controls-** These features are marvelous and represents the state of the art technology. The audio controls and other features like cruise controls are available in the

steering wheel. In the driver's figure tips and allows him hassle free operations and control over the car.

29. **Blue-link connectivity-** This feature allows the user/owner to track the car operations via mobile phone. These advanced features allow remote access to the owner and are very convenient. These kinds of convenience features are much appreciated by the consumers which reflects innovation.
30. **Adaptive Cruise control-** The adaptive cruise control is a feature which controls the car while the car is in automated mode. It increases or decreases the speed automatically as per requirement with the help of sensors.
31. **Hybrid technology-** This technology allows the user to run the car in two different kind of fuels i.e. petrol/diesel or electric mode.
32. **Driving Modes-** These features allows us to select the terrain in which we are going to drive i.e. in city, economy and sports modes. It has different mode for off-roading. The car adjusts according to the road conditions and manages power accordingly.

Profiles of the buyers- A luxury car is a dream for many but not everybody can buy and maintain them because they are very expensive and their maintenance is also costly. These luxury car brands are usually need of people who have a higher status in the society like Celebrities, Filmstars, Sportsmen, Business Tycoons, Industrialists, Politicians, Professionals (Doctors, Chartered Accountants, Advocates etc), Owners of Start-ups, Enthusiasts, CEO's of corporates/ MNC's and other self-employed people with high achievements and recognition in society. Profession has high impact on choosing models of luxury car and so personality. There are enthusiasts also who buy cars for their hobby. So for various people it is the need of profession to own a luxury car and for others



social, economic and psychological factors are responsible for purchase of luxury cars. The profiles of luxury car owners is discussed below-

Industrialists-These people have ample money and are successful and as a need of achievement own luxury brands of car. From executive sedans, SUV's to sports-car all add to their recognition.

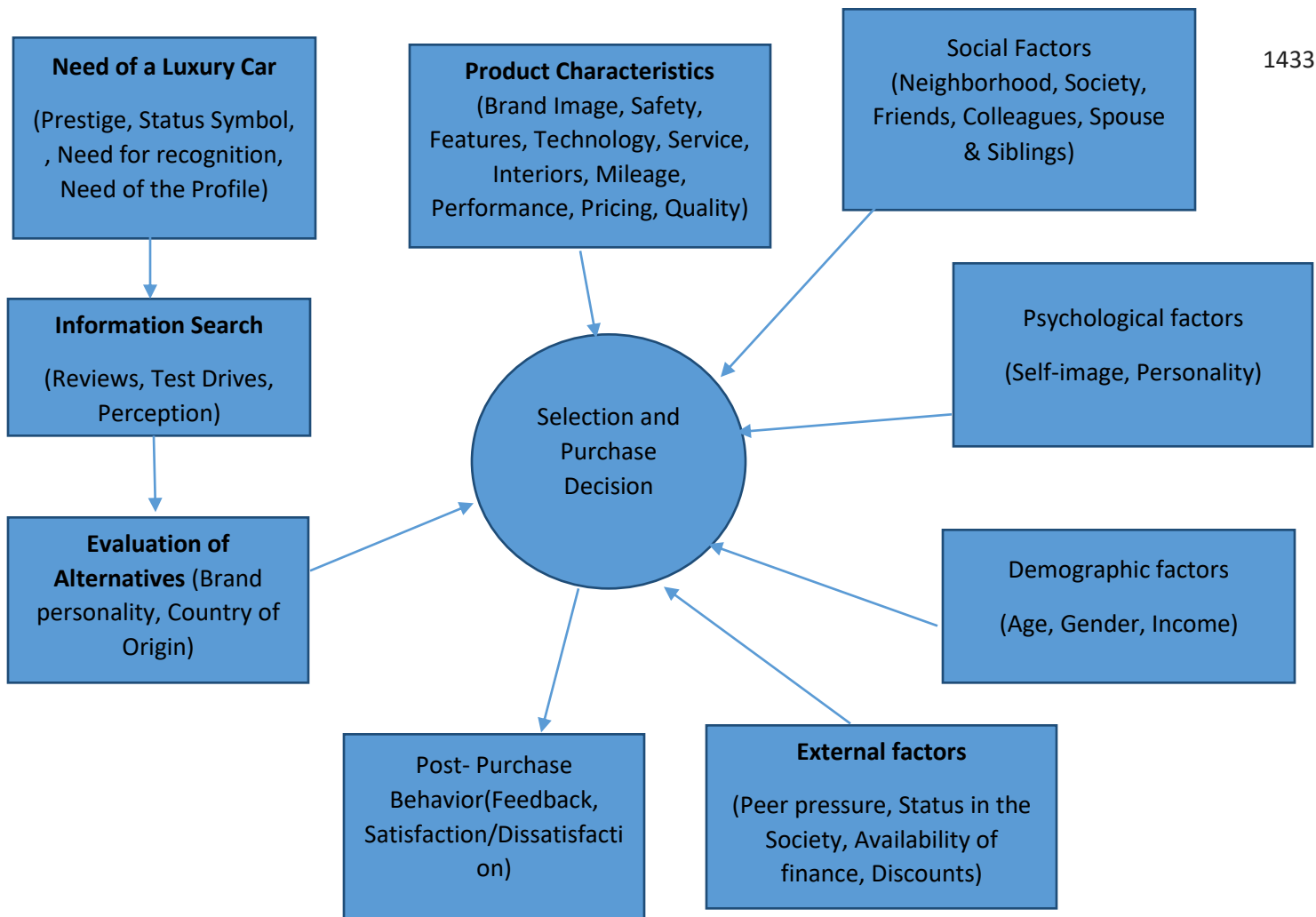
Politicians- These people have power so to show their powerful persona they need luxury SUV's to show themselves as powerful and they are capable of buying them as well.

Film-stars- These people have a need to show glamor and hi-fi lifestyle so these luxury cars fulfill their need. Sedans suits their personality.

Sportsmen- These people earn money in millions and sports car reflect their personality. Having a sports-car, a sedan or an SUV is a personal choice.

Professionals-Apart from the above categories the other profiles who need luxury and who can afford them is professionals from different industries like doctors, architects, advocates, academicians, software professionals, artists, entrepreneurs, journalists etc can also afford them who have high income and can afford to have luxury cars and other brands.

Model of purchasing luxury Car-



Conclusion-

1. Luxury car brands have a variety of segments i.e D- segment, E-segments, F-segments, J- segment and S-segment i.e Sedan, SUV and Sports cars.
2. Most of the luxury brands are foreign brands and are globally identified for prestige needs.
3. Most of the luxury cars are owned by Industrialists, Businessmen, Celebrities, Politicians, Sportsmen and are need of their profession.
4. These luxury car brands are reflection of lifestyles.
5. These brands are status symbol and most of the buyers purchase them to endorse their brand image.
6. The sports cars are for car enthusiast who have a passion of racing.
7. These brands bring the owners a sense of achievement, Recognition in society, respect, pride and excitement.
8. It is also observed that quality and useful features of the cars attracts the consumers to buy these brands.
9. Brand image and Brand Personality is more important while buying a luxury car.
10. Selecting a luxury car is more associated with the self-personality and self-image.
11. The Indian consumers are more brand and quality conscious and are ready to pay premium for getting the desired quality.
12. Profession and educational qualification has significant relationship with buying luxury car brands.

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