

Leader of Four Wheeler in Unorganized Park and Sale-A Study in North Karnataka

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Abstract : “Number of Used Cars on the Roads in India Will Top 8 million by 2018”^[10]

It is a study to understand the used car valuation brand preferences in North Karnataka.

India is the one of the largest auto industry in the globe. India accounts GDP as high as 7.1 percent. In this Passenger Vehicle contribute about 13% of the market share. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in Four Wheeler market in particular in the world by 2020. Sales of passenger vehicles in Aug-2016 is increased by 16.7% 258,000 units is a boosting statistics. The study was carried out to analyse the valuation of second hand four wheeler in North Karnataka among unorganized players. This study was being carried out in Hubli-Dharwad used car showrooms.

Keywords: used cars, four wheelers, North Karnataka, Hubli-Dharwad Automobile, pre-owned cars, secondhand car, resale

I. INTRODUCTION

A Second hand or pre-owned car is a vehicle that is previously had one or more owners. Pre-owned cars are sold through a variety of outlets, organized or independent car dealers and private party sales.



<http://www.ibef.org/uploads/industry/Infographics/large/Automobile-August-2015.JPG>

Purchasing a pre-owned car has few benefits such as price is considerably lower than a new car, The depreciation cost is very less to the new car, Loan is simpler to get and easily available and certainly cost lower than the new car loans.

In India, used cars have a best resale lifespan of around 5-6 years The adjacent infographic summarizes the percentage of used cars by age for sale on Quikr all over India for each of the four brands. Hyundai, stands out as a clear outlier from the general trend and stays resale friendly for a considerably long period from the year of make. While Chevrolet and Maruti, after approximately 5 years fall fast in resale strength, Honda does so comparatively slowly and after 6 years.^[11]

II. RESERCH METHODOLOGY

Descriptive Research is concerned with discovering the potential of second hand four wheeler in unorganized north-Karnataka market. The data is collected from all 18 park and sale, show rooms in Hubli-Dharwad. The data is about all the big and modern brands, in all segments. The data is primarily of those cars, which are registered in RTO in the period of 2009-2015.

III. RESEARCH OBJECTIVES

- To study per pricing of four wheeler vehicles in second hand Market
- To judge the fast moving vehicle brand in second hand market.
- To critically examine the growth of pre-owned car market in India.
- To present the future prospects of pre-owned cars market

IV. SOURCE OF DATA COLLECTION



A. From whom

1. Population:- 18 park & sale units in study area
2. Sampling Unit and size:- 517 cars from all 18 units
3. Sampling Element:- Park and Sale
4. Sampling Method:- Census Method

B. Tools of data collection:- Questionnaire

C. Statistical Techniques:- Averages and Graphs, pivot tables and filters

The brands in the primary data are :

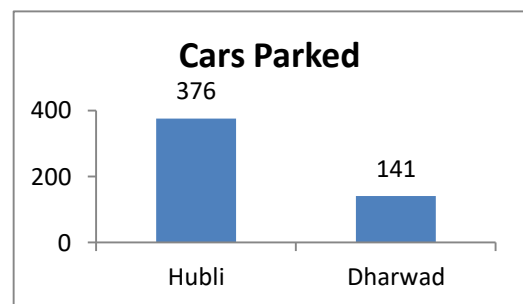
CHEVROLET		FIAT	
FORCE		FORD	
HONDA		HYUNDAI	
MAHINDRA		MARUTI	
RENAULT		TATA	
TOYOTA		VOLKSWAGEN	

V. DATA ANALYSIS

Dealer Data of Hubli Dharwad

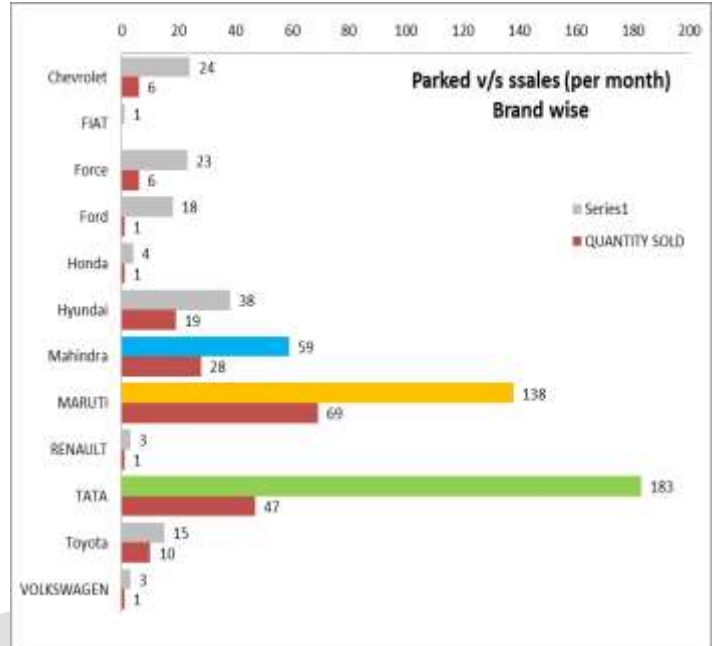
	Park & Sale units	Vehicles	DHARWAD	HUBLI
1	ARVIND AAUTO CONSULTANCY	15	15	
2	AUTO MART CAR MELA	13		13
3	CAR BAZAR	10		10
4	DHARWAD AUTO CONSULTANCY	42	42	
5	HITECH MOTORS	33		33
6	HUBLI MOTORS	25		25
7	KALYANI AUTO ZONE	73		73
8	OMCAR S AUTO CONSULTANT	35		35
9	PATHAN AUTO CONSULTANT	07	07	
10	R V PATIL CONSULTANT	28	28	
11	RAJESH AUTO CONSULTANCY	36		36
12	RAVI MOTORS	23		23

13	SHREE BASAVESHWAR	18	18	
14	SHREE MAHALAKSHMI	26		26
15	SHREE SHAKTI MOTORS	41		41
16	SHREE SHRINIVAS MOTORS	27		27
17	SHRI SAI AUTO CONSULTANCY	31	31	
18	SHRI SAI MOTORS	34		34
	Grand Total	517	141	376

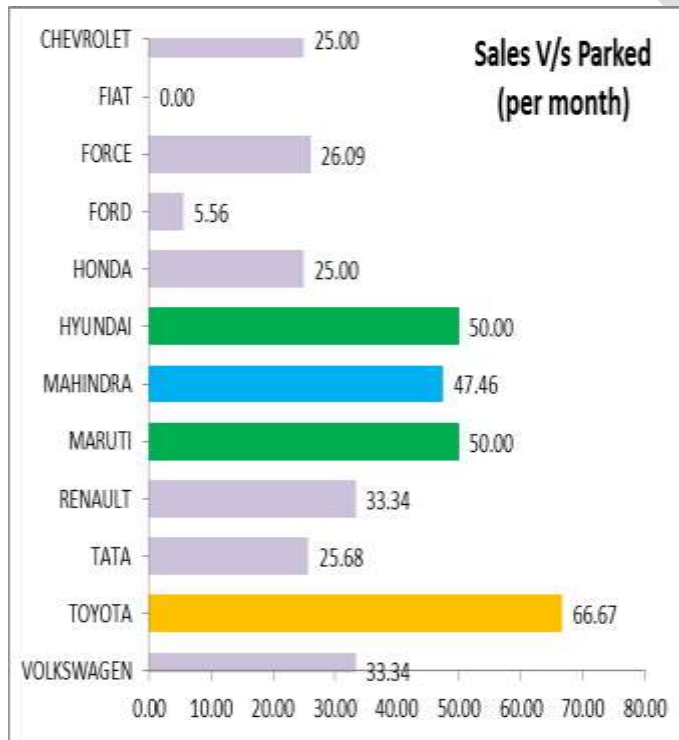


BRAND wise AVAILABLE v/s SALES percentage

BRAND	AT PARK	SOLD	Percentage
CHEVROLET	24	6	25
FIAT	1	0	0
FORCE	23	6	26.09
FORD	18	1	5.56
HONDA	4	1	25
HYUNDAI	38	19	50
MAHINDRA	59	28	47.46
MARUTI	138	69	50
RENAULT	3	1	33.34
TATA	183	47	25.68
TOYOTA	15	10	66.67
VOLKSWAGEN	3	1	33.34



Sales Ratio of A Month



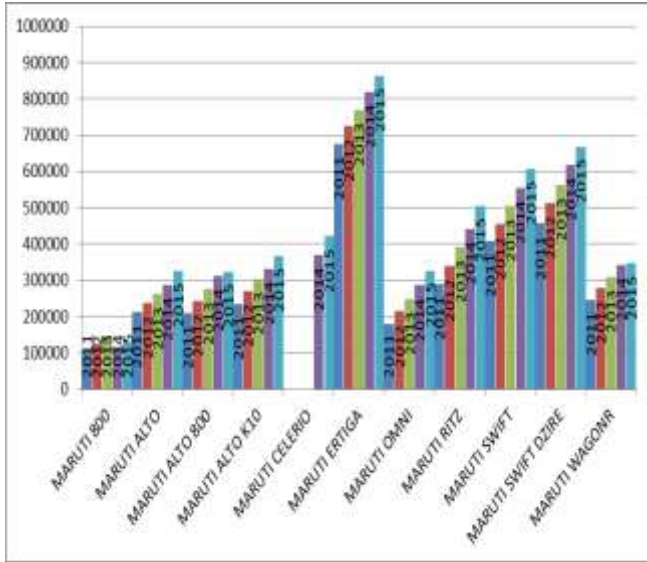
- TOYOTA sale percentage is 66.67% high compare to other vehicles.
- MARUTI and HYUNDAI equal with 50% each followed by Mahindra 47.46%

- The availability of TATA motors vehicles at park is too high.
- Maruti vehicles sale is high in terms of numbers.

Maruti Suzuki (Avg) Price Comparison of different Models Year by Year

MODEL	2011	2012	2013	2014	2015
MARUTI 800	105892	125535	147535	115000	130000
MARUTI ALTO	212500	237500	262500	287500	325000
MARUTI ALTO 800	209062	242187	276562	312500	323437
MARUTI ALTO K10	233928	271428	303571	332142	367857
MARUTI CELERIO				370833	420833
MARUTI ERTIGA	675000	725000	768750	818750	862500
MARUTI OMNI	178235	213823	248676	285441	324558
MARUTI RITZ	289583	339583	391666	441666	504166
MARUTI SWIFT	408333	455000	504166	553333	606250
MARUTI SWIFT DZIRE	456250	512500	562500	618750	666666
MARUTI WAGONR	246071	278571	308928	341071	346428

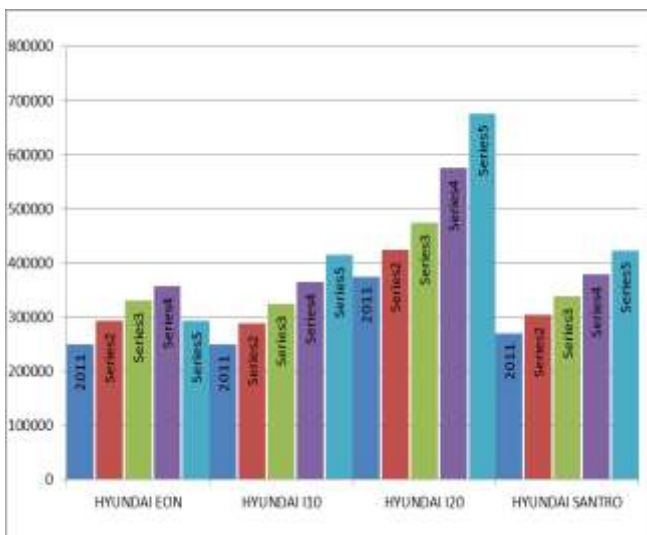
Average parked v/s Sale Per Month (Brand wise)



Maruti Ertiga is more in demand compared to within other Maruti vehicles.

Hyundai Price Comparison of different Models Year by Year

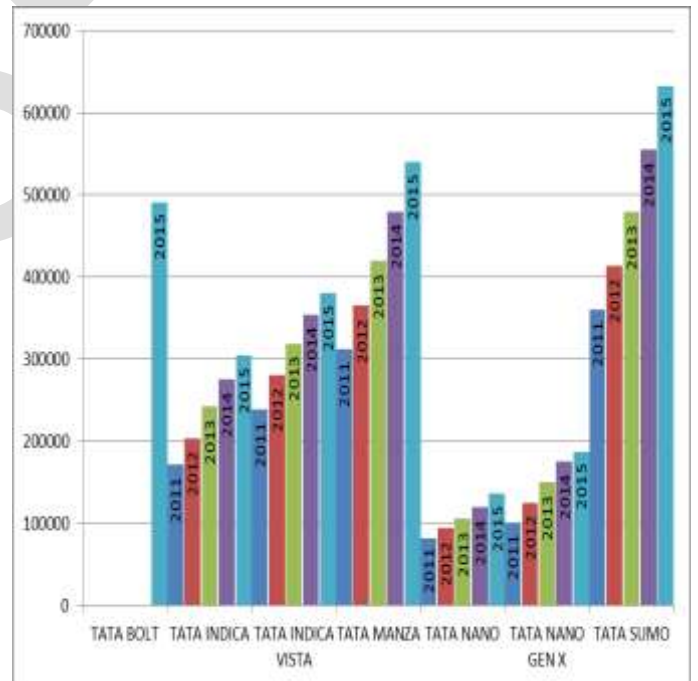
MODEL	2011	2012	2013	2014	2015
HYUNDAI EON	250000	293750	331250	357500	293750
HYUNDAI I10	249107	288392	325000	365178	414285
HYUNDAI I20	375000	425000	475000	575000	675000
HYUNDAI SANTRO	270333	304166	338333	378333	422500



Hyundai I20 is far preferred among Hyundai models.

Tata Motors (avg) Price Comparison of different Models Year by Year

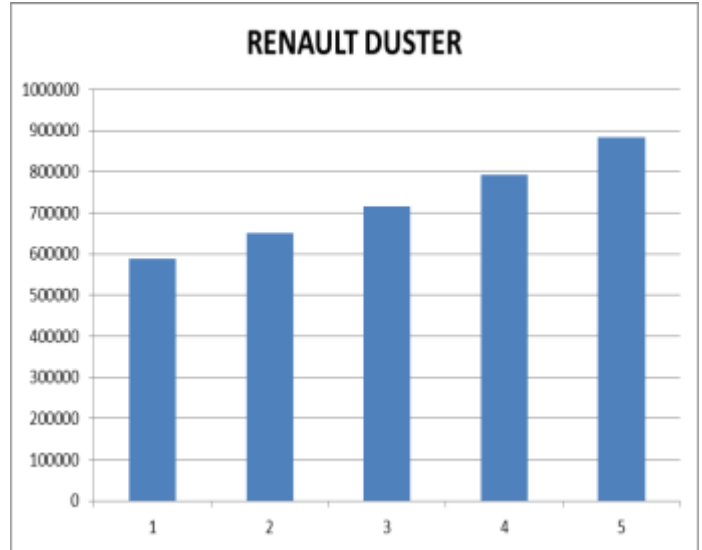
MODEL	2011	2012	2013	2014	2015
TATA BOLT					491666
TATA INDICA	171416	204000	242402	275694	304861
TATA INDICA VISTA	238281	281250	318906	354375	380781
TATA MANZA	312500	365000	420000	480000	540000
TATA NANO	82083	94166	105972	119166	136388
TATA NANO GEN X	101250	125000	150000	175000	187500
TATA SUMO	360937	414062	479687	555468	633593



Tata Sumo is more preferred among Tata models.

Chevrolet (avg) Price Comparison of different Models Year by Year

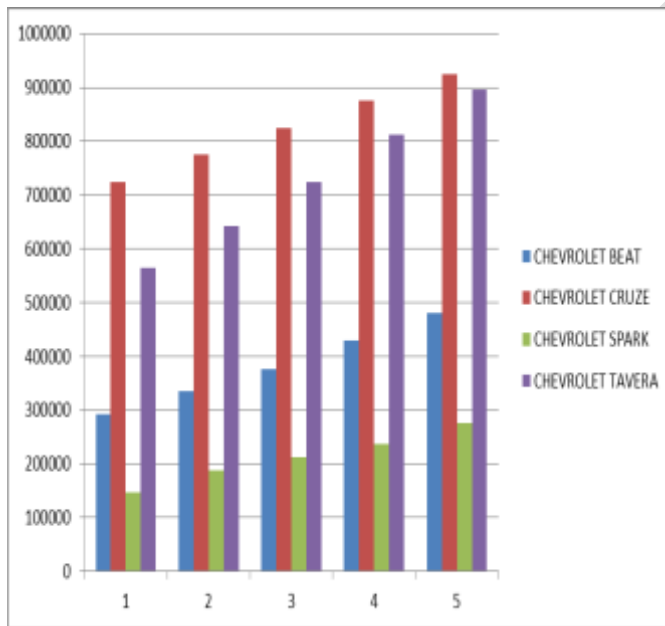
MODEL	2011	2012	2013	2014	2015
CHEVROLET BEAT	291666	335416	377083	429166	480000
CHEVROLET CRUZE	725000	775000	825000	875000	925000
CHEVROLET SPARK	147500	187500	212500	237500	275000
CHEVROLET TAVERA	565000	642500	725000	812500	895000



Duster is the only vehicle found in resale market among Renault.

Volkswagen (avg) Price Comparison of different Models Year by Year

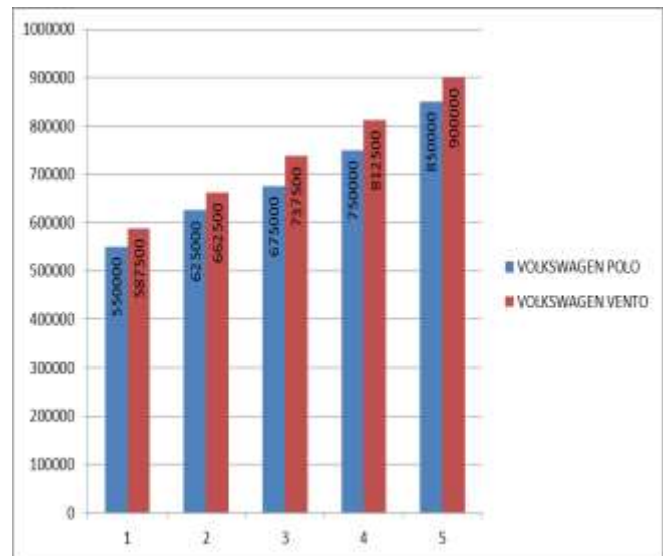
MODEL	2011	2012	2013	2014	2015
	1	2	3	4	5
VOLKSWAGEN POLO	550000	625000	675000	750000	850000
VOLKSWAGEN VENTO	587500	662500	737500	812500	900000



Tavera is more preferred among Chevrolet models.

Renault Price Comparison of different Models Year by Year

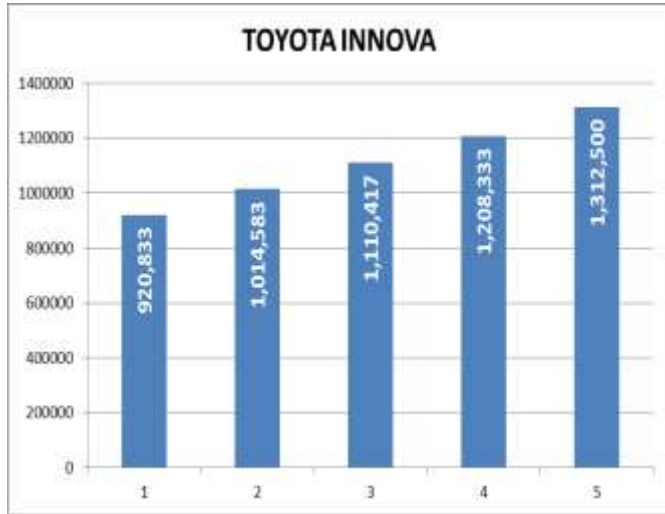
MODEL	2011	2012	2013	2014	2015
RENAULT DUSTER	587500	650000	716666	791666	883333



Vento and POLO among Volkswagen Models more popular in second hand market.

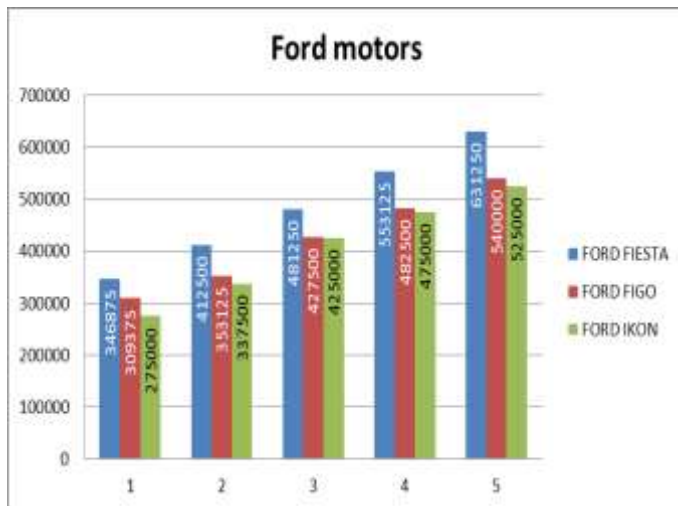
Toyota Price Comparison of different Models Year by Year

MODEL	2011	2012	2013	2014	2015
TOYOTA INNOVA	920833	1014583	1110417	1208333	1312500



Ford Price Comparison of different Models Year by Year

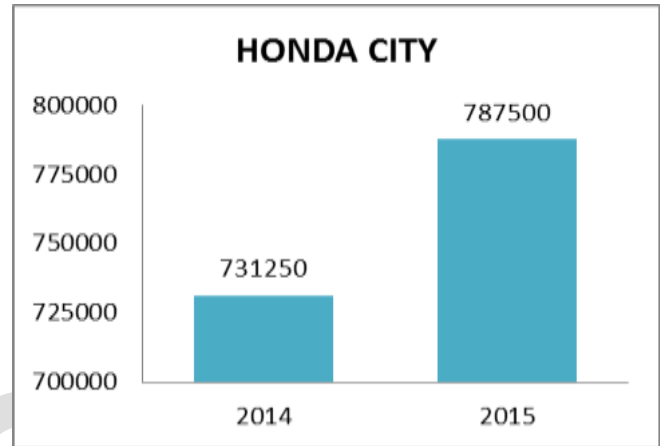
MODELS	2011	2012	2013	2014	2015
FORD FIESTA	346875	412500	481250	553125	631250
FORD FIGO	309375	353125	427500	482500	540000
FORD IKON	275000	337500	425000	475000	525000



Fiesta is leader in the resale among Ford Models

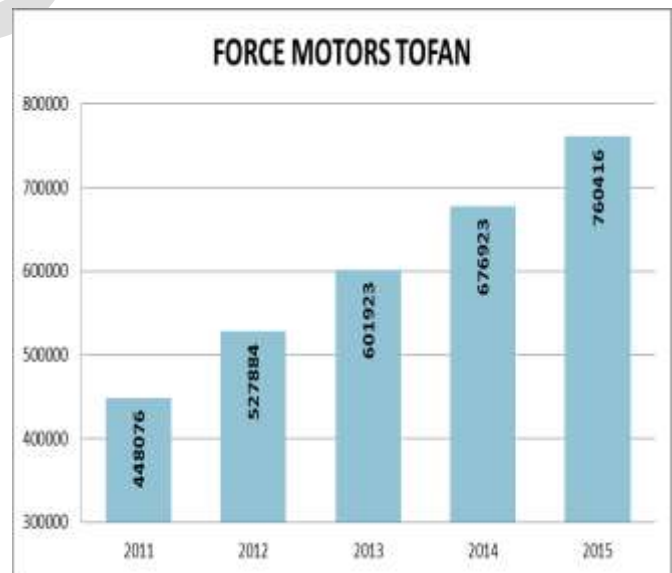
Honda (Avg) Price Comparison of different Models Year by Year

MODEL	2011	2012	2013	2014	2015
HONDA CITY	--	--	--	731250	787500



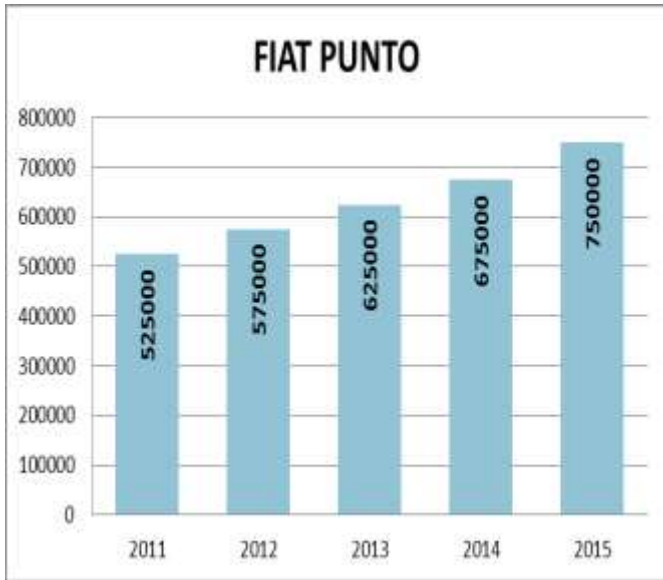
Force Motors Price Comparison of different Models Year by Year

MODEL	2011	2012	2013	2014	2015
FORCE MOTORS TOFAN	448076	527884	601923	676923	760416



Fiat Motors Price Comparison of different Models Year by Year

MODEL	2011	2012	2013	2014	2015
FIAT PUNTO	525000	575000	625000	675000	750000



VI. FINDINGS

- 1] Highest overall selling vehicle in park & sale is- **Swift**
- 2] Highest found brand availability in park & sale is – **Tata motors**
- 3] Highest preferred- in demand vehicle in park & sale is – **Toyota Innova**
- 4] **Hatchback segment** vehicle are fast moving in North Karnataka.

VII. CONCLUSION

From the above data the available used cars at park and sale is Tata motors in big number. The hatchback are found in more percentage because study region have maximum middle level income family but they want to buy a used car according within their budget. As TATA & Maruti Suzuki has more vehicles in hatchback segments respectively the availability of vehicle at park & sale is huge. “Maruti Suzuki- goodwill, brand, image, low maintenance, parts availability and fuel efficiency, these all makes maruti Suzuki as fast selling” says Hubli and Dharwad sellers.

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