

A COMPARATIVE STUDY OF VEHICLE COMPANIES BETWEEN BMW AND MERCEDES- BENZ

Submitted in partial fulfilment of the requirements for the award of

BACHELOR OF COMMERCE

By

VAISHNAVI R

(Register No. 39740249)



**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12b status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VAISHNAVI R** (Reg. No. **39740249**) who has done the project entitled "**A COMPARATIVE STUDY OF VEHICLE COMPANIES BETWEEN BMW AND MERCEDES-BENZ**" under my supervision from **2021** to **2022**.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I, **VAISHNAVI R (39740249)**. Hereby declare that the Project Report entitled “**A COMPARATIVE STUDY OF VEHICLE COMPANIES BETWEEN BMW AND MERCEDES BENZ**” done by under the guidance of **Dr. BLESSIE PATHMU. R B.Com., MBA., Ph.D.**, Assistant Professor, School of Management Studies is submitted in partial fulfillment of the requirements for the award of **Bachelor of Commerce degree**.

DATE:

PLACE: CHENNAI

VAISHNAVI R

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VAISHNAVI R

ABSTRACT

BMW and Mercedes-Benz are pioneering corporations in the fields of automotive and motorsports in this new era of technology and innovation, with the ascent of electric vehicles and sustainable production. A comparative of the business models and marketing strategies of BMW and Mercedes-Benz in Indian markets has been studied. As the pandemic spread over the world in 2020, a shortage of raw materials and a drop in vehicle demand impacted various enterprises in the automotive industry. The recovery from the pandemic began slowly in early 2022. This research aids in understanding their sales and marketing plan to persuade customers to purchase their line of vehicles as the market is increasing. Several consumer surveys have been conducted in order to gain a better understanding of their viewpoint. Once these data have been acquired, statistical analysis such as the Chi-Square test, Pearson correlation, and T- test can be used to assess numerous characteristics such as consumer loyalty to brands, product availability due to raw material shortages, and competitor brand delivery efficiency.

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LIST OF SYMBOLS AND ABBREVIATIONS

BMW – bayerische motoren werke AG

EQC - battery electric compact luxury crossover SUV

GDP - Gross domestic product

SWOT - Strengths, Weaknesses, Opportunities, and Threats analysis

UG – Under Graduate

PG – Post graduate

SUV – Sport Utility Vehicle

PVT – Private Company

LTD – Limited Company

PPMCC – Pearson Product Moment Correlation Coefficient

ET – Estimated Time

CHAPTER 1

INTRODUCTION

1.1 AUTOMOTIVE SECTOR IN INDIA

According to statistics from 2021, India's automobile sector is the fourth largest in the world. India surpassed China as the fourth largest country in the world in terms of automotive industry worth in 2022. India is famous for its automobiles, including three-wheelers, four-wheelers, and two-wheelers. Manufacturing of automotive items such as tyres and batteries has also developed in India. In India, the automotive sector has aided the growth of other industries such as forging and electronics. India will be the world's fifth largest vehicle market by 2020, surpassing Germany in terms of sales.

1.2 Bayerische Motoren Werke AG (BMW)

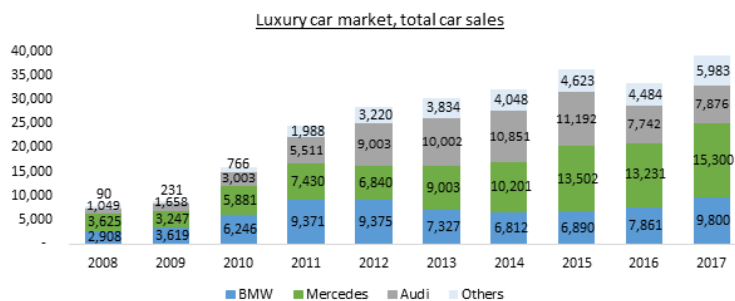
BMW is a German multinational corporation based in Munich, Bavaria, that produces premium automobiles and motorbikes. The company began as a maker of aeroplane engines in 1916. Automobiles are sold under the BMW, Mini, and Rolls-Royce brands, while motorcycles are sold under the BMW Motorrad brand. BMW was the world's fourteenth-largest automaker in 2017. The firm has a long history in motorsport, particularly in touring cars, Formula 1, sports cars, and the Isle of Man TT.

1.3 MERCEDES-BENZ

In 1994, Daimler entered the Indian market with the formation of Mercedes-Benz India Ltd. After the parent companies Daimler and Chrysler merged, the company was renamed DaimlerChrysler India Pvt. Ltd. Mercedes-Benz India is a Daimler AG completely owned subsidiary. Mercedes-Benz India was the first luxury car manufacturer in India. The company's headquarters are located in Chakan, Maharashtra. In 2022, Daimler relaunched as Mercedes-Benz AG in order to focus on the changing automotive industry's environment, with a special emphasis on electrification. In 2020, Mercedes-Benz India will launch the EQC, the country's first luxury electric vehicle. The Mercedes EQS will be released in the fourth quarter of 2022, and it will be manufactured in India.

1.4 EVOLUTION OF INDIAN LUXURY CAR MARKET

India's vehicle market is one of the world's largest, accounting for roughly 7.1 percent of the country's GDP. Growing purchasing power especially in tier 2 and tier 3 cities, economic growth, rapid urbanisation, and the drive to increase the



car per capita ratio less than 200 cars per 1000 population, 2015, currently one of the lowest in the world's top 10 auto markets were the

Fig 1.1 Luxury car market 1

major factors that contributed to the rise in automobile demand within the country. With increased affordability, advantageous financing alternatives, and rising income levels, the total car market is likely to maintain its high growth trajectory.

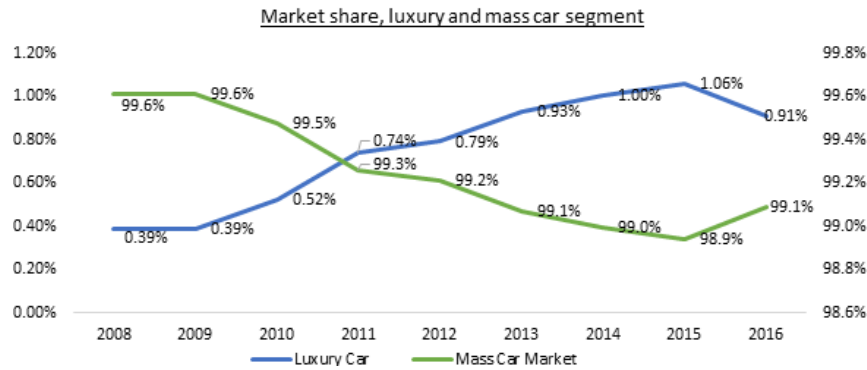


Fig 1.2 Market share

1.5 ELECTRIC LUXURY MARKET IN INDIA

India's market for luxury electric vehicles is getting hotter, with the likes of Mercedes-Benz, Audi, BMW, Volvo lining up a slew of launches and state governments making a beeline to support Tesla's entry into the country.

Even as Tesla is holding out for India to lower import duties on electric cars, rivals such as Mercedes-Benz, and Volvo are seeing a bigger opportunity in assembling these cars locally. Taxes on locally assembled electric cars add up to 45% versus 110% on imported models, making them more affordable for consumers in India and a better business model for companies, an analysis by ET showed.

1.6 INDIAN LUXURY CAR MARKET SALES AFTER COVID PANDEMIC

While the Covid-19 pandemic impacted every industry, luxury car manufacturers say that they are seeing an uptick in sales recovery in India.

The ongoing Covid-19 pandemic has impacted every industry with sales nosediving and leading to large-scale losses by businesses. However, luxury car manufacturers said they are seeing green shoots of sales recovery in India despite the pandemic blues.

More than 50 units of the Mercedes Maybach GLS 600, launched in India, have already been booked. In a sign that luxury car makers like Mercedes, BMW, Audi and more may come out of the pandemic storm bruised but not severely injured may well be on the proverbial wall. And while Covid-19 pandemic has had an adverse impact on the auto industry at large, it is the luxury car segment, small as it may be in India, that could emerge stronger before those in the mass-market passenger vehicle segment.

1.7 SCOPE OF STUDY

- This study covers which brand customer prefers the most.
- It would help to know about the reason regarding non preferences.
- It helps us to know which brand get more features.
- It would help us to know about how many customers are loyal to their brands

1.8 OBJECTIVES OF THE STUDY

- To compare awareness levels of car brands
- To investigate how customers, perceive product quality of competing brands
- To establish brand preference levels for different brands.
- To determine satisfaction levels of customers to their preferred brands
- To assess brand loyalty levels of the competing brands
- To identify the key strengths and weaknesses of the brands
- To compare product availability and delivery efficiency of competing brands

1.9 LIMITATION OF THE STUDY

- Due to the time constraint the sample size was restricted to 100 respondents only.
- Since the study is based on the primary data collected through questionnaire the result of the study is subject to limitation of the primary data.
- The analysis based on some statistical tool which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

CHAPTER 2

REVIEW OF LITERATURE

- **Flynn et al (1994)** in his study concluded that a quality product design involves concurrent engineering, reliability engineering and design for manufacturability. Concurrent engineering establishes relationship among representatives from manufacturing, purchasing, quality assurance and suppliers that meet and discuss the details with the designers. It helps to achieve the ultimate quality goal by having all the inputs from all related parties. Reliability engineering involves designing process from the basic components that anticipates the failure probabilities of each individual system and subsystem.
- **Randall and Kapferer (1997)** studied that a product for example is a car and brand is BMW. The brand helps the company to differentiate the offered products from its competitors. To establish a brand, it needs time. The brand needs its history and stories. Over the time the consumers know that the brand Mercedes for example stands for High quality car and all the features it offers.
- **Rust, Zeithami & Lemon (2004)** found out that brand management should not only focus on increasing long-time brand equity. It is important to include customer equity as well. Brand equity is the value of the brand or further explained the sum of the customer's measurements of the brand intangible values. Customer equity is the lifetime values of all firm's customers across all the firm's brands.

- **McCarthy and Perreault (1998)** indicated the need to use personal selling in communication regarding channel member's role in marketing the product, pricing, mark-ups, promotion assistance, etc. point of purchase displays could also be used in enhancing the appeal of the product.
- **Marx et al (1989)** in his study concluded that producers make use of displays to attract the attention of users in the store and stimulate them to purchase of the product. Displays also act as incentive for middlemen to stock the product.
- **Morrison, K. (2010)** did the literature review about competitive advantage at BMW. It helped to understand the BMW's "Project i" and their use of advance technology, quality and performance in their vehicle which helps to stay one step ahead of the competitors.
- **Boone and Kurtz (1996)** found out that distribution and shipment time of a product plays a vital role in customer satisfaction therefore it depends heavily on the reliable movements of products to ensure availability. Distribution includes such important decision areas as transportation, inventory control, packaging etc.
- **Needham and Dransfield (1995)** argue that time is the essence in distribution and managers should try and ensure that goods are moved efficiently to meet customer needs. In developing a distribution strategy, the firm has to make choices about the types of intermediates to use, number to use, specific task they are to undertake like storage, advertising, pricing and transport

- **Holweg (2005)** established that changes in production techniques to influence production output levels were key determinants of the competitiveness of car manufactures. This study shows that there is greater need for firms to adopt changes that can shift from mass to lean production on the dynamic of competition in the market.
- **Zhao (2010)** undertook a study on the competitiveness of car brands in China. The study highlights the transnational brands have dominated the Chinese car market industry in China.
- **Ritter (2010)** analysed the competitiveness of car manufacture in Korea and it stems from assertions that Korean car manufacture have increased in prominence over the last 10 years.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The research is descriptive in nature. The research identifies the factors affecting the buyer behaviour of the consumers towards vehicle purchasing.

3.2 SAMPLING TECHNIQUE

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Investors were taken according to the convenience of the research study. The respondents are from various locations spread across the country.

3.3 SOURCE OF DATA

The research uses both primary and secondary data.

3.3.1 Primary Data

Primary data has been collected from 100 respondents using questionnaire (survey method)

3.3.2 Secondary Data

Secondary data was collected from reviewing various literature related buyer behaviour towards vehicle purchase.

3.4 SAMPLE SIZE

The sample size of this study consists of 100 respondents. The respondents are from various locations spread across the region.

3.5 PERIOD OF THE STUDY

The study was conducted for a period of 3 months from December 2021 to February 2022.

3.6 HYPOTHESIS

- H0: There is no significant difference between best value of money and after-sales and services.
- H1: There is significant difference between best value of money and after-sales and services.
- H2: Market information has a significant impact on the competitiveness of car brands.
- H3: the availability of credit facilities has a significant impact on the competitiveness of car brands.

3.7 T- TEST

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. It is mostly used when the data sets, like the data set recorded as the outcome from flipping a coin 100 times, would follow a normal distribution and may have unknown variances. A t-test is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population.

CHAPTER 4

DATA INTERPERATION AND ANALYSIS

4.1 PERCENTAGE ANALYSIS

4.1.1 Age Profile

Percentage Analysis is used to analysis the age of the respondents and it have been interpreted in Table 4.1 which displays the frequency and percentage of the age of respondents.

Table 4.1 Age profile of the respondent

Factors		Frequency	Percentage
Age	18-25 year's old	40	29%
	26-35 year's old	25	32%
	36-59 year's old	30	31%
	51 Above	5	8%
Total		100	100%

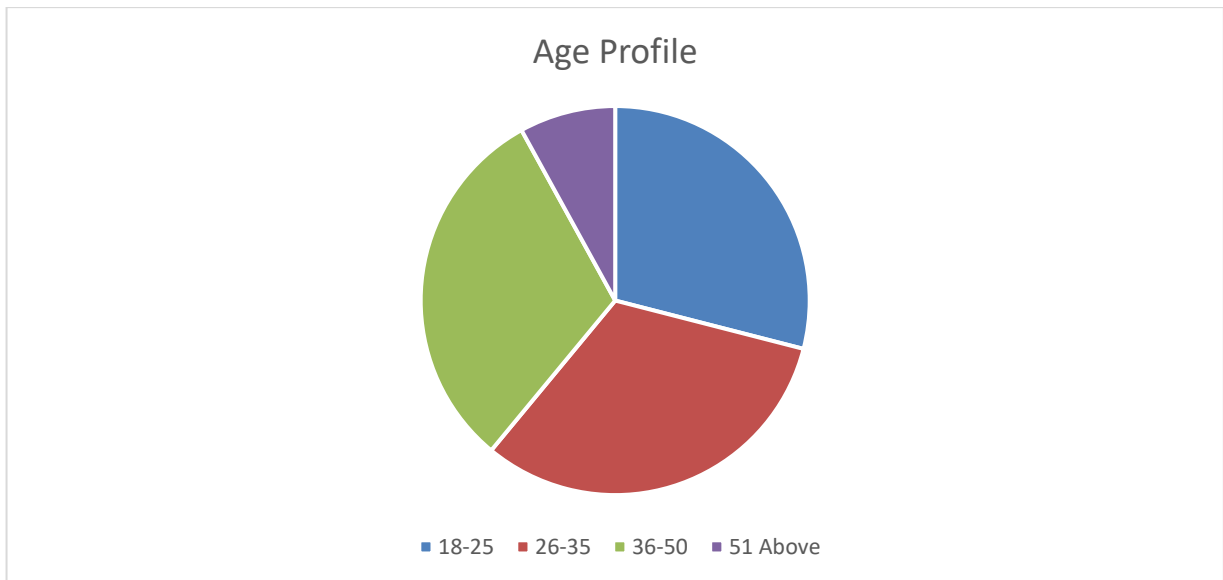


Fig 4.1 Age profile of the respondent

Interpretation:

From the above table, it is interpreted that 32% of respondents are of age group 26-35, 31% of them belong to age group of 36-50, 29% belong to the age group 18-25% and 8% belong to the age group above 51.

Inference:

Majority of respondents are from age group 26-35.

4.1.2 Gender Profile

Percentage Analysis is used to analyse the gender of respondents and it have been interpreted in Table 4.2 which displays the frequency and percentage of gender of respondents.

Table 4.2 Gender profile

Factors		Frequency	Percentage
Gender	Male	25	58%
	Female	30	42%
Total		50	100%

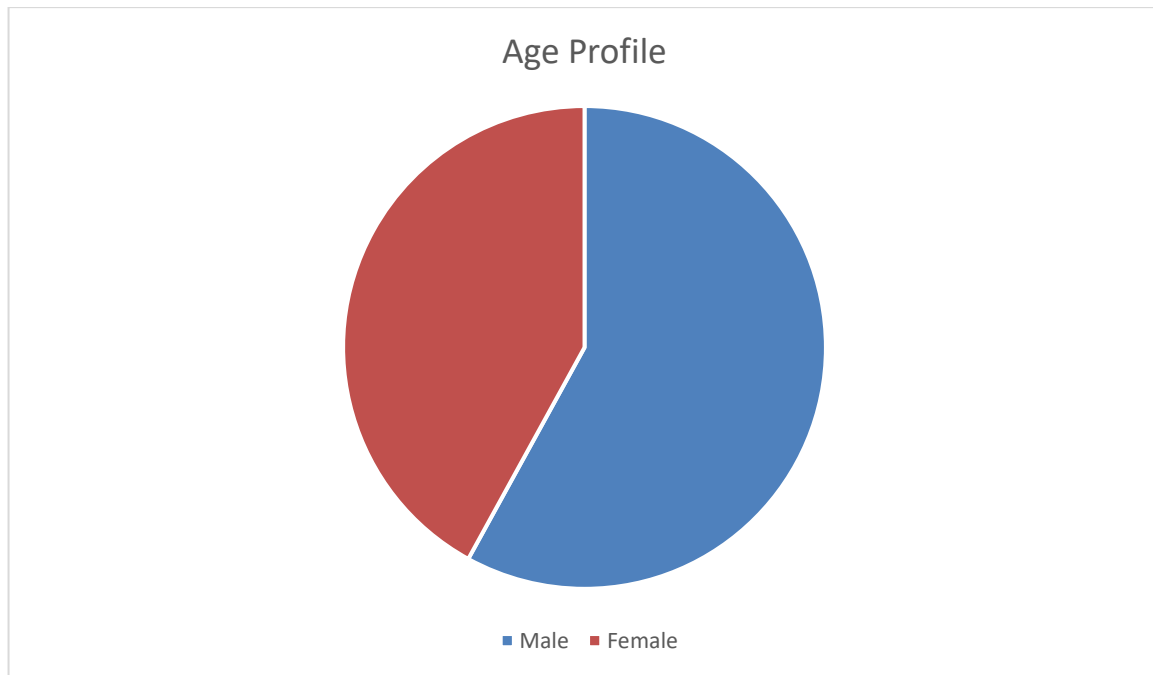


Fig 4.2 gender profile

Interpretation:

From the above table, it is interpreted that 58% of respondents are of Male, 42% of respondents are of Female

Inference:

Majority of the respondents are male.

4.1.3 Education Qualification Profile

Percentage Analysis is used to analyse the educational qualification of respondents and it have been interpreted in Table 4.3 which displays the frequency and percentage of educational qualification of respondents.

Table 4.3 Education Qualification of the respondent

Factors		Frequency	Percentage
Educational Qualification	School	16	16%
	Under Graduate	32	32%
	Post Graduate	36	36%
	Others	16	16%
Total		100	100%

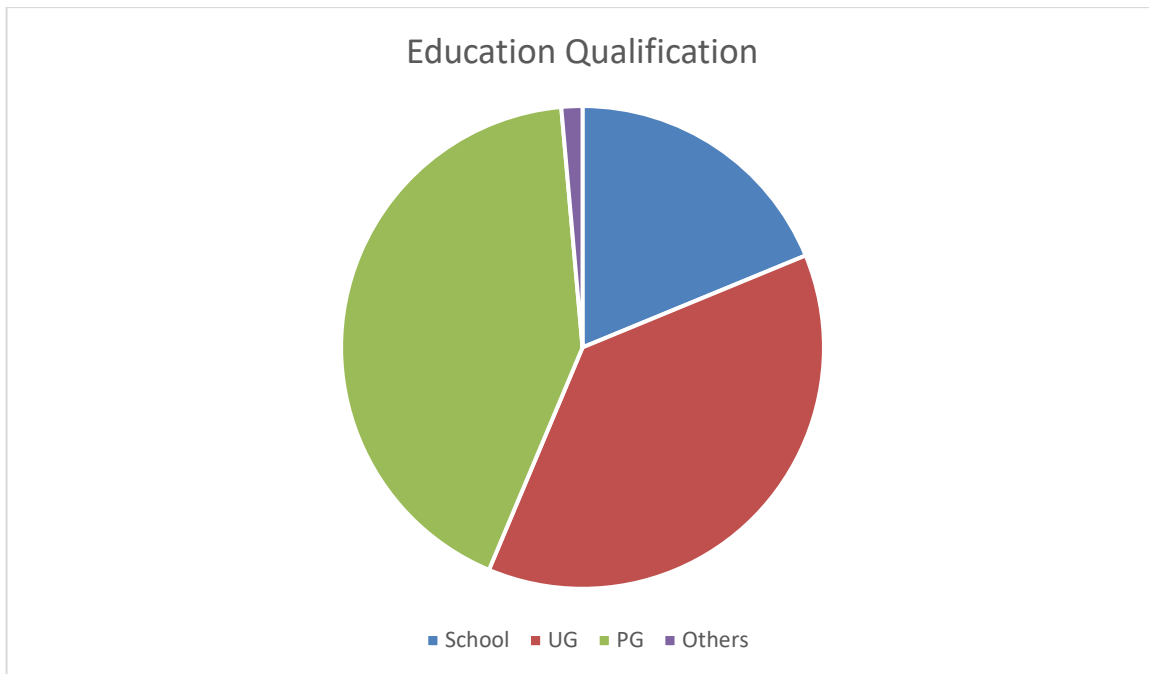


Fig 4.3 Education Qualification of the respondent

Interpretation:

16% of the respondents have minimum school education, 32% of the respondents are Under Graduates, 36% of the respondents are Post Graduate, the remaining 16% belong to others.

Inference:

Majority of the respondents are Post Graduates.

4.1.4 Occupation of the respondent

Percentage Analysis is used to analysis the occupation of the respondent and it has been interpreted in Table 4.4 which displays the frequency and percentage of occupation of the respondent.

Table 4.4 occupation of the respondent

Factors		Frequency	Percentage
Occupation	Employee	35	35%
	Business	51	51%
	Student	7	7%
	Others	7	7%
Total		100	100%

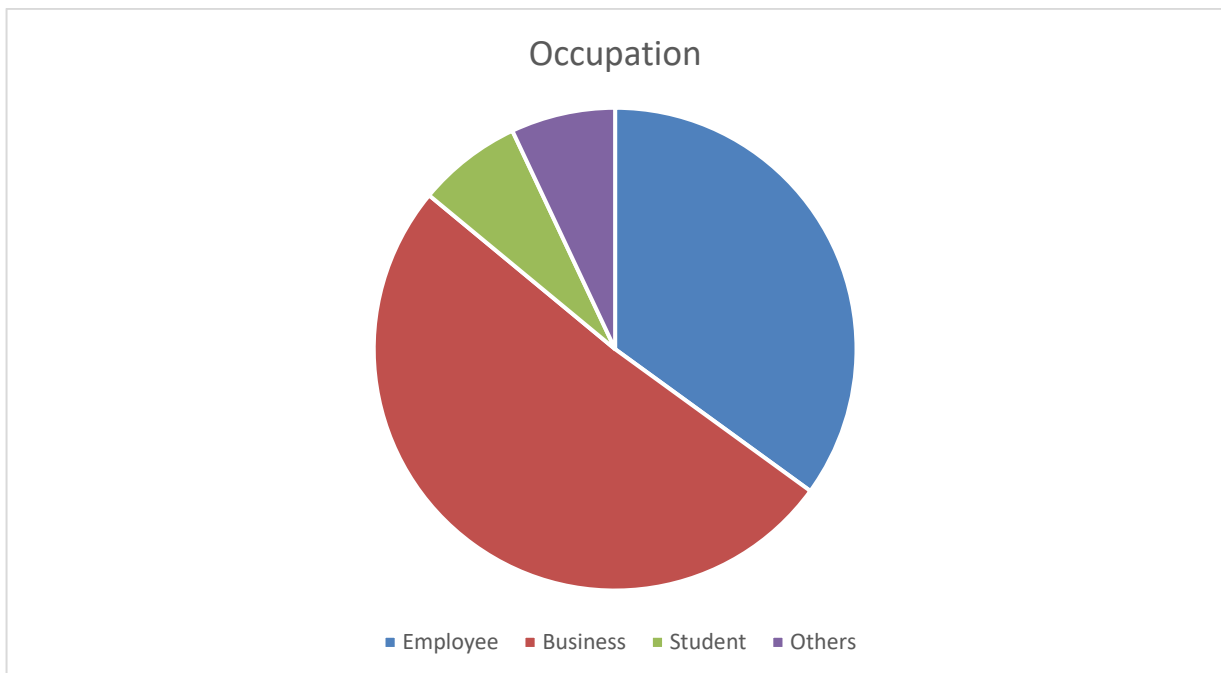


Fig 4.4 Occupation of the respondent

Interpretation:

From the above table, it can be interpreted that out of the option given 51% of respondents are Business, 35% of respondents are employee, 7% of respondents are Students and 7% of the respondents are doing other.

Inference:

Majority of the respondents are business.

4.1.5 Preferred Mode of Payment

Percentage analysis is used to analysis the preferred mode of payment and it have been interpreted in Table 4.5 which displays the frequency and percentage of Preferred mode for payment of the respondents.

Table 4.5 Preferred mode of payment

Factors		Frequency	Percentage
Mode of Payment	Ready Cash	28	28%
	Personal Loan	20	20%
	Car Loan	50	50%
	Mortgage	2	2%
Total		100	100%

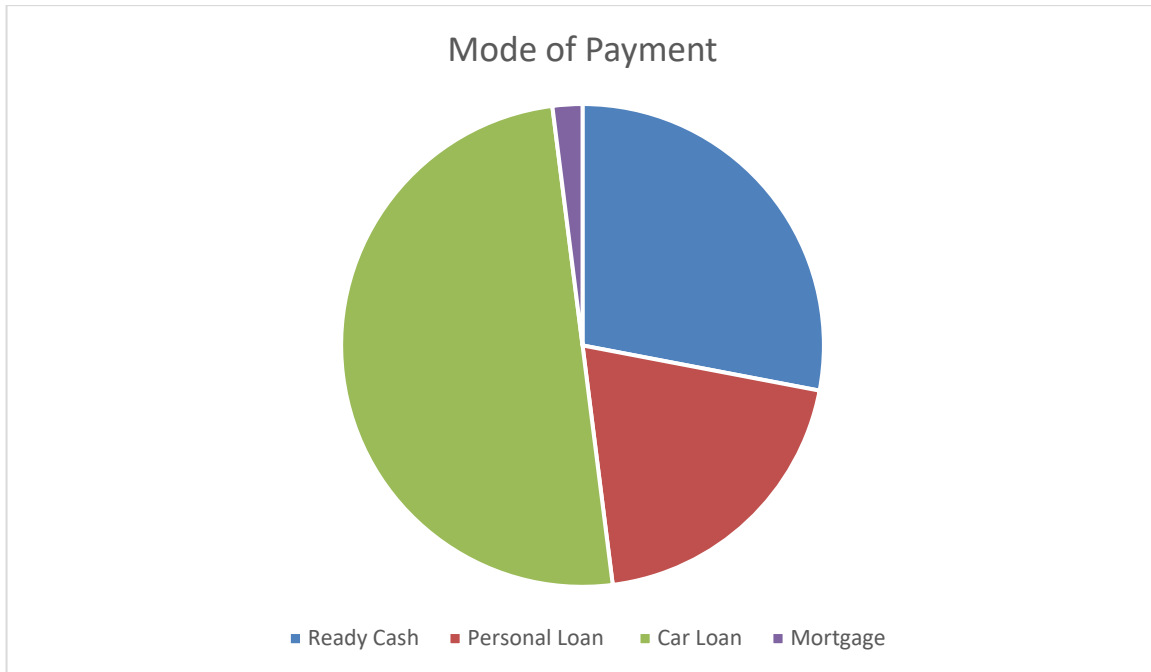


Fig 4.5 Preferred Mode of Payment

Interpretation:

From the above table, it can be interpreted that out of the option given 50% of the respondents prefer car loan, 28% of the respondents prefer ready cash, 20% of the respondents prefer personal loan, while the rest 2% prefer mortgage.

Inference:

Majority of the respondents prefer car loan as a preferred mode for payment.

4.1.6 Vehicle After Sale Services

Percentage Analysis is use to analysis which car brand have best after sale service and it has been interpreted in Table 4.6 which displays the frequency and percentage of aftersales services.

Table 4.6 vehicle After Sale Service

Factors		Frequency	Percentage
After Sale Services	BMW	61	61%
	Mercedes Benz	29	29%
	Others	10	10%
Total		100%	100%

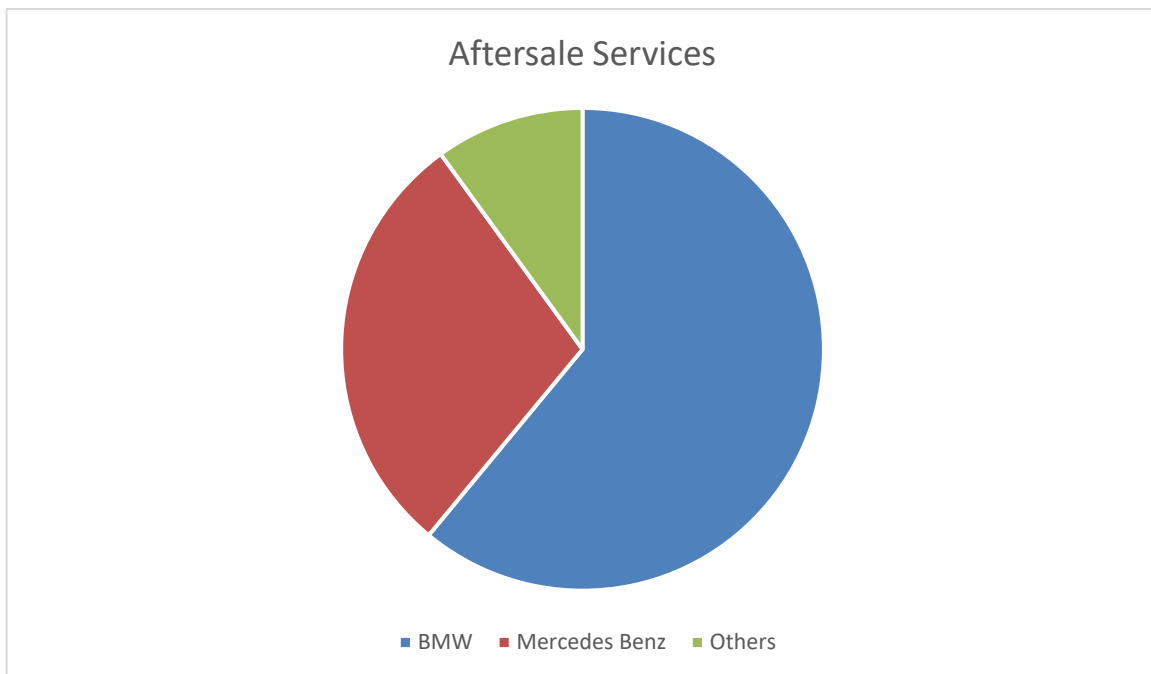


Fig 4.6 After sale services

Interpretation:

After-sales is the provision of services, support and spare parts after making initial sale. From the above table, it is interpreted that 61% of the respondents prefer Mercedes Benz service compared 29% of the respondents to BMW service, 10% of the respondents prefer other car brands service.

Inference:

Majority of the respondents prefer BMWs after sale service.

4.1.7 Best Value for Money

Percentage analysis is use to analysis which car brand provides the best value for money and it has been interpreted in Table 4.7 which displays the frequency and percentage of the best value for money.

Table 4.7 Best value for Money

Factors		Frequency	Percentage
Best Value for Money	BMW	56	56%
	Mercedes Benz	34	34%
	Other	10	10%
Total		100	100%

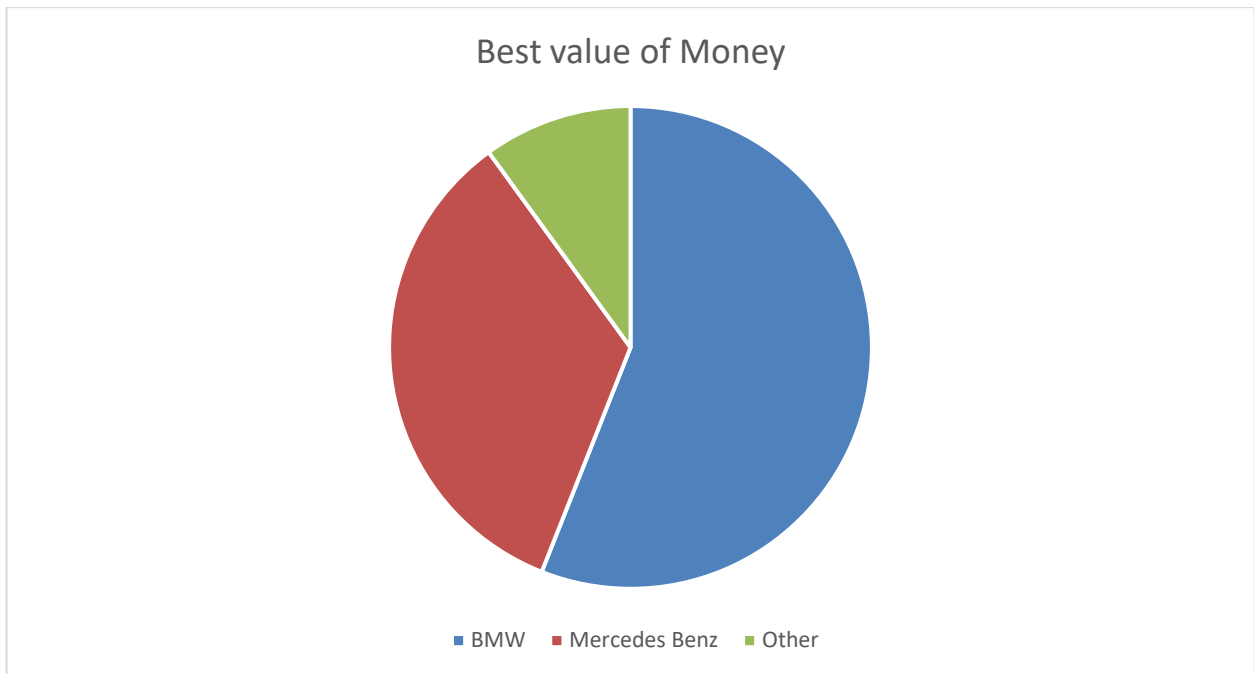


Fig 4.7 Best value for money

Interpretation:

From the above table, it is interpreted that 56% of the respondents prefer BMW as best value of Money, 34% of the respondents prefer Mercedes Benz is best value for money, 10% of the respondents prefer other car brands.

Inference:

Majority of the respondents prefer BMW.

4.2 T-TEST ANALYSIS

T- test analysis for Age

H0: Age of customers does not exert influence over purchase of either BMW or Mercedes Benz Vehicle.

H1: Age of customers does exert influence over purchase of either BMW or Mercedes Benz Vehicle.

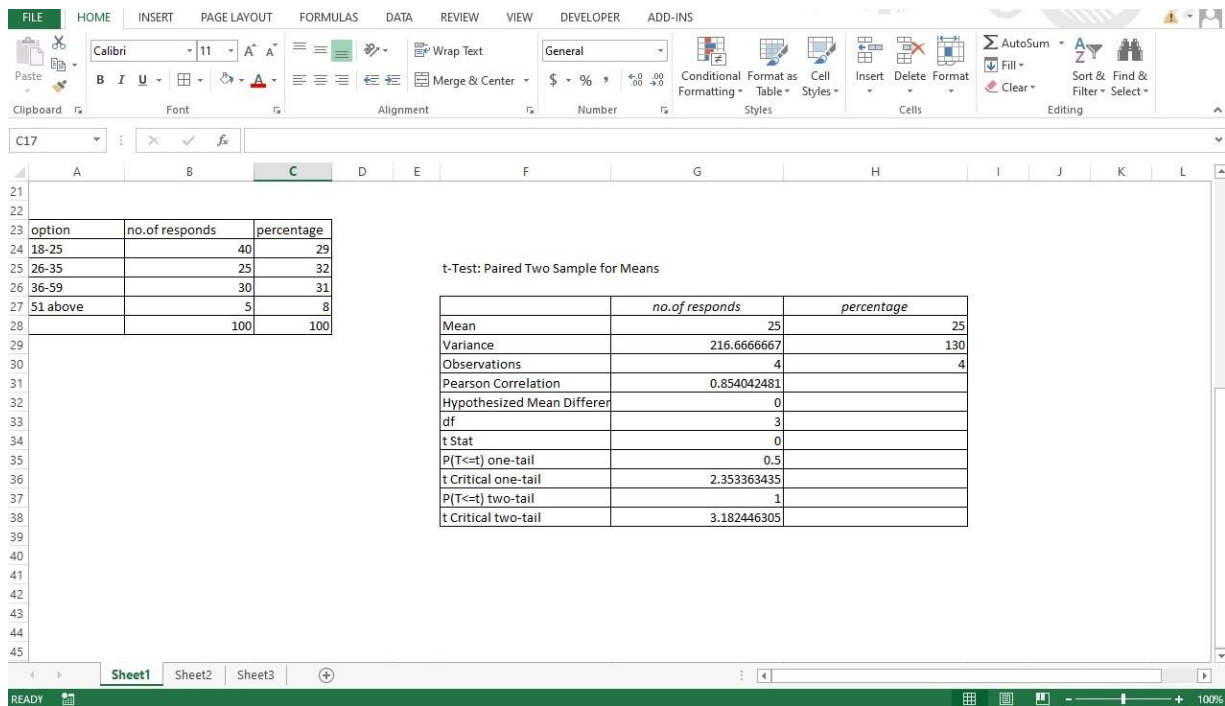


Fig 4.2 T-TEST

CHAPTER 5

FINDINGS AND CONCLUSION

5.1 FINDINGS

- Majority (32%) of the respondents of my questionnaire belong to the age group of 26-35.
- Majority (58%) of the respondents of my questionnaire are male.
- Majority (51%) of respondents of my questionnaire are business.
- Majority (56%) of respondents for the best car is BMW.
- Majority (51%) of respondents are associated with 1-5 year in BMW.
- Majority (65%) of respondents that they satisfied BMW motors.
- Majority (61%) of respondents the best aftersales service is BMW.
- Majority (33%) of respondents that they likely would you recommend BMW over Mercedes Benz.
- Majority (66%) of respondents for BMW that the best value for money.
- Majority (43%) of respondents in feature of BMW do you prefer moreover Mercedes Benz in drive controls.
- Majority (51%) of respondents for company provides more powerful and well-toned engine is BMW.
- Majority (51%) of respondents that the brand efficiently delivers its products is Mercedes Benz.
- Majority (66%) of respondents for band is most accessible on the market in BMW.
- Majority (50%) of respondents prefer their car through car loan as payment method.
- Majority (36%) of the respondents of my questionnaire are Post Graduate qualification.

5.2 CONCLUSION

- As per details of survey report analysis and after verifying all the other details included in my study, in my opinion BMW is performing well, as per current scenario Mercedes-Benz was the market leader but BMW with its features and design.
- Mechanism is successful in attracting the youth so the demands for BMW is increasing BMW is getting Preference so currently both are at equal position both are at equal position but in near future will crossover Mercedes-Benz market legacy.

5.3 SUGGESTIONS

- We would suggest that BMW and Mercedes-Benz considered developing a product that would be suited to today's economic and social trends.
- Such a product would be relatively cheap, have low running costs and be highly coefficient.
- Both BMW and Mercedes-Benz has taken steps to reduce carbon foot print.
- Mercedes-Benz has variety types of vehicles compared to BMW. Eg; Trucks, Buses, heavy vehicle, SUV, Sedan, and Hatchback.
- Mercedes-Benz and BMW are fierce rivals in Motorsports.

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ANNEXURE

QUESTIONNAIRE

1. AGE

- 18-25 YEARS OLD
- 26-35 YEARS OLD
- 36-59 YEARS OLD
- 59 YEARS AND ABOVE

2. GENDER

- MALE
- FEMALE

3. EDUCATION

- SCHOOL
- UNDER GRADUATE
- POST GRADUATE
- OTHERS

4. OCCUPATION

- EMPLOYEE
- BUSINESS
- STUDENT
- OTHERS

5. MODE OF PAYMENT

- READY CASH
- PERSONAL LOAN
- CAR LOAN
- MORTGAGE

6. WHICH CAR HAS GOT BEST AFTER SALE SERVICE?

- BMW
- MERCEDES
- OTHERS

7. WHICH FACTOR IS YOUR MOST CONCERN WHEN YOU PURCHASE A CAR? PLEASE TICK WHERE APPROPRIATE

- PRICE
- BRAND
- APPEARANCE
- DISPLACEMENT CAPACITY

8. WHICH OF THE FOLLOWING BRANDS ARE YOU AWARE OF? PLEASE TICK WHERE APPROPRIATE

- BMW
- MERCEDES
- GENERAL MOTORS
- TOYOTA
- ALL

9. WHICH BRAND HAVE YOU PREVIOUSLY PURCHASED IN THE PAST

- BMW
- MERCEDES
- GENERAL MOTORS
- TOYOTA
- ALL
- NONE

10. WHICH PRODUCT DO YOU RANK THE HIGHEST IN TERMS OF QUALITY?

- BMW
- MERCEDES
- GENERAL MOTORS
- TOYOTA

11. UNDER WHICH COMPANY CATEGORY DOES YOUR ANNUAL INCOME BRACKET FALL?

- BELOW 2.5 LAKHS P.A
- 2.5LAKS – 5 LAKHS P.A
- 5 LAKHS – 10 LAKHS P.A
- 10 LAKHS & ABOVE

12. DO YOU HAVE ADEQUATE KNOWLEDGE ABOUT LUXURY MOTORS?

- YES
- NO

13. AFTER BUYING THE BRAND I FELL

- HIGHLY SATISFIED
- SATISFIED
- HIGHLY DISSATISFIED
- NOT SATSFIED