Case Study: Market Assessment Study in Automotive Space

PAIN POINTS

- In 2010, SIS conducted a study for a German car manufacturer
- The client was in the development process of a car that is able to find an empty parking lot and then **park itself** automatically, without the driver having to do anything
- The purpose of this study was to find the **overall market demand** specifically in the US to see if launching this feature would be profitable

RESEARCH METHODOLOGY

- SIS was commissioned to conduct a **market assessment study** to determine the market potential for a self-parking car in the US
- N=100 were identified and recruited in the Greater New York area to test drive the car
- SIS secured large parking lots and arranged for them to be filled with different models of cars
- Each respondent was **accompanied by a moderator** who interviewed them prior to the test drive, and also took place in the car to analyze their behavior
- After the New York study, SIS –in cooperation with the client– decided to **repeat the study** in the Greater Los Angeles area with a sample size of N=100

FINDINGS

- SIS found that **74%** of American consumers from the New York area were **not comfortable** with a car that parks itself automatically
- Main reason for this was that consumers were afraid that the car was not able to carefully **look out for and anticipate on for example running children**, with themselves sitting in the driver seat
- In contrast, of consumers in the Greater Los Angeles area **only 37%** were not comfortable with it

STRATEGIC DECISIONS MADE

- Being aware of **significant differences in consumer preferences** within the US, on the recommendation of SIS, the client made the self-parking feature **optional** so that there is a choice whether or not to pay extra for it