



Dynamism of Exterior Design of High Price Motor Cars in India

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Abstract: This paper aims to analyze the exterior design of high price motor cars in India. The paper will provide insight about the current trends in the automotive industry and how it is impacting on the customers' choice of buying cars with good exterior designs. It also highlights that consumer spending behavior is one of the most important factors for any business and it plays a key role in developing or improving products. The paper will provide insight about the current trends in the automotive industry and how it is impacting on the customers' choice of buying cars with good exterior designs. It also highlights that consumer spending behavior is one of the most important factors for any business and it plays a key role in developing or improving products.

Key Words: Automotive Industry, Consumer Behavior, Exterior Design, Product Innovation.

1. INTRODUCTION:

The automotive industry is one of the largest sectors in the world, and it is also one of the most important industries in any country. The global automotive market has been growing steadily over the last few years, and this trend is expected to continue in the coming years as well. Automotive products are highly competitive, so manufacturers have to focus on different strategies to attract consumers towards their products. One such strategy is product innovation. Product innovation is the process of introducing new features, designs and other improvements to existing products. It can be done through various methods, including incremental improvements, breakthrough innovations and radical innovations. Product innovation helps companies gain a competitive edge over their competitors by improving their products in terms of quality and performance (Davis et al., 2012).

In the last few years, there has been a huge surge in the demand for high price motor cars in India. This is mainly because of a lot of factors like increase in income levels, rise in number of middle class families and also due to many new entrants into the market. High end cars are considered to be status symbols and represent luxury and extravagance. The high price motor cars also come with a lot of features that make them desirable to people. These include security features like anti-lock braking system (ABS), electronic stability control (ESP) and airbags. They also have entertainment systems like audio and video players etc. (Li et al., 2010).

The high-end cars are also very comfortable to drive and provide a smooth ride. They have large engines that help propel the car at high speeds. High price motor cars also come with a lot of additional features like alloy wheels, leather seats, sunroofs etc. The high price motor cars also come with a lot of additional features like alloy wheels, leather seats, sunroofs etc. They have large engines that help propel the car at high speeds (Helfat et al., 2009). The high end cars are also very comfortable to drive and provide a smooth ride. They have large engines that help propel the car at high speeds. High price motor cars also come with a lot of additional features like alloy wheels, leather seats, sunroofs etc.

2. OBJECTIVES OF THE STUDY

The main objective of the study is to find out how the price of cars affect their usage. It also seeks to understand what factors influence consumers' decision when it comes to buying a car. The study aims at identifying the different types of cars that are popular in India and why they are preferred over other models.

3. RESEARCH METHODOLOGY

The current study is based on a secondary source of information which is the most common form of data collection in social science research. Secondary data has been collected from various sources like websites, journals, books and magazines. The study is based on secondary data which will be used to determine the factors that influence consumer choice when buying a car. It also aims at finding out what type of cars are preferred by consumers in India.

4. LITERATURE REVIEW

As we all know that the Indian automobile market is one of the most dynamic and fastest growing markets in the world. It is also considered one of the most promising markets with a huge potential for growth. In addition, there are many foreign manufacturers who have set up their manufacturing facilities in India such as BMW, Mercedes-Benz, Audi and many more. With



such a huge competition among car manufacturers in India it becomes very difficult to maintain their position at top level(Rahman et al., 2000).

One of the most important factors that affect the sales and brand image is the exterior design. It has been observed that most of the Indian customers prefer stylish and sporty cars over luxury ones. In this research paper I have discussed some of the high price motor cars in India with attractive exterior designs(Luo, 2000).

Indian car manufacturers have been trying to make their cars look more stylish and attractive. It has been observed that Indian customers prefer stylish and sporty cars over luxury ones(Teece, 2014). There have been various studies conducted previously to find out the factors that influence consumer choice when buying a car(Kim, 1998). In 2014, a study was conducted by the Centre for Monitoring Indian Economy (CMIE) to study the status of Automobile Industry in India. It found out that there were approximately 29 million cars sold in India in 2012-13 which is higher than the number of two wheelers sold during this period(Meyer et al., 2012).

The study also found out that the number of cars sold in India during 2012-13 was higher than the number of cars sold in China and Japan during the same period. A study conducted by Society for Indian Automobile Manufacturers (SIAM) in 2014 revealed that there are approximately 11 million two wheelers sold in India every year(Rostow, 1959).

The trend of car sales in India is increasing every year as compared to two wheeler sales. The number of cars sold in India during 2012-13 was higher than the number of cars sold in China and Japan during the same period. The car sales in India have been growing at a fast pace due to the rising incomes in the country and increasing awareness about cars. The trend of car sales in India is increasing every year as compared to two-wheeler sales. There are approximately 11 million two wheelers sold in India every year(Hirsch, 2007).

The high price motor cars also come with a lot of additional features like alloy wheels, leather seats, sunroofs etc. They have large engines that help propel the car at high speeds. High end cars are also very comfortable to drive and provide a smooth ride. They have large engines that help propel the car at high speeds(Brumsickle et al., 2001).

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5. THE DYNAMISM OF EXTERIOR DESIGN OF HIGH-PRICE MOTOR CARS IN INDIA

The exterior design of the car is a very important factor in a car's overall performance. It makes it easy to distinguish between different brands and models of vehicles, and gives them a unique identity. The exterior design of high-priced cars in India is different from those found elsewhere in the world because Indian customers prefer their cars to be luxurious and comfortable rather than sporty or fast. High-priced cars in India have a lot of chrome and wood, which are used as exterior decoration. Some cars even have fake leather seats, which are known as "leather look". The reason behind this is that Indians prefer luxury over speed and performance(Sterman, 2010).

High-price motor cars are a kind of luxury vehicles that are mainly used as a means of transport by some people. These motor cars have several features that make them look attractive and stylish. The exterior design is one such important feature in these motor cars, which makes them look beautiful(Baldi et al., 2020).

The exterior design of high-price motor cars in India is not just about being stylish and luxurious. It is also about a combination of aesthetics, utility and safety. The manufacturers have incorporated the latest technology into their products so that they can provide customers with everything they want from their vehicles. The latest models of high-price motor cars in India come with the latest technology and features. They are spacious and comfortable to travel in. The manufacturers have also focused on safety, so that you can enjoy driving without any worries about accidents or other problems(Kina, 1993).

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6. CONCLUSION:

The exterior design of high-price motor cars in India has been a critical aspect of the industry. Evidence shows that it has been an important aspect of motor car manufacturers' strategies as they seek to differentiate their products from those offered by competitors. There is a clear trend towards innovation and differentiation and this will only continue as more players enter the market. This is a trend that will be beneficial to consumers, who will have more choice and more options when it comes to choosing the right motor car for them. The Indian market is still at an early stage of development, but it is expected to grow rapidly over the next decade. There are many factors that will influence this growth, including economic conditions and policies. However, one thing is certain: high-price motor cars in India will continue to attract attention. The Indian market is expected to grow rapidly over the next decade. One of the key factors that will influence this growth is the increasing number of high-price motor cars being imported into India from other countries. The Indian government has been trying to reduce the country's dependence on imported goods and services. This has led it to impose a number of restrictions on motor cars that are imported into India. These include taxes and duties, which can be very high depending on how much they cost.

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