

Automakers Need More Effective Car Clinic



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Car clinic is one of best ways to help automakers sort out market responses before they introduce new products. To be more specific, target customers are asked to give evaluations on upcoming new products and product prototype in order to assist automakers to make accurate judgments on market responses after products were launched.

Car clinic is a research methodology and technology targeted particular auto products and born out of industrial design. Its development in China can be divided into three phases.

Phase I: Statistical Model Era

When research companies just started to provide automakers car clinic related services, they developed and used massive statistical models to find out the intrinsic link between large amounts of data in a more accurate way and valuable information as well.

Those statistical models developed by each research companies in phase I significantly helped auto manufacturers to understand customers' demands more effectively and to formulate targeted marketing strategies. However, when we look back, it is not difficult to find out both research companies, the service provider and automakers, the service user have overemphasized the role mathematical statistics plays. The main reason behind such excessive statistics is the lack of mutual awareness and understanding between market research companies and automakers.

Phase II: Application-oriented Era

With deeper cooperation and understanding between research companies and automakers, application-oriented car clinic models came into being. Market researchers are likely to judge new product's future performance based on their overall analysis on market information and their experience first, then design highly targeted testing questions for consumers after gaining automaker's effective information. The most crucial part in this phase totally depends on research company's understanding in mainstream products of the automotive market and different car segments.

Phase III: Application-oriented and Model-based Era

After witnessing the past two phases, we find: application should be as a basic principle of car clinic.

Specifically, application plays an important role in research design especially when taking market and industry into consideration while mathematical statistics seems to be more crucial during results analysis. On one hand, it is necessary to figure out the intrinsic link and potential relationship between data and to look for those valuable results that might exist by using advanced statistical methods and tools. On the other hand, avoid data deviations through the assistance offered by methods and technologies from other subjects.

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