



8 CASE STUDY :

'Amazon car showroom deals with both automatic and manual brands of cars. The showroom also deals with refurbished cars such as Maruti 800 , Maruti Omni , Santro and many other cars. The automatic models of cars were bought by usually the software engineers and businessmen. The refurbished cars were usually bought by the first time car buyers.

It was observed that, when the customers come to buy the car, they would usually come with their family, which would include Father , Mother , Wife, Children and sometimes friends and relatives. It was noticed that, most of them were interested in purchasing vehicles through finance. Most of the sales would usually take 3-4 weeks to close. The sales were observed to be highest during the year end and festival season. Since showroom is interested in sales to materialize, rather than pushing any brand, the salesman are directed to satisfy the customers and also their family members.

Questions :

- a. What is the role of family in influencing the consumer to buy cars? (04 Marks)
- b. What is the role of the marketer in case of advertisement? (04 Marks)
- c. What is the role of the salesmen in promoting the cars? (04 Marks)
- d. What is the role of persuasion in convincing the consumers to make a purchase decision? (04 Marks)

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