

Case Study and Report



Case Study : Passenger Car Purchase Insights (Affluent Segment)

Objective

To understand the car purchase journey and satisfaction levels among salaried individuals earning ₹15L+ annually.



- Online quantitative study across 10 urban markets.
- 600 respondents aged 28–50; premium and mid-premium car owners.

Approach

- Logic-based digital screening to confirm income and car ownership.
- De-duplication and speed check filters to ensure genuine responses.

Quality Control

- Identified key decision drivers — comfort, brand prestige, and emerging EV interest.
- Helped client refine marketing and pricing strategy for premium variants.

Outcome

Get in Touch



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