



A Study on the Ferrari Carson Customer Brand Preference

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ABSTRACT

Brand awareness version for enjoy products that overcomes the limitations of patron desire fashions, especially when it is not smooth to take into account a few qualitative attributes of a product or while there are too many attributes relative to the available quantity of preference date, via capturing the consequences of unobserved product attributes with the residuals of reference consumers for the identical product. They decompose the deterministic factor of product software into parts: that accounted for by way of found attributes and that because of non-located attributes. By using estimating the unobserved factor via concerning it to the corresponding residuals of digital experts representing homogeneous corporations of people who experienced the product earlier and evaluated it. The usage of Bayesian estimation methods and markov chain MonteCarlo simulation inference, applying two kinds of patron preference. 1. Standard preference data for online customer ratings in internet reference services. 2) Revolved preferences it is data for movies for offline customers. The values empirically show that this new approach outperforms several opportunity collaborative filtering and attribute-based choice fashions with each in and out of sample fits. The model is relevant to each net recommendation services and client preference research.



KEY WORDS : Cars, Ferrari, Brand, consumer, alternatives,

INTRODUCTION TO BRAND AWARENESS

With the opening of the market or the publish liberalization period has resulted in many organizations getting into the markets with services of their items and offerings. In the earlier ranges of economic revolution client needed to take delivery of what the manufacturer has produced but these days customers are a great deal more knowledgeable, disturbing, count on lot greater to healthy their ever changing existence patterns. There through their satisfactory expectancies have been increased from time to time a good way to rebuild it-self round its purchaser. The producer ought to be capable of fulfill, with the form of product and offerings to suit the ever-changing patron requirements. In developing an advertising and marketing strategy for merchandise, the dealers need to confront the branding selection. Logo is a chief difficulty in product. Clients have strong preference for specific variations and types of basic goods and services. The manufactures ultimately study that market electricity lies with the logo name companies. Clients shopping for choices are prompted through the Brand. In this competitive international, the "Brand performs an essential role and a logo may be very prominent asset owned by means of a company. Logo is endowed with focus, perceived exceptional, institutions and logo loyalty. Brand is offered as creative concept. A logo is a promise of the seller to supply a particular set of advantages or attributes or offerings to the buyer. Logo represents a stage of exceptional.

ABOUT THE FERRARI CARS

Ferrari S.p.A. (/fəˈrɑːri/; Italian: [ferˈraːri]) is an Italian luxury sports car manufacturer based in Maranello, Italy. Founded by Enzo Ferrari (1898–1988) in 1939 from the Alfa Romeo racing division as Auto AvioCostruzioni, the company built its first car in 1940, and produced its first Ferrari-badged car in 1947.

Fiat S.p.A. acquired 50% of Ferrari in 1969 and expanded its stake to 90% in 1988. In October 2014, Fiat Chrysler Automobiles (FCA) announced its intentions to separate Ferrari S.p.A. from FCA; as of the announcement FCA owned 90% of Ferrari. The separation began in October 2015 with a restructuring that established Ferrari N.V. (a company incorporated in the



Netherlands) as the new holding company of the Ferrari S.p.A. group, and the subsequent sale by FCA of 10% of the shares in an IPO and concurrent listing of common shares on the New York Stock Exchange. Through the remaining steps of the separation, FCA's interest in Ferrari's business was distributed to shareholders of FCA, with 10% continuing to be owned by Piero Ferrari. The spin-off was completed on the 3rd of January 2016. Throughout its history, the company has been noted for its continued participation in racing, especially in Formula One, where it is the oldest and most successful racing team, holding the most constructors' championships and having produced the highest number of drivers' championship wins. Ferrari road cars are generally seen as a symbol of speed, luxury and wealth. Ferrari cars are built at the 165,000 square-metre (16.5-hectare) Maranello factory. In 2014 Ferrari was rated the world's most powerful brand by Brand Finance. As of 2021, Ferrari is the 10th-largest car manufacturer by market capitalisation, with \$52.21 billion.

REVIEW LITERATURE

Srivastava. (2013) defined that fast urbanization and boom of motor automobiles has critical impact on environment and human existence. Maximum of the cities in south Asia consisting of India are laid low with the high air pollution. The pollutants like CO, SO₂, NO₂, PM, and so forth. Especially comes from the emissions of the shipping area.

Jimmy Cartongaddam (2013) defined that the increase inside the fashion of manufacturing and sales of vehicle industry turned into due to the increase growth of the Indian economy and additionally the increase of excessive income stage of the purchasers. There's significant future potential for car enterprise as there's nevertheless a low penetration of automobile in India.

Dr. Ma Lokhande, et al (2013) explained approximately the ancient trend of the car industry in India. The Indian vehicle enterprise has spread out after the liberalization (1990) and now the automobile marketplace had turned out to be an especially aggressive one. To preserve on this aggressive, market the organizations need to be innovative & convey improvements. Krishnaveni, et al (2015) explained that production and exports developments of the auto in India has been growing 12 months by way of year. The rise in demand and growth inside the inflows through 100% FDI has contributed to the upward thrust within the manufacturing and exports of the vehicles in India.

Jatinder Singh (2014) defined car industry in India has undergone serious restructuring due to the fact that reforms initiated in 1991. The contribution of automobile enterprise reached approximately 8% of GDP of India. Because of increase of income of the middle stage households in India. Easy mortgage rules for buying two wheelers and cars accompanied by means of the banks helped fast boom of automobile zone. The speedy increase is also as a result of heavy FDI inflows, around 48% of general FDI between the periods 2000-2011.

Goethe P, et al (2015) defined that everyone the primary cities in the world due to rapid urbanization and boom in population led to fast increase of quantity of motors which in turn ended in air pollution and problems related to health & environmental harm. The pollution are analyzed with the simulation software program HYSPLIT4. Path of the pollutants are traced. The trajectory of the pollutants is dependent on the local wind velocity, temperature and wind route. The amassed facts plotted from the simulation is used by the environmentalists for the setting up the roads, business website, etc.

Kokila M, et al (2016) defined that the air pollution infection in a vicinity is result of its personal zone's air pollutants and also from the close by areas because of positive factors like wind speed and wind path. The meteorological information is accumulated and with the assist of the HYSPLIT4 simulation the scattering pattern of the pollution from the vehicles and its scattering territory is mapped.

Dr. Alpena Roy (2016) defined that the increase in transport area has contributed to the weather adjustments in essential towns the world over. The author has taken Delhi and Kolkata because the region for examine to show how the increase in the increase of automobiles is correlated with the increase in the average imply temperature inside the metropolis.

OBJECTIVES OF THE STUDY

1. To find the reasons of customers purchase product of FERRARI cars
2. To variables of brands and awareness influence them to purchase.
3. To understand the reasons for logo has in the minds of customers.
4. To identify awareness to brand FERRARI cars four wheelers.
5. To know about the customer's satisfaction in FERRARI cars offers
6. To discover the marketplace capacity for FERRARI four wheelers.

NEED FOR THE STUDY

The intention of any organization is to for the most part obtain bigger piece of the pie high level of deals the Industry; this could be just accomplished by building a higher level of brand faithful clients. Any organization can get by through there is a solid computational the market on the off chance that it has brand steadfast clients. Today many significant organizations in the market attempt to keep up and improve their marked value. Without making appropriate brand mindfulness they can't fabricate brand image.

Solid brands help assemble the corporate image and furthermore by making it simpler for the organizations dispatch new brands. Today marks are treated as major suffering resources of an organization – more over brand value are significant supporter of client value. This all can happen just there is appropriate brand mindfulness. The lights four wheeler businesses have been growing quickly are gone the day while having a little and blend size vehicles were viewed as an extravagance. Presently days it is seen as a simple need.

Client relationship the board and information mining are basic differentials that empower upper hand for firms zeroed in on expanding client piece of the pie. In spite of the fact that interest in advertising, deals and administration advancement can be compelled because of financial and social contemplations, the underlying investigation of the examination demonstrates regular European buyer clothing destinations empower higher substance profundity, navigational setting and help, customer correspondence, and business effectiveness. Nonetheless, the investigation simultaneously demonstrates lower client customization and mining, way of life association and advertising, and customer, Community connection, on the locales.

SCOPE OF THE STUDY

The research role is very important in customers brand awareness in covid-19 situation on FERRARI. It is help to human achievements towards understand and identify the brand. The systematic markets research helps to brand image and finding of the customers in awareness of FERRARI. The research mainly focused to Madurai city peoples to different locations, age groups and particular brand find out of the preference.

LIMITATIONS OF THE STUDY

- ✦ The customers not be contracted in outstand lack of time
- ✦ The research has been classified to Madurai city only.
- ✦ The project sample study is 200 customers only.
- ✦ The complete customer feelings
- ✦ The customers change from time to time it is possibility of research so some changes in the result it is awareness level.
- ✦ Sometimes few customers not responded suitably due to lack of time, ignorance.

RESEARCH METHODOLOGY

The data collected sources in primary and secondary, the information get to regard products and organization.

Primary Data:

The primary data were collected questionnaire it is related in customer brand awareness towards FERRARI cars product different features and satisfactions. Such as Price, Color, Modal, brand etc.

Secondary Data:

The secondary data taken from Reports, Advertisements, Newspapers, Customer database, Pamphlets, it five sources collected secondary data.

INTERNET SAMPLING

The FERRARI cars customers in Madurai City only and range of all over India. Samples taken target is population of study in brand awareness in FERRARI cars.

SAMPLE SIZE

The sample size is 200 collected form selected data base company. The research depth survey and collecting data observation concerning FERRARI cars customers brand awareness.

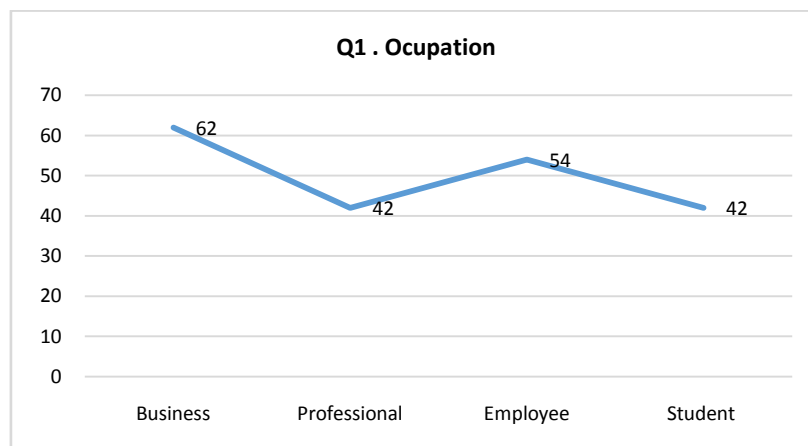
SAMPLING TECHNIQUE

In this technique each and every unit of the population has on equal opportunity of the selected technique sample. Using only random sampling technique adopt selection sample method. Need of the objective, types of the data it data collected with the help of questionnaire's and another data identified in the data collection process.

DATA ANALYSIS

Q1. What is your Occupation?

Sample	Business	Professional	Employee	Student	Total
200	62	42	54	42	200

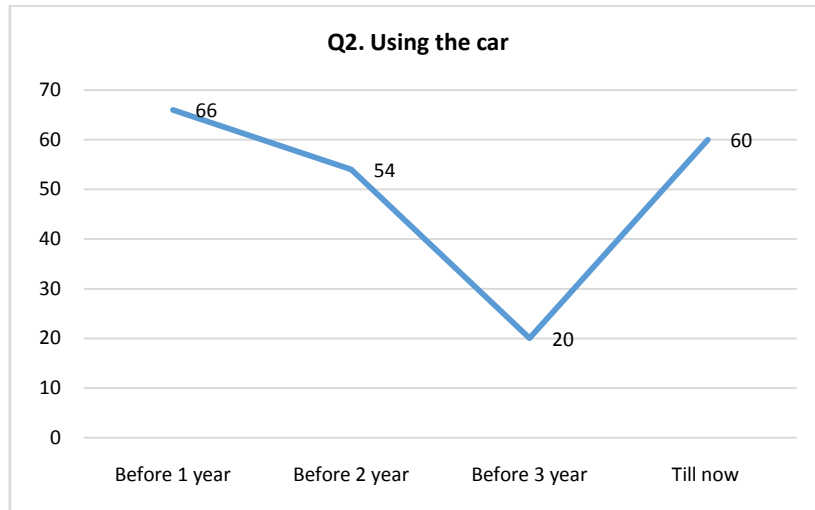


EXPLANATION

The chart is occupation it is business persons is high level of 62% out of 200 respondents are professional is 42 are employee is 54% and student is 42%. Over all high level is business persons.

Q2. How long do you using the cars?

Sample	Before 1 year	Before 2 year	Before 3 year	Till now	Total
100	66	54	20	60	200

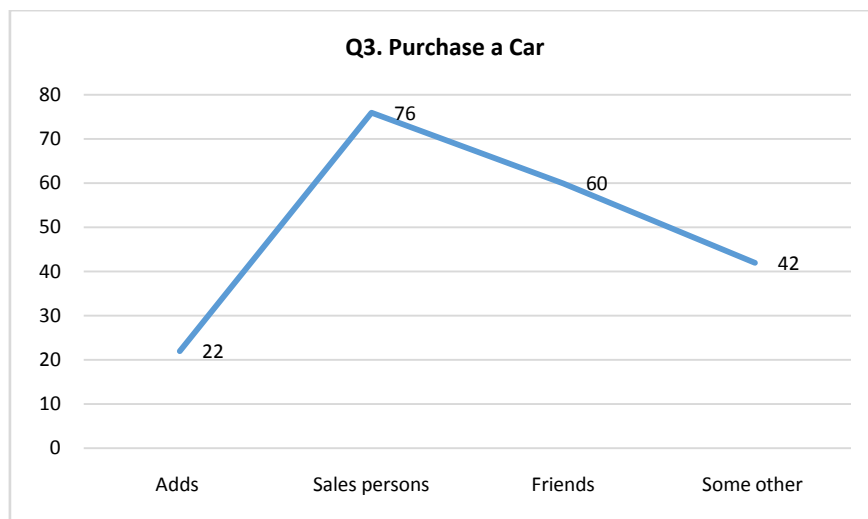


EXPLANATION

The chart is 200respondents till now is before 3 years is 20 %, before 2 year is 54% and before 1 year is 66 % it is highest level of using the cars.

Q3. Who influenced you toward purchase a car?

Sample	Adds	Sales persons	Friends	Some other	Total
200	22	76	60	42	200

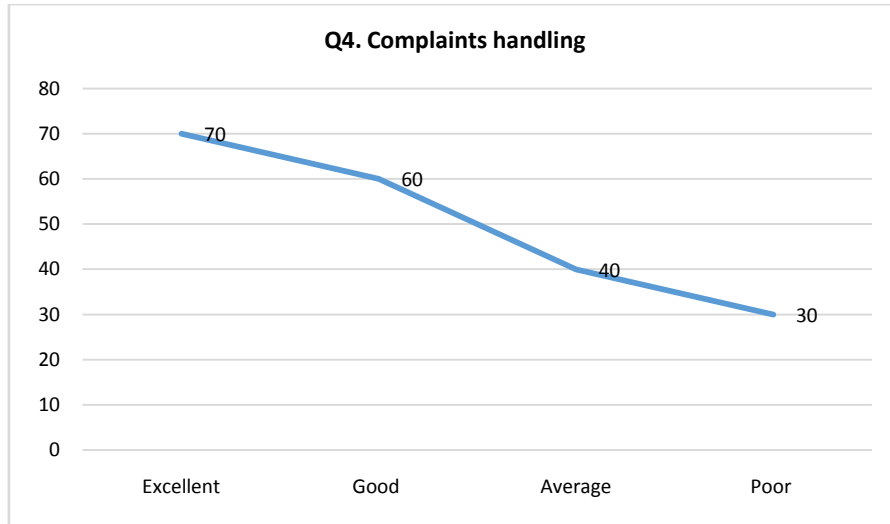


EXPLANATION

The chart is influenced you toward purchase a car More Than peoples purchased car is sales person is 76% Friends is 60 % and watching add is 22 % peoples liked sales persons buying cars.

Q4. How is their FERRARIcomplaints handling?

Sample	Excellent	Good	Average	Poor	Total
200	70	60	40	30	200

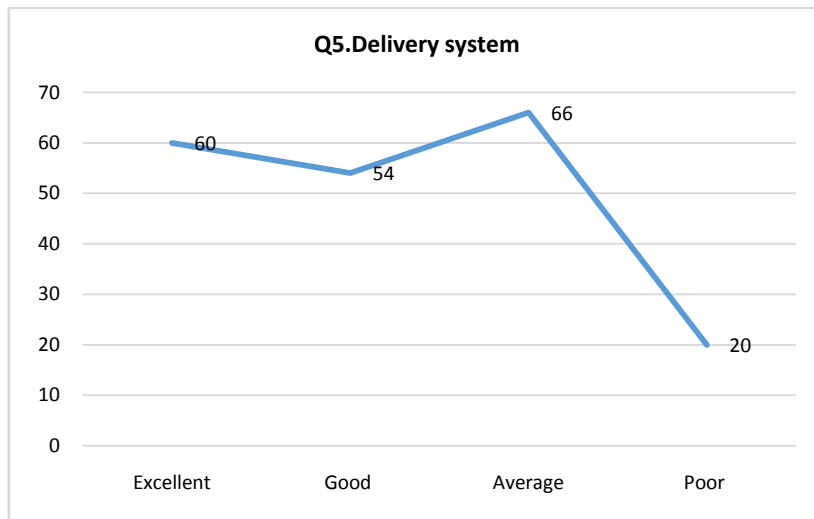


EXPLANATION

The chart is complaints of FERRARI Cars excellent is 70% are good is 60 % are average is 40% and poor 30 % finally handling complaints excellent way of FERRARI cars.

Q5. How is the delivery system of FERRARI cars?

Sample	Excellent	Good	Average	Poor	Total
200	60	54	66	20	200

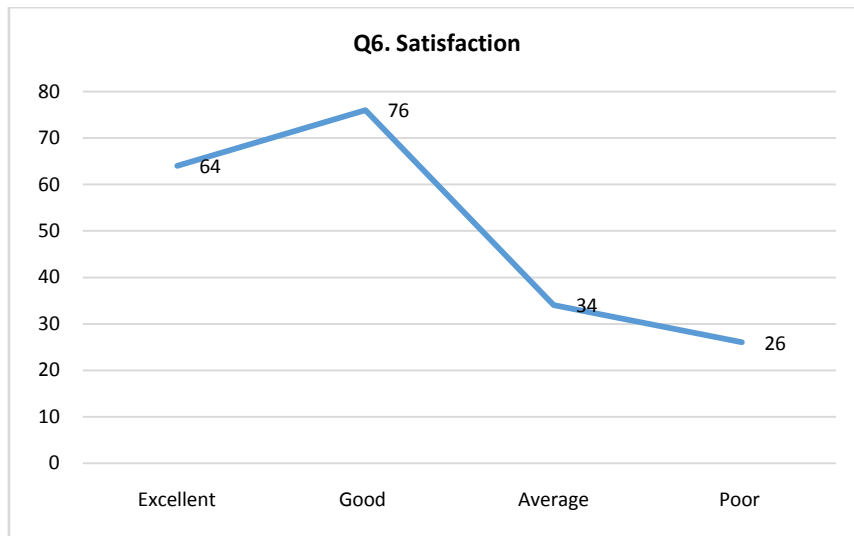


EXPLANATION

The chart is delivery system of FERRARI cars it is liked customers excellent is 60% out of 200 respondents average is high level 66% are poor is very low 20 and good is 54%. Finally delivery system is good liked people's only FERRARI cars.

Q6. What is with FERRARI cars users overall satisfaction level?

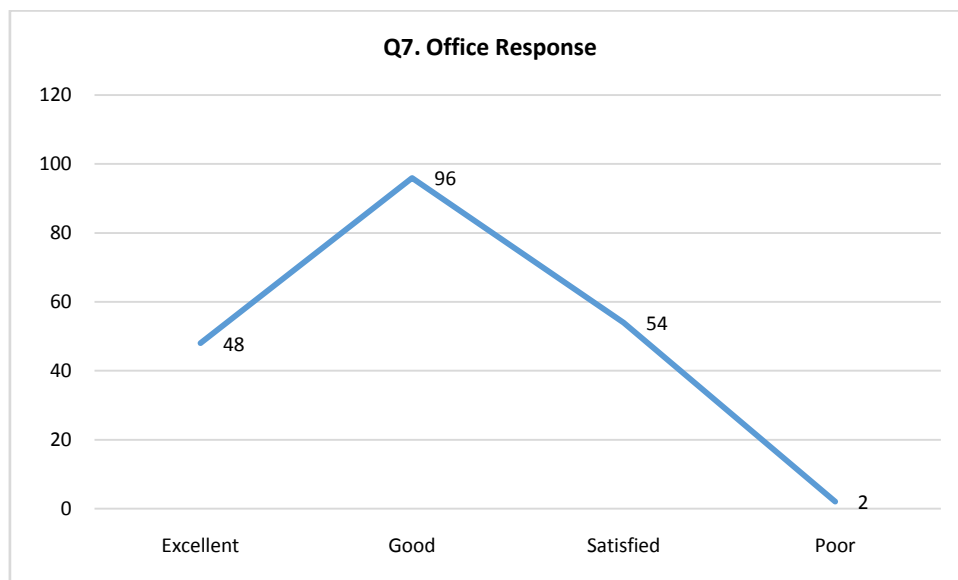
Sample	Excellent	Good	Average	Poor	Total
200	64	76	34	26	200



From the chart is FERRARI cars users overall satisfaction level it respondents of 200 more than users liked the product so 76% good of this second place is excellent is 64% are average is 34% and poor is 26 it is very lower level of poor. Finally FERRARI cars is satisfied of the customers

Q7. How remains their response to you entering in to the FERRARI cars office?

SLNO	Overall satisfied	No of customers	Percentage
1	Excellent	48	48
2	Good	96	96
3	Satisfied	54	54
4	Poor	2	2
5	Total	200	200



EXPLANATION

The chart is office respondent of FERRARI cars in the office total respondents is 200 very lower level is poor 2% are good is 96% it is average of good and excellent 48% the overall options is then FERRARI cars products and service quality is excellent.

Q8. What is FERRARI cars overall satisfaction level in peoples?

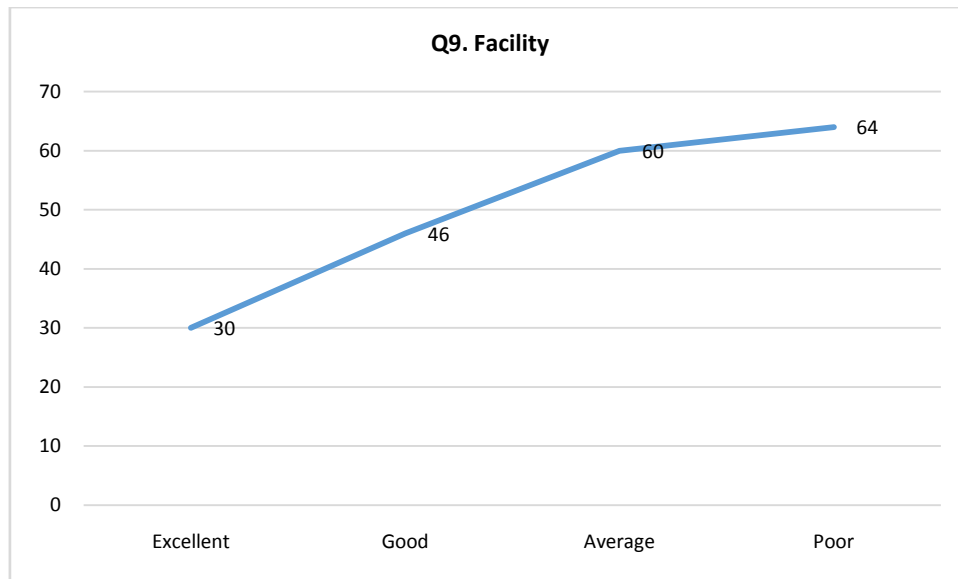
SI.NO	Longue facility	No of customers	Percentage
1	Excellent	24	24
2	Good	48	48
3	Average	122	122
4	Poor	6	6
5	Total	200	200

**EXPLANATION**

The customer satisfaction chart is 200 respondents average is higher level 122% are good respondents is 48% are customer satisfaction is excellent 24% in the FERRARI cars.

Q9. How stands their lounge facility of FERRARI cars?

Sample	Excellent	Good	Average	Poor	total
200	30	46	60	64	200

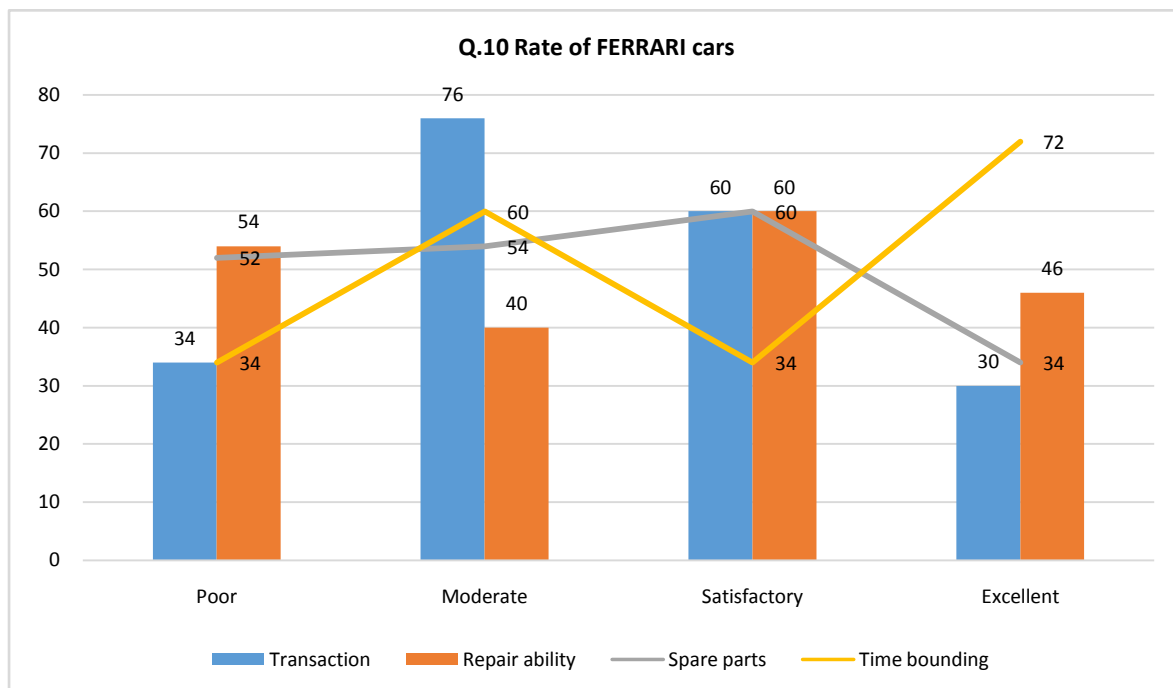


EXPLANATION

From the following the chart total respondents is 200 Poor is 64%, good is 46% respondents average is 60% it is high level out of 200 respondents. Finally excellent is 30%. Overall facility is poor.

Q10. What do you rate the FERRARI cars:

Features	Sample	Poor	Moderate	Satisfactory	Excellent	Total
Transaction	200	34	76	60	30	200
Repair ability	200	54	40	60	46	200
Spare parts	200	52	54	60	34	200
Time bounding	200	34	60	34	72	200



Explanation

Transaction

The total 200 respondents Excellent 30% are good, Satisfactory is 60% are average is 76, and finally 34% are poor, opinion of them FERRARI cars

services are good. It is leader of automobile Industry.

Reparability facility

The 200 respondents in excellent 46% are good, 40% are poor is 54% are poor in reparability facility is to be good. Maintain of service stations and improve delivery departments.

Spare parts facility

From the table and chart note is 200 responding Excellent is 34% , are average and 54% are poor in this 52% spare parts facility may be satisfied. The spare parts not available in all shops. So improve spare sprat shops in FERRARI cars.

Time bounding facility

The table and graphs noted total 200 responding reveals is 72% are excellent 34% are good, 60% it is average, and finally 34% are poor. The time bounding facility is good, sometimes delay delivery of product.

FINDINGS

1. After the analysis the sample size 200 it includes the customers, method of questionnrie find out the brand awareness towards in covid-19 situation towards FERRARI cars.
2. The customers bought the cars in 2 years back it is useful to Indian economy and important point of thee customers.
3. The FERRARI cars advertisements press and electronic media playing dynamic mode it is a promotional strategy.
4. The FERRARI cars customers conducted the educational program purpose is maintain the FERRARI cars.
5. FERRARI cars popular brand is Indica it is processed the customers of 45% in FERRARI cars

SUGGESTIONS OF THE RESEARCH

1. The FERRARI cars all brand spare parts maintain in the company of the motors four wheelers. It case of inconvenient of the customers. It is important for one.
2. The four wheeler Motors reduce the service charges for some rupees. It liked to FERRARI cars customers.
3. The main point of facing problems of some peoples in Mileage problems it is must rectified.
4. FERRARI cars Pvt. Ltd. Increasing customers loyalty and service campus it promotional measure.
5. The motor services stations very demand of areas but available in small service stations it is satisfactions of customers.
6. The research focused FERRARI cars sales and services it is useful to important and improves companies.

CONCLUSION

The customers having the good awareness and level of the regarding programs of FERRARI conduct attend various reasons attending programs. Delivery of New cars and old cars should be serviced in correct time. Sometimes it delayed in the service sections. Customers faces the some mileage problems. It is comparing Incica cars and remaining another models. The some complaint during in the delivery of the car some damages and late of delivery it some issues of FERRARIit is branch complain but FERRARICars is best customers satisfaction.

The FERRARI cars continue to work it is useful for emerging economics of the world. Increase the market share low and end of the all cars. FERRARI cars is market leader of the auto mobile industry and high market share available.

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