

Case Study and Report



Case Study : SUV Competitiveness Study

Objective

To evaluate competitiveness across Micro, Compact, and Mid-SUV segments and understand consumer perceptions, brand rejection reasons, and satisfaction drivers.



Quantitative study across 14 key markets in India.

- Targeted owners, rejectors, and non-considerers of leading SUV brands.
- 760 face-to-face interviews; LOI: 25–30 minutes.

Approach

- Dual-layer verification (digital + manual back-checks).
- Geo-tagging for F2F validation and logic-based data consistency checks.

Quality Control

- Revealed key differentiation factors — design, technology, and after-sales experience.
- Insights guided client's product positioning and communication strategy for upcoming SUV launches.

Outcome

Get in Touch



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