

# MARKETING MIX ANALYSIS AND CONSUMER BEHAVIOR FOR THE NEW MODEL DACIA – LODGY

Crenguta Ileana, TOMESCU<sup>1</sup>, Nicoleta, ISAC<sup>2</sup> and Yanik, TALAT<sup>3</sup>

<sup>1</sup>University of Pitesti, Pitesti, Romania, [crengutaileana@yahoo.com](mailto:crengutaileana@yahoo.com)

<sup>2</sup>University of Pitesti, Pitesti, Romania, [nicoleta.isac@upit.ro](mailto:nicoleta.isac@upit.ro)

<sup>3</sup>Ibrahim Cecen University of Agri, Turkey, [talatyanik@yahoo.com](mailto:talatyanik@yahoo.com)

**ABSTRACT:** Currently, SC Automobile Dacia S.A. operates in a dynamic environment changing, resulting in the need for continuous adaptation of the work environment or external business requirements, requirements and restrictions occur in markets where the company is present. Adapting business to the concrete conditions of the external environment can not do in the absence of marketing. Integration of the marketing function within the firm functions Automobile Dacia involves carrying out specific activities, such as: selection of personnel involved in marketing activities, policy development and practical marketing strategies, quantifying interdependencies between marketing activity and all other activities in the company. Most work in the marketing department of the Automobile-Dacia focuses on identifying the best ways to promote efficient first Dacia MPV - Lodgy launched this year at the Geneva Motor Show

**KEY WORDS:** marketing mix, consumer behaviour, competitiveness

## 1. MARKETING MIX ANALYSIS OF THE NEW MODEL DACIA – LODGY

### Product policy

Dacia Lodgy is a very practical and spacious car that addresses predominantly family segment. Thus, the promotion campaigns of the first Romanian MPV will emphasize on the familial component that automatically sends prospect to think of space and generosity of family fun possibilities that this machine can offer. Name a car is a strategic, tactical, and emotional. The choice is subject to legal constraints, technical and language. The choice of name for a car is an exciting stage, marked by creativity, but also an important decision: acceptance and resonance it must be immediate. Several sectors of the group (Design, Product, Marketing, Software, Legal, Communications, etc.) are involved in choosing the name. The process has three stages:

- the first specification is established with the objectives to be chosen name;
- second legal verifying availability, ease of delivery and consistency of meanings;
- the third involves the decision taken by the Committee on Names, which meets every two months.

### Pricing policy

In this case it requires a penetration pricing strategy (which is also the company's global strategy) based on low prices to discourage competition, will then, once you have gained some market share, to increase their price slightly, while increasing quality. But this strategy was correlated with greater flexibility in terms of features for the same model, which makes the price vary from basic model to one with full features optional, such as to preclude the possibility of perception as a low quality product. Low-cost strategy presents an increased interest in the context in which a great deal of competitors reached a state cap, or even decline, and given that there is a global state of economic crisis. A lower price will get immediately obvious Dacia company and a product with a good quality-price, adopting such a strategy is likely to succeed

### Promotion policy

The main objectives of the promotional campaign are:

- Building a positive product perceptions among potential customers as to underline the quality, usefulness and reliability of the car;
- Promote potential among clients who own a family image "family car", spacious and very practical;
- Create long term relationships with customers;
- Message conveyed by the promotional campaign:
- Lodgy is your car and your family is the car that will accompany the fun.
- Lodgy gives you and all your friends plenty of room for fun and sufficient reasons to be happy.

### Developing communicative mix

**Advertising** - Dacia Lodgy promotion among potential clients existing national market will be achieved through two commercials that will target the market segment targeted at consumers Families. Developing effective advertising spots will be made when identifying Advertiser will provide the optimum response to the requirements set by the company. This response will be to provide additional ideas on achieving advertising spots for the two target audiences., And company requirements will cover the following aspects:

- If the intended primary destinations advertising market segment family wants the car highlighting generous (both in terms of interior space, and luggage carrier size) and its reliability firmly on road conditions through a sequence of images shows a large family eager for fun that starts a journey. In addition chain of emotional character images will be provided at the end and rational character providing information such as model name, contact a distributor and possibly Dacia logo.

**Sales promotion** - In terms of existing, state that this is possible but receive certain discounts depending on the evolution of the sales. Other methods of sales promotion:

- Giving a 5 year guarantee and free revisions within 2;
- Allowing potential clients to participate in a test drive in order to convince them of the benefits derived from purchasing the car.

**Public Relations** - in this respect will be conducted the following activities:

- sponsorship of various sporting and social events to promote the product in the population;
- participation in various trade fairs, exhibitions, shows and events nationwide character or that relate to the business of the company in question;
- publications will be granted interviews that will require this and will be contacted some of them to propose an advertorial.

**Sales force** - given the fact that the models will be sold on a distribution network, training and skills of staff directly depend distributor and personnel policy adopted by it. If the company will register complaints regarding the process of acquisition, the distributor shall be summoned to solve the problem, otherwise it will be removed from the distribution network Dacia.

**Distribution policy**

Selling car Dacia Lodgy will be authorized through the network of agents nationwide. In Romania, where it has the most extensive network of dealers, with 99 points of sale, Dacia is the market leader detached, each range is unbest selling models in its segment respectively. Dacia commercial network Romanian number currently 69 authorized agents who sell operations by vehicles new and after-sale service, plus 34 agents who focus solely on selling new cars and 23 points with only after-sale.

Following the presented research purposes is to identify consumer opinions about the new Dacia Lodgy, and their degree of satisfaction with respect to its main features.

**Objectives**

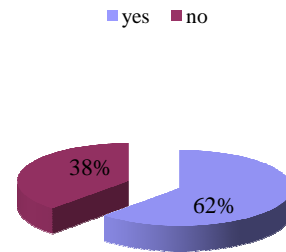
3. Identifying the extent to which subjects sample holds a Dacia;
4. Measuring progress toward owning a car are satisfied;
5. Determination awareness Dacia Lodgy among respondents;
6. Shaping the image that respondents have on this new model;
7. Determine the extent to which respondents are considered Lodgy Dacia has several positive features;
8. Determine the extent to which the subjects investigated are pleased the new features first introduced on Dacia model portfolio;
9. Identifying consumer opinions about the direction that has evolved in terms of quality cars Dacia sold;
10. Identify respondents' opinion on the possibility of introducing LPG engine variant for Dacia Lodgy;
11. Determination of consumer satisfaction regarding the cost model;
12. Identifying consumer purchase intentions

**Research methodology**

- general investigated the community dimension: people aged between 18 and 50 years belonging to urban, male and female;
- sample size: total number of respondents was 100.
- structure sampling: random sampling;
- Research Method: For this research we chose the method of Collecting information questionnaire, responses were recorded by the field operator to each individual, using the interview as a means of communication 'face to face'.

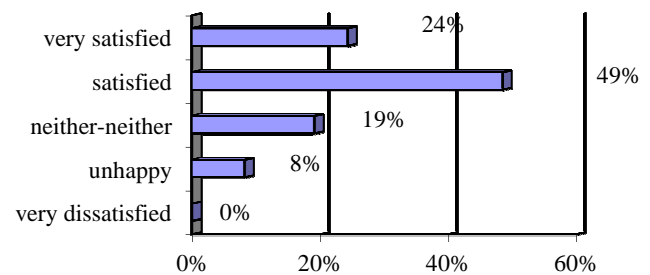
- the questionnaire was structured in two parts as follows: the first part includes 10 questions open, closed and mixed, and a table of scale on respondents' views on Lodgy and Dacia generally, and the second part contains questions to identify respondents.
- place collection: on the street, public institutions

**2. INTERPRETATION OF RESULTS BASED ON THE ANALYSIS AND PROCESSING OF INFORMATION**



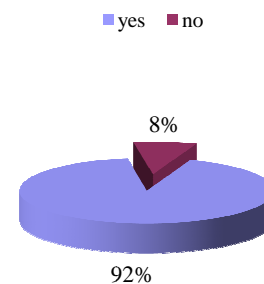
**Figure 1.** Proportion of respondents who own a car Dacia or not

Following the results it is observed that 62% of respondents own a Dacia car, while 38% said they do not have a car Dacia.



**Figure 2.** Satisfaction of Dacia car owned by respondents

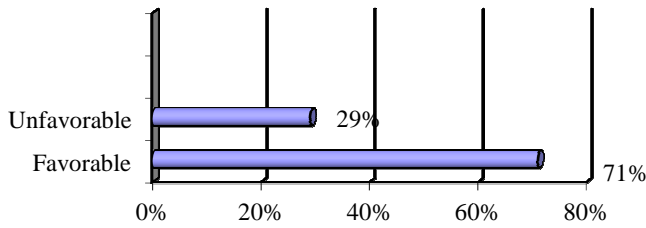
Of the 62 respondents in the sample, 24.20% are very satisfied with the car Dacia owned, 48.38% are satisfied and only 8.06% of them said they were unhappy about it. High degree of satisfaction is mainly due to favorable image of Dacia cars on the national market.



**Figure 3.** Level of knowledge of the respondents on Dacia Lodgy

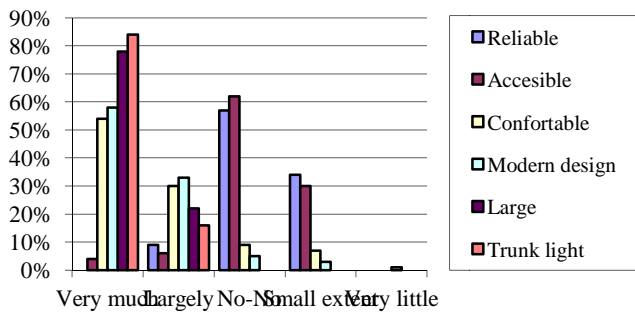
According to the analysis presented in the table 92% of respondents know Lodgy Dacia car, while only 8% of them

said they have never heard of this model of car. The high degree of knowledge of new Lodgy Dacia model is due to the numerous articles posted online, present information through media channels, the official presentation at the Geneva Motor Show, and because of the reputation already enjoyed Dacia products which has amassed a clear interest for holding information about possible future releases.

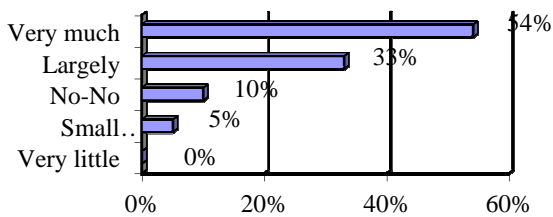


**Figure 4.** Opinion respondents about Dacia Lodgy

71% of respondents have a favorable opinion on Lodgy Dacia car, the most common words used by respondents about their contacts are: beautiful, modern, spacious, 29% of respondents have an unfavorable opinion, the words used by them are: bad design, expensive, and bad parts.

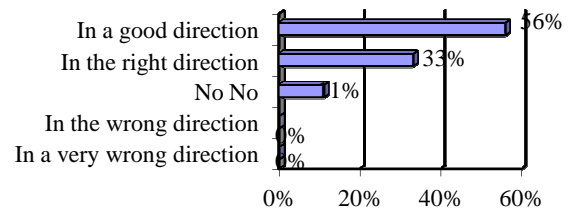


**Figure 5.** Extent to which respondents are satisfied with the following features



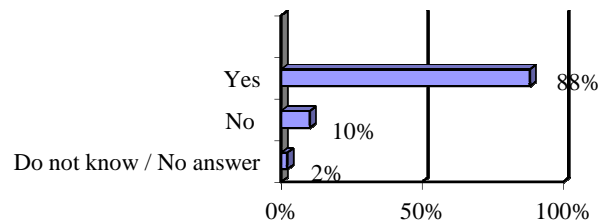
**Figure 6.** Extent to which respondents are satisfied with the new features of Dacia lodgy

54% of sample members are very much satisfied with the new features of the car Dacia Lodgy, 10% of them shows indifference in relation to them and only 4% of respondents are satisfied with the facilities Dacia Lodgy lesser extent. Satisfactory results in this case arising from the introduction of new features not available in previous models Dacia and speed limiter and navigation system with touch screen.



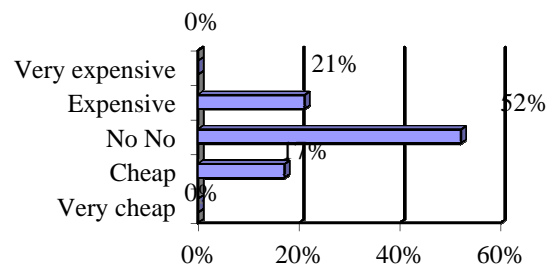
**Figure 7.** Quality evolution Dacia cars

According to results from the questionnaire, over half of the respondents is 56% appreciated the quality of Dacia cars as having a very favorable development, while 33% considered this development as a good direction. Also, a percentage of 11% expressed a neutral attitude towards this issue. It outlines such a favorable image of the quality of the product portfolio offered by Dacia in the national market.



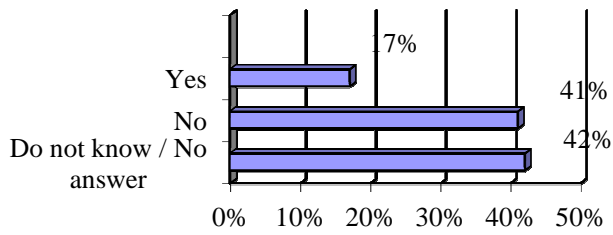
**Figure 8.** Extent desired motoring on LPG

From the questionnaire showed that 88% of respondents agreed with the introduction of LPG motoring on the new Dacia model Lodgy. There was still a 10% who chose not to introduce this option, while 2% refused to answer this question. In this respect, will demand on the preferences of potential customers satisfaction.



**Figure 9.** Opinions on price model Dacia Lodgy

According to the results, the majority of respondents ie 52% consider that price is an acceptable Dacia Lodgy nor expensive nor cheap. Also, there was a 21% car price has appreciated as an expensive one and only 17% felt that the new model is cheaper, so affordable for any pocket.



**Figure 10.** Future intention to acquire the new model

In this case, the chart above shows that respondents are mostly undecided (42%) or do not intend to buy a Dacia car Lodgy in the near future (41%). Furthermore, only 17% of

subjects included in the sample indicated that they would like to buy this car in the future.

These results do not constitute a source of confusion under the car a top seller is Logan nationally and in terms of preference for a spacious car that also offers enough space for up to 5 people, the Romans preferred model Dacia MCV.

## REFERENCES

1. Derek, A., Rao, Tanniru, R., *Analysis of Customer Satisfaction Data*, Milwaukee , (2004)
2. \* "Jurnal de Bord DACIA"
3. \* "Flash Info DACIA"
4. \* "Global DACIA"
5. \* "Ecoton DACIA"
6. \* "Intranet DACIA-RENAULT"