

# **A Research of the Marketing and the Owner's Characteristics for the Import Deluxe Car in Taiwan**

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## **Abstract**

Vehicle is a kind of durable goods with high value, and the purchase of which is regarded as high-involvement purchase in the study of consumer's psychology. Unlike general consumer behavior, the threshold of purchasing a high-class automobile is much higher due to the high price of it; thus, the consumption characteristics of consumers are much more different. The author collected the car owner records, which were 554 copies in total and filled out by the BMW (Bavarian Motor Works) purchasers, as the empirical samples of this study to analyze the characteristics of the car owners of high-class imported automobile. The results indicated that the factors of lifestyle, real conduct of consumption, source of information, referral of decision making are relevant to the characteristics of the car owners, and thus inducing the variances of preferences of the imported automobile owners as the reference for the sales clerk and car agent.

The import tariff of automobile is getting lower year by year after Taiwan became the official contracting party of WTO (World Trade Organization) in 2002. Due to the fact that the tariff is not greatly adjusted annually, the change of short-term market is not apparent; thus, the domestic automobile still occupies more than 85% of market share. However, viewing from the wild fluctuation of domestic automobile market in recent years, the market imported or high-class automobile is relatively stable compared with the market of domestic automobile, leading to apparent increase on the market share. Once the effect of tariff reduction is greater than the effect of exchange rate fluctuation, the cost advantage of imported automobile will be a threat to the market position of domestic automobile. Therefore, in order to decrease the substitution between imported automobile and domestic automobile, we need to control the market demand and expand the export market of our domestic automobile.

Keywords: Automobile Market, Characteristics of Car Owner, High-Class Imported Automobile