

**behavioral
science
lab**

Tomorrow's thinking.™

Luxury Cars Case Study

دولة الكويت
KUWAIT 40-45415

Luxury Car Purchase

CHALLENGE:

Our ad agency's luxury car client wanted to penetrate the African American segment and needed to understand the motivations behind luxury cars purchase.

FINDINGS:

Luxury vehicles are typically sold to appeal to lifestyle segments, but after examining the segment, we found specific psychological and economic factors were stronger associated with purchase than lifestyle factors.

Five decision types, using specific decision drivers accounted for 84% of the market. People within the segment, despite popular belief, bought luxury cars to emphasize safety and security (32%), features (28%), value, maintenance and dealer experience (24%), self-image and social impact (12%), or the actual driving experience (4%). Each of these decision types aligns with a typical demographic and brand, which assists in targeting.

OUTCOME:

The ad agency altered their marketing strategy to target and message to specific decision types addressing their expectation triggers rather than cultural nuances or belief systems altering the conversation in the industry.

Luxury Car Purchase

Specific Customer Type by Numbers

MARKET SIZE

32%

29%

9%

PRIMARY NEED TRIGGERS
(Utility Expectation)

Safety and Security

Features

Maintenance

SHARE OF ESTIMATED BUYER

24%

18%

15%

BrandEmbrace® SCORE NEW vs. OLD PRODUCT
(20 BrandEmbrace unit difference predicts switching -
Scale +100 to -100)

NOT OBTAINED

NOT OBTAINED

NOT OBTAINED



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