

ID Product Design of regular change auto-remodelling accessories

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The consumer habit of frequently changing things is growing every day. In this scenario, what should the auto industry do?

New mobile phones are changing market rules by bringing frequent newness within a year. Just imagine how long it took the land line phone to change its functionality, design and aesthetics. Having become an extension of life, today's tech-savvy mobile phone has collapsed several industries into a single device in the palm of the consumer's hand for any time access to the camera, TV, banking, Internet, calculator, music system, dictionary, pen, paper and phone among others.

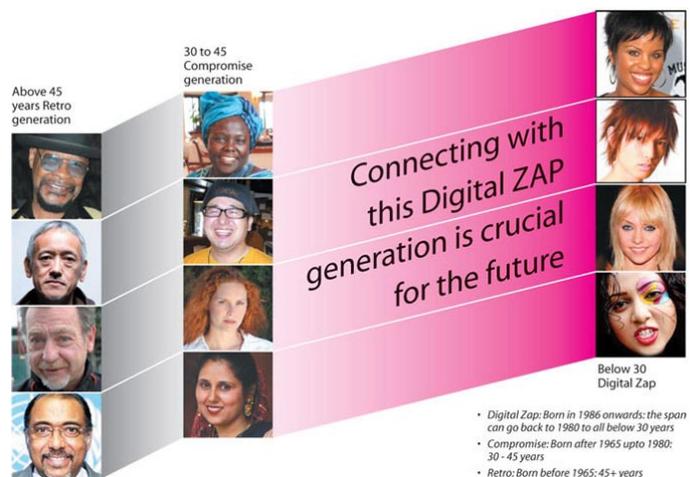


Connecting to changing unstated needs

In developing countries, people's working hours is increasing, husband and wife are spending less time together so adultery, social stress, divorce are all growing. All such pressure busters lead to self indulgence, which means spend and more spend.

With this backdrop, the auto industry would do well to re-think of how to connect to their consumers changing needs through lifestyle

accessories. In spite of the auto industry being highly driven by digital technology, consumers



cannot change a vehicle every three months as it's very expensive to do so. At the same time, the development time of a vehicle cannot be squeezed to less than 2 to 3 years. So there just cannot be any question of changing the vehicle like consumers can change mobile phones.

What then is the solution for the auto industry to connect to Digital Zappers? This is the below 30 age group that flits from product to product, and influences the buying behaviour of every purchase in the home.

Regular change remodelling accessories

The automobile industry has to find a new departure with auto remodelling accessories to participate in the consumers' frequent changing habit. This would be introducing a new business unit to generate multiple visible looks. Through remodelling accessories, the same car can use different accessories on different occasions.

By nature you keep a car for a minimum of 3 years, which would oblige consumers to stick to one overall appearance style for this period. This is too long a time for today's change mentality. It's total frustration for those in the habit of regular change. The accessories have to be such that they do not disturb the internal master

engineering of the vehicle. Remodelling could be done in the bumper, steering wheel, bonnet, wheel cap, side mirror, gear holding, upholstery, among others.



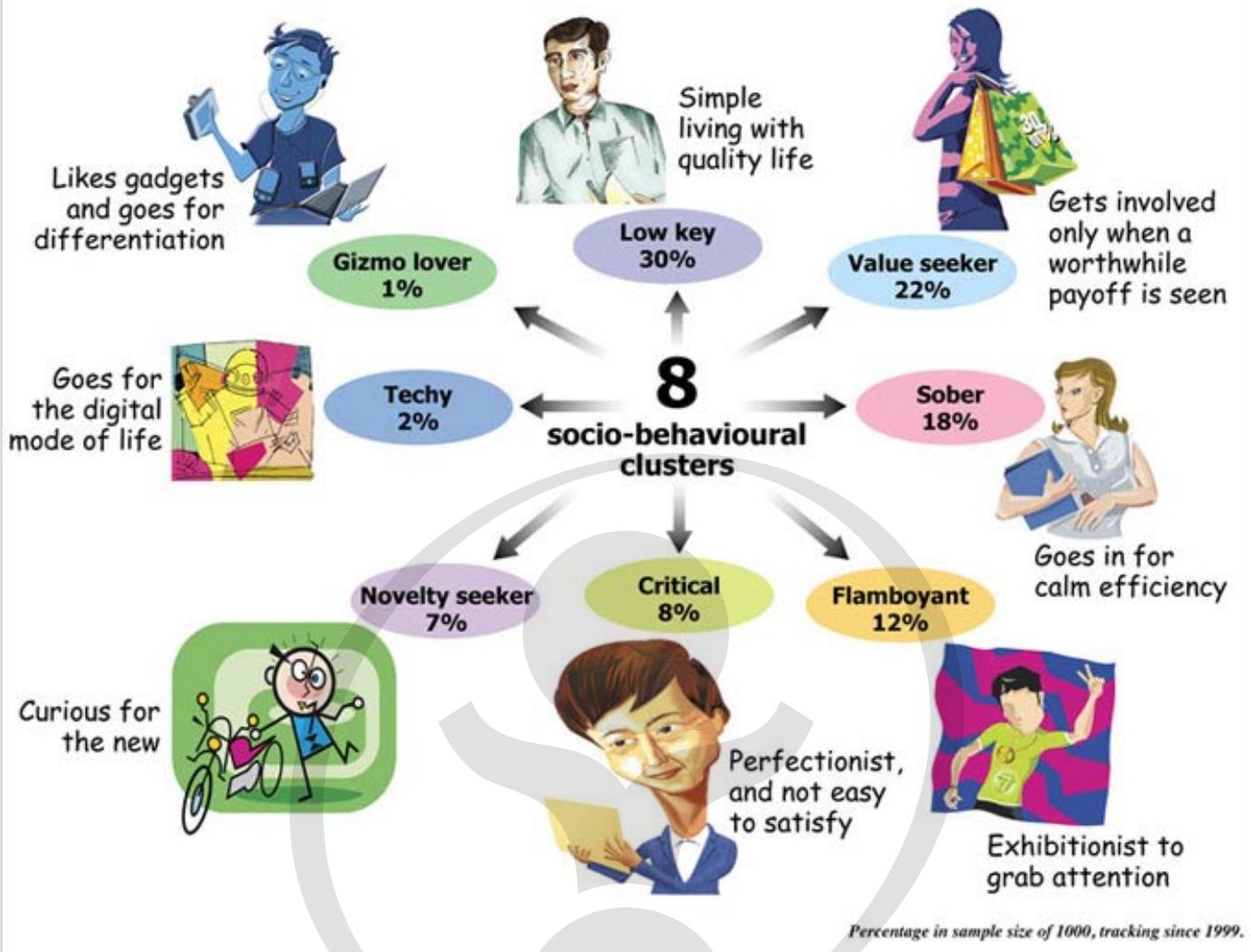
Make remodelling accessories relevant to socio-behavioural clusters

As per Shining's definition, there exist 8 socio-behavioral consumer clusters in any income group. These are **Low key, Value seeker, Sober, Critical, Novelty seeker, Flamboyant, Techy and Gizmo Lovers**.

The offer to **Low key, Value seeker** and **Sober** can be clubbed; the **Techy, Critical** and **Novelty** can form a group; while the **Flamboyant** and **Gizmo Lover** can be another group. So the 3 categories can respectively have simple, complex and exhibitionist accessories. The auto manufacturer should offer accessories for at least 7 features in the car.

For each feature, there should be a choice of 3 for each consumer group, and they should all flaunting widely different characters to connect to these different socio-behavioral clusters of consumers. In sum, the rear view mirror feature, for example, should have a total of 9 choices, that is, 3 for each of the consumer clusters.

The 8 socio behavioural clusters (SBC) in India irrespective of income, age & geography emerged post India's economic reforms and the digital era from 1990 onwards



Regular change remodelling accessories can invite consumers to the possibility of changing the vehicle's look only to get out of boredom. For example, there can be different packages that range from \$200 to a maximum of \$2000 for an automobile that costs about \$12000.

Offer a personalized car at the time of servicing

Regular change accessories can redefine the service station. It will create new dimension activities for service stations bringing in its wake a new revenue stream and added value in terms of image of the brand and earnings for both manufacturer and dealer. Simultaneously, a vehicle's brand promotion will become very dynamic because consumers will glorify such accessories that allow them to get their own personality into the vehicle during their period of ownership.

This should never be considered as replacement of damaged features. These remodelling accessories can lead the auto industry to a new dimension in the contemporary digital, quick changing paradigm.

From India to world, a new auto category

India is still representing just 3.5% of the world's automobile market. Considering India's 1.2 billion population, the whole world is focusing on capturing this throbbing potential consumer base. Logically, India is expected to comprise the future

growing market of automobiles in all categories. So to think and design remodelling accessories as per Indian consumers' high zapping mentality would be a very powerful proposition for a manufacturer to take forward.

Easy-fix remodelling accessories can be a representation of India-centric trend in the auto industry

You'll rarely find two women on the street wearing the same sari, unless of course they are in some uniform. India's diversity of culture, social, language, food, geography is very high and unique in the world. When more people will have money tomorrow, they will very strongly look for personal identification, either for status or cultural difference. This is really the scope of invention based on the given cultural dimension. By testing and proving remodelling accessories in the Indian market, this new category can start a new business in the global market, this new concept can open a new horizon of business in the open market while promoting multi-cultural aspect of India as unique point. As this new idea represents the Indian social cultural aspect, accessories remodelling could acquire an Indian futuristic image. It could be India's contribution to the auto world such as American automobiles have a Barbie doll image, Italians show off delicate women, the French ooze fashion while English cars are a royal experience. German cars reflect hardcore sophisticated engineering, the Swedes stress on safety, Japan on quality and

Rapid-fire change running across industries

The next vehicle design product planning can consider a vehicle with inbuilt design that allows

for opportunities to easily change some visible features with remodelling accessories. See how change has caught us all up: yesterday, a refrigerator spent a good 40 years in a home, the music system at least 15 years while the thought of discarding a TV set before 10 years was unheard of. But change has taken a front seat in India. The Koreans have arrived to make us believe that all electric and electronic appliances go off the trend wagon every 3 to 5



years. When the home appliances eco system could so radically turn topsy turvy, why not the auto industry? This initiative of remodelling accessories should not be marketed as gadgets. The success of Swatch came because in spite of being an oft-changing product, it was never marketed as a temporary doodad. Swatch is reputed to be a serious, low priced but highly aspirational watch accompanying everyday lifestyle. Swatch today is perceived as driving the mood change of different people of the world. The initiative of remodelling accessories for automobiles could play its role for starting a new industry. The quality, cost and aspiration of the vehicle at any price point cannot be avoided. So remodelling accessories could be a new departure to change the perception of the automobile industry where the vehicles look more or less the same.



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