

EVOLUTION OF AUTOMOBILES MARKET

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Marketing analyze the condition that defines the mechanism and market evolution. Being in a permanent movement because of new models, permanent changes, development of technology and market penetration by Asian car manufacturers, the auto market can be characterized as one of the most dynamic markets.

Using of a proper strategy will let to survive and even to success in the hard competition from auto market.

An important place for success in automobile international market is represented by the product promotion, positioning it in the consumer mind.

Automobiles are products capable of a pronounced difference; the difference is made by shape, attributes, characteristics, durability, liability, style, qualitative performance.

Cuvinte cheie: marketing, market, automobile , sales

General economical theory defines the market by the selling-buying relations, establish between the contractual parts, the products and services providers on one part and the consumers on the other part; complex mechanism of confrontations between demand (solicitations, needs, desires of consumers) and supply (diversity of goods and supply services) under the form of selling-buying document.

Marketing analyze the condition that defines the mechanism and market evolution, explaining the consumer comportment, analyze the level and evolution of prices, competition behavior, real and potential supply, real and potential demand, ideally but also the macro environment (demographic, economical, technological, social, political, institutional, and cultural environment).

The market can be structured in: internal market, external market, organization market and products market. Between total market and products market and organization market are establish interdependent relations named market rapport's (indifferent rapport's, association rapport's and substitution rapport's). The market is defined in rapport with the ensemble of realized transactions, the location of realized transaction with a certain product, products gamma and necessary time for realize the transactions.

In its evolution in time the market goes four stages same as the product life cycle: beginning stage, growing stage, maturity stage and decline stage.

- beginning stage is close to the existence of a unsatisfied need, the appearance of a new product. In this moment it is identify with the product market;
- growing stage means the satisfy of the need by more producers, the similar products offered by those are suffering a difference process;
- the maturity stage is formed by the market of more products related with concurrence, the market is suffering an accentuate segmentation;
- decline stage is determined by the technology evolution and by following down the demand for existent products, the companies are abandoning the market of some products and create new products and implicit new markets.

The study of automobiles market resume the analyze of demand, analyze of automobiles supply for identify the structure and the dynamics of the supply but also to investigate the buying comportment of the automobiles buyers.

The automobiles production represents one of the most important economical activities, which is related with other economical sectors, we assist today at a global process, an expanding of automobiles market.

World production of automobiles was placed in 2006 at a level of 67 millions in according to a study realized by American organization WORLDWATCH INSTITUTE; SUA was the most important auto producer with 10.8 millions, followed by Japan. On the other hand China is in a rapid grow, and the Asian state will become an important provider in the following four years.

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Using of a proper strategy will let to surviving and even to success in the hard competition from auto market. At the beginning the change does not represent a problem, in the fifty's in United States purchasing of a car means the acquisition of a model from GM, Ford, Chrysler or American Motors. In our days the choice of a car is more complicated the automobile range is bigger GM, Ford, Daimler-Chrysler, Toyota, Honda, Volkswagen, Fiat, Nissan, Mitsubishi, Renault, Suzuki, Daihatsu, BMW, Hyundai, Daiwa, Mazda, Isuzu, Kia or Volvo.

At the same time the number of auto-models had grow, at the beginning of seventy's were 140 models, in the present are a little more then 260 car models.

Even on small market of deluxe sport cars which costs over 175000 dollars a piece, the competition is in growing, the models from this market are: Ferrari, Lamborghini, Aston Martin, a new sport-car Bentley and the new Mercedes Vision SLR.

Thirty years ago most car manufacturers offers a few automobiles styles, in our days are the following car types: SUV (sport utility vehicle), coupe, break, two places cars, trucks, and auto trucks; this fact is leading to force the companies to find new financial resources to produce the models.

In our days, the big difference is that the national markets with local companies that compete for business - are being transformed in a global market, because today the competition is at the global scale (Jack Trout – Trout Despre Strategie)

The automobile market has been diversified very much as the computers market, at the beginning the consumers could chose only from three brands Chevrolet, Ford and Plymouth.

The extension of chose possibilities in the auto market can be exemplified by extension of car models from 140 in the seventy's to 260 in the present; automobile styles from 654 in the seventy's to 1121 in the present, and as a different market share from 8 SUV models in the seventy's at 38 models in the present. An important place for success in automobile international market is represented by the product promotion. Chevrolet is one of the most promoted products in the world; General Motors spend in one of the latest year over 178 millions dollars for promoting the product in the United States. At the same time must be taken in consideration the problems which are being in a society which communicate in excess that's why it must realized the product positioning in the consumer mind.

Chevrolet has been the brand with the best car selling in United States, for example, in 1986 Chevrolet Division from General Motors had sold 1 718 839 units, but because they want to satisfy to every one and to grow the number of models had underestimated the branding force, today Chevrolet sales about one million cars and is in the second place after Ford. Conform to Al Ries, Chevrolet has 10 separate models and Ford has 8, that is one of the reasons Ford has raised above Chevrolet in United States – the force of branding is un proportioned with its extension. Chevrolet Company has on the market more automobiles because they want to sell more auto vehicle, in a short period of time they succeeded but in a long period of time they underestimated the brand name in the mind of consumer witch will go to affect the number on sold units.

In a recent classification in United States, made with 16 automobile brands, number one seen from quality point of view is on the 12th place in sales, number two is in the 9th selling place, and number three in quality perception is in on the last place of sales classification. In the case that quality will be translate in sales results, but it is not like this. Most buyers want to acquisition the car with the best quality they can afford. Quality or much more perception of quality is in the mind of consumers. For building a powerful brand must be built a powerful perception of quality in the customer mind. One factor for building the perception of quality is to establish of a higher price. Names as Mercedes-Benz, Rolls-Royce are brands witch have benefits after a high price.

In Romania the automobile was introduced at the end of XIX century at the beginning of production start in world scale. At the end of XIX century in Romania were 60 registered automobiles that ones gathered in the year 1904 in automobile society Romanian Automobile Club (ACR).

So, the automobile history in Romania concurs with the History of Romanian Automobile Club. In September 1904, A.C.R. has made the first automobile rally on the Bucuresti - Giurgiu road and back, and at the end of that year A.C.R. was numbering 29 members and 19 countries clubs. Romania was situated in the first ten countries in Europe where automobile circulated, and was in the first 6 worlds states witch organized automobile competitions (information's from www.acr.ro/Romanian/denumire.htm).

In 1895 three peoples from Craiova Romania had bought three Benz carriages with 10 HP motors, one year later were imported another 3 carriages, a Peugeot, a Rochet-Schnaider and a tricycle Bollee, in 1898 had been imported an Oldsmobile, by the year 1906 had been imported in Romania a number of 150 auto vehicles, in the year 1907 number was 233, and in 1912 the number reach at 850, the most numerous brands were Mercedes, Panhard and Dion-Bouton.

From year 1910 it beginning the fabrication of automobiles with four cylinders of 20, 30, 40 HP under the licenses of Westinghouse at Arad at Marta Company Marta (Magyar Automobil Reszveny Tarsasag Arad). The beginning year of the First World War catch Romania with 650 auto vehicles produced and at the same date ware circulate 1000 automobiles.

After the year 1918 the number of automobiles grow because the branch of Renault, Fiat, Ford, Chevrolet, and General Motors, in 1926 in Romania were more then 11 300 automobiles.

In 1935 Ford Romania Factory from Bucharest began the production of model Ford 193 equipped with the 60 HP; in the year 1945 the engineering Radu Manicatide produced a mini auto vehicle M.R. 1945 equipped with modified monocycle 11.5 HP engine, in the year 1946 had been produced a prototype auto vehicle in Malaxa Factories, followed by the building of an automobile in the factories from Brasov under supervising of engineering Radu Mardarescu.

The real production of automobiles in Romania starts with the factory Dacia from Colibasi witch debuts with Dacia 1100, the auto market being comleted by production facilities from Campulung Muscel, Timisoara and Craiova.

Dacia Logan was the best-sold car from the Centre and Eastern Europe, in the third trimester, where it has 24 000 buyers on a market with a total of 350 000 auto vehicles; conform to a study of JATO Dynamics, taken by Newsin. Logan with 24 171 sold units is better then Skoda Fabia (witch sold 17 641 units) and Skoda Octavia (witch sold 16 015 units). Top five of the best-sold cars in Center and Estern Europe is closed by Opel Astra, with 8 492 units, and by Ford Focus with 8116 units. (www.tmctv.ro)

Conform to a study made by Jato Dynamics; the number of new automobiles sold on Romanian Market in the first nine months of the year has put Romania on the first position of automobile market from Eastern and Central Europe. In the next positions are Poland with 217 412 sold cars in the nine month, in grow with 24% as the similar period of 2006, and Hungary with 128 958 sold units, in descending with 5.9%, conform to the dates of research company.

At the level of all region, the seals of new auto-vehicles grow in the period of January-September with 14% to 981 052 units. In the third trimester Romania is in the leading of the classification of Central and Eastern Europe with a lead of 20.5% of new auto-mobile sells, compared to the same period of 2006 at 82 585 units.

The most sold model in region was Dacia Logan, with 76 924 units sold in the first nine months, in regress with 5.1%for the same period of the last year. Logan was followed by Skoda Fabia with 58 920 sold units (-14%), Scoda Octavia, with 49.510 units (+5.9%), Opel Astra with 24797 units (22%) and Ford Focus, with 23 036 units (+20.1%) (www.informatiiauto.ro).

At the level of year 2007 the automobile sales on Romanian market has grow with 23% toward the level of 2006, reaching a level of 351 000 units according to the dates from APIA, the highest sells were made by Dacia with approximately 95 00 automobiles. The trade turn over of auto industry from Romania, in the year of 2007 (the two local manufacturers and components manufacturers) has reach a level of 7.2 billions euro, in grow with 28.5% (from 5.6 billions euro in 2006). The market leader was Dacia with 93.666 registered automobile, followed by Renault, with 28.824, and on the third place was Volkswagen plus Skoda, at almost equality, 23.824, respective 23.187 automobiles.

The second platoon is constituted by Opel, in a rapid grow, with 18.743 units, Ford with 163573 and Daewoo. From the total sold automobiles, 137.978 had diesel engines and 177.643 had petrol engines. Renault brand had a market share of 9.3%, Opel 6.1%, Ford 5.55%.

Peugeot Brand has a total of 13.682 registered automobiles in the year of 2007, being catch up from behind by Chevrolet and Hyundai, one of the 2007 year revelations, followed by two other brands Fiat and Toyota with approximately 10.0 registered automobiles.

Toyota Romania had reported sells of 10.458 units of Toyota and Lexus, in grow with almost 70 % faced to the precedent year. From the total of sold cars in 2007 10.301 were Toyota (with a grow of 67% faced 2006), and 157 Lexus units, for the Lexus brand the grow was almost 200%. The best sold units were Yaris (2.341 units), Avensis (1.968 units) and Corolla (1.835 units). Toyota Auris had registered sales of 1.167 units.

Renault had commercialized in 2007 on Romanian market 32.200 units with 37% more then last year, more than 29.000 from that units were automobiles. Megane had known the most spectacular grow, reaching more than 11.800 units, with 73% more then 2006. Symbol remains the leader of import classification with more than 13.400 sold units, with a grow of 16.7% more than last year. A grow of 48.9% had registered Clio III with more than 2.700 units.

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