

Hybrid Cars The Consumer Perspective

mavenmagnet

Hybrid Car Industry

A hybrid car uses two or more distinct power sources to move the vehicle typically combining the internal combustion engine and one or more electric motors.

Experts consider volatile oil prices and shrinking oil reserves along with government support and emission standards in different parts of the world to be the key factors driving the hybrid cars market.

Hybrid Cars: The Consumer Perspective

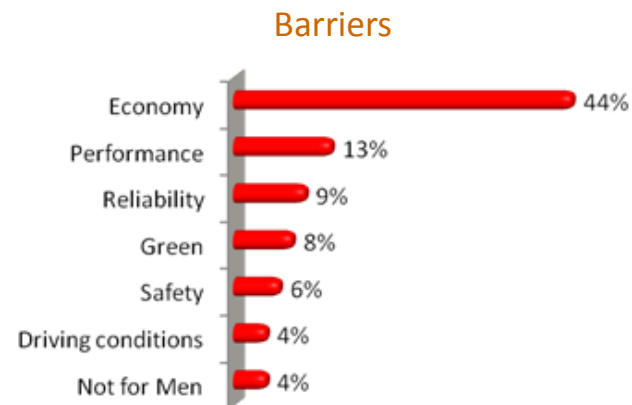
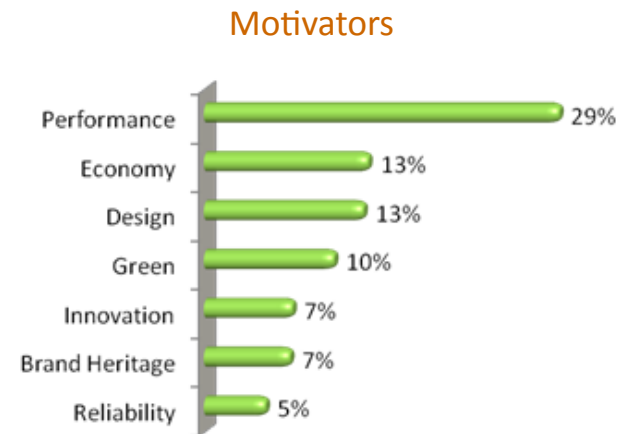
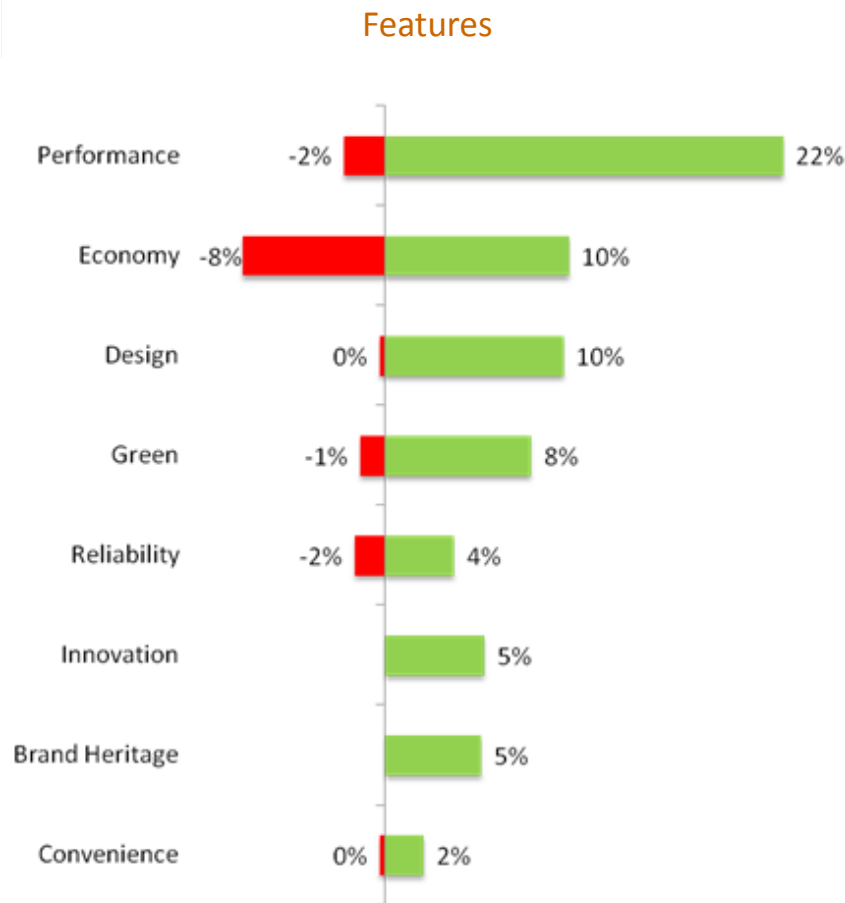
Last few years have seen all major car manufacturers entering the hybrid cars market leading to a wave of new vehicles as well as hybrid versions of existing vehicles.

MavenMagnet conducted a research study to identify the factors that drive the consumer decision making process while buying a hybrid car. In order to conduct the study, we analyzed the conversations surrounding the hybrid car industry specifically focusing on those which were related to decision making process for purchasing a vehicle. We concentrated on the buzz related to specific motivators and barriers for consumers while shopping for a hybrid car.

This report provides a brief preview of our research study findings. Please contact us to get a comprehensive report on the consumer perspective on hybrid cars.

Hybrid Car Features

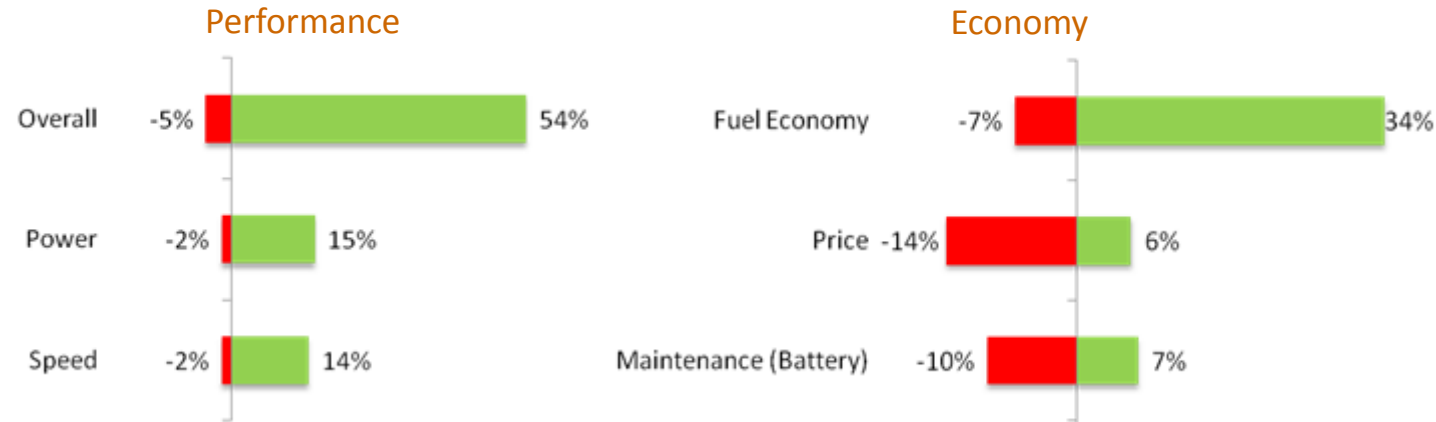
In terms of the **weighted conversations** around the hybrid cars, following is an analysis of features that consumers talk about while deciding to purchase a hybrid car. The most talked about features are performance and economy.



*Definition of "Weight":
MavenMagnet uses its proprietary Post Rank technique to assign a weight to every post collected from social media. The weight defines the contextual impact of the post. More the impact, higher the weight.*

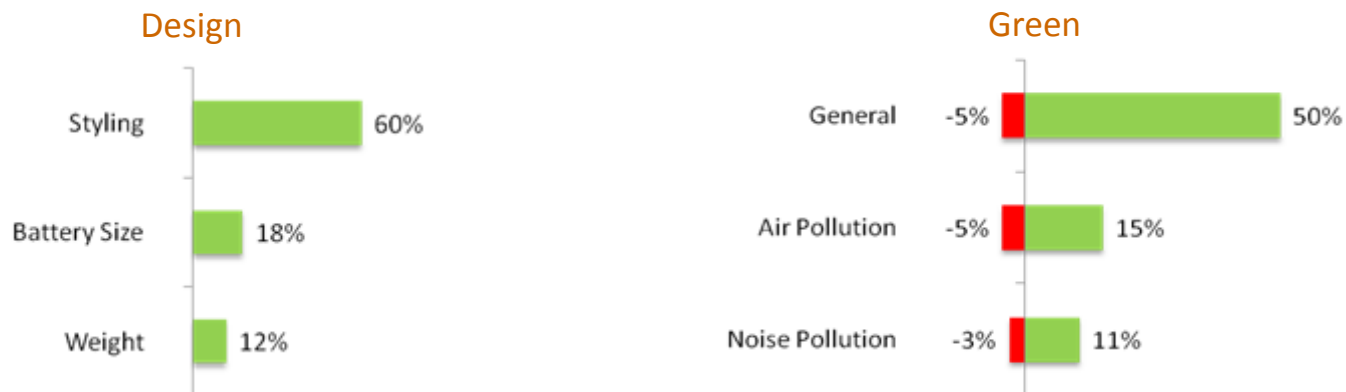
Key Features: Performance and Economy

Power and speed are two aspects of an hybrid car performance that dominate the consumer conversations. In case of economy, fuel economy, the price premium associated with the hybrid car and discussions around car maintenance are the top conversation themes. It is interesting to note that while power, speed and fuel economy are the key motivators, price premium and maintenance are the top barriers for the decision maker.



Top Attractions: Design and Green

The top attractions that drew the buzz also give an indication of what attracts consumers towards hybrid cars. While a distinguishing design, specifically styling, plays a key role in attracting consumers towards hybrid cars, factors like environmental concerns also play a big role as they make hybrid cars greener alternative for the consumers.



For questions about this report or enquiries about conducting market research, please contact us.

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About MavenMagnet

We do innovative market research by leveraging the power of social media.

Every day millions of consumers are joining the conversation on social platforms and they are using Facebook, Twitter, blogs, YouTube, forums, and other networks to share opinions and experiences. We tap into the relevant conversations surrounding a business objective to extract rich social insights and develop key takeaways.