

# SPOTLIGHT | How a Father Shops for a Car in India



We all know that fatherhood changes everything but just how does a father shop for a car in India? What are their key motivations driving purchase and how different are they? J.D. Power Asia Pacific provides some insights.

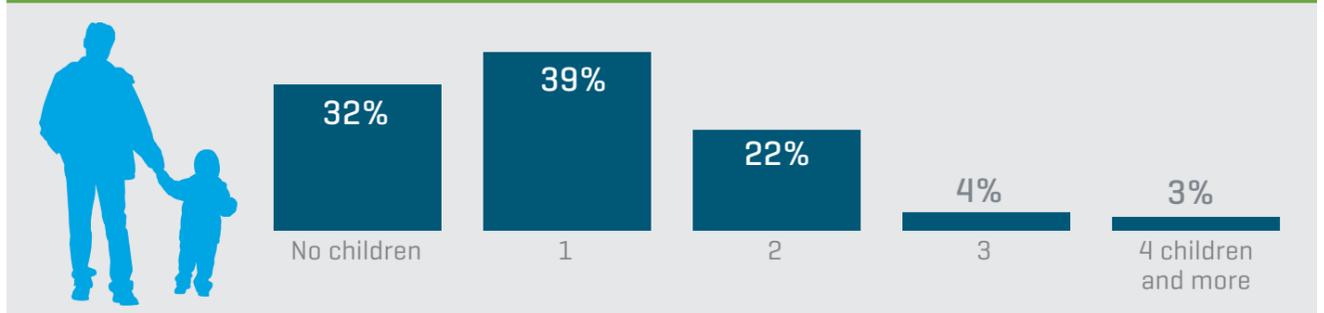
In the new car market, more than 6 in 10 buyers are male heads of the household.

6<sup>+</sup>/10



Of all the male heads of the household looking to buy a car, more than two-third of them have at least one child below the age of 12.

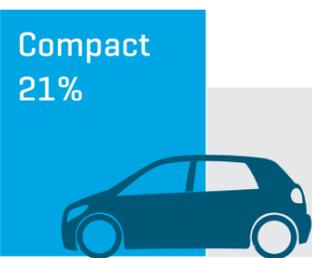
## How do these fathers with young children buy a car?



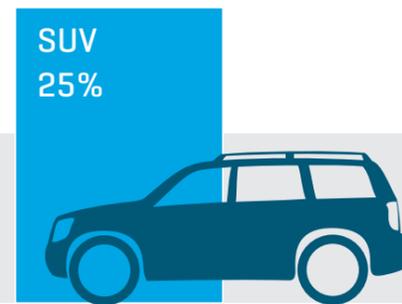
## Vehicle type preferences among fathers

Of fathers with young children, just under half of them are buying a new car for the first time.

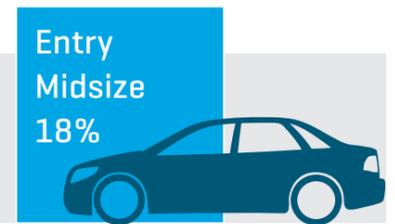
Among fathers who buy a car for their **first time**, a fifth of them are choosing to buy a **Compact Car**.



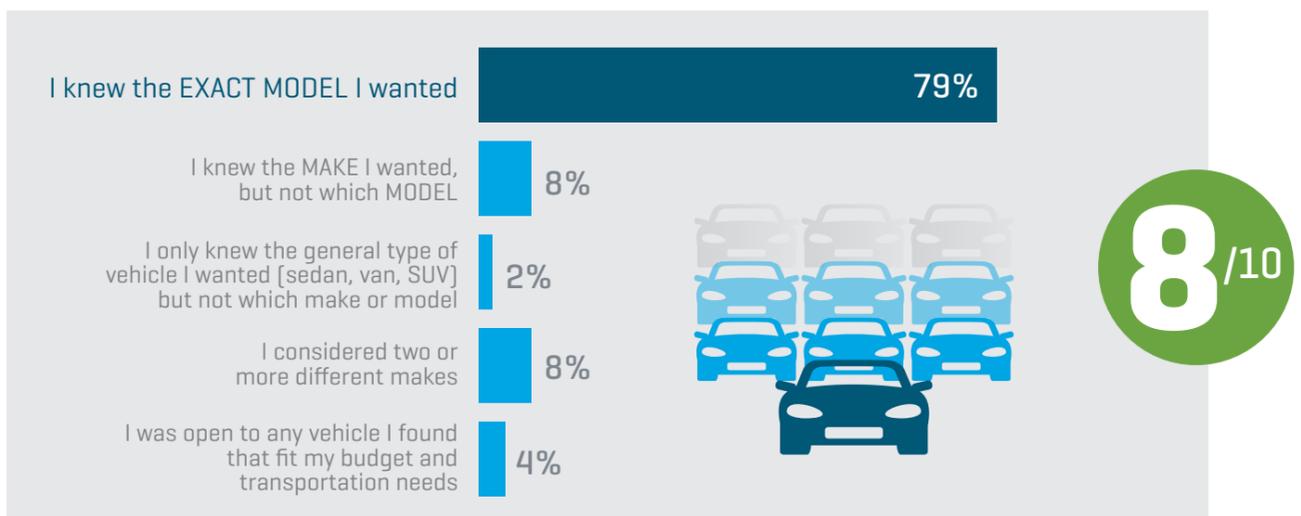
Among fathers who are buying an **additional** car, more than a quarter of them are buying a **SUV**.



Fathers who are buying to **REPLACE** their car would go for **Entry Midsize** [18%].



Nearly 8 in ten fathers know exactly what model they want to get.



## How do fathers do their research on cars online?

