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**Team Profile & Responsibilities**

**Kayla Best**

Kayla Best is a Brooklyn Native & a Senior at New York City College of Technology studying Business and Technology of Fashion. After completing her bachelor’s degree, she wants to pursue a career in data analytics. On the side, Kayla will also go to esthetician school to become a licensed esthetician and get into skincare & more.

Position: Project Director & Research Analyst

As the Project Director, Kayla is responsible for editing the work and communicating with her group members to ensure the completion of the project. In addition, as one of the research analysts, Kayla is responsible for researching and composing efficient information & data for the project.

**Jailine Collado** 

Jailine Collado is a Senior at New York City College of Technology majoring in Business and Technology of Fashion. Born and raised in The Bronx, Jailine hopes to further her career in the Fashion Industry as a creative director in editorial fashion magazines. Until then, Jailine continues mastering skills like sewing, crocheting, and networking with different individuals and companies in the industry.

Position: Statistical Writer

As one of the Statistical Writers, Jailine is responsible for writing/editing, and synthesizing various components of the campaign by bringing different views, evidence, and facts about the topic.



**Priscilla Leveille**

Priscilla Leveille is enrolled in New York City of Technology with a marketing and sales management major. Priscilla is inspired to be an advertising director, designing clothing and owning an online clothing boutique, which markets to consumers in a unique way no one has ever seen. She works at a fine dining restaurant, running their social media page and posting fun and detailed content to reach potential consumers.

Position: Research Analyst

As a Research analyst, Priscilla is responsible for analyzing and researching any data collected to support the information.

**Christine Li**

Christine Li is a New York City College of Technology Sophomore majoring in Business & Technology of Fashion to pursue her associate’s degree. Christine is into fashion and likes styling different pieces of clothing to make a good outfit. Christine is from Brooklyn and is still trying to figure out what’s best for her future. Until then, she will continue to thrive in her major to figure out what fits her best.

Position: Statistical Writer

As one of the Statistical Writers, Christine is responsible for writing & editing various components of the topic by bringing facts and evidence about the project.

**Daniela Zecua** 

Daniela Zecua is currently enrolled in New York City College of Technology, majoring in Marketing and Sales. Daniela is from Queens and hopes to open her own jewelry brand. She hopes to be able to design unique custom pieces that people would love. In addition, Daniela likes to draw and paint, which inspired her to design her jewelry.

Position: Statistical Writer

As one of the Statistical Writers, Daniela is responsible for analyzing and editing data and interpreting research and components.

**Experience Survey**

Name: Brandel Babb

Store: Enterprise

Position: Branch Manager

Location: Long Island, NY

Date: October 4, 2023

**1. When you think of a luxury car, what car first comes to mind?**

The first car that comes to mind would be a Mercedes Benz Maybach.

**2. What kind of car do you drive?**

I drive a Mercedes Benz.

**3. What is your dream car?**

Currently at the moment my dream car would be a Lamborghini Urus.

**4. Which cars are better? Electric or gas cars? Why?**

I prefer gas over electric due to the fact that it may be more convenient and gas powered cars tend to have more speed and power than electric.

**5. Do you prefer sedans or SUVs?**

My preference changes depending on the location and time of year. I prefer sedans during the

summer and SUV’s during the winter.

**6. How much is your gas weekly ?**

I pay $80 weekly.

**7. How often until you have to refill your gas again?**

I refill my gas about every week.

**8. What qualities do you look for in a luxury car ( speed, mileage, etc)?**

I look at the Horsepower, Torque and Comfortability of the luxury car.

**9. Which luxury car is safer to drive?**

Any luxury SUV may be safer than a sedan when it comes to weather condition and the

possibility of surviving an accident. In my opinion, I believe that an Escalade is the safest drive.

**10. Would you say a luxury car is ideal for everyday use?**

Yes I would say a luxury car is ideal for everyday use because most luxury brand vehicles are

made in order to make everyday travel convenient.

**Problem Definition**

We are trying to identify what is the top luxury car that people would want to get and what are the factors for their choice.

**Research Objectives:**

● To discover what components persuade consumers to prefer one luxury car brand over the other.

● To discover the aesthetics of each brand over the other.

● To discover how social media can influence a person’s choice of luxury cars.

● To discover if luxury car brands have an effect on the environment.

Research Questions:

● Which luxury car brand do consumers purchase the most?

● Does one luxury car brand have any competitive advantage over another?

● Which luxury car brand do consumers purchase the least?

● Which luxury car is driven the most by women? Men?

● What makes the car luxurious in comparison to other car brands?

● What is an ideal luxury car for people with kids?

● How do these cars impact the environment? Do they use more? less gas?

**Hypothesis:**

The hypothesis that we got varies from what a person is looking for in a car as well as the gender and family size.

● More women would prefer Mercedes Benz because of the look and model of the car.

● More men would prefer a BMW because of the fast speed of the car and the overall

performance.

● However, Tesla would be the more ideal and everyday car because it’s electric, so people

wouldn't have to pay for gas, which is better for the environment; the car is fast, and based on its popularity, more people would lean towards this car. In addition to Tesla being all-electric, people would avoid oil changes and other upkeep with this car & Tesla has an autopilot mode, which can be suitable for people with families.

**Secondary Data Research Assignment**

Mercedes Benz is one of the most luxurious cars in the world and has been purchased by

millions around the world. Mercedes Benz was founded in 1926 by Karl Benz, Gottlieb Daimler,

Wilhelm Maybach and Emil Jellinek. The name Mercedes came from Jellinek’s daughter whose

named Mercedes and eventually the company decided to trademark the name in 1902. Even

though the company was founded in 1926, each of the founders had a long history with working

on cars. After the death of Daimler, his two sons Paul and Adolf took his role in the company and helped create the trademark symbol of Mercedes Benz which is the three-pointed star. Before Mercedes Benz was established, the brands “Mercedes” and “Benz” were two separate

companies and soon merged in June 1926. These two brands were two of the oldest automotive

manufacturers in the world, so this fusion was a big deal in the 1920’s. After this collaboration,

that’s when the production of the Mercedes Benz cars started. Mercedes Benz remains very

popular because of the wide variety of cars they offer to consumers. The different classes of

Mercedes Benz cars are A-Class, C-Class, E-Class, G-Class, and S-Class. These different classes

are offered as Sedans, SUV’s and Coupes. Through the years, Mercedes Benz remained one of

the top luxurious cars for variety of reasons, including its superior engineering and design,

exceptional performance, advanced technology, prestige and status, and exceptional service and

support. Mercedes-Benz is known for its automotive safety innovation. All their cars undergo

considerable amount of testing to adhere to various safety standards. These cars come with

reliable safety systems such as infrared cameras, lasers, powerful radar, and mechanical

controlling computer systems. In 2021, Mercedes released their new electric cars and by 2025 is

expected to launch only electric cars onwards. Behind the wheels of a Mercedes-Benz, you will

always be guarded and protected on the road.

BMW, short for Bayerische Motoren Werke AG, was founded in 1926 by Karl Rapp, Gustav Otto, Camilo Castiglioni and Franz Josef Popp. In 1916, the Flugmaschinenfabrik Gustav Otto company had merged into Bayerische Flugzeug-Werke AG (BFW) at government behest. The emblem with the Bavarian state's symbols has been present on the products since 1917, and BMW began producing cars in 1928. In the 1960s, BMW started to gain popularity as a modern and successful car manufacturer. BMW established itself in the luxury market by creating vehicles that seamlessly combine the best of performance with practical, everyday drivability. That legacy is alive and stronger than ever today. BMW has gained prominence by making cars and SUVs that blend luxury, technology, performance, and experience. BMW has become a prestigious brand by creating model after model of successful cars and SUVs. BMW always puts your safety first, which is why each vehicle comes with a suite of high-tech safety features. Active Blind Spot Detection helps you stay aware of the vehicles around you, notifying you when cars are in your blind spots. luxury features that elevate your driving experience. These include cascading ambient lighting, driving modes for every mood, Merino Leather upholstery,

and a backlit logo. The Harman Kordon Premium Sound System offers an immersive audio

experience and a 12.3-inch screen that makes navigating and changing your music easy. BMW

models come in numbered series ranging from 1 to 8. Larger odd-numbered series mean a

bigger car. BMW also has M, X, Z and BMW I models for their vehicles. As early as 2023, the

BMW Group will offer around a dozen all-electric models that are ready to hit the road, thanks to

intelligent vehicle architectures and a highly flexible production network.

Audi is a German-based car model. In 1899, August Horch founded his first car brand

that began the history of Audi. In 1909, he founded the new automobile company Audiwerke

AG, which we now know as one of the most luxurious car brands, Audi. It has around seven

series, which include A4, A5, A7, A8, Q3, Q5, and Q7, which are known to have innovative

technological features in all its different types of cars. It has electric and hybrid technology

containing sophisticated batteries and innovative driving systems; some cars feature virtual

mirrors, which offer more precision. Some Audi cars feature a night vision system that detects

potential hazardous situations. They have 360 visuals that allow complete visibility of close-

range surroundings. Audi also has new full-size electric SUVs. Audi is one of the most luxurious

car models in the market today.

Tesla, first named Tesla Motors, was founded in 2003 by the engineers Martin Eberhart

and Marc Tarpenning in California. The inventor Nikola Tesla was best known for discovering

the properties of rotating electromagnetic fields. Nikola Tesla’s work led to the discovery of

electrical transmissions. Martin and Mark launched the company and started producing electric

cars that weren’t made for public purchase. Elon Musk, a well-known billionaire, has recently

been the face of Tesla. However, he did not join the company till 2004. In 2008, the Tesla

Roadster entered production. With the Roadster available for production, Tesla reached a goal no

company has ever had: to produce entirely an electric car that still met customers’ needs. The

first model could travel almost 250 miles with only a single battery with top speed and

acceleration. Also, customers did not need gas; they could recharge their cars in a standard wall

outlet. However, they did run into issues, for example, the car needing 24 to 48 hours to recharge

to this day. Compared to how quickly gasoline-refilled cars take, it does put Tesla at a

disadvantage. Teslas were also priced high at 100,000, which took most customers out of the

market; in 2008, with the new CEO Ze’ev Drori, a new model of Tesla was introduced with a

lower price of 76,000 and became mainstream to consumer markets. Tesla has since expanded

the company. In 2015, the company became Tesla Inc. and continues to push itself into the Mass

consumer market. Consumers of Tesla believe in all the car's benefits: smaller carbon footprints,

increased performance, and Advantage technology. Today, Tesla is known as an eco-friendly,

high-tech-performance car. Tesla is one of the most technological cars we have today, the cars

are fully electric. They have autopilot systems which makes it a partially self-driving car. It also

has advanced sensor coverage which provides eight cameras with 360 degrees visibility and 250

meters of range.

The Porsche vehicle brand was founded in 1948 with the introduction of the Type 356.

However, Professor Ferdinand Porsche's design studio set the foundation for the business. The

1930 order book served as a chronicle of the beginnings of a blossoming legend. Porsche

originated in Stuttgart, Germany. Founder Ferdinand Porsche started the Porsche brand with

barely 200 employees, testimony to its modest beginnings. Later in the year, the Porsche 356, the

company's debut model, was revealed, and 52 vehicles were eventually built in a tiny garage in

1949. Porsche is a well-known German automaker specializing in luxury sports vehicles, SUVs,

and sedans with exceptional performance. Porsche vehicles have an outstanding and unique look.

The external design perfectly combines eye-catching elements with classic appeal. Porsche's

design staff is responsible for traditional designs, such as the 911 Carrera's forward-extended

bonnet and recessed region in front of the windscreen. Porsche's enhanced engineering skills

have allowed it to launch innovative products that appeal to a wide range of consumer

demographics. Porsche has a devoted following of customers, which is another essential asset.

Porsche's research & development department remains one of its main competitive advantages.

Porsche automobiles stand out from the competition on the road because of their thrilling

performance. Driving a Porsche awakens the senses because of its potent engines, agile handling,

and aerodynamic styling. The technological advance that Porsche has inhibited is the invention

of the hybrid drive. All electric Porsche models have a top speed of up to 260 km/h. The Porsche

Taycan models are currently available in this category. Porsche plug-in hybrid models have an

electric motor with battery as well as a combustion engine. Not only was Porsche the first hybrid

vehicle Ferdinand Porsche combined his knowledge of electrical engineering with the new

invention of the automobile to create a vehicle with wheel hub motors and the world's first all-

wheel drive vehicle. Drivers admire Porsche for their updated technologies, impeccable ride

quality, and impressive driving dynamics. Therefore, the famous Porsche vehicle became very

successful and caught the attention of many people.

Gasoline prices can quickly change if there is a disruption to the supply of oil, refinery

operations, or petrol delivery by pipeline. The cost of gasoline fluctuates due to the seasonal

changes in demand and fuel specifications, even when crude oil prices are stable. In New York,

the average price of regular gas is $3.79, and the average cost of premium gas is $4.95. Gasoline-

powered cars currently have better infrastructure and are more familiar to most drivers and

consumers. However, gasoline use contributes to air pollution. Burning gasoline also produces

carbon dioxide, a greenhouse gas. One of the primary sources of pollution is vehicle emissions.

In the US, cars and trucks account for 20% of total greenhouse gas emissions, which makes it the

2nd largest emitter in the world. It's the largest it's been in decades. This puts vehicle emissions

in the United States as one of the largest greenhouse gas emitters in the world. Cars are a

massive contributor to greenhouse gas emissions. Every gallon of gas a car uses emits about 24

pounds of greenhouse gasses. In states such as California, are banning the sale of gas cars by the

year 2035 and at least by 2050, most gas-powered cars will be off the road.

**Fast & Luxurious Questionnaire**



The Fast & Luxurious Agency is currently conducting a survey among individuals who live in New York City who drive cars and want to know what they like about their automobile and any vehicle preferences. Your responses are significant to our research and will be kept strictly confidential. We would appreciate it if you answer all the questions honestly and to the best of your ability. Thank you!

1. What type of transportation do you use the most to get around NYC? (Please choose only one)

* Bus
* Train
* Car
* Bike
* Walk

1. In a typical week, how often do you drive your car?

* Everyday
* 5 to 6 days a week
* 3 to 4 days a week
* 1 to 2 days a week
* Less than one day a week

1. Which brand of car do you currently own?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If you drive a gas car, how often do you fill your tank a week? If you drive an electric car, how often do you charge your car a week?

* Once a week or Less
* Twice a week
* Three or more times a week

1. On average, how much does it cost to fill your gas tank?

* $20 or Less
* $21-$29.99
* $30-$39.99
* $40-$49.99
* $50-$59.99
* $60 or more

1. Which of the following is the most luxurious car to you? (Please choose only one)

* Mercedes Benz
* BMW
* Tesla
* Porsche
* Audi
* Lexus
* Acura
* Infiniti
* Cadillac
* Lincoln
* Volvo
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your favorite color when purchasing a car? (Please choose only one)

* Black
* White
* Silver
* Red
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How often do you drive in a typical week?

* Everyday
* 5 to 6 days a week
* 3 to 4 days a week
* 1 to 2 days a week
* Less than one day a week

1. What is the primary purpose of usage for your car? (Please choose all that apply)

* Work
* School
* Personal
* Family
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of the following Luxury electric car brands are you familiar with the most? (Please choose all that apply)

* Lucid Air
* Porsche Taycan
* Tesla models
* BMW i7
* BMW i5
* Genesis Electrified G80
* Audi e-Tron GT
* Mercedes-Benz EQD
* Mercedes-Benz EQS
* Mercedes-AMG
* None of the above

1. Which Luxury car brands do you prefer the most? (Please choose only one)

* American-made Luxury Brands
* German-made Luxury Brands
* Japanese-made Luxury Brands
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of the following types of vehicles do you prefer the most? (Please choose only one)

* Gas-powered cars
* Electric cars
* Hybrid cars

1. Which of the following kinds of vehicles do you like the best? (Please choose only one)

* Sedan
* Coupe
* Sports car
* Hatchback
* SUV
* Minivan
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of the following luxury car brands are you familiar with the most? (Please choose all that apply)

* Audi
* BMW
* Cadillac
* Acura
* Infiniti
* Volvo
* Lincoln
* Lexus
* Mercedes-Benz
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of the Luxury car brands do you prefer the most? (Please rank your top 3 preferences by numbering them 1, 2, and 3, with 1 being your most preferred brand)

* Acura
* Audi
* BMW
* Cadillac
* Infiniti
* Lexus
* Lincoln
* Mercedes-Benz
* Volvo
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Which of the following luxury SUV brands are you familiar with the most? (Please choose all that apply)

* Audi Q7
* Acura MDX
* BMW X5
* Infiniti QX50
* Infiniti QX60
* Land Rover
* Range Rover
* Lexus RX
* Mercedes GLE
* Mercedes GLA
* Volvo XC90
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Would you allow your car to be on autopilot?

* Definitely Yes
* Probably Yes
* Probably No
* Definitely No

1. Do you believe that electric cars improve the environment?

* Definitely Yes
* Probably Yes
* Probably No
* Definitely No

1. Which type of car do you currently drive? (Please choose only one)

* Electric car
* Gas car
* Hybrid car

1. What do you believe is the most ideal way to purchase a car? (Please choose only one)

* Financing
* Leasing
* Buying in full

Please Turn to The Next Page

1. How important are each of the following factors when purchasing a car? (Please respond to each factor listed below)

| Factors | Very Important | Mostly Important | Somewhat Important | Not Important at all |
| --- | --- | --- | --- | --- |
| Price of car |  |  |  |  |
| Vehicle History |  |  |  |  |
| Financing |  |  |  |  |
| Fuel economy |  |  |  |  |
| Warranty |  |  |  |  |
| Leasing options |  |  |  |  |
| Safety features |  |  |  |  |
| Performance |  |  |  |  |

The following questions are for statistical purposes only. Your answers will be kept strictly confidential.

1. What is your Age? (Please choose only one)

* Under 18
* 19-24
* 25-34
* 35-44
* 45-54
* 55 & Older

1. To which Gender Identity do you identify with the most? (Please choose only one)

* Male
* Female
* Non-Binary
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer Not to Answer

Please Turn to The Next Page

1. What is your Ethnicity (Please choose only one)

* Asian or Pacific Islander
* Caucasian
* Hispanic or Latino
* Native American
* Black or African-American
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your current Employment Status? (Please choose all that apply)

* Part-time employed
* Full-time employed
* Self Employed
* Student
* Retired
* Unemployed

1. What is your current occupational Status? (Please choose only one)

* Administrative
* Clerical
* Executive
* Laborer
* Managerial
* Sales
* Secretarial
* Technical
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your current Marital Status? (Please choose only one)

* Married
* Single
* Divorced
* Separated
* Widowed

1. How many children live in your household (Please choose only one)

* None
* 1
* 2
* 3
* 4 or More

1. About how much is your Total Annual Income? (Please choose only one)

* Under $10,000
* $10,000-$19,999
* $20,000-$29,999
* $30,000-$39,999
* $40,000-$49,999
* $50,000-$59,999
* $60,000 or More

1. What is the highest level of education you have completed? (Please choose only one)

* Some High School or Less
* High School Graduate
* Some College
* College Graduate
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Where do you currently Reside (Please choose only one)

* Manhattan
* Brooklyn
* Bronx
* Queens
* Staten Island
* Other (Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

You have reached the end of the questionnaire!

Thank you for your time and participation! Please feel free to use the space provided below for any additional comments regarding this topic.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Selection of the Sample Design**

**Sampling Techniques**

What is sampling? In market research, sampling means getting opinions from a number of people chosen from a specific group in order to find out about the whole group. With this newfound information, marketing researchers can analyze the data and use it to garner information about their chosen market, in this case, the luxury car market, and further understand who their true target market is. The questionnaire will be the sampling technique method we employ. For a survey, a questionnaire is a list of questions or items used to gather data from respondents about their attitudes, experiences, or opinions. Questionnaires can be used to collect quantitative and qualitative information. Questionnaires are commonly used in market research. This method will help us determine why people prefer electric or gas cars. These inquiries will reveal specific inclinations for luxury automobile companies that our marketing company has carefully chosen. The confidentiality of the questionnaire will encourage respondents to give accurate responses, which we will use for our research.

These sample questions will discuss why it is incredibly prevalent to utilize the selection of sample design. There are two different ways to go about who will be chosen out of the population for the sample: Probability sampling refers to the selection of a sample from a population when this selection is based on the principle of randomization, that is, random selection or chance. The second method is non-probability sampling, Which is a method of selecting units from a population using a subjective, non-random method. Since non-probability sampling does not require a complete survey frame, it is a fast, easy, and inexpensive way of obtaining data. Our agency will use non-probability sampling to collect the data

**Target Population**

A group or collection of factors you want to learn about is a target population. The target population is a subset of the general public identified as the targeted market for a given product, advertising, or research. It is a subset of the entire population chosen to serve as the objective audience. Determining the target population for a survey is the initial step in designing a study. New York City has a relatively large marketplace for Luxury cars, considering most New Yorkers rely on the MTA, which consists of subways, buses, and ferries—narrowing down the vast population size to a more specific target population consisting of both men and women, ranging from a minimum requirement of being 18+, who drive and have their license because we are an agency that supports safe driving and is concerned about their gasoline costs and automobile longevity.

The target audience for luxury market cars focuses on people between the ages of 25-44 years old. Today, the market population of luxury cars varies from the preconceived notion of the target market. There are a couple of considerations when in the market for purchasing a Luxury car: perceived value, status symbol, self-esteem boost, build quality, and exclusivity. Consumers in luxury are looking for their shopping to be representative of their personality and uniqueness. They're looking for things and services that are not available to everybody. Therefore, custom-made, rare, or limited editions appeal to them. Indeed, luxury goods are considered to be a way of differentiating oneself from others.

**Collection of data**

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**Pre-Test**

Pre-testing is used to administer the data collection instrument with a small set of respondents from the population for the full-scale survey. Pre-tests are a nongraded assessment tool used to determine pre-editing subject knowledge. Typically, pre-tests are administered before a course to assess knowledge baseline, but here, they are used to test people before the topical material is covered. Pretesting is the stage in survey research when survey questions and questionnaires are tested on members of the target population/study population to evaluate the reliability and validity of the survey instruments before their final distribution.

We conducted our pretesting by having five respondents complete the questionnaire to confirm that the questions were clear and understandable. To find the top luxury car brands, we created questions that evaluated the knowledge and familiarity of our participants about luxury cars, which allowed us to incorporate key concepts into our main study. To dissect the top luxury car brands, our team curated questions that helped us get to know the participants’ familiarity with top luxury car brands and jobs, salary, ages, gender, and style. Our collected data concluded that the top luxury car brand participants were more familiar with was Tesla, one of the top luxury cars. However, more participants chose the most luxurious car, a Porsche. The questionnaire was composed of thirty-one questions. This particular set of questions was chosen to obtain an unbiased opinion on the top five luxury cars. We utilized the random sampling method to obtain the five consumers for pretesting. Random sampling is a technique in which each sample has an equal probability of being chosen. The Fast and Luxurious Agency analyzed the pre-test results to determine if the respondents’ answers were complete and useful and if anything needed to be changed or fixed.

**Main Study**

After Successfully conducting the pretest, we can move forward with the next phase of our research, which is the collection of the data from our main study. The gathering and analyzing for this research topic will help us better comprehend the Marketplace for Luxury cars and what entices our Target consumers to purchase such vehicles. We can understand our customer’s opinions and preferences regarding these luxury vehicles through the information we gather. To help prove our hypothesis that the top five luxury cars are … we composed a questionnaire to gather individuals’ opinions. During the main study stage, researchers utilize their hypothesis to determine the response rate for their questionnaire. The Fast and Luxurious Agency received an overall response rate of 91%, with 41 respondents.

Once our questionnaire was ready, our team collected data by surveying people. We were aware that many people might not be comfortable with proximity survey taking, so we decided the best alternative to conducting this survey was to distribute it virtually only. We sent our questionnaire through social media, specifically Instagram and Google Forms. We shared Google Forms with our co-workers, family members, and friends, while the questionnaire to our fellow students was sent through social media accounts. To get an accurate percentage on our surveys, we decided to ask only a minimum of 50 people to respond, many of them were chosen at random, but we wanted to keep the target audience of our respondents to be individuals who have a driver’s license and or own a car.

When conducting our questionnaires, we used semantic differential scale questions. When creating the semantic differential scales questionnaires, we placed the answers right beside or underneath the question using checkboxes; this gives participants options of choosing the answers they feel are close to what they believe is right. We asked specific questions to help us gauge the type of cars the participants prefer (Luxury or not), what type of car they own, what color preference they prefer, important factors when purchasing a car, and what the primary usage of their car is. When the survey results came in, we noted that 46.3% of our respondents use the train as their primary type of transportation. Honda is the top choice brand of car our respondents own. 34.1% of our respondents believe that the most Luxurious car is a Porsche This confirms our hypothesis that one of the top 5 Luxury cars we previously stated is Mercedes, BMW, Tesla, Porsche, and Audi. When purchasing a car, 68.3% of our respondents prefer the color black. The primary usage for their car is personal (75%) and for work (70%). Our hypothesis was again confirmed when 58.5% of respondents stated that Tesla model vehicles are the luxury electric cars they are most familiar with. 36.6% of our respondents prefer a sedan vehicle. Most of our respondents stated that from most to least important, the factors they must consider when purchasing a car are the Price of the car, safety features, performance, Vehicle history, fuel economy, financing, warranty, and leasing options. These responses show that one of our hypotheses was correct that individuals think Porsche is the most luxurious car. At the end of the questionnaire, we wrote a “thank you for participating’ note to acknowledge that their opinion and time were appreciated. We also left a blank section for the 50 respondents who participated to write down any questions, comments, or concerns.

**Planning the Research Design**

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**Research Design:**

Research design is a use of strategy, methods and procedures of using your collective data to answer your research questions and prove your hypothesis. It is an analyzed plan to use to interpret, collect and define your data. Our Group decided that our best strategy to answer our hypothesis is a cross sectional study, which is an observational study that analyzes data from participants at a single point. Our cross sectional study allowed us to use various use of our target population to build our conclusion.

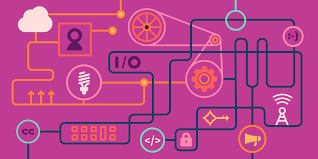
**Survey:**

A survey is a method of gathering information using relevant questions from a sample of people with the aim of understanding populations as a whole. Surveys provide a critical source of data and insights for everyone engaged in the information economy, from businesses to media, to government and academics. Our group chose to create a questionnaire because we wanted to gather data from our target audience. In addition, we wanted to test out our hypothesis & draw conclusions about our research.

**Methodology:**

Methodology refers to the systematic and theoretical analysis of the methods applied within a particular field of study. It outlines the principles, procedures, and rules that guide research or other types of projects. Methodology is essential for ensuring the validity and reliability of the results obtained. Likewise, for our group we used a questionnaire to collect data efficiently and gather the needed information.

**Data Analysis**

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**Editing:**

Editing is the process of analyzing completed questionnaires and making any necessary changes to ensure high-quality data. A controlled procedure is used to double-check for data errors to have proper research data before it is too late. Fast & Luxurious Co. used this process to edit and fix our questionnaire. Our group constantly looked over our work and rephrased a few questions and fixed design issues in order to conduct better surveys.

**Coding:**

Coding is the process of taking open-ended comments and categorizing them to allow for data analysis. The importance of coding is to offer help with data analysis, data visualization, scripting, and automation. Fast & Luxurious Co. began the coding process by formulating a questionnaire to gather and collect data. Once the participants completed the questionnaire, there were fifty-five responses. Finally, after calculating the percentages of each answer a respondent gave, we turned these percentages into graphs to get a better understanding of our data. The coding process was very useful because it helped us draw hypotheses and conclusions based on our results.

**Analysis:**

Data analysis combines primary and secondary data using a tally system to count responses. Below, we have listed the analyzed data results for eight questions from our conducted questionnaire that helped us confirm our hypothesis, problem, statement, and research objectives and answer our research questions.

Question #1

What type of transportation do you use the most to get around NYC? (Please choose only one)

Based on our data analysis:

* 46.3% chose Train
* 43.9% chose Car
* 9.8% chose Bus

Question #2

In a typical week, how often do you drive your car?

Based on our data analysis

* 31.7% chose everyday
* 26.8% chose Less than one day a week
* 22% chose 3 to 4 days a week
* 9.8% chose 1 to 2 days a week
* 9.8% chose 5 to 6 days a week

Question #3

Which brand of car do you currently own?

Based on our data analysis

Forms response chart. Question title: Which brand of car do you currently own? 
. Number of responses: 36 responses.

Question #4

If you drive a gas car, how often do you fill your tank a week? If you drive an electric car, how often do you charge your car a week?

Based on our data analysis

* 66.7% chose once a week or less
* 16.7% chose Twice a week
* 16.7% chose Three or more times a week

Question #5

On average, how much does it cost to fill your gas tank?

* 41.7% chose $40-$49.99
* 16.7% chose $30-$39.99
* 16.7% chose $60 or more
* 11.1% chose $50-$59.99
* 8.3% chose $21-$29.99
* 5.6% chose $20 or less

Question #6

Which of the following is the most luxurious car to you (Please choose only one)

Based on our data analysis

* 34.1% chose Porsche
* 29.3% chose Mercedes Benz
* 12.2% chose Tesla
* 4.9% chose BMW
* 2.4% chose Acura
* 2.4% chose Infiniti
* 2.4% chose Cadillac
* 2.4% chose Ferrari
* 2.4% chose Honda
* 2.4% chose Chevrolet
* 2.4% Jeep Grand Cherokee
* 2.4% chose Lamborghini

Question #7

What is your favorite color when purchasing a car? (Please choose only one)

Based on our data analysis

* 68.3% chose Black
* 9.8% chose White
* 7.3% chose Red
* 4.9% chose Silver
* 9.6% chose Grey

Question #8

What is the primary purpose of usage for your car (Please choose all that apply)

Based on our data analysis

* 75% chose Personal
* 70% chose work
* 42.5% chose family
* 32.5% chose school

Question #9

Which of the following Luxury electric car brands are you familiar with the most? (Please choose all that apply)

Based on our data analysis

* 58.5% chose Tesla models
* 19.5% chose Mercedes- AMG
* 17.1% chose BMW i7
* 14.6% chose Audi e-Tron GT
* 14.6% chose BMW i5
* 9.8% chose Porsche Taycan
* 7.3% chose Mercedes- Benz EQS
* 7.3% chose Lucid Air
* 7.3% chose Genesis Electrified G80
* 4.9% chose Mercedes- Benz EQD

Question #10

Which Luxury car brands do you prefer the most? (Please choose only one)

Based on our data analysis

* 58.5% chose German-made Luxury Brands
* 24.4% chose American-made Luxury Brands
* 14.6% chose Japanese-made Luxury Brands

Question #11

Which of the following types of vehicles do you prefer the most? (Please choose only one)

Based on our data analysis

* 40% chose Hybrid cars
* 37.5% chose Gas-powered cars
* 22.5% chose Electric cars

Question #12

Which of the following kinds of vehicles do you like the best? (Please choose only one)

Based on our data analysis

* 36.6% chose Sedan
* 29.3% chose Sports car
* 24.4% chose SUV
* 4.9% chose Coupe
* 2.4% chose minivan
* 2.4% chose Hatchback

Question #13

Which of the following luxury car brands are you familiar with the most? (Please choose all that apply)

Based on our data analysis

* 68.3% chose BMW
* 53.7% chose Audi
* 51.2% chose Mercedes-Benz
* 43.9% chose Infiniti
* 41.5% chose Lexus
* 31.7% chose Cadillac
* 19.5% chose Lincoln
* 14.6% chose Volvo
* 2.4% chose Bugatti

Question #14

Which of the Luxury car brands do you prefer the most? (Please rank your top 3 preferences by numbering them 1, 2, and 3, with 1 being your most preferred brand)

Based on our data analysis

Forms response chart. Question title: Which of the Luxury car brands do you prefer the most? (Please rank your top 3 preferences by numbering them 1, 2, and 3, with 1 being your most preferred brand) 
. Number of responses: 41 responses.

Question #15

Which of the following luxury SUV brands are you familiar with the most? (Please choose all that apply)

Based on our data analysis

* 43.9% chose Range Rover
* 41.5% chose BMW X5
* 34.1% chose Mercedes GLE
* 31.7% chose Audi Q7
* 22% chose Infiniti QX60
* 19.5% chose Infiniti QX50
* 19.5% chose Acura MDX
* 14.6% chose Land Rover
* 14.6% chose Lexus RX
* 12.2% choose Mercedes GLA
* 4.9% chose Volvo XC90

Question #16

Would you allow your car to be on autopilot?

Based on our data analysis

* 37.5% chose Probably No
* 35% chose Probably Yes
* 17.5% chose Definitely Yes
* 10% chose Definitely No

Question #17

Do you believe that electric cars improve the environment?

Based on our data analysis

* 36.6% chose Probably Yes
* 31.7% chose Probably No
* 29.3% chose Definitely Yes
* 2.4% chose Definitely NO

Question #18

Which type of car do you currently drive?

Based on our data analysis

* 79.5% chose Gas car
* 15.4% chose Hybrid car
* 5.1% chose Electric car

Question #19

What do you believe is the most ideal way to purchase a car? (Please choose only one)

Based on our data analysis

* 41.5% chose Buying in full
* 31.7% chose Financing
* 26.8% chose Leasing

Question #20

How important are each of the following factors when purchasing a car? (Please respond to each factor listed below)

Based on our data analysis

Forms response chart. Question title: How important are each of the following factors when purchasing a car? (Please respond to each factor listed below)
. Number of responses: .

Question #21

What is your age? (Please choose only one)

Based on our data analysis

* 51.2% chose 19-24
* 34.1% chose 25-34
* 7.3% chose under 18
* 4.9% chose 35-44
* 2.4% chose 55 & older

Question #22

To which gender identity do you identify with the most? (Please choose only one)

Based on our data analysis

* 63.4% chose Female
* 34.1% chose Male
* 2.4% prefer not to answer

Question #23

What is your Ethnicity (Please choose only one)

Based on our data analysis

* 63.4% chose Hispanic or Latino
* 17.1% chose Black or African American
* 17.1% chose Caucasian
* 2.4% chose North African

Question #24

What is your current Employment Status? (Please choose all that apply)

Based on our data analysis

* 67.5% chose Full time employed
* 32.5% chose Student
* 25% chose Part time employed
* 12.5% chose self employed

Question #25

What is your current occupational Status? (Please choose only one)

Based on our data analysis

* 32.4% chose Sales
* 21.6% chose administrative
* 10.8% chose laborer
* 10.8% chose Technical
* 5.4% chose managerial
* 5.4% chose Secretarial
* 2.7% chose Clerical
* 2.7% chose Nurse
* 2.7% chose Law Enforcement
* 2.7% chose Paraprofessional
* 2.7% chose cosmetologist

Question #26

What is your current marital status? (Please choose only one)

Based on our data analysis

* 80% chose Single
* 17.5% chose married
* 2.5% chose separated

Question #27

How many children live in your household (Please choose only one)

Based on our data analysis

* 70% chose None
* 20% chose 1
* 5% chose 2
* 5% chose 3

Question #28

How much is your total annual income? (Please choose only one)

Based on our data analysis

* 25.6% chose $20,000-$29,999
* 25.6% chose $30,000-$39,999
* 15.4% chose $50,000-$59,999
* 15.4% chose $60,000 or More
* 7.7% chose under $10,000
* 7.7% chose $40,000-$49,999
* 2.6% chose $10,000-$19,999

Question #29

What is the highest level of education you have completed? (Please choose only one)

Based on our data analysis

* 33.3% chose High School Graduate
* 33.3% chose College Graduate
* 25.6% chose Some College
* 2.6% chose GED
* 2.6% chose Trade School
* 2.6% chose Some High School or Less

Question #30

Where do you currently reside (Please choose only one)

Based on our data analysis

* 42.1% chose Queens
* 15.8% chose Brooklyn
* 13.2% chose Manhattan
* 10.5% chose The Bronx
* 2.6% chose Staten Island
* 2.6% chose Florida
* 2.6% chose Rockland County
* 2.6% chose Westchester
* 2.6% chose Silver Spring
* 2.6% chose Cincinnati

**Draw Conclusions & Write The Executive Summary**

The conclusion that we drew from our research is that despite most of the participants of the questionnaire being more familiar with BMW, they chose Porsche as being the most luxurious gas car and most of the participants chose Tesla for being the most luxurious electric car.

There are many top luxury car brands worldwide, But which one do people prefer the most? Also, why do people choose one luxury car brand over the other? Car brands have different features to keep themselves differentiating from their competitors. safety, performance, price, and performance all come into play when choosing a top luxury car brand. Our team built a detailed questionnaire to pinpoint why one car brand is preferred. In order to conclude the top luxury car brands people prefer we conducted an exploratory Secondary Data research, an Experience Survey, and conducted a Questionnaire. When conducting the questionnaire, we focused on well-rounded and unbiased questions.

We targeted participants who are old enough to drive, who own/own a car, or will get a car soon. We also asked about the person taking the questionnaire as personal qualities like financial capabilities and age. The responses to the questions allowed us to come to a conclusion about certain qualities people look for when picking their top luxury car brands. Although many participants owned a gas-working car, they believed an electric car helps the environment, which makes the car a top luxury brand. We've also concluded that participants are spending $40 and up to fill their gas tank, which influences the high response of having an electronic car as the preference. After developing the pre test, main study and analyzing our results, which included 50 non biased participants, we were able to conclude what top luxury car brands participants preferred successfully.