Survey Analysis, Findings, and Recommendations

Name

Institutional Affiliation

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**Findings from Survey Analysis**

**Highlights from Survey Analysis**

The following table provides a snapshot of the data analysis from the responses collected from the research participants. The survey was about Porsche’s new electric car, Taycan. The questions asked sought to know people views Porsche’s new electric product and their considerations while looking for a car to purchase.

|  |  |  |
| --- | --- | --- |
| **Item** | **Percentages** | |
|  | **Rating** | **Participants' Take** |
| Car Ownership | 90% | Most participants own a car |
| Porsche Familiarity | 26% | Familiarity is moderate |
| Prospect of Buying a Porsche | 36% | Majority will buy |
| Heard of a Taycan | 37% | Majority have heard |
| Familiarity with Electric car | 27% | Majority are familiar |
| Prospect of Buying Electric car | 44% | Majority will buy |
| Price Consideration | 40% | Price is a major factor |
| aesthetic Design consideration | 22% | Aesthetic is another factor |
| Car Performance Consideration | 29% | Convenience is another factor |
| Convenience Consideration | 32% | Performance is another factor |
| Environmental impact consideration | 30% | Is a least factor/ not important |
| Driving technology Consideration | 33% | Is a least factor /not important |
| Porsche Perception | 45% | Majority consider it modern |
| Porsche Perception | 45% | Relatively environmentally friendly |
| Porsche Perception | 32% | Used for special occasions |
| Porsche Perception | 42% | Majority say its exclusive |
| Porsche Driver's Perception | 39% | Majority say they are middle aged |
| Porsche Driver's Perception | 41 | Majority say they are masculine |
| Porsche Driver's Perception | 56% | Majority say drivers are high-class |
| Perceived car performance- Porsche | 34% | 34% say it tops in performance |
| Perceived car performance- Tesla | 27% | 27% say it tops in performance |

**Itemized Research Analyses**

From the survey analysis, it is fair to say that Porsche is one of the most regarded, referred, and regarded car automakers in the world. One can be forgiven for believing that Porsche’s new electric car is under the skin. It is apparent that most people are becoming increasingly aware of the economic benefits of a car. From this analysis, 90 percent those surveyed own a sports car while 10 percent do not own a car as shown in the chart below.

For those considering to purchase a new electric car, when asked whether they preferred Porsche or Tesla, 34 percent said they preferred the Porsche car while 27 percent said they preferred the Tesla model. In particular, majority of the participants argued that Porsche’s products were top-notch and that the company was leading in terms of performance. The following chart shows the participants preference between the two car firms.

When asked to list the top reasons they considered when purchasing a new electric car, they chose such factors as price, aesthetic design, convenience, as well as performance. However, environmental impact and driving technology scored the least, meaning that they were not major considerations when making a decision to buy a new electric car. The following chart demonstrates the ratings given per factor.

What the survey analysis also revealed is that most of the people regarded Porsche’s products modern, environmentally friendly, and that majority would buy the company’s products. It was also revealed that most people were aware of the company’s electric car and would like to buy it. However, most of the participants considered this car as being high-class, used for classic events, and that was mostly owned by men.

**Recommendations**

From the above analysis, price is a major consideration in purchasing a new car by the majority of the people. As such, in efforts to create more sales and garner higher revenues, the company will have to sell the car at a relatively affordable price. Because Porsche’s electric car is the most preferred to Tesla’s brand, the company would benefit from a larger market share in the sale of this vehicle.