

Evidence on the factors important in influencing a customer's choice of brand of replacement tyre

Car replacement tyres

1. Evidence on the factors which are important in influencing a customer's choice of brand of car tyre derived from our surveys of replacement tyre distributors and customers are summarised in Appendices 3.1 and 3.2.

2. Michelin conducts continuing market research based on a continuous Motorist Diary Panel run by Research International. This panel consists of 4,000 motorists who record their purchases of motor components, including tyres. The panel is designed to be representative of the United Kingdom national parc of motorists. This is achieved by recruiting motorists from information obtained from the SMMT and the National Readership Survey. This research indicates that the following, in order of priority, are the principal factors determining a motorist's choice of brand:

1. Same make as already fitted
2. Price
3. Advice from dealer
4. Roadholding quality
5. Satisfactory previous experience

3. A market research report by Mintel and the British Market Research Bureau provides another source of information on what factors are important in the private motorist's choice of tyre. A sample of 551 car owners were asked 'If you were going to buy a new tyre for your car which of these would most concern you?' This was then followed by a list of criteria from 'reputable brand' to 'puncture-proof'. The three most important considerations were (a) safety, (b) a reputable brand name and (c) to buy the same make of tyre as already on the car.

TABLE 1 **Most important consumer concerns in buying a new car tyre**

	<i>per cent</i>		
	<i>All</i>	<i>Men</i>	<i>Women</i>
Safety	33	32	34
A reputable brand name	21	26	14
Buy the same make of tyre as already fitted on car	20	20	21
Price	10	13	7
The likely life of the tyre	5	5	5
Take what is recommended by the garage	4	3	5
Puncture-proof	1	1	1
Don't know	5	-	10

Source: Mintel.

Truck replacement tyres

4. Evidence on the factors which are important in influencing a customer's choice of brand of truck tyre derived from our surveys of replacement tyre distributors and customers are summarised in Appendices 3.1 and 3.2.

5. Research conducted by Morgan Grampian for Transport Week Magazine provides some evidence on the factors which influence truck tyre purchases. The research was based on a self-completion questionnaire sent to a sample of 1,500 readers of Transport Week. The profile of the sample was structured to comprise own account operators (40 per cent) and hauliers (60 per cent). A total of 297 questionnaires were returned fully completed, giving a response rate of 20 per cent. The research indicates that the following factors, in order of priority, influence truck tyre purchases:

1. Reliability
2. Price
3. Performance
4. Safety
5. Road grip
6. Depth of tread
7. Lower rolling resistance
8. Speed of delivery
9. Driver recommendation