MARKET PONTANTIAL STUDY FOR AUTOMOVTIVE GASSPRINGS FOR CARS AND BUSESINCOIMBATORECITYATROOTSINDUS TRIESINDIAPVTLTD

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ABSTRACT:

This study evaluates the market potential for automotive gas springs for cars and buses in Coimbatore city, conducted for Roots Industries India Pvt Ltd. The research aims to assess current demand, identify key user segments (dealers, mechanics, fleet operators), analyse competitive positioning between branded and local manufacturers, and offer actionable marketinganddistributionrecommendations.Adescriptiveandanalyticalresearchdesignwas usedwithnon-probabilitypurposivesamplingtotargetrespondentsdirectly involvedinsales, installation, and procurement of gas springs. Data collection combined structured surveys, dealer interviews, and on-site observations; analysis included frequency distributions, cross- tabulations (chi-square tests), and basic regression to explore demand drivers.

KEYWORDS

Market Potential, Automotive Gas Springs, Cars and Buses, Coimbatore, Roots Industries India Pvt Ltd, Descriptive Research, Dealer Analysis, Demand Assessment, Competitive Benchmarking, Price Sensitivity, Market Segmentation, Product Positioning, Fleet Market, Aftermarket, Marketing Strategy.

INTRODUCTION

The automotive industry in India has witnessed significant growth over the past decade, driven by increasing vehicle production, rising disposable incomes, and expanding transportation infrastructure. Within this ecosystem, automotive gas springs play a crucial roleasessentialcomponentsusedforlifting,positioning,andcontrollingmotioninvehicles such as cars, buses, and commercial fleets. These springs are widely used in applications includingtailgates,enginehoods,luggagecompartments,andpassengerseats,contributing to comfort, safety, and operational efficiency.

Thisresearchstudyaimstoassessthecurrentdemand,applicationtrends,andfuturegrowth potential for automotive gas springs in Coimbatore city. It further seeks to identify key dealer and mechanic segments, evaluate price sensitivity and brand perception, and recommendstrategicactionsinmarketing,distribution,andproductdevelopmentforRoots Industries.

OBJECTIVES:

1. To assess current demand and application of gas springs in the automotive sector (cars and buses) in Coimbatore.

2. To identify and analyze key dealer segments using gas springs in the regional market.
3. Tostudythecompetitivelandscapeandbenchmarkofgassprings.

REVIEW OF LITERATURE:

"AutomotiveGasSpringsMarketReport2025(GlobalEdition)" Author: Sumedha Gosavi
Published: MarketResearchReport(2025)

Global Automotive Gas Springs market size in 2021 was recorded at $2,183.1 million; projected to reach $2,677 million by 2025, growing at a CAGR of 5.23% during 2025– 2033.

"GasSpringforVehiclesMarketResearchReport2024" Author: Raksha Sharma.
Published: MarketResearchReport(2024)

Discussesregionaladoptionand2024marketobservationsforautomotivegassprings. **"Gas Spring Market Size, Share and Growth Statistics - 2023 - Fact.MR" Author:** Fact.MR
Published: MarketResearchReport(2023)

Analyzes the projected expansion of the global gas spring market, driven by demand inautomotive and ergonomic furniture applications.

"GasSpringMarketSize,Share&Growth,Trends[2022]" Author: Agatha Christie.
Published: MarketResearchReport(2022)

ThegasspringmarketsizewasvaluedatUSD2,433.19millionin2024andisexpectedto reach USD 3,554.17 million by 2033, growing at a CAGR of 4.3% from 2025 to 2033.

RESEARCHMETHODOLOGY:

RESEARCHDESIGN

The research adopts a quantitative, descriptive, and analytical research design. A survey method was employed to gather primary data from automobile spare parts dealers and mechanics to evaluate market demand, preferences, competitive landscape, and growth potential.

SAMPLESIZEANDSAMPLINGMETHOD

SampleSize:60respondents 30 Spare Parts Dealers
30VehicleMechanics

SamplingMethod:Non-probabilitypurposivesamplingwasusedtoselectrespondentswho are directly involved with gas spring sales or installations.

RESEARCHTOOLSANDSTATISTICALTECHNIQUES

TOOLS/TECHNIQUEUSED:

1. Simplepercentage
2. Descriptivestatistics

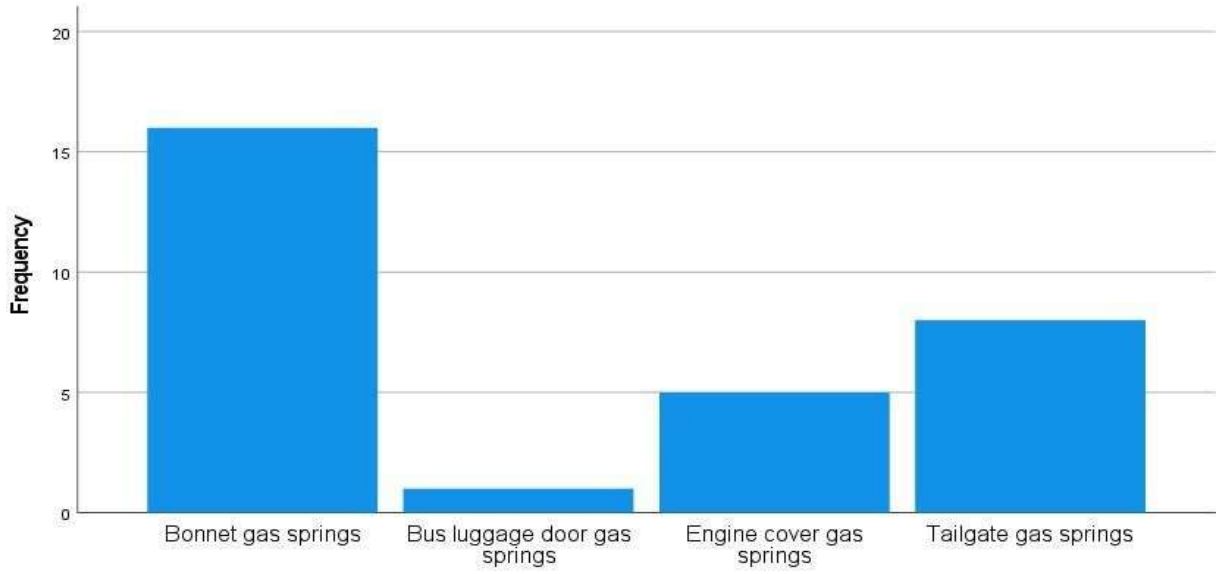
3. Clusteranalysis
4. ChisquareTest
5. IndependentsampleTtest
6. Regression

DATA ANALYSIS AND INTERPRETATION

Tableshowingthefrequencyofdifferentgassprings soldbydealers

Typesofgassprings	Frequency	Percentage
Bonnetgassprings	16	53.3
Busluggagedoorgas springs	1	3.3
Enginecovergassprings	5	16.7
Tailgategassprings	8	26.7
Total	30	100.0

Chartshowingthefrequencyofdifferentgassprings soldbydealers



INTERPRETATION

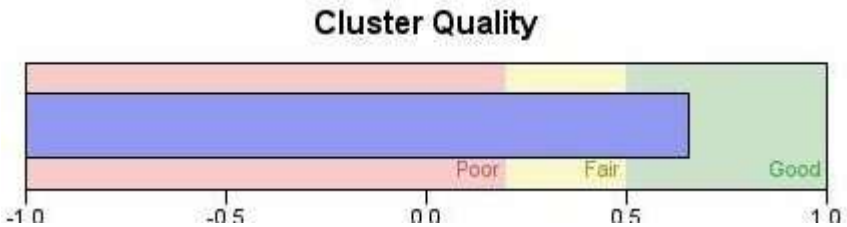
Bonnet gas springs are the most widely used (53.3%), followed by tailgate (26.7%) and engine cover types (16.7%). Bus luggage door gas springs are the least used (3.3%), indicating minimal demand in that segment.

Tableshowingtheclusteranalysisof typeofareaandaveragegassprings soldina month

Cluster	Areatype	400	900	Morethan 900	Total responses
Cluster1	Urban	2	3	1	6

Cluster2	Semiurban	1	4	2	1
Cluster3	Rural	1	2	14	17
Total		4	9	17	30

Chartshowingtheclusterqualityof typeofareaandaveragegassprings soldina month



INTERPRETATION

Most gassprings priced morethan₹900 arefoundinRural areas (Cluster3),whileUrban and Semi-Urban areas have a mix of lower and moderate prices. This indicates that price distribution varies by area type**,** with higher prices concentrated in rural regions.

Tableshowingthecategoricalvariableofnewbrandsofferingandbrandsoffergas springs to dealers

HYPOTHESIS:

NullHypothesis(H_0):

Thereisnosignificantassociationbetweenthetypeofbrand(ABX,BiBus,Gabriel, Local/Unbranded) and the dealers' response towards new brand offers.

AlternativeHypothesis(H_1):

Thereisasignificantassociationbetweenthetypeofbrandandthedealers'response towards new brand offers.

CROSSTABULATION

Newbrand /offers	ABX	Bi bus	Grabriel	Local/ unbranded	Total
Maybe	1	5	2	1	9
No	2	1	12	1	16
Yes	0	1	2	2	5
Total	3	7	16	4	30

CHISQUARETESTS

Test	Value	DF	AS
Pearsonchisquare	13.151	6	.041
Likelehoodratio	12.879	6	0.45
Noofvalidcasess	30	-	-

FINDINGS:

1. **High Demand Segments:**
   - Tailgate gas springs and bonnet gas springs are the most in-demand types for cars.
   - Bus luggage door gas springs have significant demand in public and private bus services.
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   - Tailgate gas springs and bonnet gas springs are the most in-demand types for cars.
   - Bus luggage door gas springs have significant demand in public and private bus services.
3. **Vehicle Preference:**
   - Gas springs are most frequently sold for SUVs like Mahindra XUV, Suzuki Swift, and Volkswagen Tiguan R.
   - Mechanics report frequent replacements in Tata Nexon and Suzuki Swift.

SUGGESTIONS:

1. **For Manufacturers & Distributors:**
   - Introduce mid-range gas spring products that balance price and quality to target semi-urban markets.
   - Improve supply chain efficiency to reduce stock-out issues of popular brands.
2. **For Dealers:**
   - Educate mechanics and customers on the long-term value of branded gas springs**.**
3. **For Mechanics:**
   - Recommend gas springs based on fitment quality and longevity rather than just price.
   - Encourage customers to opt for reliable brands by explaining performance and warranty benefits.

CONCLUSION:

The study concludes that the automotive gas spring market in Coimbatore has strong currentdemand andpromisingfuturepotential, particularlyintheSUV andbussegments. WhilebrandedproductslikeStabilusandGabrieldominatethequality space,localbrands continue to thrive due to affordability and accessibility.

Price sensitivity, fitment reliability, and product availability are key drivers of purchase decisionsamongdealersandmechanics.Themarketoffersroomforexpansion,especially in adjustable and premium gas spring segments.

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