

## Ugandans Intention to Buy Ford Range Raptor during The Corona Viruses pandemic 2020

<sup>1</sup>Mujuni Kenneth Nyakairu, <sup>2</sup>CahyaniPratisti

*Faculty of Economic & Business  
Insitute of Informatics& Business Darmajaya Bandar Lampung  
cahyanipratisti@darmajaya.ac.id*

**Abstract:** The Corona Viruses Pandemic affected Uganda's vehicle market that losing 34.4% compared to last year but Ford cars by Cooper Motor Co-operation have continued to raise with 5% increase per year. The purpose of this study was to describe how Ugandans intention to buy a Ford Ranger Rover during the corona viruses pandemic. The type of study used descriptive qualitative study with 30 questionnaires. It was analysed by descriptive analysis found that 60% interested to buy and 25% maybe buy this car because of the car's durability, off-road capability, and the fuel consumption it stated that it was so economic friendly. Over 25% of the people had highlighted that the car was too expensive for them since most Ugandans were middle wage earners. Thus, this paper suggested that Ford Company together with its franchise holder in Uganda CMC had to reduce the prices for this 2020 Ford Range Raptor to a favourable price for these 25% people.

**Keyword:** Corona Viruses Pandemic, Intention to buy, Car

### 1. INTRODUCTION

The automotive industry across the world is currently experiencing unprecedented challenges due to the global lockdowns implemented across all major automotive manufacturing countries to flatten the COVID19 curve. Uganda is no exception to this, with the entire domestic motor industry having suspended production and trade activity in view of the nationwide lockdown imposed on midnight, 26 March 2020. The Nationwide lockdown has since been further extended into a risk-based approach. The Coronavirus epidemic has negatively affect the global and domestic economic growth through the first half of 2020, and potentially longer, depending on the steps taken to guarantee business continuity in respective countries. Pre-Coronavirus, the growth rate in advanced economies was expected to be lower, in part due to trade tensions and the Brexit uncertainty. During the Coronavirus epidemic, global economic activities have reduced, with the global growth marked down to about 3.0% for the year 2020 (Naamsa, 2020).

Uganda is a land locked country locked in the eastern part of Africa and it is bordered by Kenya in the east, south Sudan in the north Tanzania and Rwanda in the south then DRC in the west ([www.nationsencyclopedia.com](http://www.nationsencyclopedia.com), 2020). Uganda has a total population of 45million people as the last census in 2019. The official language of Uganda is English and Kiswahili but so many other languages are used by the locals like Luganda for the central and Runyoro Rutoro for the west then Acholi for the north and some many others to mention but a few.

The Ugandans economy is mostly based on agriculture, industrial production, and tourism and since all these require transportation thus it means there is and there will always be need for cars for transportation of products and people.

Ugandans drive various types and brands of cars like Ford, Mercedes Benz, Lamborghini and so many others. According to different sources like the daily monitor Uganda (2018) shows that most Ugandans like driving are Ford, Fiat, Mercedes Benz, Renault, Volkswagen, Land Rover, Swedish, Datsun/Nissan and Toyota.

### FORD

By independence, Ford was the market leader with its different varieties which included Zephyr, then the favourites of Uganda police. Ford Cortina, Ford Corsair and Ford Anglia were some of the commonest brands bought by ordinary people like teachers and junior civil servants. From Britain also came Morris

Minor, which was mostly bought by modest people including Anglican clergymen. The British Mini was also popular.

#### **FIAT**

The Italian Fiat was also always there, competing very well for space on the Ugandan roads. In the late seventies, Fiat unleashed the classy Super Mafiori on Uganda's market, followed closely by the tiny Fiat 125. During the heady 1980 election campaigns, Paulo Ssemogerere's DP lietenantsfavoured the Mirafiori while Yoweri Museveni's teams of UPM favoured the 125.

#### **MERCEDES BENZ**

Benz was always the ultimate status symbol, even by independence time. Senior public officials and successful farmers from Buddu (Masaka) and other areas liked the Benz, which set them apart from middle-income earners. In the seventies, Mercedes 250 became the car to have if you had really made it.

#### **RENAULT**

this was a popular brand though by independence it was mostly known as Roho, a small box body version that seemed to be the uniform of Catholic priests. More fancy models of Renault came in later years. Citreon, with its inverted double V logo was another popular car from France, with a great myth around it that could never overturn. However its simplest student version the 'DeuxCheveaux' did not come to Uganda.

#### **VOLKSWAGEN**

From Germany was also extremely popular - especially the 'Beetle' that was locally called 'kikere' meaning frog. The 'VW Kombi' was an early favourite for the passenger transport services. The more modern 'Golf' became notorious in the early 1980s, being driven mostly then by brutal officers of the intelligence service called NASA.

#### **LAND ROVER**

This car from Britain was always a very strong brand in Uganda, preferred by the government forces and other officials working upcountry.

#### **SWEDISH**

these cars were not that many but were classy and enjoyed a special place of recognition. There was Saab that was popularized by the first black African to complete the East African Safari Rally, SospeterMunyegera. Then Volvo was also an early entrant into the Uganda market, though remained rather limited to people of particular taste.

#### **DATSUN/ NISSAN**

Entered the market Uganda after Toyota, but Datsun became a roaring sensation in the late sixties when it would dominate several top positions in the East African Safari Rally. First, was Datsun 1600 SSS followed by other popular brands like Datsun 160J?

#### **TOYOTA**

Toyota started taking over the Uganda market in the mid-eighties as the used car market took root. By the time the NRA took power in 1986, thousands of unregistered Toyotas were on the lawless roads, bearing only Japanese town names where the number plate should be. The commonest was Nagoya and the word Nagoya for a while simply meant an unregistered car in local parlance. After a few months' honeymoon, the NRM government banned the driving of unregistered cars.

**Uganda vehicles market in 2020 reports a considerable contraction after hitting the highest volume of the decade the previous year. Indeed, 1,270 units were sold Year to Date until September, losing 34.4% compared to last year.** In Uganda 1,270 units have been sold until **September** 2020, reporting a loss of 34.4% compared to last year. This negative trend in the market reflects the impact of the pandemic in the region, where infections reached a peak at the beginning of June, then stabilized, and started growing again exponentially in July. Brand-wise, **Toyota** remains the leader while performing better than the market

average, with a loss of 12.1%, followed by **Nissan**, losing 43.9%, and by **Mitsubishi**, losing 38.9%. The worst top 10 performance was registered by **Renault**, losing 80% sales. This has become a big challenge to these companies but blessing to the **Ford** due to its payment policy where by it collaborated with **STANIBIC BANK** to give cars to the people and they pay in installments.

According to the Cooper Motor Cooperation (CMC) managers address on **NBS TELEVISION** on 23<sup>rd</sup> March 2020 he said “the customer pays only 10% of the total price then the bank pays the remaining and the car is handed to the customer but the car card stays or is registered in the banks name until the customer pays off the debit to the bank in installments” due to covid-19 most people don’t have ready cash to spend on cars by since cooper motor cooperation the ford franchise holder in Uganda got to agreement with the Stanibic Bank to help out their customers it became the competitive advantage over others who want full payments.

The Ford Motor Company is an American automaker and the world's 5<sup>th</sup> based on worldwide vehicle sales. Based in Dearborn, Michigan, a suburb of Detroit, the automaker was founded by Henry Ford, on June 16, 1903. Ford Motor Company would go on to become one of the largest and most profitable companies in the world, as well as being one of the few to survive the Great Depression. The largest family-controlled company in the world, the Ford Motor Company has been in continuous family control for over 110 years. Ford now encompasses two brands: Ford and Lincoln. Ford once owned 5 other luxury brands: Volvo, Land Rover, Jaguar, Aston Martin, and Mercury. Over time, those brands were sold to other companies and Mercury was discontinued.

Looking at Ford as one of the most purchased cars in the country “Uganda” and the world at large and on 3<sup>rd</sup> June 1956 it managed to start marketing its cars in the republic of Uganda. In uganda the ford car has managed to extend it braches to uganda and made CMC “Cooper Motor Co-operation” the fraicise holder fo the Ford Company.

CMC is one of the biggest car bonds in uganda and africa at large in uganda its ranked the second according to the 2018 car bond awards next to spear motors company. CMC is located in Kampala Uganda along the Katalima road from the city center. And supplies brand new ford cars of all kinds like the current pickup truck “Ford Range Raptor 2020”. This new Ford Range Raptor has so many unique features which are attracting most Ugandans to like and buy this Ford Range Raptor 2020 pickup truck.



Picture 1. Ford Range Raptor 2020 pick-up

Ford customers have different consumer behaviors thou the biggest number of the customers of ford are rich and governmentofficials or non-government organization which require strong safe and quick cars to access all kinds of places no matter the conditions. They buy whenever the new model is out mostly these rich young guys who like driving latest cars and adding to their collections thou they all have different reasons or intentions to buy they are allattracted by different things on this 2020 ford range raptor which make them or their intentions to rise.

The 2020 Ford Range Raptor has the following best features which attract most Ugandans: 1) 8.2l per 100km fuel consumption. Since most drivers prefer vehicle which have lesser fuel consumption rate or economy friendly in terms of fuel because most drivers don’t like spending a lot on fuel so the range raptor made it so friendly where by the combined fuel use is 8.2l per 100 km drive with the top speed desired and load on the truck. 2). 758kg-150,000kg payload. Since most drivers who buy these pickup truck have a desire to transport their products, or any form of load with them in big amounts so the ford range raptor made it so accessible or easy for carry load of up to 150,000kg on the truck and the vehicle still gives the best speed on both hilly and flat roads. 3). 283mm ground clearance. This ford range raptor 2020 has a ground clearance of 283mm so this enables this pickup truck to move at a high speed without any worry of hitting anything on the ground which can cause an accident and or strong damages to the car thus this car has protected driver from all that. 4). Engine output of 157kw/500nm. The ford range raptor has the best engine output than any other

pickup truck on market that's on record where by it produces 157kw/500nm which means it can give driver the best speed with heavy load on it and a speed max of up to 220kph. Still under the engine output this vehicle can go from 0kph-96kph {60miles} only in 10 seconds. 4). Standard wheel suspension. In history of pickup trucks Ford Range Raptor 2020 is the first pickup truck to have a full standard wheel suspension where by all wheels and be controlled differently where by the by the can all move to or in different styles at the same time which makes it so smart and can access all places. 5). Better off roader. Since the Ford Range Raptor has 283mm ground clearance and standard wheel suspension makes Ford Range Raptor track to access all kinds of poor roads especially in the deep villages on the farms. It's off roader ability and strength has made many Ugandan farmers to pick interest in this 2020 Ford Range Raptor thus having the intention to buy it. All these features of the Ford Range Raptor 2020 and many more others are the great inspiration to the attraction of Ugandans intentions to buy and own the Ford Range Raptor 2020.

The consumer behavior of the Ford customers in Uganda is good where by the sales of the Ford cars by CMC have continued to raise with 5% increase per year in Uganda.

Ford with its Ford Range Raptor 2020 its main target is the government officials who need pick-up trucks for their security teams and the upcountry reach man who like visiting their farms in all seasons thus this Ford's off-road capability is so convincing to these farmers upcountry since according to the Kampala post this Ford consumes 8.2l per 100km and can carry load of up to 10000kg standard volume capacity this makes the farmers and people living in high lands who like to go camping with families and lots of load the target market.

This study aim to describe how Ugandans intention to buy Ford Range Raptor 2020 during Corona Virus Outbreak. The result of this research is for Ford Range Raptor 2020 producer to know how many person that interest to buy that product so they can estimate their profit in the following time and make right strategies to enrich the consumers.

## 2. LITERATURE REVIEW

Consumer behavior has always been an area of major interest for social science researchers, witnessing an explosion over the past 50 years (MacInnis & Folkes, 2010). Accordingly, literature on this topic has been the center of attention in a number of previous studies (Arndt, 1986; Battalio et al., 1974; Belk et al., 2012; Hameed, Waqas, Aslam, Bilal, & Umair, 2014; Hawkins & Mothersbaugh, 2009; Howard & Sheth, 1968; Robertson & Kassarian, 1991; Solomon, 2013). Literature on consumer behavior is diverse and extensive as changes in society, economics, and technology affect the way consumers behave (Peigambari, et al., 2016).

Consumer behavior can be determined as the study of individuals, groups and organizations. Also, it includes the processes used to select, secure, use and dispose products, services, experiences and to satisfy needs and the impacts on the consumer and society (Shimp, 2013). Study about Consumer Behavior is really important because consumer is our king and income source for business, so if we create the right product/services to the right market through the right way and media or in simple term the right marketing strategies, we have more opportunity for consumer to choose our product or services then our profit can be increase.

Consumer behavior is one of important aspect in marketing strategy. Consumer behavior scope are Demand Forecasting – Estimating the demand for products and services. Marketing – Understanding the needs, expectations, problems of consumers, Formulating Marketing Mix Strategies. Human Behaviour – Understanding the various motives that influence behavior of a consumer and of course intention to buy. Understanding the various motives that influence behavior of a consumer and of course intention to buy.

According to Xu et al. (2017) and Javed and Javed (2015), intention is the state where a person is willing to perform some behavior, or it can be considered as an immediate antecedent behavior stated that purchase intention posed to influence someone to buy the product again when they go to the market in next purchase. Customers tends to buy something again if the product possessed a several characteristics that can fulfil their needs such as the product must be suits with their religion, health, safety and quality aspects (Veluri, 2012; Beggs et al., 1981; Caulfield et al., 2010 in Abu-Alkeir, et.al., 2020). Consumers' stated purchase intentions are one of the primary inputs that marketing managers use to forecast future sales and to determine how the actions they take will impact consumers' purchasing behavior (Morwitz, 2012).

### 3. METHOD

This qualitative descriptive research using mix questionnaire was spread via online to 30 respondents in Uganda and the data was analysed by using descriptive analysis.

### 4. RESULT AND DISCUSSION

From the questionnaires, it found that most of them was female (62%), and their age was around 41-50 years old (38%) then 50+ years old (29%).

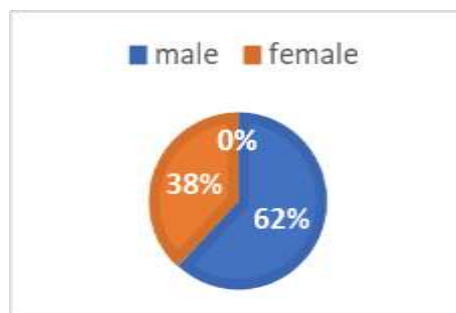


Figure 2. Gender

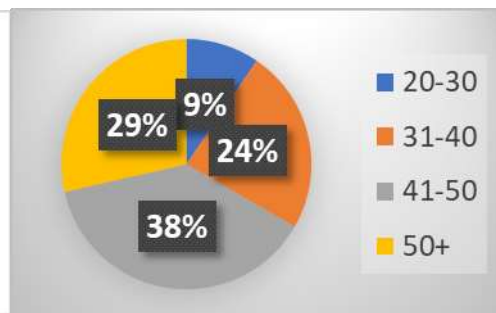


figure 3. Age

They worked in different area like agricultural officer, software developer, student, police, teacher, lecturer, priest, farmer, pharmacist, and journalist. Most the respondents were lecturer (14%) and farmer (14%).

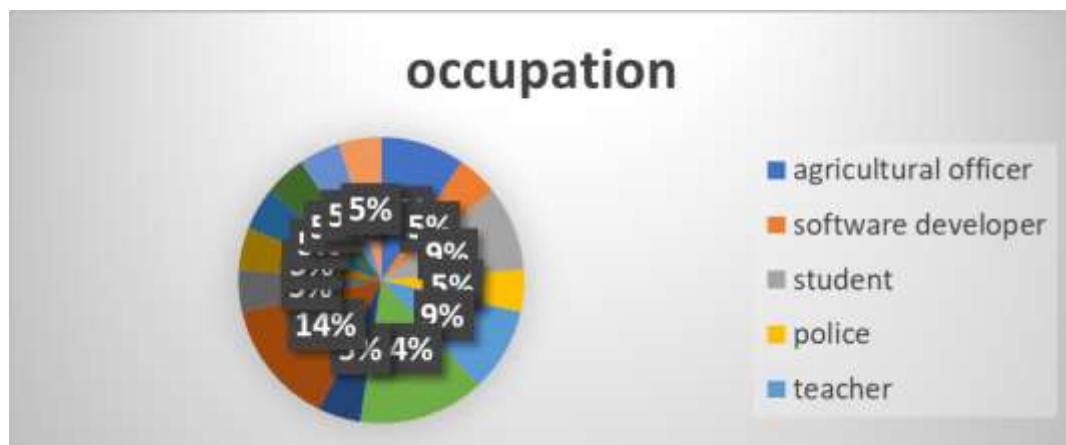


Figure 4. Occupation

Most of them had their own car (76%) with any brands like Ford Mustang 2015, Range Rover Sport (2004), RSQ 8 Audi 1995, Toyota Hilux, Honda HRV, Ford Defender, Pajero Sport and Fiat but the most users was Toyota Hilux (44%). Figure 4 had set about brand the car that they already had.



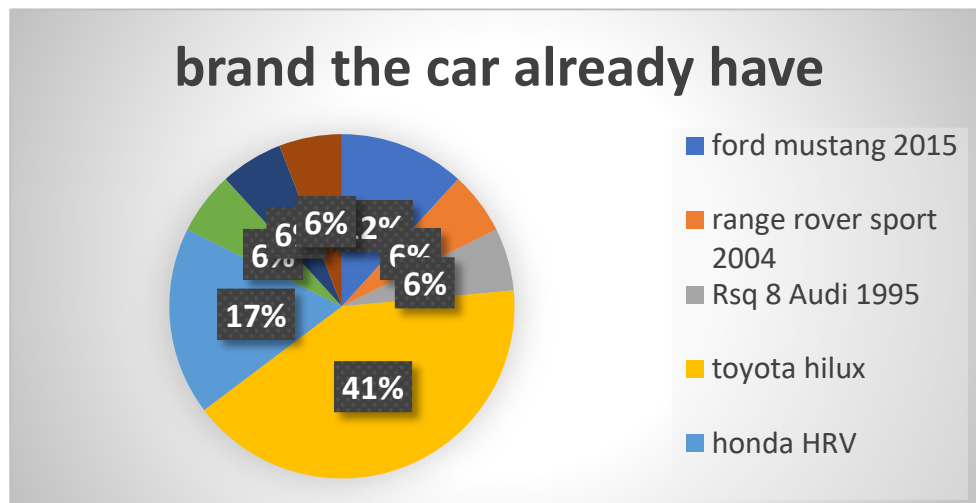


Figure 5. Brand the car already have

Through questionnaire, they chose Ford Range Raptor 2020 because fuel consumption (53%), durability (33%), and off road capacity (14%).

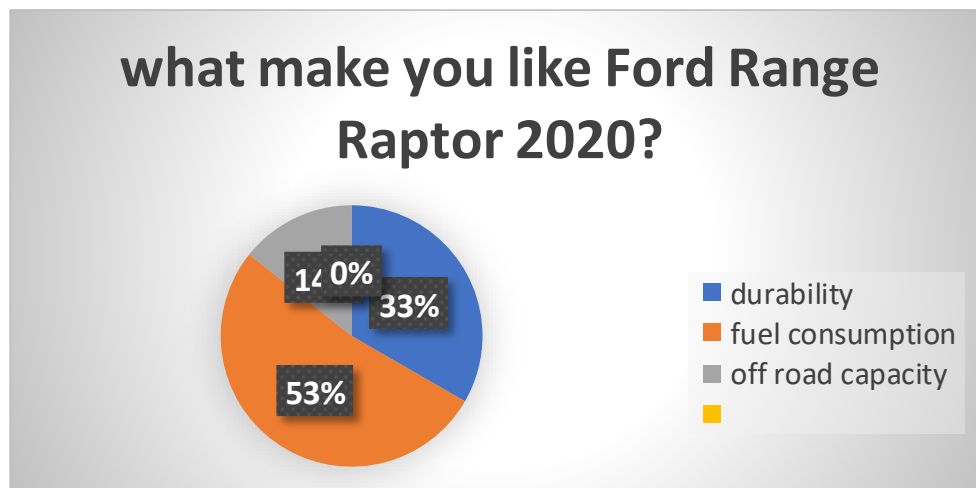


Figure 6. The reason why they like Ford Range Raptor 2020

Most of respondents would like to buy Ford Range Raptor 2020 (60%), maybe (25%) and no (15%). There were some comments for Ford Range Raptor 2020 like off road master, too big for women, safety measures, the best pick up, and the most of all are : they like it because this car was looks very strong.

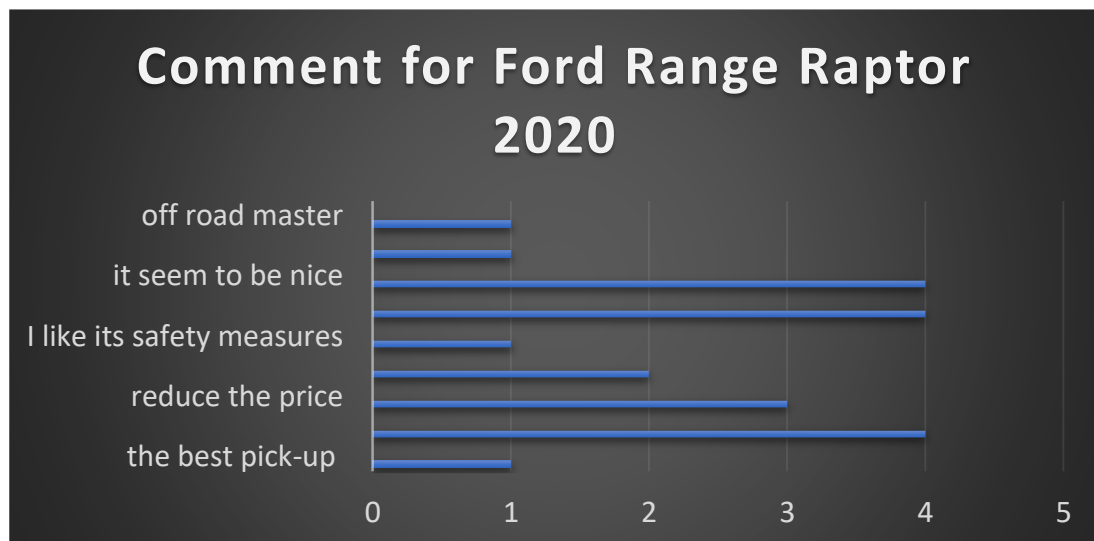


Figure 7. Comment for Ford Range Raptor 2020

## 5. CONCLUSIONS

60% interested to buy and 25% might buy this car because of the car's durability, off-road capability and economic and friendly of fuel consumption. Over 25% of the people had highlighted that the car was too expensive for them since most Ugandans were middle wage earners. Thus, this paper suggested ford company together with its franchise holder in Uganda CMC to reduce the prices for this 2020 Ford Range Raptor to a favourable price for these 25% people.

## ACKNOWLEDGEMENTS

The authors gratefully acknowledge to Institut Informatika dan Bisnis Darmajaya.

## REFERENCES

- [1] <https://www.goodcarbadcar.net/ford-ranger-sales-figures/>
- [2] <https://carsalesbase.com/uganda-car-sales-data/>
- [3] <https://www.focus2move.com/ugandan-vehicles-market/>
- [4] <https://kampalapost.com/content/ford-ranger-raptor-debut-uganda>
- [5] <https://twitter.com/ugandaford>
- [6] <https://www.nationsencyclopedia.com/Africa/Uganda>
- [7] <https://www.wsj.com/articles/car-dealer-lots-are-flush-with-unsold-cars-as-sales-are-expected-to-drop-11549319709>