

includes a Non-customers segment, low-value customer segments, medium value customer segment, high-value customer segment, and Ex-customers segment (Verma, 2012).

Best methods for answering marketing research questions

The questions includes:

- ✓ Will the product meet the needs of the customer?
- ✓ Will the products be suitable when the preference and lifestyle of the customer changes?

The best methods for conducting market research that would answer these questions includes interviewing of sample of targeted customers. Furthermore, there would be scanning of the environment to understand the trend in human behavior, taste and preferences for the future.

Steps to bring to the market from idea generation to commercialization

- ⇒ *Step 1: idea generations-* It would include asking customers about the products they want clean energy SUVs
- ⇒ *Step 2: Conceptualization:* Research and development for the product idea to come up with the best products that meets this need.
- ⇒ *Step 3: Determination of the cost through research:* The Company would research the cost including break-even points and units.
- ⇒ *Step 4: Commercialization:* It includes mass products of hybrid SUV that runs on electricity and solar energy.