

## CUSTOMER PREFERENCE TOWARDS HYUNDAI SMALL CARS IN HYDERABAD

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### **Abstract:**

The small car market in India is one of the biggest in the world, as major automakers are investing here in this segment. Only if the marketers understand consumer behavior, they can predict how customers are likely to response to various options available to them. Buyer behaviour has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

The objective of the study is to understand the buying motives of the customers regarding purchasing small cars in Hyundai. And To find respondents reason for purchasing the purchasing small cars in Hyundai. The study is restricted to Hyderabad and that to among 100 respondents and it is conducted for 45 days. Data was collected by interview schedule method in Hyderabad city and secondary data for this study include appropriate material from newspaper, Magazines, Broachers, Company Reports, Standard Text Books, and information from Internet has also been acquired wherever necessary.

The study will shows customer most care about mileage, brand image, price ,quality, reliability for buying a vehicle.

**Key words:** Small car, Hyundai, car preference, vehicle, consumer behavior

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**Introduction:**

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, social psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone. Through the evaluation process consumers will reach their final purchase decision and they reach the final process of going through the purchase action e.g. The process of going to the shop to buy the product, which for some consumers can be as just as rewarding as actually purchasing the product. Purchase of the product can either be through the store, the web, or over the phone.

Ever have doubts about the product after you purchased it? This simply is post purchase behavior and research shows that it is a common trait amongst purchasers of products. Manufacturers of products clearly want recent consumers to feel proud of their purchase; it is therefore just as important for manufacturers to advertise for the sake of their recent purchaser so consumers feel comfortable that they own a product from a strong and reputable organization. This limits post purchase behavior. i.e. You feel reassured that you own the latest advertised product

Customers consider various factors for purchasing of small cars in Hyundai. The factors they consider are based on certain demographic variables such as income, age, occupation etc. It also depends on attributes and life Performance of the customer buying behavior becomes essential to get a competitive edge

## Objective Of The Study:

### Main Objective:

The main objective of the study is to study the buying motives of the customers regarding purchasing small cars in Hyundai.

### Specific Objective:

1. To gain an understanding of the theories and concepts of Buyer Behavior, to find the age group, educational back ground, occupation / profession and income and income level of the respondents.
2. To know whether the customer is interested to buy the purchasing small cars in Hyundai or not.
3. To find respondents reason for purchasing the purchasing small cars in Hyundai.
4. To know the importance reason the respondents give to each factor for Purchasing small cars in Hyundai.
5. To know the customer service satisfaction from the respondents.
6. To know the awareness of the brand Hyundai.

### Scope Of The Study

- The scope is very limited because attitude of the people change according to the time.
- The study is restricted to Hyderabad and that to among 100 respondents.
- The study is conducted for 45 days.
- The study is restricted to certain area. So it could not give an accurate picture about Andhra Pradesh of India.

## Methodology:

Source of Data:

Primary method:

Primary data are those, which are collected fresh and for the first time and this happen to be original in character. In this study primary data was collected by interview schedule method.

Secondary method:

Secondary data are those, which are collected from existing data. Secondary data for this study include appropriate material from newspaper, Magazines, Broachers, Company Reports, Standard Text Books, and information from Internet has also been acquired wherever necessary.

Sample Size:

The study is conducted on a sample of 100 respondents. The population for the study consists of small cars owners in the cities of Hyderabad and secunderabad. An interview schedule was used to conduct the study

Data collection instrument:

The instrument used for this study is an interview schedule. Questions related to objectives of the study from the major portion of the interview schedule. It mainly consists of multiple-choice questions so that the respondents can mark one or more of the several choice of answers. Secondary data has been gathered from many published sources such as Newspapers, Journals, Magazines, Company Reports, standard textbooks and information from Internet has also been acquired wherever necessary

FieldWork:

The project involved a fieldwork of around 1 month 15 days where in the survey was carried out of around the survey was conducted in different of Hyderabad and secunderabad such as Koti, bowenpally, Ameerpet, L.B Nagar, hyathnagar.

#### Description of Research Design:

A research design is a logical and systematic plan prepared for directing a research study it specifies the methodology and technique to be adopted for achieving the objectives. The main aim of the study is to evaluate the brand image of Hyundai. The study is descriptive in nature. Surveys are best-suited method for descriptive research. So survey method is used for the study. The preparation of a research plan for a study aids in establishing direction to the study and knowing exactly what has to be done and how and when it has to be done at every stage. A research plan describes the boundaries of research activities and enables the research to channel his energies in the right work. With clear research objectives, in view the research can proceed systematically towards his achievements.

#### Limitation :

1. The Time Period Of Project Is 45 Days.
2. Though the customers wanted to give information they could not give as it wastes their business time.
3. The accuracy of the answers depends upon the mode of interest of respondents.
4. Though the customers wanted to give information they could not, as they felt it takes away their business time.
5. The accuracy of the answers depends upon the mode of interest of respondents.
6. The opinions of the sample may or may not depict the exact opinions of the total population

#### Data analysis:

Table NO, 1: SOURCES OF INFORMATION

The below table shows, from where did the respondent get the information about the Small cars.

Sources of information	No of respondents
Offers	15
Advertisements	27
Referred from friends & relatives	33
Technology	10
Finance Schemes	15
<b>Total</b>	<b>100</b>

Inference: From the above table 15% of people known from offers, 27% of people known from advertisements, and 33% of people known from their friends and relatives, 10% of people known from technology, 15% of people known from finance schemes.

Table NO, 2: PERFORMANCE:

The following table shows that, some of the brands of CARS respondents selected PERFORMANCE as their main motive.

Brand	No of respondents
HYUNDAI	32
MARATHI	35
HONDA	30
TOYOTA	03
<b>Total</b>	<b>100</b>

Inference: The above table shows that Marathi and Honda companies are the competitors with Hyundai small cars

Table NO, 3: PRICE:

The following table shows that, some of the brands of respondents selected PRICE as their main motive.

Brand	No of respondents
HYUNDAI	31
MARATHI	18
HONDA	42
TOYOTA	9
<b>Total</b>	<b>100</b>

Inference: The above table shows that HONDA is the competitor with HYUNDAI.

Table NO, 4: MILEAGE:

The following table shows that, some of the brands of respondents selected MILEAGE as their main motive.

MILEAGE	No of respondents
HYUNDAI	50
MARATHI	10
HONDA	30
TOYOTA	10
<b>Total</b>	<b>100</b>

Inference: The above table shows that Hyundai is the best.

Table NO, 5: RELIABILITY:

The following table shows that, some of the brands of respondents selected RELIABILITY as their main motive.

Reliability	No of respondents
HYUNDAI	35
MARATHI	15
HONDA	30
TOYOTA	20
<b>Total</b>	<b>100</b>

Inference: The above table shows that HONDA is the competitor with Hyundai.

Table NO,6: BRAND IMAGE:

The following table shows that, some of the brands of respondents selected BRAND IMAGE is their main motive

Brand Image	No of respondents
HYUNDAI	40
MARATHI	20
HONDA	30
TOYOTA	10
<b>Total</b>	<b>100</b>

Inference: The above table shows that HYUDAI is the best.

## Finding



- 50% of the HYUNDAI customers are business people and 32% of the customers are private employees.
- Most of the respondents belong to the age group of 18-50 years.
- HYUNDAI 1500CC (SANTRO) is the most preferred model in the HYUNDAI products.
- Most of the respondents getting information through the Media and friends before purchasing the vehicle.
- Most of the respondents are motivated by their friends and family members.
- Most of the respondents have good satisfaction with the performance of their HYUNDAI small cars strength.
- 64% of the respondents are satisfied with the mileage of their Cars.
- Most of the respondents felt that the price is reasonable.
- Cent percent of the respondents satisfied with the response of the sales executive at first visit.
- 60% of the HYUNDAI users have good satisfaction with the performance given b the company.
- Most of the respondents are satisfied with the response of the company to the complaints given by the customers.
- Most of the respondents are satisfied with the fulfillment of promises by the company.

### Conclusion

- 45% of the respondents are HYUNDAI customers and hence it is most Preferred Small cars out of various brands.
- Hyundai 1500CC is the most preferred model out of all products
- 60% of the respondents are considering HYUNDAI brand before Purchasing there for use.

- Most of the respondents are getting information through friends before purchasing the HYUNDAI small cars.
- Most of the respondents are wanting good satisfaction with dealer Service comparing to other brands.
- Most of the respondents are giving more preference to mileage.
- 60% of the respondents are affecting by their friends and relatives.

## SUGGESTIONS

The Cars recently introduced by HYUNDAI are mostly concerned about home base. So, they should also consider commercial people while manufacturing. Indian market is a price sensitive market's the Cars should be at Minimum price with maximum quality. The standard of pricing should be improved. Advertisements in Televisions, offers should be increased to attract the People. If HYUNDAI can improve in Performance and brand image it will be the best in all the other competition brands.

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