

## A STUDY ON BRAND AWARENESS TOWARDS HYUNDAI CARS IN TAMILNADU

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### Abstract

The present article is an attempt that has been made to study the brand preference of customers with regard to Hyundai. The Hyundai marketers try to get the concentration of the customers in the manner of intention to get four wheeler cars in Hyundai models in Tamilnadu. The Hyundai marketers also try to initiate the Hyundai models and benefits of the consumers while purchase the car, mean while in India have stiff competition through foreign marketers dumping huge four wheeler, so the Hyundai marketers should know the taste and benefits of the consumers as on mind. This study makes an attempt to find out the brand that is successful in the market place able to convince the users about the used models of Hyundai car. The questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus the validated final questionnaire was used to collect data from 105 respondents. The researchers have adopted convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis and weighted average methods. The result of this study reveals that levels of satisfaction and the overall performance of the Hyundai were good and satisfaction there is a no significant relationship between occupation and amount of money spent to purchase the Hyundai cars. Most of the respondents used to prefer the silky silver colour. Most of the respondents were used to influence by television ads in their Hyundai brand purchase. The study suggested that the advertisers need to focus on their effort to tab the market assuming the influence of the television ads in the Hyundai purchase behavior.

**Keywords** –Brand preference, Consumer behavior, Hyundai, Tamilnadu.

## Introduction

Brand preference is one of the most vital role playing in the marketing segmentation, while consuming the products like luxuries goods, the customers has been placed in the minds before the post- purchase of a product with different phenomenon, attributes, attitudes, and characteristic of the consumers intention to buying the product, even though a product under the sun is marketed in the every corner of the world and it has been purchased by the customers, in the sense of Hyundai models are placed in the market with different segmentation, in these aspect as developing country like India, the purchasing the product as like brands Hyundai models(i10,grand i10, Santro Xing, Eon, Xcent, Elite, Verna, Santafe) are placing in the minds of consumers, in the era of foreign marketers are well focused on especially developing countries as like India. Advertising has been much influence to recall the brand to purchase the product at a point of customer's minds (Mishra, does emotional appeal work in advertising ? the rationality behind using emotional appeal to create favorable brand attitude, 2013) and thus, has been made intention to buy the product.

Consumer always seeks a product which can offer functional, symbolic, emotional, epistemic and situational benefits to them primary to satisfaction of their needs and wants (Farhat, 2012) , thus, we called a wings of a successful brand is a great product or service, forward with well planning and a great deal of strategy. Thus, a strong brand came onto intension of customer loyalty.

## OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To find out the customer brand preference towards Hyundai four wheelers with different model of cars.
2. To study the buying habit of the people in the Tamilnadu.
3. To find out the demographic profile of Hyundai four wheelers users in Tamilnadu.
4. To find out the factors influencing the Hyundai four wheelers brand purchase behaviour of consumers in inTamil Nadu.
5. To find the reason for purchase the Hyundai brands and also used to find the levels of satisfaction of the Hyundai four wheelers in tamilnadu.

## Research methodology

The researchers has been desinged the questionnaire from side to side of an assortment sourced of inputs from the past researches. The compiled questionnaire is used to conduct pilot study. The questionnaire was again superior well tuned from the feedbacks of the pilot study from various reseachers. Thus, the validated final questionnaire was used to collect data from the respondents. The researchers adopted survey method to gather data and orignally distributed questinnaires to 175 respondents but it was able to juged at finllay accept only 105 questionnaire as research worthy and it has been rejected from the remaining questinnaires. Therefore, the sample size of the research is 105. The research was conducted for a period of six months starting form june 2015. The geographical area of the study is in Tamil Nadu, India. The

researchers have adopted convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis and wighted average ranking method.

## Discussion and Analysis

**Table: 1**

### Ranking methods and its analysis

#### Brand models of Hyundai four wheelers

Variables	Brands in Hyundai cars									
	Eon	Santro Xing	I10	Grand i10	Xcent	Elite i20	Verna	Elantra	Sonata	Santafe
Male	1	3	2	5	4	8	6	10	9	7
Female	1	2	3	4	5	9	6	7	10	8
Age18 to 25	1	2	6	3	5	7	4	10	9	8
Age26 to 35	1	2	3	5	6	8	4	7	10	9
Age36to40	1	2	3	6	4	10	5	9	7	8
Age41and Above	1	4	2	6	3	10	8	7	9	5
Married	1	2	3	6	4	9	5	7	8	10
Unmarried	1	2	3	6	5	9	4	7	10	8
Educational qualification up to 10 <sup>th</sup>	1	3	2	5	6	10	4	8	9	7
Up to 12 <sup>th</sup>	1	6	2	3	5	4	9	8	7	10
UG	1	3	2	5	6	7	4	8	10	9
Pg and Above	8	1	2	4	3	5	10	9	6	7
Occupation Farmer	2	1	6	4	5	7	10	9	8	3
Employee	8	2	1	3	4	9	5	6	10	7
Professional	10	1	2	4	5	9	9	8	3	7
Business	7	1	4	2	5	3	10	8	6	9
House wife	1	2	3	4	7	8	6	9	10	5
Student	8	4	2	5	3	1	10	6	7	9
Below 2	1	10	3	4	2	5	7	9	6	8
2 to 4	7	10	3	4	1	2	5	9	8	9
4 to 6	1	10	2	3	4	6	8	5	7	9
Above 6	1	9	10	2	5	3	4	6	7	8
Urban	2	8	5	3	1	4	9	10	6	7
Rural	5	4	3	7	8	1	6	9	10	2

Sources: Primary data

It is evident from the table 1 shows that the both male and female respondents are used to prefer the model Eon and followed by other branded models. The every age group of respondents is prefer to Eon and followed by Santro Xing and other brand models. The both married and unmarried group of respondents is prefer the brand of Eon and followed by others brands. The majority of respondents are used to prefer Eon and above PG qualification has not been prefer the brand of Eon. The majority of respondents are preferred to Santro Xing farmer, professional and business employee. The majority of respondents are yearly income of Rs.4 to 6 lakhs and above 6 lakhs. The majority of respondents are used to prefer urban Xcent. The majority of respondents are used to prefer Elite i20 in the rural sectors.

**Table: 1.1**

Reasons for consuming brand of Hyundai Four wheelers

Variables	Reasons for consuming brand						
	Fuel consumption	Driving comfort	Status symbol	Design	Engineering	Comfortable journey	Safety
Male	1	2	3	4	7	6	5
Female	1	3	2	4	7	6	5
Age 18 to 25	1	2	3	4	7	6	5
Age 26 to 35	1	2	3	4	7	6	5
Age 36 to 40	1	2	3	4	7	6	5
Age 41 and Above	2	3	1	7	6	5	4
Married	1	2	3	7	6	4	5
Unmarried	1	4	6	2	5	7	3
Educational qualification up to 10 <sup>th</sup>	1	2	5	7	3	4	6
Up to 12 <sup>th</sup>	2	1	3	5	7	6	4
UG	1	2	3	4	6	7	5
Pg and Above	1	3	2	5	7	6	3
Occupation Farmer	1	4	6	7	3	5	2
Employee	1	2	4	3	7	6	5
Professional	1	3	6	2	7	5	4
Business	1	2	3	4	7	6	5
House wife	1	2	6	7	5	4	3
Student	1	6	7	2	5	3	4

Below 2	1	3	5	4	7	6	2
2 to 4	1	2	3	4	7	6	5
4 to 6	2	3	1	4	6	7	5
Above 6	3	2	1	4	5	7	6
Urban	2	3	1	4	7	6	5
Rural	1	3	4	7	6	5	2

Sources: Primary data

It is evident from the table 1.1 shows that the both male and female respondents are used to prefer consuming the model fuel consumption and followed by other reasons. The every age group of respondents is prefer to fuel consumption and followed by other. The both married and unmarried group of respondents is prefer fuel consumption and followed by others domains. The majority of respondents are used to prefer fuel consumption. The majority of respondents are preferred to fuel consumption, farmer, professional and business employee. The majority of respondents is yearly income of Rs.4 to 6 lakhs and above 6 lakhs is prefer to status symbol. The majority of respondents are used to prefer status symbol. The majority of respondents are used to prefer fuel consumption in the rural sectors.

Table: 2 Percentage Analyses

Influence to consuming the Hyundai four wheelers

Variables	Number of respondent	Percentage
Friends & relatives	4	3.8
News paper	8	7.6
Magazines	12	11.4
Radio	18	17.1
Television	28	26.7
Outdoor advertisement	18	17.1
Show room direct visit	11	10.5
Bill boards	4	2.9
Road show advertisement	2	1.9
TOTAL	105	100
<b>Preferred to choosing the colours of Hyundai four wheelers</b>		
Red	8	7.6
Silky silver	54	51.4
Blue	8	7.6
Black	9	8.6
White	3	2.9
Grey	23	21.9
TOTAL	105	100
<b>Levels of satisfaction on services</b>		
Highly satisfaction	12	11.4
Satisfaction	34	32.4
Neutral	34	32.4

Dissatisfaction	18	17.1
Highly dissatisfaction	7	6.7
TOTAL	105	100
<b>Over performance of Hyundai four wheelers</b>		
Excellent	17	16.2
Good	29	27.6
Normal	32	30.5
Poor	18	17.1
Very poor	9	8.6
TOTAL	105	100

Sources: Primary data

It is evident from the table 2 shows that the majority of the respondents is Influence to consuming the Hyundai four wheelers television and followed by radio. The majority of the respondents are Preferred to choosing the colours of Hyundai four wheelers silky sliver and followed by grey. The majority of the respondents are Preferred to Levels of satisfaction on services highly satisfied and satisfied. The majority of the respondents are preferred to over performance of Hyundai four wheelers normal and good.

#### FINDINGS:

- The both male and female respondents are used to prefer the model Eon and followed by other branded models.
- The every age group of respondents is prefer to Eon and followed by Santro Xing and other brand models.
- The both married and unmarried group of respondents is prefer the brand of Eon and followed by others brands.
- The majority of respondents are used to prefer Eon and above PG qualification has not been prefer the brand of Eon.
- The majority of respondents are preferred to Santro Xing farmer, professional and business employee.
- The majority of respondents are yearly income of Rs.4 to 6 lakhs and above 6 lakhs.
- The majority of respondents are used to prefer urban Xcent. The majority of respondents are used to prefer Elite i20 in the rural sectors.
- The both male and female respondents are used to prefer consuming the model fuel consumption and followed by other reasons.
- The every age group of respondents is prefer to fuel consumption and followed by others.
- The both married and unmarried group of respondents is prefer fuel consumption and followed by others domains.
- The majority of respondents are used to prefer fuel consumption.
- The majority of respondents are preferred to fuel consumption, farmer, professional and business employee.

- The majority of respondents is yearly income of Rs.4 to 6 lakhs and above 6 lakhs is prefer to status symbol.
- The majority of respondents are used to prefer status symbol.
- The majority of respondents are used to prefer fuel consumption in the rural sectors.
- The majority of the respondents are Preferred to Levels of satisfaction on services highly satisfied and satisfied.
- The majority of the respondents are preferred to over performance of Hyundai four wheelers normal and good.

#### SUGGESTION:

- The both male and female respondents are used to prefer the model Eon and followed by other branded models.
- The majority of respondents is yearly income of Rs.4 to 6 lakhs and above 6 lakhs is prefer to status symbol.
- The majority of respondents are used to prefer status symbol. The majority of respondents are used to prefer fuel consumption in the rural sectors.
- The majority of the respondents is Influence to consuming the Hyundai four wheelers television and followed by radio.
- The majority of the respondents are Preferred to choosing the colours of Hyundai four wheelers silky silver and followed by grey.
- The majority of the respondents are Preferred to Levels of satisfaction on services highly satisfied and satisfied.
- The majority of the respondents are preferred to over performance of Hyundai four wheelers normal and good.

#### CONCLUSION:

This study makes an attempt to find out the brand that is successful in the market place able to convince the users about the used models of Hyundai car. The questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus the validated final questionnaire was used to collect data from 105 respondents. The researchers have adopted convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis and weighted average methods. The result of this study reveals that levels of satisfaction and the overall performance of the Hyundai were good and satisfaction there is a no significant relationship between occupation and amount of money spent to purchase the Hyundai models. Most of the respondents used to prefer the silky silver colour. Most of the respondents were used to influence by television in their Hyundai brand purchase. The study suggested that the advertisers need to focus on their effort to tap the market assuming the influence of the television in the Hyundai purchase behavior.

## Review of literature

Subhadip Roy (2005) in his article “An overview of brand valuation” identified that the need for brand valuation, the source of the brand value and the different methods of brand valuation practiced in the market place. The author suggested that it should be kept in mind that for most of the companies the major assets is the brand, and so whatever measure is taken up for assessing the brand value, care should be taken to see that it actually preserves the brand value of the success.

David Vinjamuri (2005) in his article “What s in a name? Brand comes to the nonprofit world” Identified that explores how to brand a nonprofit organization. The author suggested that into two dimensions. First to understand the costs and the time involved in branding. Secondly it was important to choose your guides carefully.

Chin- FengLin (2002) in his article “Segmenting customer brand preference: demographic or psychographic identified that the utilizing multiple segmentation variables” to identify smaller, better, defined target sub-markets for enhancing business competitive advantages. The author suggested that the relation between consumer brand preference and the characteristics of a sub-market is the key for marketers to develop effective sub-market strategies.

Pandey A C and Mithilesh Kumar Pandey (2013) in his article “Impact of life style on brand preference of buying behavior” identified that the life style of the buying changes due to some of the factors such as age, income, education, social class and some other factors. And also observed in changing the life style of the consumers are price, place, attributes, advertisement, favorite programs attributes preferred by the consumers, The author suggested that to taken into the account the needs of not only urban consumers life style but look the change in rural consumers life style, because consumers is basic foundation of every business.

Ms. Roshni P Sawant (2012) in her article” Impact of advertising on brand awareness and consumer preference (with special reference to men’s wear)” identified that if the consumers experience dissonance or discomforts owing to their purchase decision, then advertisement reduce this feeling of discomforts provided information on the product attributes and it was an impact of the advertisements of rival brands. The author suggested that the advertising is presented in an inspired and efficient manner it creates an perpetual notion on the consumers mind about brands and more consumer to be drawn into their field of influence and advertising in dubitable plays a momentous role in their pursuits.

Ashutosh Nigam (2011) in his article “Impact of brand equity on customer purchase decision : A empirical investigation with special reference to Hatch back car owners in central Haryana” identified that the light on various factors of brand equity marketers much focus onto attract and retain their prospective and existing customers. The author suggested that strong brand equity allows the companies to retain customer’s better, service their needs more effectively and increasing profit.

Rashi Tandon Virami (2011) in her article “Impact of advertising on brand preference of tea in kaval towns” identified that the marketing of the product and services is consumer oriented. Product and service are based on the consumers like, preferences, attitudes, and opinions. Producers consider this individual requirement in the production process and advertise the same for successful selling. The author suggested that the advertising alone, however, does not get customers. It simply catches consumer’s attention; get them to walk up to a shelf. And make a impulsive purchase.

Prakesh C (2011) in his article “Consumer preference to health drinks in Tiruvarur Town” identified that there is a imperative necessity on the part of the manufacturers to supply tastier drinks at competitive prices but at the same time should see that the quality or standard is not deteriorated. The author suggested that the consumer is the most important aspect in his business and they should deliver quality product at an acceptable price.

Aparna Goyal (2014) in her article “Consumer purchase attitude and behavior with respect to brand preference and brand loyalty for environmentally favorable products” identified that the companies for developing the competitive branding strategies and touch environment for marketers of eco friendly consumer products. There is substantiation that consumers are willing to pay more for eco-green products. The author suggested that the two factors. Which was the consumer buying and consumption behavior can be strengthened are customer involvement level and perception of consumer efficiency.

Muhammad Usman Haider in his article “factors effecting brand preference : A comparative study of Mc Donald’s and KFC” identified that the product of KFC were relatively better as compared to that Mc Donald’s in most of the traits studied especially in taste and quality of food , price of product , staff behavior and environment of the restaurant . The author suggested that the pricing was the second most higher rated preference which they prefer KFC over Mc Donald’s , so KFC can further increase and improve this factor in an advantage way to gain maximum market share.

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