

A Study on Consumer Perception of Hyundai Santro Cars In Coimbatore City

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Abstract- The study entitled “Consumer perception of Hyundai Santro cars in Coimbatore City” was conducted in Coimbatore City with special reference to HYUNDAIMOTORS INDIA LIMITED. The study was undertaken to know the perception level of the Santro car users and other bsegment car users towards various brands like Tata Indica, Maruti Wagon – R, Maruti Zen, Maruti Alto in relation to perception on various aspects. The survey was conducted by collection from various consumers. Many have not preferred to buy Santro cars because of perceptual errors on cost and size aspects, so proper steps should be taken to improve the awareness of Santro cars. The respondents who are using Santro Cars are mostly satisfied. The performance to some of the previous version Santro Cars are not good

Keywords- Hyundai cars, consumer Perception, Coimbatore city.

- To find out the consumer satisfaction level on service provided by the dealers and also, towards their product.
- To identify the level of brand loyal customers.
- To identify the kinds of recommendations made towards the product to others.

Scope of study

- It helps the organisation to understand the consumer psychology on choosing the product or service so that easily the product can be positioned.
- It assesses the preference of choosing the Santro Car by the respondents.
- The study helps us to know about the Customer perception towards Santro Cars and other competing brands.
- It also helps to assess the real opinion and mindset of consumers and aids to meet out their expectation in future in turn that will increase the volume of sales.
- It helps the company to understand the efficiency of dealer service provided to the consumers, so that it can create the root for further improvement.
- It identifies the usage and maintenance system adopted by the consumers so that it helps the company to educate the customers further towards the product usage and maintenance. So that it really creates an impact on consumer perception towards the product.

I. INTRODUCTION

The automotive Industry in India is now working in terms of the dynamics of an open market. Many joint ventures have been set up in India with foreign collaboration, both technical and financial with leading global manufacturers. The Government of India is keen to provide a suitable economic and business environment conducive to the success of the established and prospective foreign partnership ventures.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

Objectives

- To identify the various attributes of Santro cars and other cars that influences on an individual's choice among alternatives.
- To identify the attractiveness of the Santro advertisement.
- To identify the reason for the brand preference over the competing brands and to find out the consumer perception on various attributes of the products
- To identify the maintenance handling system adopted by the users.

Research Methodology

Research methodology is a way to systematically solving the research problem. This is a science of studying how research is done scientifically. It is necessary for the researcher to know how not only the research method or techniques but also the methodology.

Research design

It is a conceptual structure within which research should be conducted. Thus, the preparation of such a design facilitates research to be as efficient as possible and will yield max information.

Sample design

A sample design is a definite plan for obtaining a sample from a selective population. 150 samples were selected by sample random sampling method. It is one of the probability sampling techniques.

Nature of data

The data was collected by using both primary data and secondary data which is used for the study.

- a) **Primary data** The study is based on primary data collection. To collect the primary data questionnaire is framed in a simple and understandable way to the Peoples who are engaged in power loom industry.
- b) **Secondary data** The secondary data was collected from the articles, journals, newspaper and various websites

III. WRITE DOWN YOUR STUDIES AND FINDINGS

PERCENTAGE ANALYSIS Findings on Santro Cars

1. 50.0% of the respondents using Santro cars being surveyed are among the age group above 30 years.
2. The respondents who belongs to male gender constitutes 75.0%.
3. 76.7% of the respondents using Santro cars are married.
4. 40.0% of the Santro users are graduates and 28.3% of the Santro users are Postgraduates.
5. The respondents who belongs to the income category of 15,000 – 20,000 constitutes 41.7%
6. 38.3% of the respondents are having 4 to 5 members in their family.
7. 46.7% of the respondents are using Santro car below 3 years.
8. 36.7% of the respondents are driving 25 to 50 Km's per day.
9. Major factors influenced respondents while purchasing the Santro car are Brand name (17.3%), design (14.5%), Size (16.5%), Performance (19.4%), Maintenance Cost (11.3%).
10. 36.7% of the respondents are preferred Santro car by self.
11. 61.7% of the respondents had seen the dealer's advertisement of Santro Car.
12. 67.5% of the respondents felt that the dealer's advertisement appeared attractive.
13. 60.0% of the respondents are having high perception level on the performance of the Santro car.
14. 85.0% of the respondents are maintaining their car through scheduled maintenance. Out of that 72.5% of the

respondents are getting their reminders on maintenance time is through personal records.

15. 53.3% of the respondents are having very good opinion on after sales service offered by the dealer.79
16. 73.3% of the respondents are satisfied with the Santro car.
17. 70.0% of the respondents are brand loyal customers of Santro car.
18. 53.3% of the respondents had strongly recommended Santro cars to their friends and relatives.

Findings on Other Cars

1. 38.9% of the respondents using other brand cars being surveyed are among the age group above 40 years.
2. The respondents who belongs to male gender constitutes 57.7%.
3. 72.2% of the respondents using other cars are married.
4. 44.4% of the other car users are graduates and 40.0% of the other car users are Postgraduates.
5. The respondent who belongs to the income category above 25,000 constitutes 35.6% in other cars Segment.
6. 52.2% of the respondents having 4 to 5 members in their family in other cars segment.
7. 46.6% of the respondents are using their cars above 5 years.
8. 45.6% of the respondents are driving 25 to 50 Km's per day.
9. Major factors influenced the respondents to go for the brands are price (7.1%), size (6.3%), performance (12.9%), Maintenance cost (20.0%).
10. 57.8% of the respondents decided to choose the brands on their own. (SELF).
11. 64.4% of the respondents in other car segment have not seen the dealer's advertisement of Santro car.
12. 56.2% of the respondents felt that the Santro advertisement appeared attractive.
13. 54.4% of the respondents in other cars segment are having medium level perception on performance of their cars.
14. 68.9% of the respondents are maintaining their cars through scheduled maintenance. Out of that 69.4% of the respondents getting their reminders on maintenance through their dealers and 27.4% of the respondents reminded by their personal records.
15. 60.0% of the respondents are having very good opinion on their dealers after sales service.
16. 68.9% of the respondents in the other cars segment are satisfied with their Cars.80
17. 73.3% of the respondents in other cars segment are loyal to their brands.
18. 68.9% of the respondents had certainly recommended their brands to their friends and relatives.

IV. GET PEER REVIEWED

Akhila and Thayullathi (2015) in their research on customer perception toward Hyundai in Coimbatore found that majority of the respondents were using SUV- Sport utility vehicle type cars. They identified that Hyundai cars were the best and fast-moving brands. There were growing trend because of easy handling, safety, security and high performance that makes the advanced technologies to adopt new model

Dr. A.T. Jaganathan, Mr. M. Mohanraj (2015) in their present to study the brand preference of customers with regard to Hyundai. The result of this study reveals that level of satisfaction and the overall performance of the Hyundai cars are good. The study has suggested that the advertisers need to focus on their market assuming the influence of the television advertisement in the Hyundai purchase behavior.

Dr. V. Suganthi (2016) study made an attempt to understand the factors influencing buying decision of the customer. Most of the customers are satisfied with the Mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

- Most of the respondents are not aware of the price level of various models of Hyundai Santro cars. Because of that they (especially upper middle-class customers) perceive Santro car is too costly to afford. This reason mainly influences some customers to go for competitor's brand. So proper communication can be given to the public and proper positioning (price) can be done in order to remove the constraint. (Psychological Positioning).
- Many of the respondents' opinion are that Wagon-R cars are more spacious than Santro cars. Because the outer view of the Wagon-R cars looks very bigger than Santro. It is the running advantage for the competitor, that they had positioned their product which having bigger inside space even though it had smaller space. So, the company can clearly differentiate the product, features, particularly space aspect in this case (can be said as Unique Product Positioning) through the comparative advertisements, road shows. So that the competitor's advantage can be broken tactically
- Though Santro cars are giving moderate mileage in long distance travelling, the mileage within the city limit travelling is less. So, the company can try to improve the mileage level, so that the sales can be improved.
- The company can work on diesel versions in Santro segment. Because of day-to-day increase in fuel price, many of them prefer diesel version cars to save the fuel costs in long run

- The company can open more service outlets at various places apart from dealers point by giving franchise to outsiders. So that the service network can be expanded rapidly, this aids the company to increase the market share quickly.
- The company can go for providing plus 1 service to the customers in order to make the loyal customers to the delighted customers. (E.g.: - Birthday wishes through cards or telephone, Yearly get together of consumers at Dealership point with entertainment and competitions, Free General Check-up camps for the product, small social activities and etc.), So that in the long run it creates more references and consumer base. And it enhances relationship marketing
- The company can help the dealers in branding their dealership where it plays a major role in pushing the product in the market at their restricted zones and avoids dealership failure. Equal importance to be given in highlighting the dealership brand as well as the product brand.
- Efforts to be taken to popularise the product, product variants, product prices, product differentiation, service, service differentiation through appropriate publicity measures.
- Care should be taken to improve the service efficiency that aids to retain the existing customers.
- The company can also think on providing low price models in order to cover all the class of customers from middle class to upper middle-class customers and also to compete with existing players in the market. The middle-class segment is the segment, where the company can see maximum sales. This will be more effective to maintain stability in Indian Economy for a long time

VI. CONCLUSION

In this competitive world, every company has to make valuable decision for profit maximisation through sales maximisation. Every organisation should strive to make consumer satisfaction its work culture. In order to ensure development of such a culture, the initiative has to come from the top management who, by their thinking, direction and action, should convey clear message down the line without any ambiguity. It should not happen that the organisation keeps this lofty objective only for publicity and lip service and actual actions are oriented in some other directions. The management should ensure that the staffs are trained to service the customer in a way that leaves a lasting impression on him.

In the automotive industry, product and service differentiation only highlights the company from the competitors.

The project is done for Hyundai Motors India Limited (HMIL), Chennai. The project identifies the Consumer perception of Hyundai Santro Cars in Coimbatore City. It also provides some strategies to increase consumer preference on Santro cars and makes the consumers satisfied and loyal. The organisation should ensure that its systems like quality, performance, service and compliant redressal are designed to achieve excellence and customer delight. It is obvious that if these suggestions are implemented, HMIL can place a dominant position in the market as well as in the minds of the customers.

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