

**A STUDY ON BRAND PREFERENCE TOWARDS HYUNDAI CARS  
IN SOUTHERN DISTRICTS OF TAMILNADU****\*Prem Knowles.S, \*\*Mohan Kumar.S, \*\*\*Ashpin Pabi D J**

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**ABSTRACT:**

Hyundai Motor Limited (HMIL) is a subsidiary of Hyundai Motor Company (HMC). The products are exported to 88 countries across Australia, Asia, Middle East, Latin America and Africa. It has 493 dealers and more than 1,309 service stations in India. Available Hyundai models in South India (Nov, 2019) are Elite i20, Grand i10, Venue, Santro, Verna, Xcent, Elantra, Tucson and Kona EV. The sample size is 120. Research tenure period is 6 months. The research is conducted in southern districts of Tamilnadu (geographical area), India. Convenient sampling technique is used to gather the data. Simple percentage analysis and weighted average ranking method are used for the data analysis. Income level of the customers play a key role in brand preference. Product image is also a key source to select the product and that image is based on customer's awareness and related information about the cars. Price of the products plays a dynamic role for the selection of cars by the middle class customers. Most of the professionals and business respondents prefer Grand i10 and Elite i20. The brands Elantra, Tucson and Kona EV are least ranked models. Both Urban and rural people favour with Elite, Grand and Venue. Most of them prefer Hyundai cars for the standard range of fuel consumption. And another most of them purchase the cars to show their status symbol and for driving comfort. Design is another factor which influence the customers to purchase the car. In September 2019, the Hyundai Elite i20 registered 10,141 units of sales. The Hyundai Grand i10 placed in second, followed by Hyundai Venue with 9,358 and 7,942 units of sales, respectively. There is a positive relation between brand awareness and brand preference. It means the brand which has high awareness is more preferred and vice versa, the brand which is more preferred by the customers has high brand awareness.

Keywords: Brand Preference, Hyundai cars, Customer preference, brand awareness, Car sales

**1. INTRODUCTION****a. Brand Awareness**

The extent of recalling and recognizing a brand by the consumers is known as Brand Awareness. It is a key term considered in brand management, strategy development and

Consumer behaviour. To create brand awareness the companies are spending huge amount of money for advertisement and promotion. Two major distinct of brand awareness are

1) Brand recall 2) Brand recognition

Brand recall : Spontaneous recall

Brand recognition : Aided brand recall

The customers purchase a product which can offer epistemic, emotional, symbolic, functional and situational benefits . The primary motive of purchasing is to satisfy the primary needs and wants. Both individual and product factors affect the recalling tendency of the consumers. The factors include : brand loyalty, awareness set size, situational, usage factors and educational level.

**b. Hyundai Cars:** Hyundai Motor Limited (HMIL) is a subsidiary of Hyundai Motor Company(HMC). The products are exported to 88 countries across Australia, Asia, Middle East, Latin America and Africa. It has 493 dealers and more than 1,309 service stations in India. Available Hyundai models in South India(Nov,2019) are Elite i20, Grand i10, Venue, Santro, Verna, Xcent, Elantra, Tucson and Kona EV.

The new vision established by HM group is “Lifetime partner in automobiles and beyond” to come one step closer to its customers and become their beloved brand.

## **II. REVIEW OF LITERATURE**

Marketing is a consumer-based process that saturates organisational processes and functions, and it balances the companies goal, mission and consumer satisfaction. Branding is a marketing tool alleged to be important for both the consumer and company; Brand is a valuable intangible asset for companies, a unique tool that builds a long-term bond with the customers, and protects its rights (Kolter et al., 2009). In the view point of consumers, brands are the reflection of their knowledge and experience. The brand name stores in customer mind by the information they gathered over time about the company and by its products. Subsequently, by the brand name, the company projects that its product are quality and in view point of customers, they select low risk products, thus enable the consumers to capture both cognitive and non-cognitive values (Aaker, 1998; Kotler et al., 2009). ‘Choice among alternatives’, this is the concept of preference in marketing (Oliver and Swan, 1989). While Zajonc and Markus (1982, p. 128) propose that a preference is a way of customer acts towards the object and its not a behavioural tendency of individuals thinking and wordings.

Tomer (1996) differentiates consumer preference into four types. 1) Actual Preference: Consumer’s appreciation level of the brand and capacity to use the goods. 2) Meta Preference: one’s preferences about actual preferences which reflects the normative judgements of the higher-order self. 3) True preferences: Preferring best for the person. 4)

Unrestrained preferences: satisfy the physical needs. The individual preferences are determined by meta preferences and unrestrained preferences. To be a loyal customer, they pass through four phases: 1) cognitive loyalty, 2) affective loyalty, 3) conative loyalty and 4) action loyalty. In the cognitive loyalty phase, consumers are rational and focused on the brand attributes and other features. The affective loyalty phase is that of emotional development due to satisfaction with the brand performance enhanced by positive experiences. At the conative loyalty level, affective loyalty is transformed into behavioural intentions of buying the brand. The action loyalty level at which consumers are loyal involves the action of purchasing and the repeat purchase of the brand, and overcoming barriers (Oliver, 1999). In establishing brand preference, consumers rank different brands by focusing the uniqueness of the products (Jin & Weber, 2013).

Income level of the customers play a key role in brand preference. Product image is also a key source to select the product and that image is based on customer's awareness and related information about the cars. Price of the products plays a dynamic role for the selection of cars by the middle class customers. (SJBEM) VOL. 5, NO. 3, 2016 57, narrates that elite class people prefer the cars by their quality, performance and package of a brand product. Usually customers prefer the cars by low price with high quality price (Kwok, Uncles, & Huang, 2006). There are five elements which involve in the decision making to purchase the cars, ie, value or price, brand participation, quality of the product, brand involvement and brand advocacy. According to Aghdaie & Yousefi (2011), for the purchasing decision of the car, the consumer will consider the quality, brand images, performance, appropriate cost, sales & after sales quality criteria, services and word of mouth. Mostly consumer prefer only product price (Osman, Talib, Sanusi, Shiang-Yen, & Alwi, 2012). The product quality has great impact on consumer behavior & their taste for selection the product with highly connection of product quality. The consumer behavior can change only on the basis of the analyzing the quality of the product & services that provide by the brand company (Taylor, Hunter, & Lindberg, 2007). There is a positive relation between brand awareness and brand preference. It means the brand which has high awareness is more preferred and vice versa, the brand which is more preferred by the customers has high brand awareness (Prasad Hanmantrao Patil, 2017).

## **II. OBJECTIVES OF THE STUDY**

- 1) To evaluate the buying habit of people in southern districts of Tamilnadu towards cars.
- 2) To analyze the demographic profile of Hyundai Customers.
- 3) To study the customer brand preference towards Hyundai cars.
- 4) To forecast the factors influencing purchase.

## **III. RESEARCH METHODOLOGY**

Type of study : Pilot Study

Method Used to collect data : Questionnaire

Total 160 questionnaires have distributed and only 120 have responded. So the sample size is 120. Research tenure period is 6 months. The research is conducted in southern districts of Tamilnadu(geographical area), India. Convenient sampling technique is used to gather the datas. Simple percentage analysis and weighted average ranking method are used for the data analysis.

Convenient Sampling : Convenience Sampling (also called availability sampling) is a non-probability/non-random sampling technique used to create sample as per ease of access, readiness to be a part of the sample, availability at a given time slot or any other practical specifications of a particular element. The researcher chooses members merely on the basis of proximity and doesn't consider whether they represent the entire population or not. Using this technique, they can observe habits, opinions, and viewpoints in the easiest possible manner.

**IV.ANALYSIS AND DISCUSSION**

**Table :1 – Ranking Method & Analysis**

Variables	BRANDS IN HYUNDAI CARS									
	Elite i20	Grand i10	Venue	Creta	Santro	Verna	Xcent	Elanta	Tucson	Kona EV
Male	1	2	4	3	5	6	7	8	9	10
Female	1	4	2	3	6	5	8	7	10	9
Age										
18-25	2	1	5	6	3	4	7	10	9	8
26-35	1	2	4	5	3	6	8	7	9	10
36-40	1	2	3	5	4	6	9	7	8	10
41 & above	1	2	3	5	4	6	7	9	8	10
Marital Status										
Married	1	2	4	3	5	7	6	10	8	9
Unmarried	1	3	2	4	6	5	7	9	8	10
Occupation										
Employer	1	2	3	4	6	5	7	9	8	10
Professional	1	2	4	3	5	2	8	7	9	10
Business	2	1	3	4	6	5	7	9	8	10
Other	1	0	2	0	0	0	0	0	0	0
Population Distribution										
Urban	2	1	3	4	5	6	7	8	9	10
Rural	1	2	3	4	5	6	7	8	9	10

From the table, it is analyzed that the model Elite i20 is liked by most of the people. The brands Elanta, TUCSON and KONA EV are least ranked models. Elite i20, Grand i10 and Venue are the brands mostly liked by the Employers, Professionals and business people. Both Urban and rural people favour with Elite, Grand and Venue.

**Table:I.a- Reasons for Purchasing Hyundai brand cars**

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							
18-25	1	2	3	4	7	6	5
26-35	1	2	3	4	7	6	5
36-40	1	2	3	4	7	6	5
41 & above	2	3	1	7	5	6	4
Marital Status							
Married	1	2	4	7	6	4	5
Unmarried	1	4	6	2	5	7	3
Occupation							
Employer	1	2	4	3	7	6	5
Professional	1	3	6	2	7	5	4
Business	1	2	3	4	7	6	5
Other	1	3	2	5	6	4	7
Population Distribution							
Urban	1	2	3	4	7	6	5
Rural	1	3	2	4	6	5	7

Data :Primary Source

**Table: 2 -Percentage Analyses**

Variables	Number of Respondent	Percentage
<b>Influence to consuming the Hyundai four Wheelers</b>		
Friends	6	5
Newspaper	10	8.3
Magazines	14	11.7
Radio	20	16.7
Television	28	23.3
Outdoor advertisement	20	16.7

Show room direct visit	13	10.8
Bill boards	6	5
Road show Advertisement	3	2.5
Total	120	100.0
<b>Colour preference of Hyundai four wheelers</b>		
Red	10	8.3
Silky Silver	50	41.7
Blue	10	8.3
Black	11	9.2
White	13	10.8
Grey	26	21.7
TOTAL	120	100
<b>Services Satisfaction Level</b>		
Highly Satisfied	17	14.2
Satisfied	37	30.8
Neutral	37	30.8
Dissatisfied	20	16.7
Highly Dissatisfied	9	7.5
Total	120	100.0
<b>Performance of Hyundai</b>		
Excellent	20	16.7
Good	32	26.7
Normal	36	30.0
Poor	22	18.3
Very poor	10	8.3

From the above table, it is analyzed that most of them prefer Hyundai cars for the standard range of fuel consumption. And another most them purchase the cars to show their status symbol and for driving comfort. Least important is given to the methods of production(Engineering). Design is the another factor which influence the customers to purchase the car. Rural customers prefer this brand cars for the fuel consumption. Standard income customers prefer to purchase this car to show their social status.

From the above table(2),it is analyzed that most of the respondents are influenced by Television and followed by Radio, outdoor advertisement, Radio,Newspaper and magazines. Standard amount of respondents also influenced by direct visit to the showrooms. Silky silver and grey color cars are the favourite preference of the respondents. Majority of the respondents are satisfied with the services. Most of the respondents are satisfied with the performance of Hyundai cars.

## V. CONCLUSION

Both male and female customers prefer to choose Elite i20 model and followed by other models. All the age groups prefer Elite i20 and the rankings follow as Elite i20, Grand i10, Venue, Santro, Creta. Most of the professionals and business respondents prefer Grand i10 and Elite i20. Majority of the respondents have the income range of 4-5 lakhs and above. Elite i20 is liked by most of the people. The brands Elanta, Tucson and Kona EV are least ranked models. Both Urban and rural people favour with Elite, Grand and Venue. Most of them prefer Hyundai cars for the standard range of fuel consumption. And another most of them purchase the cars to show their status symbol and for driving comfort. Design is the another factor which influence the customers to purchase the car. Standard income customers prefer to purchase this car brand to show their social status. Majority of the respondents are satisfied with the services. Most of the respondents are satisfied with the performance of Hyundai cars.

Elite i20 is the best selling product in Indian market. In September 2019, Hyundai Elite i20 registered 10,141 units of sales. Hyundai Grand i10 placed in second, followed by Hyundai Venue with 9,358 and 7,942 units of sales, respectively.

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