

Topic: - A Comparative Analysis On Attitudes And Preferences Of Consumers Towards Hyundai & Maruti Suzuki Cars Reference To Pune City.

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Research Abstract

Companies today are growing customer-centric & focused on satisfying their customers as they realized that in today's cut throat competition, pleasing & delighting customers is key. As a result of the steady change in necessities, desires and way of life of consumers, the majority of the organizations are in problem that how to fulfil the consumers and which technique ought to be received. Similar issues have seen by Indian Automobile industry. Indeed, even Maruti Suzuki and Hyundai Motor-the two companies in India are a lot of cognizant about understanding the requirements and desires for the customer.

The current study illuminates different variables identified with consumer conduct and fulfilment. The goal of this research paper is to know the inclinations and assessments of Maruti and Hyundai Consumers in regards to after deals services, resale value, and fuel efficiency alongside customer inclinations while purchasing Maruti and Hyundai brands. Study also concludes that customer care strategy plays vital role in satisfying & delighting the customers. The present research study throws light on various factors related to consumer behavior & satisfaction.

INTRODUCTION

Automobile industry has become the foundation of the Indian economy which representative's in more than 13 million people in India.

Presently the Indian automobile market is packed with Indian and global brands like Maruti, Hyundai, BMW, Fiat, Toyota, Skoda, Audi, Nissan, and so forth.

India is eleventh biggest traveler's vehicle market and furthermore its presently drifting towards SUV segment.

In a competitive market place where companies compete for customers, consumer loyalty is viewed as a key differentiator and component of business strategy. There are numerous variables which lead to significant level of consumer loyalty which incorporates:

- 1.Product and services parameters like price, service quality, fuel efficiency which are consumer focused.
- 2.Customer service giving personal attention to the needs of individuals customers.
- 3.After sales service – following up the original purchase with after sale support such as maintenance and updating.

It is clear that the consumer generally experiences satisfaction when the level of performance meets or exceeds the minimum performance expectations.

Marketing strategies serve as a fundamental basis for marketing plans designed to meet market needs and achieve marketing objectives. Marketing strategies are both dynamic and interactive. It may differ depending on the unique situation of the individual business circumstances. And on the other hand of Indian Economy, Automobile occupies a prominent place and formed one of the cores of Indian Industry. Continuous economic liberalization over the past years by the Government of India has resulted in making India as one of the prime business destinations for many global automotive brands.

Research Problem

To understand the different marketing strategies basically on the parameters of price, fuel efficiency, information source used by car brands to project the products. Find out the factor in comparative analysis the car brands to focus on for customer satisfaction. In this competitive market customer satisfaction is very important for business to know the determinants and measurement of brand value.

Research Objective

To obtain the preferences of the respondents on the parameters price, resale value, fuel efficiency, vehicle satisfaction, information source of Hyundai and Maruti Suzuki Cars in the Pune region.

Hypothesis

H1: Ho - There is no significant variance in customer preference towards price for both car companies.

H1 – There is significant variance in customer preference towards price for both car companies.

H2: Ho - There is no significant difference in consumer attitude for resale value for both car companies.

H1 – There is significant difference in consumer attitude for resale value for both car companies.

Literature Review

The automobile sector has been a subject of interest amongst researchers across the world, particularly within the recent past. This can be due to the unprecedented increase within the demand of cars due to a dramatic shift within the demographic profile of the population of the globe generally. Its place buying of cars because the high most priority for all. It's certainly become an extremely competitive market.

In a report by Arpita Srivastava and Mittu Matta (2014) the research objective was to identify the different sources of information used by the purchasers and their role in the decision-making process. The research scope was restricted to some important aspects of behavior, such as knowledge quest and assessment, brand choice and brand loyalty, and motivation factors. Consumer behavior consists of all human behavior involved in the decision making of purchases. There are four major groups of determinants and perceptions of consumer behavior, namely cultural, socio-economic, medical, and psychological. The demands of the customer are dynamic, but their consideration is necessary in order for every company to become a part of the market.

In an examination embraced by Dr.T. Rajasekar and Dr.S. Ramesh kumar (2015), the goal was to dissect the components impacting the brand inclination by the proprietors of traveler vehicles in Madurai city. A top to bottom conversation and communication by the analyst with the specialists in this field and vehicle sellers in Madurai City was finished. The records accessible with the RTO demonstrated that there were 1624 vehicles enrolled in 2011. Thus, the distinguishing proof and examination of the variables which were considered by the shoppers before settling on the buying choice were fundamental for the producers or brokers for progress which thusly guarantees endurance in the serious market. For this reason, the respondents were approached to rank the accompanying variables as per their need towards a specific brand of vehicle like brand picture, support cost, most recent innovation, eco-friendliness, cost, after deals administration, resale esteem and so forth. The consequences of the investigation demonstrated that the cost and fuel efficiency were the prevailing elements and the get and comfort and the most recent innovation were the least and last factors that impact the choice of the traveler vehicle proprietors in the examination territory.

In a report by Dr. Vishal S. Rana and Dr. M.A Lokhande (2015) the total idea and study was supported the opinion of respondents concerning Maruti & Hyundai brands in Marathwada region with relevancy once sales service, marketing price, fuel efficiency, vehicle satisfaction, opinion concerning value, supply of data. There have been several factors that were enclosed within the study which ends up in the high level of customer satisfaction. It had been obvious that glad customers, good staff and satisfied shareholders all have one common characteristic– they were positive and passionate about the corporate they were handling. The results showed that the businesses ought to develop Associate in Nursing economical system of receiving complaints and encourage shoppers to record their complaints as presently as they occur, and with efficiency resolve their complaints. For this constant meeting with customers, dealers, telephonic enquiry was found to be an honest choice.

The purpose of the research undertaken by Kusuma P (2015) was to identify possible parameters that influence consumer behavior patterns of passenger car owners in the State of Karnataka. It was also aimed at creating a theoretical model that would affect market purchasing habits for passenger cars. Companies were using techniques to figure out how smaller families using the two wheelers could be converted to car buyers. Factors such as car size, style, quality and resale value have been established as the dominant factors.

Balasubramani S, Suganthi M and Suresh P (2013) took over a studies and the objective changed into to examine the socio economic reputé of consumers, stage of delight of consumers regarding diverse fashions of Hyundai automobile, investigate the Hyundai logo of vehicle owners choice and behavior pertaining to buy and use of cars, the factors influencing the buying selections of Hyundai logo, identify the transfer over brand options. A total of 658 interview schedules were drawn up and the results showed that satisfaction with Hyundai cars depended on the clients' socio-economic status. The analysis also revealed that there was a very significant association between the model and the advertising source. It was also noted that the majority of respondents preferred the purchase mode of finance (55.84 percent) rather than the cash model. The research concluded that a very significant connection exists between the purchase model and process. It was also found that most of the respondents favored bank finance as a source rather than private finance.

In the study, Rao and Kumar (2012) concluded that customer satisfaction depends on safety, dealer service, customer relationship and the availability of spare parts along with other aspects.

Kotwal (2009) focused on the importance of space, comfort and luxury of a midsize car. It also focused on the technological advancement and affluence aspects that are generally provided by a number of global automotive brands in India.

The research is to the identify the different source of information used by customers to select particular brand of car. Understand various marketing strategies get the significant differences in service quality by means of cost, design, efficiency, resale value. This would help corporate companies to measure consumers satisfaction level towards particular brand i.e., Hyundai and Maruti Suzuki cars. By the comparative analysis of car brands would help to changing mind set of the customers on the purchase of cars. Customer satisfaction plays a key role in choosing particular brand.

Research Methodology

Research Design: -This study employed quantitative research using survey method. A questionnaire was used to collect data regarding the inclination of consumers in Pune city. The data collected is analyzed, and thereby, it concentrates on the aim of the research.

Sampling: - Sampling area: - Pune city.

Population: - Public of Pune city was the population for study. The survey targeted the users of Hyundai and Maruti Suzuki Cars among the age group of 18–50years. Sampling Size: - 200 respondents (users have been found).

Sampling Technique: - Convenient Sampling Techniques.

Data Collection Methods: - The primary data is collected by using the questionnaire as it enables the study to observe and explain associations between constructs, especially cause-and-effect relationships. Questionnaires were distributed personally through Google forms format via WhatsApp, Facebook, Instagram, and Gmail. The questionnaire consist questions related to demographic profile as well as about their behavior towards attitude and preferences while buying these cars.

Tools of Data Presentation and Analysis: - Now, the data which was collected through questionnaires is analyzed. SPSS was used to analyze the data; the data is presented by using various graphs and charts. The data analysis is also done by using statistical techniques such as to identify the relation and effect between the variables; chi-square test is also used to determine the association between the various variables.

Reliability of Questionnaire

Since, the Cronbach's Alpha value was 0.788 so the questionnaire was found to be reliable to be used for the study.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.788	27

Data Analysis

The study of the buying preference of customers in the automobile industry is becoming more relevant and important in the light of the understanding of demographic parameters that help to understand the causes of the differences in preference and choice across different dimensions and the effect of the the same on the choice of the car that the customer makes.

Table 1: Demographic profile of the respondents of Hyundai

Marital Status	No. of Respondents	Percentage
Single	64	64%
Married	36	36%
Total	100	100%
Age	No. of Respondents	Percentage
Less than 18	0	0%
Between 18 to 24	17	17%
Between 25 to 34	57	57%
Between 35 to 44	19	19%
Above 45	7	7%
Total	100	100%
Gender	No. of Respondents	Percentage
Male	75	75%
Female	25	25%
Total	100	100%

Table 2: Demographic profile of the respondents of Maruti Suzuki.

Marital Status	No. of Respondents	Percentage
Single	73	73%
Married	27	27%
Total	100	100%
Age	No. of Respondents	Percentage
Less than 18	0	0%
Between 18 to 24	30	30%
Between 25 to 34	56	56%
Between 35 to 44	10	10%
Above 45	4	4%
Total	100	100%
Gender	No. of Respondents	Percentage
Male	59	59%
Female	41	41%
Total	100	100%

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	200	0	1	.33	.471
You are in which age group	200	1	5	3.02	.783
Occupation	200	1	5	2.69	1.250
Educational Qualification	200	1	6	4.05	1.045
Marital Status	200	0	1	.31	.466
Family income	200	1	4	2.49	.737
Valid N (listwise)	200				

Demographic Profile Analysis

Majority of the respondents are middle-age and youth individuals. The sample chosen was a convenience sample, but it appears that both Maruti and Hyundai has fewer customers in the older age group (above 50 years). The sample indicates that the majority of the respondents are male with 67% as against female with 33%. 68.5% of the total respondents for the study were single and 31.5% were married as a total for both the brands.

Hypothesis Testing

H₁: Ho - There is no significant variance in customer preference towards price for both car companies.

H₁ – There is significant variance in customer preference towards price for both car companies.

The Hypothesis is been tested in SPSS using ANOVA test as mentioned below:

Descriptives

[Price of the Car]

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Hyundai	100	1.80	.550	.055	1.69	1.91	-2	2
Maruti Suzuki	100	1.20	.550	.055	1.09	1.31	0	2
Total	200	1.50	.626	.044	1.41	1.59	-2	2

ANOVA

[Price of the Car]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.000	1	18.000	59.400	.000
Within Groups	60.000	198	.303		
Total	78.000	199			

In this case, the final column labelled sig. indicates how likely it is that an F ratio of that size would have occurred by chance.

Hence, because the observed significance value is less than .05, the null hypothesis was rejected & it can say that there is significant variance in customer preference towards price for both car companies.

H₂: Ho - There is no significant difference in consumer attitude for resale value for both car companies.

H₁ – There is significant difference in consumer attitude for resale value for both car companies.

Descriptives

[Resale value]

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Hyundai	100	1.82	.500	.050	1.72	1.92	1	2
Maruti Suzuki	100	.96	.803	.080	.80	1.12	1	2
Total	200	1.39	.794	.056	1.28	1.50	1	2

ANOVA

[Resale value]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.980	1	36.980	82.642	.000
Within Groups	88.600	198	.447		
Total	125.580	199			

In this case, the final column labelled sig. indicates how likely it is that an F ratio of that size would have occurred by chance.

Hence, because the observed significance value is less than .05, the null hypothesis was rejected & it can say that there is significant difference in consumer attitude for resale value for both car companies.

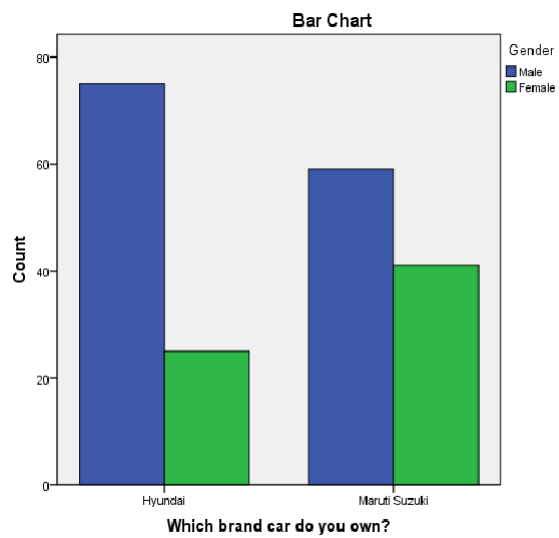
Data Analysis**Types of Car Consumers Own**

Car Segment	Hyundai	Maruti Suzuki
Hatchback	13 (14.3%)	78 (85.7%)
SUV	51 (73.9%)	18 (26.1%)
Sedan	36 (90%)	4 (10 %)
Total	100 (100 %)	100 (100 %)

From the survey we found that Hyundai Respondents are in majority in SUV (73.9%) and Sedan (90%). And Maruti Suzuki has strong hold in Hatchback Segment (78%).

Which brand car do you own? * Gender

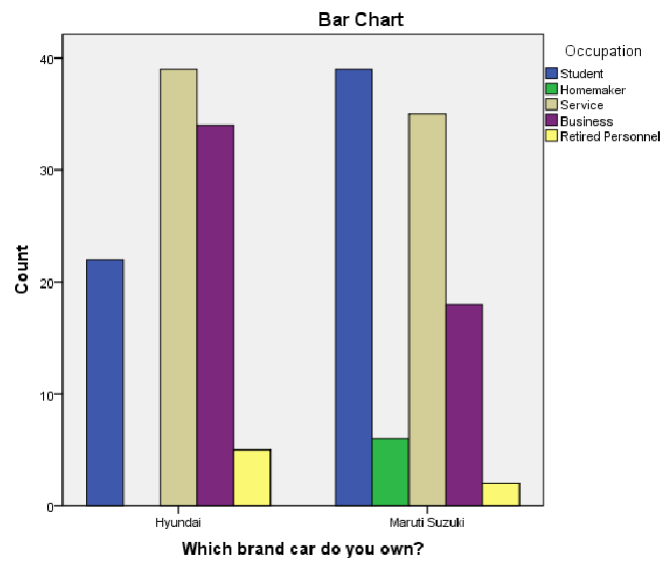
Crosstab					
			Gender		Total
			Male	Female	
Which brand car do you own?	Hyundai	Count	75	25	100
		% within Which brand car do you own?	75.0%	25.0%	100.0%
		% within Gender	56.0%	37.9%	50.0%
		% of Total	37.5%	12.5%	50.0%
	Maruti Suzuki	Count	59	41	100
		% within Which brand car do you own?	59.0%	41.0%	100.0%
		% within Gender	44.0%	62.1%	50.0%
		% of Total	29.5%	20.5%	50.0%
Total	Count	134	66	200	
	% within Which brand car do you own?	67.0%	33.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	67.0%	33.0%	100.0%	



From the survey it is found that majority of the respondents for Hyundai Cars are Male consumers (56%) And for the Maruti Suzuki Cars Female respondents are in majority (62.1%).

Which brand car do you own? * Occupation

Crosstab								
			Occupation					Total
			Student	Homemaker	Service	Business	Retired Personnel	
Which brand car do you own?	Hyundai	Count	22	0	39	34	5	100
		% within Which brand car do you own?	22.0%	.0%	39.0%	34.0%	5.0%	100.0%
		% within Occupation	36.1%	.0%	52.7%	65.4%	71.4%	50.0%
		% of Total	11.0%	.0%	19.5%	17.0%	2.5%	50.0%
	Maruti Suzuki	Count	39	6	35	18	2	100
		% within Which brand car do you own?	39.0%	6.0%	35.0%	18.0%	2.0%	100.0%
		% within Occupation	63.9%	100.0%	47.3%	34.6%	28.6%	50.0%
		% of Total	19.5%	3.0%	17.5%	9.0%	1.0%	50.0%
Total		Count	61	6	74	52	7	200
		% within Which brand car do you own?	30.5%	3.0%	37.0%	26.0%	3.5%	100.0%
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	30.5%	3.0%	37.0%	26.0%	3.5%	100.0%



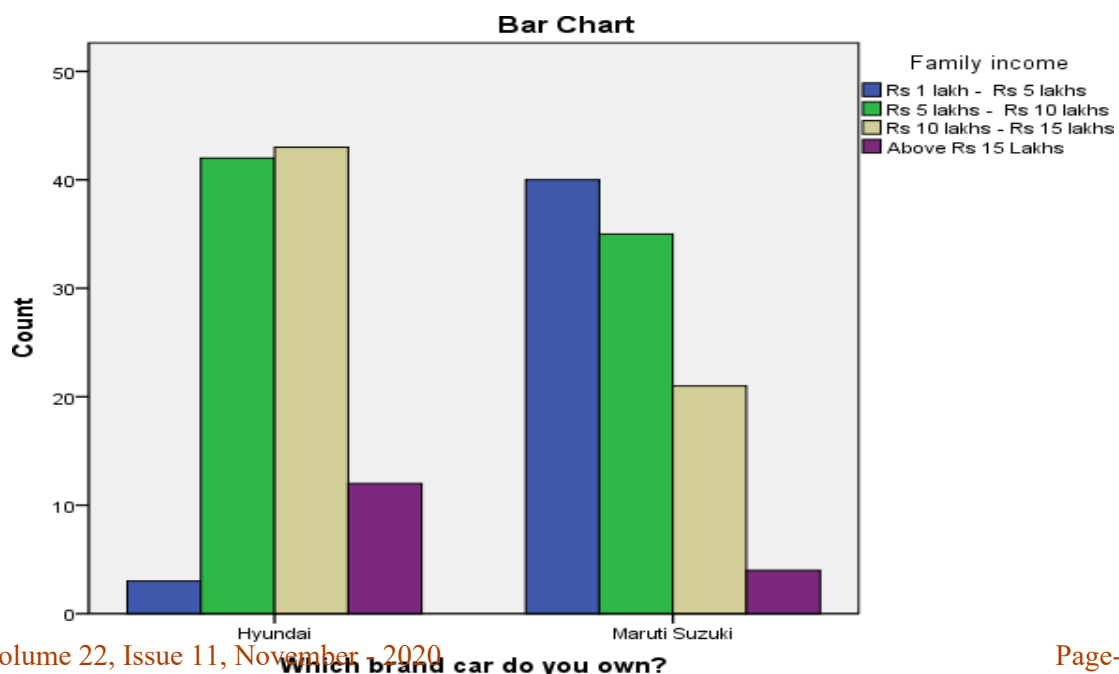
From the survey it is found that majority of the respondents for Hyundai Cars are from Services (52.7%), Business (65.4%) and Retired Personnel (71.4%). And for the Maruti Suzuki Cars majority of the respondents are Student(63.9%) and Homemaker (100%).

Which brand car do you own?

* Family income

Which brand car do you own? * Family income Crosstabulation

			Family income				Total
			Rs 1 lakh - Rs 5 lakhs	Rs 5 lakhs - Rs 10 lakhs	Rs 10 lakhs - Rs 15 lakhs	Above Rs 15 Lakhs	
Which brand car do you own?	Hyundai	Count	3	42	43	12	100
		% within Which brand car do you own?	3.0%	42.0%	43.0%	12.0%	100.0%
		% within Family income	7.0%	54.5%	67.2%	75.0%	50.0%
		% of Total	1.5%	21.0%	21.5%	6.0%	50.0%
	Maruti Suzuki	Count	40	35	21	4	100
		% within Which brand car do you own?	40.0%	35.0%	21.0%	4.0%	100.0%
		% within Family income	93.0%	45.5%	32.8%	25.0%	50.0%
		% of Total	20.0%	17.5%	10.5%	2.0%	50.0%
Total		Count	43	77	64	16	200
		% within Which brand car do you own?	21.5%	38.5%	32.0%	8.0%	100.0%
		% within Family income	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	21.5%	38.5%	32.0%	8.0%	100.0%



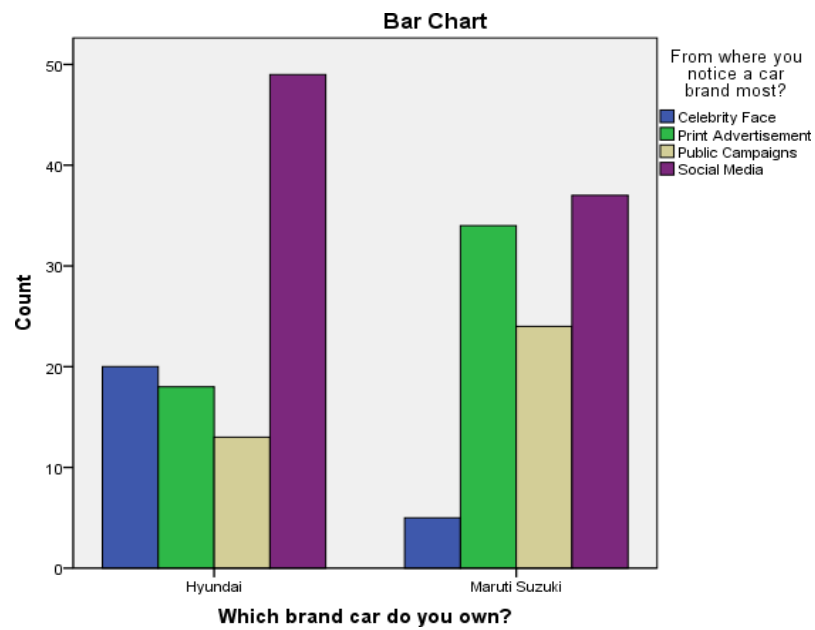
From the survey it is found that majority of the respondents for Hyundai Cars has Family Income is Rs 5 lakhs – Rs 10 lakhs (54.5%) , Rs 10 lakhs – Rs 15 lakhs (67.2%) and Rs 15 lakhs above (75%) .And for the Maruti Suzuki Cars majority of the respondents are from category Rs 1 lakh – Rs 5 lakhs (93%).

Which brand car do you own?

*** From where you notice a car brand most?**

Crosstab

			From where you notice a car brand most?				Total
			Celebrity Face	Print Advertisement	Public Campaigns	Social Media	
Which brand car do you own?	Hyundai	Count	20	18	13	49	100
		% within Which brand car do you own?	20.0%	18.0%	13.0%	49.0%	100.0%
		% within From where you notice a car brand most?	80.0%	34.6%	35.1%	57.0%	50.0%
		% of Total	10.0%	9.0%	6.5%	24.5%	50.0%
	Maruti Suzuki	Count	5	34	24	37	100
		% within Which brand car do you own?	5.0%	34.0%	24.0%	37.0%	100.0%
		% within From where you notice a car brand most?	20.0%	65.4%	64.9%	43.0%	50.0%
		% of Total	2.5%	17.0%	12.0%	18.5%	50.0%
Total	Count		25	52	37	86	200
	% within Which brand car do you own?		12.5%	26.0%	18.5%	43.0%	100.0%
	% within From where you notice a car brand most?		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		12.5%	26.0%	18.5%	43.0%	100.0%



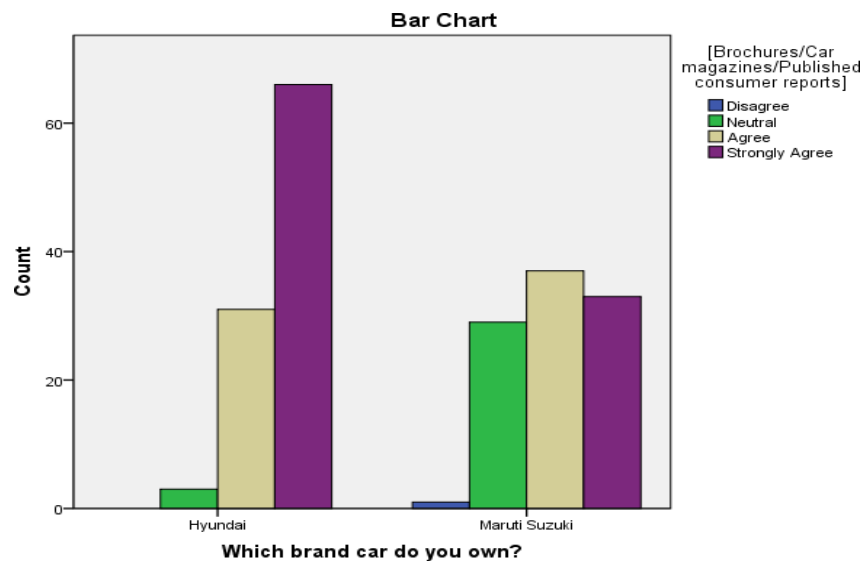
From the survey it is found that majority of the respondents for Hyundai Cars notice car brand most from Celebrity Face (80%) and Social Media (57%). For Maruti Suzuki the majority is from Print Advertisement (65.4%) and Public Campaigns (64.9%).

Which brand car do you own?
reports]

* [Brochures/Car magazines/Published consumer

Crosstab

			[Brochures/Car magazines/Published consumer reports]				Total
			Disagree	Neutral	Agree	Strongly Agree	
Which brand car do you own?	Hyundai	Count	0	3	31	66	100
		% within Which brand car do you own?	0.0%	3.0%	31.0%	66.0%	100.0%
		% within [Brochures/Car magazines/Published consumer reports]	0.0%	9.4%	45.6%	66.7%	50.0%
		% of Total	0.0%	1.5%	15.5%	33.0%	50.0%
	Maruti Suzuki	Count	1	29	37	33	100
		% within Which brand car do you own?	1.0%	29.0%	37.0%	33.0%	100.0%
		% within [Brochures/Car magazines/Published consumer reports]	100.0%	90.6%	54.4%	33.3%	50.0%
		% of Total	0.5%	14.5%	18.5%	16.5%	50.0%
	Total	Count	1	32	68	99	200
		% within Which brand car do you own?	0.5%	16.0%	34.0%	49.5%	100.0%
		% within [Brochures/Car magazines/Published consumer reports]	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	0.5%	16.0%	34.0%	49.5%	100.0%



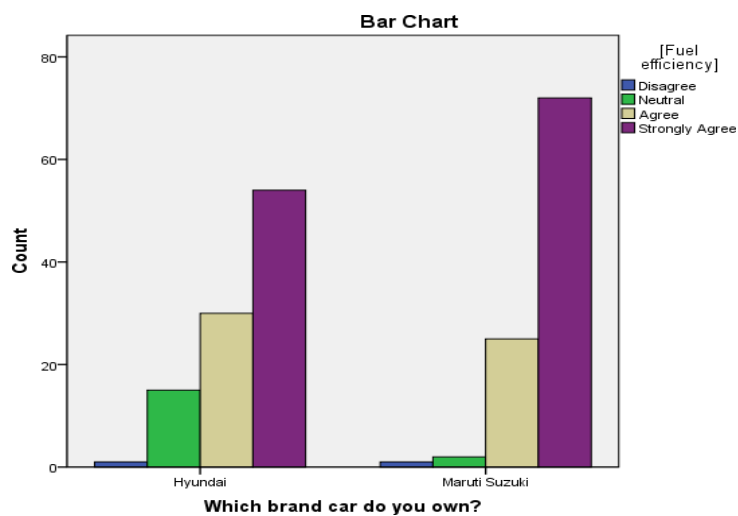
From the survey it is found that majority of the respondents for Hyundai Cars Strongly agree to get influenced by the factor Brochure, Magazines (66.7%) whereas Maruti Suzuki not much agree (33.3%).

Which brand car do you own?

* [Fuel efficiency]

Crosstab

			[Fuel efficiency]				Total
			Disagree	Neutral	Agree	Strongly Agree	
Which brand car do you own?	Hyundai	Count	1	15	30	54	100
		% within Which brand car	1.0%	15.0%	30.0%	54.0%	100.0%
		do you own?					
		% within [Fuel efficiency]	50.0%	88.2%	54.5%	42.9%	50.0%
		% of Total	.5%	7.5%	15.0%	27.0%	50.0%
	Maruti Suzuki	Count	1	2	25	72	100
		% within Which brand car	1.0%	2.0%	25.0%	72.0%	100.0%
		do you own?					
		% within [Fuel efficiency]	50.0%	11.8%	45.5%	57.1%	50.0%
		% of Total	.5%	1.0%	12.5%	36.0%	50.0%
Total		Count	2	17	55	126	200
		% within Which brand car	1.0%	8.5%	27.5%	63.0%	100.0%
		do you own?					
		% within [Fuel efficiency]	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.0%	8.5%	27.5%	63.0%	100.0%



From the survey it is found that Maruti Suzuki car respondents Strongly agree to the fuel efficiency of the cars (57.1%), where as Hyundai cars is (42.9%).

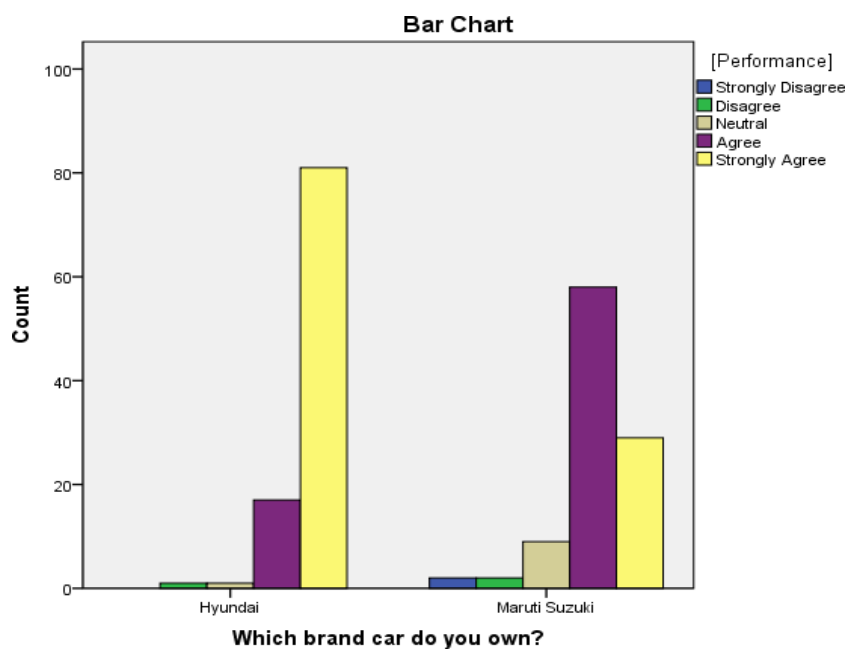
Maruti Suzuki consumers are satisfied by the fuel efficiency of the car.

Which brand car do you own?

* [Performance]

Crosstab

			[Performance]					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Which brand car do you own?	Hyundai	Count	10	1	1	17	81	100
		% within Which brand car do you own?	10.0%	1.0%	1.0%	17.0%	81.0%	100.0%
		% within [Performance]	10.0%	33.3%	10.0%	22.7%	73.6%	50.0%
		% of Total	10.0%	1.5%	1.5%	8.5%	40.5%	50.0%
Maruti Suzuki		Count	2	2	9	58	29	100
		% within Which brand car do you own?	2.0%	2.0%	9.0%	58.0%	29.0%	100.0%
		% within [Performance]	100.0%	66.7%	90.0%	77.3%	26.4%	50.0%
		% of Total	1.0%	1.0%	4.5%	29.0%	14.5%	50.0%
Total		Count	2	3	10	75	110	200
		% within Which brand car do you own?	1.0%	1.5%	5.0%	37.5%	55.0%	100.0%
		% within [Performance]	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.0%	1.5%	5.0%	37.5%	55.0%	100.0%



From the survey it is found that Hyundai car respondents Strongly agree to the performance of the cars (73.6%), whereas Maruti Suzuki cars is (26.4%).

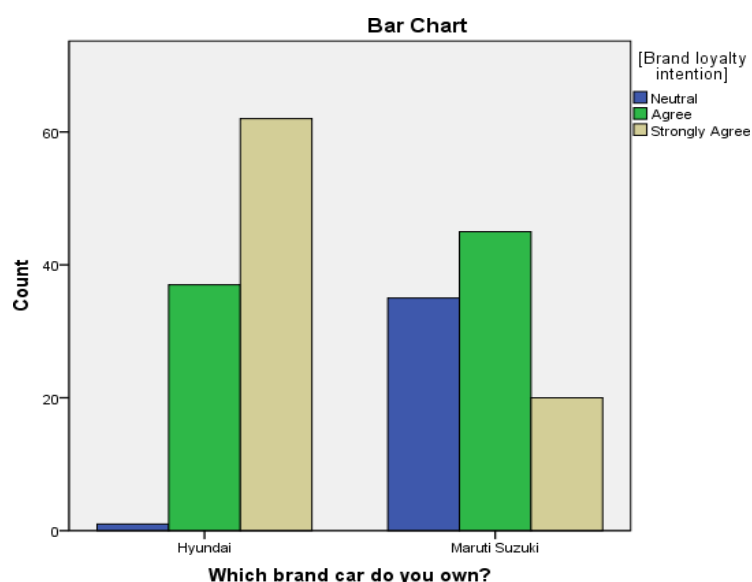
Hyundai consumers are satisfied by the Performance of the car.

Which brand car do you own?

* [Brand loyalty intention]

Which brand car do you own? * [Brand loyalty intention] Crosstabulation

			[Brand loyalty intention]			Total
			Neutral	Agree	Strongly Agree	
Which brand car do you own?	Hyundai	Count	1	37	62	100
		% within Which brand car do you own?	1.0%	37.0%	62.0%	100.0%
		% within [Brand loyalty intention]	2.8%	45.1%	75.6%	50.0%
		% of Total	.5%	18.5%	31.0%	50.0%
	Maruti Suzuki	Count	35	45	20	100
		% within Which brand car do you own?	35.0%	45.0%	20.0%	100.0%
		% within [Brand loyalty intention]	97.2%	54.9%	24.4%	50.0%
		% of Total	17.5%	22.5%	10.0%	50.0%
Total		Count	36	82	82	200
		% within Which brand car do you own?	18.0%	41.0%	41.0%	100.0%
		% within [Brand loyalty intention]	100.0%	100.0%	100.0%	100.0%
		% of Total	18.0%	41.0%	41.0%	100.0%



From the survey it is found that majority of the respondents for Hyundai Cars Strongly agree the brand loyalty intension (75.6%) and Maruti car has (24.4%). Hyundai Consumers are more brand loyal this improves trust and brand of the car company.

Findings

Types of Car Consumers Own:

The study has found significant variance in types of car segment consumers that Hyundai Respondents are in majority in SUV (73.9%) and Sedan (90%). And Maruti Suzuki has strong hold in Hatchback Segment (78%). The respondent's preferences while choosing an upper segment types car like Sedan/SUV goes to Hyundai while other respondents' preferences in Hatchback goes to Maruti Suzuki.

Gender:

The study has found significant statistical relationship between age and car brand. From the survey it is found that majority of the respondents for Hyundai Cars are Male consumers (56%) And for the Maruti Suzuki Cars Female respondents are in majority (62.1%). The Male preferences in both car companies out of 134 around 75 choose Hyundai car and 59 choose Maruti Suzuki. Here Hyundai has the strong hold in male buyers. In Female Preferences out of 66 around 41 choose Maruti Suzuki car and 25 choose Hyundai cars. Here Maruti Suzuki has strong hold in Female buyers.

Occupation:

It has found in the study that majority of the respondents for Hyundai Cars are from Services (52.7%), Business (65.4%) and Retired Personnel (71.4%). And for the Maruti Suzuki Cars majority of the respondents are Student (63.9%), Services (47.3%) and Homemaker (100%). Here going through occupation, the preferences for Hyundai cars is major from Services, Business and Retired personnel who also holds more money power and Maruti Suzuki respondents mostly from Students, Homemaker and Service mostly re having low income group.

Family income:

It is found in the study that majority of the respondents for Hyundai Cars has Family Income is Rs 5 lakhs – Rs 10 lakhs (54.5%), Rs 10 lakhs – Rs 15 lakhs (67.2%) and Rs 15 lakhs above (75%). And for the Maruti Suzuki Cars majority of the respondents are from category Rs 1 lakh – Rs 5 lakhs (93%). Here the respondents with income more than Rs10 lakhs strong preference is for Hyundai cars mostly in SUV and Sedan types cars and income group less than 5 lakhs preferences is for Maruti Suzuki Cars.

From where you notice a car brand most:

From the survey it is found that majority of the respondents for Hyundai Cars notice car brand most from Celebrity Face (80%) and Social Media (57%). For Maruti Suzuki the majority is from Print Advertisement (65.4%) and Public Campaigns (64.9%). Both the companies have work hard in advertising and promotion of cars. Hyundai has strong hold in Celebrity face and social media advertising so respondent choose this brand car. And Maruti Suzuki car has more public campaigns with exciting offers and also has hold on the Print advertisement, the respondent recognizes this brand most here.

Fuel efficiency:

It is found in the study that Maruti Suzuki car respondents Strongly agree to the fuel efficiency of the cars (57.1%), where as Hyundai cars is (42.9%). The Maruti Suzuki respondents who prefer fuel efficiency as priority are satisfied by the efficiency it has. And Hyundai car preferences is low in the Fuel efficiency and respondents are on the agreeable terms in efficiency part.

Performance:

The Study has found that Hyundai car respondents Strongly agree to the performance of the cars (73.6%), whereas Maruti Suzuki cars is (26.4%). The respondent's preference for the performance of the car goes to Hyundai Cars and also consumers are satisfied by the Performance of the car.

Brand loyalty intention:

In the study it is found that majority of the respondents for Hyundai Cars Strongly agree the brand loyalty intension (75.6%) and Maruti car has (24.4%). Hyundai Consumers are more brand loyal this improves trust and brand of the car company. And Maruti Suzuki cars respondents are low in the brand loyalty intention this indicates they may further could not stay with the brand.

Limitations of the Study

Reliability is a key aspect of research; the reliability of the study may depend on the validity of the information provided by the respondents.

The method used for data collection, analysis and interpretation may have its own limitations.

The limitation of the study is sample size, though Pune City consists large number of car owners, the researcher has selected a limited and specific number of samples.

Future Scope

This paper will help people understand the comparative analysis for Indian brand car and Foreign brand car. It will also help us to understand Indian consumer behavior. It will open new dynamics of branding and help in giving a new perspective of Automobile market.

Further this study could also be helpful in reaching urban and rural market view. It will also help to research new elements in marketing strategies which could be used in branding the car. The researchers could work upon the car new car segments branding through this paper.

Conclusion

The rigorous competition in the automotive industry cannot be ignored. Therefore, more players, the greater the competition. Companies need to be on their toes to devise means by which they can establish their brand equity in the market. This has shown that both companies have been successful in meeting the needs of their respective customers.

Although Hyundai has much strong presence in Brand loyalty intension in its consumers even in its performance than Maruti Suzuki this parameter is important aspect to satisfy consumer's needs.

Hyundai and Maruti Suzuki car companies have worked competitively in brand advertising, such as Celebrity Face, Social Media, Public Campaign and Print Advertising, each of which has made a strong presence there.

Thus, the comparative analysis here between two-car brand has shown that Hyundai car has the dominant position in the overall brand image of the company than Maruti Suzuki and also satisfies its consumers with expectations that build trust and loyalty to the car brand.

Suggestions

Maruti respondents are dissatisfied with performance of the cars. So, they have to improve the quality and design of the cars to meet the desired results.

Redesigning of Hyundai and Maruti Suzuki cars will make the cars more attractive and competitive. This allows them to succeed in the market and to compete with the foreign competitors.

Hyundai Cars has a good presence in the family income segment from 5 lakhs to more than 15 lakhs. Hyundai should build strategies to catch the Family Income Level Group from 1 lakh and more to increase market share. Maruti 's presence in the premium segment is not very good. But in the Family Income level group from 1 to 5 lakhs is strong here.

The users with the income of above six lakhs are looking for other brands. Maruti must address this specific segment by developing innovative models to fulfill the needs of high-income group people to maintain market leadership over a long period of time. Maruti 's respondents are not impressed with the performance and display of the products. Hyundai car respondents are dissatisfied with fuel efficiency. In order to increase the capacity of vehicles, a range of additional facilities have to be integrated into the Maruti and Hyundai.

Maruti Suzuki is required to work on its Social Media Team to connect end- users further by advertising additional service offerings, etc. Hyundai should improve in the Print Media advertisement. So, both car companies will achieve success in attracting customers.

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