

ANALYSIS OF CUSTOMER PREFERENCE TOWARDS SMALL
CARS AT LAKSHMI HYUNDAI
WITH REFERENCE TO HYDEREBAD CITY

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Abstract

Products are purchased by customers to meet their requirements. The abundance of goods and services produced by a country is the reason why our economy is strong. All human actions taken during the buying process are referred to as "buyer behaviour" This article presents a viewpoint on the historical development of concepts related to buying, buyer behaviour, decision-making procedures, motivations, and consumer behaviour when making purchases. Because the consumer is king and defines what a business is, a sound marketing strategy must start with an in-depth analysis of consumer behaviour, attitudes, motivations, and needs. Specifically, a marketer needs to know the answers to the following questions Mr.A own the scooter. He is unhappy with the scooter because of its shortcomings or issues. In favour of a different scooter, he decides to replace it. A dependable, problem-free scooter is something he looks forward to. He decides not to buy another scooter from the same brand because he is not satisfied. As a result, the thought of buying a new scooter generates in his mind, and the second he makes the decision that "I must replace the scooter," ideas for purchases begin to flow. The thought passes through his mind as he weighs the benefits. As a result, he starts to think about the type of scooter that will offer the benefits. The benefits stimulate the craving. Any of the numerous scooter brands that offer the desired benefits are available for him to purchase. He gathers Information and keeps an eye out by talking to his friends. He takes a look at the latest scooter advertisements. He chooses the course of action that is 100 percent trustworthy and provides all potential benefits. A retailer could use the services of Mr. A. In order to satisfy his needs, customers buy products. A person's basic needs, like food and shelter, must

be provided for everyone on the planet, but some of these needs are not essential for survival and vary from person to person. If anything, it makes more sense to classify wants and desires as needs rather than necessities. In fact, a large percentage of income in many countries with high standards of living is spent on wants and desires rather than necessities.

Keywords: Consumer Behavior, Customer Preference, Customer Satisfaction, Customer Decision.

I. INTRODUCTION:

The term "consumer behaviour" refers to the internal and external actions that consumers engage in when they search for, buy, and use a good or service. Examining how, what, when, and why? people buy things is part of studying consumer behaviour. There are elements of **personal**, psychological, social, and cultural in it. It also assesses how social groups like family, friends, and reference groups as well as society at large affect the customer. Buyer behaviour consists of two parts: the actual purchasing activity, which is obvious to observers, and the detailed or quick decision-making process, which may involve the interaction of several complex variables that are unclear to observers. What aspects influence a consumer's decision to buy products or services? Consumers purchasing decisions are influenced by a variety of internal and external factors, which complicates the process. Consumers go through a number of stages when making a purchase. We'll talk about them further down.

Purchase Decision

Through the evaluation process described above, customers come to their final purchase decision. For some customers, the process of making the purchase, such as visiting the store to make it, can be just as satisfying as actually making it. The product can be ordered over the phone, online, or in person.

Post Purchase Decision

When making a purchase, have you ever had second thoughts? This is post-purchase behaviour, to put it simply, and studies have shown that many consumers who purchase products exhibit this behaviour. It should go without saying that product manufacturers want their most recent customers to be pleased with their purchases;

consequently, it is equally important for manufacturers to advertise for the benefit of their customers so customers feel secure in the knowledge that they are using a product from a reliable and powerful company. After making a purchase, this affects how customers behave.

What factors influence consumer behaviour while purchasing?

Consumer behaviour is influenced by a wide range of variables, including situational, psychological, environmental, marketing, and individual, families, and cultural factors. In order to decide how to most effectively reach their target audience, businesses make an effort to collect data. These factors have the power to influence someone's decision to buy or not to buy, though some influences may be temporary and others permanent. Let's now examine a few of these components in more detail.



- **Situational factors;** These immediate factors include a store's physical characteristics, such as its location, layout, colours, music, lighting, and even scent. Businesses make every effort to improve these aspects. Additional situational factors include holidays, the passage of time, and customer moods.
- **Demographic factors;** Such as Age, gender, income, occupation, and other personal factors fall under this category. This is also influenced by one's interests

and opinions. To better understand their customers, businesses look more closely at their lifestyles, daily routines, hobbies, etc.

- **Social factors;** This factor also considers your social class, level of education, ethnicity, religion, and sexual orientation, as well as the locals in your area, like your family and friends. People's daily lives and the products they choose to purchase are influenced by the distinctive rituals and customs of various cultures. Similar buying patterns are frequently seen among customers from the same social class. According to the vast majority of market researchers, a person's family is one of the key factors influencing their purchasing choices.
- **Psychological factors;** Consumer behaviour is influenced by a person's capacity of information understanding, sense of needs, and mindset. The way a person reacts to a marketing campaign depends on their mindset and beliefs

II. Review of literature

An article titled "Consumer Behavior Towards Passenger Cars" by A. Srivastava and M. Matta was published in 2021. A study in Delhi NCR examined in-depth consumer behaviour to determine how satisfied customers were with their purchases of passenger cars. The key finding is that the majority of consumers are influenced when making a passenger car purchase by a variety of factors, including culture, family history, age, and lifestyle.

B. Menon (2020). This article on developing parameters and a framework to analyse consumer behaviour patterns for passenger cars found that almost all automakers make similar value propositions. Among all of these, one that may have an impact on a customer's purchasing behaviour is the engine capacity. He discovered that there are other factors that are more crucial than engine capacity. Customer satisfaction, brand community, external influence, customer loyalty, and consumer behaviour patterns are a few examples.

According to Farhan Sadullah (2017), Malaysian automakers must equip their vehicles with safety equipment like airbags and anti-lock brakes, which typically stop a car in the shortest possible distance. Farhan claims that there were 6,200 fewer fatalities in Malaysia six years ago. But the numbers have steadily increased to 6,700. It was determined from the literature review above that there is a connection between

the performance and safety of the cars. The majority of shoppers prioritize safety as their top concern when deciding whether to buy a new or used car. Most automakers are doing their best to develop safety-related innovations and features in the cars in order to satisfy consumers' demand for safety. Because of this, understanding consumer purchasing patterns is crucial for auto manufacturers to reach their target market.

Mahapatra & Kumar (2018) used 32 attributes to analyse customer preferences in an empirical study on customer satisfaction, dissatisfaction, and post-purchase evaluation. They came to the conclusion that the product's performance in terms of pollution, ignition, battery performance, and pickup is significantly influencing the consumers' decision to make a future purchase. Maintenance costs, fuel economy, comfort, brake safety, vibration, pollution/emission, engine sound, ignition, battery performance, horn, wiper performance, pickup, and light are the characteristics he used. However, he did not include occupation or gender as a parameter of satisfaction.

A good reputation can be lost quickly, but it can take five to ten years to build one, according to David Champion (2019), Senior Director of Consumer Reports auto-test operations. Reliability is therefore crucial in determining how well-known automotive companies are.

Drive.com (2016) found that the top ten factors influencing the purchase of a new or used car were reliability (54 percent), price/value for money (36 percent), performance/engine power (29 percent), safety (28 percent), exterior appearance (25 percent), riding and driving comfort (19 percent), inexpensive to service/repair (17 percent), internal space, and fuel economy/environmental concerns (45 percent) (14 percent). Fuel economy, purchase price, maintenance and reliability, safety, performance, and personal or family needs are the primary factors consumers consider these days when choosing a vehicle (Timothy & Patricia Kearney, 2016).

III. Need for the study

- 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 Interest of the customer, buying behavior becomes essential to get a competitive edge.
- To Understand customer motives.

IV. Scope of the study

- ❖ The scope is extremely constrained because people's attitude alter over time.
- ❖ The study is only conducted among 100 respondents in the HYDERABAD and RANGAREDDY districts.
- ❖ 45 days are dedicated to conducting the study.
- ❖ The study is only conducted in a specific region. Consequently, it was unable to provide a perfect picture of Hyderabad.

V. Objectives of the study

- The primary goal of the study is to examine customers' reasons for choosing to buy small cars from Hyundai.
- To better understand buyer behaviour theories and concepts, it is important to identify the respondents' ages, educational backgrounds, occupations, and income levels.
- To ascertain the customer's interest in buying small cars from Hyundai or not.
- To ascertain respondents' justifications for buying Hyundai's small cars.
- To understand the weight that each factor has on respondents' decisions to buy small Hyundai cars.

VI. Research methodology

Research design:

It specifies the methodology and technique to be used for achieving the objectives. A research design is a logical and systematic plan prepared for leading a research study. It serves as the manual for gathering, measuring, and analyzing data. The study's primary goal is to assess Hyundai's brand reputation. The study is of a descriptive kind. The best method for descriptive research is surveys. The study therefore employs the survey method. The creation of a research plan for a study assists in giving it direction and in knowing precisely what needs to be done, how, and when, at each stage. A research plan outlines the parameters of research activities and allows the researcher to focus his efforts on the appropriate tasks. With specific research goals in mind, the study can move forward methodically in the direction of his objectives.

Sources of data:

Primary method:

Primary data are those that are gathered newly and for the first time and are therefore unique in nature. The primary data for this study was gathered using an interview schedule method.

Secondary method:

Secondary data are those that have been compiled from primary data. For this study's secondary data, appropriate material from newspapers, magazines, brochures, company reports, standard text books, and the internet has also been used when necessary.

VII. Limitations

- ✧ The project's duration is 45 days.
- ✧ The level of interest of respondents affects how accurate the answers are.
- ✧ Some of the customers were not willing to provide information because they felt it would take up too much of their time.
- ✧ The opinions expressed by the sample may or may not represent the views of the entire population.

VIII. Empirical results

Age group of the respondents:

AGE Between	Number of Respondents
18-28	8
28-38	42
38-48	36
Above 48	14
Total	100

Table 1.1The above table shows the age group of the respondents surveyed

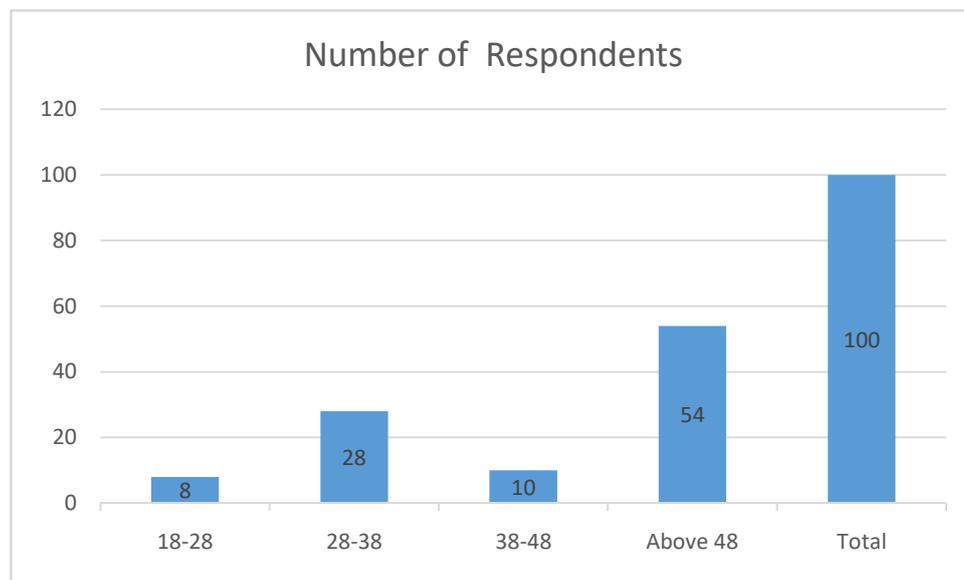


Table 1.1.aThe above graph shows the age group of the respondents surveyed

Inference: From the above table, 8% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, 54% of the respondents belong to the age group of above 48 years.

Occupation of the respondents:

Occupation	Number of Respondents
Student	0
Business	50
Private Employee	32
Govt Employee	18
Total	100

Table 1.2 The above table shows the type of respondents of the respondents surveyed.

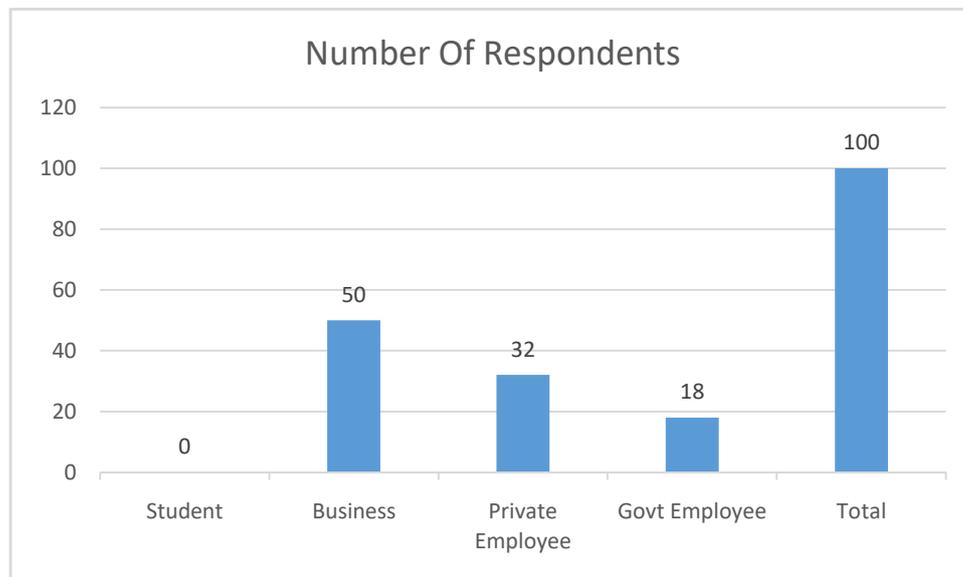


Table 1.2.a The above graph shows the type of respondents of the respondents surveyed.

Inference: From the above table 0% of the respondents are students, 50% of the respondents are businessmen, 32% of the respondents are private employee, 18% of the respondents are Govt employee

Number of Customers preferring to have car

Preferring to have car	Number of respondents
Yes	80
No	20
Total	100

Table 1.3 The above table shows that whether the respondents are Preferring to have Small car or not.

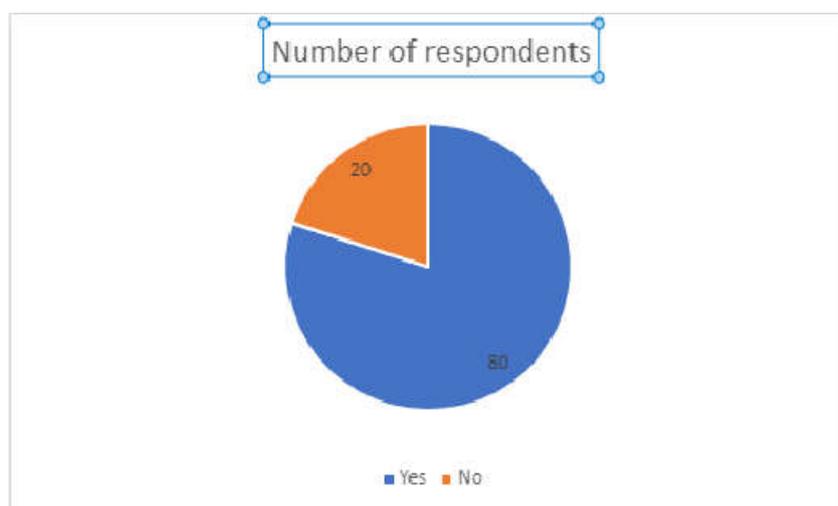
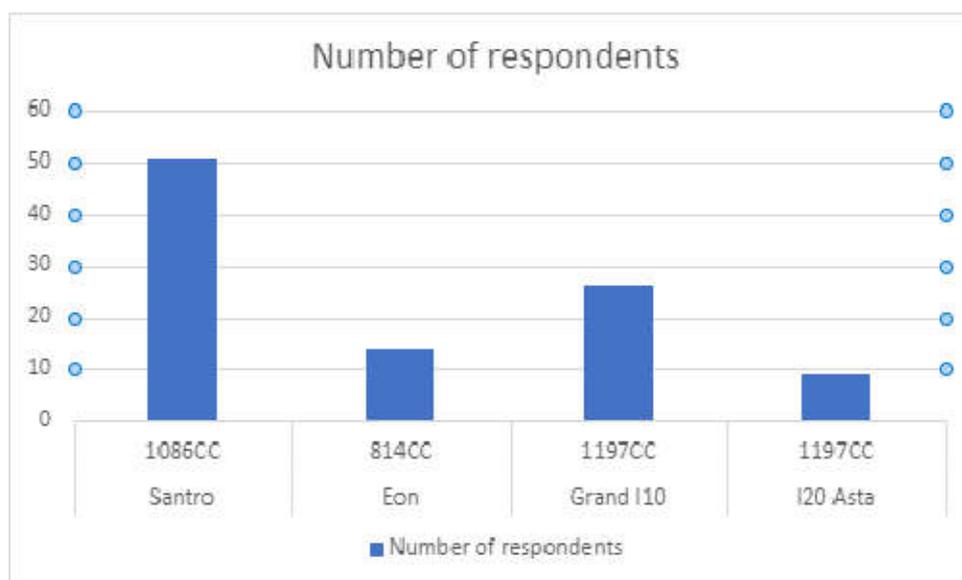


Table 1.3.a The above graph shows that whether the respondents is Preferring a A Small car or not.

Inference: From the above table 80%of respondents are preferring small cars only and rest of the 20% of the respondents are preferring mid range cars.

Type of car that the respondent is Preferring:

Name of the car	Engine capacity	Number of respondents
Santro	1086CC	51
Eon	814CC	14
Grand I10	1197CC	26
I20 Asta	1197CC	09



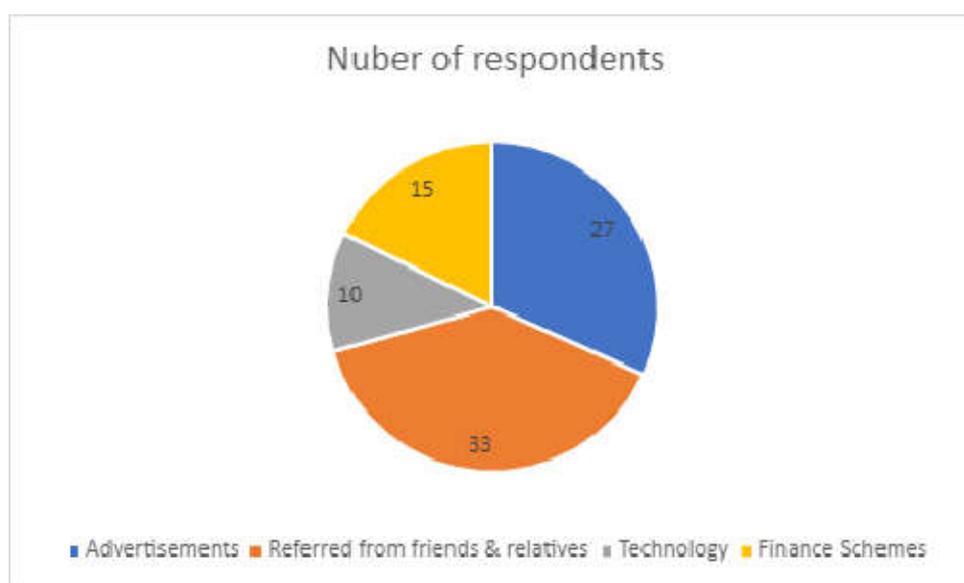
Inference: From the above table 51%of the respondents are Preferring Hyundai Santro (1086CC) cars. 14%of the respondents are Hyundai Eon(814CC) 26%of the respondents are preferring Grand I10 (1197CC) 9% of the respondents preferringI20 Asta (1197CC)

Sources of information

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

Sources of information	Number of respondents
Offers	15
Advertisements	27
Referred from friends & relatives	33
Technology	10
Finance Schemes	15
Total	100

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% people known from technology, 15% of people known from finance schemes.



IX. Finding, Suggestions and Conclusion

Findings

- 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 1086CC (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 by 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.

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.

Conclusion

The study of 45% of the respondents are Hyundai customers, and hence it is most Preferred Small cars out of various Brands. Hyundai Santro 1086CC 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.

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