

# A Study of Marketing Strategies of Hyundai Motors Company with Special Reference to Wardha City

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**Abstract:** *It was in 1970 that Sanjay Gandhi envisioned the manufacture of HYUNDAI which is known popularly as the people's car it is HYUNDAI which is known to give wheels to the nation. The first car of HYUNDAI was rolled out on Dec. 14, 1983 after collaboration with Motors.*

*Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparing perceived performance in relation to his or her expectation. If the performance falls short of expectation, the consumer is dissatisfied. The study widely concentrates on the level of satisfaction amongst customers for which I did Exploratory Research to check the satisfaction level amongst the customers of HYUNDAI as the popular punch line also says- Count on Us.*

**Keywords:** *Marketing Strategy, Consumer Satisfaction, Hyundai Motors, Wardha.*

## 1. INTRODUCTION

Consumer is strictly, the ultimate consumer of a product, the ultimate user of a product, the person who derives the satisfaction or the benefit offered. The 'consumer' is not necessarily the customer, since there are often 'customers' in the buying/ distribution chain; moreover, the consumer is frequently not the person who makes the buying decision; for instance, in the case of many household products, where the housewife may make the purchase but consumption or use is by the whole family. 'Consumer' is not normally applied to the purchase of industrial goods and services where the customer is usually a corporate body.

Nevertheless, consumable goods are sold to industry for corporate purposes and the consumers of these goods can be identified for marketing practice.

A marketing strategy explains how the business will achieve the objectives laid down in the overall marketing plan. The marketing strategy explains how the business will reach its target audience, which should lead to an increase in the sales.

Marketing strategies should include clearly defined roles and the responsibilities and should also set time scales to each task.

Target Marketing involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments.

The beauty of target marketing is that it makes the promotion, pricing and distribution of your products and/or services easier and more cost-effective.

Target marketing is the selection of customers you wish to service.

## 2. REVIEW OF LITERATURE

- **By Hitesh Bhasin (2018)** Having the wide range of models in almost every segment of the automobile market. HYUNDAI Motors offers 16 brands and 150 variants spanning across all segments consisting of HYUNDAI Grand i10, HYUNDAI i20, HYUNDAI Verma, HYUNDAI Cona, HYUNDAI Santro, HYUNDAI Aura, HYUNDAI Venue, HYUNDAI Creta, HYUNDAI Elantra, HYUNDAI Alcazar. Thus serving the diverse range of customers.
- **Dr anitha (2013)** in this study the researcher objective was to identify the product strategy and brand building strategies of hundai in this study the researched has used primary source method of data collection the data was collected on the basis of personal interview using the structured questionnaire the analysis data was done by using descriptive analysis the finding the study was that the respondents were of the opinion that hundai is benefiting the customers with global standards but not with all model.
- **Dr. Anitha Thimmaiah (2013)**, in this study the research To identify the product strategies and brand building strategies of Hyundai automobile companies. The data for this research has been collected through the personal interview method by using the structured questionnaire. The various managers of the Hyundai Company were contacted and the required information for this research was collected, it should create primary demand for the product in growth stage it has to retain the market share and likewise different strategies hove to be framed during the maturity and decline

## 3. RESEARCH METHODOLOGY

### 3.1. Objectives of the Study

The present study of the marketing strategy of the HYUNDAI Motors (Pvt.) limited is based on the following objectives:

- To study the existing marketing strategy of the HYUNDAI Motors (Pvt.) Limited in wardha city
- To study the growth strategy of the HYUNDAI Motors (Pvt.) Limited and the marketing Methods in wardha city.
- To study the small car revolution in India and the contribution of the HYUNDAI Motors (Pvt.) Limited in Wardha City,
- To study the marketing strategy adopted by the HYUNDAI Motors (Pvt.) Limited in Wardha City.
- To study the customer satisfaction strategy adopted by the HYUNDAI Motors (Pvt.) Limited in Wardha City.

### 3.2 Hypothesis

Ho: There is no significant connection between HYUNDAI-marketing Motors's strategies, product positioning, or other strategies.

Ha: There is a significant link between HYUNDAI-marketing Motors's strategies, product positioning, and other strategies.

### 3.3 Sample and Sample Size:

This refers to the number of items to be selected from the universe to constitute a sample. This is a major problem before a researcher. The size of the sample should be neither excessively large, nor too small. It should be optimum. An optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility.

Sample Size - 100 people

### 3.4 Data Collection Technique:

Technique used for the data collection in this study is primary method. This includes questionnaire. It is given to 100 people and their responses are recorded.

### 3.5 Tools for Data Analysis:

A descriptive statistical analysis measure like mean has been used in this study.

## 4. Data Analysis and Interpretation.

Factor	Respondents	Percentage
Price 32 32%		
Advertisement 22 22%		
Relative opinion 46 46%		
Total 100 100%		
• Price	• 32	• 32%
• Advertisement	• 22	• 22%
• Relative Opinion	• 46	• 46%
Total	• 100	• 100%

### Interpretation

From the above Graph it is found that 32% of Customer are purchased Car by preferring Price. And 31% of customer purchased the car by the influenced of their friends. And remaining 22% customer are influenced by Advertisement 15% customer motivated to purchase the car through relatives opinion. The majority bought HYUNDAI Motors revealed they purchase the car influenced by the price.

## 4. CONCLUSION

By seeing the performance of HYUNDAI MOTORS vehicle And service provided by the HYUNDAI MOTORS. I can conclude that it has wide market and bright future for its sales. And also in the current market it is one of the leading vehicles. The distribution and availability of the vehicle in Bagalkot District as to be Improve Because of the Competing of the vehicle like HUNDAI, NISAN, are very high market share. As per show room is concerned is having good prospects in near future it is providing good service and majority of the people are satisfied with HYUNDAI MOTORS company vehicle.

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