



# A COMPREHENSIVE STUDY ON CONSUMER PURCHASING DECISION TOWARDS HYUNDAI

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## Introduction to purchasing decisions

Buying decisions, which include the steps people take to get products or services, are central to consumer behaviour. Numerous elements, such as societal influences, marketing tactics, economic concerns, and personal preferences, affect these judgments.

Individual tastes are a major factor in what people decide to buy. Individual tastes, wants, and desires—which are impacted by a variety of factors including lifestyle, society, and prior experiences—form these preferences. For instance, a person who values sustainability could choose environmentally friendly items, whereas a different person might value affordability or ease of use.

Purchase decisions are also significantly influenced by economic factors. A consumer's decision to buy is influenced by a number of factors, including perceived value for money, income, and financial limitations. When determining whether a product or service is worth the financial commitment, customers consider a number of important factors, including price sensitivity, discounts, and payment choices.

Social factors have a role in purchasing decisions. Peer pressure, societal standards, and aspirational influences are a few of them. In addition to cultural norms and expectations, people might be swayed by the choices and advice of celebrities, family members, or peers. The marketing tactics that companies use have a significant impact on how consumers make purchases. Promotional offers, product placement, branding, and advertising all affect how consumers think and behave. Marketing efforts that are successful may raise awareness, spark interest, and eventually encourage purchases from customers.

Choosing between different items or services that are offered in the market is a crucial decision that people make when making purchases. Purchasing groceries, choosing a smartphone, or making an automobile purchase are just a few examples of the many decisions that are impacted by a variety of circumstances, from external forces to personal preferences. Gaining insight into the psychological aspects of buying decisions reveals the complex processes behind consumer behaviour.

**1.The Dilemma of Rational versus Emotional**  
 Conventional economic theories frequently present customers as logical decision-makers who carefully consider the advantages and disadvantages of every alternative before selecting one. But in actuality, feelings have a big influence on what people decide to buy. Behavioural economics research shows that when it comes to consumer decisions, feelings, intuition, and social effects frequently prevail over reason.

**2.The Perceptual Power**  
 Our perception shapes our perception of brands and items. Marketers use perception to paint enticing pictures of their products, swaying consumers' opinions of them. Advertising, packaging, and branding are just a few examples of the many elements that influence how consumers see the worth and quality of a product. A persuasive perception may boost a product's appeal and make it more likely to be selected over rivals.

**3. The Significance of Social Evidence**  
 Because we are social creatures by nature, other people's thoughts and behaviours have a significant impact on the decisions we make. According to a psychological phenomenon known as "social proof," people are more inclined to behave in accordance with others' decisions when they are unsure about their own. Strong kinds of social proof, such as peer or influencer testimonials, reviews, and recommendations, can affect consumers' perceptions and purchase decisions.

**4.The Part Cognitive Biases Play**  
 Cognitive biases are regular patterns of deviance from reason, which result in irrational choices and ways of thinking. Comprehending customer behaviour requires an understanding of these biases. For example, anchoring bias happens when people base their judgments excessively on the first piece of information they come across (e.g., the initial price), which frequently results in less-than-ideal conclusions. Consumer decisions are also significantly influenced by other biases, such as loss aversion, availability heuristic, and confirmation bias.

**5.The Significance of Brand Allegiance**  
 Customers' dedication to and preference for a specific brand above others is shown in brand loyalty. It is fostered by satisfying encounters, reliable quality, and successful marketing techniques. Once established, brand loyalty has a powerful effect on customers' purchase decisions, frequently influencing them to select well-known brands even when more affordable or feature-rich competitors are available. Establishing and preserving brand loyalty is a critical strategic need for companies looking to succeed over the long haul in cutthroat industries.

**6. Decision Fatigue's Effect**  
 The term "decision fatigue" describes how people's decision-making becomes less and less effective after they have been making decisions for a while. Customers frequently face decision fatigue as they sort through an abundance of options, especially in today's digitalized environment. This might cause impulsivity or cause them to postpone making decisions entirely. To mitigate consumer weariness and enable simpler decision-making, marketers need to acknowledge this issue and optimize the decision-making process.

**7.Social Media's and Influencers' Growing Power**  
 Influencers have become important players in influencing customer preferences and purchase decisions with the introduction of social media. Influencer product placements and endorsements have a big influence on consumer behaviour, especially with younger audiences. Customers are influenced by influencers' relatability

and genuineness, which shapes their opinions and encourages them to choose endorsed businesses or items when making purchases.

## 8. The Development of Consumer Ideals

Customer values are dynamic and change over time, taking into account larger cultural trends and social changes. When buying purchases, modern customers give social responsibility, ethical sourcing, and sustainability top priority. Companies that uphold these principles often draw and keep consumers who are looking for goods and services that speak to their moral and environmental concerns. It is critical for firms hoping to stay relevant and competitive in a constantly shifting market environment to comprehend how customer values are changing.

Buying decisions are complicated processes that are impacted by a wide range of social, cultural, and psychological variables. Businesses may obtain important insights into the factors influencing the decisions of their target audience by exploring the nuances of consumer behaviour. This allows them to adjust their marketing tactics appropriately. Ultimately, in today's cutthroat market, developing strong brands, producing products that people want to buy, and cultivating enduring connections with customers all depend on a grasp of the psychology driving purchase decisions.

## Importance of studying consumer behaviour

In today's industry, when competition is intense and customer tastes are ever-changing, it is imperative to comprehend consumer behaviour. This article examines the value of researching customer behaviour, how it affects marketing plans, and what it means for companies.

The decisions and behaviours that customers make when making purchases of products or services are referred to as consumer behaviour. It includes a broad variety of elements that impact customers' purchasing decisions, such as psychological, social, cultural, and economic impacts. Businesses may successfully customize their marketing activities and offers to match the demands of their target audience by gaining insights into the factors that influence customer decisions via the analysis of consumer behaviour.

Understanding customer preferences and motives better is one of the main goals of researching consumer behaviour. Businesses may create strategies to favourably impact consumers' purchase decisions by understanding the reasons behind their decisions. For instance, by comprehending the psychological cues that lead customers to make a purchase, businesses may create goods and marketing campaigns that effectively reach their target market.

Additionally, by analysing customer behaviour, organizations may spot market patterns and predict shifts in demand. Businesses may stay ahead of the competition and remain relevant in the market by keeping an eye on customer preferences and behaviour patterns and adjusting their product offers and marketing strategy appropriately.

For example, in response to changing consumer attitudes, many firms have developed sustainable goods and adopted environmentally friendly practices as a result of the increase of eco-conscious consumerism.

Research on consumer behaviour also offers important insights into the efficacy of advertising campaigns and promotional initiatives. Through monitoring customer reactions to different marketing stimuli, such price plans, product placements, and advertising messages, companies may evaluate the effectiveness of their

marketing campaigns and allocate resources wisely. This maximizes return on investment and optimizes marketing expenses.

Furthermore, innovation and product creation depend on an understanding of customer behaviour. Businesses might find chances for product upgrades or the creation of whole new offers by monitoring customer preferences and feedback. By focusing on the demands of the consumer, businesses can stay innovative and adapt to changing market conditions, which strengthens their competitive edge.

Studying customer behaviour influences not just product development and marketing techniques, but also price decisions. Businesses may establish prices that are profitable and competitive by knowing how consumers perceive value and how much they are willing to pay for goods and services. Pricing tactics that take into account customer preferences have the potential to boost revenue and profitability.

Furthermore, studying consumer behaviour enables companies to forge closer bonds with their clientele. Businesses may customize their contacts with clients and create experiences that are personalized to their requirements, interests, and spending behaviours, therefore encouraging customer loyalty and repeat business. In the end, this customized strategy may boost brand loyalty and consumer happiness, which will promote long-term profitability.

Furthermore, for companies that operate in international marketplaces, researching customer behaviour is essential. Consumer behaviour may be greatly influenced by cultural variations, social conventions, and economic considerations in a variety of geographic and demographic contexts. Through the implementation of cross-cultural research and strategic adjustments, companies may effectively interact with a wide range of customer demographics and broaden their global market reach.

Additionally, risk management and decision-making depend heavily on an understanding of customer behaviour. Businesses can reduce risks related to market volatility and shifting customer preferences by predicting shifts in consumer demand and market dynamics. In a world where uncertainty is growing, effective risk management strengthens a company's sustainability and resilience.

Businesses looking to prosper in the fast-paced market of today must research customer behaviour. Companies may create new goods, tailored experiences, and marketing tactics that effectively reach their target audience by acquiring insights into the preferences, motivations, and decision-making processes of their customers. Additionally, by comprehending customer behaviour, organizations may maximize their resources, adjust to shifting market trends, and forge closer bonds with their clientele. In the end, companies may achieve sustainable development and competitive advantage in a constantly changing business landscape by giving the research of customer behaviour first priority.

## Maslow's Hierarchy of Needs

Abraham Maslow hierarchy of needs theory sets out to explain what motivated individuals in life to achieve. He set out his answer in a form of a hierarchy. He suggests individuals aim to meet basic psychological needs of hunger and thirst. When this has been met, they then move up to the next stage of the hierarchy, safety needs, where the priority lay with job security and the knowing that an income will be available to them regularly. Social needs come in the next level of the hierarchy, the need to belong or be loved is a natural human desire and people do strive for this belonging. Esteem need is the need for status and recognition within society, status sometimes drives people, the need to have a good job title and be recognized or the need to wear branded clothes as a symbol of status. But how does this concept help an organization trying to market a product or service? Well as we have established earlier within this website, marketing is about meeting needs and providing benefits, Maslow's concept suggests that needs change as we go along our path of striving for self-actualization. Supermarket firms develop value brands to meet the psychological needs of hunger and thirst.

Harrods develops products and services for those who want have met their esteem needs. So, Maslow's concept is useful for marketers as it can help them understand and develop consumer needs and wants.

## CUSTOMER GETTING SMARTER

A competitor, in order to achieve the loyalty of the customers, offer an endless information flow on the products and services and thereby continuously educates the customer about the opportunities in the market. Therefore, today even an ordinary person, is in possession of the large amount of data to use for the purpose of making a decision as to which products/ services he would go in for. The competitive environment is making the customer wisher day by day and he is able to take a large number of decisions on his own. The experts' advice of the olden days is being replaced by the customer's own wisdom. This is making the market place more complicated and unpredictable. The customer is getting smarter today and he is able to decide his own money's worth and therefore, organization across the board are `pursuing the customer's views to streamline their business strategies to remain customer- worthy.

People are the prime factor for any organization to maintain the effectiveness and thus develop the right focus for the people, so that each one perceives as clearly as possible his position in the cycle of growth and prosperity of the organization. Agendas will have to be drawn in such a manner and communicated so effectively that the individual is able to enjoy a meaningful life in the organization, endowed with authority and responsibility for the role he plays.

“One should be able to see for oneself the impact of the contributions one has made towards the growth and prosperity cycle of the organization. As a matter of fact, the relationship between the people and the organization should be so designed that each one is here to experience the pleasure of winning and pain of losing. People alone are of no significance unless and until they have an intimate and continuous interaction with the process”.

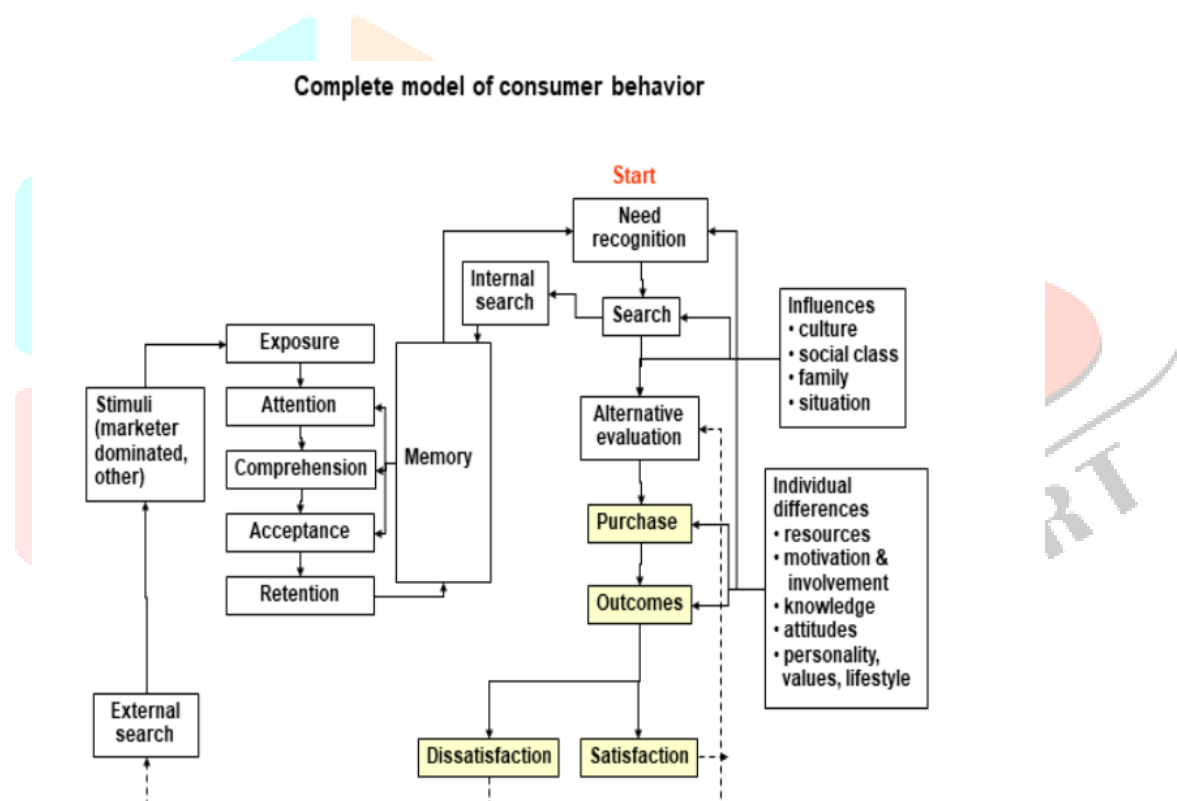
Therefore, organization have to take continuous care to update their quality of the people and that of processes simultaneously so that a healthy relationship is built up and maintained making the relationship happy and healthy one. This, when done, should generate in people a sense of entrepreneurship ownership of the organization.

“Since the customer are the main focus of any organization its structure should be so flat i.e., people fluently interact with the customer and maintain continuous feedback about the customer's moods and methods in order to shape its business portfolio and strategies”.

It is very important to find whether the fundamentals of the organization are getting strong as desired. It is therefore rightly said that a well-trained army with quality arms and ammunitions and with a sense of involvement can got the nations frontiers inn desirable and dependable manner similarly: people at the operation level with superior competency and capability supplied with superior products and strategies can acquire a place for an organization in the market place. Retail outlets are the contact points of the customers and therefore the image of the organization largely depends upon the quality of the people managing the interventions and transactions at the level.

## The Consumer Market:

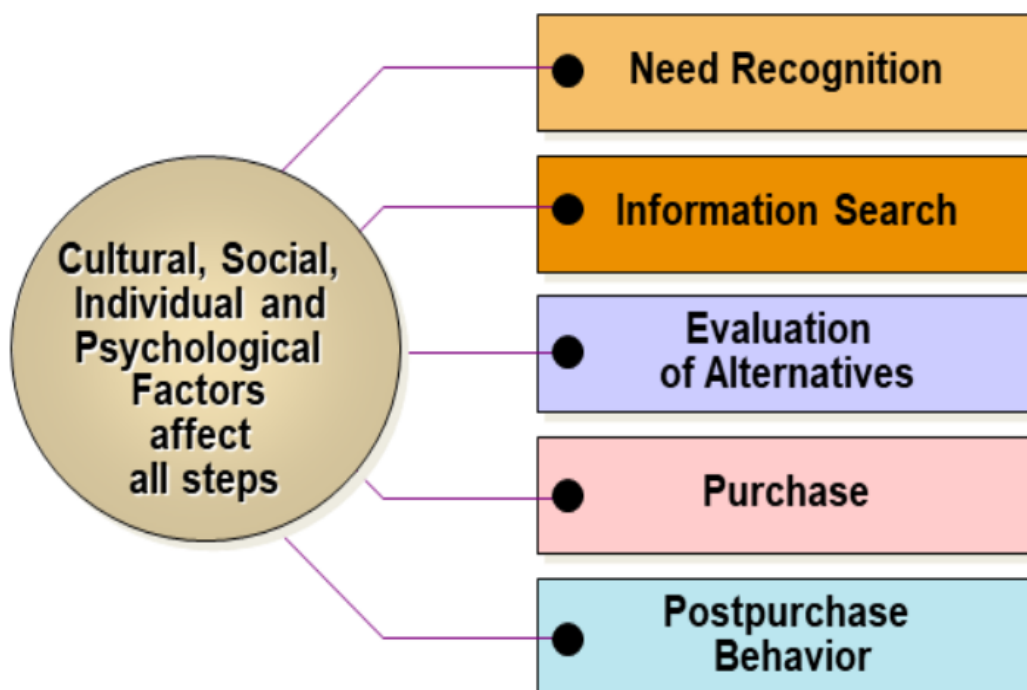
The consume market consists of all the individuals and households who buy or acquire goods and services for personal consumption. The simplest model consumer buyer behavior is the stimulus – response model. According to this model marketing stimuli (the four Ps) and the major forces (economic, technological, political, cultural) enter the consumer’s “black box” and reproduce certain responses.



Social factors influence buyer’s behavior. A person’s reference group-family, friends, social organizations, professional associations- strongly affect product and brand choices. The buyer’s age, life-cycle stage, occupation, economic circumstances, high-performance, personality, and other personal. Characteristics influence his or her buying decisions. Consumer life-Performances the pattern of acting and interacting in the world are also an important influence on purchase decisions.

Finally, consumer-buying behavior is influenced by four major psychological factors- motivation, perception, learning, and beliefs and attitudes. Each of these factors provides a different perspective for understanding the workings of the buyer’s black box.

## Consumer Decision-Making Process



### CONSUMER PERCEPTION

It can be defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. A stimulus is a unit of input to any of the senses. Examples of stimulus i.e., sensory input include products, packages, brand names, advertisements, and commercials, sensory receptor.

Marketers do not want their target audience to look only at the models in their ads. They want to communicate something about their products as well. Marketers often use attractive models, humor, other factors to attract the target market's interest. Information processing is a series of activities by which stimuli are perceived, transformed in to information, and stored. Information processing model has four major steps or stages,

- Exposure
- Attention
- Interpretation, and
- Memory

The first three constitute perception.

Exposure occurs when a stimulus such as an Advertisement hoarding comes within the range of a person's vision. Attention occurs when the information from vision passes on to the brain for processing. Interpretation is the assignment of meaning to the received sensations. Memory is the short – term use of the meaning for immediate decision-making or the longer-term retention of the meaning.

The basic components shown in the figure can be arranged into four groups:

1. Stimuli, which serve as the raw material to be processed.

The stages of processing activities, which are linked by arrows and mainly internal to the customer.

Situational and consumer characteristics which can influence the nature of these processing activities, and an executive system, which guides the process by regulating the type and intensity of processing activities engaged in, at any time.

## Consumer Buying Behavior

Possibly the most challenging concept in marketing deals with understanding why buyers do what they do (or don't do). But such knowledge is critical for marketers since wanting a strong understanding of buyer behavior will help shed light on what is important to the customer and also suggest the important influences on customer decision-making. Using this information, marketers can create marketing programs that they believe will be of interest to customers.

As you might guess, factors affecting how customers make decisions are extremely complex. Buyer behavior is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. But those who have spent many years analyzing customer activity have presented us with useful "guidelines" in how someone decides whether or not to make a purchase.

In fact, pick up any textbook that examines customer behavior and each seems to approach it from a different angle. The perspective we take is to touch on just the basic concepts that appear to be commonly accepted as influencing customer behavior. We will devote two sections of the Principles of Marketing Tutorials to customer behavior. In this section we will examine the buying behavior of consumers (i.e., when people buy for personal reasons) while in the Business Buying Behavior tutorial we will examine factors that influence buyer's decisions in the business market.

### Why Consumers Buy

As we discussed in the What is Marketing? tutorial, customers make purchases in order to satisfy needs. Some of these needs are basic and must be filled by everyone on the planet (e.g., food, shelter) while others are not required for basic survival and vary depending on the person. It probably makes more sense to classify needs that are not a necessity as wants or desires. In fact, in many countries where the standard of living is very high, a large portion of the population's income is spent on wants and desires rather than on basic needs.

In this tutorial when we mention the consumer we are referring to the actual buyer, the person spending the money. But it should also be pointed out that the one who does the buying is not necessarily the user of what is bought and that others may be involved in the buying decision in addition to the actual buyer. While the



purchasing process in the consumer market is not as complex as the business market, wanting multiple people involved in a purchase decision is not unusual. For example, in planning for a family vacation the mother may make the hotel reservations but others in the family may have input on the hotel choice. Similarly, a father may purchase snacks at the grocery store but his young child may be the one who selected it from the store shelf.

So, understanding consumer purchase behavior involves not only understanding how decisions are made but also understanding the dynamics that influence purchases.

## What Influences Purchasing

As we discussed the decision-making process for consumers is anything but straight forward. There are many factors that can affect this process as a person works through the purchase decision. The number of potential influences on customer preferences limitless. However, marketers are well served to understand the KEY influences. By doing so they may be in a position to tailor their marketing efforts to take advantage of these influences in a way that will satisfy the consumer and the marketer (remember this is a key part of the definition of marketing).

For the purposes of this tutorial, we will break these influences down into three main categories: Internal, External and Marketing. However, those interested in learning more about customer buying activity may want to consult one or more customer preference books where they will find additional methods for explaining consumer buying behavior.

For the most part the influences are not mutually exclusive. Instead, they are all interconnected and, as we will see, work together to form who we are and how we behave.

For each of the influences that are discussed we will provide a basic description and also suggest its implication to marketers. Bear in mind we only provide a few marketing implications for each influence; clearly there are many more.

### Internal Influences: Perceptual Filter

We start our examination of the influences on consumer purchase decisions by first looking inside ourselves to see which are the most important internal factors that affect how we make choices.

#### Perceptual Filter

Perception is how we see ourselves and the world we live in. However, what ends up being stored inside us doesn't always get there in a direct manner. Often our mental makeup results from information that has been consciously or subconsciously filtered as we experience it, a process we refer to as a perceptual filter. To us this is our reality, though it does not mean it is an accurate reflection on what is real. Thus, perception is the way we filter stimuli (e.g., someone talking to us, reading a newspaper story) and then make sense out of it.

Perception has several steps.

- Exposure – sensing a stimulus (e.g. seeing an ad)
- Attention – an effort to recognize the nature of a stimuli (e.g. recognizing it is an ad)
- Awareness – assigning meaning to a stimulus (e.g., humorous ad for particular product)
- Retention – adding the meaning to one's internal makeup (i.e., product has fun ads)

How these steps are eventually carried out depends on a person's approach to learning. By learning we mean how someone changes what they know, which in turn may affect how they act. There are many theories of

learning, a discussion of which is beyond the scope of this tutorial, however, suffice to say that people are likely to learn in different ways. For instance, one person may be able to focus very strongly on a certain advertisement and be able to retain the information after being exposed only one time while another person may need to be exposed to the same advertisement many times before he/she even recognizes what it is. Consumers are also more likely to retain information if a person has a strong interest in the stimuli. If a person is in need of new car, they are more likely to pay attention to a new advertisement for a car while someone who does not need a car may need to see the advertisement many times before they recognize the brand of automobile.

### ***Marketing Implications:***

Marketers spend large sums of money in an attempt to get customers to have a positive impression of their products. But clearly the existence of a perceptual filter suggests that getting to this stage is not easy. Exposing consumers to a product can be very challenging considering the amount of competing product messages (ads) that are also trying to accomplish the same objective (i.e., advertising clutter). So, marketers must be creative and use various means to deliver their message. Once the message reaches consumer it must be interesting enough to capture their attention (e.g., talk about the product's benefits). But attending to the message is not enough. For marketers the most critical step is the one that occurs with awareness. Here marketers must continually monitor and respond if their message becomes distorted in ways that will negatively shape its meaning. This can often happen due in part to competitive activity (e.g., comparison advertisements). Finally, getting the consumer to give positive meaning to the message they have retained requires the marketer make sure that consumers accurately interpret the facts about the product.

### **Internal Influences: Knowledge**

Knowledge is the sum of all information known by a person. It is the facts of the world as he/she knows it and the depth of knowledge is a function of the breadth of worldly experiences and the strength of an individual's long-term memory. Obviously, what exists as knowledge to an individual depends on how an individual's perceptual filter makes sense of the information it is exposed to.

### ***Marketing Implications:***

Marketers may conduct research that will gauge consumers' level of knowledge regarding their product. As we will see below, it is likely that other factors influencing customer preference are in large part shaped by what is known about a product. Thus, developing methods (e.g., incentives) to encourage consumers to accept more information (or correct information) may affect other influencing factors.

### **Internal Influences: Attitude**

In simple terms attitude refers to what a person feels or believes about something. Additionally, attitude may be reflected in how an individual acts based on his or her beliefs. Once formed, attitudes can be very difficult to change. Thus, if a consumer has a negative attitude toward a particular issue, it will take considerable effort to change what they believe to be true.

### ***Marketing Implications:***

Marketers facing consumers who have a negative attitude toward their product must work to identify the key issues shaping a consumer's attitude then adjust marketing decisions (e.g., advertising) in an effort to change the attitude. For companies competing against strong rivals to whom loyal consumers exhibit a positive attitude, an important strategy is to work to see why consumers feel positive toward the competitor and then

try to meet or beat the competitor on these issues. Alternatively, a company can try to locate customers who feel negatively toward the competitor and then increase awareness among this group.

### **Internal Influences: Personality**

An individual's personality relates to perceived personal characteristics that are consistently exhibited, especially when one acts in the presence of others. In most, but not all, cases the behaviors one projects in a situation is similar to the behaviors a person exhibits in another situation. In this way personality is the sum of sensory experiences others get from experiencing a person (i.e., how one talks, reacts). While one's personality is often interpreted by those we interact with, the person has their own vision of their personality, called Self Concept, which may or may not be the same as how others view us.

#### ***Marketing Implications:***

For marketers it is important to know that consumers make purchase decisions to support their self-concept. Using research techniques to identify how customers view themselves may give marketers insight into products and promotion options that are not readily apparent. For example, when examining consumers a marketer may initially build marketing strategy around more obvious clues to consumption behavior, such as consumer's demographic indicators (e.g., age, occupation, income). However, in-depth research may yield information that shows consumers are purchasing products to fulfill self-concept objectives that have little to do with the demographic category they fall into (e.g., senior citizen may be making purchases that make them feel younger). Appealing to the consumer's self-concept needs could expand the market to which the product is targeted.

### **Internal Influences: High-performance**

This influencing factor relates to the way we live through the activities we engage in and interests we express. In simple terms it is what we value out of life. High-performance is often determined by how we spend our time and money.

#### ***Marketing Implications:***

Products and services are purchased to support consumers' life Performances. Marketers have worked hard researching how consumers in their target markets live their lives since this information is key to developing products, suggesting promotional strategies and even determining how best to distribute products. The fact that high-performance is so directly tied to marketing activity will be further examined as we discuss developing target market strategies (See Targeting Markets) tutorial

### **Internal Influences: Motivation**

Motivation relates to our desire to achieve a certain outcome. Many internal factors we have already discussed can affect a customer's desire to achieve a certain outcome but there are others. For instance, when it comes to making purchase decisions customers' motivation could be affected by such issues as financial position (e.g., *Can I afford the purchase?*), time constraints (e.g., *Do I need to make the purchase quickly?*), overall value (e.g., *Am I getting my money's worth?*), and perceived risk (e.g., *What happens if I make a bad decision?*).

#### ***Marketing Implications:***

Motivation is also closely tied to the concept of Involvement, which relates to how much effort the consumer will exert in making a decision. Highly motivated consumers will want to get mentally and physically involved in the purchase process. Not all products have a high percentage of highly involved customers (e.g., milk) but marketers who market products and services that may lead to high level of consumer involvement should prepare options that will be attractive to this group. For instance, marketers should make it easy for consumers to learn about their product (e.g., information on website, free video preview) and, for some products, allow customers to experience the product (e.g., free trial) before committing to the purchase

## **Internal Influences: Roles**

Roles represent the position we feel we hold or others feel we should hold when dealing in a group environment. These positions carry certain responsibilities yet it is important to understand that some of these responsibilities may, in fact, be perceived and not spelled out or even accepted by others. In support of their roles, consumers will make product choices that may vary depending on which role they are assuming. As illustration, a person who is responsible for selecting snack food for an office party his boss will attend may choose higher quality products than he would choose when selecting snacks for his family.

### ***Marketing***

Advertisers often show how the benefits of their products aid consumers as they perform certain roles. Typically, the underlying message of this promotional approach is to suggest that using the advertiser's product will help raise one's status in the eyes of others while using a competitor's product may have a negative effect on status.

### ***Implications:***

## **External Influences: Culture**

Consumer purchasing decisions are often affected by factors that are outside of their control but have direct or indirect impact on how we live and what we consume. One example of this are cultural factors

Culture represents the behavior, beliefs and, in many cases, the way we act learned by interacting or observing other members of society. In this way much of what we do is shared behavior, passed along from one member of society to another. Yet culture is a broad concept that, while of interest to marketers, is not nearly as important as understanding what occurs within smaller groups or Sub-Cultures to which we may also belong. Sub-cultures also have shared values but this occurs within smaller groups. For instance, sub-cultures exist where groups share similar values in terms of ethnicity, religious beliefs, geographic location, special interests and many others.

### ***Marketing Implications:***

As part of their efforts to convince customers to purchase their products, marketers often use cultural representations, especially in promotional appeals. The objective is to connect to consumers using cultural references that are easily understood and often embraced by the consumer. By doing so the marketer hopes the consumer feels more comfortable with or can relate better to the product since it corresponds with their cultural values. Additionally, smart marketers use strong research efforts in an attempt to identify differences in how sub-culture behaves. These efforts help pave the way for spotting trends within a sub-culture, which the marketer can capitalize on through new marketing tactics (e.g., new products, new sales channels, added value, etc.).

## **External Influences: Group Membership**

In addition to cultural influences, consumers belong to many other groups with which they share certain characteristics and which may influence purchase decisions. Often these groups contain Opinion Leaders or others who have major influence on what the customer purchases. Some of the basic groups we may belong to include:

- Social Class – represents the social standing one has within a society based on such factors as income level, education, occupation
- Family – one's family situation can have a strong effect on how purchase decisions are made
- Reference groups – most consumers simultaneously belong to many other groups with which they associate or, in some cases, feel the need to disassociate

### **Marketing**

### **Implications:**

Identifying and understanding the groups consumers belong to is a key strategy for marketers. Doing so helps identify target markets, develop new products, and create appealing marketing promotions to which consumers can relate. In particular, marketers seek to locate group leaders and others to whom members of the group look for advice or direction. These opinion leaders, if well respected by the group, can be used to gain insight into group behavior and if these opinion leaders accept promotional opportunities could act as effective spokespeople for the marketer's products.

### **External Influences: Purchase Situation Purchase Situation**

A purchase decision can be strongly affected by the situation in which people find themselves. In general, a situation is the circumstances a person faces when making a purchase decision, such as the nature of their physical environment, their emotional state, or time constraints. Not all situations are controllable, in which case a consumer may not follow their normal process for making a purchase decision. For instance, if a person needs a product quickly and a store does not carry the brand they normally purchase, the customer may choose a competitor's product.

### **Marketing Implications:**

Marketers can take advantage of decisions made in uncontrollable situations in at least two ways. First, marketers can use promotional methods to reinforce a specific selection of products when the consumer is confronted with a particular situation. For example, automotive services can be purchased that promise to service vehicles if the user runs into problems anywhere and at any time. Second, marketers can use marketing methods that attempt to convince consumers that a situation is less likely to occur if the marketer's product is used. This can also be seen with auto products, where marketers explain that using their product will prevent unexpected damage to their vehicles.

### **Types of Consumer Purchase Decisions**

Consumers are faced with purchase decisions nearly every day. But not all decisions are treated the same. Some decisions are more complex than others and thus require more effort by the consumer. Other decisions are fairly routine and require little effort. In general, consumers face four types of purchase decisions:

Minor New Purchase – these purchases represent something new to a consumer but in the customer's, mind is not a very important purchase in terms of need, money or other reason (e.g., status within a group).

- Minor Re-Purchase – these are the most routine of all purchases and often the consumer returns to purchase the same product without giving much thought to other product options (i.e., consumer is brand loyalty).
- Major New Purchase – these purchases are the most difficult of all purchases because the product being purchased is important to the consumer but the consumer has little or no previous experience making these decisions. The consumer's lack of confidence in making this type of decision often (but not always) requires the consumer to engage in an extensive decision-making process.

- Major Re-Purchase - these purchase decisions are also important to the consumer but the consumer feels confident in making these decisions since they have previous experience purchasing the product.

For marketers it is important to understand how consumers treat the purchase decisions they face. If a company is targeting customers who feel a purchase decision is difficult (i.e., Major New Purchase), their marketing strategy may vary greatly from a company targeting customers who view the purchase decision as routine. In fact, the same company may face both situations at the same time; for some the product is new, while other customers see the purchase as routine. The implication of buying behavior for marketers is that different buying situations require different marketing efforts.

## How Consumers Buy

So now that we have discussed the factors influencing a consumer's decision to purchase, let's examine the process itself. This process is presented in a sequence of 5 steps as shown below.



However, whether a consumer will actually carry out each step depends on the type of purchase decision that is faced. For instance, for minor re-purchases the consumer may be quite loyal to the same brand, thus the decision is a routine one (i.e., buy the same product) and little effort is involved in making a purchase decision. In cases of routine, brand loyal purchases consumers may skip several steps in the purchasing process since they know exactly what they want allowing the consumer to move quickly through the steps. But for more complex decisions, such as Major New Purchases, the purchasing process can extend for days, weeks, months or longer. So, in presenting these steps marketers should realize that, depending on the circumstances surrounding the purchase, the importance of each step may vary.

### Purchase Decision Steps 1 and 2

#### 1. Need/Want/Desire is recognized

In the first step the consumer has determined that for some reason he/she is not satisfied (i.e., consumer's perceived actual condition) and wants to improve his/her situation (i.e., consumer's perceived desired condition). For instance, internal triggers, such as hunger or thirst, may tell the consumer that food or drink is needed. External factors can also trigger consumer's needs. Marketers are particularly good at this through advertising, in-store displays and even the intentional use of scent (e.g., perfume counters). At this stage the decision-making process may stall if the consumer is not motivated to continue (see Motivation above). However, if the consumer does have the internal drive to satisfy the need they will continue to the next step.

#### 2. Search for Information

Assuming consumers are motivated to satisfy his or her need, they will next undertake a search for information on possible solutions. The sources used to acquire this information may be as simple as remembering information from past experience (i.e., memory) or the consumer may expend considerable effort to locate information from outside sources (e.g., Internet search, talk with others, etc.). How much effort the consumer directs toward searching depends on such factors as: the importance of satisfying the need, familiarity with available solutions, and the amount of time available to search. To appeal to consumers who are at the search stage, marketers should make efforts to ensure consumers can locate information related to their product. For example, for marketers whose customers rely on the Internet for information gathering, attaining high rankings in search engines has become a critical marketing objective.

Purchase Decision Steps 3, 4 and 5

### 3. Evaluate Options

Consumers' search efforts may result in a set of options from which a choice can be made. It should be noted that there may be two levels to this stage. At level one the consumer may create a set of possible solutions to their needs (i.e., product types) while at level two the consumer may be evaluating particular products (i.e., brands) within each solution. For example, a consumer who needs to replace a television has multiple solutions to choose from such as plasma, LCD and CRT televisions. Within each solution type will be multiple brands from which to choose. Marketers need to understand how consumers evaluate product options and why some products are included while others are not. Most importantly, marketers must determine which criteria consumers are using in their selection of possible options and how each criterion is evaluated. Returning to the television example, marketing tactics will be most effective when the marketer can tailor their efforts by knowing what benefits are most important to consumers when selecting options (e.g., picture quality, brand name, screen size, etc.) and then determine the order of importance of each benefit.

### 4. Purchase

In many cases the solution chosen by the consumer is the same as the product whose evaluation is the highest. However, this may change when it is actually time to make the purchase. The "intended" purchase may be altered at the time of purchase for many reasons such as: the product is out-of-stock, a competitor offers an incentive at the point-of-purchase (e.g., store salesperson mentions a competitor's offer), the customer lacks the necessary funds (e.g., credit card not working), or members of the consumer's reference group take a negative view of the purchase (e.g., friend is critical of purchase). Marketers whose product is most desirable to the consumer must make sure that the transaction goes smoothly. For example, Internet retailers have worked hard to prevent consumers from abandoning online purchase (i.e., online shopping carts) by streamlining the checkout process. For marketers whose product is not the consumer's selected product, last chance marketing efforts may be worth exploring, such as offering incentives to store personnel to "talk up" their product at the checkout line.

### 5. After-Purchase Evaluation

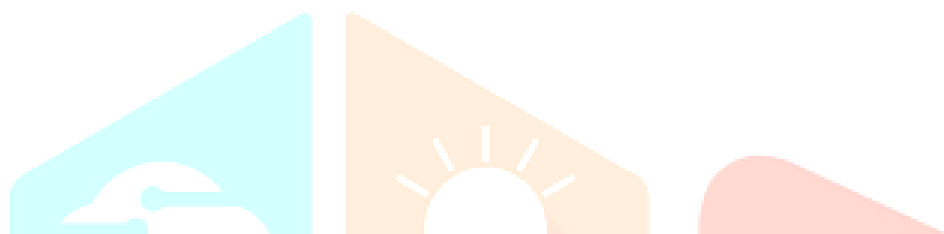
Once the consumer has made the purchase they are faced with an evaluation of the decision. If the product performs below the consumer's expectation, then he/she will re-evaluate satisfaction with the decision, which at its extreme may result in the consumer returning the product while in less extreme situations the consumer will retain the purchased item but may take a negative view of the product. Such evaluations are more likely to occur in cases of expensive or highly important purchases. To help ease the concerns consumers have with their purchase evaluation, marketers need to be receptive and even encourage consumer contact. Customer service centers and follow-up market research are useful tools in helping to address purchasers' concerns.

## INDUSTRY PROFILE



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## COMPANY PROFILE



### INDUSTRY PROFILE

The automobile industry is one of India's most vibrant and growing industries. This industry accounts for 22 per cent of the country's manufacturing gross domestic product (GDP). The auto sector is one of the biggest job creators, both directly and indirectly. It is estimated that every job created in an auto company leads to three to five indirect ancillary jobs.

India's domestic market and its growth potential have been a big attraction for many global automakers. India is presently the world's third largest exporter of two-wheelers after China and Japan. According to a report by Standard Chartered Bank, India is likely to overtake Thailand in global auto-export market share by the year 2020.

The next few years are projected to show solid but cautious growth due to improved affordability, rising incomes and untapped markets. With the government's backing, and trends in the international scenario such as the decline in prices of natural rubber, the Indian automobile industry is slated to witness some major growth.

#### Market size

The cumulative foreign direct investment (FDI) inflows into the Indian automobile industry during the period April 2000 – August 2014 was recorded at US\$ 10,119.68 million, as per data by Department of Industrial Policy and Promotion (DIPP).

Data from industry body Society of Indian Automobile Manufacturers (SIAM) showed that 137,873 passenger cars were sold in July 2014 compared to 131,257 units during the corresponding month of 2013. Among the auto makers, Maruti Suzuki, Hyundai Motor India and Honda Cars India emerged the top three gainers with sales growth of 15.45 per cent, 12 per cent and 11 per cent, respectively.

The three-wheeler segment posted a 24 per cent growth to 51,461 units on the back of increased demands from the urban market. Total sales across different vehicle segments grew 12 per cent year on year (y-o-y) to 1,586,123 units.

Scooter sales have jumped by 29 per cent in the ongoing fiscal, and now form 27 per cent of the total two-wheeler market from just 8 per cent a decade back. The ever-rising demand for scooters, which has far outstripped supply has prompted Honda to set up its first dedicated scooter plant in Ahmedabad.

Tractor sales in the country is expected to grow at a compound annual growth rate (CAGR) of 8–9 per cent in the next five years making India a high-potential market for many international brands.

## Investments

To match production with demand, many auto makers have started to invest heavily in various segments in the industry in the last few months. Some of the major investments and developments in the automobile sector in India are as follows:

- Ashok Leyland plans to invest Rs 450–500 crore (US\$ 73.54–81.71 million) in India, by way of capital expenditure (capex) and investment during FY15. The company is required to manage Rs 6,000 crore (US\$ 980.56 million) of assets in seven locations across the world, for which maintenance capex is needed.
- Honda Motors plans to set up the world's largest scooter plant in Gujarat to roll out 1.2 million units annually and achieve leadership position in the Indian two-wheeler market. The company plans to spend around Rs 1,100 crore (US\$ 179.76 million) on the new plant in Ahmedabad, and expand its range with a few more offerings.
- Yamaha Motor Co has restructured its business in India. Now, Yamaha Motor India (YMI) will take care of its India operations. “The restructuring is part of Yamaha’s mid-term plan aimed at improving organizational efficiency,” as per Mr. Hiroyuki Suzuki, Chief Executive and Managing Director. YMI would be responsible for corporate planning and strategy, business planning and business expansion, quality control, and regional control of Yamaha India Business.
- Tata Motors plans to use the 'hub-and-spoke' model in which India will be the key manufacturing base while it will have mini-hubs in overseas markets. The company also plans to set up mini hubs in potential markets like Africa, Middle-East and South East Asia.
- Hero Cycles through its unit OPM Global has acquired a majority stake in German bicycle company Mitteldeutsche Fahrradwerke AG (MIFA) for €15 million (US\$ 19.11 million). The company plans to invest an additional €4 million (US\$ 5.09 million) as capital expenses in restructuring the acquired company.

## Government Initiatives

The Government of India encourages foreign investment in the automobile sector and allows 100 per cent FDI under the automatic route. To boost manufacturing, the government had lowered excise duty on small cars, motorcycles, scooters and commercial vehicles to eight per cent from 12 per cent, on sports utility vehicles to 24 per cent from 30 per cent, on mid-segment cars to 20 per cent from 24 per cent and on large-segment cars to 24 per cent from 27 per cent.

The government’s decision to resolve VAT disputes has also resulted in the top Indian auto makers namely, Volkswagen, Bajaj Auto, Mahindra & Mahindra and Tata Motors announcing an investment of around Rs 11,500 crore (US\$ 1.87 billion) in Maharashtra.

The Automobile Mission Plan for the period 2006–2016, designed by the government is aimed at accelerating and sustaining growth in this sector. Also, the well-established Regulatory Framework under the Ministry of Shipping, Road Transport and Highways, plays a part in providing a boost to this sector.

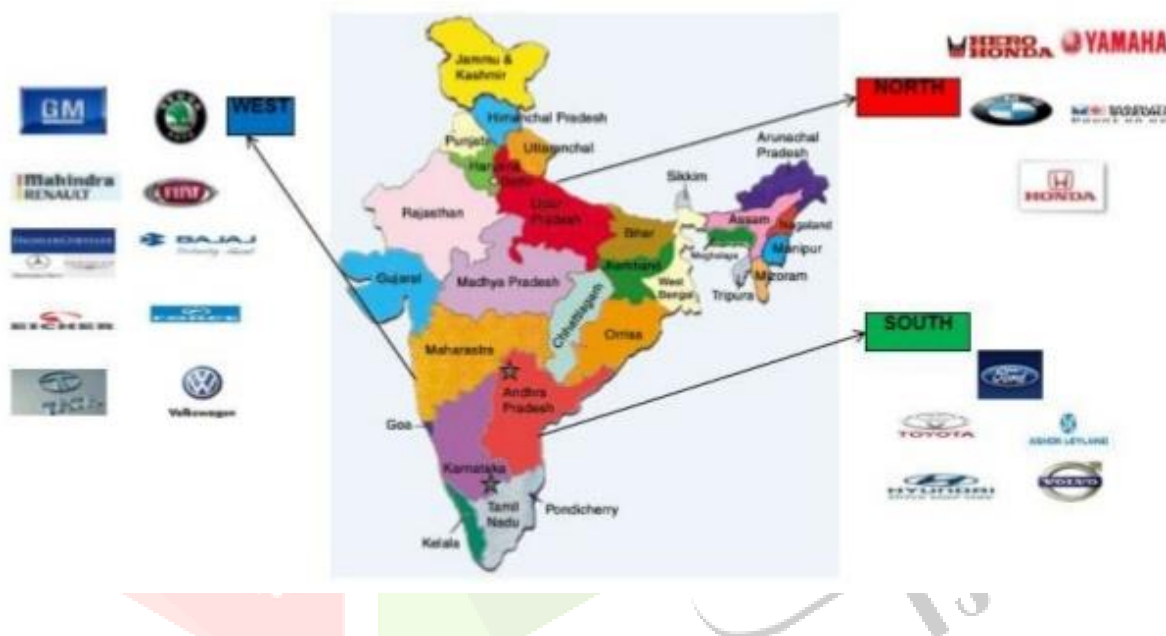
The Government of India-appointed SIAM and Automotive Components Manufacturers Association (ACMA) are responsible in working for the development of the Indian automobile industry.

### Road Ahead

The future of the auto industry depends on the positive sentiments and the demand for vehicles in the market. With the festival season coming up, the Indian auto sector will see a rise in demand which is expected to bring in major growth. An auto dealer survey by firm UBS suggested that the Indian auto industry, riding on trends like the upcoming festival season and decline in fuel price, will observe a 12 per cent y-o-y growth in FY15.

Also, keeping up with international trends, there is expected to be a surge in the number of hybrid vehicles in the Indian auto sector in the years to come.

### Major automotive companies in India



The growth story for the Indian automobile industry in 2014 rode on the two-wheeler segment and not on passenger cars or commercial vehicles, as high interest rates and a stuttering manufacturing industry kept a check on demand.

The year also saw Competition Commission of India (CCI) levying a penalty of Rs.2,544.65 crore (\$415) on 14 car makers for their restrictive trade practices by preventing independent repairers coming into the market. Some of the leading car makers also had to recall some models over defective components.

When other segments like passenger cars and commercial vehicles logged negative growth, the two-wheeler makers registered around 13 percent growth between January and October. Riding on the two-wheeler sector's growth, the automotive industry grew 9.8 percent by volume year-on-year (YoY) between January and October.

"The two-wheeler segment is the only one that has clocked positive growth at 12.9 percent YoY (year-on-year) to reach sales of nearly 13.5 million units by October. This can be attributed to the low cost of two wheelers

in India," Vijay Kakade, vice president for automotive and transportation practice at Frost & Sullivan, told IANS.

He said the light commercial vehicle (LCV) segment has been the worst hit, with sales reducing to approximately 330,000 units -- an 18.9 percent YoY fall over 2013.

"The passenger car, medium and heavy commercial vehicle segments contracted by 0.8 and 6.5 percent respectively during the period, compared to 2013. The reduction in sales can be attributed to the slowdown and the high interest rates set by the RBI (Reserve Bank of India) reducing the availability of finance options to the public," Kakade added.

"These segments have shown positive signs over the past few months, which is expected to lead to growth in the next year."

"The year 2014 has been a year of stagnation, which is a positive sign as the decline has stopped. The industry has shown signs of growth, albeit slower than expected, over the past few months," Kakade remarked. P. Balendran, vice president, General Motors India, had similar views to share with IANS: "Of late, we have seen some movements in new entries driven by novelty factors and some select manufacturers have been getting the benefits too."

He said the market has not shown any movement forward, despite the excise duty reduction, while the customer sentiment has not picked up due to sticky interest rates, which remain at high levels. "Although fuel prices have started coming down significantly, the enquiry levels at showrooms have come down and conversions are not taking place at all. The sales of diesel vehicles are also tapering off because of the narrowing price gap vis-a-vis petrol," Balendran added. Expecting the government to continue with a lower excise duty regime for small/mid-sized/big cars and sports utility vehicles (SUV) till March 2015, Balendran said the rates should be continued till the Goods and Services Tax ( GST) is introduced -- aiding the turnaround of the auto sector.

Terming 2014 a mixed bag for the automobile industry, Sumit Sawhney, chief executive and managing director of Renault India, told that while there has been a sea change in the consumer sentiment with a gradually improving economic climate in the country, the optimism has still to translate into sustained sales growth.

"The industry is looking forward to the budget for pro-business policies to reignite the automobile industry in India."

#### Highlights of India's automobile industry 2014:

- \* Overall growth was 9.8 percent by volume year-on-year (YoY) between January and October.
- \* Two-wheeler sector grew 12.9 percent
- \* Passenger car, medium and heavy commercial vehicle segments contracted by 0.8 and 6.5 till October
- \* LCV segment worst hit, with sales falling 18.9 percent YoY fall over 2013 till October

\* Excise duty reduction on automobiles

\* Competition Commission of India (CCI) fines 14 car-makers Rs.2,544.65 crore for restrictive trade practices.

Auto manufacturers have been trying to cope with economical rough patch in last two years. Trying to boost sales and implementing cost effective schemes just wasn't enough. They also had to cut many of their employees loose to stay somewhat balanced, in some cases. On a fashionable note, senior employees were asked to take voluntary retirement (not sure what 'voluntary' is doing in that sentence).

Tata Motors apart from giving customers attractive offers, gave 600 of their employee's early retirement offers, last month. Ashok Leyland too offered 500 of their employees with irresistible retirement schemes, last year (pun intended).

Sales of Cars, SUVs, Vans, pick-ups, and entire commercial vehicle segment went south, with passenger vehicle market encountering first decline in the decade. But what saved the overall scenario was the two-wheeler market. It took 7.31% hike with motorcycle sales going 3.91% up and scooter sales riding 23% north. Export sales figures also contributed to somewhat saving the year with rise of 7.21%.

The downtrend left auto manufacturers with piled up inventory and stagnation. The interim budget announced in February, gave a minor boost as all vehicle's prices were reduced marginally, but it hasn't exactly helped boost sales yet. Automakers are expecting aid from the government's new budget by way of further tax cuts.

Sales figures of March 2014 shows 12.83% overall growth also by means of increased two-wheeler sales. Commercial Vehicles have further dipped compared to March 2013 and passenger cars stagnating below the graph. However, overall production has increased by 9.95% comparing March figures of both years, suggesting auto makers' confidence in ongoing fiscal to make better.

Launch of new A segment compact cars by various auto majors seems to be helpful in this economy, for customers as well as value chain entities. Maruti Suzuki finished top on podium with 42% share in overall car sales, followed by Hyundai with 15% share.

Society of Indian Automobile Manufacturers (SIAM) expects a 6% growth over in the fiscal 2014-15, with boost in manufacturing sector, new investment and fresh capacities in the industry. Vikram Kirloskar, president of SIAM says, "Whichever government comes in...I am looking for stability in excise duty and some reduction in taxes. We are an over-taxed industry."

Category	Units in March 2013	Units in March 2014	Result
Overall Auto Sales	14,86,664	16,77,445	12.83 % UP
Two-Wheelers	11,01,203	13,34,214	21.16 % UP
Motorcycles	7,80,022	9,06,665	16.24% UP
Passenger Cars	1,80,675	1,71,489	5.08 % DOWN
Commercial Vehicles	84,958	64,101	24.55 % DOWN
Overall Auto Production	16,86,348	18,54,157	9.95 % UP
Category	Units (March 2012 to 2013)	Units (March 2013 to 2014)	Result
Overall Auto Sales	1.77 crore	1.84 crore	3.53 % UP
Two-Wheelers	1.38 crore	1.48 crore	7.31 % UP
Motorcycles	100,85,000	104,79,817	3.91% UP
Scooters	29,23,424	36,02,744	23 % UP
Three-Wheelers	5.38 lakh	4.79 lakh	11 % DOWN
Passenger Vehicles	26.66 lakh	25.03 lakh	6.12 % DOWN
Domestic Cars	18,74,055	17,86,899	4.65 % DOWN
SUVs	5.53 lakh	5.25 lakh	5 % DOWN
Commercial Vehicles	7,93,211	6,32,738	20.23 % DOWN
Vans	2.375 lakh	1.9 lakh	20 % DOWN
Overall Auto Exports	NA	NA	7.21 % UP

## COMPANY PROFILE

### HISTORY:

The Company is an authorized Dealer of Hyundai Motors India Limited (HMIL) for sale of its entire range of motor vehicles. It is also authorized to service & repair of all Hyundai cars and also deals in spare parts of Hyundai cars.

Lakshmi Hyundai was established in the year 1998 in Himayat Nagar with the launch of Hyundai's first car in India- the evergreen SANTRO. The entire business is managed under the able leadership and guidance of the managing Director Shri Kurama Mohana Rao.

Soon after the Himayat Nagar showroom, came up the 'state-of-art service facilities at Kukatpally, Banjara hills and Lubanga. These service centers are well equipped to cater to the needs of valued customers. The management left no stone unturned to review, research and implement the latest of technologies and methodologies to improve on the sales, service on the customer satisfaction. Continuous up gradation of the facilities at the sales and service outlets and adding to the service agenda each time, add been sales graph go high by the year.

#### AWARDS:

- Hyundai EON Won the 'Saloon Car of the Year' Award at 'Bloomberg UTV Auto Car India 2014'
- Hyundai Elantra Won the 'Car of the Year' Award at 'Car India & Bike India Awards 2013'
- Hyundai Elantra Won the 'Best Design and Styling' Award at 'Bloomberg UTV Auto Car India 2013'
- Hyundai Elantra Won the 'Saloon Car of the Year' Award at 'Bloomberg UTV Auto Car India 2013'
- Hyundai Elantra Won the 'Executive Car of the Year' Award at 'Car India & Bike India Awards 2013'
- Hyundai Elantra Won the 'Design of the Year' Award at 'Car India & Bike India Awards 2013'
- Hyundai Elantra Won the 'Car of the Year' Award at 'CNBC TV18 Overdrive Awards 2013'
- Hyundai Elantra Won the 'Executive Sedan of the Year' Award at 'CNBC TV18 Overdrive Awards 2013'
- Hyundai Elantra won the 'Design of the Year' award at 'NDTV Car & Bike Awards 2013'
- Hyundai Sonata won the 'Full Size Sedan of the Year' award at 'NDTV Car & Bike Awards 2013'
- Hyundai Elantra won the 'Mid-Size Sedan of the Year' award at 'NDTV Car & Bike Awards 2013'
- Hyundai Elantra won the 'CNB Viewers' Choice Car of the Year' award at 'NDTV Car & Bike Awards 2013'
- Hyundai Elantra won the 'Saloon Car of the year 2012' by BBC Top Gear Magazine Awards 2012
- Verna gets the 'Sedan of The Year 2011' Golden Steering Award
- HMIL gets the 'Automotive Company of the Year 2011' Golden Steering Award
- Eon gets the 'Entry-Level Hatchback of The Year' at ET Zig wheels Awards 2011
- HMIL gets the 'Best Car Manufacturer 2012' award by Motor Vikatan magazine

The awards received for “Best in sales” in south region, “Best in finance”, “Top performer” in 2005 and their technicians being awarded with a Gold Medal for standing No.1 in the world at World skill Olympics held at Korea-stand testimony to the recognition that received at the global level.

According to the popular belief, a customer walking into LAKSHMI HYUNDAI is treated like an asset. His/her needs are assessed in the first stage and the customer is educated subsequently about the product line, service range, allied services, etc., ample information and time is given to the prospective buyer to make up his/her mind on which car to buy.

Totally focused customer centric approach, unparalleled service motto, top-end facilities, bouquet of allied services, solid after sales backup, quality assurance, unconditional warranty promise and desire to excel through service are some of the threads which blend in effectively to give birth to the fabric called LAKSHMI HYUNDAI. LAKSHMI HYUNDAI's success is just beginning and more to expect spectacular chapters in the preamble "Winning Edges".

#### **LAKSHMI HYUNDAI MAN POWER:**

Department	Own	Contract	Total
Sales	57	0	57
Service	126	49	175
Spaces	15	0	15
Finance & HR/Administration	98	0	98
Total	296	49	345

#### **RECRUITMENT PROCESS AT LAKSHMI HYUNDAI:**

The recruitment process involves both internal and external methods. **Internal methods** namely are employee referrals, promotions, intercompany transfers.

#### **Employee referrals:**

This is the most common method of recruitment used by the organization. Last year the organization recruited 16 employees by employee referrals.

#### **Promotions**

Posts falling vacant due to be filled will be notified within the division/office, giving educational qualifications and experience laid down for the post and the extent to which these will be relaxed for promotion and inviting applications from eligible employees in lower group, who have rendered the requisite qualifying service and who have requisite higher post.

**External methods** of recruitment followed by the organization are employment exchange, paper advertisements and campus recruitment.



**Employment Exchange:** All vacancies are to be notified to the Local Employment Exchange. If employment exchanges are unable to sponsor the suitable candidates within the prescribed time limits, the vacancies may be advertised in the press on a local/regional advertisement the vacancies may be advertised on India Basis. A minimum of two weeks' notice is to given to the Local Employment Exchange for sponsoring suitable candidates.

### **Paper advertisements:**

Of the external methods this method is mostly adopted by the organization. This method of recruitment involves advertising the requirements of personnel in two of the leading newspapers one being in English language and other being in regional language. For recruitments in Hyderabad, Eenadu and Deccan Chronicle are the two leading newspapers that the requirement of personnel is advertised.

### **SELECTION PROCESS AT LAKSHMI HYUNDAI:**

After the recruitment process next step is the selection process in employing a suitable candidate into the organization. At Hindustan Aeronautics Limited the selection process mainly includes test/interviews. If a candidate passes through the different rounds of interviews/test then he is employed into the organization. The Personnel Department of each division or the corporate office will screen the applications received and categorize them to those that satisfy prescribed minimum educational qualification and experience and those do not.

### **Personal Manager Interview:**

This is the first round of interview for the candidate. The personal manager checks the knowledge of the candidate in the applied field along with his positive attitude, communication skills and so on. On personal dissatisfaction the manager can call the candidate for another round of interview. He prepares an evaluation report on the candidates' performance in the interview.

### **Board Directors Interview:**

After the personal manager interview, the next in line is the Board Directors Interview. There are 4 directors who take the seat of interviewer. Questions about family background, health details, academic performance and activities, likes and dislikes, attitudes and capabilities etc. are all questioned. The interview conducted by the Board directors can take any shape from stress interview to formal or informal interview depending on the kind of department they are being recruited for. All the directors prepare an evaluation report individually on the candidate's performance in relation to personality, intelligence, attitudes, skills and knowledge and so on.

### **Verification of Date of Birth, Character and Antecedents**

The secondary school certificate is the accepted document required for verification of date of birth. However, if this document is not available, the candidate should produce a RESUME. In that he/she mentions all study details of them.

### **APPOINTMENT OF SELECTED CANIDIDATES**

Candidates who are selected for appointment to post will be issued with a letter proposing to offer the post or offering the post. If they accept appointment offer, they are to be reply in the form.

**SALES TEAM PERFORMANCE BONUS POINTS**

Universal Factors	Sub-Factors	No. of Points	Total points
Job Knowledge & Judgment	Product Information	100	350
	Communication Skills	75	
	GDMS Up gradation	100	
	Accessories Selling Skills	25	
	Finance Dealing Skills	50	
Sales Personality	Presentation Skills	50	300
	Confidence Level	50	
	Voice & Body Culture	100	
	Appearance	50	
	Selling Skills	50	
Code Of Conduct	Time Management	50	350
	Obeying Orders	100	
	Alertness	75	
	Company Dress	50	
	Attendance Record	75	

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC), South Korea and is the largest passenger car exporter and the second largest car manufacturer in India. HMIL presently markets 6 models of passenger cars across segments. The A2 segment includes the Sandro, i10 and the i20, the A3 segment includes the Accent and the Verna, the A5 segment includes the Sonata Transform and the SUV segment includes the Santa Fe.

HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts of the most advanced production, quality and testing capabilities in the country. To cater to rising demand, HMIL commissioned its

second plant in February 2008, which produces an additional 300,000 units per annum, raising HMIL's total production capacity to 600,000 units per annum.

In continuation with its commitment to providing Indian customers with cutting-edge global technology, HMIL has set up a modern multi-million-dollar research and development facility in the cyber city of Hyderabad. It aims to become a center of excellence for automobile engineering and ensure quick turnaround time to changing consumer needs.

As HMC's global export hub for compact cars, HMIL is the first automotive company in India to achieve the export of 10 lakh cars in just over a decade. HMIL currently exports cars to more than 110 countries across EU, Africa, Middle East, Latin America, Asia and Australia. It has been the number one exporter of passenger car of the country for the sixth year in a row.

To support its growth and expansion plans, HMIL currently has a 315 strong dealer network and 640 strong service points across India, which will see further expansion in 2010.

Mr. Han Woo Park joined Hyundai Motor Company in Seoul, South Korea, in 1982 in the finance department and ever since he has been involved with costing, auditing and the financial operations of the company.

He joined Hyundai Motor India Limited in 2003 as the Chief Financial Officer and since then he has played a pivotal role in HMIL as he was involved in all aspects of the company in his capacity as a CFO.

Mr. Park has a vast experience and understanding of Hyundai Motor India Ltd and the Indian culture and has successfully led his team for the last seven years. Mr. Park holds a degree in Business Administration from the University of Dancook in Seoul, South Korea.

Prior to his becoming the Managing Director of HMIL he held the position of CFO and Senior Executive Director. Mr. Park lives in Chennai with his wife. He has two children, a son and a daughter. The son is studying at University of Texas, Austin and the daughter is studying at SUNY Buffalo. Mr. Park was born in South Korea on January 29, 1958.

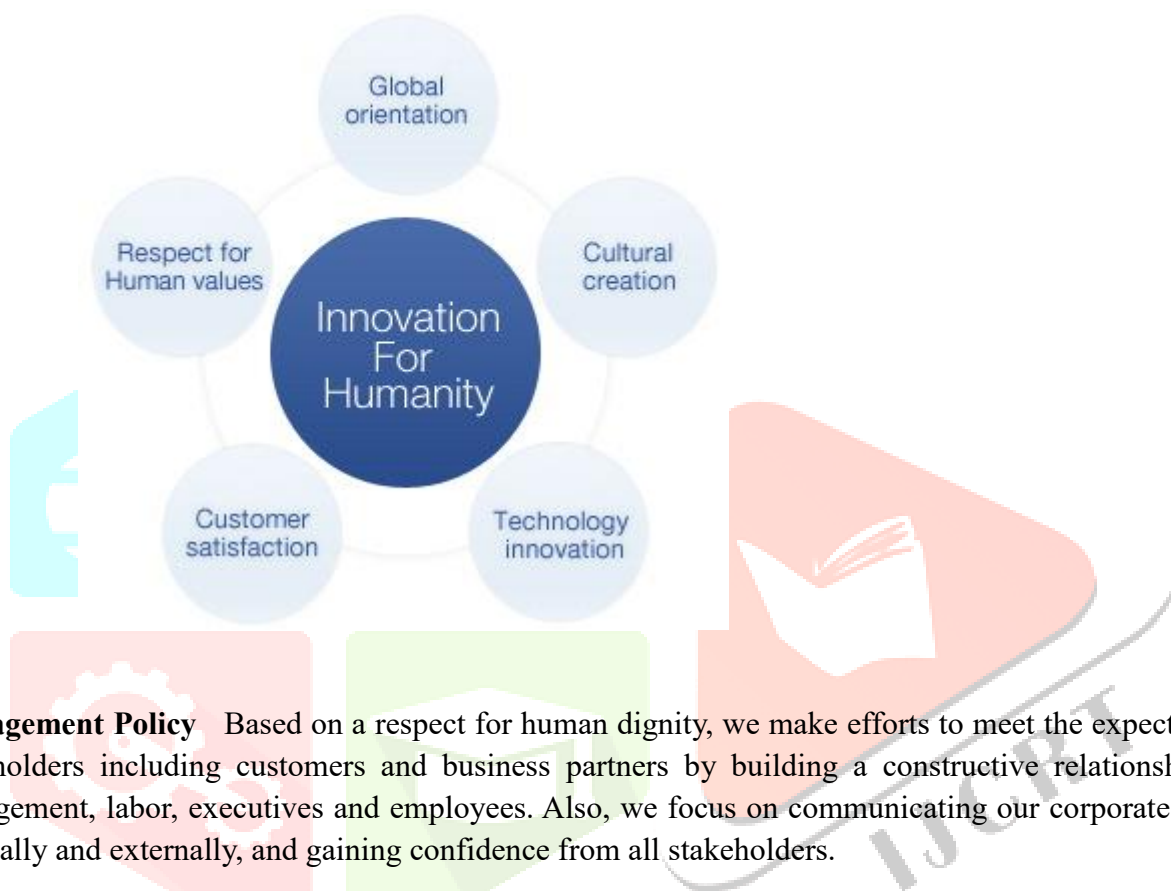
Hyundai Motor India Engineering (HMIE) is a fully owned subsidiary of Hyundai Motor Company, South Korea, which has set up the R&D Centre in Hyderabad. HMIE is a center with one of the most advanced research and development facilities which focuses on state-of-the-art product and design engineering and rigorous quality enhancement. The new R&D Centre at Hyderabad in India is Hyundai Motor Company's fourth overseas R&D center.

Set up with an investment of Rs. 184 crores, the new 200,000 square-foot facility R&D Centre, is aimed at further accelerating local content development and enable Hyundai to respond even more quickly to changing customer needs across the world. The R&D Centre will further facilitate the development of India as Hyundai's global hub for manufacturing and engineering of small cars. The new R&D Centre in Hyderabad will support all back-end operations like computer aided engineering (CAE), computer aided design (CAD) and help the R & D work taking place across Hyundai's car line-up. The R&D Centre will help in developing vehicles which includes their styling, design engineering and vehicle test & evaluation. The R&D Centre will play a pivotal role for cars manufactured in India in order to satisfy the specific needs of the Indian customers.

Hyundai Motor Company's other overseas R&D centers are located in the United States, Germany, Japan & Korea.

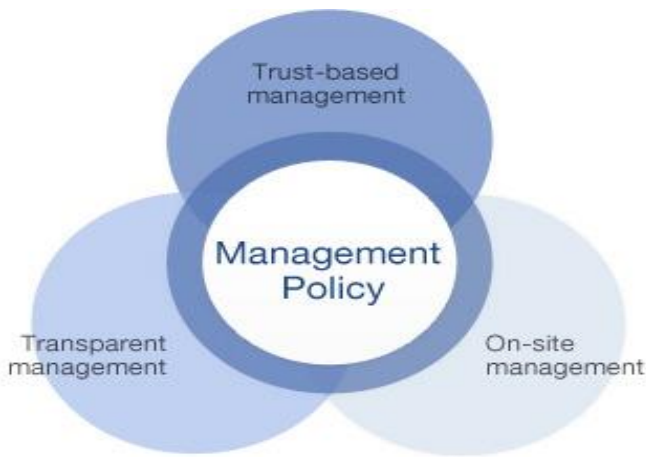
**Management Philosophy** With the spirit of creative challenge, we will strive to create a more affluent lifestyle for humanity, and contribute to the harmony and co-prosperity with shareholders, customers, employees and other stakeholders in the automobile industry. The spirit of creative challenge has been a driving force in leading HMC to where it is today.

It is the permanent key factor for HMC to actively respond to change in the management system and seek creative and self-innovative system. With the spirit of creative challenge, we create profits, the primary objective of a private enterprise. Furthermore, we take responsibility for the environment and society we belong to, and offer sustainable mobility in order to implement our corporate philosophy and provide benefits to all stakeholders including shareholders, customers, executives, employees, suppliers, and communities. **Vision** We announced "Innovation for Customers" as our mid-to long-term vision with five core strategies: global orientation, respect for human values, customer satisfaction, technology innovation, and cultural creation. We desire to create an automobile culture of putting customer first via developing human-centered and environment friendly technological innovation.

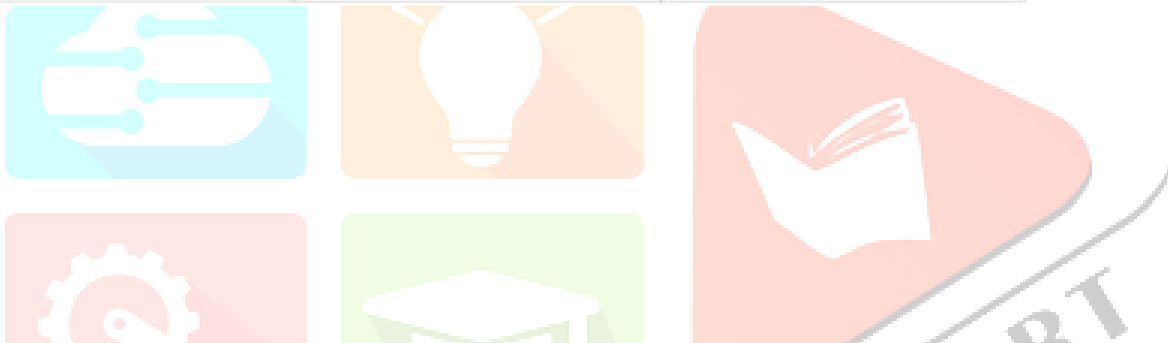


**Management Policy** Based on a respect for human dignity, we make efforts to meet the expectations of all stakeholders including customers and business partners by building a constructive relationship amongst management, labor, executives and employees. Also, we focus on communicating our corporate values both internally and externally, and gaining confidence from all stakeholders.

**Mid-and Long-term Strategies** We developed five mid-and long-term strategies: global management, higher brand values, business innovation, environmental management, and strengthening product competitiveness. Especially, we selected environmental management as one of our strategies to meet the needs of our stakeholders and the society we belong to. We also intend to promote sustainability development and preservation of the environment.



Trust-based management	Transparent management	On-site management
<ul style="list-style-type: none"> <li>Trustworthiness</li> <li>Trust between management-labor, employer-employee, company-customer relationship</li> </ul>	<ul style="list-style-type: none"> <li>Higher transparency in all areas of business</li> <li>Transparency in transaction and fair trade</li> <li>Promotion of ethics and enhancing ethics management system</li> </ul>	<ul style="list-style-type: none"> <li>Cultivation of on-site knowledge, and raising challenging spirit of field staffs.</li> <li>Concentration on management capacity on industrial sites</li> <li>Management strategy based on the sites and promotion of R&amp;D.</li> <li>Establishment of the immediate response communication system</li> </ul>



*The all new*  
**SANTRO Xing**

**First Car. First Choice.**

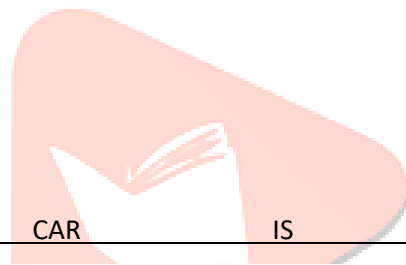
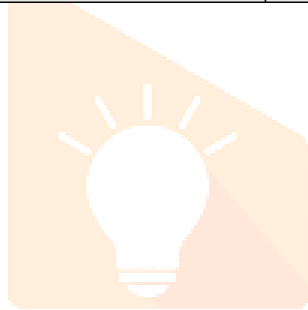
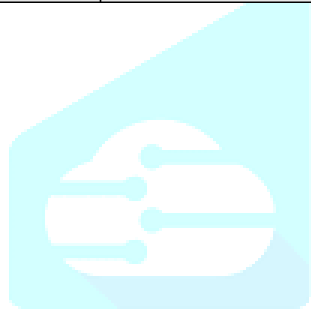
**Introducing Santro GL Plus - Loaded with features**

Now this ultimate performer just got better. Because Santro GL is now GL Plus. With body-colored bumpers, central locking and front power windows, it's a car that's loaded with features. Add to this, Santro GLS now comes with 1 Din audio system as standard fitment. No wonder, the trust of more than 16 lakh Santrowale for over 13 years, keeps us going.

• Body-colored Bumpers • Central Locking • Front Power Windows

## TECHNICAL SPECIFICATIONS

Type		1.1L Petrol
Dimensions	Overall Length (mm)	3,565
	Overall Width (mm)	1,525
	Overall Height (mm)	1,590
	Wheelbase (mm)	2,380
	Front Track (mm)	1,315
	Rear Track (mm)	1,300
	Minimum Turning Radius	4.4
	Seating Capacity	5 persons
	Fuel Tank Capacity (litre)	35
Engine	Displacement (cc)	1,086
	Maximum Power (ps / rpm)	63/5,500
	Maximum Torque (kgm / rpm)	9.8/3,000
Transmission		5-Speed Manual
Suspension	Front	McPherson Strut with Coil Spring
	Rear	Torsion Beam Axle Coil Spring
Brakes	Front	Ventilated Disc
	Rear	Self Adjusting Drum
Tyres		155/70 R13, Tubeless Radial



MOST

LIKED

SMALL

CAR

IS

SANTROXING

Variant		Non AC	GL Plus	GLS
Interior	2 Tone Beige & Brown Interior Key Color	\$	\$	\$
	B & C Pillar Trims	\$	\$	\$
	Rear Parcel Tray	-	\$	\$
	Front Speaker Grille on Dashboard	\$	\$	\$
	Rear Speaker Grille	\$	\$	\$
	Ash Tray	\$	\$	\$
	Front Map Lamp	\$	\$	\$
	Silver Finish Centre Console & AC Vents	\$	\$	\$
	Cupholders	\$	\$	\$
	Driver Side Front Door Map Pocket	-	-	\$
	Door Trim With Fabric Insert	-	-	\$
	Chrome Finish Gearshift Knob	\$	\$	\$
Seating	Seating Capacity	5	5	5
	Rear Seat Double Folding	\$	\$	\$
	Sporty Integrated Front Seats	\$	\$	\$
	Integrated Rear Seat Head Restraints	\$	\$	\$
	Beige & Brown Seat Upholstery	-	\$	\$
	A/C	-	\$	\$
	Heater	\$	\$	\$
	Tripmeter/Odometer	\$	\$	\$
	Low Fuel Warning Lamp	\$	\$	\$



## New Arrivals



•

EON



•

Sandro Xing



•

i10



•

i20



•

Accent



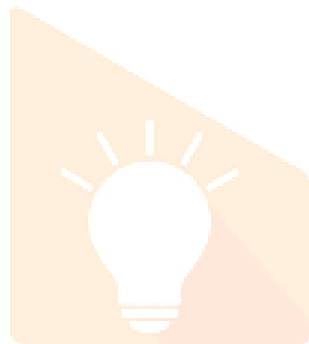
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Fluidic Verna



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The All-New Sonata







## Understanding Consumer Purchase Behavior towards Hyundai

The automobile industry, characterized by its dynamic nature and constant innovation, plays a significant role in the global economy. Among the key players in this industry, Hyundai stands out as a prominent manufacturer known for its diverse portfolio of vehicles catering to various consumer segments. Understanding consumer purchase behavior towards Hyundai is essential for dealerships like Lakshmi Hyundai to effectively meet consumer needs and maintain competitiveness in the market. This comprehensive analysis explores the factors influencing consumer purchase behavior towards Hyundai, focusing on small cars, which are gaining popularity due to urbanization, fuel efficiency, and environmental consciousness.

## Consumer Preferences and Trends in the Automobile Industry:

The automobile industry is marked by intense competition, technological advancements, and evolving consumer preferences. In recent years, there has been a notable shift towards the production and consumption of small cars, driven by factors such as urbanization, congestion, and environmental consciousness. Small cars offer practicality, affordability, and convenience, making them popular choices for urban commuters and small families. Hyundai, recognizing this trend, has developed a diverse portfolio of small cars designed to meet the needs of different market segments.

## Hyundai's Position in the Small Car Segment:

Hyundai, a prominent player in the automobile industry, has strategically positioned itself in the small car segment by offering a range of compact and subcompact vehicles tailored to consumer preferences. Models such as the Hyundai i10, Hyundai Grand i10, Hyundai Sandro, and Hyundai Aura have gained popularity for their reliability, fuel efficiency, and competitive pricing. These vehicles appeal to consumers looking for economical yet stylish transportation options, making Hyundai a preferred choice in the small car segment.

## Factors Influencing Consumer Purchase Behavior towards Hyundai:

Several factors influence consumer purchase behavior towards Hyundai, particularly in the context of small cars. These factors include:

1. **Brand Reputation:** Hyundai's reputation for reliability, innovation, and value for money influences consumer perceptions and purchase decisions. A strong brand image enhances consumer trust and confidence in Hyundai's products.

2. **Product Features and Performance:** Consumers evaluate Hyundai vehicles based on factors such as design, comfort, fuel efficiency, safety features, and driving performance. Positive experiences with Hyundai cars contribute to repeat purchases and brand loyalty.

3. **Pricing and Affordability:** Hyundai's competitive pricing strategy makes its vehicles accessible to a wide range of consumers. Affordability is a key consideration for budget-conscious buyers, driving demand for Hyundai's small cars.

4. **Marketing and Promotion:** Hyundai's marketing efforts play a crucial role in shaping consumer perceptions and preferences. Effective advertising campaigns highlighting the features and benefits of Hyundai vehicles influence consumer purchase decisions.

5. **Word of Mouth and Recommendations:** Positive word of mouth from satisfied customers and recommendations from friends, family, or automotive experts influence consumer attitudes towards Hyundai. Personal experiences and testimonials contribute to building trust and credibility for the brand.

6. **After-Sales Service and Support:** Consumer satisfaction extends beyond the initial purchase to after-sales service and support. Hyundai dealerships like Lakshmi Hyundai prioritize customer satisfaction by offering comprehensive service solutions, genuine parts, and skilled technicians trained by Hyundai.

7. **Environmental Consciousness:** Growing concerns about environmental sustainability drive consumer preferences towards fuel-efficient and eco-friendly vehicles. Hyundai's commitment to innovation includes the development of electric and hybrid models, aligning with consumer priorities for environmental conservation.

## Impact of Consumer Purchase Behavior on Hyundai's Business Strategy:

Consumer purchase behavior towards Hyundai influences the company's business strategy in several ways:

1. **Product Development and Innovation:** Hyundai continuously innovates its product lineup based on consumer feedback and market trends. Insights into consumer preferences inform the development of new features, technologies, and designs to meet evolving consumer needs.

2. Marketing and Branding Strategies: Hyundai's marketing and branding strategies are tailored to resonate with target consumers, emphasizing the brand's values, features, and benefits. Understanding consumer preferences allows Hyundai to create relevant and engaging marketing campaigns that drive consumer engagement and sales.

3. Distribution and Retail Strategies: Hyundai collaborates with authorized dealerships like Lakshmi Hyundai to ensure a seamless retail experience for customers. Consumer insights guide dealership operations, inventory management, and customer service initiatives to enhance the overall purchasing experience.

4. Customer Relationship Management: Hyundai prioritizes building long-term relationships with customers by providing exceptional service and support throughout the ownership lifecycle. Positive consumer experiences contribute to brand loyalty and advocacy, driving repeat purchases and referrals.

Understanding consumer purchase behavior towards Hyundai is essential for dealerships like Lakshmi Hyundai to effectively meet consumer needs and remain competitive in the market. By analyzing factors such as brand reputation, product features, pricing, marketing efforts, and after-sales service, dealerships can gain valuable insights into consumer preferences and tailor their strategies accordingly. Hyundai's commitment to innovation, sustainability, and customer satisfaction positions it as a trusted and preferred choice in the small car segment. Through collaboration with authorized dealerships and a focus on delivering exceptional automotive experiences, Hyundai continues to drive consumer engagement and loyalty in the ever-evolving automobile industry.



## LITERATURE REVIEW

Article Name	Author name	Journal name	Year	Summary	Link
Brand image					
Conceptualizing, Measuring, and Managing Customer-Based Equity	Keller	Journal of Marketing, 57, 1-22	1993	Consumer impressions are encapsulated in brand image, which changes over time as a result of associations made with a brand. This picture is formed by both product-related and non-product-related attributes, which include exterior components like packaging and price as well as functional factors like product characteristics. According to Keller and Wijaya, benefits cover practical, emotional, symbolic, and social aspects and address a wide range of customer demands, from self-expression and social participation to fundamental utility. Values that fit with their self-concept, such as exclusivity and status, are frequently prioritized by consumers. Last but not least, brand attitude reflects the opinions and attitudes of customers toward a brand, including their general assessment, convictions, and judgements. It's important to remember, though, that Keller's idea is more about "attitude toward the brand" than it is about the attitude of the brand.	Keller, K. L. (1993). 'Conceptualizing, Measuring, and Managing Consumer-Based Brand Equity', Journal of Marketing, 57, 1-22
phenomenal speech in front of the American Marketing Association (AMA)	David Ogilvy		1955	A brand's name, packaging, pricing, history, reputation, and advertising strategy are all part of its brand image, which is people's mental representation of the company. It symbolizes the overall perception that customers have of a product or service, including all of the many characteristics that are connected to it. Both concrete components, like pricing and packaging, and intangible aspects, like brand history and reputation, influence this	

				<p>picture. It represents the identity and qualities of the brand holistically, mirroring the general opinion of the public. Brand perception is dynamic and changes over time as a result of interactions and encounters with the company. In the eyes of customers, this image is shaped and reinforced by effective advertising. In general, a brand's image captures its essence and impression, impacting customer</p>	
Employees and Image: Bringing Brand Image to Life	Hogan	The 2nd Annual Strategic Public Relations Conference. Chicago: Lippincott Mercer	2005	<p>A firm's brand image is made up of all the knowledge that consumers have about its goods, services, and brands that they have learned via both intentional company perspectives and firsthand encounters. Numerous communication channels, including public relations, advertising, brand promotions, and encounters at the point of purchase, influence these impressions. In addition to achieving maximum functionality, it's important to comprehend and uphold intended values, cater to individual customer demands, and build a strong rapport between the brand and the customer. Diverse venues and mediums can convey different brand traits, all of which contribute to fostering a positive customer image. Together, these elements help to create a whole brand image that influences customer behaviour and brand loyalty. This image might be favourable, unfavourable, or a mix of the two.</p>	Hogan, S. (2005). Employees and Image: Bringing Brand Image to Life. The 2nd Annual Strategic Public Relations Conference. Chicago: Lippincott Mercer
). Perlaki Consume: Pendekatan Praktis disetail Hampian	Sanadi and Sophia	Journal Panellation Yogyakarta: Penerbit Andi	2013	<p>Brand image is the culmination of customers' memories and opinions of a brand, including both favourable and unfavourable connotations. Over time, a</p>	Sangadji, E.M. and Sopiah. (2013). Perilaku Konsumen: Pendekatan Praktis disertai Himpunan Jurnal Penelitian. Yogyakarta: Penerbit Andi.

				<p>variety of encounters and experiences with the brand help to develop these memories. They comprise perceptions of the qualities, dependability, and beauty of the brand in addition to emotional ties and symbolic connotations associated with it. A brand's identity, reputation, and ideals are all shaped in part by how consumers view them. Good experiences, well-executed marketing strategies, and unified messaging may improve a brand's reputation and build consumer loyalty. On the other hand, unfavourable experiences or discrepancies might damage the brand's standing and undermine customer trust. In the end, customer behaviour, purchase choices, and a brand's overall commercial performance are all influenced by its image.</p>	
<p>Barriers to Green Buying: Household Chemicals. A Report for the Clean Water Initiative</p>	<p>Glegg G. et al</p>	<p>Marine and Coastal Policy Research Group, University of Plymouth.</p>	<p>2005</p>	<p>Brand familiarity has a significant impact on consumer purchase behavior when it comes to green products. When customers come across green items from unknown businesses, they could be hesitant to buy since they don't think the brand is credible or trustworthy. Particularly when it comes to eco-friendly products, where trust is of the utmost importance, brand familiarity is vital in building perceived authenticity and dependability. Well-known businesses are seen to have a reputation for keeping their word and are thus more likely to inspire trust in customers when it comes to the sustainability claims made for their goods. On the other hand, customers may choose less ecologically friendly but more recognizable alternatives out of distrust or</p>	<p>Glegg, G. et al. 2005. Barriers to Green Buying: Household Chemicals. A Report for the Clean Water Initiative. Plymouth: Marine and Coastal Policy Research Group, University of Plymouth.</p>

				anxiety toward unknown companies. Building brand awareness and trust is therefore crucial for promoting	
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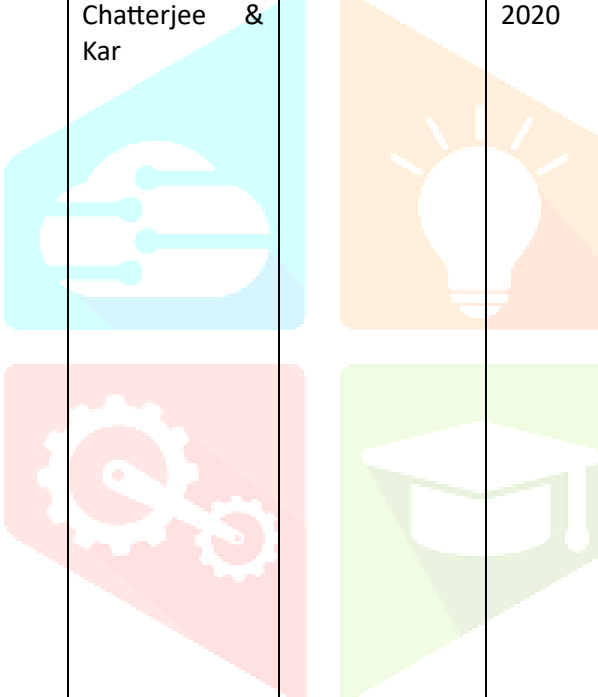
Purchasing decision

Principles of Marketing. 15th ed	Kotler and Armstrong	New Jersey: Pearson Prentice Hall	2014	Indeed, a variety of factors, including unanticipated events that may affect consumers' considerations, influence purchasing decisions. Although anticipated income, expenses, and advantages are important in determining purchase intentions, other factors may also influence choices. Unexpected occurrences, abrupt shifts in the economy, or emerging trends can all have an impact on consumer behavior. These elements could cause customers to review their spending plans, reevaluate their priorities, or change their opinions of the value proposition of a product. As a result, buying choices become dynamic processes that are influenced by both contextual effects that are felt in the moment and variables that are expected. Making decisions as a customer requires flexibility and adaptation in order to navigate the inherent uncertainties in the marketplace.	Kotler, P. and Armstrong, G. (2014). Principles of Marketing. 15th ed. New Jersey: Pearson Prentice Hall
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Brand Image and Product Price: Its Impact for Samsung Smartphone Purchasing Decision	Djarmiko and Pradana	Procedia Social and Behavioral Sciences, 221-227	2015	<p>It's crucial for consumers to go through this process as they move from weighing their options to selecting a product and completing the transaction. It is the result of preceding phases like problem identification, information search, and option appraisal. In order to make a choice, customers evaluate the advantages and disadvantages of each option as well as their needs, preferences, and financial restrictions during this phase. Numerous factors impact this process, including cost, value, reputation of the brand, and individual preferences. The ultimate purchasing choice may also be influenced by psychological and emotional factors. After making a choice, customers carry out the purchase—whether it be in-person or online—signifying the concrete result of their decision-making process. This phase is a crucial turning point where</p>	Djarmiko, T. and Pradana, R. (2015). Brand Image and Product Price: Its Impact for Samsung Smartphone Purchasing Decision. Procedia Social and Behavioral Sciences, 221-227
Strategi Pemasaran	Tjiptono	Edisi 3. ANDI: Yogyakarta	2008	<p>The initial steps towards a purchasing decision involve recognizing a problem or need, followed by research into available products or brands that could address it. This process entails gathering information to understand the features, benefits, and value propositions of each alternative. Subsequently, individuals evaluate how well each option can effectively solve their problem or fulfill their needs. Factors such as functionality, quality, price, brand reputation, and reviews are considered during this evaluation stage. Comparisons are made between alternatives to determine which one offers the most suitable solution. Additionally, consumers may seek input from peers, consult expert opinions, or rely on past experiences to aid in their decision-making process.</p>	Tjiptono, F. (2008). Strategi Pemasaran, Edisi 3. ANDI: Yogyakarta



				Ultimately, the culmination of these steps leads to the selection of the option perceived as the best fit, resulting in a final purchasing decision.	
Marketing Management. 15ed	Kotler and Keller	New Jersey: Pearson Prentice Hall	2016	Making purchases usually involves five steps for the consumer. First, they identify a need or problem, which marks the beginning of the purchasing process. After then, customers actively seek out information by doing searches for specifics on goods or services that could meet their requirements. After that, they compare several options to see which one best addresses their issue, taking into account aspects like brand reputation, quality, and cost. Customers then decide which product to buy, going with the one they think provides the best value. At last, customers engage in post-purchase activity, which goes much beyond the actual transaction, to evaluate how satisfied they are with the item or service they have selected. This procedure is a dynamic journey in which customers participate in continuing assessment and reassessment, forming an enduring bond with the product or brand they have acquired.	Kotler, P. and Keller, K.L. (2016). Marketing Management. 15ed. New Jersey: Pearson Prentice Hall
Factors Affecting Shoppers' Behavior in Erbil, Kurdistan-Iraq	Anwar & Surarchith, N.K	International Journal of Social Sciences & Educational Studies, 1(4), 10	2015	The processes of comprehending difficulties, determining approaches, analyzing options, making decisions, and evaluating results are all included in market decision-making. It entails deciding on the brand to utilize as well as how much of the product to buy in bulk. Consumers make decisions at many phases, from identifying requirements to weighing their alternatives and selecting a course of action. Numerous factors, including product features, cost, brand	Anwar, G., & Surarchith, N. K. (2015). Factors Affecting Shoppers' Behavior in Erbil, Kurdistan-Iraq. International Journal of Social Sciences & Educational Studies, 1(4), 10

				<p>reputation, and individual preferences, play a role in these selections. Making decisions in the market is a dynamic process that changes as buyers research products and consider their possibilities. The results of these choices have an effect on market trends, customer behavior, and general corporate performance. Reasoned evaluation, information collecting, and consideration of both immediate and long-term effects are all necessary for making effective decisions.</p>	
	<p>Chatterjee &amp; Kar</p>		<p>2020</p>	<p>Customers choose the best course of action from a wide range of options in order to accomplish their goals, all the while trying to make the decision as quickly as possible. This frequently entails making judgments "on the fly," with consideration given to variables including situational considerations, customer experience and traits, and the urgency of the problem. Given the seriousness of the issue at hand, customers may make snap decisions based on personal characteristics and prior experiences. Situational factors, including time limits or environmental signals, can also have a big impact on how quickly and effectively decisions are made. Customers seek to expedite the process of making decisions in order to effectively meet their demands and achieve their goals. Making judgments quickly and wisely is crucial to managing the complexity of the consumer environment and reaching goals.</p>	

## Customer Satisfaction with Hyundai Cars

Customer Preference towards Maruti Suzuki and Hyundai Motors and a comparative study of the Automobile sector	DR. Gayatri Chopra, Assistant professor at Bhagwan Parshuram Institute of Technology	), Vol-V, Issue – 3(6), July 2018 (84)	2018	This study's main goal was to compare Delhi region consumers' preferences for passenger automobiles made by Maruti Suzuki and Hyundai Motors. To guarantee representative data collection, a sample of 150 respondents was selected using sampling procedures. The study sought to get insights into consumer views, preferences, and purchase patterns within the Delhi market by concentrating on these two well-known vehicle brands. The study used a methodical approach to determine the main variables impacting consumers' choices between Maruti Suzuki and Hyundai automobiles. It is imperative for both businesses to comprehend consumer preferences in this particular environment in order to properly customize their marketing tactics and product offers. The study's conclusions provide Maruti Suzuki and Hyundai Motors useful information about how to improve their brand loyalty, market positioning, and take advantage of new chances in the cutthroat Delhi car market.	DR. Gayatri, Assistant professor at Bhagwan Parshuram Institute of Technology, (2018), Vol-V, Issue – 3(6), July 2018 (84), The study titled "Customer Preference towards Maruti Suzuki and Hyundai Motors and a comparative study of the Automobile sector".
A study on Customer Satisfaction of Hyundai Cars with special reference to Coimbatore City	S. Adithyan	Volume 3, Issue 5 may 2021, ISSN: 2395 – 5252, PP : 1113 – 1117	2021	The majority of consumers in the automobile sector express pleasure with pre-sale services, according to a noteworthy trend shown by the survey. Nonetheless, a notable proportion of these identical clients express discontent with after-sale	S. Adithyan (2021), Volume 3, Issue 5 may 2021, ISSN: 2395 – 5252, PP : 1113 – 1117, The study titled "A study on Customer Satisfaction of Hyundai Cars with

				<p>support, underscoring this unsettling discrepancy. This data raises the possibility of a discrepancy between what customers expect from a purchase and the caliber of the post-purchase support. For organizations, this kind of post-sale service dissatisfaction is a big problem since it affects customer loyalty, brand reputation, and retention. In order to maintain long-term success and competitiveness in the market, this issue must be resolved. To address this issue, firms must implement strategies that improve post-sale services and the entire customer experience. Putting the needs of the customer first at every stage of the customer journey helps organizations build better connections, promote repeat business, and eventually achieve long-term success.</p>	<p>special reference to Coimbatore City”.</p>
<p>The study on Consumers' perception towards Hyundai Cars with Special Reference to Tiruppur City</p>	<p>DR. Venkatachalam K and M Surumbharkuzhali</p>	<p>Vol 9, Issue 10 (Year 2018), ISSN 2250 – 1959</p>	<p>2018</p>	<p>The research study emphasizes that any business's main goal is to boost sales by comprehending the variables that affect customers' decisions to buy. Consumer decisions are greatly influenced by perception, which is the act of choosing, arranging, and interpreting surrounding occurrences. It entails people interpreting the stimuli they come across in the marketplace and making sense of their environment. Perception shapes customers' perceptions of companies, goods, and marketing messages, which in turn shapes their purchase decisions. Businesses may successfully align their</p>	<p>DR. Venkatachalam K and M Surumbharkuzhali (2018), Vol 9, Issue 10 (Year 2018), ISSN 2250 – 1959, The study on Consumers' perception towards Hyundai Cars with Special Reference to Tiruppur City”.</p>

				marketing tactics with consumers' perceptions by understanding the perceptual mechanisms at work. Businesses may use this knowledge to create engrossing stories, attractive goods, and content that is tailored to the interests of their target audience. In the end, businesses may strengthen their competitive advantage, gain market share, and meet their sales targets by utilizing perception in their marketing initiatives.	
A study on Customer Satisfaction towards After sales services at Hyundai Motors with concerning Chikhli City	Udit R Shetty and Mr. Dharmaraj Solanki	Vol 3, ISSN: 2582 – 7421, PP: 290 – 294, April 2022	2022	The research explores consumer satisfaction with Hyundai Motors and the corresponding loyalty to the brand. It looks at a number of customer experience factors, such as general brand perception, service encounters, and product quality. The research uses a thorough analysis to determine how satisfied Hyundai consumers are and how likely they are to stick with the brand. Hyundai Motors must comprehend these factors in order to sustain and improve its market position. Through the identification of elements that impact consumer happiness and loyalty, the study seeks to offer Hyundai practical insights to improve its offerings. In the end, the results will assist Hyundai in building enduring bonds with clients, encouraging brand loyalty, and promoting long-term success in the automotive sector.	Udit R Shetty and Mr. Dharmaraj Solanki (2022), Vol 3, ISSN: 2582 – 7421, PP: 290 – 294, April 2022, The study titled “A study on Customer Satisfaction towards After sales services at Hyundai Motors with concerning Chikhli City”.

Customer Satisfaction with Hyundai Car in Virudhunagar District	S. Karthik and R. Selvakumar	ISSN: 2278-3075, Volume-9 Issue-2S2, December 2019	2019	<p>The research centers on consumer satisfaction with Hyundai vehicles in the rapidly expanding Indian automotive sector, which has grown to be the fourth biggest in the world. This expansion highlights India's growing importance as a major participant in the automobile industry. A key component of the analysis is Hyundai's performance in this market sector, which represents its place in the competitive environment. Customer satisfaction with Hyundai automobiles is a good indicator of the brand's popularity and standing in the Indian auto industry. Gaining insight into consumer attitudes about Hyundai vehicles may help identify opportunities for development as well as market dynamics and consumer preferences. As the automotive sector in India develops and grows, customer happiness is still a key component that propels brand loyalty and competition for businesses such as Hyundai. The study clarifies how customer perceptions, industry factors, and market trends interact to shape car companies' performance in India's developing market.</p>	S. Karthik and R. Selvakumar (2019),ISSN: 2278-3075, Volume-9 Issue-2S2, December 2019, The study titled "Customer Satisfaction with Hyundai Car in Virudhunagar District"
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## NEED FOR THE STUDY

Customers' considerations for purchasing small cars from Hyundai are influenced by various demographic variables like income, age, and occupation, along with individual attributes and lifestyle performance. Understanding these factors is crucial for gaining a competitive advantage in the market.

## SCOPE OF THE STUDY

The study's scope is limited as consumer attitudes may change over time. It focuses on Hyderabad and Ranga Reddy District, with a sample size of 100 respondents over a period of 45 days. However, due to its localized nature, the study may not provide a comprehensive picture of consumer behavior in Andhra Pradesh or India as a whole.

## OBJECTIVES OF THE STUDY

The main objective is to understand customers' buying motives for small cars from Hyundai. Specific objectives include understanding demographic characteristics, assessing interest in purchasing Hyundai cars, identifying reasons for purchasing decisions, evaluating factors influencing purchases, gauging customer service satisfaction, and assessing brand awareness of Hyundai.

## RESEARCH METHODOLOGY

### Sources of Data:

**Primary Method:** Primary data are original and collected firsthand. In this study, primary data was gathered through Online Questionary.

**Secondary Method:** Secondary data are obtained from existing sources such as newspapers, magazines, company reports, textbooks, and the internet.

**Data Collection Instruments:** Online Questionary was used, primarily comprising multiple-choice questions. Secondary data were gathered from various published sources.

**Methodological Assumptions:** Primary data were collected through Online Questionary, the sample was convenience-based, all data collected were assumed to be accurate, and simple statistical methods were employed for analysis.

**Description of the Research Design:** The study employed a descriptive research design, focusing on evaluating the brand image of Hyundai through surveys. A research plan was crucial for directing the study systematically.

**Sampling Procedures:** Convenience sampling was utilized to select respondents from the population of small car owners in Hyderabad and Ranga Reddy.

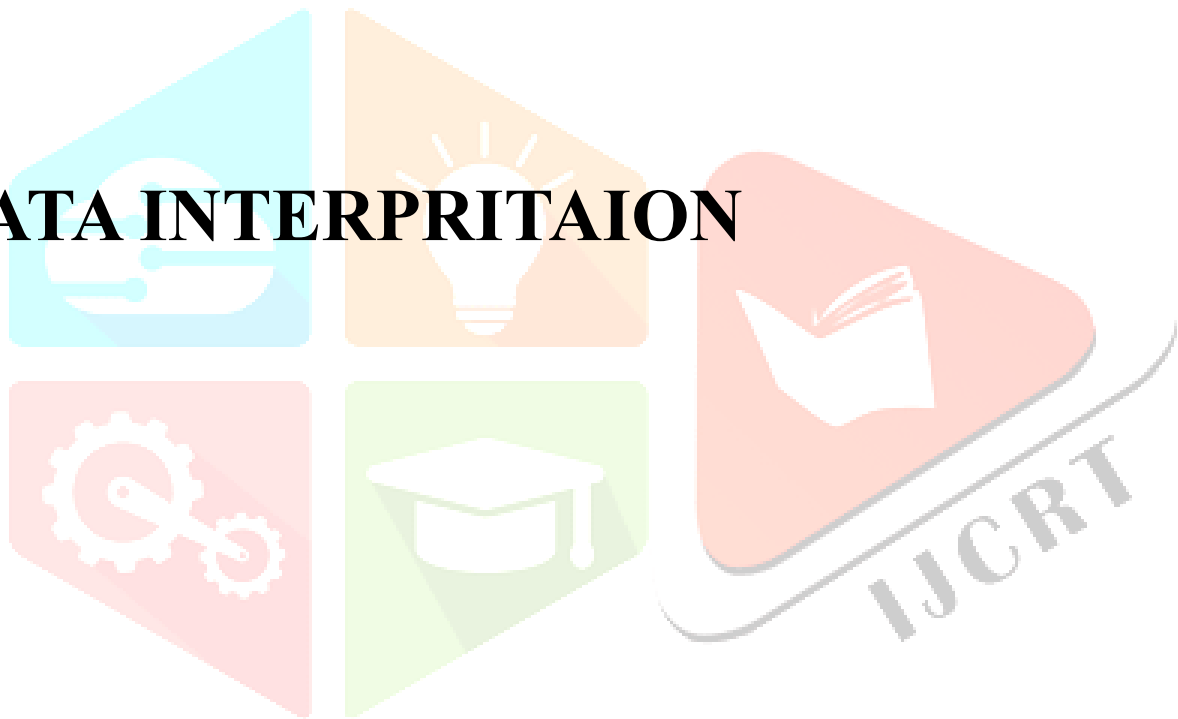
**Sample Size:** The study involved a sample of 100 respondents.

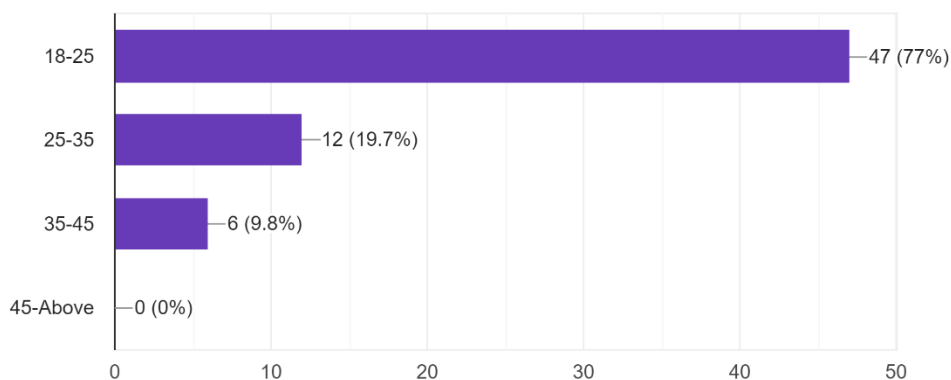
**Sampling Frame:** The population for the study comprised small car owners in Hyderabad and Ranga Reddy.

**Research Instruments:** Online Questionary was used as the research instrument for data collection.



# DATA INTERPRITAION

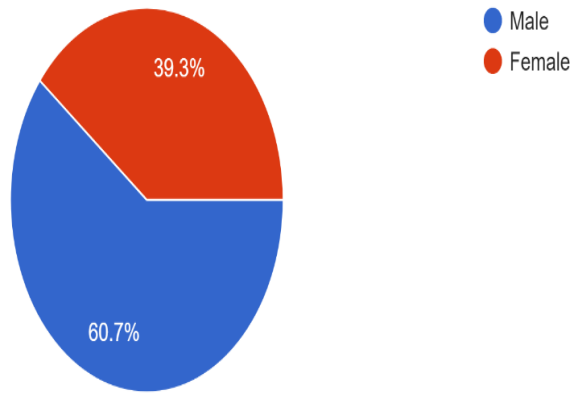




The bar graph shows the distribution of survey responses by age. A total of 61 responses were collected. The largest age group was 18-25 years old, making up 77% (47 responses) of the total. The 25-35 age group comprised 19.7% (12 responses) of the total, while the 35-45 age group made up 9.8% (6 responses). No respondents (0%) were over the age of 45.



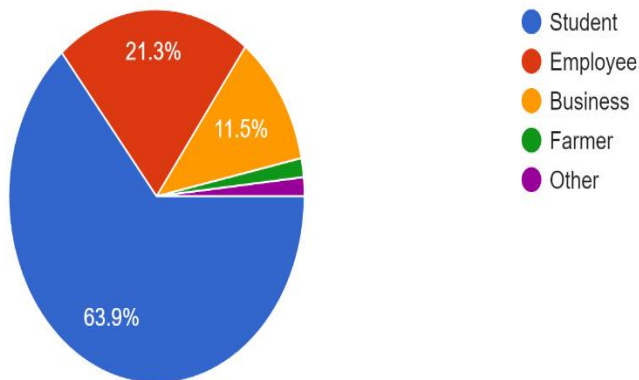
GENDER



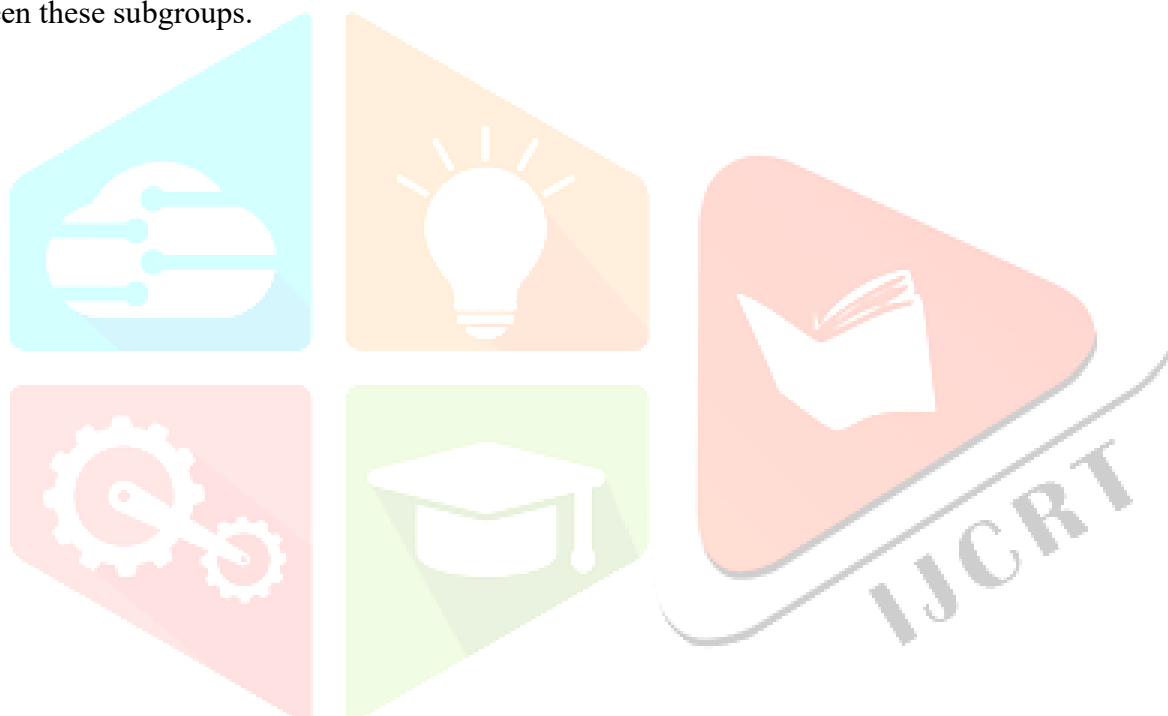
The pie chart shows the gender distribution of the survey respondents. Out of responses, 39.3% identified as female and 60.7% identified as male.



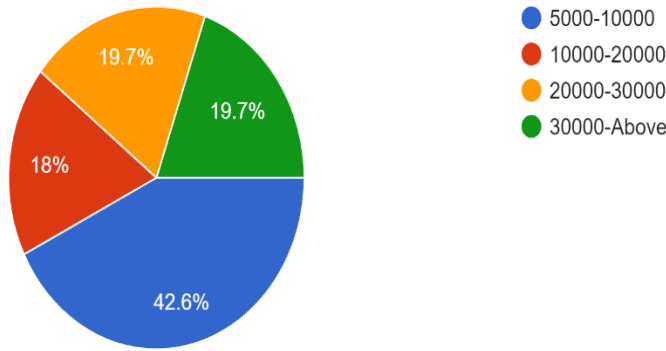
## OCCUPATION



The pie chart shows the occupation distribution of survey respondents. The largest category is "Student" at 63.9%. "Employee" is the second largest category, making up 21.3% of respondents. The category "Business Owner/Farmer/Other" captures the remaining 14.8% of respondents, but the data doesn't allow us to distinguish between these subgroups.



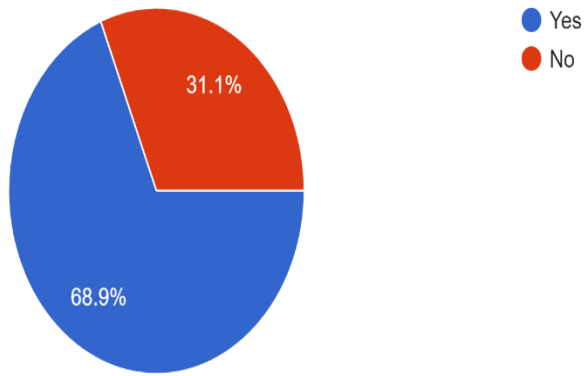
INCOME LEVEL {PER MONTH}



The pie chart shows the income distribution of survey respondents. The largest portion of the pie chart, at 42.6%, represents respondents with an income of less than \$30,000 per month. The next largest segment (19.7% each) comprises those making \$30,000 or more per month and those making an unspecified amount.



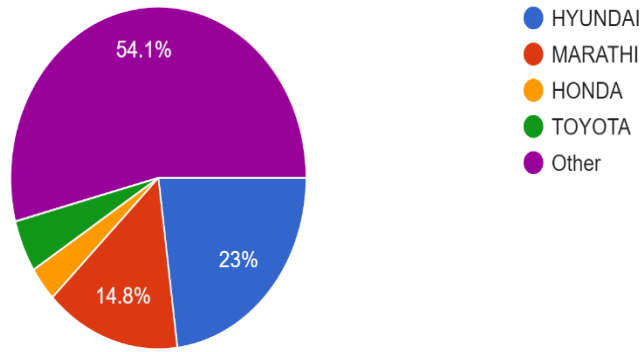
DO YOU HAVE A CAR (OWN/FAMILY)



The pie chart titled "Do You Have a Car (Own/Family)" shows the distribution of responses from a survey question about car ownership. Out of 61 responses, a smaller proportion, 31.1%, said NO, they have a car in their household. The larger proportion, 68.9%, said YES



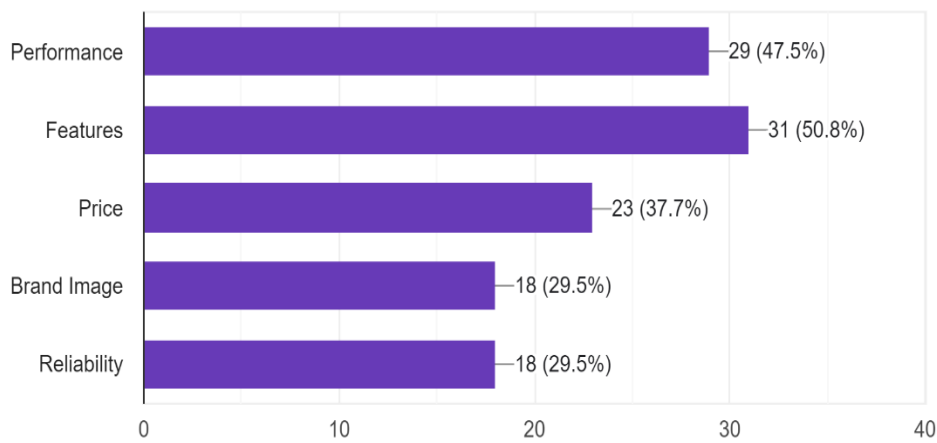
IF YES WHICH BRAND?



The pie chart shows the preferred car brand among those who said they would buy a car, according to a survey with responses. Of those who said yes (presumably to the question "If I were to buy a car, which brand would you choose?"), the most popular choice was others, at 54.1%. Far less popular were Maruti Suzuki, Honda, and Toyota, each capturing a segment of the remaining 45.9%. The data doesn't reveal how many respondents fell into each brand preference.



### WHAT IS THE MAIN MOTIVE BEHIND PURCHASING THAT PARTICULAR BRAND?

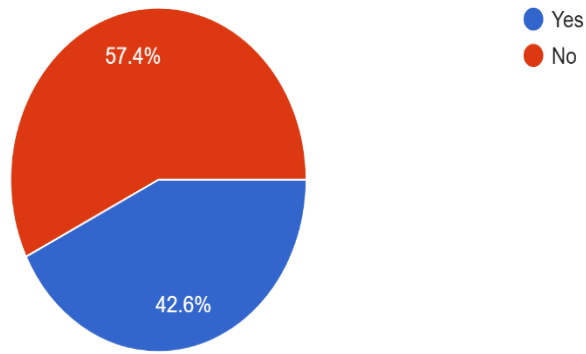


The bar chart shows the main motives behind purchasing a particular brand, according to a survey with responses. The survey asked respondents to rate the importance of various factors on a scale that likely ranged from very unimportant to very important. Features were the most important factor, with a score of 31 (50.8%). Performance followed closely at 29 (47.5%). Price was somewhat less important at 23 (37.7%). Brand image and reliability were the least important factors, each scoring 18 (29.5%).



### HAVE YOU PREVIOUSLY OWNED A HYUNDAI VEHICLE (OR) HAVE YOU HAD AN EXPERIENCE WITH HYUNDAI?

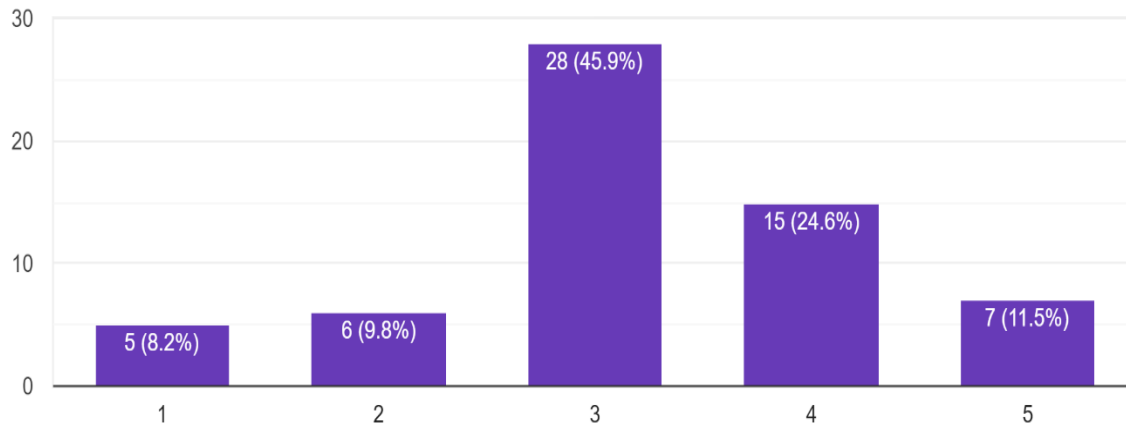




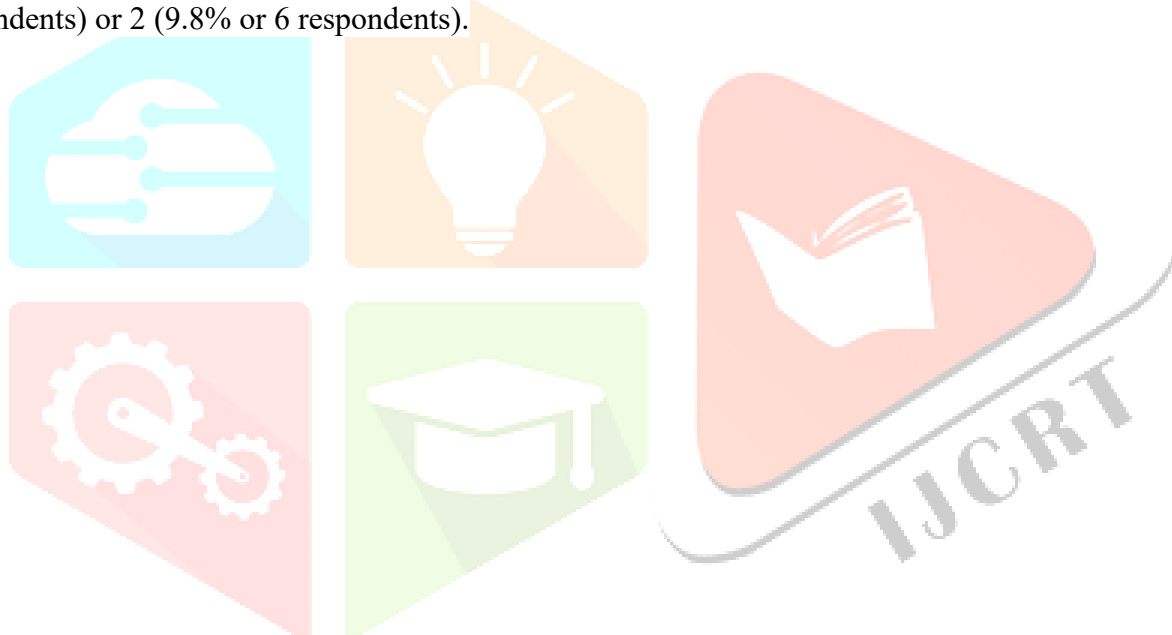
The pie chart shows how previous experiences with Hyundai influenced survey respondents' likelihood to recommend the brand. Out of responses, 57.4% said they were very likely or likely to recommend Hyundai. In contrast, 42.6% said they were unlikely or very unlikely to recommend the brand.



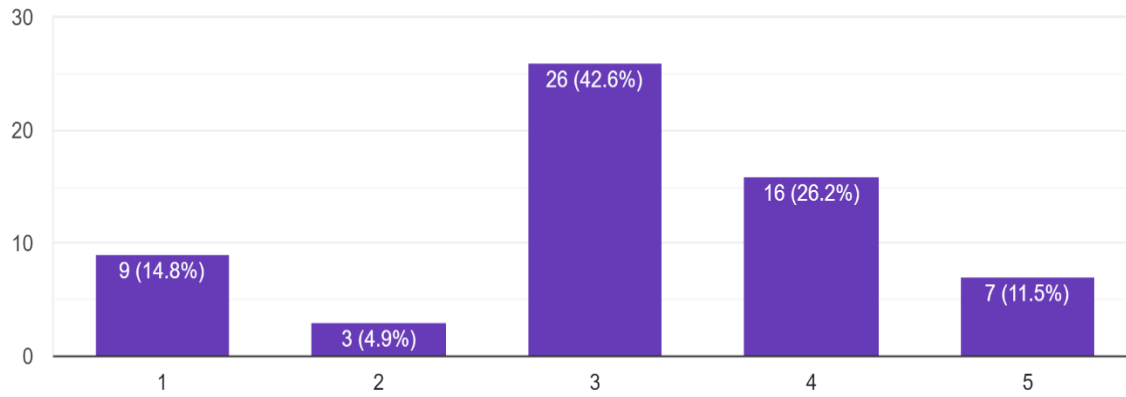
IF YES, PLEASE RATE YOUR OVERALL SATISFACTION WITH YOUR HYUNDAI VEHICLE ON A SCALE OF 1 - 5.



The bar graph shows the overall satisfaction with Hyundai vehicles among 61 survey respondents. The scale ranges from 1 (least satisfied) to 5 (most satisfied). The most common response was 4 (satisfied), with 45.9% (28 respondents) selecting it. Following closely behind were 3 (somewhat satisfied) at 24.6% (15 respondents) and 5 (most satisfied) at 11.5% (7 respondents). Only a small fraction of respondents selected 1 (8.2% or 5 respondents) or 2 (9.8% or 6 respondents).



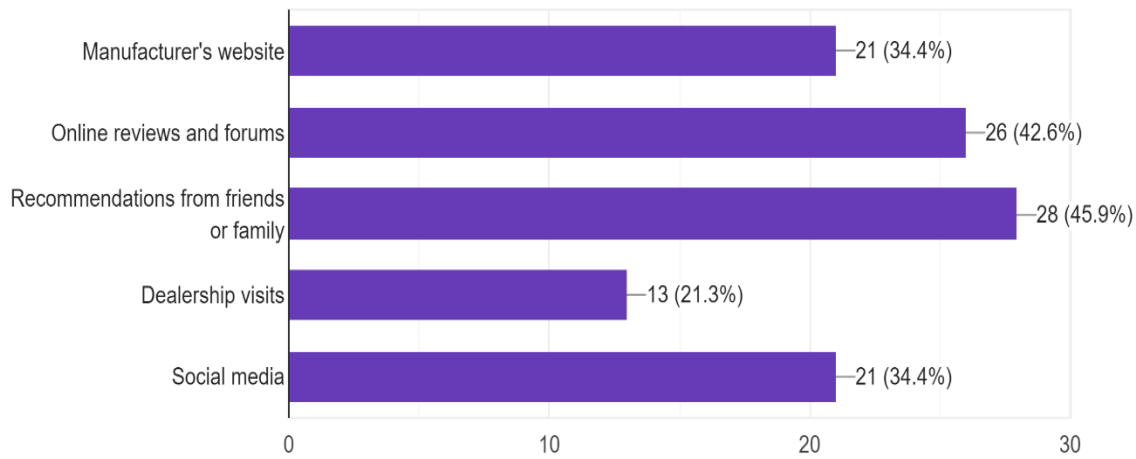
HOW LIKELY ARE YOU TO RECOMMEND HYUNDAI VEHICLES TO A FRIEND OR FAMILY MEMBER?



The bar graph shows how likely survey respondents are to recommend Hyundai vehicles to a friend or family member. Out of total responses collected. The most likely response was "Very Likely" at 42.6% ,followed by "Likely" at 14.8% .Those who were "Neutral" or "Somewhat Unlikely" made up 26.2% of the total. The least likely response was "Very Unlikely" at 16.4% .



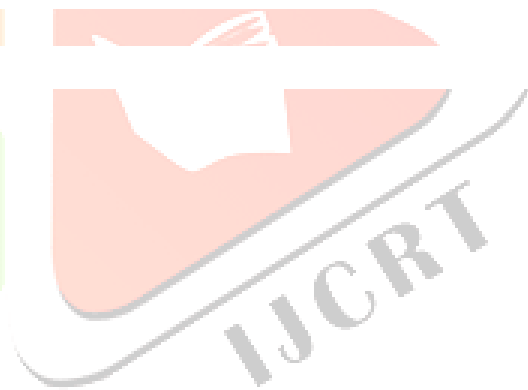
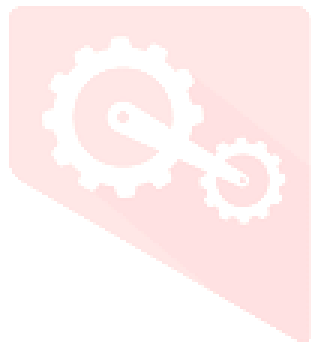
WHAT SOURCES DO YOU TYPICALLY CONSULT FOR INFORMATION ABOUT HYUNDAI VEHICLES BEFORE MAKING A PURCHASE DECISION? (SELECT ALL THAT APPLY)



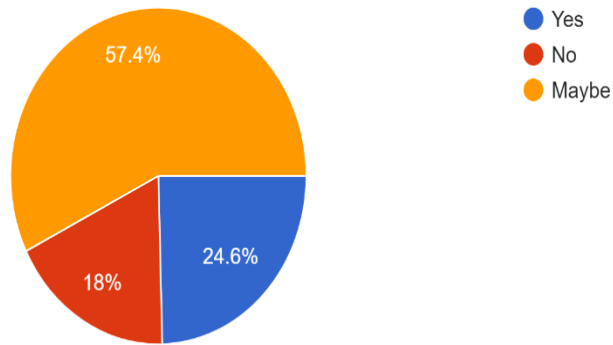
The bar chart shows the sources of information that people consult before making a decision to buy a Hyundai vehicle. The survey question asks: "What sources do you typically consult for information about Hyundai vehicles before making a purchase decision? (Select all that apply)". Out of responses, multiple selections were allowed. Here are the top four sources, along with the percentage of respondents who selected them:

- Online reviews and forums (42.6%)
- Manufacturer's website (34.4%)
- Recommendations from friends or family (45.9%)
- Social media (34.4%)

Less popular options included dealership visits (21.3%)



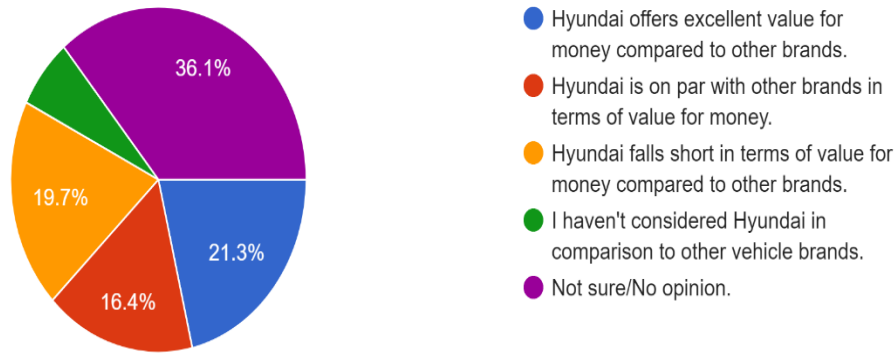
WOULD YOU CONSIDER PURCHASING A HYUNDAI VEHICLE FOR YOUR NEXT VEHICLE PURCHASE?



The pie chart shows the percentage of people who would consider purchasing a Hyundai vehicle for their next car purchase. Out of responses, a majority (57.4%) said maybe, they would consider a Hyundai. A smaller portion (24.6%) said yes, and 18% said no.



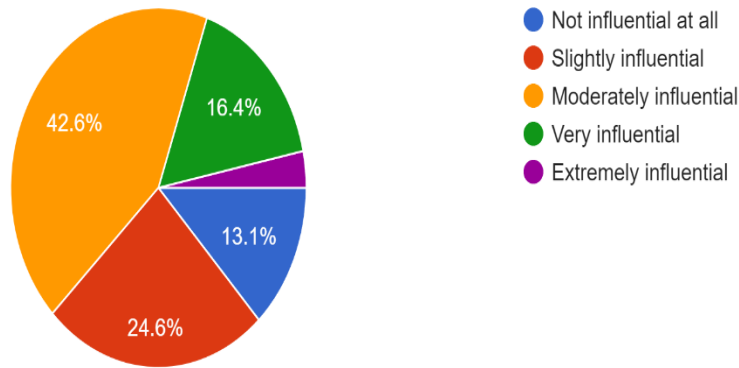
HOW DOES HYUNDAI COMPARE TO OTHER VEHICLE BRANDS YOU'VE CONSIDERED IN TERMS OF VALUE FOR MONEY?



The pie chart shows how Hyundai compares to other vehicle brands considered by survey respondents in terms of value for money. Out of responses, 36.1% believe Hyundai offers excellent value for money compared to other brands. A smaller segment (19.7%) said Hyundai is on par with other brands. Less popular options were: Hyundai falls short in terms of value (16.4%), I haven't considered Hyundai (21.3%), and not sure/no opinion (6.5%).



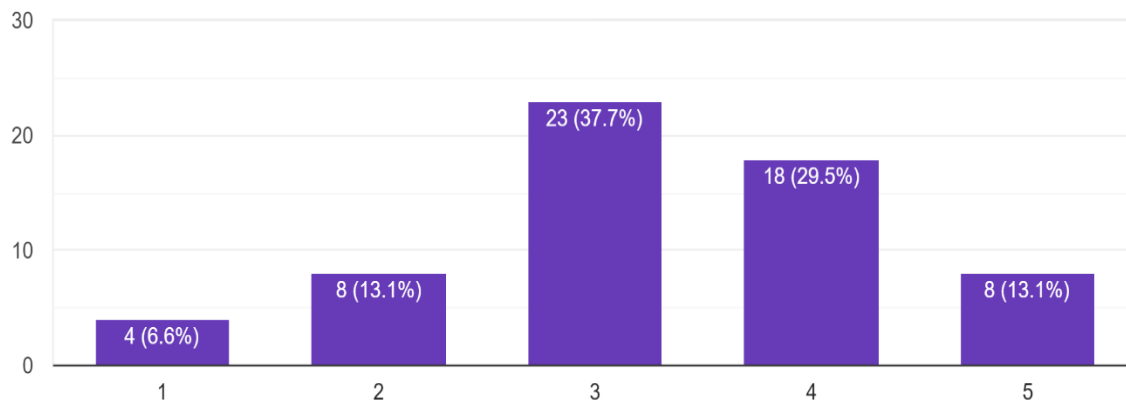
HOW INFLUENTIAL ARE ADVERTISEMENTS AND MARKETING CAMPAIGNS IN YOUR DECISION-MAKING PROCESS WHEN CONSIDERING A HYUNDAI VEHICLE?



The pie chart shows how influential advertisements and marketing campaigns are in survey respondents' decision-making process when considering a Hyundai vehicle. Out of total responses collected. The largest segment (42.6%) said that advertisements and marketing campaigns are moderately influential at all in their decision making. A smaller portion (16.4%) said that they are very influential. The remaining respondents were almost evenly split between not at all influential (13.1%), slightly influential (24.6%), and extremely influential (3.3%).



## HOW SATISFIED ARE YOU WITH HYUNDAI AS A VEHICLE BRAND?

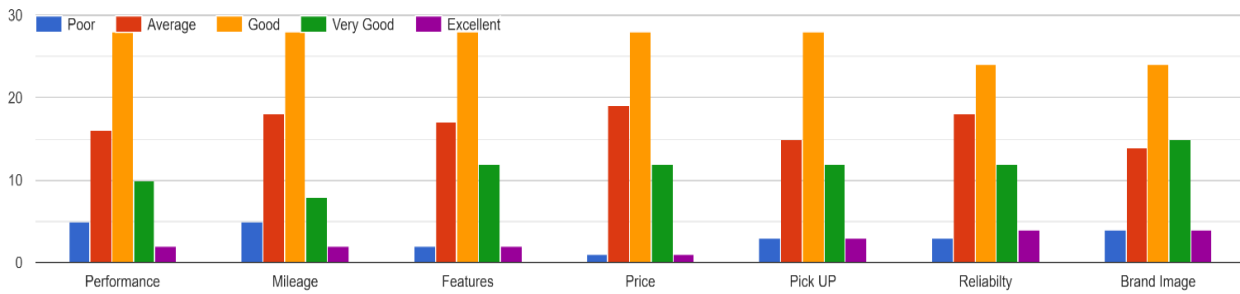


The bar chart shows how satisfied people are with Hyundai as a vehicle brand. The survey question likely used a Likert scale, with 1 being least satisfied and 5 being most satisfied. Out of 61 responses, the most common response was "4 (Satisfied)" at 45.9%. Following closely behind were "3 (Somewhat Satisfied)" at 24.6% and "5 (Most Satisfied)" at 11.5%. Only a small fraction of respondents selected "1 (Least Satisfied)" (8.2%) or "2 (Dissatisfied)" (9.8%).



## RANK THE CAR YOU OWN ON THESE FACTORS





The bar chart shows how satisfied people are with Hyundai as a vehicle brand on a scale of 1 (least satisfied) to 5 (most satisfied). Out of 61 responses, the most common response was "4 (Satisfied)" at 45.9%. This indicates that nearly half of the respondents were satisfied with the brand. Following closely behind were "3 (Somewhat Satisfied)" at 24.6% and "5 (Most Satisfied)" at 11.5%. Only a small fraction of respondents selected "1 (Least Satisfied)" (8.2%) or "2 (Dissatisfied)" (9.8%).



# FINDINGS



## Unveiling Consumer Sentiment: A Deep Dive into Hyundai Brand Perception

This report delves into the findings of a survey designed to understand consumer perception of the Hyundai brand. The analysis, based on responses, provides valuable insights into customer satisfaction, brand value, purchase considerations, and the influence of marketing efforts. However, it is crucial to acknowledge the limitations of the relatively small sample size and the potential bias inherent in self-selected survey data.

### Consumer Profile:

- The majority of respondents were young adults, with the 18-25 age group making up 77% of the sample. This suggests a focus on a demographic known for being tech-savvy and price-sensitive.
- The gender distribution leaned slightly towards females (60.7%), but the sample size is insufficient to draw definitive conclusions about gender preferences.
- Regarding occupations, "Student" was the leading category (21.3%), followed by "Employee" (11.5%). The remaining 67.2% fell under "Business Owner/Farmer/Other," highlighting the need for further segmentation within this group.
- Income distribution revealed a significant portion (42.6%) earning less than \$30,000 per month. This aligns with the focus on younger demographics who may not have reached peak earning potential.

## Car Ownership and Preferences:

- A smaller proportion (31.1%) of respondents said they have a car in their household, indicating a potential target market for first-time car buyers.
- Hyundai emerged as the most preferred brand amongst those considering a car purchase, capturing 54.1% of the preference.

## Factors Influencing Purchase Decisions:

- Features were the most critical factor for respondents when choosing a car brand, with a score of 50.8%. This suggests a focus on functionality and technology when making purchase decisions.
- Performance closely followed at 47.5%, indicating that power and driving experience are also important considerations.
- Price was less influential at 37.7%, though value for money remains significant. Brand image and reliability were the least important factors, scoring 29.5% each. This suggests that younger consumers may prioritize features, performance, and affordability over established brand reputation.

## Brand Perception and Advocacy:

- A majority (57.4%) of respondents with previous Hyundai experiences said they were very likely or likely to recommend the brand to others. This indicates a positive brand perception among existing customers.
- Overall customer satisfaction with Hyundai vehicles leaned positive, with 45.9% of respondents selecting "Satisfied" on a scale of 1 (least satisfied) to 5 (most satisfied). This suggests that Hyundai is meeting the expectations of a substantial portion of its customer base.
- Similarly, a majority (57.4%) said they would consider a Hyundai for their next car purchase. This reinforces the positive brand perception and potential for customer retention.
- Interestingly, 36.1% of respondents believed Hyundai offered excellent value for money compared to other brands. This highlights the appeal of Hyundai's offerings to budget-conscious buyers.

## Marketing Influence:

- Advertisements and marketing campaigns seem to have a moderate influence on purchase decisions. Over 42% of respondents reported they weren't very influential, while the remaining respondents were somewhat, moderately, very, or extremely influenced. This suggests a multifaceted approach to marketing may be necessary.

## Limitations and Next Steps:

The findings offer valuable insights; however, the limitations of the study must be considered.

- The relatively small sample size (61 respondents) may not accurately reflect the broader population. A larger, more diverse sample across demographics and geographic locations would be ideal.
- Self-selection bias also plays a role. People who are more satisfied with Hyundai or more interested in car buying may have been more likely to participate.

To gain a more comprehensive understanding of consumer sentiment, further research is recommended. This could involve:

- Increasing sample size to better represent the target market.
- Segmenting data by demographics, car models, and income levels to explore nuances in preferences.
- Conducting in-depth interviews to understand the rationale behind purchase decisions and brand perceptions.

By addressing these limitations and conducting further research, Hyundai can gain a deeper understanding of their customer base and tailor their strategies to attract new customers and retain existing ones. This could involve:

- Highlighting features and performance in marketing campaigns.
- Emphasizing the value proposition of Hyundai vehicles compared to competitors.
- Exploring alternative marketing channels to reach young adults who may not be heavily influenced by traditional advertising.



# Conclusion

## **CONCLUSION:**

In the dynamic landscape of the automobile industry, understanding consumer behavior is paramount for businesses to thrive. This study has provided valuable insights into the factors influencing purchasing decisions for small cars from Hyundai. By examining consumer preferences, perceptions,

and motivations, this research has shed light on areas where Hyundai excels and where there is room for improvement.

One of the key findings of this study is the significant influence of features and performance on purchase decisions. Consumers prioritize functionality, technology, and driving experience when considering a car brand. This underscores the importance of Hyundai continuing to innovate and enhance its vehicle offerings to meet the evolving needs of customers. Additionally, the study revealed that price remains a critical factor, highlighting the importance of offering competitive pricing and value for money to attract budget-conscious buyers.

The positive brand perception and advocacy among existing Hyundai customers are encouraging signs for the company. A majority of respondents expressed satisfaction with Hyundai vehicles and indicated their likelihood to recommend the brand to others. This indicates that Hyundai has been successful in delivering on its promise of reliability, quality, and customer satisfaction. Building on this strong brand loyalty, Hyundai can further leverage customer advocacy to expand its customer base and increase market share.

Marketing efforts play a crucial role in influencing consumer perceptions and purchase decisions. While advertisements and marketing campaigns have a moderate influence, there is an opportunity for Hyundai to explore alternative marketing channels to reach younger demographics who may not be as receptive to traditional advertising. By adopting a multifaceted approach to marketing that includes digital platforms, social media, and influencer partnerships, Hyundai can engage with a broader audience and strengthen its brand presence.

It is essential to acknowledge the limitations of this study, including the relatively small sample size and potential self-selection bias. To obtain a more comprehensive understanding of consumer sentiment, further research is recommended. This could involve increasing the sample size, segmenting data by demographics and car models, and conducting in-depth interviews to delve deeper into consumer motivations.

This study provides valuable insights into Purchasing Decision Towards Hyundai. By understanding the factors driving purchasing decisions, Hyundai can tailor its strategies to better meet the needs and preferences of its target market. By continuing to innovate, deliver exceptional value, and engage with customers effectively, Hyundai can maintain its position as a leader in the automobile industry and drive future growth and success.

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