



A Study of Comparative in Tata Motors and Hyundai Motors

¹Mrs. M. Sneha, M. Com CA., ²Tharvishahamed A

¹Associate Professor with Computer Applications, Sri Krishna Adithya College of Arts and Science

²Student, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science.

ABSTRACT:

consumer is a one of the critical aspect of marketing, as in general all marketing initiatives and activity revolve around the consumer. A customer can be defined as an individual or an institution that purchases any product or hires any services for personal use. A very broad yet commonly used term consumer preference in its simplest sense refers to preference by the consumer for a particular brand in context of a product or service with respect to other brands that exist in the market.

1.1 INTRODUCTION OF STUDY

Introduction Comparative Study of Marketing Strategies of Two Automobile Companies A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. It's a written plan which combines product development, promotion, distribution, and pricing approach, identifies the firm's marketing goals, and explains how they will be achieved within a stated timeframe.

1.2 STATEMENT OF PROBLEM

Statement of the Problem for Tata Motors:Declining Sales Performance: Tata Motors has been experiencing a decline in sales performance and market share in recent years. This is mainly due to the increasing competition in the Indian automotive industry, as well as the slow economic growth in the country. Poor Product Quality: Tata Motors has faced criticism for the poor quality of its products, including its passenger cars and commercial vehicles.

1.3 SCOPE OF STUDY

- Analyzing the production and manufacturing processes of Tata Motors and Hyundai Motors.
- Investigating the marketing strategies of Tata Motors and Hyundai Motors in domestic and international markets.
- Comparing the sales performance of Tata Motors and Hyundai Motors

1.4 OBJECTIVES

- To analyze the production and manufacturing strategies of Tata Motors and Hyundai Motors
- To study the marketing strategies of Tata Motors and Hyundai Motors in domestic and international markets.
- To compare the sales performances of Tata Motors and Hyundai Motors
- To identify the strengths, weaknesses, opportunities, and threats (SWOT) of Tata Motors and Hyundai Motors in the automotive industry.

1.5 RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The science of method is termed as research methodology. It includes techniques that have been used for conducting the research. This Methodology includes the following details:

Data Collection

Area of study

Nature of Population

Sample size

Sample method

1.6 LIMITATIONS OF STUDY

- The study is confined to a limited area.
- The opinions of the respondents may be biased.
- The study was time consuming to collect appropriate data.

2. REVIEW OF LITERATURE

- **Nayak and Garg** (2022) compares the financial performance of Hyundai and Tata Motors and finds that Hyundai has consistently outperformed Tata Motors over the past decade.
- **Siddiqui and Sharma** (2021), the authors analyzed the supply chain management practices of Hyundai and Tata Motors and found that both companies have adopted advanced supply chain practices but Hyundai tends to have more robust supply chain technology.
- **Patel and Patel** (2020) evaluated the marketing strategies of Hyundai and Tata Motors in the electric vehicle market in India. The study found that Hyundai's Kona electric car achieved better sales than Tata's Nexon electric car due to better marketing efforts.
- **Sharma and Singh** (2019), a comparative analysis was done on the employee productivity of Hyundai and Tata Motors. The research suggests that Hyundai has better employee productivity and has a more streamlined production process.
- **Dev and Sarkar** (2019), they evaluated the supply chain management practices of Hyundai and Tata Motors. The study concludes that both companies have effective supply chain management practices, but Hyundai has a more advanced and robust system.

3. DATA ANALYSIS AND INTERPERTATION

3.1 PERCENTAGE ANALYSIS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
GENDER		
Male	76	76%
Female	24	24%
AGE		
18 TO 21	71	71%
21 TO 30	20	20%
31 TO 50	7	7%
50 AND ABOVE	2	2%
OCCUPATION		
Own business	19	19%
Employee	21	21%
Student	59	59%
Other	1	1%
TECHNOLOGY PLAY		
Moderate role	43	43%
Significant role	37	37%
Minor role	20	20%

INTERPERATION

- From the above table that of the respondents of gender 76% of male,24% of female.

- From the above table that 71% of the respondents age group of 18 years to 21 years, 20% belongs to 21 - 30 years of age, 7% belongs to 31 - 50 years of age , 2% belongs to above 50 years of age.
- From the above table 19% own business,21% of employee,59% of student,1% of other.
- From the above table that 43% of moderate role,37% of significant role,20% of minor role.

4. FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

- Majority 71% of the respondents comes between 18 to 21.
- Majority. 76% of the respondents comes under the male.
- Majority 79% of the respondents comes from unmarried .
- Majority 59 % of the respondents comes under the student
- Majority 48% of respondent rate very efficiency of Tata motors production.
- Majority 34% of respondents of lean manufacturing methods used by tata motors.
- Majority. 44 % of respondent choose quality of hyundai motors.
- Majority 43% of respondent choose moderate role production of tata motors and Hyundai motors.
- Majority 49 % of respondents of strong international performance of international markets and domestic markets .
- Majority 49% of respondents of strong performance of automobile industry.
- Majority 43% of respondents of strong brand reputation of tata motors and Hyundai motors in automotive industry.

4.2 SUGGESTIONS

The customers who came to the service of their vehicles need a quick service

•There is no canteen facility inside the showroom, many drivers and owners come From long place to get their vehicles serviced so by opening a small canteen inside The plant will help the company to satisfy their customers.

•Increase the availability of spare parts

•By providing a test drive to the new customers will increase the sales of the Company.

4.3 CONCLUSION

The main intention of every company is to keep its customer happy. For the company to gain To gain profit and revenues, customer loyalty plays an important role. To satisfying` the Customer organization need to understand the need of the consumers and prepare customized Products. The main purpose of the company is to make business and create good image in the MarkeT