



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## A Comparative Study on Marketing Strategies of Automotive Co-Operation with Special Reference to Maruti and Hyundai in Coimbatore City

*Mr. Mohammed ashif. S<sup>a</sup>, Ms. Maheswari D<sup>b\*</sup>*

<sup>a</sup> Assistant Professor, Sri Krishna Adithya College Of Arts and Science, Coimbatore-641042

<sup>b</sup> Student, Sri Krishna Adithya College of Arts and Science -641042

### ABSTRACT

This research study aims to analyze and compare the marketing strategies employed by two leading automotive corporations, Maruti and Hyundai, in the context of Coimbatore City. The automotive industry is highly competitive and constantly evolving, necessitating effective marketing strategies to gain a competitive edge. The objective of this study is to identify the similarities and differences in the marketing strategies adopted by Maruti and Hyundai and their impact on consumer perception and brand loyalty..

Keywords: Comparative Study, Marketing Strategies, Automotive Cooperation, Maruti, Hyundai, Coimbatore City, Product Positioning

### 1. Introduction of the study

The project will analyze the marketing strategies adopted by Maruti and Hyundai and identify the factors that have contributed to their success. This study will involve a comprehensive review of the companies' marketing campaigns, advertising strategies, product positioning, pricing strategies, and customer engagement initiatives.

One of the critical aspects of marketing is understanding the target market and designing products and services that meet their needs and wants. Maruti and Hyundai have both adopted different approaches to product design and development. Maruti has a reputation for producing reliable and affordable cars that meet the needs of the average Indian consumer. Hyundai, on the other hand, has focused on producing stylish and feature-rich cars that appeal to the younger, more affluent Indian consumer.

### 2. Statement of the problem

The automotive industry is highly competitive, and companies need to develop effective marketing strategies to remain relevant and increase market share. Maruti and Hyundai are two major players in the automotive industry, and they have implemented different marketing strategies to achieve their business objectives. However, there is a lack of research that compares and analyzes the marketing strategies of these two companies. Therefore, the problem statement for this study is to analyze and compare the marketing strategies of Maruti and Hyundai to determine their effectiveness in achieving their marketing objectives, identifying areas of strengths and weaknesses, and providing recommendations for improvement.

### 3. Objectives of the study

- To know which automobile is greater demanded by clients..
- To recognize recession impact on sale of automobile scope of study.
- To recognize the numerous strategies utilized by Maruti & Hyundai company appeal to maximum quantity of client..

### 4. Scope of the study

The purpose of this study is to conduct a comparative analysis of the marketing strategies adopted by two leading automobile companies in India, Maruti and Hyundai. The scope of this study will cover the various marketing strategies implemented by these companies in terms of their advertising campaigns, brand positioning, distribution channels, pricing strategies, and customer relationship management practices. This study will focus on identifying the

strengths and weaknesses of their marketing strategies and evaluating their effectiveness in terms of customer acquisition, retention, and brand loyalty. The study will also examine the impact of these marketing strategies on customer buying behavior and preferences.

---

## 5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

### 5.1 Area of Research

The area of the study is about Coimbatore.

### 5.2 Nature of Data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: Data was collected from current users of Maruti and Hyundai of Coimbatore city using a questionnaire in order to obtain relevant information.

Secondary data: Data was collected by browsing magazines, newspapers, article and papers related in India.

### 5.3 Sources of Data

Data are facts, figures and other relevant materials, past and present, serving as basic study and analysis. The data serves as the bases for analysis. Without an analysis of actual data on specific inferences can be drawn on the question under study. Inferences based on imagination or guess work cannot provide correct answers to research questions. The relevance, adequacy and reliability of data determine of quality of findings of a study. For the purpose of present study data from two sources have been gathered namely primary and secondary data.

- Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

- Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his / her studies. Secondary data for the present research collected the major sources of secondary data are given below.

- Newspaper & Articles
- Business line
- Various websites
- Different marketing journals

### 5.4 Sample Size

Information has been collected from 119 respondents of Coimbatore city comprising both male and female.

### 5.5 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data :

- Simple percentage Analysis

---

## 6. Review of Literature

- A Study on the Impact of Digital Marketing on the Marketing Strategies of Maruti Suzuki and Hyundai" by Dr. Rajeev Kumar and Dr. Ramesh Kumar (2022). The study examines the impact of digital marketing on the marketing strategies of Maruti Suzuki and Hyundai and analyzes the effectiveness of various digital marketing channels in reaching target customers
- In a study conducted by Kumar and Numbirajan (2022) on the impact of digital marketing on customer engagement, it was found that Hyundai had a more effective digital marketing strategy than Maruti in Coimbatore city. The study analyzed the various digital marketing channels used by these companies, including social media, email marketing, and search engine marketing. The findings of the study suggest that digital marketing can be an effective tool to engage with customers and improve brand awareness
- In another study conducted by Choudhary and Singh (2021) on the impact of brand personality on consumer behavior, it was found that Maruti had a more favorable brand personality than Hyundai in Coimbatore city. The study analyzed the various dimensions of brand personality, including sincerity, excitement, competence, and sophistication. The study suggests that a strong brand personality can positively influence consumer behavior and increase brand loyalty.
- In 2020, Kumar et al, conducted a study on the marketing strategies of Maruti and Hyundai in India. The authors used a survey to collect data from 300 customers of both companies. The study found that Maruti has a more extensive distribution network than Hyundai in India, which helps Maruti to reach more customers. However, Hyundai's focus on product innovation and customer service has helped it to create a strong brand image among customers,
- "An Empirical Study of Marketing Strategies of Hyundai and Maruti Suzuki in Indian Car Market" by Preeti Agarwal and Kavita Verma (2019). The study analyzes the marketing strategies of Hyundai and Maruti Suzuki in the Indian car market and identifies the factors influencing customer buying behavior
- In 2019, Rathore and Singh conducted a comparative study on the marketing strategies of Maruti and Hyundai in India. The authors used a case study approach to analyze the marketing strategies of both companies. The study found that Maruti's marketing strategy is primarily based on product quality, brand image, and affordability. On the other hand, Hyundai's marketing strategy is primarily based on product innovations, brand image, and customer service.
- In a study conducted by Sugant et al. (2017) on the impact of advertising on consumer behavior, it was found that Maruti and Hyundai were the most advertised automobile brands in Coimbatore city. The study analyzed the various advertising strategies implemented by these companies, including print media, television, and online advertising. The findings of the study suggest that advertising plays a crucial role in creating brand awareness and attracting customers
- In 2016, Gupta and Singh conducted a study on the impact of brand loyalty on customer retention in the automobile industry. The authors used a survey to collect data from 150 customers of Maruti and Hyundai in India. The study found that brand loyalty has a significant impact on customer retention in the automobile industry, and both Maruti and Hyundai have developed effective strategies to create brand loyalty among their customers

---

## 7. Research gap

A research gap is a question or a problem that has not been answered by any of the existing studies or research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The above research paper didn't analyze about the difference between various demographic factors with customer satisfaction. In this study, I made a survey about the difference between the satisfaction level of consumers about bikes and various demographic factors. And also, in the above research conducted by researchers will change according to current demand so that it was analyzed in my research.

---

## 8. Analysis and Interpretation of Data

Data analysis is the process of bringing order, structure, and meaning to the mass of collected data. The purpose of it is to identify, transform, support decision making, and bring a conclusion to research. The data analysis is an important step and heart of research in research work.

The statistical tool is: -

- Simple Percentage method

8.1 table showing luxury

S.NO	LUXURY	NO.OF.RESPONDENTS	PERCENTAGE
1	MARUTI	20	17
2	HYUNDAI	35	29
3	BOTH	35	29
4	NEITHER	29	25
TOTAL		119	100

SOURCE: PRIMARY DATA

INTERPRETATION

Out of 119 respondents, Maruti cars are 17% luxury. 29% hyundai cars are luxury, both the Maruti and Hyundai cars are 29% and Neither the cars are 25% luxury.

8.2 table showing stronger social media presence

S.NO	STRONGER SOCIAL MEDIA PRESENCE	NO.OF.RESPONDENTS	PERCENTAGE
1	MARUTI	19	16
2	HYUNDAI	38	32
3	BOTH EQUALLY	39	33
4	NONE	23	19
TOTAL		119	100

SOURCE: PRIMARY DATA

INTERPRETATION

Out of 119 respondents Maruti has 16% stronger social media presence. Hyundai has 32%, both has 33% stronger social media presence and 19% has none of the social media presence.

8.3 table showing more advertisement on T.V

S.NO	MORE ADVERTISING ON TV	NO.OF.RESPONDENTS	PERCENTAGE
1	MARUTI	18	15
2	HYUNDAI	34	29
3	BOTH EQUALLY	38	31
4	NONE	29	25
TOTAL		119	100

SOURCE: PRIMARY DATA

INTERPRETATION

Out of 119 respondents .Maruti has 15% more advertising on TV. Hyundai has 29%, both has 32% and 24% have none of the advertising on TV.

**8.4 table showing better performance**

S.NO	BETTER PERFORMANCE	NO.OF.RESPONDENT	PERCENTAGE
1	MARUTI	29	25
2	HYUNDAI	67	56
3	DON'T KNOW	23	19
TOTAL		119	100

SOURCE: PRIMARY DATA

**INTERPRETATION**

Out of 119 respondents, Maruti has 25% better performance, Hyundai has 56% both has 19% better performance.

**9. Findings and Suggestions**

- ✓ The numbers of male respondents are more than the number of female respondents in this study.
- ✓ Most of 44% of the respondents are collected from the age between 18-30 years.
- ✓ The majority of the respondents are done by the under graduate in this study.
- ✓ In this study majority occupation are the students.
- ✓ The majority of respondent's monthly income is between 10,000-20,000. • Most of 35% of the people chooses two-wheeler as their mode of transport.
- ✓ 31% of respondents buys car for every 6-7 years.
- ✓ The majority of people \$5, think about Hyundai.
- ✓ 43% of people uses Hyundai cars,
- ✓ The majority of people 40, think Hyundai as affordable.
- ✓ Hyundai and both people think is luxury, Both equally has the stronger social media presence with the percentage of 33%
- ✓ Both equally has the more advertisement with the percentage of 31%
- ✓ Most of 33% of respondents, thinks Hyundai has more innovative marketing campaigns.
- ✓ 34 people choose Hyundai as better after sales service. Most of 40 of respondents choose Hyundai as more warranty options
- ✓ 34 of people choose Hyundai as more financing options
- ✓ Hyundai and both equally has the percentage of 32%as the diverse range of car models.
- ✓ 61%of people are willing to shift cars.
- ✓ 55% of people compare prices before buying,
- ✓ Hyundai has the percentage of 56%for the better performance.
- ✓ From the above chart the respondents of rating is between 5- I so the first row shows that the Maruti and Hyundai has à rating of 5 (out of 5) for Particulars and a rating of 37.8% for Price,17,6 has 4 ratings.31.1 has 3 ratings,4.3 has 2 ratings and 9.2 has | rating,
- ✓ From the above chart the respondents of rating is between 5- 1 so the first row shows that the Maruti and Hyundai has a rating of 5 (out of 5) for Particulars and a rating of 15.9% for fuel efficiency.40.3% has 4 ratings.29.4% has 3 ratings. 12.6% has 2 ratings and 1.8 have 1 rating.
- ✓ From the above chart the respondents of rating is between 5- 1 so the first row shows that the Maruti and Hyundai has a rating of 5 (out of 5) for Particulars and a rating of 19.3% for design,34.5% has 4 ratins, 32.8....
- ✓ From the above chart the respondents of rating is between 5 1 so the first row shows that the Maruti and Hyundai has a rating of 5 (out of 5) for Particulars and a rating of 25.2% for colours.34.5% has 4 ratings.24.4% has 3 ratings.6.7%has 2 ratings and 9.2% has 1 rating,

---

## Suggestions

- ✓ It may be useful to consider obtaining responses from individuals with different educational backgrounds and occupations to provide a more diverse sample. -To increase the representation of individuals who use other modes of transportation, it may be beneficial to survey people who live in different regions or areas where cars or two-wheelers may not be the primary mode of transportation.
- ✓ To understand the factors that contribute to Hyundai's popularity, it may be useful to conduct a more detailed survey of current Hyundai owners and explore their reasons for choosing the brand
- ✓ To gain a more comprehensive understanding of the respondents ratings of Maruti and Hyundai. it may be helpful to obtain qualitative data to supplement the quantitative ratings

---

## Conclusion

In conclusion, the comparative study on the marketing strategies of Maruti and Hyundai in Coimbatore City highlights the importance of having a robust marketing strategy for the success of any business. The study has revealed that both Maruti and Hyundai have different marketing strategies that are targeted towards different market segments. Firstly, Maruti has focused on building a strong brand image in the Indian market, with a wide range of affordable vehicles that cater to the mass market. The company has also adopted various marketing strategies such as advertisements, sponsorships, and events to increase brand awareness and promote its products in Coimbatore City.

On the other hand, Hyundai has positioned itself as a premium brand with a focus on innovation, design, and technology. The company has emphasized on customer experience by offering a range of services and facilities such as car clinics, customer loyalty programs, and 24/7 roadside assistance. Hyundai has also invested heavily in digital marketing and social media to reach out to its customers in Coimbatore City

---

## References

- ✓ "The Impact of Digital Marketing on the Marketing Strategies of Maruti Suzuki and Hyundai" by Dr. Rajeev Kumar and Dr. Ramesh Kumar (2022), International Journal of Digital Marketing and Advertising. Volume 14, Issue 2, Pages 168-186.
- ✓ "Impact of Digital Marketing on Customer Engagement: A Comparative Study of Maruti and Hyundai" by Kumar and Nambirajan (2022), International Journal of
- ✓ Business and Management Studies. Volume 14, Issue 1, Pages 42-57. > "The Impact of Brand Personality on Consumer Behavior A Study of Maruti and Hyundai" by Choudhary and Singh (2021), Journal of Marketing and Consumer Research, Volume 44, Issue 1. Pages 67-82
- ✓ "Marketing Mix of Hyundai and Maruti Suzuki A Comparative Study" by Dr. Ajit Kumar Singh and Dr. R. N. Dubey (2021). International Journal of Marketing Studies Volume 13, Issue 3, Pages 45-58
- ✓ "Marketing Strategies and Customer Satisfaction: A Shily on Mandi Suruki and Hyundai" by Dr. R. Jeyalakshmi and M Sivakumar (2020), Journal of Marketing and
- ✓ Operations Management Research, Volume 6, Issue 2, Pages 15-27
- ✓ "A Study on the Marketing Strategies of Marun and Hysandar in India" by Kumar et al.
- ✓ International Journal of Marketing and Business Communication, Vol, pp.
- ✓ 47-60 (2020 "An Empirical Study of Marketing Strategies of Hyundai and Maruti Suzuki in Indian Car Market by Preeti Agarwal and Kaiti Vena, Jomul of Marketong and Consumer
- ✓ Research Vol. 37, pp 12-27-2019

---

**Annexure**

---

- 1.Name
- 2.Gender
  - a. Male
  - b. Female
- 3.Age
  - a. Below 18 years
  - b.18-30 years
  - c.31-45 years
  - d. Above 45 years
4. Educational qualification
  - a. School student
  - b. Under Graduate
  - c. Post Graduate
  - d. Others
5. Occupation
  - a. Student
  - b. Employee
  - c. Business
  - d. Others
6. Monthly income?
  - a. Below 5000
  - b. 5000-10000
  - c.10000-20000
  - d. More than 20000
7. What is your preferred mode of transportation?
  - a. Car
  - b. Public transport
  - c. Two-wheeler
  - d. Bicycle/walking
  - e . Others
- 8 .How frequently do you buy a new car?
  - a. Every 2-3 years
  - b. Every 4-5 years
  - c. Every 6-7 years
  - d. Once in a decade
  - c. Others
9. Which brand comes to your mind when you think of cars?
  - a. Maruti

b. Hyundai

c. Others

10. Which car are you currently?

a. Maruti

b. Hyundai

e. Others

11. Which of the two brands. Maruti or Hyundai, do you associate with affordability?

a Maruti

b. Hyundai

c. Both

d. Neither

12. Which of the two brands. Maruti or Hyundai, do you associate with luxury?

a. Maruti

b. Hyundai

c. Both

d. Neither

13. Which brand do you think has a stronger social media presence?

a. Maruti

b. Hyundai

c. Both equally

d. None

14. Which brand do you think has more advertising on TV?

a. Maruti

b. Hyundai

c. Both equally

d. None

15. Which brand do you think has more innovative marketing campaigns?

a. Maruti

b. Hyundai

e. Both equally

d. None

16. Which brand do you think offers better after-sales services?

a. Maruti

b. Hyundai

c. Both equally

d. None

17. Which brand do you think offers better warranty options?

a. Maruti

b. Hyundai



c. Both equally

d. None

18. Which brand do you think offers more financing options?

a. Maruti

b. Hyundai

c. Both equally

d. None

19. Which brand do you think has a more diverse range of car models?

a. Maruti

b. Hyundai

c. Both equally

d. None

20. Are you ready to shift your car Styles

a. Yes

b. No

21. Have you ever compared the prices of Maruti and Hyundai cars before making purchase decision?

a. Yes

b. No

22. Which company do you think has better performance, Maruti or Hyundai?

a. Maruti

b. Hyundai

c. Don't know

23. Rating the following factors of your car

a. Price

b. Fuel efficiency

c. Design

d. Brand reputation

e. Colour

24. Suggestion