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# **A COMPARATIVE STUDY ON MARKETING STRATEGIES TWO AUTO MOTIVE CO-OPERATION ON MARUTHI AND HYUNDAI WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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## **ABSTRACT**

The Indian automotive industry has witnessed significant growth, with Maruti Suzuki and Hyundai emerging as dominant players. This study aims to compare the market performance, customer preferences, and brand perception of Maruti and Hyundai in Coimbatore City. By analyzing key factors such as pricing, fuel efficiency, after-sales service, and customer satisfaction, the research provides insights into consumer behaviour and brand loyalty. Data is collected through surveys and secondary sources to assess the competitive edge of each brand. The findings will help stakeholders understand market trends and consumer expectations, contributing to strategic decision-making in the automotive sector.

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## **INTRODUCTION**

Comparative Study of Marketing Strategies of Two Automotive co-operation. A marketing strategy is a method that may permit an corporation to pay attention its confined sources on the finest possibilities to increase income and obtain a sustainable competitive advantage. It's a written plan which mixes product development, promotion, distribution and pricing approach, identifies the organization's advertising and marketing goals

### **OBJECTIVES**

- To know which automobile is greater demanded by clients.
- To recognize recession impact on sale of automobile scope of study

### **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.

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## **RESEARCH METHODOLOGY**

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

### **LIMITATION**

- Data is qualitative in nature. Hence, results will be near to accurate.
- Tackling the auto industry's skills shortage. The skills shortage has been identified as an issue the industry needs to tackle.

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## **REVIEW OF LITERATURE**

In a study conducted by Kumar and Nambirajan (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

## INDUSTRY OVERVIEW

- the Indian automobile industry has come a long way since its inception in the late 1940s. The industry has witnessed significant growth over the years, and it is expected to continue to grow in the coming years. Maruti Suzuki and Hyundai are two of the leading automobile companies in India, and both companies have been adopting various marketing strategies to cope with the changing market dynamics. While Maruti has been focusing on affordability and reliability, Hyundai has been focusing on design and innovation. Both companies have been investing in research and development to develop eco-friendly cars and have been leveraging digital technologies to engage with their customers.

## DATA ANALYSIS AND INTERPRETATION

**TABLE 4.1**  
**GENDER OF RESPONDENTS**

GENDER	NUMBER OF RESPONDENT	PERCENTAGE %
MALE	83	74.1%
FEMALE	29	25.9%
OTHERS	0	0%
<b>TOTAL</b>	<b>112</b>	<b>100%</b>

**SOURCE:** Primary Data

### INTERPRETATION:

It is observed that 74.1% of the respondent are male, 25.9% of the respondent who have are female and the rest 0% belong to the other category.

### INFERENCE:

The majority of the respondents are male with 74.1%

**TABLE 4.2**  
**AGE OF RESPONDENTS**

AGE	NUMBER OF RESPONDENTS	PERCENTAGE %
Below 18	29	26.4%
18-25	65	59.1%
26- 35	14	11.8%

36-45	4	2.7%
<b>TOTAL</b>	<b>112</b>	<b>100%</b>

**SOURCE:** Primary Data

**INTERPRETATION:**

It is observed that 59.1% of the respondents are 18-25 years old, 26.4% of the respondent is below 18 years old, 11.8% of the respondents 26-35 years, 2.7% of the respondents are 36-45 years old.

**INFERENCE:** The majority of the respondents are in age of 18-25 with 59.1%

**TABLE 4.3**  
**FAMILIAR ABOUT HYUNDAI & MARUTI OF THE RESPONDENTS**

FAMILIAR ABOUT MARUTI AND HYUNDAI	NUMBER OF RESPONDENTS	PERCENTAGE %
VERY FAMILIAR	45	40.5%
FAMILIAR	48	43.2%
NOT FAMILIAR	12	10.8%
AVERAGE	7	5.4%
<b>TOTAL</b>	<b>112</b>	<b>100%</b>

**SOURCE:** Primary Data

**INTERPRETATION:**

It is noted that 40.5% of respondents are very familiar, 43.2% are familiar, 10.8% are not familiar and 5.4% belongs to average.

**INFERENCE:**

The majority of the respondents are familiar with 43.2%.

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**FINDINGS**

- The majority of the respondents are male with 74.1%
- The majority of the respondents are in age of 18-25 with 59.1%
- The majority of the respondents are familiar with 43.2%

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**SUGGESTIONS**

- **Gender Bias in Car Buying Decisions:** Analyze the impact of gender on car buying decisions by comparing the preferences of male and female respondents. This study can explore whether there are any differences in the factors that influence car buying decisions for men and women.
- **Understanding the Preferences of Young Car Buyers:** Since a majority of the respondents were between the ages of 18-30, this study can explore the preferences and factors that influence the car buying decisions of young people. This could provide insights into the marketing strategies that could be used to target this demographic.
- **Perception of Hyundai as a Car Brand:** Based on the findings that a majority of the respondents thought of Hyundai as both affordable and luxurious, this study can explore the perception of Hyundai as a car brand. It can examine the factors that contribute to the brand image of Hyundai and how it affects the buying decisions of consumers.

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## CONCLUSION

On the other hand, Maruti Suzuki has focused on affordability, fuel efficiency, and reliability to appeal to the mass market. The company has adopted a market-driven strategy and introduced a range of low-cost cars that meet the needs of the average Indian customer. Maruti Suzuki has also leveraged its extensive distribution network to reach customers in remote areas and build a loyal customer base.

Overall, both companies have been successful in implementing their marketing strategies and achieving their business objectives. Hyundai has emerged as a premium brand that appeals to customers who value quality, design, and innovation, while Maruti Suzuki has established itself as a mass-market leader that offers affordable and reliable cars to the masses.

## REFERENCE

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1. Marketing Strategies of Maruti Suzuki and Hyundai in India, by Dr. S. Suresh Kumar and V. Balakrishnan. (2015)
2. A Comparative Study on Marketing Strategies of Hyundai and Maruti Suzuki in Chennai City, by R.