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Research Article

A STUDY ON BRAND POSITIONING OF HYUNDAI SUV WITH SPECIAL REFERENCE TO HYUNDAI SANTA FE

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ABSTRACT

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). HMIL is the largest passenger car exporter and the second largest car manufacturer in India. Even though it is considered as one of the largest car manufacturers in India it is very much essential for the company to know about what customer think about Hyundai cars in India to be successful in market.

In traditional days there was trend where the companies used produce the goods and the products will be sold from the manufacturer's point of view. Traditionally the companies had a perception that whatever we produce the customer will buy it. But now the scenario has been completely changed we need to bend our way of producing and selling of products to the customer. It should be customer oriented. As we all know automotive industry in India is one of the larger markets in the world and there are several manufacturers of automobile products in India. To sustain in this competitive environment, we need to differentiate our products from the competitors for doing that we have to understand the customer very well. This project is based on the survey, which will be done in the Shimoga city. We will take almost all aspects & suggestions from customers, which are related to branding and brand positioning. The market survey report will help the entire organization by making them to realize the importance and impact of brand positioning. The data will be collected by the help of questionnaire. This gives us an opportunity to apply our classroom learning to apply for real life situation.

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INTRODUCTION

The automotive industry in India is one of the larger markets in the world. It had previously been one of the fastest growing globally, but is currently experiencing flat or negative growth rates. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.9 million units in 2011. According to recent reports, India overtook Brazil and became the sixth largest passenger vehicle producer in the world (beating such old and new auto makers as Belgium, United Kingdom, Italy, Canada, Mexico, Russia, Spain, France, Brazil), grew 16 to 18 percent to sell around three million units in the course of 2011 and 2012. In 2009, India emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea, and Thailand. In 2010, India beat Thailand to become Asia's third largest exporter of passenger cars.

As of 2010, India is home to 40 million passenger vehicles. More than 3.7 million automotive vehicles were produced in

India in 2010 (an increase of 33.9%), making the country the second (after China) fastest growing automobile market in the world in that year. According to the Society of Indian Automobile Manufacturers, annual vehicle sales are projected to increase to 4 million by 2015, no longer 5 million as previously projected. The automotive industry designs, develops, manufactures, markets, and sells motor vehicles, and is one of the world's most important economic sectors by revenue. The word automotive is used mainly in automotive engineering which is a branch of engineering that deals with designing, manufacture and operation of automobiles like cars, buses, trucks and two wheelers etc.

Company Profile

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). HMIL is the largest passenger car exporter and the second largest car manufacturer in India. It currently markets ten car models across segments - in the A2 segment it has the Eon, Santro, i10,

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Grand, Xcent and the i20, in the A3 segment the Verna, in the A4 segment the Elantra, in the A5 segment Sonata and in the SUV segment the Santa Fe.

HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts advanced production, quality and testing capabilities. HMIL forms a critical part of HMC's global export hub. It currently exports to around 120 countries across EU, Africa, Middle East, Latin America, Australia and the Asia Pacific. HMIL has been India's number one exporter for the past eight years consecutively. To support its growth and expansion plans, HMIL currently has 388 dealers and more than 1000 service points across India. In its commitment to provide customers with cutting-edge global technology, HMIL set up a modern multi-million-dollar R&D facility in Hyderabad. The R&D center endeavors to be a center of excellence in automobile engineering

Theoretical Background of the Study

Introduction

Brand positioning refers to "target consumer's" reason to buy your brand in preference to others. It is ensuring that all brand activity has a common aim; is guided, directed and delivered by the brand's benefits/reasons to buy; and it focuses at all points of contact with the consumer. In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray its customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer's views and opinions.

Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer's mind. For instance-Kotak Mahindra positions itself in the customer's mind as one entity-"Kotak"- which can provide customized and one-stop solution for all their financial service's needs. It has an unaided top of mind recall. It intends to stay with the proposition of "Think Investments, Think Kotak". The positioning you choose for your brand will be influenced by the competitive stance you want to adopt. Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and its similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. For instance- Kingfisher stands for youth and excitement. It represents brand in full flight.

Brand positioning must make sure that

- Is it unique/distinctive vs. competitors?
- Is it significant and encouraging to the niche market?
- Is it appropriate to all major geographic markets and businesses?
- Is the proposition validated with unique, appropriate and original products?

- Is it sustainable - can it be delivered constantly across all points of contact with the consumer?
- Is it helpful for organization to achieve its financial goals?
- Is it able to support and boost up the organization?

Defining Values and Principle

You already know how to do this

- Your values and principle are part of your Org and Brand drivers!!!
- Keller calls principle "Brand Mantra"

Your Values, Principle, and position all are related

- NOTE: Keller says that associations are values, but we have a stricter definition of associations from the IBM.

Brand Positioning Strategy

Brand positioning is an essential element of a winning branding strategy. Positioning simply refers to how your product or service is viewed in the minds of prospects and customers relative to other products or services available in your niche. The term positioning has two connotations: a vertical and a horizontal one. In terms of the vertical connotation, the term refers to the order in which your product ranks relative to the products of your competitors in the minds of your customers in your industry niche.

(For example, which product comes to mind first when I say the word cola?)

In terms of the horizontal connotation, the term refers to the qualities and attributes your product represents in the mind of your customers, again relative to your competitors. While you cannot directly control the ranking that your product or service enjoys in the minds of your customers, you can influence how you position the product in terms of qualities and attributes. That is, by properly positioning your product relative to your competitors in the minds of your customers, you will have much more control over how your brand is perceived in the marketplace. You will then effectively have a guide or map for how to execute your branding strategy.

Effective Brand Positioning

No matter how long you've been in business, chances are good that you are engaged in developing and promoting your brand positioning strategy. You'll invest plenty of time in the process of evaluating your products or services in terms of market share, sales and customer base and comparing this information to that of your competitors. You'll work to determine how your customers perceive your business and its major offerings and use the detailed findings to establish your business at the proper place within that all-important target market. Your business position within the target market will determine your business's degree of success. If you think you can maneuver into a more profitable place, do so by adjusting your products or services to more closely match the desired position (known as re-positioning), or pursue strategies that change customer perception of the products and services offered by your competitors (de-positioning).

Here are some strategic tips that can help you to be as effective as possible during your brand positioning process:

1. Understand brand positioning as fully as you can, especially in the way that it directly affects your business. Businesses, especially smaller ones, are very diverse in their needs and offerings, and it might take quite a bit of effort to even be sure that you are positioning yourself within the correct market. Look closely at the businesses sharing your pool of regular customers, their purchasing patterns and the roles that your business plays in their everyday lives.
2. Develop the most efficient method possible for gathering customer information. Remember that you're trying to get inside their heads and back out again with an unvarnished look at how they see your business in terms of the benefit that it provides for them. You might consider questionnaires, phone surveys or online surveys and offer a small bonus to compensate customers for their valuable time.
3. Determine which of your products and/or services are the most popular or powerful, so that you can use them to build on or adjust your overall positioning strategy.
4. Rank all of your products and/or services in terms of positive customer review and in relation to those of your competitors.
5. List the most popular group of attributes that describe your business and products from the viewpoints of your customers and combine them to reach your ideal vector...the position in your target market from where your business can operate at the highest possible level of strength.
6. Product-based businesses can complete the positioning process more easily than service-based businesses. After all, your customers can see, touch and watch demonstrations of your products to see how they work and visualize their benefits. Here are some hints for exploring how customers perceive your business and its services:
 - Create simulations, descriptions or case studies showing proven results.
 - Find out how customers view your services in terms of value, results and convenience.
7. Regardless of your business type, take the information about customer perception that you've gathered, determine your top benefits and attributes and use them to determine your current positioning and how far that point is from your ideal vector in the marketplace.
8. Decide whether you are satisfied with the current positioning of your business, or whether you need to change your strategy. Consider your target market and decide if your business is positioned in such a manner that it maximizes every opportunity for visibility in that market.

Finally, keep in mind that positioning can be either an active or passive process. If you choose not to fully engage in it-it will still take place. Don't give up the valuable opportunity to monitor and influence the process and increase profitability

Factors of Brand Positioning

Brand Attributes

What the brand delivers through features and benefits to consumers.

Consumer Expectations

What consumers expect to receive from the brand.

Competitor attributes

What the other brands in the market offer through features and benefits to consumers.

Price

An easily quantifiable factor-Your prices vs. your competitors' prices.

Consumer perceptions

The perceived quality and value of your brand in consumer's minds (i.e., does your brand offer the cheap solution, the good value for the money solution, the high-end, high-price tag solution, etc.?)

In order to Position a Brand

- You must decide
- Who the Target Consumer is
- Who your main competitors are
- How the Brand is similar to your competitors
- How the Brand is different from your competitors
- Where do you get this information?
- You're BRAND INVENTORY!!

REVIEW OF LITERATURE

1. Sarah Vizard, (2014) Author Says that, Hyundai's European marketing boss has played down industry figures on UK car sales, claiming that the market is recovering from a 'desperate decline' and it is too early to get excited about the rising sales.
2. Christie Sheinberg (2013) Author says that, DETROIT – A visit to Hyundai's U.S. Twitter page on any given day is liable to find people looking for help or just tweeting about a bad experience purchasing their vehicle.
3. Dr. Hossein Kamareei (2011), suggested that, Determine the role of Hyundai's 10-year, 100,000-mile warranty in its turnaround and how it relates to post purchase dissonance.
4. Deepak Malhotra (2008) suggest that, the case describes in detail the entry, product, pricing, distribution and promotional strategies of HMIL. The case briefs the challenges faced by the company and its marketing plans in future.

Research Methodology

Scope of the study

The scope of the study tells that it will be beneficial for the organization to forecast for the future by analyzing data which will be collected from the survey with the help of customers. based on collected data the company can develop appropriate brand positioning strategies which will help the company for its

survival and also to have a competitive edge over the competitors.

Need for the study

Hyundai cars have launched new products to the market recently and one of them is Hyundai Santa Fe which is released in SUV segment. But most of the customers here in Shimoga city will not focus much on Hyundai Santa Fe every customer prefers either hatchback or sedan class. But making customer to know about this product and and its unique features and positioning it in the minds of the customer is a big task to the organization. There are several competitors like Tata, Ford, Mahindra, Chevrolet and many more who are trying hard to attract the customers as much as possible. So, to maintain a competitive position in market “A Study on Brand Positioning of Hyundai SUV with special reference to Hyundai Santa Fe” is needed.

Objectives of study

1. To Study the customer preference and buying habits with respect to cars in Shimoga city.
2. To study the effective advertisement strategy to position Santa Fe as a brand among customers.
3. To study the customer satisfaction and expectation level with SUV.
4. Observations and suggestions regarding Hyundai motors.

Methodology adopted

Research Design: Shimoga city will be selected for the study. Descriptive research design will be used for this study.

Sampling unit: Shimoga city customers will be selected as target respondents to carry out the survey.

Sampling Size: 200

Sources of Data

Primary Data

Primary data will be collected using structured questionnaire. Data is collected from 200 respondents from Bangalore city. A personal interview method will be adopted with the help of a questionnaire.

Secondary Data

Secondary information will be gathered from different sources. The secondary data will be collected from many sources such as news paper articles, journals, magazines, reference books & Internet.

Tools and Techniques of Data Collection: Research Instrument and tools used are questionnaire for collecting primary data and MS-Excel to analysis the data.

Review of literature

1. Alex Brown sell (2010) says that, Hyundai is to roll-out a new brand strategy in the New Year as it shifts its marketing away from price towards brand-led messages.
2. Deepak Malhotra (2008) suggests that, the case describes in detail the entry, product, pricing, distribution and promotional strategies of HMIL. The case briefs the challenges faced by the company and its marketing plans in future.

3. Susan Gunneries, suggests that, the best brands own a word or phrase and a related space in consumers’ minds, which become each brand’s position in the marketplace.
4. Sarah Vizard (2014) Says that, Hyundai’s European marketing boss has played down industry figures on UK car sales, claiming that the market is recovering from a ‘desperate decline’ and it is too early to get excited about the rising sales.
5. Peter Schreyer (2013) suggests that, the sibling brands need more distinct identities. And that goes beyond sheet metal. They need greater differentiation in market positioning and in segmentation.
6. Stephen Williams(2012) says that, Modern Premium Concept Will Guide Marketing Campaign Launch.

Limitations of the study

Despite all possible efforts to make the analysis more comprehensive and scientific, a research of the present kind will be bound to have certain limitation, researcher humbly submits them at this stage. The present study will be an empirical work presented in descriptive manner. Some of other limitations of the study are as follows:

1. The investigator is well aware of the limitations of interview method, observation techniques and questionnaire method.
2. Due to time constraint and other supporting factors the study is limited only Shimoga city.
3. One of the crucial constraints is there may be chance of getting biased information from the respondents.

Analysis and Interpretation of the data

Age group?

Table no. 1 Age group of the respondents

Sl.No.	Age group in years	Number of Respondents	Percentage
1	Below 25	108	54
2	26 – 35	67	33.5
3	36 – 45	16	8
4	Above 45	9	4.5
	Total	200	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that majority of the respondents are of young and belongs to below 25 years of age and very less respondents who are Above 45 years of age.

Occupation?

Table no. 2 Occupation of the respondents

Sl No.	Occupation	Number of Respondents	Percentage
1	Student	47	23.5
2	Business/Entrepreneur	71	35.5
3	Government Employee	18	9
4	Employee in private organization	64	32
	Total	200	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that most of the respondents having their own business and very few respondents are government employees.

Monthly family income?

Table no. 3 Table showing the monthly family income level of respondents

SI No.	Income level	Number of Respondents	Percentage
1	Below 10000	25	12.5
2	10000 – 25000	44	22
3	25000 – 50000	69	34.5
4	Above 50000	62	31
Total		200	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that most of the respondent’s monthly family income is 25000-50000 who are considered as middle class and very few respondents have monthly family income of below 10000.

Education qualification?

Table no. 4 Table showing Education qualification of the respondents

SINo.	Education Qualification	Number of Respondents	Percentage
1	SSLC & below	12	6
2	PUC	35	17.5
3	UG	111	55.5
4	PG	42	21
Total		200	100

(Source: Primary data)

Interpretation: The above analysis indicates majority of the respondents are very well educated and belongs to under graduate category and there are very less respondents with qualification SSLC & below.

Do you have a car and do you want to buy a car?

Table no. 5 Existing and future plan about purchasing car by the respondents

SL No.	Particulars	Number of Respondents	Percentage
1	I have a car and plan to buy a new car	40	20
2	I have a car, but I don’t have any plan to buy new car	47	23.5
3	I don’t have a car, but I want to buy a car	74	37
4	I don’t have a car and don’t want to buy a car	39	19.5
Total		200	100

(Source: Primary data)

Interpretation: The above analysis indicates that majority of the respondent’s opinion is they don’t have any car but they want to buy a car in future so there is scope for automobile manufacturers in future.

Are you aware of Hyundai Motors?

Table no. 6 Awareness of Hyundai motors by the respondents

Particulars	Number of Respondents	Percentage
1 Yes	200	100
2 No	0	0
Total	200	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that out of 200 respondents all the respondents are aware of Hyundai motors.

If yes, how did you come to know about it?

Table no. 7 How respondents came to know about Hyundai.

SI No.	Particulars	Number of Respondents	Percentage
1	Television	159	79.5
2	News paper	4	2
3	Magazine	30	15
4	Friends	6	3
5	Other	1	0.5
Total		200	100

Interpretation: From the above analysis it is clear that majority of the respondents are aware about the Hyundai motors by watching it in television and very less through other medium

Which Hyundai car are you aware of?

Table no. 8 Awareness by the respondents of particular Hyundai model

SI No.	Car Model	Number of Respondents	Percentage
1	i10	88	44
2	Verna	60	30
3	SantaFe	1	0.5
4	Elantra	9	4.5
5	Sonata	1	0.5
6	All of the Above	41	20.5
Total		200	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that most of the respondents are aware of the product Hyundai i10 and very few respondents know about Hyundai Santa Fe and Hyundai Sonata.

Do you owe Hyundai car?

Table no. 9 Respondents who own and who do not own Hyundai car

SI No.	Particulars	Number of Respondents	Percentage
1	Yes	55	27
2	No	145	73
Total		200	100

(Source: Primary data)

Interpretation: The above analysis indicates that majority of the respondents are not the customers of Hyundai and they do not own Hyundai car.

If yes, which model?

Table no. 10 Particular model of Hyundai car the respondents own

SI No.	Car model	Number of Respondents	Percentage
1	i10	22	40
2	Verna	20	36.36
3	SantaFe	1	1.82
4	Elantra	6	10.91
5	Sonata	6	10.91
Total		55	100

(Source: Primary data)

Interpretation: The above analysis indicates that majority of the respondents own Hyundai i10 and this product is moving good in market and only 1 respondent own Hyundai Santa Fe.

If no, what is the reason?

Table no 11 Reason for not owning Hyundai cars by respondents

SI No.	Reason	Number of Respondents	Percentage
1	Not interested	114	78.62
2	No brand awareness	6	4.14
3	Poor knowledge	19	13.10
4	All of them	6	4.14
Total		145	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that majority of the respondents do not prefer Hyundai car because they are not interested to buy Hyundai products.

What do you look in car?

Table no. 12 Factors the respondents look for while buying car.

Particulars	SA	A	N	D	SD	WMS	Ranking
Appearance	65×5	103×4	32×3	-	-	4.165	1
Car configuration	24×5	59×4	88×3	25×2	4×1	3.37	7
Automobile Power	18×5	71×4	102×3	6×2	3×1	3.475	6
Fuel efficiency	57×5	102×4	40×3	-	1×1	4.07	3
Performance	34×5	111×4	54×3	-	1×1	3.885	5
Safety	73×5	95×4	26×3	2×2	4×1	4.155	2
Color	51×5	110×4	33×3	5×2	1×1	4.025	4

(Source: Primary data)

Interpretation: From the above analysis and mean score majority of the respondents have rated Appearance 1st rank as factor which they look for while purchasing car.

Which factor influenced you to purchase?

Table no. 13 Factor influenced the respondents to purchase a car.

Particulars	Ranking					WMS	Rank
	1	2	3	4	5		
Brand name	65×1	20×2	9×3	7×4	1×5	1.62	3
High quality	62×1	28×2	7×3	3×4	2×5	1.58	4
High technology	28×1	18×2	25×3	21×4	10×5	2.68	2
Good price	71×1	19×2	7×3	4×4	1×5	1.48	5
Good advertising	20×1	34×2	13×3	9×4	26×5	2.87	1

(Source: Primary data)

Interpretation: From the analysis it is clear that, respondents have rated good advertising as 1st rank and Good price as last rank as influencing factor to purchase a car.

Tick following attributes about Hyundai service capability?

Table no. 14 How respondents feel about Hyundai service capability

SI No.	Attributes	Excellent	Good	Satisfactory	Poor
1	In time Service	17	15	12	-
2	Test Drive	2	23	19	-
3	Body Shop	2	19	20	3
4	Service Booking	4	23	16	1
5	Service Charge	2	27	12	3

(Source: Primary data)

Interpretation

From the above analysis it is clear that, majority of the respondents have voted Excellent for in time service, Good for Test drive, Satisfactory for Body shop, Good for Service booking and Good for Service charge it ideates Hyundai is good in its service capabilities.

Rate Hyundai Motors as a Showroom?

Table no. 15 ratings given by the respondents to Hyundai showroom.

SI No.	Rating	Number of Respondents	Percentage
1	1	2	2.86
2	2	10	14.29
3	3	35	50
4	4	18	25.71
5	5	5	7.14
Total		70	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that majority of the respondents have give rating 3 which indicates medium in all aspects to Hyundai showroom.

What type of car You would be interested to buy in future?

Table no. 16 Type of car respondents are interested to buy in future.

SI No.	Type of Car	Number of Respondents	Percentage
1	Hatchback	17	8.5
2	Sedan	74	37
3	SUV	94	47
4	Others	15	7.5
Total		200	100

(Source: Primary data)

Interpretation: From the survey it is clear that majority of respondents falls under the category of people who want to buy SUV segment car in future and very less respondents want to buy other segment car in future.

Are you aware of SUV car?

Table no. 17 Awareness of respondents about SUV car

SI No.	Particulars	Number of Respondents	Percentage
1	Yes	149	74
2	No	51	26
Total		200	100

(Source: Primary data)

Interpretation: From the survey it is clear that, majority of the respondents are aware of SUV car segment and it indicates that SUV segment is well known to most of the people.

If yes, which Brand?

Table no. 18 Awareness of respondents about particular SUV car.

SI No.	Brand	Number of Respondents	Percentage
1	Tata	46	30.87
2	Ford	7	4.70
3	Renault	69	46.31
4	Mahindra	25	16.78
5	Hyundai	2	1.34
6	Not heard	0	0
Total		149	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that, majority of the respondents know about Renault duster SUV car and 0 respondents have not hear about any SUV car.

Do you know Hyundai has new SUV car?

Table no. 19 Whether the respondents know about New SUV of Hyundai or not

SI No.	Particulars	Number of Respondents	Percentage
1	Yes	65	32
2	No	135	68
	Total	200	100

(Source: Primary data)

Interpretation: The above analysis indicates that, majority of the respondents don't know about new SUV of Hyundai and people are very less aware about it because of many reason.

If no, what is the reason?

Table no. 20 Reason for not knowing about new SUV of Hyundai by respondents

SI No.	Reason	Number of Respondents	Percentage
1	Poor Knowledge	70	52
2	No brand awareness	45	33
3	Not interested	14	10
4	All of them	6	5
	Total	135	100

(Source: Primary data)

Interpretation: The above analysis indicates that, majority of the respondents don't know about new SUV of Hyundai because of poor knowledge and very less respondents say because of all reason.

If you get a chance to buy Hyundai (SUV) SantaFe will you purchase?

Table no. 21 respondent's decision if they get a chance to buy Hyundai SantaFe.

SI No.	Particulars	Number of Respondents	Percentage
1	Yes	74	37
2	No	126	63
	Total	200	100

(Source: Primary data)

Interpretation: From the above analysis it is clear that, majority of the respondents say no when they get a chance to purchase Hyundai SantaFe the reason behind it can be many.

If yes, what do you like in it?

Table no. 22 Factors which respondents like in Hyundai SantaFe to purchase

SI No.	Factors	Number of Respondents	Percentage
1	Performance	35	47
2	Fuel efficiency	4	5
3	Power	8	11
4	Comfort	27	37
	Total	74	100

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents like the performance factor of Hyundai SantaFe to purchase it and very less respondents like fuel efficiency factor.

If no, what is the reason?

Table no. 23 Reason for not buying Hyundai SantaFe.

SI No.	Reason	Number of Respondents	Percentage
1	Not interested	23	18.25
2	Not affordable	24	19.05
3	Not good enough	6	4.76
4	Not aware of it	73	57.94
	Total	126	100

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents give reason they are not aware of it for not purchasing Hyundai SantaFe and very few respondents say it is not good enough to purchase.

To purchase Hyundai SUV do you think we need to Brand effectively by maximizing advertisement on various media?

Table no. 24 Opinion by the respondents to the statement

SI No.	Particulars	Number of Respondents	Percentage
1	Strongly agree	35	17.5
2	Agree	105	52.5
3	Neutral	47	23.5
4	Disagree	13	6.5
5	Strongly disagree	0	0
	Total	200	100

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents say they agree that to brand Hyundai SUV effectively they should maximize advertisement on various media.

Which aspect of advertisement is important to you?

Table no. 25 Aspects of advertisement important to the respondents

SI No.	Particulars	Number of Respondents	Percentage
1	Punch line	10	5
2	Background	31	15.5
3	Theme	58	29
4	Photography	82	41
5	Caption	4	2
6	Models	15	7.5
	Total	200	100

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents say Photography is important aspect of advertisement and very few respondents say Caption is important.

Are you satisfied with the Advertisement of Hyundai?

Table no. 26 whether the respondents are satisfied with the advertisement of Hyundai SantaFe or not

SI No	Particulars	Number of Respondents	Percentage
1	Yes	57	28
2	No	143	72
	Total	200	100

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents say they are not satisfied with the advertisement of Hyundai Santa Fe. the reason behind it can be any.

If no, what is the reason?

Table no. 27 Reason for not being satisfied with advertisement of Hyundai SantaFe given by respondents

Particulars	Ranking					WMS	Rank
	1	2	3	4	5		
Not understood	-	2	-	4	-	0.0420	2
Too lagging	2	4	-	-	-	0.0420	2
Too short	6	-	-	-	-	0.0420	2
Not seen	119	16	6	4	5	1.05	1

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents have ranked Not seen 1st as the reason for not being satisfied with advertisement of Hyundai Santa Fe.

What is the basic requirement of Hyundai SantaFe to improve the market share?

Table no 28 Basic requirement of Hyundai SantaFe to improve market share given by respondents

Particulars	Ranking					WMS	Rank
	1	2	3	4	5		
Good brand reputation	88	86	126	60	60	2.1	2
Product quality	151	52	51	16	10	1.4	4
Updating technology	62	94	99	124	135	2.5	1
Marketing capability	103	84	54	56	115	2.06	3

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents have ranked updating technology 1st as basic requirement of Hyundai Santa Fe to improve its market share.

What % do you think effective marketing communication can enhance Hyundai Brand Position?

Table no. 29 Opinion of respondents to the statement

Sl No.	Particulars	Number of Respondents	Percentage
1	10 – 20 %	17	8.5
2	30 – 50 %	43	21.5
3	60 – 80 %	88	44
4	Above 80 %	52	26
Total		200	100

(Source: Primary data)

Interpretation: From the analysis it is clear that, majority of the respondents say that 60-80% they think effective marketing communication can enhance Hyundai brand position and very less respondents say 10-20% about it.

Summary of Findings, Conclusion and Suggestions

Findings

1. About 37% of the respondents say they don't have a car, but they want to buy a car in future.
2. Out of 200 respondents all the respondents are aware of Hyundai motors.
3. 79.5% of the respondents are aware about the Hyundai motors by watching it in television and very less through other medium.
4. 44% of the respondents are aware of the product Hyundai i10 and is well known to the customer.
5. About 73% of the respondents are not the customers of Hyundai and they do not own Hyundai car.
6. 40% of the respondents own Hyundai i10 and this product which is moving good in market.

7. About 78.62% of the respondents do not prefer Hyundai car because they are not interested to buy Hyundai products.
8. Respondents have rated good Advertising as 1st rank and Good price as last rank as influencing factor to purchase a car.
9. 47% of respondents falls under the category of people who want to buy SUV car in future and it indicates that requirement of SUV car segment is good in future.
10. 52% of the respondents don't know about new SUV of Hyundai because of poor knowledge.
11. About 57.94% of the respondents give reason they are not aware of it for not purchasing Hyundai Santa Fe.
12. 52.5% of the respondents agreed that to brand Hyundai SUV effectively they should maximize advertisement on various media.
13. 41% of the respondents say Photography is important aspect in advertisement to them.
14. Respondents have ranked Not seen 1st as the reason for not being satisfied with advertisement of Hyundai Santa Fe.
15. Respondents have ranked updating technology 1st as basic requirement of Hyundai Santa Fe to improve its market share.
16. Respondents said that 60-80% they think effective marketing communication can enhance Hyundai brand position.

Suggestions

The following suggestions were made based on the responses of respondents as well as personal opinion by the information received during the contact with respondent.

1. Apart from television commercial the company can frame innovative promotional strategies through other medium like magazine, news paper and bill boards and also can use celebrity endorsement effectively to promote Hyundai Santa Fe.
2. Company can provide offers such as free insurance and free after sales service etc.
3. Majority of the respondents said that they want to purchase SUV car in future, so that the company can come up with different variety of SUV cars with high technology against its competitors
4. Conducting various trade shows, sponsoring events gives an opportunity for Hyundai SUV Cars as Majority of the respondents don't have knowledge about Hyundai SUV.
5. Majority of the respondents said that photography is an important aspect of advertisement, so the company can use highly qualified professional cinematographer to get innovative visuals.
6. Majority of the customers are not totally satisfied with the advertisement of Hyundai Santa Fe. So, the company can undertake advertisement at a larger scale to attract people (ATL and BTL).
7. Majority of the respondents said that effective marketing communication can enhance Hyundai brand position. So, the company can frame innovative communication strategies such as digital marketing and mobile marketing etc.

CONCLUSION

Though the study is not exhaustive, the data obtained is enough to understand what customer actually thinks about products of Hyundai specially Hyundai Santa Fe.

According to the survey conducted, the respondents have given positive response and are interested to buy SUV car in future. But the problem is they are not aware of it properly. So, utilizing effective advertising, enhancing creative promotional activities as a media to reach out potential consumers will add value to Hyundai Product lines which should be undertaken to make the customer to know about its products and position it in the minds of customer. The result of survey proves that, customers are changing and they are getting modernized. Previously the customers having a mentality where they use to search for a product which is of good quality and which is affordable and of fewer prices.

But now the scenario has been changing completely when it comes to SUV cars. Now a day's people are giving more preference to the technology and innovative marketing communications which keeps consumer aware of newer cars.

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