



# A STUDY OF MARKETING STRATEGY OF HYUNDAI MOTORS IN PATNA

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## ABSTRACT

In 2019, 4,444 passenger cars were exported from India, with the majority coming from Hyundai Motor India Limited. The word "strategy" is more important than ever in today's competitive business world. Even when a firm has evident advantages, it has to think beyond the box. Hyundai has started and launched a variety of efforts for brand expansion and user interaction to ensure the overall placement demand of the brand. This study used data collected through a closed-ended questionnaire. People from different economic backgrounds in India were surveyed using a non-probabilistic method of convenience sampling. The results of this research suggest that young people nowadays are learning about novel products via radio and advertising rather than through the more conventional print medium. Hyundai is forced to raise its investment in radio and digital media.

## INTRODUCTION

Hyundai Motors Company

Hyundai Motor Company is headquartered in Korea. The company was founded by Jeong Ju-Yeong in 1967. "Unavailable" is Hyundai Motor's declared mission, "Building a better future with" is their stated vision, and "New thinking, new possibilities" is their company's motto. Hyundai Motor is South Korea's largest automaker and the 20th largest in the world. Dedicated to the development, production, and distribution of motor vehicles and their powertrains. The Hyundai Motor Company has a sales network in more than 195 countries. Hyundai Motor Company sold more than 4 million vehicles throughout the globe in 2019. With 4,444 units sold in 2020, the automaker rated #6 among the top 500 cars in the world and #4 in the auto parts market. Global automaker Hyundai Motor Company ranks first among developing countries and second among developed ones. Therefore, Hyundai Motor is committed to developing products with increased utility and offering first-rate support. Hyundai is dedicated to autonomous product development. Since the 1970s, much progress has been made towards this aim. Now that market-driven R&D has been adopted and R&D centres have been established in strategically vital countries like India, the United States, and Europe, technological autonomy is at an all-time high. These moves will allow Hyundai Motor to establish its own R&D, production, and sales operations, severing ties with "d 'other traditional automotive giants" like Volkswagen Group, Daimler AG, General Motors, and Ford Motor. This will allow Hyundai Motor to guarantee that all markets are supplied with

high-quality vehicles. Can a startup automaker take on the industry giants? with the aim of rapidly competing with well-established producers. These desired results from different forms of advertising cannot be separated. That being said, Hyundai Motor.

### Hyundai Motors Company in India

The Indian facility of Hyundai Motor is located on a highway 35 miles west of Chennai in the Indian state of Tamil Nadu, yet the road passes through a wasteland, a homeless hamlet, and a failing school. Hyundai Motor India's processing facility, as seen from here, is surprisingly high-tech. Hyundai Motor Company has invested \$7 billion and 2.1 million square metres in India to build plants that employ only in-house technologies. This is very rare in the Indian auto industry. Hyundai has set its eyes on India to quicken the pace of globalisation and satisfy the need for a new economic engine. As a result of favourable conditions in the Indian economy in 1996, the country's domestic vehicle industry flourished, and exports from India's two production plants in Sriperumbudur, Tamil Nadu, rose. A combined 600,000 annual units may be produced by the two factories. When Hyundai first opened its R&D facility in Hyderabad in 2007, it employed around 450 experts from throughout the country in a wide range of topics. Production engineering help, as well as CAD and CAE services, are provided by Hyundai Motor India Engineering

(HMIE) to Hyundai's main R&D unit in South Korea. In 2010, designers at Hyundai's R&D facility in Hyderabad began focusing on the trunk's layout. Everything from the outside to the digital design and the aesthetics were worked on. A comprehensive analysis of a firm is necessary to learn its sales methods Architecture Drafting Teams. India is rapidly becoming a global centre for the manufacture of tiny vehicles thanks to Hyundai Motor India Ltd., the country's second largest auto exporter. The import tax on used automobiles is one hundred percent, whereas the import tax on new vehicles is sixty percent. Taxes are a common way in which governments cover their expenditures (Burgess, R., & Stern, N. 1993). Automobile taxation in India would reduce the industry's burden from excessive rules and regulations. Macro and micro studies of the auto industry have been conducted at length (Cragg, J., & Uhler, R. 1970).

Buying an auto manufacturing factory in India is also more cost-effective than importing vehicles from overseas. When Hyundai first entered the Indian market, there were strict laws in place to prevent the company from falling into the wrong hands. Some Indians have worked as investment managers abroad, giving them an edge when collaborating with their oreign counterparts. Global companies often enter the Indian market via joint ventures in the automotive industry. It is difficult for multinational corporations to join forces here. When resources are pooled, barriers to establishing norms or developing quick options may be removed. The therapist-client relationship has been studied for twenty years, and the findings show: Horvath (2001) found a significant correlation between compatibility and the success of therapy. Hyundai appropriately after completing an unconditional purchase and satisfying all terms. The Indian government approved a separate investment in May 1996. The ground-breaking ceremony took place in October of that year, and the first vehicle rolled off the assembly line in May of 1998. Massive production at the plant began in late September of 1998. Chennai, Tamil Nadu was chosen as the investment location due to the concentration of major automotive regions there, as well as its people resources, infrastructure, and government assistance policies. The government of Tamil Nadu invests in infrastructure including utilities, transportation, and land acquisition to promote growth. The development of modern manufacturing lines for automobiles

The company was able to complete the plant's construction one year and seven months ahead of schedule because to these and other aids. In addition, HMI provides 4,444 disadvantaged people with ample educational

opportunities. To help young Indians get expertise as engineers and find job with HMI, the Hyundai Automotive Foundation sets up and maintains automotive training institutes in major cities around the country. The company supports internships and fellowships with money via agreements with 4,444 premier institutions that place a premium on academic and commercial ties. Many studies have examined the benefits to companies and students through internships, but just a few have examined the benefits to universities (Weible, 2009).

## Hyundai Motors Products and Services

### Products

The production lines of Hyundai Motor Company are the most modern of any carmaker. Hyundai has spent a lot of money on R&D over the years, so it can provide cutting-edge technologies like an environmentally friendly transmission and exhaust system. Meanwhile, Hyundai has risen to prominence as a leading global producer on the strength of its forward-thinking product designs and state-of-the-art manufacturing techniques. A lot of progress has been made since then. Hyundai has continually produced an innovative range of Hyundai vehicles that offered a new perspective on design and concept to customers all throughout the

world. The slogan "New Thinking, New Possibilities" by Hyundai is an apt expression of this idea. The time period aligns with the long-term objectives of the firm. This has resulted in the proliferation of innovative automaker brands and an increase in overall consumer satisfaction. Hyundai's automobiles, which include the Loniq Hybrid, Grand Starex, Elantra, Veloster, Santa Fe, etc., may be broken down further into subcategories. vehicles into consumer-oriented models and commercial-use trucks and vans.

### Spare Parts

quality and safety of its offerings. Because of this need, Hyundai Motor Company has collaborated with Hyundai Mobis to develop new technologies and provide servicing for existing ones. The first mass-produced electric vehicle had an artificial engine sound technology developed by Hyundai Mobis. Hyundai Motor Company of Korea the Hyundai Motor Company has been a well-known brand for many years. Hyundai is dedicated to maintaining the as part of its involvement, Hyundai Motor offered a variety of cutting-edge technology for use in motors, batteries, and gearboxes. Hyundai's Tau engine, introduced in 2009, took years to develop and now rates in the top 10 in the industry in terms of fuel efficiency and pollution reduction. The Hyundai Motor Company has received widespread praise for its excellent aftermarket parts.

### Services

Hyundai Motor Company has spent a lot of money to improve their reputation as a reliable car manufacturer. They are nimble in responding to the changing needs of their clients. Hyundai's primary goal is to ensure that every customer is completely satisfied with their experience with the firm at all times. To ensure that every Hyundai fulfilled stringent quality criteria and was defect-free, the Hyundai Quality department and a separate quality control working group were established in 1999. Moreover, in

## Research Objective

This study of advertisements aimed to better today's leading businesses. We gathered data about the current stock of the firm from a number of different sources. As part of its involvement, Hyundai Motor offered a variety of cutting-edge technology for use in motors, batteries, and gearboxes. Hyundai's Tau engine, introduced in 2009, took years to develop and now rates in the top 10 in the industry in terms of fuel efficiency and pollution reduction. The Hyundai Motor Company has received widespread praise for its excellent aftermarket parts.

To better respond to customers' needs around the clock, every day of the year, a "Global Quality Situation Room" was set up in 2004. To top it all off, Hyundai was the first carmaker to provide a 5-year/100,000-mile warranty on all of its models, covering not just mechanical failure but also corrosion in the engine and other internal components (save for surface corrosion), unrestricted highway usage, and a lifetime warranty. Hyundai's dedication to its customers is shown in the high calibre of its services, which aid in ensuring trouble-free maintenance and secure motoring. advertising platforms and analysed the impact of several campaigns on the brand's image in India. In addition, the study's authors want to produce an the betterment of the present and future Methods of Advertising Utilised by Hyundai Motor Company Corporation, as calculated using information from the study, with the end goal of enhancing advertising plans, techniques, and tactics with an eye towards the future. The swell of India's economic tide. Hyundai's reputation and market share will increase as a result.

## LITERATURE REVIEW

### Introduction

The advertising strategy plays a crucial role in the marketing strategy since it aims to increase the company's brand awareness. Here, we'll take a look at the promotional.

Hyundai Motor Company's approach to marketing its products and services to consumers.

### Overview of Literature

Here, we explore how strategic advertising may help your company build a recognisable brand. A massive collection of papers was taken from Google Scholar, all of which focused on articles on the impact of digital and traditional advertising on the development of brands. According to Sutton (1991), advertising may influence consumers' perceptions of a product's quality and, in turn, increase sales for companies that already

have a sizable market share. Advertising has a major impact on brand equity, brand loyalty, and brand awareness (all of which you (2000) pointed out). As we can see, Hyundai Motor use both online and offline methods of advertising their products. There may be differences in how various kinds of advertising influence consumers' familiarity with a brand and their tendency to make a purchase. In keeping with what Yiannaka et al. It was obvious that print and television media could directly and effectively reach their audiences as early as 2002.

advertise your goods in detail, giving them all the information, they might want. In addition, new studies (Fossen & Schweidel, 2017; Gopinath, Thomas, & Krishnamurthi, 2014) show that traditional forms of advertising and consumer communications support modern media like television, radio, seminars, etc.

Conversely, Okazaki (2006) asserts that digital advertising has become the most popular means of advertising growth due to the surge in digital media consumption. According to Taylor (2009), the new media interactive brand experience allows marketers to offer a better brand experience to target consumers through rapid consumer feedback, which boosts the efficacy of advertising information and influences consumers' purchase intention behaviour. As a consequence, Hyundai Motor Company has to understand how ads have an effect on consumers' willingness to spend money.

### Digital Advertising:

Digital advertising includes any kind of media that disseminates an ad in digital format (Shapiro & Varian, 1999). Khan and Mahapatra's (2009) study demonstrate the importance of digital technologies in today's society to aid operational divisions in better servicing clients and advising them of their alternatives. Ads on Google, social media, and other platforms are available to consumers at any time, from any location.

### Website:

Since the rise of the Internet, online advertising has become an important method of reaching an audience in addition to more traditional types of media advertising. The company's worldwide growth and profitability have increased dramatically in recent years. India's high demand for automobiles and developed internet infrastructure necessitate the use of digital advertising in the new car sector. Internet advertising grew by 30% over the previous year.

### Online Advertisement:

Advertisement with the tagline "Smart Cars for Smart India," aimed towards the young, technologically-savvy populace of India. Hyundai Motor India, a leader in the export market and a supplier of smart mobility solutions worldwide, has introduced three new models: the SANTRO, the NIOS, and the AURA. The company hopes to win over customers by providing a wide range of customization choices for its small models, including engine, gearbox, and fuel. The primary goal of the initiative is to raise younger people's familiarity with the Hyundai brand.

It is reasonable to anticipate that digital advertising will rapidly replace traditional forms in India. Hyundai's 4% proportion of the online advertising space is rather low when compared to market leaders Mahindra (38%) and Maruti (16%). There will be trouble ahead if promotion's market share is not shifted and enlarged.



buyers. Fight for them and promote them. Tarun Garg, sales manager at Hyundai Motor India, says the firm can afford to provide attractive discounts because it is committed to its customers, as seen by its product development plan. its mission as a company is to provide "Smart Cars for Smart India" that can satisfy the functional and performance requirements of its millennial customer.

### Workshops and seminars:

Hyundai is a multinational firm that sells 17,6 percent of all vehicles in India to 4,444 customers. Thus, Hyundai Motors should regularly hold seminars and workshops to evaluate prior performance in terms of sales and quality company.

Sharing Pick the top option, Banqiao, then go on a tour to show it off to the general public. Empirical findings in car. Therefore, the outcomes of customer-focused workshops and seminars might provide input into marketing and branding choices.

### RESEARCH METHOD:

This study aims to explain how we studied the marketing strategy of Hyundai cars in the Indian market. This section disc ussion will cover secondary methods and primary methods including population and sample size, scale and measures 10 and data collection methods. 4044 Accordi ng to Glass (1976), a secondary method is t he reanalysis of data that has already 4044 been done by someone using statistical an alysis, in an effort to answer the 4044-research question. The goal of is to take a secondary approach to better understand modern cars so that we can carry out research.

We got secondary data and details from different websites. Secondary data from the Internet is used for research analysis, creating a strategic plan for Hyundai Motor's marketing and branding. The Primary method is the direct analysis of th e primary data collected by the researcher to obtain the data for the study (Glass, 1976). The purpose of using the main method is to collect high-validity data to make an informed decision. This methodology was carried out against target to study the perceptions of Indian citizens of Hyundai vehicles. Data was collected from volunteer respondents in India over a 3-week period.

#### Population, Sample and Sampling

The demographics are Hyundai car consumers in India. The data was collected from people of different income brackets in Indi a. Data on voluntary respondents are data collected by the convenience sampling method for non-probability purposes. Approximately 129,

### Scale and Measurements:

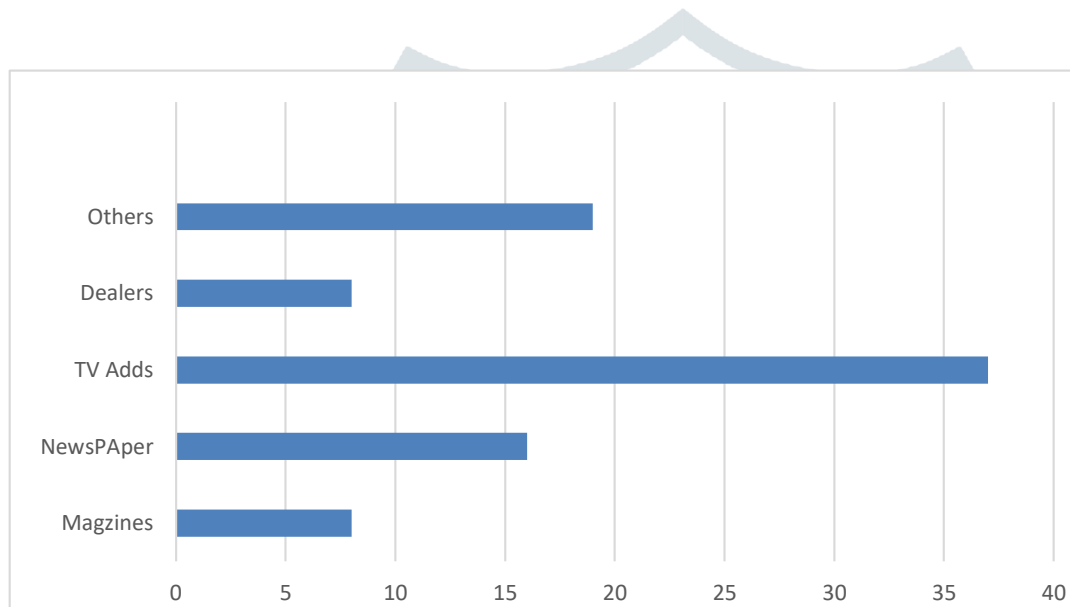
This study is broken down into two parts: Part A and Part B. Part A of the survey inquired about the respondents' personal details in India and had 4,444 questions. Research subjects were asked to fill out questionnaires. Since a larger sample size may cover more terrain in the same period of time, it may be utilised to arrive at the conclusions. Statistical evidence from Speak, Escobedo, Russo, and Zerbe (2018) demonstrates In Part B, 4,444 participants were asked to read and comment on the assertions.

## Data Collection Method:

Information gathered through an anonymous survey. On page B, you'll find two distinct types of multiple-choice questions. There must be a quiz question waiting to be discovered here. This gives the respondent a selection of options from which to choose. Variations on a Theme designs are k-answer, two-choice questions. "yes" "no" The poll was made accessible to all Indian respondents using an online Google Form.

## RESULTS AND DISCUSSION:

### 1. How did you come to know about Hyundai Motors?

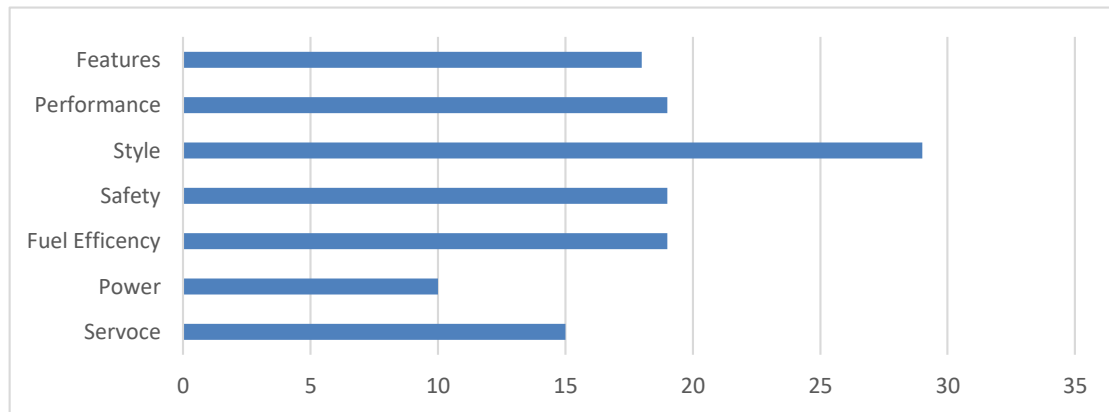


then asked "How did you hear about Hyundai cars?" eight respondents indicated magazines, sixteen said newspapers, and thirty-seven mentioned the internet.

Nineteen people polled preferred traditional media such as television commercials, while eight selected non-traditional media such as smartphone applications, e-mail substitutes, search engines, and social media. Sixty-nine-point

seven percent of consumers recall learning about Hyundai via an advertisement they watched. Ads, which entails Hyundai can reach a large number of people with its message by the means of transmission, the press, etc. If the shop wasn't convenient, just 13.3% of respondents would have visited, therefore the 4,444 Hyundai stores should focus on expanding their community involvement.

## 2. Out of all the other brands, what made you buy a Hyundai?



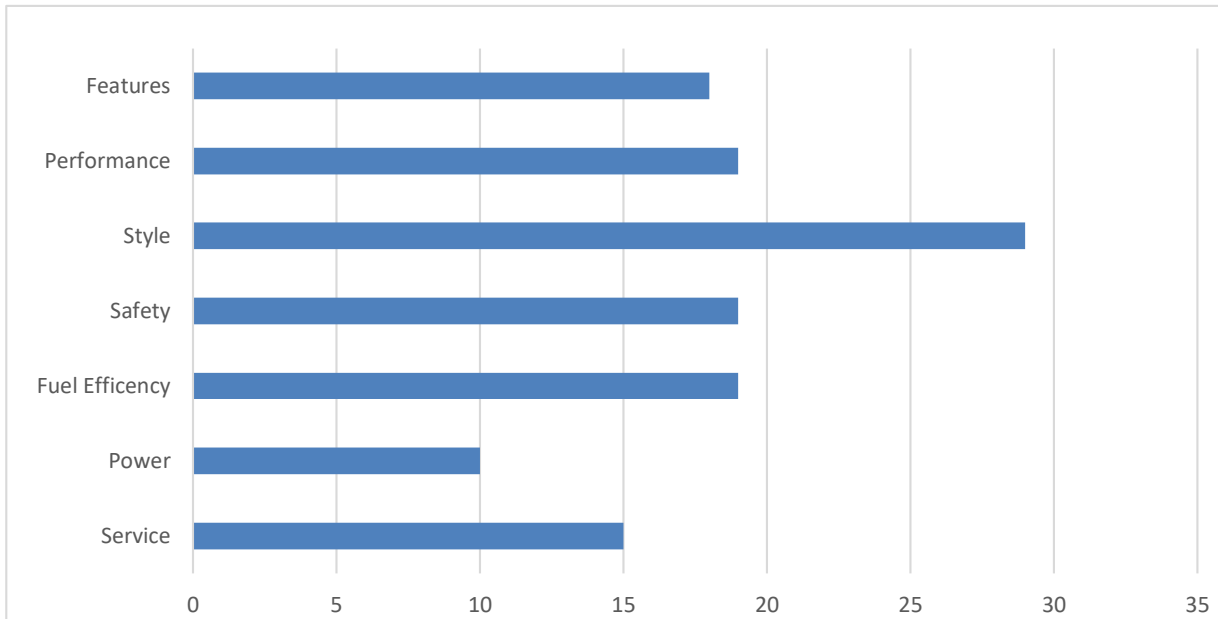
Graph 2. Bar Chart:

For the question "What made you buy a Hyundai car among all the other brands?", 31 respondents chose the brand image, 22 respondents chose the service, 16 respondents chose the interview, 7 5 respondents selected the price and 4 selected the promotion. A

majority of our respondents chose to buy Hyundai because of brand image. It can be seen from the figure that "service" and "maintenance" also play an important role in the process by which customers decide to choose Hyundai over other brands.



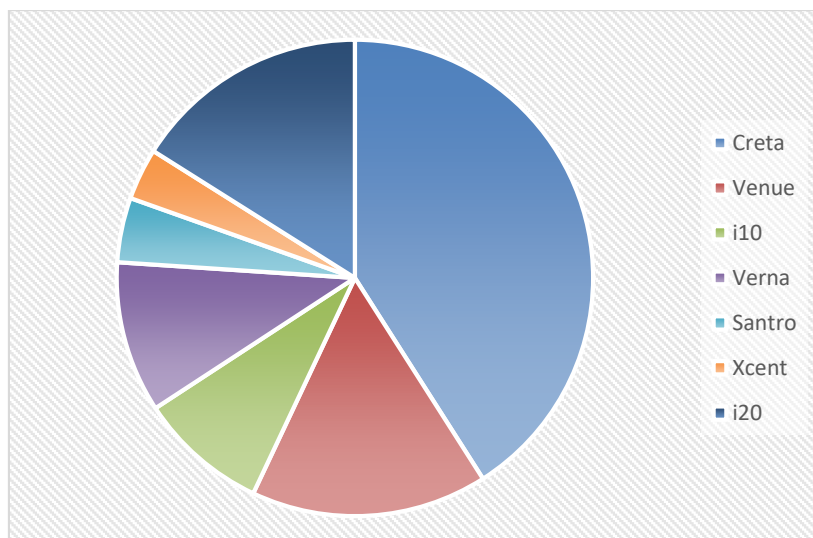
3. What features of modern cars appeal to you?



Graph 3. Bar Chart:

For the question "What features attracted you to a modern car?", 29 respondents chose styling, 19 respondents chose fuel efficiency, 19 respondents chose safety, 19 respondents chose performance, 18 respondents selected the feature, 15 respondents selected the service, and 10 respondents selected the power. This suggests that the majority of the 4,444 respondents preferred Hyundai's styling over other features. The fuel efficiency, safety and performance of the play a major role in attracting customers to buy a car. However, power characteristics were the last characteristic that 4,444 respondents would choose for a Hyundai.

4. What modern car do you like?



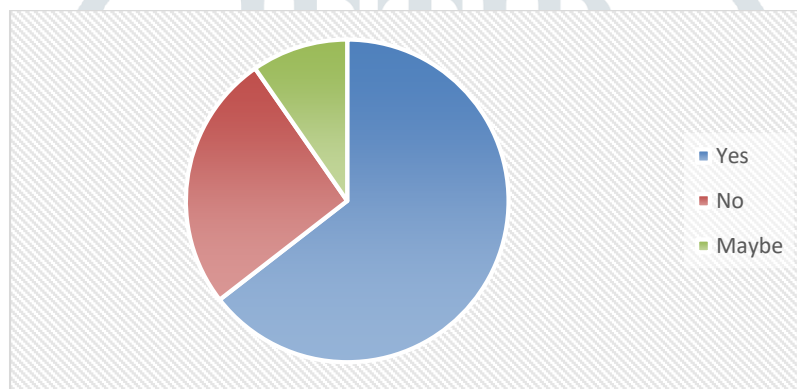
## Graph 4. Pie Chart:

For the question "Which Hyundai model do you prefer?" the majority of our respondents chose "Creta", followed by "i20", "Verna" and "i10". As such, the Creta was the most model among our respondents, with "Xcent" being the least popular,

## Bar Chart:

To the question "Do you think Hyundai's advertising is attractive?", 30 respondents out of 60 answered "Yes" and 29 answered "Maybe", which means that 50% of our respondents think that advertising modern is attractive. Otherwise, 3.3% of respondents answered "no", which is a small number compared to the number of respondents who agreed that modern advertising is attractive. It can be concluded that most of the respondents in India found Hyundai's advertisements attractive and persuasive.

## 5. Do you think Hyundai Motor India should do more promotional tactics?



## Graph 5. Pie Chart:

For the question: "Do you think Hyundai India should adopt a bigger promotional strategy for the?" As many as 66.7% of respondents think Hyundai should adopt a bigger promotional strategy for in India, while 6.6% of respondents think Hyundai's current strategy and promotions are satisfied. There are 26.7% of respondents answered "maybe" to this indicating that a quarter of respondents are not very satisfied with their Current strategy. According to the data collected, traditional advertising can attract more Customers than digital advertising. More than half of respondents heard about Hyundai Motor through TV advertisements compared to advertisements in newspapers, magazines, etc. In other words, radio advertising is the most effective way for to promote its products and services. Also, many respondents were asked to buy Hyundai products among all other brands because of their brand image. It shows that the brand image had a good influence on them. The survey also revealed that many of the respondents were drawn to the styling of Hyundai cars rather than other features, suggesting that Hyundai has a unique style of car. Indeed, one of the models, Creta, was uniquely customized and more reliable than the others. Most of the respondents also found Hyundai advertisements appealing, searched for customers to purchase the product

## CONCLUSIONS

The number of people living in cities was projected to increase by 4.8 million from 2011 to 2019 (Onda et al., 2019). Cities are increasingly outpacing rural areas in terms of economic growth, technological advancement, and employment creation (Cohen, 2006). The improved internet and cutting-edge technology available to city dwellers provide a greater quality of life.

As

The results suggest that today's youth have an enhanced capacity for social recognition because Commercials on the radio are similar to those on television. publications, and other electronic media; furthermore, this a relates to Hyundai, the company.

Consequently, Hyundai must increase its investment in media such as radio and the internet. More individuals have access to the internet as more people relocate to urban areas. Radio and Internet advertisements may help businesses reach a wider audience and attract new customers. Consumers are easily misled by the marketing of competing firms, which is a drawback of employing radio and internet media. Consumers might be discouraged to buy your product because of rivals Toyota, Honda, and Kia. proportions in the business world. raise the median household income, improve people's standard of living, and encourage shoppers to choose their own preferences above meeting basic needs. Brief overview of India's rapid urbanisation

There's a lot of upsides for Hyundai Motor Company if. but also provides challenging hurdles and risks. Because of this, Hyundai has to create a solid advertising strategy to expand customer recognition of the Hyundai brand and fortify Hyundai's position in the industry. Our research suggests that Hyundai Motors India can improve its use of the advertising industry's next big thing is graffiti marketing. Although the cost of a print ad Graffiti is far more cost-effective than other kinds of marketing. When compared to Paper ads that are harmful to the environment sustainability and limited storage time Graffiti commercials are eye-catching and It's possible to preserve this beautiful city in its entirety. forever. Additionally, compared to boring old newspaper advertising, graffiti is a lot more fun to look at Graffiti is a great way to get the word out about your business and places open to the public, in conjunction with radio, or marketing your product in the information age to more individuals than ever before. Create and play back All instantaneous. What's more, it would be fantastic if the advertising graffiti could somehow manage to convey both the character of Hyundai and the culture of India.it will have a much more positive impact on Hyundai's standing and profits.

The most recent trends in streetwear are valuable antiques. Worldwide and historically significant labels Learn to recognise the differences. As a result, Hyundai campaigns graffiti advertising aimed to evoking the design of engines has to be more creative. Providing a flawless illustration of the company's image.

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