

**Master's Thesis On**  
**SALES PROMOTION ON HYUNDAI**  
**FOR THE PARTIAL FULFILLMENT OF THE**  
**REQUIREMENT**  
**FOR THE AWARD OF**  
**MASTER OF BUSINESS ADMINISTRATION**

**UNDER THE GUIDANCE OF**  
**Mr. Sankar Mukherjee**

**Submitted By**  
**Ajit Kumar**  
**Adm. Number:- 20GSOB2010106**  
**MBA 2020-2022**



**School of Business**  
**Galgotias University May,**  
**2022**

## **Certificate**

This is to certify that the Master's Thesis "SALES PROMOTION ON HYUNDAI MARKETING " has been prepared by **Ajit Kumar** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 2 year, Full time Master of Business Administration.

Name & Signature of Faculty

Date

## **DECLARATION**

I, **AJIT KUMAR** Roll No. **20GSOB2010106**, student of School of Business, Galgotias University, Greater Noida, hereby declare that the Master's Thesis on "SALES PROMOTION ON HYUNDAI MARKETING " is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

**Ajit Kumar**

Date

## **ACKNOWLEDGEMENT**

It is with a sage sense of gratitude, I acknowledge the effort of whole hosts of well-wishers who have in some way or other contributed in their own special ways to the success and completion of this project.

I wish to offer my deep veneration to Mr. Sankar Mukherjee, Faculty Guide, Galgotias University Gr. Noida, for guiding me with all aspects on the entitled “**SALES PROMOTION ON HYUNDAI MARKETING**”.

**AJIT KUMAR**

**MBA (4<sup>th</sup>Sem)**

## **PREFACE**

**Sales promotion** is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability

Many of the examples above are focused upon consumers. Don't forget that promotions can be aimed at wholesalers and distributors as well. These are known as **Trade Sales Promotions**. Examples here might include joint promotions between a manufacturer and a distributor, sales promotion leaflets and other materials (such as car), and incentives for distributor sales people and their retail clients.

## **EXECUTIVE SUMMARY**

Indian economy has undergone a radical transformation in the last three decade. The discoveries and invention in various fields of life is perhaps being the reason for this transformation. The marketing strategy in India which was practiced in the olden days has either been changed or been refined so as to adjust with this dynamics world .If we considerably the early year of

development and consumption is becoming more and more complex and specialized.

The present emphasis is on matters of providing a complete 'comfort' or status to the customer every walk of life. In the light of the present marketing scenario, through this project .How HYUNDAI MOTOR INDIA LTD. can increase its market share in "automobile industry" emphasis on marketing

Authentic marketing is not the art of selling what you make but knowing what you knowing .It is the art of identifying and understanding customers needs and creating solution that deliver satisfaction to the customer, profits to be produces and benefits for the stake holders-PHILIP KOTLER.

The project report take a look on various aspects on marketing and study if marketing strategies adopted by HYUNDAI MOTAR INDIA LIMITED .We settled for HMIL because at the time its entry in the Indian market back in 2016 , it was taken as another foreign car maker entry in Indian passenger car market. But the way in which HIML has achieved a constant growth rate of around 30% in past 8 years. Hence a detailed study at the marketing strategies and various facilities adopted by HMIL gives customers excellent opportunity to be benefited from it.

## **TABLE OF CONTENT**

<b>S.no</b>	<b>Content</b>	<b>Page no.</b>
1)	INTRODUCTION	
2)	COMPANY PROFILE	
3)	BUSINESS	
4)	ACHIEVEMENTS	
5)	SALES PROMOTION	
6)	OJECTIVES OF THE STUDY	
7)	RESEARCH METHODOLOGY	
8)	DATA ANALYSIS	
9)	FINDINGS	
10)	BIBLIOGRAPHY	
11)	ANNEXTURE - QUESTIONNAIRE	

# **INTRODUCTION**

## INTRODUCTION

**Hyundai Group** was a multinational chaebol headquartered in Seoul, South Korea. It was founded by Chung Ju-yung in 1947 as a construction firm and Chung was directly in control of the company until his death in 2001.

Following the 1997 East Asian financial crisis and Chung's death, Hyundai underwent a major restructuring and break-up, which reduced the Hyundai Group's business to encompass only container shipping services, the manufacturing of elevators, and tourism. Today, most companies bearing the name Hyundai are not legally connected to Hyundai Group. They include Hyundai Motor Group, Hyundai Department Store Group, Hyundai Heavy Industries Group and Hyundai Development Company. However, most of the former subsidiaries of the Hyundai conglomerate continue to be run by relatives of Chung. If these companies were considered as forming a single broad family business, then it would remain the largest company in South Korea with enormous economic and political power in the country.

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e. initiatives that are not covered by the other elements of the marketing communications or promotions mix). Sales promotions are varied. Often they are original and creative, and hence a comprehensive list of all available techniques is virtually impossible (since original sales promotions are launched daily!).

Here are some examples of popular sales promotions activities:



**Customer Relationship Management (CRM)** incentives such as bonus points or money off coupons. There are many examples of CRM, from banks to supermarkets.

**New media** - Websites and mobile phones that support a sales promotion. For example, in the United Kingdom, Nestle printed individual codes on KIT-KAT packaging, whereby a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.

**Merchandising** additions such as dump bins, point-of-sale materials and product demonstrations.

**Free gifts** e.g. Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.

**Discounted prices** e.g. Budget airline such as Easy Jet and Ryanair, e-mail their customers with the latest low-price deals once new flights are released, or additional destinations are announced.

**Joint promotions** between brands owned by a company, or with another company's brands. For example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.

(i) **Vouchers and coupons**, often seen in newspapers and magazines, on packs.

(j) **Competitions and prize draws**, in newspapers, magazines, on the TV and radio, on The Internet, and on packs.

(k) **Cause-related and fair-trade** products that raise money for charities, and the less well off farmers and producers, are becoming more popular.

(l) **Finance deals** - for example, 0% finance over 3 years on selected vehicles.

Many of the examples above are focused upon consumers. Don't forget that promotions can be aimed at wholesalers and distributors as well. These are known as **Trade Sales Promotions**. Examples here might include joint promotions between a manufacturer and a distributor, sales promotion leaflets and other materials (such as car), and incentives for distributor sales people and their retail clients.

## **COMPANY' S PROFILE**

## COMPANY' S PROFILE

**Hyundai**



<b>Former type</b>	Chaebol
<b>Industry</b>	Conglomerate
<b>Fate</b>	Broken up
<b>Founded</b>	1947
<b>Founder</b>	Chung Ju-yung
<b>Defunct</b>	2003
<b>Headquarters</b>	Seoul, South Korea
<b>Area served</b>	Worldwide
<b>Products</b>	Automobiles Heavy industry

Finance and Insurance  
Construction  
Engineering  
Retail

Aerospace  
Defense  
Steel

**This article contains Korean text.** Without proper rendering support, you may see question marks, boxes, or other symbols instead of Hangul and hanja.

Hyundai

Hangul

현대

Hanja

現代

Revised Romanization

Hyeondae

McCune–Reischauer

Hyöndae

## **1.1 ABOUT HYUNDAI MOTORS INDIA LIMITED**

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC), South Korea and is the largest passenger car exporter and the second largest car manufacturer in India. HMIL presently markets 6 models of passenger cars across segments. The A2 segment includes the Santro, i10 and the i20, the A3 segment includes the Accent and the Verna, the A5 segment includes the Sonata Transform.

HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts of the most advanced production, quality and testing capabilities in the country. To cater to rising demand, HMIL commissioned its second plant in February 2008, which produces an additional 300,000 units per annum, raising HMIL's total production capacity to 600,000 units per annum.

In continuation with its commitment to providing Indian customers with cutting-edge global technology, HMIL has set up a modern multimillion dollar research and development facility in the cyber city of Hyderabad. It aims to become a centre of excellence for automobile engineering and ensure quick turnaround time to changing consumer needs.

As HMC's global export hub for compact cars, HMIL is the first automotive company in India to achieve the export of 10 lakh cars in just over a decade.

HMIL currently exports cars to more than 110 countries across EU, Africa, Middle East, Latin America, Asia and Australia. It has been the number one exporter of passenger car of the country for the sixth year in a row.

To support its growth and expansion plans, HMIL currently has a 290 strong dealer network and 580 strong service points across India, which will see further expansion in 2010. To support its growth and expansion plans, HMIL currently has a 290 strong dealer network and 580 strong service points across India.

## **1.2 COMPANY'S HISTORY**

The beginning of Hyundai Motor Company dates to April 1946 when founder, Ju-Yung Chung established Hyundai Auto Service in Seoul, South Korea at The age of 31 years. The name Hyundai was chosen for its meaning which in English translates to "modern." The Hyundai logo is symbolic of The Company's desire to expand. The oval shape represents The Company's global expansion and the stylized "H" is symbolic of two people (The Company and customer) shaking hands.

Hyundai Motor India Limited was formed in 6 May 1996 by The Hyundai Motor Company of Korea. The first production plant was established in Irrungattukotai near Chennai, India.

HMIL's first car, The Hyundai Santro was launched in 23 September 1998 and was a runaway success. Within a few months of its inception HMIL became

the second largest automobile manufacturer and the largest automobile exporter in India.

Hyundai sells several models in India, The most popular being The Santro Xing, i10 and The i20. Other models include Getz Prime, Accent, Verna TRANSFORM, Tucson, and The Sonata Transform.

### **1.3 COMPANY'S VISION**

The company's motto is "Innovation for Customers". The company's vision is five core strategies: **global orientation, respect for human values, customer satisfaction, technology innovation, and cultural creation.** They have a desire to create an automobile culture of putting customer first via developing human-centered and environment-friendly technological innovation.

The company's strive to create a more affluent lifestyle for humanity, and contribute to the harmony and co-prosperity with shareholders, customers, employees and other stakeholders in the automobile industry.

The spirit of creative challenge of the company has been a driving force in leading HMIL to where it is today. It is the permanent key factor for HMIL to actively respond to change in the company's the management system and seek creative and self-innovative system. The spirit of creative challenge, creates profits, are the primary objective of a private enterprise. Furthermore, the company's takes responsibility for the environment and

society and provide benefits to all stakeholders including shareholders, customers, executives, employees, suppliers, and community.

### **Management Philosophy**

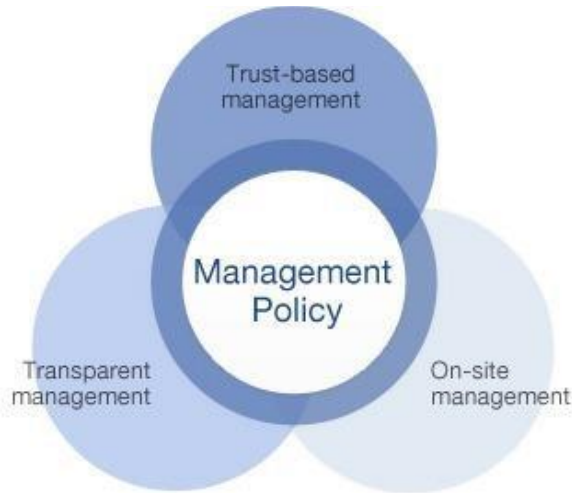
With the spirit of creative challenge, we will strive to create a more affluent lifestyle for humanity, and contribute to the harmony and co-prosperity with shareholders, customers, employees and other stakeholders in the automobile industry.

The spirit of creative challenge has been a driving force in leading HMC to where it is today.

It is the permanent key factor for HMC to actively respond to change in the management system and seek creative and self-innovative system. With the spirit of creative challenge, we create profits, as the primary objective of a private enterprise. Furthermore, we take responsibility for the environment and society we belong to, and offer sustainable mobility in order to implement our corporate philosophy and provide benefits to all stakeholders including shareholders, customers, executives, employees, suppliers, and communities.

Based on a respect for human dignity, we make efforts to meet the expectations of all stakeholders including customers and business partners by building a constructive relationship amongst management, labor, executives and employees. Also, we focus on communicating our corporate values both internally and externally, and gaining confidence stakeholders.



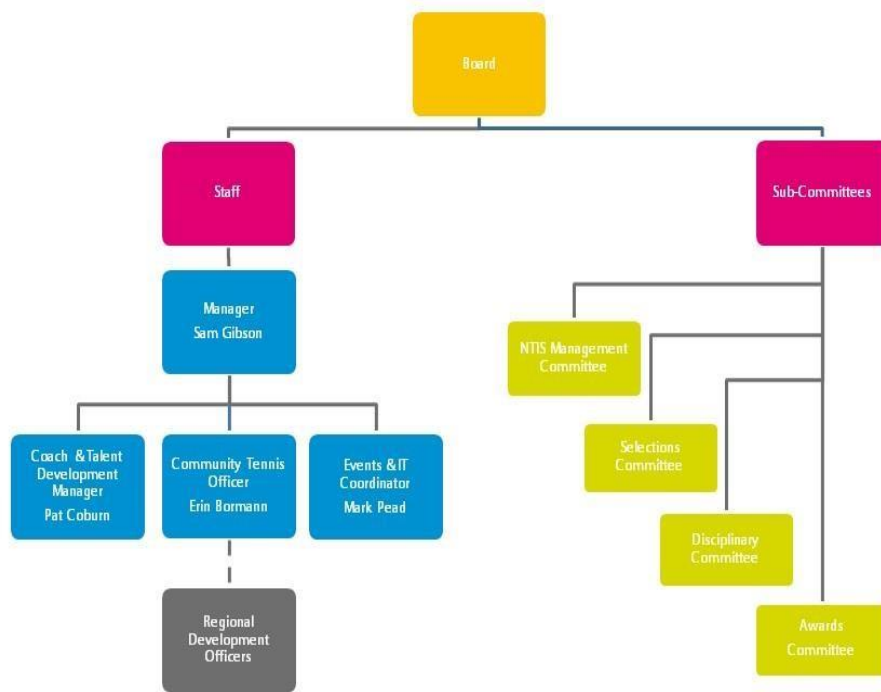


Trust-based management	Transparent management	On-site management
<ul style="list-style-type: none"> <li>▫ Trustworthiness</li> <li>▫ Trust between management-labor, employer-employee, company-customer relationship</li> </ul>	<ul style="list-style-type: none"> <li>▫ Higher transparency in all areas of business</li> <li>▫ Transparency in transaction and fair trade</li> <li>▫ Promotion of ethics and enhancing ethics management system</li> </ul>	<ul style="list-style-type: none"> <li>▫ Cultivation of on-site knowledge, and raising challenging spirit of field staffs</li> <li>▫ Concentration on management capacity on industrial sites Management strategy based on the sites and promotion of R&amp;D</li> <li>▫ Establishment of the immediate response communication system</li> </ul>

Mid-and Long-term Strategies. We developed five mid-and long-term strategies: global management, higher brand values, business innovation, environmental management, and strengthening product competitiveness. Especially, we selected environmental management as one of our strategies to meet the needs of our stakeholders and the society we belong to. We also intend to promote sustainability development and preservation of the environment.

# ORGANIZATION STRUCTURE

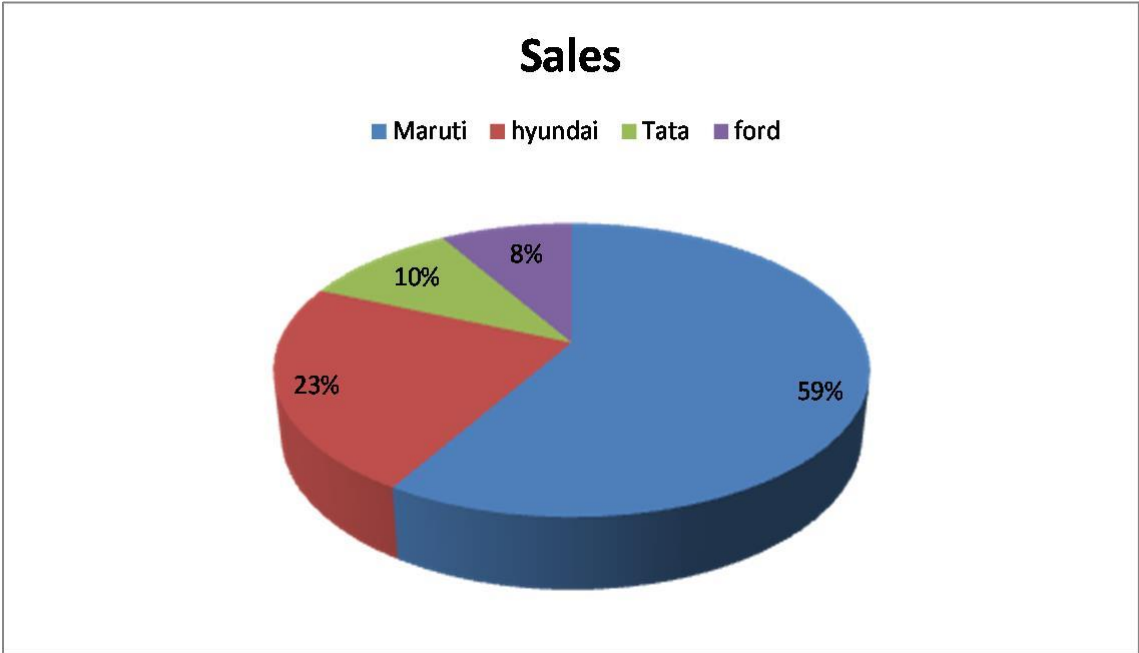
## Tennis NT Organisational Structure



Version 16: 18 April 2013

## MARKET SHARE OF HYUNDAI

Current share position of Hyundai can be represent through a graph



# SALES PROMOTION

# SALES PROMOTION

Marketing

Key concepts

Product / Pricing / Promotion

Distribution / Service / Retail

Brand management

Account-based marketing

Marketing ethics

Marketing effectiveness

Market research

Market segmentation

Marketing strategy

Marketing management

Market dominance

Promotional content

Advertising / Branding

Direct marketing / Personal Sales

Product placement / Public relations

Publicity / **Sales promotion**

Promotional media

Printing / Publication / Broadcasting

Out-of-home / Internet marketing

Point of sale / Novelty items

Digital marketing / In-game

Word of mouth

This box: view • talk • edit

**Sales promotion** is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.

Examples include:

- contests
- point of purchase displays
- rebates
- free travel, such as free flights

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called **consumer sales promotions**. Sales promotions targeted at retailers and wholesale are called **trade sales promotions**. Some

sale promotions, particularly ones with unusual methods, are considered gimmick by many.

# **OBJECTIVE OF THE STUDY**

## **OBJECTIVE OF THE STUDY**

Based on the problem the objective of the research is divided into two which are as follows:

**Primary Objective:**

- ✦ To analyze brand loyalty of customers towards the company's products range

**Secondary Objective:**

- ✦ Analyze consumer satisfaction and sales promotion of Hyundai for different cars.
- ✦ Analyses the after sales service provided by company

# **RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

The nature of the project work has been descriptive as no hypothesis, is taken to be tested. Though the conclusions drawn could be taken as the hypothesis and further tested by the research work undertaken in the relevant field. The reason for choosing the descriptive research design is the fact the project report has been primarily based upon the secondary sources of data and whose authenticity could be assured of. The reluctance of the company's personnel in parting with much of information led the project report to be

based substantially on the secondary source of data. The sources of data used in data collection are the following:

**Primary sources:**

In order to gather information about the various products of Shree Hyundai, I personally visited a number of Showrooms and collected data pertaining to the prices of the cars offered. The market visits were useful in knowing the comparative prices and quality of the offered brands vice-versa the competitive brands. Details regarding the delivery of the cars were collected and I also inquired about the various sales promotion schemes followed by the three car showrooms in Bokaro . By interviewing these dealers valuable information was collected. I inquired from them about their marketing advertising and sales strategies.

**Secondary sources:**

Information was collected from secondary sources such as customer survey, newspapers advertisements, Automobile newsletters, etc.

Beside these the use of Internet was also made in collecting relevant information. The data collected from the above mentioned sources has been adequately structured and used at appropriate places in the report. The information gathered included:

- Their annual reports.



- Pamphlets.
- Posters.
- Press clippings.
- News releases.
- Newsletters.
- Pictures.
- Exchange schemes.
- Loan fair.

## **DATA COLLECTION**

The task of data collection begins after a research problem has been defined and research design has been chalked out while decided about the method of data collection to be used for the study we must know that there are basically two types of data Primary data and Secondary data.

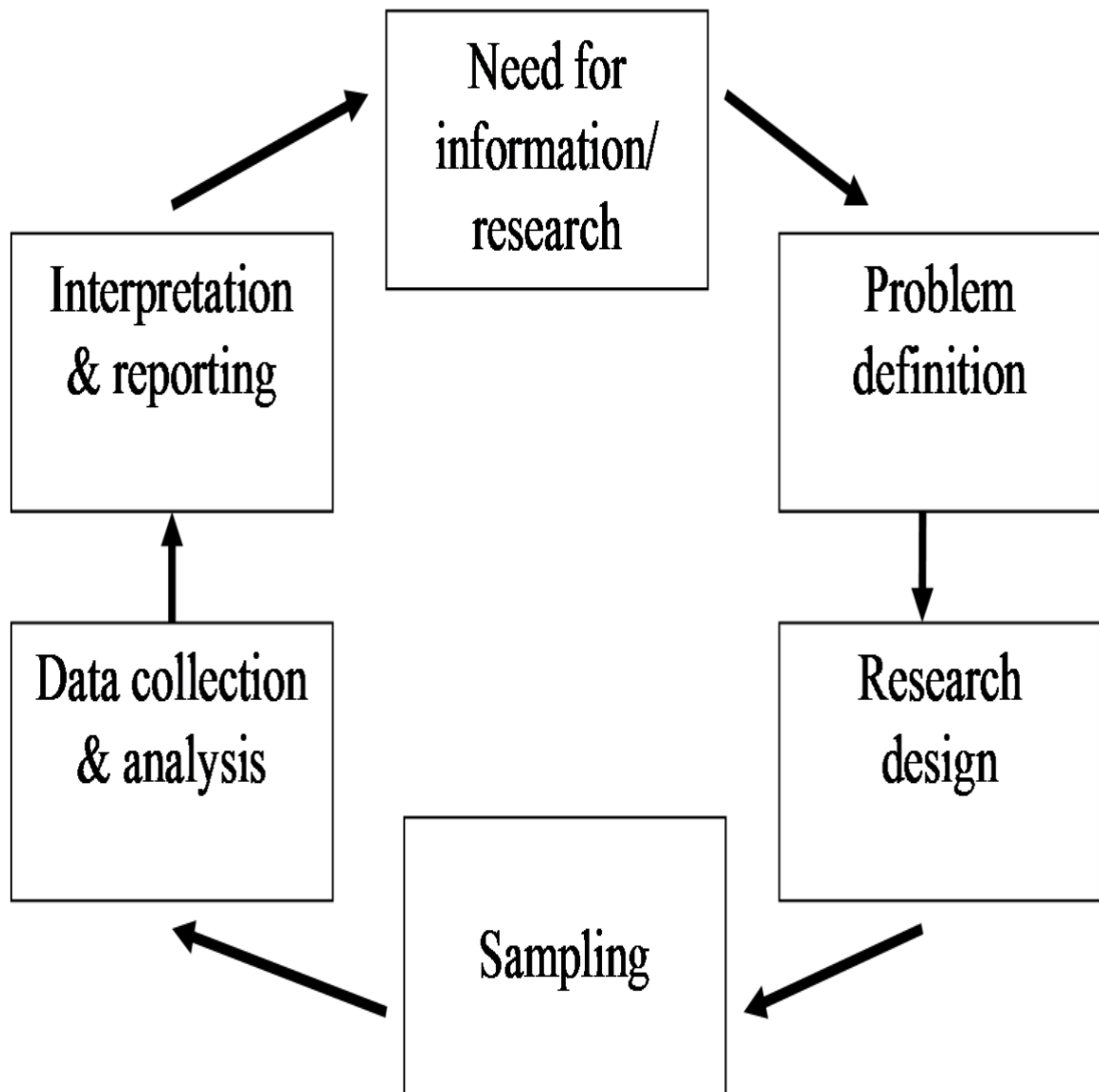
In the present study only secondary data has been incorporated.

### **Secondary Data:**

The data collected for the project undertaken gives the information about the sales measures and practice applied for selling the goods. The data has been allocated from various information channels like company's websites –about

the products and offers & different strategies, business magazines, news websites etc.

## RESEARCH PROCESS



## **AREA OF WORK**

The report is the result of a **survey** which was undertaken in **Lucknow** city. The objective of the project has been fulfilled by getting response from the customer associated to these segments through a personal interview in the form of a **questionnaire**. The responses available through the questionnaire are used to evaluate the brand loyalty for the products of Hyundai and the willingness of the customer to purchase its products on future.

The project also covers an analysis of the switch over of customers to competitor's products in the market.

The field work is conducted in the **Lucknow**.

## **THE DATA SOURCE**

The data has been taken from two sources:

### **✦ Primary data source**

The primary data source has been collected through questionnaire by

Personally interviewing each respondent on a number of queries structured in a questionnaire.

### **✦ Secondary data source**

Secondary data was collected from following sources

Prior research reports

Websites

Books

Newspaper

Personal consultation

## **THE SAMPLE SIZE**

The sample size consists of 100 **units** out of which the most logical and non biased response are selected thus the sample size is taken out to be 100 **units**.

## **THE ANALYTICAL TOOLS USED**

The analytical tools used are mostly graphical in nature which include

- ✦ Pie charts
- ✦ Cylindrical charts
- ✦ Column charts
- ✦ Tables showing percentage

# **LIMITATION**

## **LIMITATION OF THE SURVEY**

Since the road to improvement is never ending, so this study also suffers from certain limitations. Some of them are as follows:

- •Because of illiteracy, it was a time consuming method in which continuous guidance was required.
- •Questionnaire method involves some uncertainty of response. Cooperation on the part of informants, in some cases, was difficult to presume.
- •The project was limited to a period of 10 weeks and is done purely for the academic purpose.
- •It is possible that the information supplied by the informants may be incorrect. So, the study may lack accuracy

# **DATA ANALYSIS & INTERPRETATION**

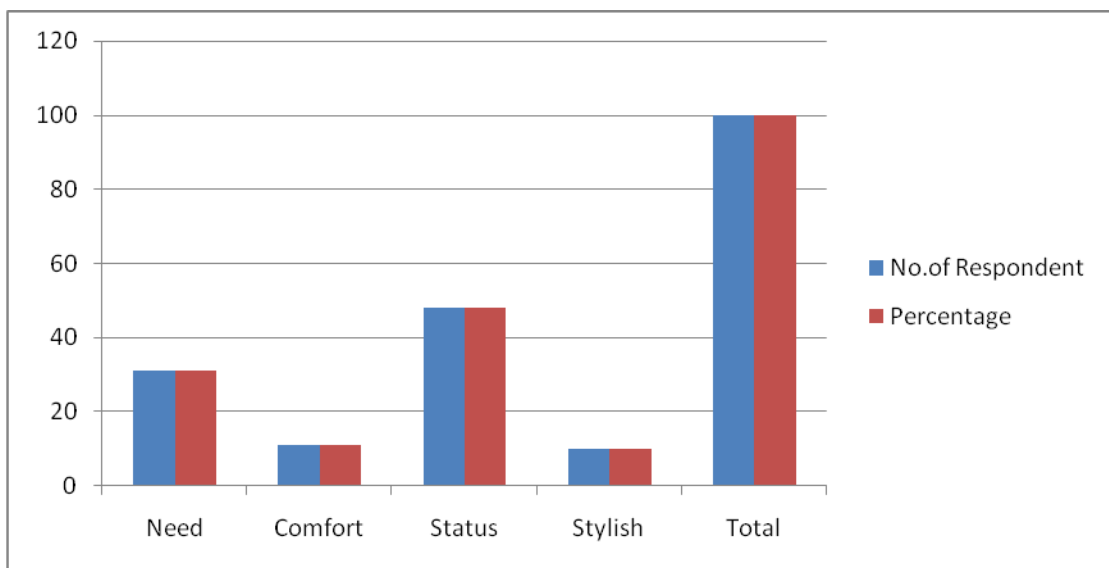
## **DATA ANALYSIS & INTERPRETATION**

**Q.1- WHY SHOULD YOU OPT A FOUR WHEELER?**

**TABLE NO 1: Showing why people opt a four wheeler:**

	No. of Respondent	Percentage
--	-------------------	------------

Need	31	31.0
Comfort	11	11.0
Status	48	48.0
Stylish	10	10.0
Total	100	100.0



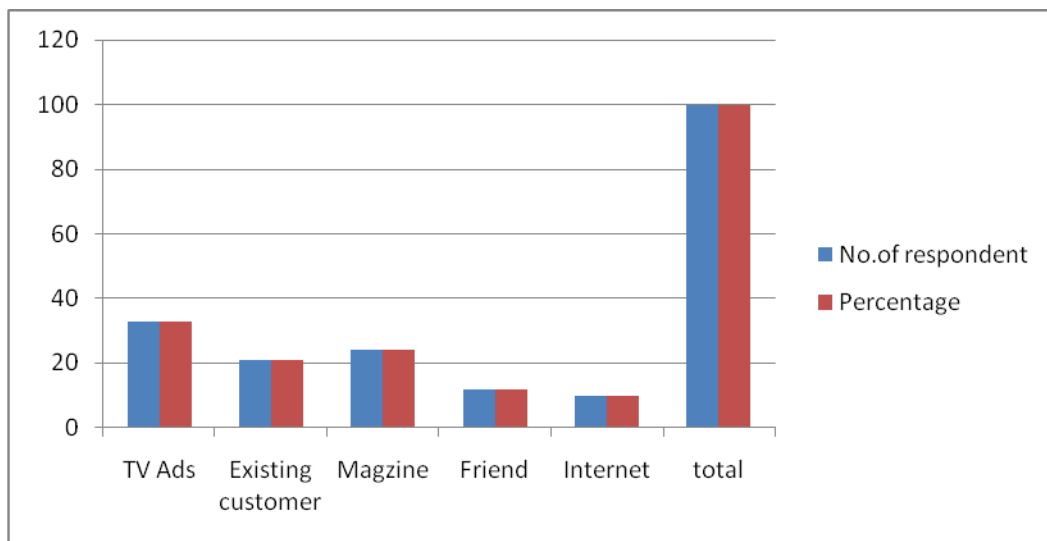
Interpreation:the above graph reveals that 48% of the respondent opt four wheeler for Status 31% of respondent for the need on the regular bass 11% of the repondent opt for comfort of service,and 10% of the respondent opt four wheeler for the style

## Q.2.HOW YOU AWARE ABOUT HYUNDAI CARS?

Table no.2:How Customer are aware of Hyundai car?

Particulars	No. of Respondents	Percentage
TV Ads		

Existing customer	33	21.0
Magazine	21	24.0
Friends	24	12.0
Internet	12	10.0
Total	100	100.0



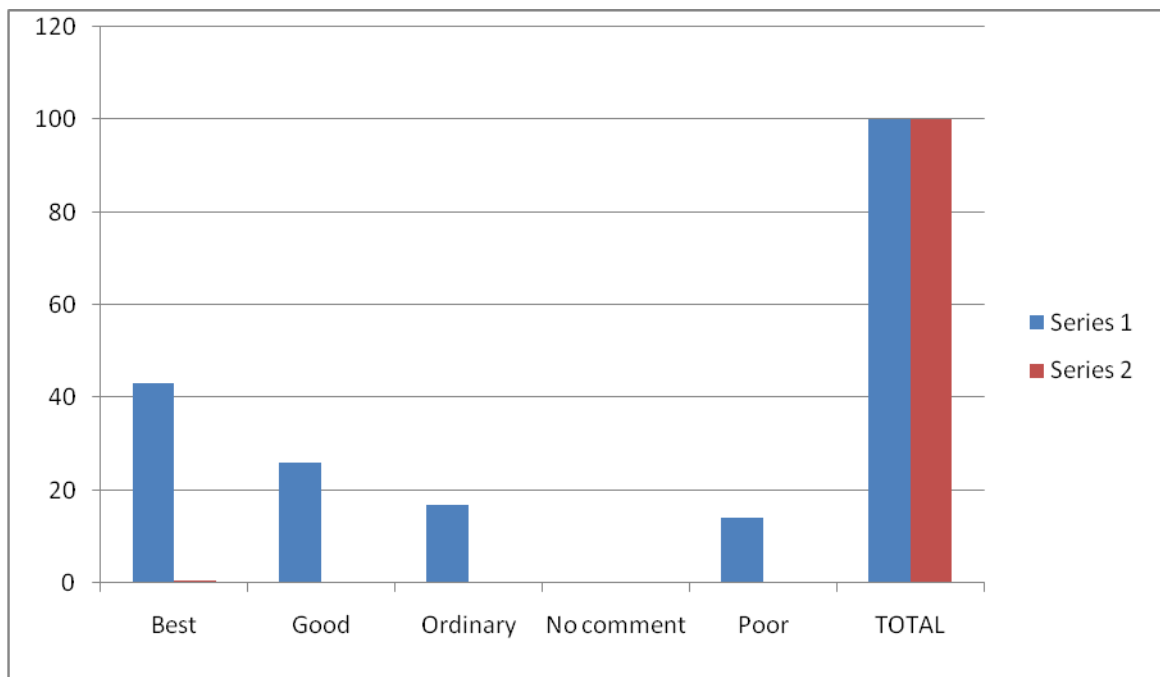
Interpretation: From the above graph shows that 33% of the respondent came to know of Hyundai car through TV ads, 24% of the respondent through magazine, 21% of the respondent through existing customer and 12% of respondent from friend, 10% of respondent through internet. The above explained that majority of respondent are tv ads and magazines.

Q.3. What is your perception about HYUNDAI Motors?

Particulars	No. of respondent	Percentage
Best	43	43.0
Good	26	26.0



Ordinary	17	17.0
No comment	00	00
Poor	14	14
Total	100	100



**Interpretation:**

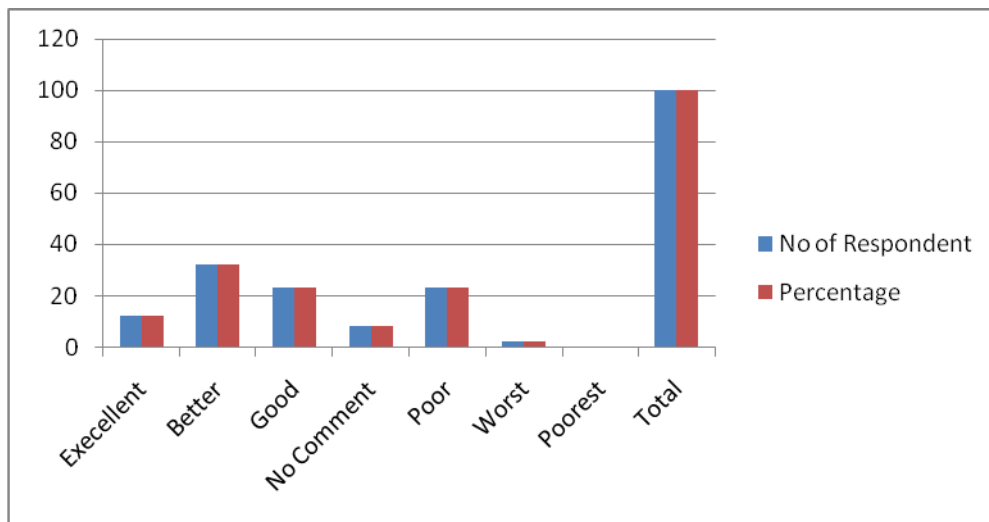
The above graph reveals that the best perception comes from 43%, 26% have good perception at the HYUNDAI car rest by 17% have ordinary, 14% have poor perception.

Q. 4. What is the standard of car in HYUNDAI MOTORS?

TABLE NO 4: Showing result about standard of Hyundai cars:

Particular	No.of respondent	Percentage
------------	------------------	------------

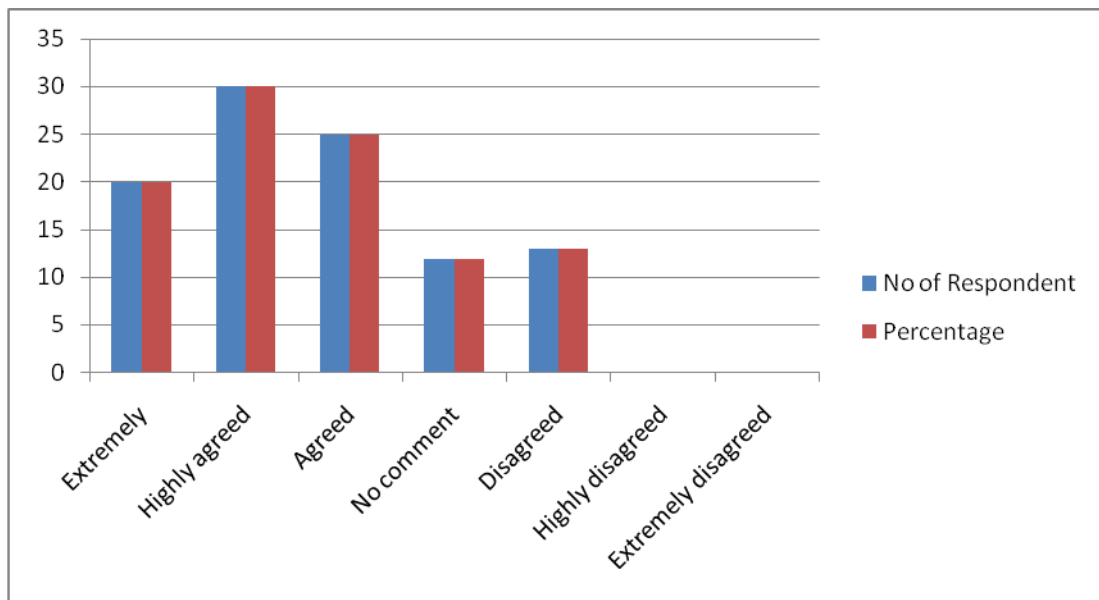
Excellent	12	12%
Better	32	32%
Good	23	23%
No Comment	08	8%
Poor	23	23%
Worst	2	2%
Poorest	0	0%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>



**Interpretation:** The above graph showing the standard of HYUNDAI car 12% customer says the standard is excellent,32% says beter,23% says good standard,8% no gave any comment this but 25% customer says the standard is poor or worst

Q.5. On the basis Price and Feature comparision,is HYUNDAI MOTOR economical?

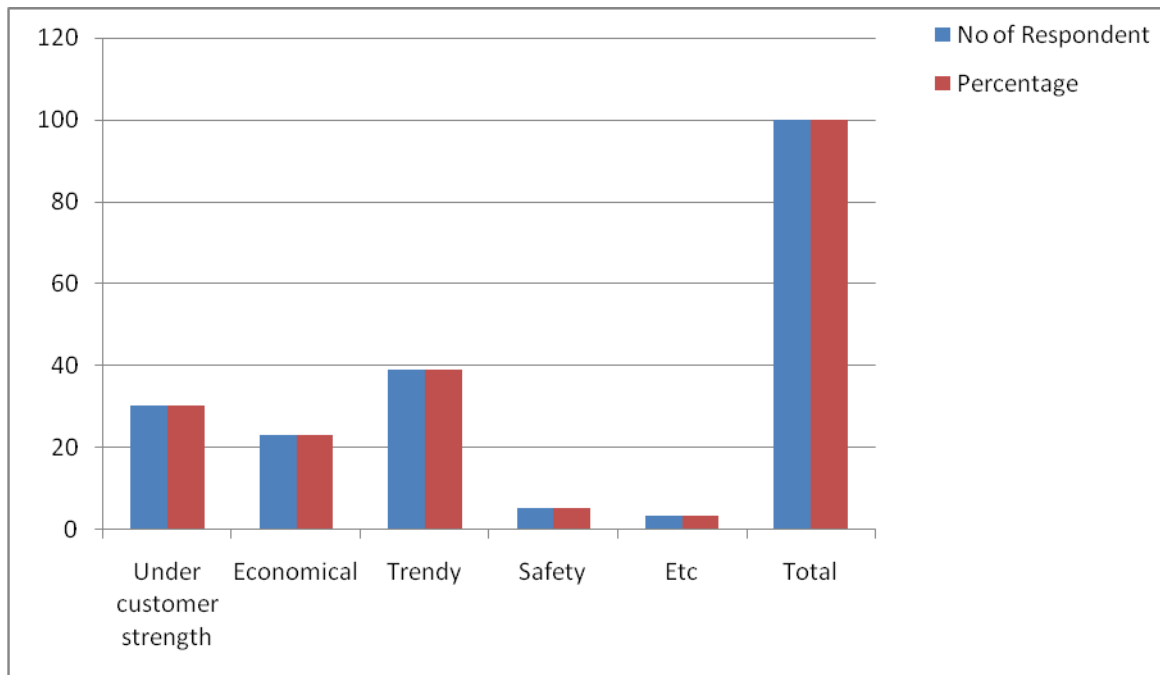
Particular	No. of respondent	Percentage
Extremely agreed	20	20
Highly agreed	30	30
Agreed	25	25
No comment	12	12
Dis greed	13	13
Highly agreed	0	0
Extremely disagreed	0	0



**Interpretation:** The above graph showing is HYUNDAI car is economical.20% of people is extrellyagreed with this statement,30%is highly agreed,25% is agreed and rest of people answer is negative

Q.6. what is your perception about the maintainance cost of HYUNDAI cars?

Particular	No. of Respondent	Percentage
Under customer strength	30	30
Economical	23	23
Trendy	39	39
Safety	5	5
Etc	3	3
Total	100	100

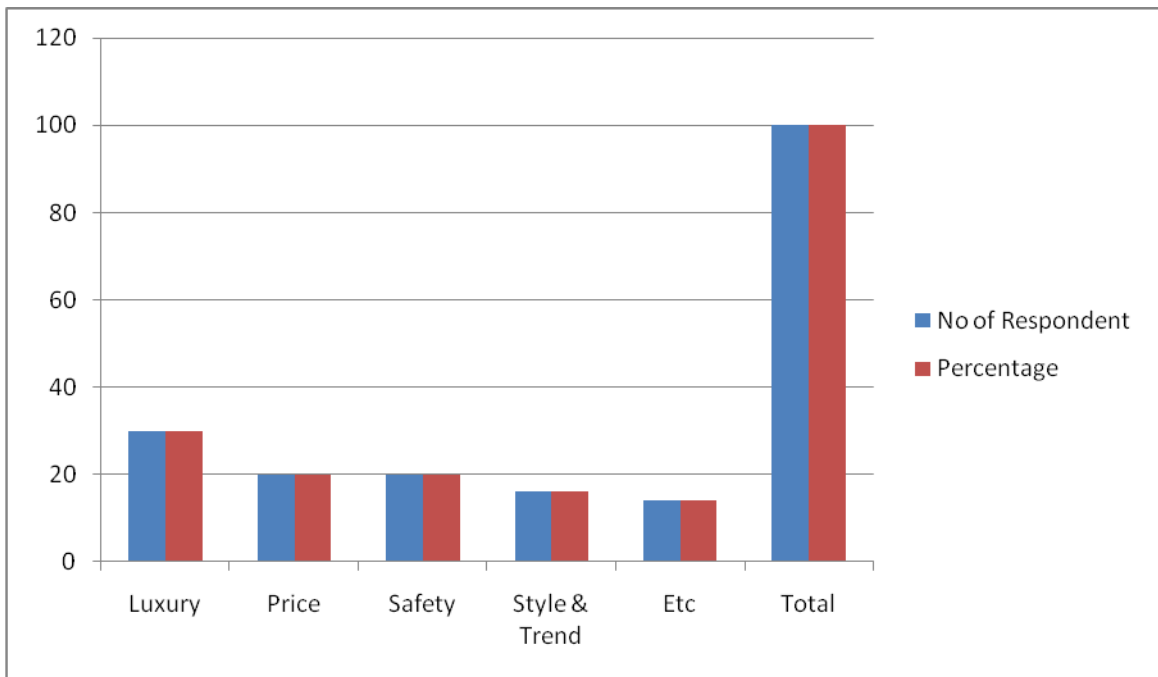


**Interpretation:** Here 30% customer's says maintenance cost is under customer strength,23% says it is economica,39% says trendy, rest of customer says safety and other.

Q.7. Which feature of HYUNDAI cars attract you more?

Table No.7: Showing which feature attract more customer:

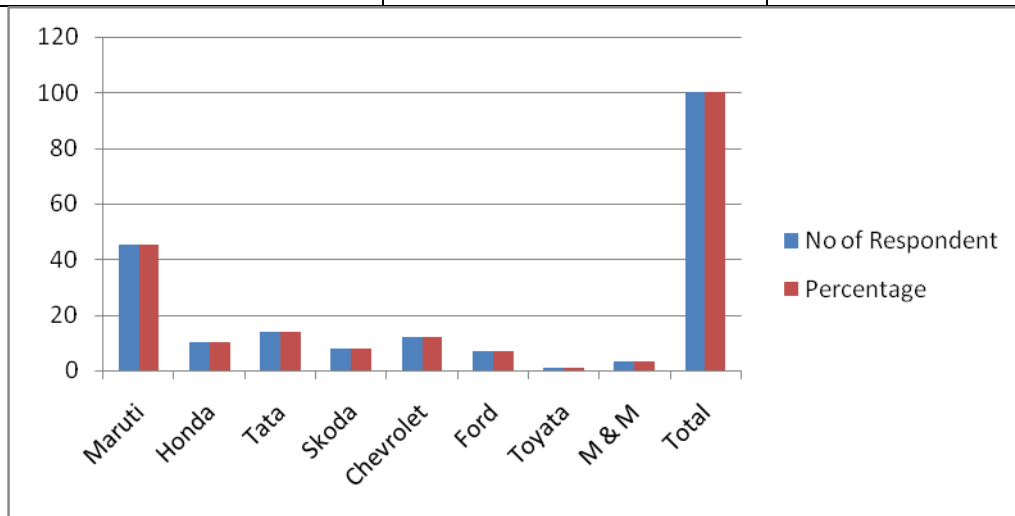
Particular	No. of Respondent	Percentage
Luxury	30	30%
Price	20	20%
Safety	20	20%
Style & Trend	16	16%
Etc	14	14%



**Interpretation:** 30% people like HYUNDAI cars due to luxury,20% due to price,20% due to safety and rest due to style & trend and rest of other.

Q. 8.For passenger segment which is the highly considerable competition for HYUNDAI MOTORS?

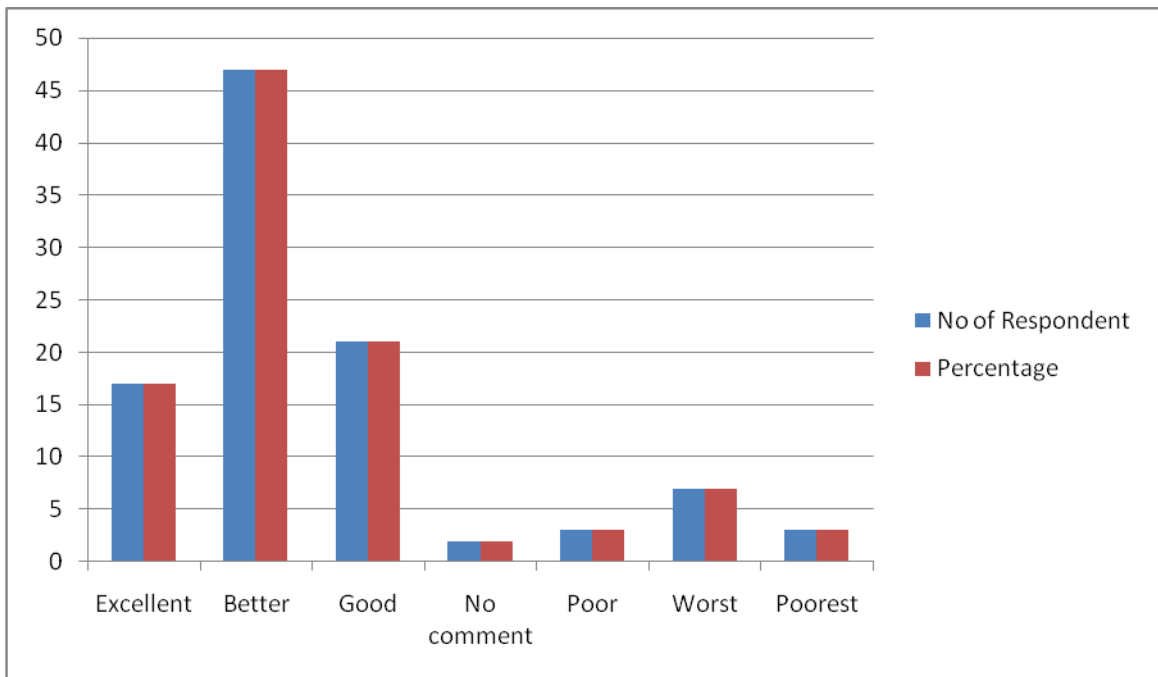
Competitors	No. of Respondent	Percentage
Maruti	45	45
Honda	10	10
Tata	14	14
Skoda	08	8
Chevrolet	12	12
Ford	7	7
Toyota	1	1
M&M	3	3
Total	100	100



**Interpretation:** Most of public's perception about competitor was, Maruti is the big compet of HYUNDAI, rest of companies has little competition due to the model of cars, HYUNDAI is 0 passenger car manufacturer this is the reason.

Q.9. In term of new design of car, what is the status of HYUNDAI motors?

Particular	No. of Respondent	Percentage
Excellent	17	17
Better	47	47
Good	21	21
No comment	2	2
Poor	3	3
Worst	7	7
Poorest	3	3



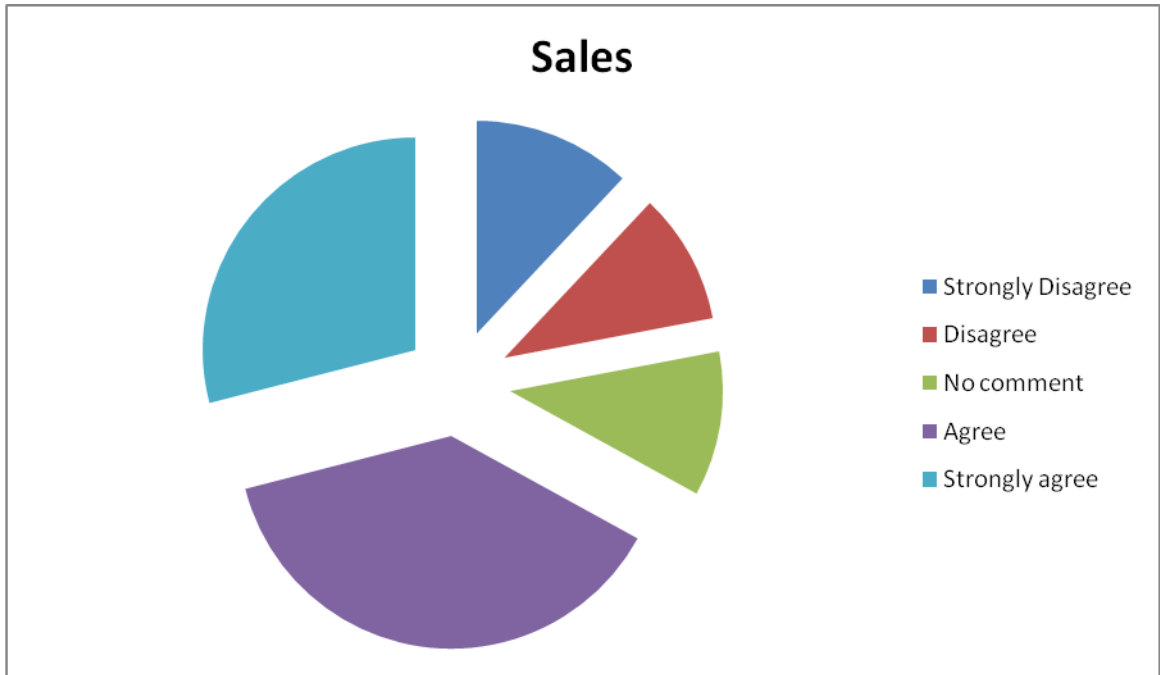
**Interpretation:** Above graph showing the performance of HYUNDAI new car design 17% public says its new model are excellent performance, 47% says better and 21% says good performance rest of says not good or poor performance.

Q10. How would you rate HYUNDAI Motors on the following parametre?

Particular	Strongly disagree	Disagree	No Comment	Agree	Strongly Agree
Knowledge sales person	0	1	0	3	0
Employees spent enough time with you "Before Sales"	0	0	0	3	1
Employees spent enough time with you "During sales"	0	2	0	1	1
Employees spent enough time with you "After Sales"	3	0	3	1	1
Display of Merchandise is attractive	1	1	2	2	0
Availability of the Product	3	0	0	3	2
Variety/Selection of the Merchandise	0	0	0	0	0
Vehicle in good condition	0	0	0	2	1
Price are affordable	2	1	0	3	3
Attractive discount offered	0	0	0	5	3



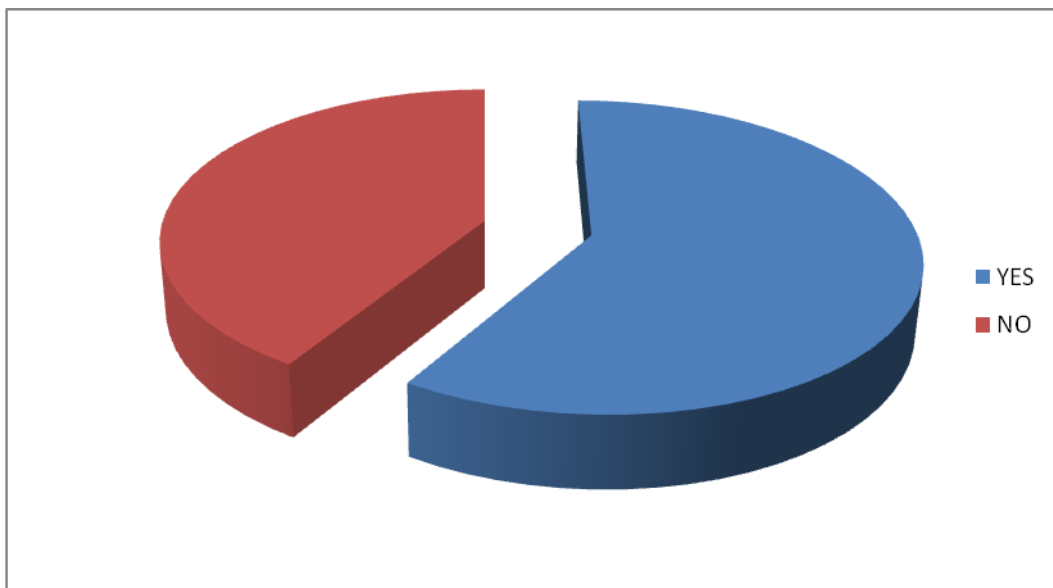
Décor of the waiting area is pleasing	3	0	0	2	1
Offered a test Drive	0	0	0	3	2
Post sales follow ups are done regularly	0	2	1	2	1
Respond to complaints quickly	0	1	2	2	1
Service at Hyundai service station is excellent	0	0	2	3	3
Careful with personal information	0	0	0	0	0
All the commitment are fulfilled	0	3	1	2	5
Value for money	0	0	0	1	4
Total	12	10	11	38	29



**Interpretation:** The ratings that 29% are strongly agree and 10% are disagree, 12% says that they are strongly disagree, and 11% don't have comment, 32% are agreed to the ratings.

Q11. Are you aware of the following Facilities provided by HYUNDAI motor?

Particulars	Yes	No
Hyundai insurance	10	2
Extended Warranty	9	12
True value	4	0
Auto card	14	12
Genuine Accessories	16	9
Hyundai Finance	6	6



**Interpretation:** The figure showing only 59% people know about the offers and facilities of Hyundai, rest of them don't know

# **FINDINGS**

## **FINDINGS FROM SURVEY**

According to the survey the customers who are already the customer of Hyundai cars are satisfied with the service of Shree Hyundai, and the public who are planning to purchase a new car should go for Hyundai because the cars in Hyundai is economical in price, luxurious in look, comfortable, and trendy in design. These features also attract our young age group due to the new design, trendy look and style. The following are the findings I point out from my study:

1. Customers are always demanding, but they don't have to lose their patients, because customer is the God for us. If they are creating problems, then also we have to clear all matters with smile and patients. Make them understand fully that what are the problems and available solutions for that problem.

2. They are not here to provide comparisons. They have to provide test drive to those customers only which seem to be the competent customers.
3. They have to make their customers understand about their own need and available options to satisfy their needs. Customers should be known that money discount is not as important as their personal satisfaction.
4. They have to integrate the operations of our all departments, so that each and every department can help in operation of every department and understand other department's work.
5. 5. Each and every employee should be having working knowledge of each and every department, hence job rotation is better option for this.
6. 6. The management has to understand personal needs of the sales and marketing people, hence weekly get to gather with top management should be there about technical and personal problems for the employees where everyone would be free to express his/her thoughts.
7. When they should be having first meeting with customer, initially they have to make them understand about financial conditions for available banking and non banking companies. Then after they have to give them plan for financial.
8. 8. They should be having one printed information about all formalities for the finance and it should be given to the customer so that it would be helpful to the customer while summing up documents for finance.
9. The customers who are having discontinued banking operations they should be given support by making alliance with related banks, so that it would be easy for the customers to get loan.

- 10.Executives may have to check that all documents they are sending to the department.
- 11.All relevant information should be same for all sections and absolute.
- 12.First of all, they have to provide one more employee to the exchange department. Hence, when Mr. R.K. Singh (corporate and exchange dept) would not be free then he can manage the deal.
- 13.Customers will not understand the technicality and market conditions hence we have to make them understand that what they are getting that would be the best in the condition.

# **SUGGESTIONS**

## **SUGGESTIONS**

### **Aggressive Ad Campaign:**

Balajee Hyundai should put a few hoardings in different areas in Bokaro and also advertise effectively in local cable channel.

**Educating the customers:**

Shree Hyundai should educate the customers about the maintenance of the vehicle.

**Attractive schemes:**

Give few attractive schemes at the time of after sales services. Like giving quick service and charging them reasonably.

**Personal touch with the customers:**

Asking the customers to come regularly for servicing even after the warranty period.

# CONCLUSION



## **CONCLUSION**

**This effort for the innovation in sales promotion of Hyundai car will help the road shows, TV Advertisement, Mouth publicity etc.**

**And other thing is provide some offers like Discount, Diwali offers, Free Gift like music system, Accessories etc.**

**My project is a key to open the door of greater comfort to the all segment.**

- ✦ The customers of Hyundai are brand loyal with only a small percent want to shift over to other brands. Trying of other brands by customers is mainly because the customer wants to try something new.**
- ✦ The performance of Hyundai is good in comparison to other brands.**
- ✦ After sales service is the basic feature influencing brand loyalty.**

## **BIBLIOGRAPHY**

## BIBLIOGRAPHY

### Books & Generals

- ✦ Kothari, C.R., (2004), Research Methodology Methods And Techniques, Delhi, New Age International (I) Ltd., Publishers, Pg 1 & 65.
- ✦ Krishnamacharyulu, C. S. G. & Lalitha Ramakrishna, (2002), Rural Marketing, Delhi, Pearson Education (Singapore) Pte. Ltd., Indian Branch, 482 F.I.E. Patparganj, India, Pp 93-114.
- ✦ Ravindranath. V. Badi & Narayansa. V. Badi, (2004), Mumbai, Himalaya Publishing House, Pp. 78-96.
- ✦ Tull Donald, S. & Hawkins, Del I. (2005), Marketing Research Measurement & Methods, New Delhi, Prentice-Hall Of India Pvt. Ltd., Pg 530-552
- ✦ India today
- ✦ Business standard
- ✦ 4ps of marketing ( vol. no.3 feb.2010)

### Web sites

- ✦ [www.hyundai.com](http://www.hyundai.com)
- ✦ [www.altavista.com](http://www.altavista.com)
- [www.google.com](http://www.google.com)

# ANNEXURE

## Annexure

### QUESTIONNAIRE

Name.....

Address of the customer .....

Occupation

Other Vehicle Owned

Age

Annual Income

1. - How you become interested about Hyundai ?

- News paper
- T.V ad
- Trade show
- Internet
- Peer group
- Personal approach by dealer

2. - Which language News paper and T.V channel do you prefer?

- (1) Hindi

(2) English

(3) Other

**3. - Have you seen Hyundai Advertisement (print ad or T.V commercial)?**

	Yes	No
Print ad	<input type="checkbox"/>	<input type="checkbox"/>
T.V commercial	<input type="checkbox"/>	<input type="checkbox"/>

**4. - Was that Advertisement effective?**

Yes

No

**6. - What was the influencing power of advertisement?**

**7. - How many times do you see Hyundai and competitors advertisement at T.V and in News paper?**

(1) Daily (2) Weekly (3) Monthly (4) Hardly



**8. - Which car Advertisement is effective? Please rank 1 to 5 as below cars.**

Rating Scale-

	1	2	3	4	5
	Poor	So So	Fair	Good	Excellent
(1) Ford Figo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) SWIFT <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(3) BRIO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) Indigo CS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9. - What is the influencing power of the advertisement?**

**10. - Which additional benefit are you getting with Hyundai, Swift Desire, Indigo CS and Icon Ford?**

Benefits	Cars-	Hyundai	Indigo CS	Icon Ford	Swift Desire
Discount					
Free accessories					

Free gift				
Extended warranty				
Registration				
Offers				
Test Drive				



## AJIT KUMAR

### ORIGINALITY REPORT

8%

SIMILARITY INDEX

02%

INTERNET SOURCES

1%

PUBLICATIONS

06%

STUDENT PAPERS

### PRIMARY SOURCES

1	<a href="http://www.coursehero.com">www.coursehero.com</a> Internet Source	2%
2	<a href="http://achawater.com">achawater.com</a> Internet Source	1%
3	<a href="http://www.thirdeyesight.in">www.thirdeyesight.in</a> Internet Source	1%
4	<a href="http://www.dnaindia.com">www.dnaindia.com</a> Internet Source	1%
5	<a href="http://ro-services.com">ro-services.com</a> Internet Source	3%
6	<a href="http://www.eurekaforbes.com">www.eurekaforbes.com</a> Internet Source	1%
7	Submitted to Indian Institute of Management, Indore Student Paper	1%
8	<a href="http://superbrandsindia.com">superbrandsindia.com</a> Internet Source	1%
9	<a href="http://www.imagesfranchise.com">www.imagesfranchise.com</a> Internet Source	1%

