

Chapter 1 :Introduction

1.1 Indian Automotive Industry- Industry Profile

The far reaching economic reforms undertaken since 1991 have unleashed the growth potential of Indian economy. A series of “second generation of reforms” aimed at deregulating the country & stimulating foreign investments have moved India firmly into the front ranks of the rapidly growing Asia Pacific Region.

The automotive industry in India is now working in terms of the dynamics of an open market. Many joint ventures have been set up in India with foreign collaboration, both technical & financial with leading global manufacturers. The government of India is keen to provide a suitable economic & business environment conducive to the success of the established and prospective foreign partnership ventures.

The joint venture list includes a wide variation ranging from 10% to 100% i.e. wholly owned foreign subsidiaries. The equity participation is not regulated by Government but is market driven. It depends on the market perceptions of the joint venture partners and their business

perceptions primarily in terms of technological, financial and market strengths of the partners. The setting up of joint ventures has also led to enhanced capacity creation in the vehicle sector, particularly in the passenger car sector & the additional capacity is expected to mount by one million passenger cars by 2017.

Concentrated efforts are going on in India for inducting & absorbing the latest technology & upgrading the quality of products to an international level and a partner search mission is on. Indian firms are on the lookout for joint ventures and technology transfers to access niche technologies, to complement their range of products as well as to bench mark their products with the world's latest & the best.

1.1.1 Insights on Indian Auto Industry

Demand Forecasts

Car sales hit record high in India; Over 2 million units were sold in 2015. Despite fragmented recovery in the demand, passenger car industry in the country has ended the year 2015 with about 10 per cent growth in sales. Also, total car sales in the country crossed two million units for the first time. The previous highest was 1,998,703 units in 2012.

Domestic passenger car sales rose 9.8 per cent to 2,034,015 units in 2015 as against 1,852,545 units in 2014. Utility Vehicle (UVs) reported a rise of 3.58 per cent at 565,638 units when compared with 546,088 units. However, vans reported a very marginal rise to 173,092 units from 172,103 units.

India has potential both in economic & population terms & it shall have the effect on the auto industry in the years to come. With a well developed components industry & a production level of one-million four wheeled vehicles a year, plus a further five million two & three wheelers, India came to be recognized as a potential emerging auto market a few years back.

India is also the fastest growing auto market globally. Judging by the growth rate of auto sales in 2015, and the slew of new launches poised for this year, it seems that India has finally arrived in the big league of asian car

markets.

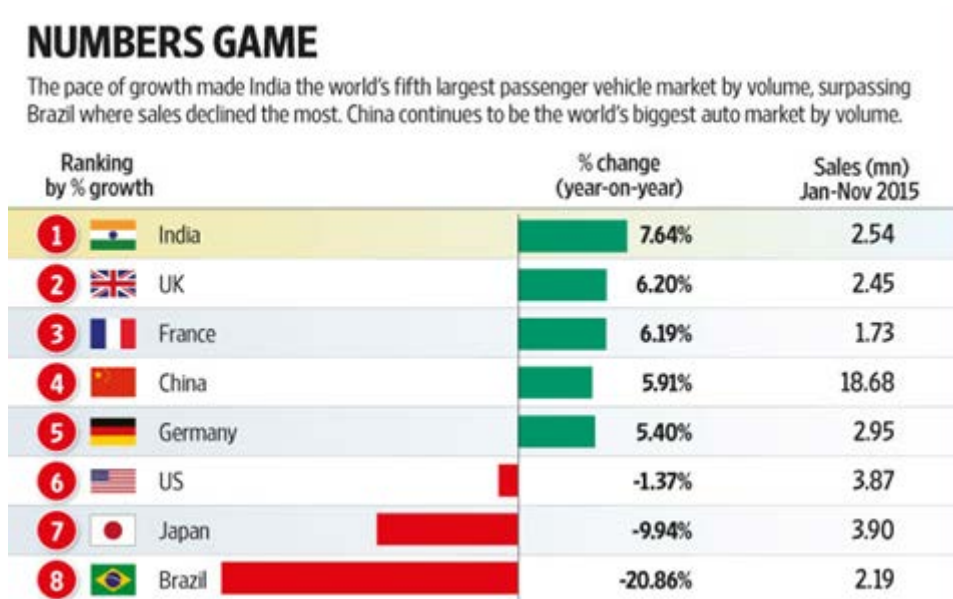


Fig 1.1

SIAM Report

In terms of percentage growth, the UK with 6.20% year-on-year growth was the second-fastest growing market, followed by France and China at 6.19% and 5.91%, respectively. China's passenger vehicle market is at least eight times the size of the Indian market and 11 times that of the French one. Sales in other big markets such as Japan and the US declined 10% and 1.37%, respectively. India now trails Germany by 400,000 units and experts expect India to surpass the European country this year.

There is no doubt that India has lately emerged as one of the fastest growing auto markets in the world, and one of the main reason behind that is the fact that the car market is also undergoing significant structural changes.

One such major shift is easy finance. Over 80% of the cars sold in the country now are financed. Thanks to the lower interest rates. Consequently, car upgrades & multiple ownership have become a norm.

"We are projecting India to become third-largest passenger vehicle market by 2018," Anil Sharma, principal analyst at consulting and forecasting firm IHS Automotive, said.

1.2 Company Profile

1.2.1 About Hyundai Motors India Ltd.

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 has ten car models across segments – Eon, i10, Grand i10, Elite i20, Active i20, Xcent, Verna, CRETA, Elantra and 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 over 92 countries across Africa, Middle East, Latin America, Australia and the Asia Pacific. HMIL has been India's number one exporter for the last 10 years consecutively. To support its growth and expansion plans, HMIL currently has 445 dealers and more than 1,100 service points across India. In its commitment to provide customers with cutting-edge global technology, Hyundai has a modern multi-million dollar R&D facility in Hyderabad. The R&D centre endeavours to be a centre of excellence in automobile engineering.

HMIL is the country's largest passenger car exporter. HMIL began exporting cars in 1999 when it shipped a batch of 20 Santro's to Nepal and since then it has maintained the esteemed crown position till date. Keeping innovation & challenge at its heart, HMIL has able to cater to customers across the globe, whether it be the Middle East, Africa, Asia or the Latin America.

HMIL has strong product line up, which includes EON, i10, Grand i10, Xcent, Elite i20, i20 Active, Verna & Creta. HMIL currently exports to more than 92 countries. The newly launched Creta in the compact Sports Utility Vehicle (SUV) segment has received tremendous response worldwide (approx. 24,500 units order received from Aug'15 ~ Mar'16) reflecting customer keenness & satisfaction towards HMIL products.

HMIL, the country's second-largest car-manufacturer, raised the bar of its highest-ever domestic sales in October with sale of 47,015 units. The Korean company, which sold 38,010 units in the same period last year, registered a growth of 23.7%.

The cumulative sales also continued the positive trend, with 10.3% increase at 61,792 units in October. Hyundai had a total sale of 56,019 units in October 2014.

HMIL has many awards in its bouquet. Some of the latest awards which Hyundai has got:

March. 21, 2016: Hyundai Elite i20/Active received 'Most Appealing Premium Compact Car' at J D Power Awards 2016

March. 21, 2016: Hyundai i10 received 'Most Appealing Compact Car' at J D Power Awards 2016

March. 21, 2016: Hyundai EON received 'Most Appealing Entry Compact Car' at J D Power Awards 2016

Jan 22, 2016: Hyundai CRETA won 'Compact SUV of the Year' at Car & Bike India Awards 2016

Some of the accolades received by Elantra

January 8, 2013: Elantra has been awarded the 'Car of the year', 'Design of the year' and 'Executive car of the year' by Car India and Bike India Awards.

January 9, 2013: Elantra has been awarded the 'Saloon car of the year and Best design & styling by Bloomberg UTV Autocar India Awards.

January 11, 2013: Elantra has been awarded the 'Car of the year' and 'Executive Sedan of the year' by CNBC TV18 Overdrive Awards.

January 24, 2013: Elantra has been awarded the Premium Sedan and Automotive design of year by ET Zigwheels Awards 2012.

March 20, 2013: Elantra won the 'Sedan of the year 2012' by Autobild India and Carwale Awards - The Golden Steering Wheel Award.

December 10, 2012: Elantra has been awarded the prestigious 'Saloon Car Of The Year 2012' by BBC Top Gear Magazine Awards 2012.

November 17, 2004: HMIL introduced India's Best Warranty for the 1st time in the history of Indian Automotive Industry – 4 years/80,000 km warranty for Sonata & Elantra.

The **Hyundai Motor Company** is a South Korean multinational automotive manufacturer headquartered in Seoul, South Korea. The company was founded in 1967 and, along with its 32.8% owned subsidiary, Kia Motors, together comprise the Hyundai Motor Group, which is the world's fifth largest automaker based on annual vehicle sales in 2012. In 2008, Hyundai Motor (without Kia) was ranked as the eighth largest automaker. As of 2012, the Company sold over 4.4 million vehicles worldwide in that year, and together with Kia, total sales were 7.12 million.

Hyundai is currently the fourth largest vehicle manufacturer in the world. Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan, South Korea, which has an annual production capacity of 1.6 million units. The company employs about 75,000 people worldwide. Hyundai vehicles are sold in 193 countries through some 5,000 dealerships & showrooms.

HYUNDAI'S FULLY INTEGRATED MANUFACTURING CAPABILITIES

The Press Shop

A computer controlled line that converts sheet metal to body panels of high dimensional accuracy and consistency.

The Body Shop

A hi-tech line that builds full body shells from panels. Automated robotic arms are used for intricate welding operations that ensure superior and consistent build quality.

The Paint Shop

This is one of the most modern paint shops in the country and uses the environment friendly water based process for superior and lasting exteriors. A unique process management system followed here helps HMIL deliver the most extensive colour range, independent of minimum batch requirements, helping customers get their preferred colour anytime.

The Aluminium foundry

Forges the engine cylinder blocks for Hyundai cars to exacting design specifications.

The Engine and Transmission Shop

One of the biggest engine shops in the country, this unit is equipped with the most modern tooling and testing facilities to make a wide range of engines in house.

The Plastic Extrusion Unit

Moulds the dashes, bumpers and other plastic components to perfect fit and finish.

The Plastic Paint Shop

One of the very few manufacturing units in India to have this facility in-house, Hyundai's plastic paint shop delivers a high grade finish on exterior plastic components.

The Test Track

With comprehensive performance testing facilities like rattle testing and ABS brake testing; this track is designed to meet pre-delivery (PDI) certification standards to exacting Euro specifications.

R&D FACILITIES

Hyundai and Kia together have R&D centres in the United States, Europe, and Japan apart from the global R&D headquarters at Ulsan, Korea.

The Hyundai Motor Group has recently dedicated an annual R&D spend of close to US\$ 2 Billion, up from US\$ 1.2 Billion to enhance its thrust on new product development and achieve global quality benchmarks by year 2005. This includes the \$30 Mn Hyundai-Kia Design and Technical Center in Irvine, California.

ENVIRONMENT MANAGEMENT

Hyundai Motor India has been awarded the benchmark ISO 14001 certification for its sustainable environment management practices. Living up to its commitment of providing global standards of quality and process management in India, Hyundai had put in place an Environment Management System (EMS) at its manufacturing plant in Chennai right from its project stage. The certification process was completed in a record time of 10 months with 'Zero NCRs'. The assessment was done by TUV SUDDEUTSCHLAND and covered areas like Awareness Training, Technology Upgradation, Recycling, Waste Management and fulfilling Government Regulations.

HMI is also working on a backward integration strategy that will support vendors of the company in implementing EMS.

Hyundai Motor Company, S.Korea, the parent of HMI, has been doing considerable work on sustainable Environment Management. The company has a well-defined framework in place for developing products that reduce pollutant emissions and processes for preservation of natural resources and energy along all the stages of the product lifecycle from production, sales, and use to disposal. The company has also been in the forefront of development of environment friendly technologies like Hybrid Electric Vehicles (HEVs), and Fuel Cell Electric Vehicles (FCEVs) and has been awarded the ISO 14001 certification for all its three major plants in Ulsan, Asan and Jeonju in S.Korea.

SOCIAL RESPONSIBILITY

Hyundai, as a responsible corporate citizen is committed to sustainable social development and the preservation of the environment. All the company's key manufacturing units, including the Indian plant has the ISO 14001 certification for its Environment management practices. As a part of its social responsibility programs, the company conducts various campaigns to spread awareness of in-car safety and safe driving practices, particularly targeted against drunken driving, speeding, etc.

As a part of its community development projects, the company has adopted a few villages around its factory in Tamilnadu and has been working towards the social and economic development of these villages, assisting them in the areas of primary health care, education, basic amenities and employment opportunities.

1.2.2 HYUNDAI ELANTRA

APRIL 15, 2004- Launch of Elantra first time in India.

AUGUST 13, 2012- Launch of new fluidic Elantra.

APRIL 20, 2015- Launch of Elantra with some additional features.

ELANTRA(D-SEGMENT)- The new Elantra comes perfectly handy for all occasions speed, agility and power come as standard equipment in Elantra. The design is a culmination of European styling & delightful functionality.

Popularly known as India's first performance Luxury Sedan, Hyundai Elantra has European style exterior and sleek design. The car boasts features like advanced brake assist system, electronic brake force distribution, and traction control system. It has independent suspension system, making it intelligent enough to sense the temperature and ensuring athleticism on roads.

1.2.3 HISTORY OF ELANTRA

The **Hyundai Elantra** , or **Hyundai Avante** in South Korea, is a compact car produced by the South Korean manufacturer Hyundai since 1990. It is now in its sixth generation.

The Elantra was initially marketed as the *Lantra* in Australia and some European markets. In Australia, this was due to the similarly named Mitsubishi Magna Elante model. This gave rise to disagreement with other motor manufacturers, and the name was standardized as "Elantra" worldwide in 2001 (except in Korea).



Hyundai Neo Fluidic Elantra

Figure 1.2

Following the 2015 launch of the Avante in South Korea, the sixth generation Elantra was announced to be released for sale in February 2016 for the 2017 model year in North America. Two trims are present in the 2017 model release: SE and Limited. (Sport and Value Edition trims from 2016 are discontinued.)

The design of the car has been changed to a more conservative appearance. The "fluidic sculpture" design that persisted across the Hyundai portfolio since 2011 is gone in the sixth generation Elantra. The car has less curves overall with pentagonal head and tail lights, a hexagonal grill, and redesigned body panels and bumper emphasizing straight lines along the body. The windshield is drawn back from the hood further than the prior generation, making for a more traditional sedan look. The interior is also less curved, with a cockpit, audio/temp controls and glove compartment in a single bow line across the dash. This was done without reducing the interior cabin space of the prior generation at 110.2 cubic feet (while the Elantra is sold under the compact class, it classifies as a mid-size sedan according to the EPA.)

The SE Model in 2017 has been noted to come standard with less features compared to the prior generation trim level. Packages include for the SE Trim: An ECO package which replaces the engine with a lower displacement 1.4-liter, 126 hp (94 kW) *Kappatype* along with a manual transmission that improves eMPG use for eco driving customers; a popular equipment package which includes alloy wheels, cruise control, automatic headlights, and touchscreen stereo with Android Auto and Apple CarPlay support; and a

Tech Package (that requires the Popular Equipment package) which includes LED daytime running lights, blind spot and rear cross-traffic alert system, proximity key/push button start, hands-free trunk access, and TFT monochromatic cluster display (replacing the LCD cluster that comes standard).

Packages for the Limited Edition includes a Limited Tech Package with a power sunroof, touchscreen stereo with Android Auto and Apple CarPlay support, heated seats, and ClariFi module to enhance interior car audio; and the Ultimate Package (that requires the Limited Tech Package) which adds automatic emergency braking with pedestrian detection, smart cruise control, lane keep assist, and memory presets for mirrors/driver seat adjustments.



Sixth Generation

Fig 1.3

BODY & CHASSIS

Body style- 4 door sedan

Powertrain

Engine- 1.4L kappa 14(petrol)

1.6 L gamma I4 (petrol)

1.6 L gamma g4 fj (turbocharged diesel)

1.6 L u2 saeng-il chu-ka-hael4 (turbocharged diesel)

2.0 L NU I4 (petrol)

Transmission- 6-speed automatic

6-speed manual

7-speed DCT

1.3 SIGNIFICANCE OF THE STUDY

1. It helps the organisation to understand the consumer psychology on choosing the product or service so that the product can be appropriately positioned.
2. It assesses the preference of choosing the Elantra car by the respondents.
3. The study also helps us to know about the consumer perception towards Elantra & other competing brands.
4. It also helps to assess the real opinion and mindset of consumers and aids to meet out their expectations in future. In turn, this will increase the volume of Sales.
5. It also helps the company to understand the efficiency of dealer service provided to the consumers, so that it can create a root for further development.

1.4 OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives:

1. To identify the various attributes of Elantra Cars & other cars that influence an individual's choice among alternatives.
2. To identify the awareness & attractiveness of New Elantra.

3. To identify the reason for the brand preference over the competing brands and to find out the consumer perception on various attributes of the products.
4. To find out the consumer satisfaction level on service provided by the dealers and also towards their product.
5. To identify the level of brand loyal customers
6. To identify the kinds of recommendations made towards the product to others.

CHAPTER-2

LITERATURE REVIEW

According to Philip Kotler “ Marketing Management is the art and science of choosing target markets and building profitable relationship with the customers. Thus it involves getting, keeping, and growing customers through creating, delivering, and communicating superior value.

At the centre of the process stand the consumers. The objective is to build a strong and profitable customer relationship. The first step is market segmentation, targeting and positioning to decide which customers the company should serve and how. The next step is to design a marketing mix consisting of factors under its control like product, price, place, and promotion. For identifying the best marketing mix combination and to put it into action, the company engages in marketing analysis , planning, implementation and control activities.

Any market will consist of various types of customers, products and needs. The marketer has to determine which market segments offer the best opportunity for achieving company objectives. Consumers can be grouped and served in various ways based on geographic, demographic, psychographic and behavioural factors, The process of dividing a heterogeneous market into distinct group of buyers who have different needs, characteristics or behaviour and who might require separate products or marketing programmes. A market segment will consist of homogenous consumers who might respond in a similar manner to a given set of marketing efforts (Kotler et.al, 2013). The car market , for example, can be segmented into budget or compact car segment, family car segment, premium car segment and luxury car segment.

After defining the market segments, a company decides to enter into one or more segments in a given market. Target marketing is the process of evaluating each market segment’s attractiveness and selecting one or more segments to enter.

Once the decision on which market segments to enter is made, market positioning is arranging for a product to occupy a clear, distinctive, and

desirable place relative to competing products in the minds of target consumers.

To be successful, the marketing programmes have to blend the four variables into an ideal integrated action plan aimed at achieving the corporate objectives. While the four Ps concept relates to the seller's perspective of the market, there are four Cs in the consumer's view. They are:

Product - Customer Solution

Price - Customer Cost

Place - Convenience

Promotion - Communication

To be effective, marketing people have to consider the four Cs first and then build the four Ps based on the requirements.

In order to create competitive advantage and succeed , a company should perform a better job than the competitors to satisfy target consumers. All the marketing strategies must be geared to the needs of the consumers as well as the strategies of the competitors in the market.

A thorough competitor analysis will have to be done first, before designing the competitive marketing strategies for a company. Regular comparison and evaluation of the value and satisfaction delivered by the company to the customers through its products, prices, channels and promotion against those of the competitors with similar products should be made.



Porter five forces

Fig 2.1

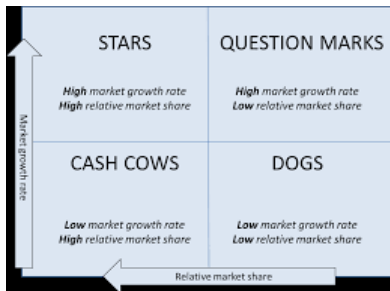


SWOT Analysis

Fig 2.2

Tools which are shown above are the best tools to analyse the market relative to company's strengths.

The Boston Consulting Group Matrix is a tool for strategic planning and resource allocation. The matrix is developed on the basis of two factors (a) Relative competitive position and (b) Business growth rate. These two factors are used to plot all the businesses (products) in which the firm is involved. The products are graphed as stars, question marks, cash cows and dogs.



BCG Matrix

Fig 2.3

Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands. The power of the brand lies in what consumers have seen, read, heard, learned, thought, and felt about the brand over time.

Advertising agency Young & Rubicam developed a model of brand equity called the Brand Asset Valuator (BAV). BAV compares the brand equity of thousands of brands across hundreds of different categories. There are four key pillars of brand equity:

1. **Energized differentiation** measures the degree to which a brand is seen as different from others, and its perceived momentum & leadership.
2. **Relevance** measures the appropriateness and breadth of a brand's appeal.
3. **Esteem** measures perceptions of quality and loyalty, or how well the brand is regarded and respected.

4. **Knowledge** measures how aware and familiar consumers are with the brand.

Energized differentiation and relevance combine to determine brand strength. Esteem and knowledge together create brand stature (Aaker et.al, 1996).

Marketing research consultants Millward Brown and WPP have developed the BRANDZ model of brand strength, at the heart of which is the Brand Dynamics pyramid.

For any one brand each person interviewed is assigned to one level of the pyramid depending on their responses to a set of questions. The Brand Dynamics Pyramid shows the number of consumers who have reached each level.

1. **Presence**-Active familiarity based on past trial, saliency, or knowledge of brand promise.
2. **Relevance**-Relevant to consumer's needs, in the right price range or in the consideration list.
3. **Performance**-Belief that it delivers acceptable product performance and is on the consumer's short list.
4. **Advantage**-Belief that the brand has an emotional or rational advantage over other brands in the same category.
5. **Bonding**-Rational and emotional attachments to the brand to the exclusion of other brands.

CHAPTER-3

METHODOLOGY

3.1 Research Design

It is a conceptual structure within which research should be conducted. Thus the preparation of such a design facilitates research to be as efficient as possible & will yield maximum information.

3.1.1 Research objectives

1. To study the perception of consumer towards Elantra & its competitors.
2. To identify the influencing factors on individuals choice among the alternatives.
3. To analyse the interest of respondents towards Elantra cars & competing brands
4. To know the reasons for preferring competitor brand
5. To identify the real opinion of Elantra cars towards the consumer

3.1.2 Sources of data

The task of collecting data begins after research problem has been defined and plan is chalked out. This study pertains to collection of data from primary and secondary sources.

3.1.3 Primary data

Data are collected for the first time for a specific person in mind using the questionnaire method. Questionnaire was administered through personal contact & telephone calls.

3.1.4 Secondary data

The data that are already collected and published are referred through the company sales guide & websites.

3.1.5 Type of Research

Here in order to meet the Research Objectives, descriptive research design is needed.

Descriptive Research Design

It includes surveys & fact findings enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present. In social business research we often use the term Ex post facto research for the descriptive studies.

The main characteristic of this method that the researcher has no control over the variable(s). He/she can only report what has happened or what is happening. Most ex post facto research projects are used for descriptive studies in which researcher seeks to measure such items, for example, frequency of shopping, and consumer preferences on products & services.

Descriptive research will be applicable to the existing problem. Here the study is conducted for a fact i.e. "consumer perception on Elantra cars in Delhi". So the process was conducted through a questionnaire.

3.1.5.2 Information required

1. Demographic profiles of the respondents.
2. Information on factors influencing respondents while choosing a particular brand of car.
3. On which brands respondents are interested in and the reason why they stick on to a particular brand. Whether they'll switch over to other brand.

3.1.5.3 Instrument Design

Questionnaire design

Designing & Implementing the questions are most interesting & challenging tasks of conducting research & analysis. This questionnaire has revealed the importance of the above.

Questionnaire

The method of data collection is quite popular particularly in case of big enquiries. Research workers, from private & public organisations, adopt it. In this method, a questionnaire is sent to the persons concerned with the request to answer the question & return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order or on a form.

The researcher has used questionnaire for the following purposes:

1. To identify the demographic profiles of the respondents
2. To study the interest & perception level towards various attributes of Elantra compared to other cars
3. To identify the consumer opinion towards the advertisement of Elantra cars & Identify the general satisfaction level on Elantra & other cars.

3.1.5.4 Research Plan

Data source : Primary and Secondary data

Research Approach: Survey Method

Research instrument: questionnaire

Contact method: personal interview ,telephone calls & e-mail

Sample Size:60

Sampling Design

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure that the researcher would adopt in selecting the items from the sample.

After deciding the research approach & instrument, the next stage is to design a sampling plan. The selected respondents from the total population constitute what is technically called a sample & the selection process is called sampling technique. The sampling plan calls for the following decisions such as

- 1) Population
- 2) Sampling frame
- 3) Sampling unit
- 4) Sampling method
- 5) Sample size

3.2.1 Population

Population is the entire pool from which a **statistical** sample is drawn. The information obtained from the sample allows statisticians to develop hypotheses about the larger **population**. Researchers gather information from a sample because of the difficulty of studying the entire **population**.

3.2.2 Sampling frame

It is a means of representing the elements of the population. The sample frame made use of in this study is consumer database lists.

3.2.3 Sampling unit

It goes a head with “who is to be surveyed” .Here the sampling unit is each individual user of D-segment cars restricted to Hyundai Elantra, Chevrolet Cruze, Volkswagen Jetta & others

3.2.4 Sampling method

Stratified random sampling in probability sampling is used in this study

3.2.5 Sample Size

The sample size selected for the survey is 20. The sample size determination was purely by intuition.

3.3 Statistical tools

To analyze the data following tool was applied

- Percentage Analysis

3.4 LIMITATIONS OF THE STUDY

1. The survey was limited to Delhi only.
2. The study covers only five brands of competing brands that includes Volkswagen Jetta, Toyota Corolla, Skoda Octavia, Chevrolet Cruze, Honda Civic
3. The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work.
4. The number of respondents was limited to 60 only.
5. Some of the respondents were not open in giving their opinions.

CHAPTER- 4 DATA ANALYSIS AND INTERPRETATION

4.1 Analysis of Data

S.NO.	Age Level	Elantra		Other competitors	
		No.of Respondents	%	No. of Respondents	%
1	Under 20 year	5	16.67	5	16.67
2	20-30	7	23.33	7	23.33
3	30-40	8	26.67	8	26.67
4	40-50	7	23.33	7	23.33
5	Above 50	3	10	3	10
	Total	30		30	

Table 4.1. Age level of Respondents

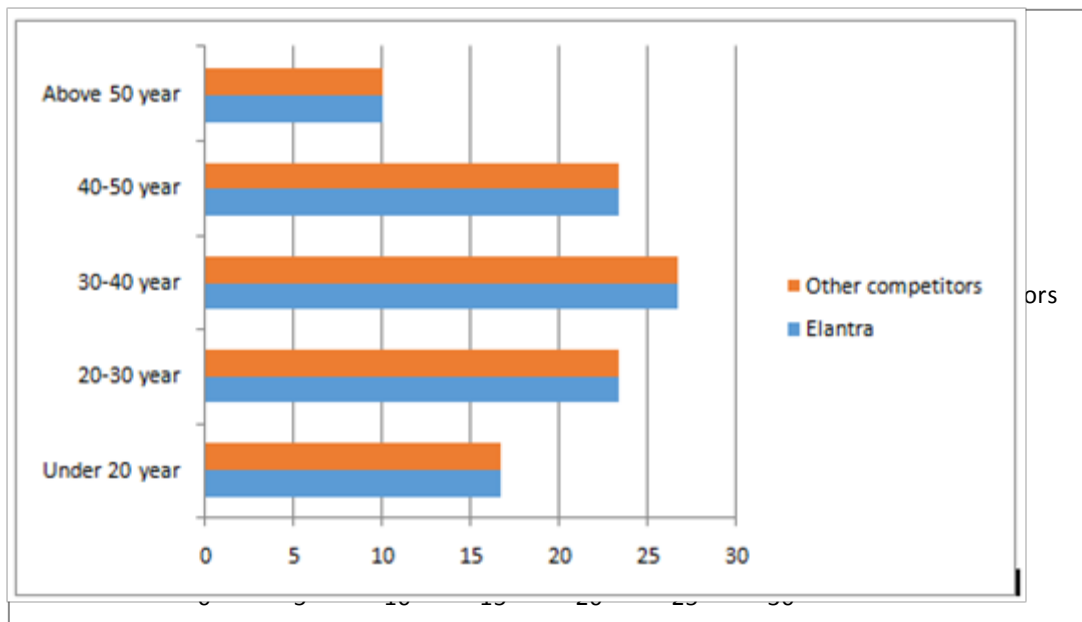


Fig 4.1.1

S.NO.	GENDER	ELANTRA		OTHER COMPETITORS	
		NO.OF RESPONDENTS	%	NO.OF RESPONDENTS	%
1	MALE	14	46.67	17	56.66
2	FEMALE	16	53.33	13	43.33
3	TOTAL	30		30	

Table 4.1.3

GENDER OF THE RESPONDENTS

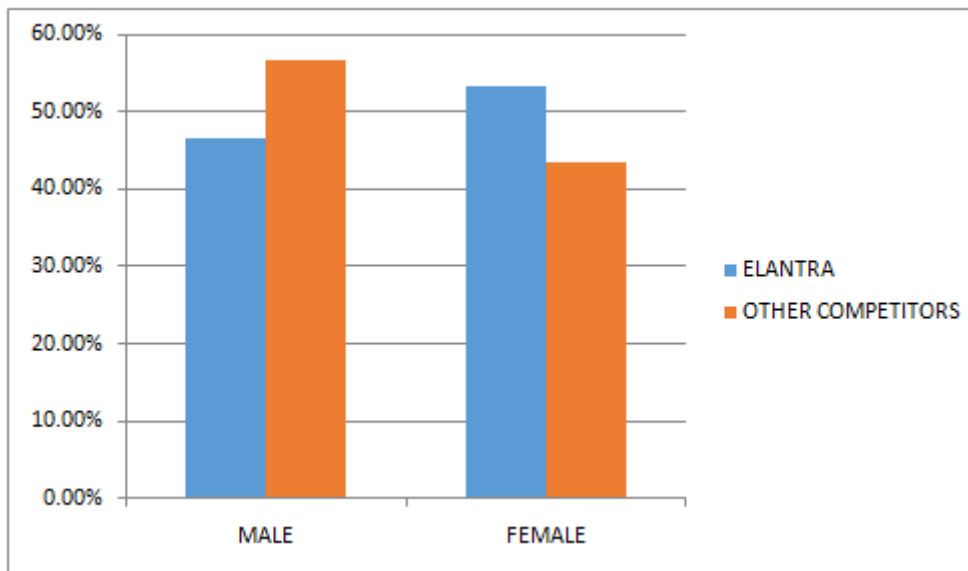


Fig 4.1.3

S.NO.	MARITAL STATUS	ELANTRA		OTHER COMPETITORS	
		NO.OF RESPONDENTS	%	NO.OF RESPONDENTS	%
1	MARRIED	22	73.33	22	73.33
2	UNMARRIED	8	26.67	8	26.67
3		30		30	

Table 4.1.3
MARITAL STATUS OF RESPONDENTS

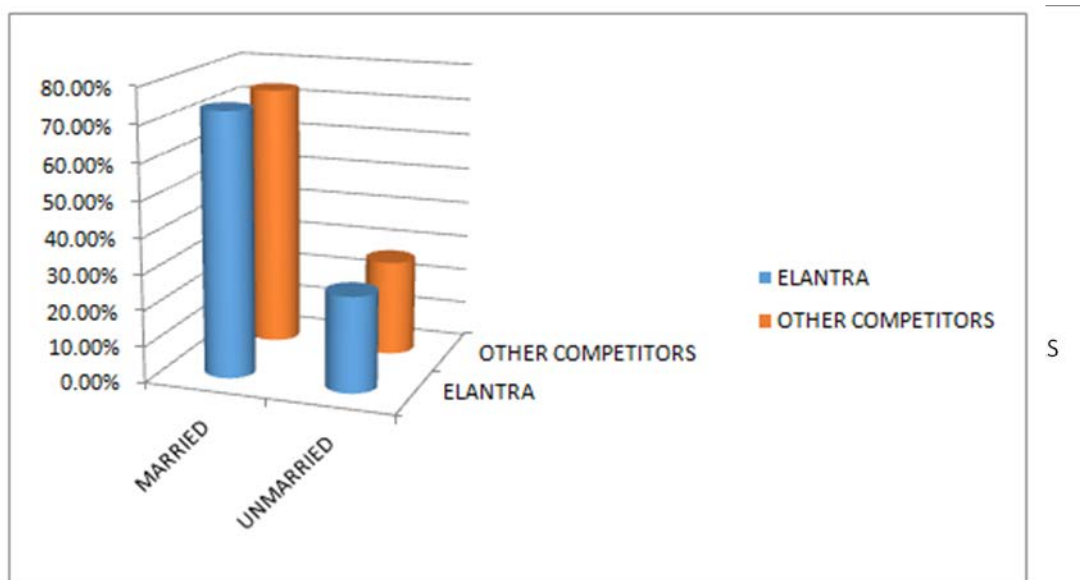


Fig 4.1.3

S.NO.	OCCUPATION	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	STUDENT	8	26.67	8	26.67
2	GOVT. EMPLOYEE	4	13.33	6	20
3	PRIVATE SERVICE	8	26.67	8	26.67
4	BUSINESS	10	33.33	8	26.67
	TOTAL	30		30	

Table 4.1.4
OCCUPATION OF THE RESPONDENTS

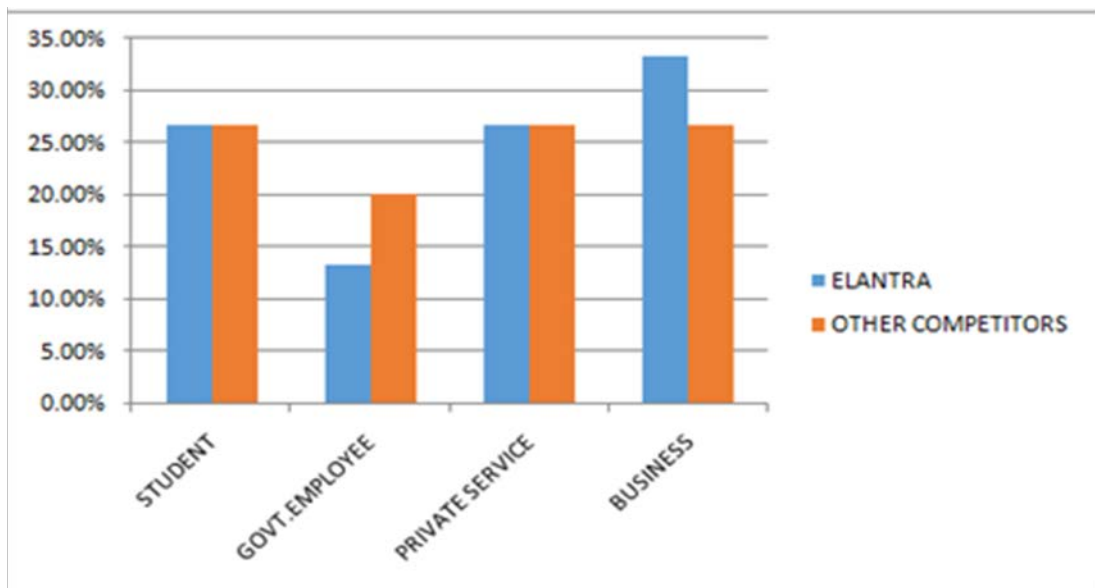


Fig 4.1.4

S.NO.	INCOME(P.A.)	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	BELOW 10LAC	2	6.67	1	3.33
2	10-15LAC	5	16.67	4	13.33
3	15-20LAC	6	20	7	23.33
4	20-25LAC	8	26.67	8	26.67
5	ABOVE 25LAC	9	30	10	33.33
	TOTAL	30		30	

Table 4.1.5

INCOME BIFURCATION OF RESPONDENTS

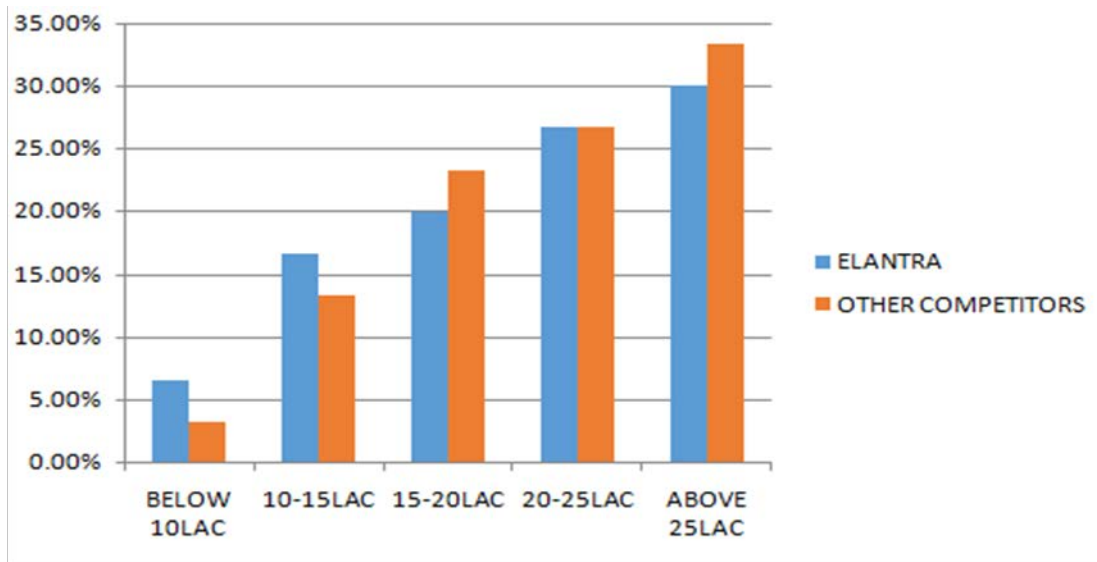


Fig 4.1.5

S.NO.	FAMILY SIZE	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	UPTO 3 MEMEBERS	9	30	10	33.33
2	4-5 MEMBERS	14	46.67	15	50
3	ABOVE 5 MEMBERS	7	23.33	5	16.67
4	TOTAL	30		30	

Table 4.1.6

FAMILY SIZE OF THE RESPONDENTS



Fig 4.1.6

S.NO.	USING YEARS	ELANTRA		OTHER COMPETITORS	
		NO.OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	1 YEAR	10	33.33	12	40
2	2-3YEARS	17	56.67	13	43.33
3	ABOVE 3 YEARS	3	10	5	16.67
4	TOTAL	30		30	

Table 4.1.7

YEAR OF USAGE OF THEIR RESPECTIVE CARS BY RESPONDENTS

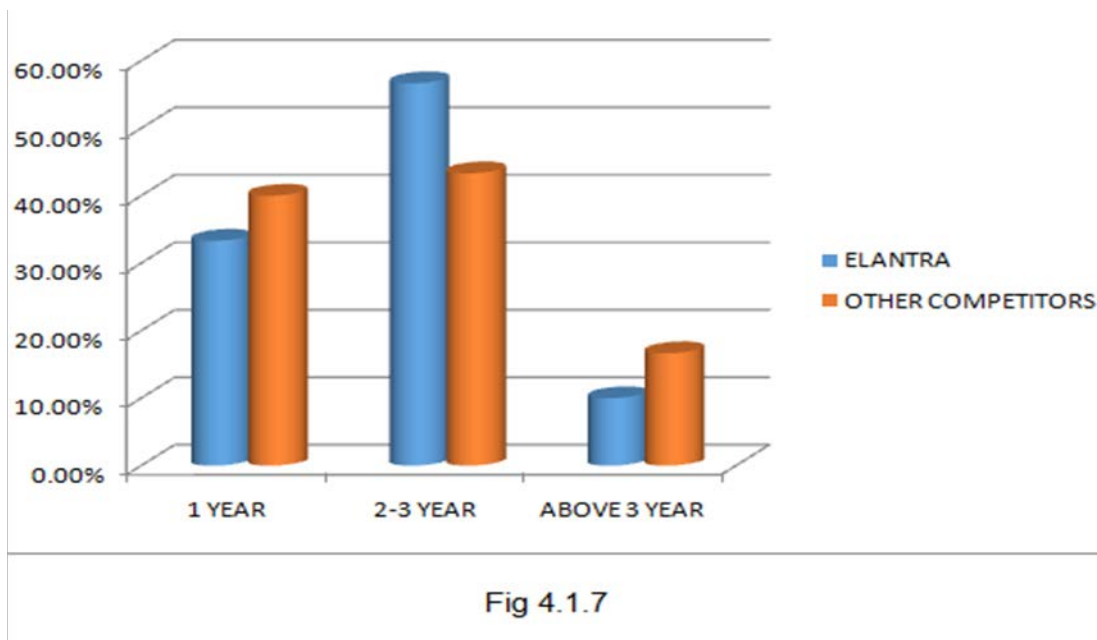


Fig 4.1.7

S.NO.	KILOMETER	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	LESS THAN 10 KM	2	6.67	1	3.33
2	10-25KM	5	16.67	4	13.33
3	25-50 KM	10	33.33	12	40
4	50-80 KM	11	36.67	13	43.33
5	ABOVE 80 KM	2	6.67	0	0
	TOTAL	30		30	

Table 4.1.8

DRIVING KILOMETER PER DAY

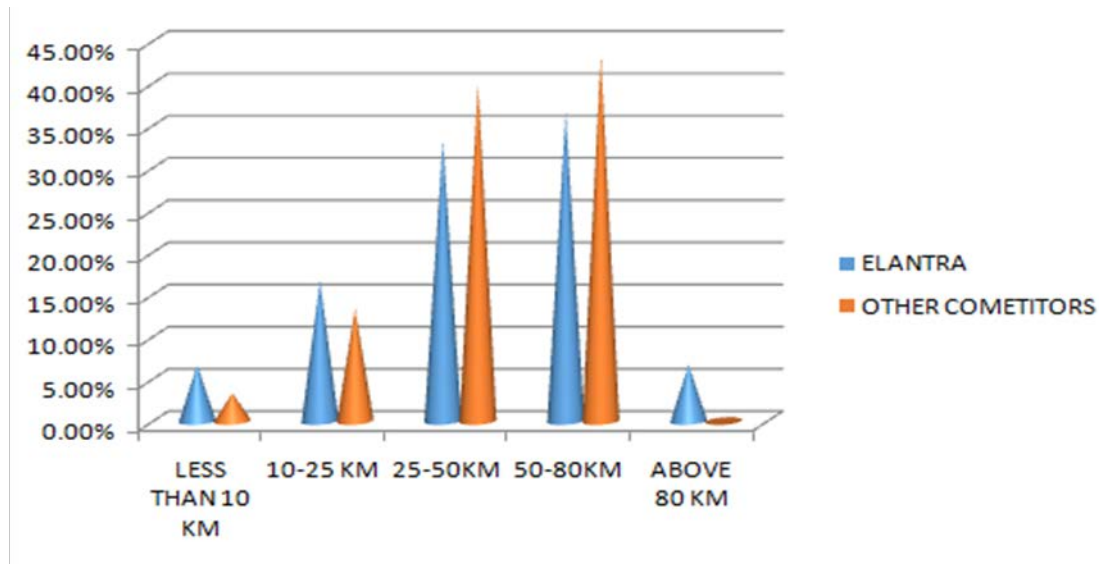


Fig 4.1.8

S.NO		ELANTRA		OTHER RSPONDENTS	
		NO.OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	PRICE	2	1.36	0	0
2	BRAND NAME	5	3.42	8	5.6
3	COMFORT	15	10.27	20	14
4	SAFETY	18	12.32	21	14.7
5	DESIGN	21	14.38	12	8.4
6	SIZE	10	6.84	9	6.3
7	MILEAGE	22	15.06	18	12.6
8	PERFORMANC E	26	17.80	27	18.90
9	MAINTENANCE COST	25	17.12	26	18.2
10	OTHERS	2	1.36	2	1.40
		146	100	143	100

Table 4.1.9

INFLUENCING FACTORS WHILE PURCHASING ELANTRA & OTHER CARS

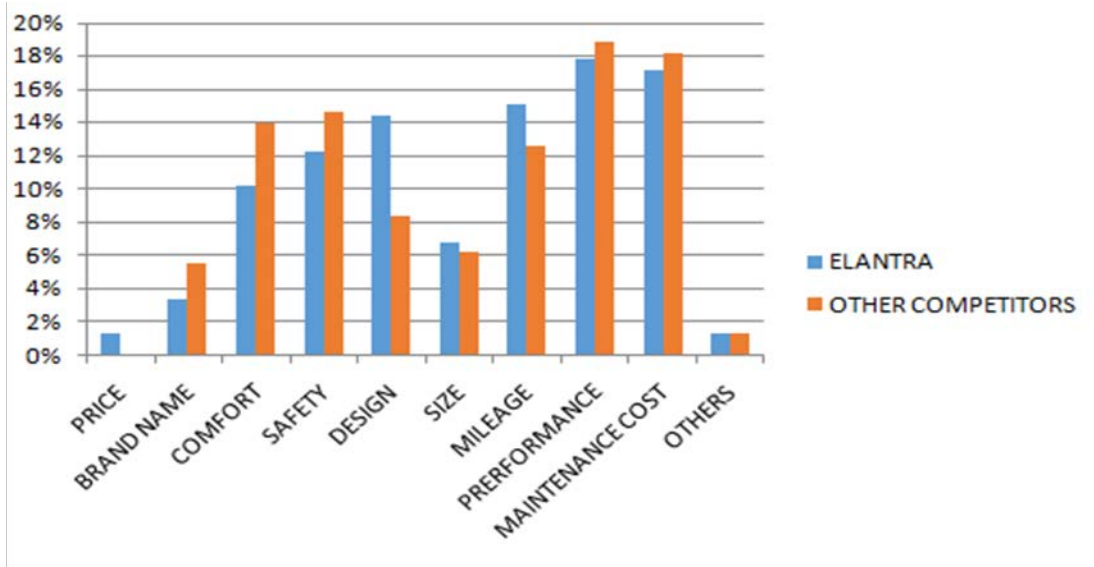
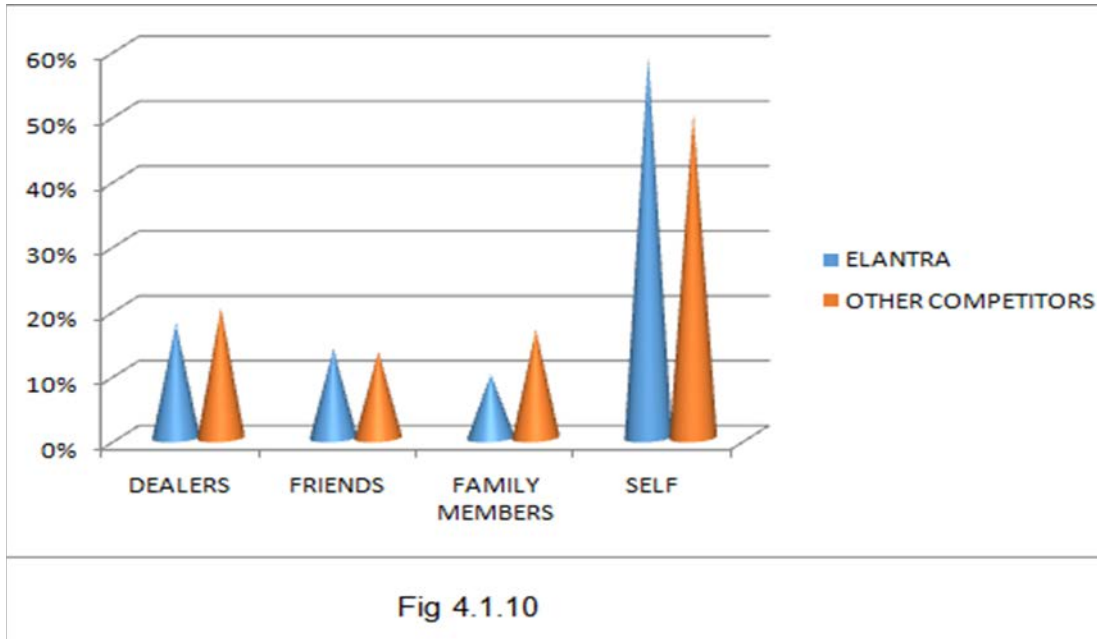


Fig 4.1.9

S.NO.	INFLUENCING PERSON	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	DEALERS	9	17.64	12	20
2	FRIENDS	7	13.72	8	13.33
3	FAMILY MEMBERS	5	9.80	10	16.67
4	SELF	30	58.82	30	50
5		51		60	

Table 4.1.10

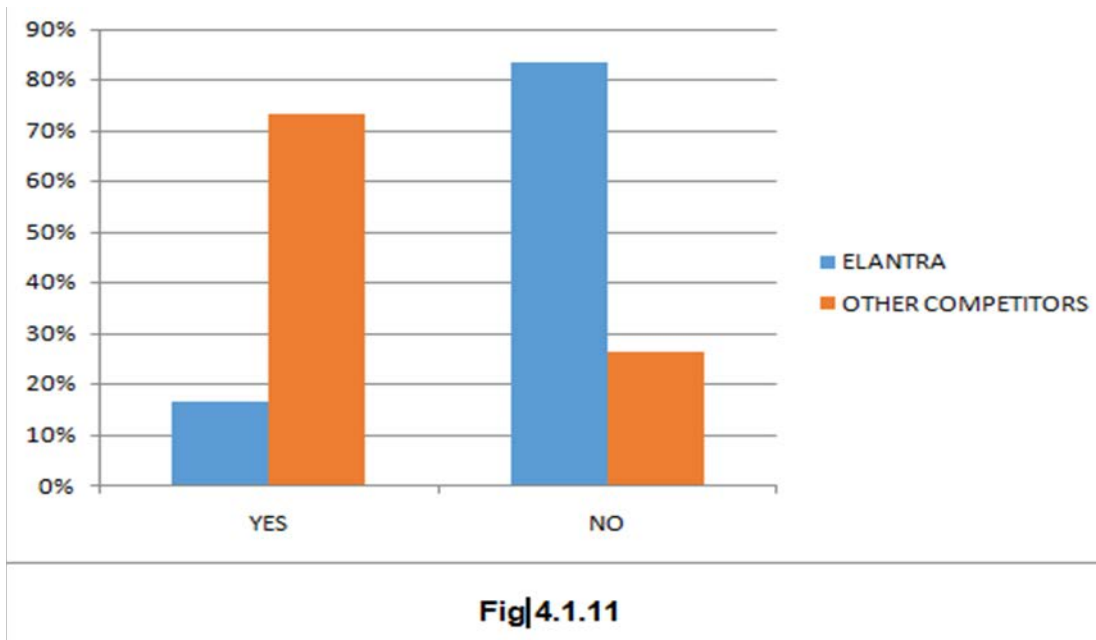
INFLUENCING PERSON



S.NO.	OPINION	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	YES	5	16.67	22	73.33
2	NO	25	83.33	8	26.67
		30		30	

Table 4.1.11

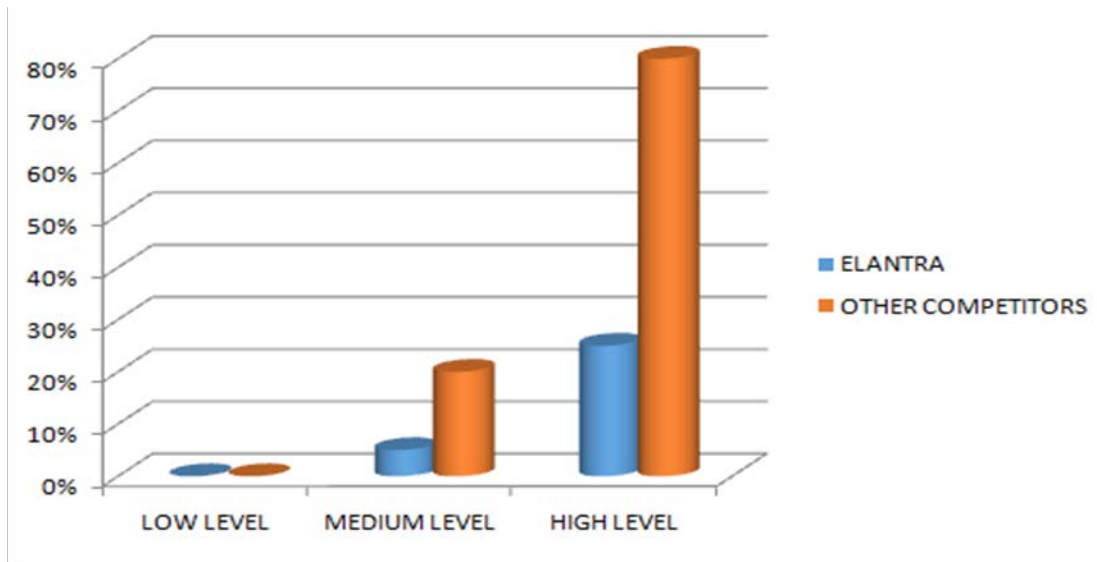
SEEN THE DEALER ADVERTISEMENT OF THE ELANTRA CARS



S.NO.	LEVEL OF PERCEPTION	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	LOW LEVEL	0	0	0	0
2	MEDIUM LEVEL	5	16.67	6	20
3	HIGH LEVEL	25	83.33	24	80
4	TOTAL				

Table 4.1.12

LEVEL OF PERCEPTION ABOUT THE PERFORMANCE OF THE CAR



Fig|4.1.12

S.NO.	MAINTENANCE TIME	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	THROUGH SCHEDULED MAINTENANCE	28	93.33	27	90
2	AS PROBLEM ARISE	2	6.67	3	10
3	POSTPONE AS LONG AS POSSIBLE	0	0	0	0
4	OTHERS	0	0	0	0
	TOTAL	30		30	

Table 4.1.13

MAINTENANCE HANDLING SYSTEM

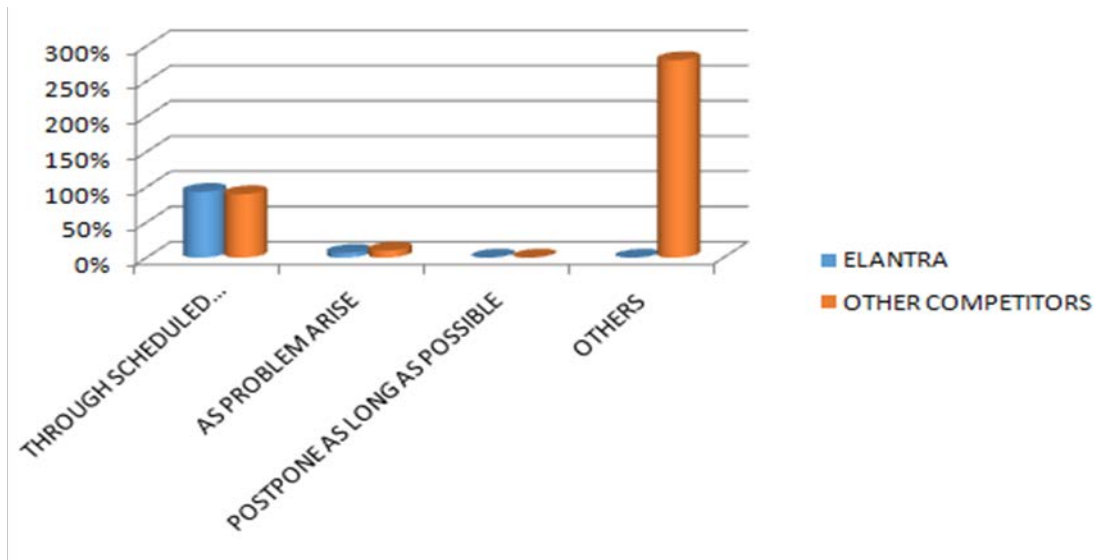


Fig 4.1.13

S.NO	OPINION	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	VERY SATISFIED	14	46.67	13	43.33
2	SATISFIED	12	40	15	50
3	DISSATISFIED	4	13.33	2	6.67
4	HIGHLY DISSATISFIED	0	0	0	0
	TOTAL	30		30	

Table 4.1.14

RESPONDENT SATISFACTION LEVEL ON ELANTRA
& OTHER CARS

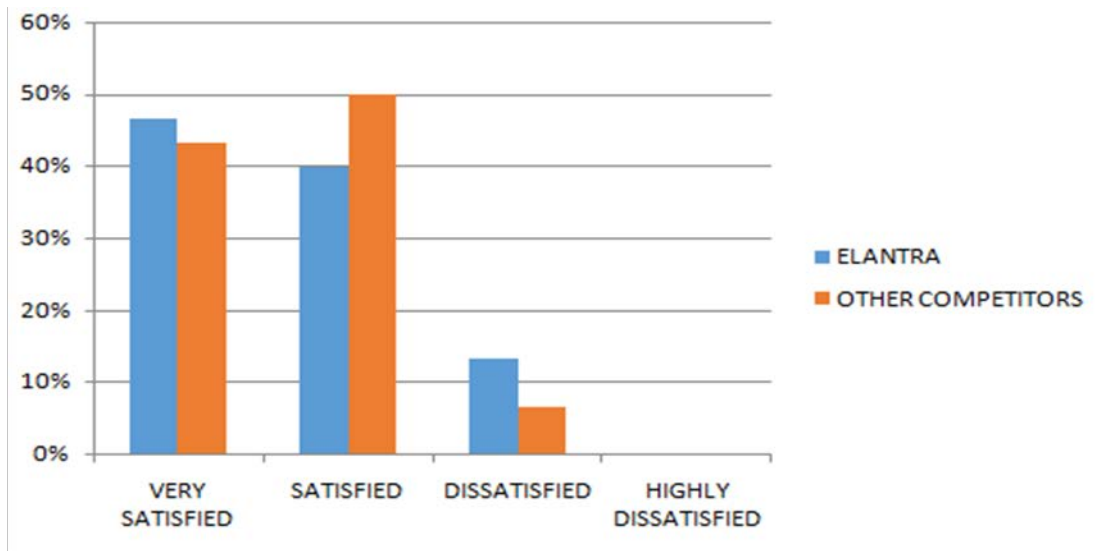


Fig 4.1.14

S.NO.	OPINION	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	YES	6	20	7	23.33
2	NO	24	80	23	76.67
	TOTAL	30		30	

Table4.1.15

LEVEL OF BRAND LOYAL CUSTOMERS IN ELANTRA & OTHERS

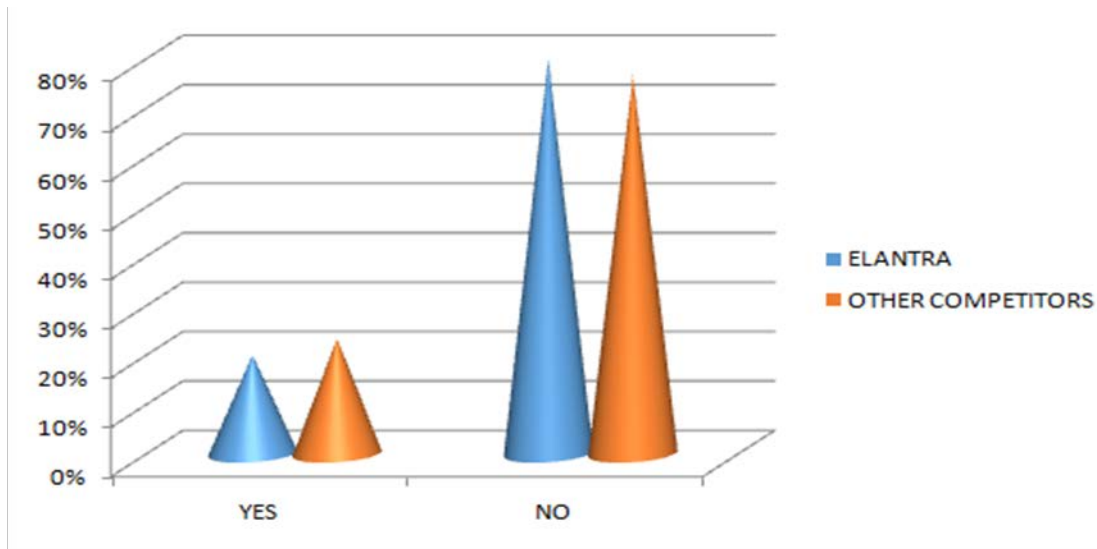


Fig 4.1.15

S.NO	RECOMMENDATIONS	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	CERTAINLY	20	66.67	24	80
2	UNCERTAIN	10	33.33	6	20
3	WILL NOT RECOMMEND	0	0	0	0
	TOTAL	30		30	

Table 4.1.16

RECOMMENDATION TO FRIENDS & RELATIVES

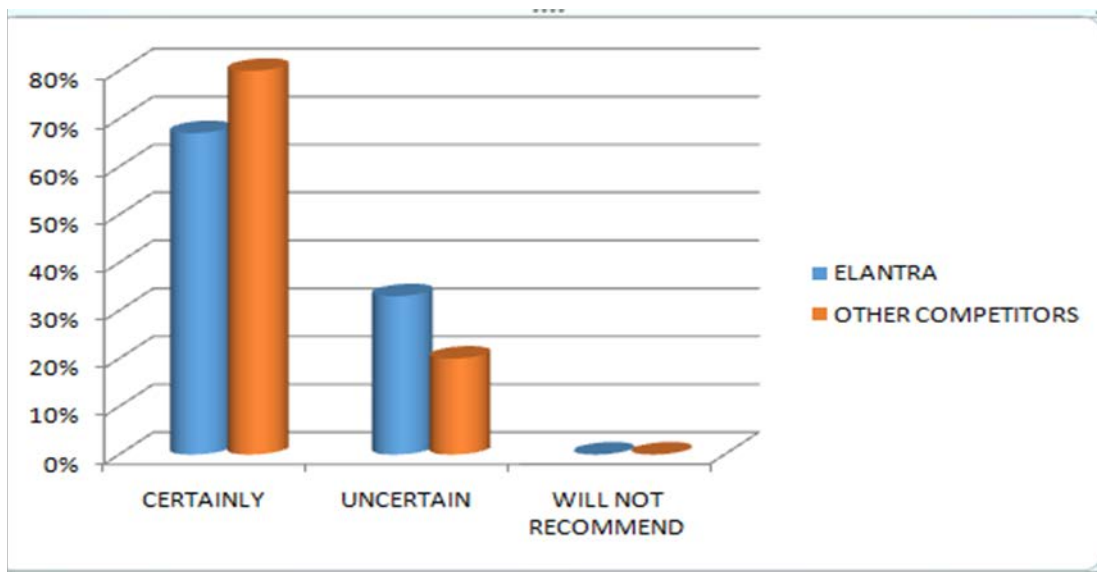


Fig 4.1.16

S.NO.	FUEL TYPE	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	PETROL	5	16.67	6	20
2	DIESEL	3	10	2	6.67
3	CNG	12	40	13	43.34
4	HYBRID	10	33.33	9	30
	TOTAL	30		30	

Table4.1.17

PREFERENCE OF FUEL TYPE

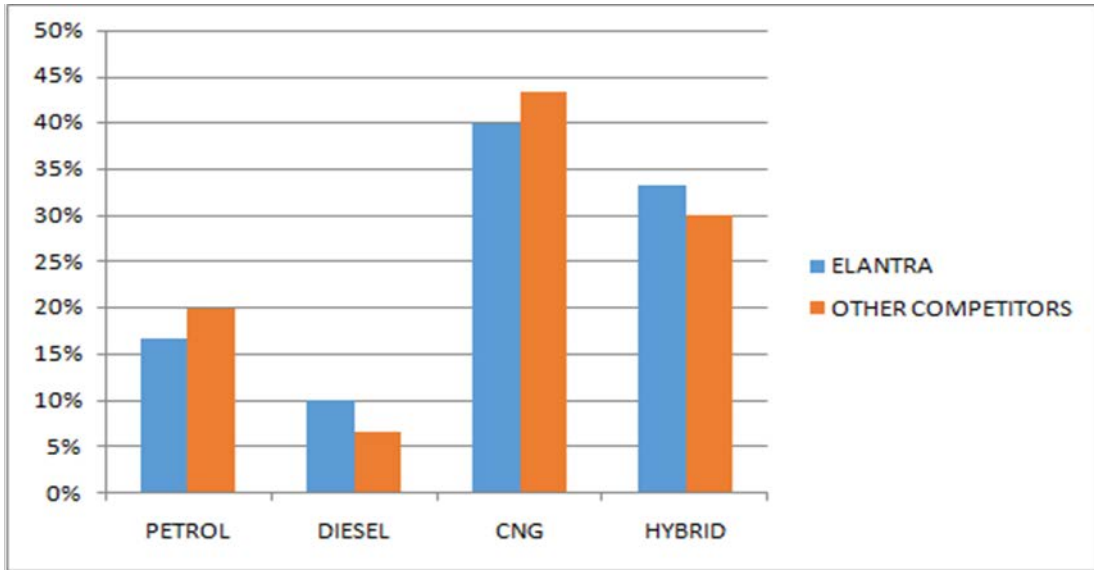


Fig 4.1.17

S.NO.	TRANSMISSION TYPE	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF RESPONDENTS	%
1	AUTOMATIC	9	30	17	56.67
2	MANUAL	21	70	13	43.33
		30		30	

Table4.1.18

PREFERENCE OF TRANSMISSION TYPE

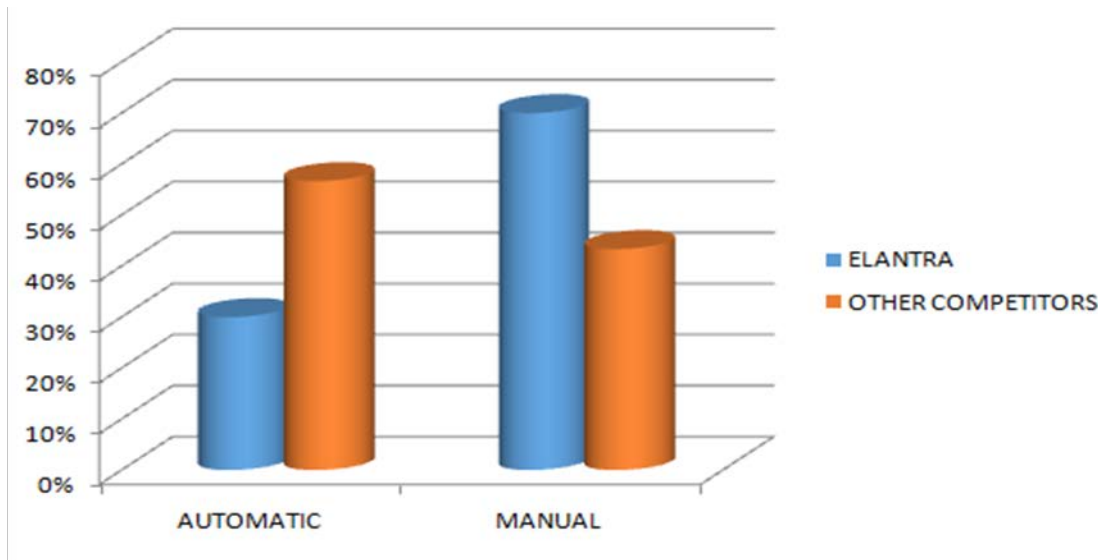
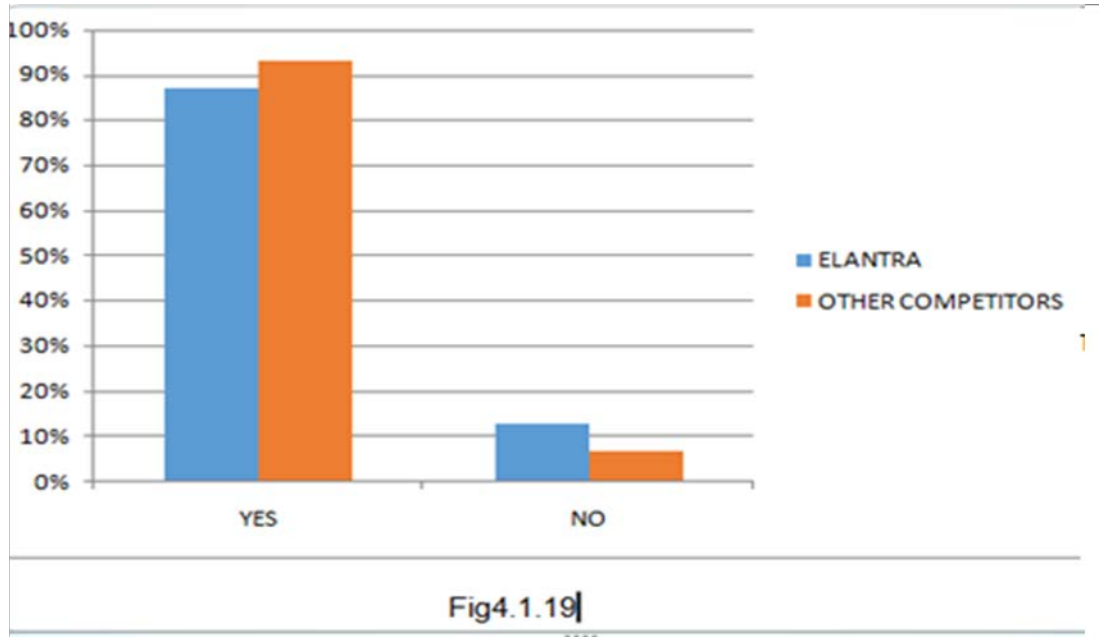


Fig 4.1.18

S.NO.	OPINION	ELANTRA		OTHER COMPETITORS	
		NO. OF RESPONDENTS	%	NO. OF COMPETITORS	%
1	YES	26	86.67	28	93.33
2	NO	4	13.33	2	6.67
		30		30	

Table 4.1.19

GOVT. INTENTION TO IMPOSE STRINGENT LAWS ON EMISSION
NORMS WILL AFFECT YOUR DECISION



CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSIONS

5.1 FINDINGS OF THE STUDY

5.1.1 Findings on Elantra Cars

1. 16.67% of the respondents using Elantra cars being surveyed are among the age group under 20 years. Similarly, in the case 20-30 years they are 23.33%, in the age group of 30-40 it is 26.67% ,in the case of 40-50 years 23.33% & above 50 it is 10%.
2. The respondents who belong to male gender constitute 46.67% because in this study attempt has been to maintain equal number of respondents from both the genders.
3. 73.33% of the respondents using Elantra cars are married and belong from middle class to upper middle class. Most important inducing factor which they have cited was value for money and to maintain a good social status in the society.
4. 26.67% of the respondents are students, 13.33 of the respondents are government employee, 26.67% of the respondents are in private service & 33.33 of the respondents are businessmen/businesswomen.
5. The respondents who belong to the income category of 10lacs-20lacs are 37%. They all belong to families with stable income and had easy access to credit system. This lured the respondents to go for this segment.
6. 47% of the respondents are having 4-5 members in the family.
7. 57% of the respondents using Elantra cars for less than 3 years.
8. 33.33% of the respondents are driving 25-50 km per day.
9. Major factors influenced respondents while purchasing Elantra cars are Mileage(15.06%), Size (12.32%) , Design(14.38%), Performance(17.80%), Maintenance cost(17.12%).

10. 59% of the respondents preferred Elantra cars on their own. However, other factors also act as a motivating factor for the customer to select from available options.
11. 17% of the respondents had seen the dealer advertisements of Elantra cars.
12. 65% of the respondents felt that dealer's advertisements appeared attractive.
13. 83% of the respondents are having high perception level on the performance of the Elantra car.
14. 93% of the respondents maintain their cars through scheduled maintenance. Out of that, 90% of the respondents are getting their reminders on maintenance time through personal records.
15. 47% of the respondents are very satisfied with the Elantra car.
16. 80% of the respondents are brand loyal customers of Elantra cars.
17. 67% of the respondents had strongly recommended Elantra cars to their friends & relatives.
18. 87% of the respondents buying behaviour in the future will get affected by uncertain environment about emission norms.

5.1.2 FINDINGS ON OTHER CARS

1. 27% of the respondents using other brand cars being surveyed are among the age group of 30-40 years.
2. The respondents who belong to male gender constitutes 57%.
3. 73% of the respondents using other cars are married. Reasons are same as cited above.
4. 20% of the users are govt. employee, 27% of the respondents are in private service.
5. 37% of the respondents belong to income category 10lacs-20lacs for other cars segments.

6. 50% of the respondents are having 4-5 members in their family in other cars segment.
7. 43% of the respondents are using their cars in the range 2-3 years.
8. 40% of the respondents are driving 25-50km's per day.
9. Major factors that influenced the respondents to go for the brands are safety(15%),performance(19%),maintenance cost(18%).
- 10.50% of the respondents decided to choose their brand on their own.
- 11.80% of the respondents in the other car segment have not seen the dealer's advertisement of Elantra car.
- 12.77% of the respondents felt that Elantra advertisements appeared attractive.
- 13.80% of the respondents in other cars segment are having high level perception on performance of their cars.
- 14.90% of the respondents are maintain their car through scheduled maintenance.Out of that, 45% of the respondents are getting their reminders on maintenance through their dealers & 45% of the respondents are reminded by their personal records.
- 15.43.33% of the respondents in the other cars segment are very satisfied with their cars
- 16.77% of the respondents in the other cars segment are loyal to their brands
- 17.80% of the respondents had certainly recommended the brand to their relatives& friends.

5.2 SUGGESTIONS & RECOMMENDATIONS

1. If we go as per the BCG matrix,Hyundai Elantra is still a question mark in India. When I talked to the respondents, some of them told me that Hyundai Elantra is not as much robust as other competitors in the market e.g Volkswagen jetta.This reason mainly influences some customers to go for competitor's brand. So, proper communication can

be sent to the public & proper positioning should be done in order to remove the constraint.

2. Elantra needs to create a long term competitive advantage because of stiff competition in this segment with the likes of Skoda, Volkswagen. We have to create a sustainable advantage which can differentiate Hyundai product & can stimulate customer's mind & heart & compel the market to go for Hyundai Elantra
3. Some of the respondents had complained that at higher speed its steering gives a feeling that it is not firm but slightly shaking which does not give the driver a feel & enough confidence which he/she gets in Skoda. Although HYUNDAI ELANTRA has far more features than any other competitor car, whether we talk about safety features or any other feature, in addition to its sculpture fluidic design & at a far cheaper price. e.g. In Mumbai ex-showroom price for Elantra is 16.5lac, whereas of Skoda it's 19lac. This obstacle can be overcome by differentiating the product, features through the comparative advertisements, roadshows so that competitors advantage can be broken tactically.
4. Hyundai Elantra mileage is very good comparative to its competitors so Hyundai can showcase this in its advertisements as a differentiating factor & Most importantly, people in this category just don't take product for utilitarian use. They in fact want to flaunt in the society. So, we need to this keep in mind as well.
5. Company can also work on alternative fuels to generate a long term sustainable advantage in the market.
6. Company can also focus on relationship marketing especially Hyundai Elantra buyers. and can create a brand community for Hyundai Elantra owners on the same lines as that of Harley Davidson owners group. This approach shall encourage group members and will become instrumental in spreading a positive word of mouth. It can also act as a

good platform to implement group members' suggestions & address their concerns in a timely manner.

7. New version of Elantra, planned for launch in the year 2016, should be positioned as a "Celebrity Car" or " Premium Segment Car". For this, a movie may be used to launch this car. Similar strategy was adopted to launch Maruti Swift car by highlighting the stylish features of the car in the movie, *Bunty aur Babli (Karunakaran, 2011)*.
8. Through public relations, event management and publicity: Elantra can be promoted using various tools like news,special events,speeches,mobilemarketing,reports,brochures,articles,company newsletters and magazines, audiovisual materials, corporate identity materials, gifts and public service or social service activities. At the same time, Hyundai can focus on certain politicians who have huge mass base whether in a state or centre. Hyundai can gift them Elantra & approach some media channel to take their interview to share experience with the car,This will facilitate the company to promote the car among the similar class as well as it'll also help in influencing their followers.
9. The company can help the dealers in branding their dealership since it plays a major role in pushing the product in the market in localities adjoining a dealer's location and avoids dealership failure .Equal importance should be given in highlighting the dealership brand as well as the product brand.
- 10.Efforts should be made to popularise the product,product variants,product prices,product differentiation , service, service differentiation through appropriate publicity measures.
- 11.Care should be taken to increase the service efficiency that aids to retain the existing customers.

Chapter6

CONCLUSION

In this competitive world, every company has to take crucial decisions aiming at profit maximisation through sales maximisation and it'll depend upon the company's capability to inform, remind & persuade the customers about its products in the market to generate maximum number of buying responses. Despite offering more features at less price, Elantra is facing stiff competition from its competitors. It is the need of the hour to position the product in a way which facilitates & makes the marketing task easy for dealers.

In today's scenario when seen from the point of view of a customer, there seems to be a no major difference among the car brands in this segment as far as performance is concerned. The brand perception is mainly dependent on the peripheral cues such as the nature & quality of service provided along with the pricing, maintenance, availability of spare parts & related issues.

As far as "Brand Dynamics Pyramid" is concerned, performance level is of paramount important and should be raised further to capture larger slice of market share. In the present scenario, Elantra has high brand stature but comparatively less brand strength as per "Brand Asset Valuator". It shows high brand stature by itself is insufficient for maintaining a leading position. As a result, companies struggle to overcome what consumers already know about and expect from them.

The study shows that brand perception is something which starts building up before a car is purchased & goes on with its use & reflected in the recommendations customer makes to his acquaintances (word of mouth) for the same car. Also it's seen that the customer might not be using the car still he/she holds perception about it. Brand personality of a car is enforced by the sellers in the mindsets of consumers and the customer reacts to it by forming their

perceptions about the car & this reflects in the overall brand image of the car. So, brand image & brand personality complement each other and the brand perception aids the building of a brand image.

Dealers, as per the study, play a very important role in building up of the brand perception of the cars. Since dealers become the most important link between the company and the customers, since they sell the product, deliver it & will keep on providing the after sales service to the customers as and when required.

Finally, Cars are just like clothes & accessories that suit the style & persona of a person. Customer sometimes shifts from being a customer who buys a car for utilitarian needs to the one, who wants to show-off a bit. For such customers, there is a need to create a type of perception & position the Hyundai Elantra as an appropriate choice.

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Questionnaire for owners

NAME:- _____

AGE:- Under 20 Year

20-30 Year

30-40 Year

40-50 Year

Above 50 Year

Gender Male Female

Occupation Students Govt. Employee

Private Service Business

Income Below 10lac 10-15lac 15-20lac 20-25lac Above 25lac

Family Size Upto 3 members 4-5 members Above 5 members

Year of usage of Elantra cars 1 year 2-3 year Above 3 year

Driving kilometre per day Less than 10 km 10-25km 25-50km 50-80km
 Above 80km

Respondent satisfaction level on Elantra very satisfied satisfied
 dissatisfied very dissatisfied

(1) How many Cars do you have? Specify the model names as well.

(1)___ (2)___ (3)___ (4)____ (5)____

Are you considering switching the "Elantra"?

Yes No

Recommendation to others certainly uncertain will not recommend

(2) Which fuel type you are currently using?

Petrol Diesel CNG Hybrid

(3) Which of the transmission type do you prefer?

Automatic Manual

(4) What is your satisfaction level towards Hyundai Elantra?

Highly Unsatisfied Unsatisfied Neutral

Satisfied Highly Satisfied

(5) What were the reasons for purchasing Hyundai Elantra?

Attractive Vehicle Social Status Transportation All the price ranges are available Better customer service

(6) How do you rate the exterior Fluidic design of Hyundai Elantra?

Excellent Very Good Good Average

(7) Please rate the following features in your Hyundai Elantra ?

	Excellent	Very Good	Good	Average	No comments
Comfort					
Mileage					
Maintenance					
Power					
Safety					
Status					

(8) Please rate your Hyundai Elantra in terms Interior design features on a scale of 1 to 5?

1- Highly Satisfied 2-Satisfied 3-Neutral 4-Dissatisfied 5- Highly Dissatisfied

1 2 3 4 5

	1	2	3	4	5
Seats					
Design					
Legroom					
Dashboard					
Interior					
Colour					
Music					
System					
Adjustable					
Front					
Seat					
Headrest					

Do you like to suggest any improvements?

(9) Are the existence of features such as ventilated front seats & ergonomic technology system will make a difference in your purchasing behaviour?

Yes No

(10) Please rate Hyundai Elantra safety features which we have introduced in our reincarnated version of Hyundai Elantra?

	1	2	3	4	5

Electronic chrome mirror					
Autonomous emergency braking					
Blindspot detection					
Lane departure warning system					
Static bending lights					
Electronic stability control					
FATC & TPM					
SWACS					

(11) Would you like to discuss or recommend Hyundai Elantra with your friends?

Yes No

(12) Which of the body type you consider in your next purchase?

Sedan Hatchback SUV MPV

Station Wagon

If Sedan, Pl answer Q-7.Otherwise Go to Q-10

(13) How much are you willing to spend?

5-10lac 10-15lac 15-20 Above 20lac

(14) If it is between 10-20lac, Which Sedan would you like to buy in the price range of Rs 10 Lac to Rs 20 Lac?

Hyundai Elantra Volkswagen Jetta Chevrolet Cruze
Toyota Camry

Renault Fluence Any Other

(15) What are your reasons for choosing that particular Car?

Please rate them according to your preference

Value for Money Speed Fuel-efficiency Attractive Discounts
 Convenient dealer location Attractive payment terms Trade-in

Value Availability of parts Reliability of the dealer After Sales Service Low Repair Cost Brand Image Reliability of the Maker Liked the Vehicle itself

(16) What has urged you to select this body type?

(17) Is govt. intention to impose stringent laws on emission norms going to affect your purchasing decision?

Yes No

Dealer Service Satisfaction level

(18) How do you rate your experience with Hyundai Dealer?

Highly Satisfied Satisfied Neutral Dissatisfied Highly Dissatisfied

(19) Was need analysis properly done?

(20) Was Sales Person able to built a rapport with you?

Yes No

(21) Please rate your dealer, which impacts your buying behaviour as well, on the following parameters on the scale of 1 to 5?

	1	2	3	4	5
Proximity					
Technical facilities					
Cost of service					
Availability of spares					
Info' provided					
Service time					

Charges					
Staff					
Delivery & service					
Assured customer transactions					
Ambience of Service Center					
Finance(credit schemes)					

Questionnaire for prospective buyers in future

NAME:- _____

AGE:- Under 20 Year

20-30 Year

30-40 Year

40-50 Year

Above 50 Year

Gender Male Female

Occupation Students Govt. Employee

Private Service Business

Income Below 10lac 10-15lac 15-20lac 20-25lac Above 25lac

Family size upto 3 members 4-5 members Above 5 members

1. How many Cars do you have? Specify the model names as well.

(1)___ (2)___ (3)___ (4)___ (5)___

Year of usage 1 year 2-3 year Above 3 years

Satisfaction very satisfied satisfied Dissatisfied Highly Dissatisfied

Are you considering switching yo other brand Yes No

Will recommend your car to others certainly uncertain will not recommend

2. Which fuel type you are currently using?

3. Petrol Diesel CNG Hybrid

4. Which of the transmission type do you prefer?

5. Automatic Manual
6. What is your satisfaction level towards your present car?
7. Highly Unsatisfied Unsatisfied Neutral
8. Satisfied Highly Satisfied
9. What are the reasons for using present brand?
10. Attractive Vehicle Social Status Transportation All the price ranges are available Better customer service
11. Which of the body type you consider in your next purchase?
12. Sedan Hatchback SUV MPV
13. Station Wagon
14. **If Sedan, Pl answer Q-7. Otherwise Go to Q-10**
15. How much are you willing to spend?
16. 5-10lac 10-15lac 15-20 Above 20lac
17. If it is between 10-20lac, Which Sedan would you like to buy in the price range of Rs 10 Lac to Rs 20 Lac?
18. Hyundai Elantra Volkswagen Jetta Chevrolet Cruze
Toyota Camry
19. Renault Fluence Any Other
20. What are your reasons for choosing that particular Car?
21. Please rate them according to your preference
22. Value for Money Speed Fuel-efficiency Attractive Discounts
 Convenient dealer location Attractive payment terms Trade-in Value
 Availability of parts Reliability of the dealer After Sales Service
 Low Repair Cost Brand Image Reliability of the Maker
 Liked the Vehicle itself

23. What has urged you to select this body type?

24. _____

25. Would you like to take a test drive on Hyundai Elantra?

26. Yes No

27. How do you rate the exterior Fluidic design of Hyundai Elantra?

28. Excellent Very Good Good Average

29. Please rate the following features in your present Car & rate these features for Hyundai Elantra as well If you have taken a test drive ?

	Excellent	Very Good	Good	Average	No comments
Comfort					
Mileage					
Maintenance					
Power					
Safety					
Status					

	Excellent	Very Good	Good	Average	No comments
Comfort					
Mileage					

Maintenance					
Power					
Safety					
Status					

30. Please rate your present car & Hyundai Elantra in terms Interior design features on a scale of 1 to 5?

2- Highly Satisfied 2-Satisfied 3-Neutral

4-Dissatisfied 5- Highly Dissatisfied

1 2 3 4 5

	1	2	3	4	5
Seats					
Design					
Legroom					
Dashboard					
Interior					
Colour					
Music					
System adjustable					
Front seat					
Headrest					

Do you like to suggest any improvements?

31 Does the existence of features such as ventilated front seats & ergonomic technology system will make a difference in your purchasing behaviour?

Yes No

32 Please rate Hyundai Elantra safety features which we have introduced in our reincarnated version of Hyundai Elantra?

	1	2	3	4	5
Electronic chrome mirror					
Autonomous emergency braking					
Blindspot detection					
Lane departure warning system					
Static bending lights					
Electronic stability control					
FATC & TPM					
SWACS					

33 Would you like to discuss or recommend Hyundai Elantra with your friends?

Yes No

33 Is govt. intention to impose stringent laws on emission norms going to affect your purchasing decision?

Yes No

Dealer Service Satisfaction level

(22) Have you visited any Hyundai Dealer?

Yes No

(23) Which Car did you ask for?

(24) Were you satisfied with the attitude of sales executive?

Yes No

(25) Please rate your dealer, which impacts your buying behaviour as well, on the following parameters on the scale of 1 to 5?

	1	2	3	4	5
Proximity					
Technical facilities					
Cost of service					
Availability of spares					
Info' provided					
Service time					
charges					
Staff					
Delivery & service					
Assured customer transactions					
Ambience of Service Center					
Finance(credit schemes)					