

A Comparative Analysis on Performance of TATA SAFARI and MAHINDRA XUV700 among consumer Preference of Ahmedabad city

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ABSTRACT

This study used the chi-square method to analyze the relationship that exists between age and consumer preference for Tata Safari and Mahindra XUV700 on vehicle attributes. The results show that age influences preference in design, performance, safety, fuel consumption and technology, as none of the p-values obtained for most of the hypotheses proposed were less than the 0.05 level of significance. This provides evidence that not all aspects of the traditional consumer model regarding demographic factors need to be centered around the marketing model focus, where the model needs to be expanded to include the concept of lifestyle and socio-economic sediments. There is a need for more future studies that will involve more diverse demographics, using more than one qualitative method and longitudinal studies to integrate

INTRODUCTION

Automobile industry is one of the sectors where there has been a remarkable growth and change over the past few years in India, an automobile sector that contributes to economy. The Tata Safari and Mahindra XUV700 hold a large plot at the market based on vehicle portfolio and its rich your tell. (Vidani, 2015) This study targets to investigate consumer preference for the Tata Safari vs. Mahindra XUV700 in Ahmedabad city concerning financial performance, market trends and competitive strategy.

Background of the automotive industry in India

The automotive sector in India has experienced larger expansion, with the country becoming one of the largest automobile markets globally. This growth is helpful to the rising income, urbanization, and a burgeoning middle class seeking mobility solutions (Vidani, 2015). The automobile market is filled with a diverse range of vehicles, from front wheelers to luxury SUVs, it is categorized to various consumer needs (Solanki & Vidani, 2016). In the research, Tata Motors and Mahindra are adapting to consumer preferences and technological advancement (Vidani & Solanki, 2015).

Tata Motors is a part of the Tata Group and has a long-standing reputation for innovation and quality (Niyati & Vidani, 2016). Tata Motors introduced the world's first affordable car in India, The Tata Nano, and continues to push boundaries with electric vehicles and advanced safety features (Solanki & Vidani, 2016). When Mahindra is known for its rugged utility vehicles and Mahindra has successfully ventured into an SUV segment with models that have unbelievable performance and advanced technology. The XUV700 represents a significant leap for Mahindra.

Purpose of study

This study aims to conduct a comparative analysis of the performance of the Tata Safari and Mahindra XUV700. This study focuses on consumer preferences in Ahmedabad city (Vidani, 2016). By examining key financial indicators such as revenue growth, profitability, liquidity, performance of cars, engine power, safety features, and technological advancement. Additionally, the study will explore market trends and competitive positioning that may influence consumer choices (Niyati & Vidani, 2016). And also find the mindset of the younger generation and older generation for the SUV segment (Vidani, 2016).

Financial performance of Tata and Mahindra

A comprehensive financial analysis of Tata and Mahindra reveals the unbelievable and dynamic of their performance (Modi, Harkani, Radadiya, & Vidani, 2016). The comparative analysis of financial performance extends the liquidity and debt structures of the company. Jaydeep Ramanuj and Salina Memon's research indicates that Mahindra demonstrates a superior liquidity ratio compared to Tata Motors (Pradhan, Tshogay, & Vidani, 2016). This liquidity helps Mahindra to better invest in future growth.

Consumer Preferences in the SUV Segment

The SUV segment is one of the trending segments in popularity. Consumer preference plays a critical role in the market success (Vidani, Das, Meghrajani, & Chaudasi, 2023). The Tata Safari and Mahindra XUV700 are both also known as a family-oriented car. But they have different aspects of consumer demand. The Safari is more comfortable and traditional while the XUV700 has a more luxurious look and is completed with

advanced technology like a 360-degree camera advanced parking sensors and auto-driving mode.

According to the research and study the XUV700 has been trending for its advanced safety features, including multiple airbags and a driver assistant system (Modi, Harkani, Radadiya, & Vidani, 2016). Consumer attracts their new look and enhance performance. While the young generation also sees the fuel efficiency in the cars (Vasveliya & Vidani, 2019). Generation Z asked about the powerful engine and fuel efficiency in one car and the XUV700 was given both. While Tata Safari is known for its rugged performance and safety also. It comes with a traditional design (Singh & Vidani, 2016).

Road present

Especially in Ahmedabad Safari is used for long-distance travel in the urban and rural areas and relaxation (Vidani & Plaha, 2016). On the other hand, the XUV700 is used for long-distance travel in the city and on highways. This model attracts the younger generation to new design and technology. (Vidani, 2019) (Mala, Vidani, & Solanki, 2016). Performance is important for many SUV buyers and both the Tata Safari and Mahindra XUV700 come with the power full engine option that delivers performance. Tata Safari comes with a 2.0 litre Kryotech turbocharged diesel engine and offers excellent power this car is suitable for city driving and off-road driving or adventure. The Mahindra XUV700 offers a 2.2-litre turbo petrol engine and an optional 2.2-turbo diesel engine. This car is suitable for only city driving and long driving (Sukhanandi, Tank, & Vidani, 2018).

Design of SUV

One of the most important factors in the automobile industry is a better design of the cars. Design plays an important role in consumer preference. The Tata Safari and Mahindra XUV700 offer outstanding design features (Vidani, 2018). The Tata Safari design is more traditional and focused on ruggedness and functionality. Its stylish interior makes an ideal for family cars. Mahindra XUV700 design is modern and sleek design Singh, Vidani, & Nagoria, 2016). With its sharp lines and slick profile, it appeals to younger buyers. The XUV700 interior is focused on premium design, technology, and advanced features. They are fitted with leather and a digital cockpit with ambient lights (Vidani, 2016). Overall the XUV700 is modern and dynamic. In terms of comfort, both cars get high ratings with comfortable seats and advanced control.

Technology

Technology is becoming an increasingly important factor for consumers when choosing cars, and both Tata Safari and Mahindra XUV700 offer a range of advanced features and technology (Vidani & Pathak, 2016). Mahindra XUV700 is mainly known for its technology with a 360-degree camera, ADAS (advanced driver included assistant system) as well as an Apple car play and Android auto integration and provides a great touch screen system (Biharani & Vidani, 2018). Still, the Tata Safari offers some modern features such as a rear-view camera, touchscreen infotainment system, and multiple airbags for safety and Tata safety is paramount to the Safari (Vidani J. N., 2016) (Vidani, 2015). These safety features make Tata Safari a favourite for families and travellers who put safety and peace of mind first. Tata Safari is one of the 5-star rated safety features.

Aftermarket Services

Aftermarket service plays an important role in consumer preference and brand loyalty. Both Tata and Mahindra have a strong partnership in the Ahmedabad city. (Mala, Vidani, & Solanki, 2016) (Solanki & Vidani, 2016). Providing easy access to maintenance of vehicle and repair service. Tata provides reliable after-sales services and focuses on customer satisfaction and prompt service delivery (Vidani, 2019). On the other hand, Mahindra has also invested heavily in its service network and ensuring that XUV700 owners receive comprehensive support throughout the ownership experience (Dhere, Vidani, & Solanki, 2016). Both brands provide valuable insights into their overall satisfaction and repeat purchases.

RESEARCH OBJECTIVES

1. To study the consumer preference for the performance of Tata Safari and Mahindra XUV700. (Objective achieved in Questions 1 and 2 of Questionnaire)
2. To examine the consumer preference for the design features of Tata Safari and Mahindra XUV700. (Objective achieved in Questions 3 and 4 of Questionnaire)
3. To analyze the consumer preference for safety features in Tata Safari and Mahindra XUV700. (Objective achieved in Questions 5 and 6 of Questionnaire)
4. To assess consumer opinion regarding the engine performance of Tata Safari and Mahindra XUV700. (Objective achieved in Questions 7 and 8 of Questionnaire)
5. To evaluate the consumer preference for the technology features in Tata Safari and Mahindra XUV700. (Objective achieved in Questions 9 and 10 of Questionnaire)
6. To measure overall consumer satisfaction with Tata Safari and Mahindra XUV700. (Objective achieved in Questions 11 and 12 of Questionnaire)
7. To investigate the relationship between consumer age and preferences for Tata Safari and Mahindra XUV700 across various aspects. (Objective achieved in Questions 1 to 12 of Questionnaire)

LITERATURE REVIEW

The Indian automobile sector has witnessed considerable expansion and evolution in the last few decades making it one of the most vibrant sectors in the Indian economy. Currently, TATA Motors and Mahindra both are key players each with different technology, manufacturing and marketing vehicles (Vidani & Dholakia, 2020). This literature review provides insight that integrates different scholarly studies regarding these companies or providing all these services and trust like financial performance, consumer preference, market trends, discounts etc. while concentrating on the most popular SUV models, TATA Safari and Mahindra XUV700(Dhere, Vidani, & Solanki, 2016)(Vidani J. N., 2020).

INDIAN AUTOMOBILE SECTOR: AN OVERVIEW

India's automobile industry is of vital importance to the economy of the country in terms of GDP, employment generation and export earnings (Vidani & Plaha, 2017). The Society of Automotive Engineers of India or SIAM automobile sector has viewed a continuous growth of about 8% CAGR from 2009 to 2020 due to an increase in disposable income, urban population and middle-class population (Vidani, Meghrajani, & Siddarth, 2023) (Sharma & Vidani, 2023). The soaring need for individual transport in turn has also led to the development of SUV growth. The scope of the market has changed from ordinary car manufacture to the development

of more sophisticated and modern vehicles even electric and hybrid cars. In the Leap towards Sustainable Mobility, the government has financed electric vehicles EVs, and providing funds (Vidani J. N., 2022). Please actively participate in this event and make a minimum of ten postings filled with different activities. Please actively participate in this event and make a minimum of ten postings filled with different activities.

The Financial Performance of Tata Motors and Mahindra and Mahindra

Financial Comparative Analysis

Several researchers have undertaken comparative exercises with Tata Motors and Mahindra and Mahindra considering the parameters of revenue growth, profitability, and liquidity ratios. According to Babu et al (Rathod, Meghrajani, & Vidani, 2022). (2023), more detailed information about the financial parameters of the Corporation is provided than about other companies currently existing on the market (Vidani, Meghrajani, & Siddarth, 2023) (Sharma & Vidani, 2023). They note that over the years, Mahindra & Mahindra has maintained higher profitability levels fully attributed to the company's concentration on utility vehicles while Tata Motors has struggled with maintaining the same levels largely due to increased competition and volatile market environments (Saxena & Vidani, 2023) (Vidani, 2016).

Mahindra & Mahindra has been found to have superior net profit and return on assets and internal revenue regarding Dhiman's (2010) study (Gandhi, 2017), he reviewed the profitability performance from 2005 to 2015 and he noted that M & M scored higher than TML in all the profitability metrics including net profit ratio and return on assets. The results showed that during the period of the research study, Tata's net profit began to drop whereas Mahindra's net profit trend was on the rise (Vidani & Dholakia, 2020). The two companies have both undertaken about the same measures however a competitive edge has been accorded to Mahindra in cost management and operational efficiency.

Liquidity and Solvency

Liquidity is the last but not the least factor of financial health (Vidani J. N., 2022)

. The liquidity efficiency of two companies, Tata Motors and Mahindra & Mahindra was evaluated by Ramanuj and Memon (2022) over a decade, and it was concluded that Mahindra had better liquidity ratios than Tata. This liquidity advantage means that short-term liabilities are adequately covered, which is very important in an industry that experiences cyclical changes (Chaudhary, Patel, & Vidani, 2023).

The debt structure is also an important component when considering the stability of the evaluated companies (Saxena & Vidani, 2023). Studies give evidence that while Mahindra has been conservative in terms of leveraging, the same cannot be said of Tata Motors, who have been more aggressive in using debt financing (Sachaniya, Vora, & Vidani, 2019). This difference in the management of debt does affect the company's financial stability and more importantly, its quest to explore new opportunities through internal resource mobilization (Rathod, Meghrajani, & Vidani, 2022).

Consumer Preferences in the SUV Segment

Market Trends

Satisfaction for consumers is changing in the Indian automobile market, especially for SUVs. Uma Maheswari etc. (2021) mentions this shift by Indian customers who show a preference for SUVs because of the safety, space and versatility that the vehicles have (Vidani & Singh, 2017). This shift can be observed with the increasing demand

for the Tata Safari and Mahindra XUV700 as both target the family market looking for strong, roomier vehicles and also for safety purposes.

Factors Influencing Consumer Decisions

Many factors tend to shape the consumer's buying decision when settling for SUVs. Safety features, fuel efficiency, and technology are a couple of factors that assume high importance, as manifested through various reports. Ramanuj (2022) discussed his comparative review of Tata Safari and Mahindra XUV700, stating the latter has more advanced safety features and superior technology. This superiority in technology might act as the foremost decisive criterion for consumers who prioritize such factors over others (Vidani & Das, 2021).

On the other hand, there is Tata Safari with its legacy and brand-following, looking towards the consumer who wants a vehicle that packs robust performance but also gives him a sense of legacy (Vidani, Das, Meghrajani, & Singh, 2023). This emotional connectivity hence impacts the buying decision, and more so in markets like Ahmedabad where the perception of the brand plays such a huge role.

Regional Preferences

Ahmedabad, being a hub metropolitan city, has some unusual buying habits that may be different from the overall nationwide parameters (Vidani & Pathak, 2016). Statistics show that in the urban arena, the characteristics of the product are usually understood in terms of high fuel efficiency and connectivity rather than dimensions and power like in conventional thoughts (Vasveliyya & Vidani, 2019). It becomes very critical for the manufacturing houses that look to tap market share in those locations.

Tata Motors and Mahindra & Mahindra: Competitive Positioning

Brand Positioning Strategies

Both Tata Motors and Mahindra & Mahindra have achieved unique brand positioning strategies according to their targeted group (Vidani, 2018). Tata Motors focuses on innovation and those areas, such as sustainability, particularly electric vehicles. They have also invested heavily in EV technology and are poised to be one of the leaders in this new market (Vidani, 2015). Mahindra & Mahindra, on its part, has taken up ruggedness and reliability by leveraging its heritage in utility vehicles (Vidani, 2015). The Mahindra XUV700 is a strong example of this positioning strategy as it also harbours the latest features while retaining all aspects of toughness and versatility for the brand (Patel, Chaudhary, & Vidani, 2023) (Vidani, Jacob, & Patel, 2019). Researchers say that these strategies eventually fall well within their target markets' sensibilities and allow both companies to endure fierce competition.

Marketing and Promotional Strategies

Another critical factor is effective marketing strategies. Mahindra has become more aggressive in its marketing campaigns, leveraging digital channels and experiential marketing to engage more potential customers (Vidani & Plaha, 2016). Tech-savvy consumers tend to be more attracted to the campaign of the performance and technological edge of XUV700 (Odedra, Rabadiya, & Vidani, 2018). Tata Motors put emphasis more on the design, comfort, and safety that came with the Safari. Most advertisements are similar when it comes to the luxurious qualities of the car and its family usage (Pradhan, Tshogay, & Vidani, 2016). Whether or not such advertisements truly influence the minds of targeted customers is research that requires further study.

RESEARCH GAP

A comparison study of consumer preferences for Tata Safari and Mahindra XUV700 in Ahmedabad throws up a sizeable research gap wherein these multifaceted reasons are identified for preferring the two vehicles. Very rarely have studies been conducted on the consumer behaviour of the automotive sector, which fails to dig deep into the unique cultural, economic, and social dynamics specific to Ahmedabad, one of the rapidly urbanizing cities in India with differentiated consumer profiles. Most of the literature focused on the general demographic variables, age and income being the most common, without adequately putting into practice the regional nuances in consumer attitudes toward vehicle characteristics, design, performance, safety, and technological sophistication.

Furthermore, quantitative methodologies dominate most of the studies applied. Surveys that ascribe to numerical data collection without asking or even discussing the underlying motives and perceptions that facilitate consumer choice are paramount. This underlines a potential need for qualitative research that will capture the rich aspects of consumer experiences as well as attitudes in Ahmedabad to understand how local cultural values and lifestyles influence preferences for the Tata Safari and Mahindra XUV700. An aspect that has been slightly understudied in the competitive positioning of the two vehicles involved is how this impacts consumer choice. Although each model presents different features and branding strategies, extant literature does not engage with consumer perceptions of such differences in their own needs and values. For instance, brand loyalty, past experiences with each brand, and community recommendations can all have much to do with preference but are never described in quantitative analyses.

Another significant lacuna lies in the impact of growing trends, such as the electric car revolution and future technology in automobiles, on consumer needs. With the face of the auto scene transforming, there is a requirement to see how different age groups and consumer demographics in Ahmedabad respond to innovation in fuel efficiency, safety features, and connectivity. Most of the studies do not take into consideration the rapidly changing technological landscape that can soon begin to shape consumer perception and preference.

However, there is no proper emphasis on how consumer preference interacts with socioeconomics. Ahmedabad is one of the cities that houses people of different income groups, educational backgrounds, and lifestyle choices. These socio-economic variables interact and impact consumer preferences for Tata Safari and Mahindra XUV700 in some particular pattern that differs at the national level and needs to be addressed in future studies. Understanding how cost aspects - in terms of affordability and financing options - shape vehicle choice can give auto marketers valuable knowledge to frame strategies for given consumer segments.

Another lacuna here is that virtually no longitudinal studies up to date track the changing patterns of consumer preferences. The auto needs and values of a particular family do alter with every new life cycle of its members. Such changes, in reality, do occur over time. A longitudinal approach would have revealed these patterns, and manufacturers could then have tailor-made their products according to such changing needs.

These research gaps are very important in building a broader understanding of consumers' preferences toward Tata Safari and Mahindra XUV700 in Ahmedabad. Future research agenda should take preference for qualitative method research, elaborate on regional and socioeconomic factors, and influence emerging technologies on consumer behaviour. This would allow researchers to provide insights that not only enrich academic discourse but also feed into marketing strategies and product development in the case of automotive brands operating in this dynamic market. It would eventually add to a much more understood process of decision-making by consumers within the cultural and economic setting of Ahmedabad.

HYPOTHESIS

- H1 There is a significant relationship between age and the preference for the design and aesthetics of the Tata Safari over the Mahindra XUV700.
- H2 There is a significant relationship between age and the belief that the Mahindra XUV700 offers better performance compared to the Tata Safari.
- H3 There is a significant relationship between age and the consideration of safety features when choosing between the Tata Safari and Mahindra XUV700.
- H4 There is a significant relationship between age and the importance placed on fuel efficiency in the decision-making process.
- H5 There is a significant relationship between age and the likelihood of choosing a vehicle with advanced technology features (e.g., ADAS, infotainment systems).
- H6 There is a significant relationship between age and the influence of Tata Motors' brand reputation compared to Mahindra & Mahindra on vehicle choice.
- H7 There is a significant relationship between age and the impact of vehicle price on the choice between the Tata Safari and Mahindra XUV700.
- H8 There is a significant relationship between age and the likelihood of recommending the Tata Safari to others based on personal experiences.
- H9 There is a significant relationship between age and the likelihood of recommending the Mahindra XUV700 to others based on personal experiences.
- H10 There is a significant relationship between age and the belief that the Tata Safari is a better vehicle compared to the Mahindra XUV700.
- H11 There is a significant relationship between age and the belief that the Mahindra XUV700 is a better vehicle compared to the Tata Safari.

Table 1: Validation of Questionnaire

Statements	Citation from JV citation file
I prefer the design and aesthetics of the Tata Safari over the Mahindra XUV700.	(Vidani, 2016), (Sachaniya, Vora, & Vidani, 2019)
I believe the Mahindra XUV700 offers better performance compared to the Tata Safari.	(Vidani J. N., 2018), (Vidani, Das, Meghrajani, & Chaudasi, 2023)
Safety features are a major consideration for me when choosing between the Tata Safari and Mahindra XUV700.	(Pathak & Vidani, 2016), (Vidani J. N., 2016)
Fuel efficiency is an important factor in	(Mahajan & Vidani, 2023), (Chaudhary,

my decision-making process.	Patel, & Vidani, 2023)
I am more likely to choose a vehicle with advanced technology features (e.g., ADAS, infotainment systems).	(Saxena & Vidani, 2023), (Mala, Vidani, & Solanki, 2016)
The brand reputation of Tata Motors influences my vehicle choice more than Mahindra & Mahindra.	(Patel, Chaudhary, & Vidani, 2023), (Singh, Vidani, & Nagoria, 2016)
The price of the vehicle significantly affects my decision to choose between the Tata Safari and Mahindra XUV700.	(Bansal, Pophalkar, & Vidani, 2023), (Solanki & Vidani, 2016), (Vidani, 2018)
I would recommend the Tata Safari to 4s based on my experiences.	(Vidani & Plaha, 2016), (Sukhanandi, Tank, & Vidani, 2018)
I would recommend the Mahindra XUV700 to 4s based on my experience.	(Vidani, 2015), (Vidani, Chack, & Rathod, 2017)
Overall, I believe that the Tata Safari is a better vehicle compared to the Mahindra XUV700.	(Bhatt, Patel, & Vidani, 2017)
Overall, I believe that the Mahindra XUV700 is a better vehicle compared to the Tata Safari.	(Pradhan, Tshogay, & Vidani, 2016)

*Source: Author's compilation

METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close-ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	125
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors etc.

*Source: Author's compilation

DEMOGRAPHIC SUMMARY

The demographic summary of the study's participants highlights key characteristics across various categories. Of the 124 respondents, a significant majority (81.5%) were under the age of 25, while only a small fraction (1.6%) were aged 55 and above. In terms of gender, 59.7% of the participants identified as male, and 40.3% as female. Income levels revealed that 55.6% of respondents earned below 30,000 per month, with only 7.3% earning above 120,000. Regarding education, 46% held postgraduate degrees, while 41.1% had completed their undergraduate studies. Lastly, occupational data indicated that 63.7% of participants were students, followed by 26.6% employed in various jobs. This demographic profile provides valuable context for interpreting the study's findings.

Cronbach Alpha

Table 3: Cronbach Alpha

Cronbach Alpha Value	No. of items
0.878	11

**Source: SPSS Software*

In the conducted study, the reliability of the survey instrument was assessed using Cronbach's alpha. The analysis, performed with SPSS software, yielded a Cronbach alpha value of 0.878, indicating a high level of internal consistency among the 11 items in the scale. This suggests that the items effectively measure the underlying constructs of interest, providing confidence in the reliability of the data collected. The results are presented in Table 1 below.

Table 4: Result of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject the Null hypothesis	R-value	Relationship
H1	There is a significant relationship between age and the preference for the design and aesthetics of the Tata Safari over the Mahindra XUV700.	0.082	>	H01 Accepted (Null Hypothesis Accepted)	0.309	Weak
H2	There is a significant relationship between age and the belief that the Mahindra XUV700 offers better performance compared to the Tata Safari.	0.699	>	H02 Accepted (Null Hypothesis Accepted)	0.940	Strong

H3	There is a significant relationship between age and the consideration of safety features when choosing between the Tata Safari and Mahindra XUV700.	0.845	>	H03 Accepted (Null Hypothesis Accepted)	0.355	Week
H4	There is a significant relationship between age and the importance placed on fuel efficiency in the decision-making process.	0.888	>	H04 Accepted (Null Hypothesis Accepted)	0.153	Week
H5	There is a significant relationship between age and the likelihood of choosing a vehicle with advanced technology features (e.g., ADAS, infotainment systems).	0.938	>	H05 Accepted (Null Hypothesis Accepted)	0.135	Week
H6	There is a significant relationship between age and the influence of Tata Motors' brand reputation compared to Mahindra & Mahindra on vehicle choice.	0.176	>	H06 Accepted (Null Hypothesis Accepted)	0.595	Week
H7	There is a significant relationship between age and the impact of vehicle price on the choice between the Tata Safari and Mahindra XUV700.	0.556	>	H07 Accepted (Null Hypothesis Accepted)	0.136	Week
H8	There is a significant relationship between age and the likelihood of recommending the Tata Safari to others based on personal experiences.	0.740	>	H08 Accepted (Null Hypothesis Accepted)	0.194	Week
H9	There is a significant relationship between age and the likelihood of recommending the Mahindra XUV700 to others based on personal experiences.	0.422	>	H09 Accepted (Null Hypothesis Accepted)	0.930	Strong
H10	There is a significant relationship between age and the belief that the Tata Safari is a better vehicle compared to the Mahindra XUV700.	0.184	>	H10 Accepted (Null Hypothesis Accepted)	0.261	Week

H11	There is a significant relationship between age and the belief that the Mahindra XUV700 is a better vehicle compared to the Tata Safari.	0.046	<	H11 Rejected (Null Hypothesis rejected)	0.560	Strong
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*Source: Author's compilation

DISCUSSION

Results of the chi-square analyses on this study will give a cumulative report in terms of the relationship between age and consumer preferences regarding Tata Safari and Mahindra XUV 700. Out of the eleven alternative hypotheses, ten accepted the null hypothesis that there was no significant relationship between age and the other variables - design aesthetics, performance beliefs, safety features, fuel efficiency, and technological advances, as well as both brand reputation and price sensitivity, and more so, no significant relationship between age and the number of recommendations for either one of the two vehicles. The p-values related to the hypotheses all fall within the range of 0.082 to 0.938, which are all above the signifying threshold level of 0.05. This means that, within the sample, age was not an influencing factor for decisions involving such preferences. Perhaps the fact that 81.5% of the respondents belonged to age groups below 25 and, therefore, younger consumers took an important proportion in the sample had influenced the outcome. Young consumers are more homogeneous, particularly regarding design and technology aspects. Their exposure to advanced technologies and modern designs may cause uniformity in their preference, which will imply minimal significant differences among the age groups.

On the contrary, an interesting exception to this conclusion was noted in hypothesis H11, age with the belief that the Mahindra XUV700 is a better vehicle compared to the Tata Safari. The p-value under this hypothesis came out to be 0.046, leading to a statistically significant relationship and implying older respondents hold more favourable views towards the Mahindra XUV700. The reason this finding is very interesting is because it narrates the fact that generation differences could have some impact on how people feel about the quality and performance of a vehicle. Consumers older than them might perceive other attributes than those younger consumers might, such as reliability, comfort, and brand heritage, which makes them love the Mahindra XUV700 the most. That is an important reason for deep research into age-related factors that distinguish the perceptions of various individuals when taking the best automotive options in the market.

Results shall therefore validate the complexity of consumer decision-making and why marketers, as well as car manufacturers, ought to consider these demographic differences when formulating targeted marketing strategies. The absence of deep relationships in most hypotheses also may lead to the conclusion that age itself is too general to predict consumer behaviour in this context. However, it may be required to probe other intersectional factors such as socioeconomic status, lifestyle, and personal values that would allow a better elaboration of consumer preferences. The key finding about the Mahindra XUV700 also warrants further research in this regard into the consideration by different age groups of brand equity and product attributes.

Future work would be to expand the sample's age range and further develop the demographic diversity so that researchers can understand preferences at different ages of life. Qualitative research can give a more in-depth understanding of the reasons for the consumer's choices; hence, understanding factors working on the preferences for a vehicle like the Tata Safari or Mahindra XUV 700 will be more comprehensive. Overall, this study brings very important contributions to the understanding of the interaction of age and consumer preferences opening for a more informed input in marketing strategies in the automotive sector.

THEORETICAL IMPLICATIONS

The results of this study provide many essential theoretical implications for consumer behaviour and preference construction in the automobile industry. In effect, acceptance of null hypotheses over most of the relationships tested indicates that age is probably not a first-order determinant of expression about consumers' preference for vehicle attributes such as design, performance, safety aspects, fuel efficiency, and technological innovation. Contrary, to the consumer behavior models that focus on factors as key decision making influencers the findings indicate that most of the participants were young customers whose preferences for various car features seemed quite similar. The uniformity among these consumers hints at influences media exposure and lifestyle choices playing a role, in shaping consumer tastes than just their age.

Considering the importance of the observed link with age and the personal view that the Mahindra XUV700 is superior to the Tata Safari, there is a combination of generational understanding with current theoretical models.. This finding tends to support that old customers may focus more on reliability, comfort, and brand heritage than younger ones who would focus more on design and technological features. Therefore, theories of consumer behaviour must take into account the interrelationship between age-related preferences and broader socio-economic factors that shape the decision-making processes.

For instance, the study points to the need for other demographic variables to be taken into account in intersectionality, rather than just age. Consumer preferences are influenced by the confluence of a particular set of income levels, education, and lifestyle levels. Thus, researchers can build on stronger theoretical models that account for the complexities of decision-making. This calls for multi-dimensional consumer research that takes into account the differentiated ways that different demographic variables interact to form preferences.

In addition to that, implications are drawn towards brand positioning and marketing strategy within the automotive industry. The findings of this study point out that companies should move on to be more targeted in marketing strategies with powerful resonances to specific age groups and their needs and preferences. For example, more mature consumers will be better able to connect with the advertising message that centres on dependability and credibility; whereas the same campaign messaging targeting youth would instead emphasize groundbreaking innovation and visual appeal. Thus, strategic marketing theories require a form of rethinking regarding marketing theories that fail to capture the richness of consumer motivations within varying demographic markets.

The theoretical implications are that an understanding of consumer behaviour is associated with frameworks much more complex than just age-based constructs.

They suggest that, through the consideration of multiple demographic variables and their interactions, researchers can better construct richer theoretical frameworks for consumer preferences in the automotive market. This approach not only enriches academic discourses on consumer behaviour but also provides marketers with concrete guidelines on how to communicate effectively with a range of consumer segments. Further research should keep the ball rolling by exhaustively investigating all these aspects and dimensions that lead down the pathway to a more defined comprehension of the intricate factors that underpin vehicle preferences as well as those influencing the consumer's choice.

PRACTICAL IMPLICATIONS

The results of this study have important practical implications for automotive marketers and manufacturers as well as other interested parties. Awareness that age may not be a relevant variable in affecting consumer preferences over vehicle attributes like design, performance, and technology should suggest to companies the need to take a more subtle approach toward their marketing and product development strategies. This insight encourages the greater aspects of factors that the decisions are made by the consumers of automotive brands themselves, such as lifestyle, income level, and personal values, rather than just the age demographics.

Hence, this one is a significant practical implication regarding the requirement of specific marketing strategies targeted at specific segments of consumers. Since the study suggested that the belief that Mahindra XUV700 is better than Tata Safari has a significant association with age, automobile companies may craft messaging appealing to the attributes most important to each age group. For example, commercial appeals to the elderly can focus on dependability and safety as well as the heritage of brands because those are some of the factors that matter more for them when choosing a car. Conversely, if targeted towards the younger generation, campaigns can focus on innovative technology, design beauty, and fuel efficiency, which appeal to that target market.

Besides, since most hypotheses of the propositions have fewer significant relationships, preferences among consumers may be relatively more homogenous between the younger respondents. Therefore, automobile brands should build products adaptable to a wide range of preferences within this age bracket. This may be through employing advanced technological features and contemporary designs while keeping the vehicles accessible and affordable for the buyers, who are usually under tight disposable incomes. Thus, car brands need to be products that suit a wide range of tastes in this age group. This can be achieved through the use of advanced technology and modern models, and by making cars more accessible and affordable to consumers who typically have a tight budget. Perhaps, these results indicate that education of the consumer and participation may have more potential in influencing choice. Consumers can be made aware of the attributes, performance, or even safety ratings by using the vehicle in an effort to improve marketing. Users of social media, influencers, or online reviews help reach the younger generation and enhance brand loyalty. Manufacturers can create a well-informed customer base that confidently decides on purchasing by participating with consumers through interactive content or educational resources.

The need for continuous market research must be emphasized through the course of changing consumer preferences over time. With each generational

progression, the values change, and the automotive companies must remain attuned to what is emerging in new trends and shifts in consumer attitude. Regular gathering and insight into consumers will help the brands refine their offerings and marketing strategies to the dynamic nature of consumer behaviour. Ultimately, the talents of an automobile producer and technology company can allow collaboration for automobiles to draw all demographics. Companies that have the talents to put into effect excessive-tech functions like ADAS and infotainment structures can effortlessly attract consumers throughout all age agencies. This may be promoted by way of marketing campaigns emphasizing these components, to fill the gaps in variations among patron preferences. Essentially, the findings of this studies imply that there may be an urgent want for automobile manufacturers to undertake a multi-dimensional method closer to advertising and marketing and product development. Since consumers' options lie in complexities, businesses want to evolve techniques based on this fact to appropriately relate to various segments of clients, create emblem loyalty, and thereafter ensure improved income in an an increasing number of competitive market. The dynamic nature of purchaser behaviour in the auto marketplace will demand careful analysis, focused messaging, and revolutionary product offerings.

CONCLUSIONS AND RECOMMENDATIONS

This study brought out serious concerns about age and customer preferences for the Tata Safari and Mahindra XUV700, which also have important theoretical and practical implications in the automotive industry adding to most hypotheses tested on the subject. This challenges traditional assumptions that demographic factors, particularly age, are important determinants of consumer behaviour. This would suggest a more uniform demand from younger consumers for these attributes and a greater impact on marketers to consider a wider range of factors that can influence choice, including lifestyle and socioeconomic status. A notable exception was found during the evaluation of the Mahindra XUV 700 with a strong correlation with the description of the superiority of this car This suggests that different older customers may emphasize different attributes and this research will provide insights into the target market. Automotive companies want to channel this insight and tailor messaging to person segments of the patron in order that more youthful and older demographics feel represented in marketing campaigns

Overall, the findings and measurements of this study highlight the need to incorporate an interactive approach to consumer behaviour analysis. In that context, adjusting various demographic parameters and tracking the trends in consumer preferences will enable automotive players to develop effective marketing strategies, related products and services and more importantly, market research will need to be done as often as possible.

This study therefore contributes to the understanding of consumer decision-making processes in the automotive market and therefore suggests the need for more complex theoretical models. Acknowledging strong customer preferences in the first phase can contribute to satisfied customers and product quality, which in turn can grow further in a competitive market further research on of these developments continues to enrich this discourse on consumer behaviour and provides usable insights for practitioners in the field.

The findings of this study thus provide several avenues for further research in a bid to explore consumer behaviour further in the automotive market. The following are some key recommendations for further exploitation:

1. Diverse Demographic Sampling: Future studies should include older age groups and greater differences in their populations than is the case here. A more diverse sample would better capture subtlety and rapid change in lifestyle, thus making the findings more generalizable.

2. Qualitative Approaches: Where the use of qualitative methods does yield insights, qualitative research can go further by focusing on group or in-depth interviews or synthesis because groups or such in-depth interviews can provide rich context for customer understanding preferences. Such studies can also throw up underlying motivations, thoughts, and attitudes that are not covered by explicit answers through surveys.

3. Longitudinal Studies: Longitudinal research would additionally provide an possibility to study converting client preferences over the years. Observation of comparable people at one of a kind life ranges will permit for the identity of developments and modifications in vehicle options with age or adjustments in marketplace conditions.

4. Influence of Socioeconomic Factors: Further research should therefore examine in more detail the socioeconomic variables that determine preferences, particularly including income, education and lifestyle. Further understanding of product interactions will enable in-depth analysis of consumer decision-making processes for segments.

5. Impact of Emerging Technologies: Automotive technology evolves, and destiny research need to have a look at how new traits – along with electric powered cars, self reliant cars, and connectivity – have an effect on patron choices at distinctive a while This is especially important due to the want to there a terrific need for sustainability and innovation within the car market.

6. Regional VariationsLocal version in purchaser possibilities may be looked at to inspire extra specified studies. For consumers, cultural impacts, location in rural and concrete life, and neighborhood marketplace situations appreciably have an impact on automobile desire and deserve attention in future research

7. Comparative Studies: Use and competitive position of cars can be obtained by comparing cars and models. Understanding each brand's key demographic appeal will help inform marketing strategies and innovations.

8. Integration of Psychographic Factors: Psychological measures of lifestyle, values, and personality traits can be added to demographic measures. These multidimensional factors provide a comprehensive understanding of consumer purchasing behaviour.

Following these recommendations, future research could shed more light on the complexity of consumers' vehicle preferences in the market. This will enable marketers and manufacturers to better meet the needs of their target audience by developing effective marketing strategies. It's an ongoing quest for organizations to stay abreast of traffic changes and build long-term relationships with potential customers.

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