



To Study Consumer Preference Towards TATA V/S HYUNDAI with Reference to Price and Mileage in Ahmedabad City

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ABSTRACT

The study examines the Ahmedabad's consumers' preferences for both the TATA and HYUNDAI brands, concentrating on important elements including such as cost, mileage, reliability, and aesthetic appeal. Understanding a lot many elements affect the customer's purchasing decisions in the automotive sector was the main goal. The study investigated how age and different consumer preferences relate to one another using statistical analysis, including Chi-Square tests. The result show that Ahmedabad customers are very price-sensitive and that price continues to be a major influencing factor across all age groups. While trust in HYUNDAI company was constant around all age groups, trust in TATA changed marginally with age, with younger consumers displaying less trust. The design and appeal had no discernible effect on brand choices of customer, indicating that buyers place a higher value of interest on practical advantages such as cost savings on maintenance and mileage than on aesthetics. In addition to that, age had no impact on how important price was when making a purchase, underscoring the relevance of cost-effectiveness in customer decisions

INTRODUCTION

India has one of the fastest-growing automobile industry and the level of competition in car manufacturing industry has peaked over the year as. Tata Motors and Hyundai are two of the frontrunners in the country, covering varied segments of the market (Vidani, 2015). With both companies providing various vehicles across several segments, they have always been among the top choices for the Indian consumers (Vidani, 2016). In this regard, an analysis of consumer preference consideration of Tata and Hyundai with special special emphasis on price and mileage serves a significant role in establishing the factors that define car patronage (Solanki & Vidani, 2016).

In recent years, two key factors have become central to consumer choice in the automotive market: price and mileage. Certainly the price factor cannot be overruled as seen in the Indian market where indeed consumers are generally sensitive to the price factor and hence having an affordable product gives it an added advantage (Vidani & Plaha, 2016). The factors which consumers most frequently tend to compare include the purchase price of the car, maintenance cost, and the overall worth of any particular car model as perceived by the consumer (Vidani & Plaha, 2016). Whereas, Mileage is a factor of immense importance in a country like India because of increased fuel costs and long distance travel preference (Vidani, 2015). Consumers want cars with the highest fuel efficiency as this keeps their fuel expenses down and their vehicle's performance up (Niyati & Vidani, 2016).

Tata Motors, a leading Indian automobile company, known for manufacturing long lasting, inexpensive cars has established its market for Indian middle class family cars (Mala, Vidani, & Solanki, 2016). Tata has been a regular improving its vehicles' design features as well as its performance as well as the price bracket without compromise (Vidani & Plaha, 2016). Hyundai, however, has been applauded for its fashionable designs, incorporation of state-of-art technologies and quality products (Vidani, 2016). The Korean firm has also built a reputation for manufacturing fuel-efficient vehicles making it a preferred brand for fuel conscious consumer (Odedra, Rabadiya, & Vidani, 2018).

This is because Tata or Hyundai are preferred based on several parameters but primarily price and mileage of the vehicles (Vasveliyya & Vidani, 2019). Tata cars, particularly in the budget and mid-tier segments, are considered to be cheaper vehicles by most customers as a first car or as an economic car (Vasveliyya & Vidani, 2019). On the flip side, Hyundai cars, which are slightly costly but favoured by most car users seeking better features and the right combination of power and fuel consumption (Vidani, 2019). Therefore, this research seeks to determine the relative importance of price and mileage as consumer disconfirmations between Tata and Hyundai in Ahmedabad city (Vidani, Jacob, & Patel, 2019).

Ahmedabad is a new metropolitan city in Gujarat with a large population base and varying purchasing power and TGI (Vidani J. N., 2016). Its automotive market is characterized by demand for cars on the one side and there are those that need the extra features on the other side (Bhatt, Patel, & Vidani, 2017). This will be the case since this Ahmedabad centred study can assist in establishing the local consumers' weightages for price and mileage characteristics (Vidani, 2018). Consequently, the outcomes of this study would benefit Tata Motors and Hyundai by identifying the buying preferences of customers in this city and guide the firms to market their products in a way that reflects the consumer's needs in this region (Bhatt, Patel, & Vidani, 2017).

Therefore, Price/price and distance/mileage is an essential factor to be competitive for Tata automobiles as the major competitor Hyundai (Pathak & Vidani, 2016). Details of these factors will be elucidated in this particular study and light will be shed on consumer preferences in Ahmedabad that will assist in providing future market strategies for both brands (Vidani & Plaha, 2017).

Research Objectives

1. To Assess the Impact of Mileage on Consumer Decisions: Get to know how the terms such as mileage will affect the choice between TATA or Hyundai.
2. To Compare Preferences Based on Demographic Factors: Analyse how factors such as age income and family size affects the TATA and Hyundai brand preference.
3. To identify the difference between Price, Mileage, and Satisfaction: For this, search out the relationship between prices and the overall satisfaction level of mileage.
4. To examine sales-services and brand loyalty: observe sale service and customer experience impact the buyers' towards TATA or Hyundai.
5. To Provide Recommendations for Automotive Brands: Provide recommendations for TATA and Hyundai about consumers' preferences in Ahmedabad.

LITERATURE REVIEW

The automobile industry in India is also closely competitive with Tata Motors and Hyundai as leading companies (Vidani, 2019). Like in the case of consumer preferences, where some of the most dominating factors being the price of the vehicles and the first kilometers they are able to run are noticed particularly in large metropolitan cities of India such as Ahmedabad (Vidani J. N., 2020). Looking at the market trends, there is ample evidence to how important pricing is to the Indian car buyer. A higher number of car buyers and especially the middle class are concerned about the cost of cars and as such look for cars that they can easily afford which generally are affordable cars that are good value for the money (Gupta & Saha, 2019).

In addition to the price, an essential factor of consideration is the mileage because most people in India are sensitive to fuel costs and will prefer vehicles that can provide superior fuel economy, hence lower fuel costs in the future (Kumar & Sharma, 2020). Tata motors has been famous in building small and economic vehicles. There are always consumers, attracted by good value budgets for vehicles like Tata's Tiago and Nexon. Desai (2018) also opines that Tata cars are viewed as performing well, affordable and thus best suited the family and personal car market especially to buyers looking for cars that give value for their money. It remains to weigh costs for Tata had made its attempt to boost competitiveness in this aspect, which is perfectly suitable for the price-sensitive market in India. Also, there are additional features like comfortable interiors, good pick-up, adequate rear seating, acceptable mileage – all of which are criteria crucial to Ahmedabad's urban residents including Fleet operators.

Hyundai on the other hand, is considered a prestige brand and sings the tune of quality designs as well as modern elements. Ranjan and Patel (2020) have included that due to better features of Hyundai's cars like i20 and Creta are luring those consumers who are willing to pay more money for consumption to get better overall quality. However, customers find Hondas to be slightly costlier than what Tata cars cost but are willing to spend the extra bucks for the extra facilities that Hyundai offers; they are better interiors, improved technology, and better mileage. The company has been able to market its cars as fashionable yet economically friendly thus become the choice cars for many due to costs, features and MPG.

According to a study made by India Today (2022), it was discovered that a number of consumers prefer Hyundai cars because they last longer and are cheaper on fuel. The consumers in Ahmedabad are used to long drives in congested roads with traffic light interruptions and hence they look for better mileage for their daily cars. This makes models that are most fuel-efficient in Hyundai's production line such as the i20 and the Grand i10 incredibly sought after even if they are priced a bit higher (Vidani, Jacob, & Patel, 2019). Thus, the literature reveals that while Tata is in one segment, Hyundai has a place in another segment of the consumers in India. Tata is chosen because they offer relatively cheap options and reasonable prices for mileage; on the other hand, Hyundai targets those people who are ready to pay more for various additional options and better mileage. Ahmedabad market mainly decides the model based

on price and Milage both companies have edge positions in fulfilling the requirements of the consumers.

Research Gap

The research gap in the topic of the 'To Study Consumer Preference Towards TATA V/S HYUNDAI With Reference to Price and Mileage in Ahmedabad City.' is situated in the absence of a detailed and focused research work that can compare the consumer choices of the two well-known automobile brands, TATA and Hyundai especially in relation to price and mileage sensitivity in the context of an urban city such as Ahmedabad. A number of analyses of the consumer preferences in automotive industry have been presented in the literature still majority of those are often generalized across the countries or even on global basis.

Not many research works have focused on regional parameter as the nature of local market, income differentials, regional culture or potential sensitivity of some factors like price and mileage in the particular city of Ahmedabad and similar cities.

This gap therefore creates room for determining as to how these aspects affect consumers' behaviour towards TATA and Hyundai in respect to the fact that these may not reflect national trends in consumer preference due to regional brand preference, local economic factors and competition between these brands in the Ahmedabad market. This, in turn, can serve to fill this gap and offer further specific information both for brands and towards improved marketing approaches.

Hypothesis (Only List)

- 1) There is a significant relationship between age and trust in the TATA brand.
- 2) There is a significant relationship between age and trust in the HYUNDAI brand.
- 3) There is a significant relationship between age and the appeal of TATA cars in terms of design.
- 4) There is a significant relationship between age and the appeal of HYUNDAI cars in terms of design.
- 5) There is a significant relationship between age and the importance of price in the purchase decision.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
Which brand do you trust more?(TATA)	(Vidani, 2015).
Which brand do you trust more?(HYUNDAI)	(Vidani & Solanki, 2015)
Which car appeals to you more in terms of design?(TATA)	(Vidani, 2015)
Which car appeals to you more in terms of design?(HYUNDAI)	(Solanki & Vidani, 2016)
How important are the following factors in your purchase decision? [Price]	(Vidani, 2016)

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	91
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's compilation

Demographic Summary

The demographic characteristics of the participants of the study are relatively young, moderately educated, and work in a variety of occupations and cities. With regard to age, most participants are aged between 18-25 years (53.3%) followed by 25-30 years (14.4%). A smaller proportion is observed in the age range of 38-45 years; 32-39 years; and the over 45 years age bracket (10%). About educational standards respondents have answered that they have Graduation level (48.9%) Post-Graduation (26.7%), High School (12.2%), others (12.2%). Regarding the place of origin, most respondents are from Surendranagar (38.9%), followed by Ahmedabad (30%), and other places (31.1%). According to the occupation, the majority of respondents are Job holders (44.4%) and Students (37.8%), slightly followed by Professionals (11.1%) and Homemakers (6.7%).

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.808	15

*Source: SPSS Software

The Cronbach's alpha value of 0.808, derived from 15 items, suggests a good level of internal consistency for the measurement scale. This indicates that the items in the instrument are reliable and consistently measure the same underlying construct. A value above 0.8 is generally considered strong, reflecting the robustness of the scale in producing consistent and dependable results in this study.

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant relationship between age and trust in the TATA brand.	0.007	>	H01 Accept(Null hypothesis rejected)	0.111	Week
H2	There is a significant relationship between age and trust in the HYUNDAI brand.	0.581	>	H02 Accepted (Null Hypothesis Accepted)	0.794	Week

H3	There is a significant relationship between age and the appeal of TATA cars in terms of design.	0.606	>	H03 Accepted (Null Hypothesis is Accepted)	0.008	Week
H4	There is a significant relationship between age and the appeal of HYUNDAI cars in terms of design.	0.200	>	H04 Accepted (Null Hypothesis Accepted)	0.722	Week
H5	There is a significant relationship between age and the importance of price in the purchase decision.	0.453	>	H05 Accepted (Null Hypothesis Accepted)	0.629	Week

Source: Author's compilation

RESULT AND DISCUSSION

The main research focus of this work was to investigate consumer's preferences between TATA and HYUNDAI cars specifically focusing on price and mileage aspects available in the Ahmedabad city. The major research hypotheses were as follows: We used statistical analysis after developing hypotheses in a bid to determine how factors such as trust for the brand and design appeal, as well as the perceived importance of the price enter into the decision-making equation at various ages. The Chi-Square tests on these hypotheses have given a clue on customers' behavior in the market.

Trust in TATA and HYUNDAI (H1 and H2)

In the case of H1, where age was used to predict trust in the TATA brand, the p-value derived was 0.007 which is less than 0.05. This suggests that we have a positive and closed relationship between age and trust on TATA brand hence the null hypothesis is rejected. Through this correlation analysis, the R value arrived at 0.111 which means that this relationship is quite weak, this therefore means that though age does influence trust in TATA, this influence is not strong. This implies that the TATA brand is more universally appealing to consumers of

different ages where the consumers of different ages seemed to have higher level of trust with the brand although not very high in the older age consumer.

On the other hand, H2 examined the link between age and trust in the HYUNDAI car brand, where $p = 0.581$, which is more than 0.05. From the above analysis and figures, we are forced to infer that the null hypothesis holds it meaning thus; there is no correlation between age and trust in the HYUNDAI brand.

The values depicted in the scatter plot and correlation coefficient chart are again supported by an R value of 0.794, meaning that the relationship between age and trust in HYUNDAI is weak.

Kirkaldy, 2003, Byrne, 2002, Patterson & Graham, 2002, decide that consumer trust in HYUNDAI is not dependent on their age group and thus consumer's trust was fairly proportional in all age segments of Ahmedabad.

Appeal in Terms of Design (H3 and H4)

On the interaction of much age with the choice of TATA cars based on the design (H3), the obtained 'p-value' was 0.606, which exceeded the '0.05'. This caused us to accept the null hypothesis which concluded that there is no correlation between age and the level of appeal towards TATA cars in as much as the design rewards. In addition to this, the R value of 0.008 indicates a really low positive correlation thus confirming this finding. This means that unlike in the places of proven concept where the looks of the car maybe the major influence on the youth, the looks of the TATA car does not differ much for the youth and other buyers, which point towards other factors that must be driving the buyers to the TATA cars.

Likewise, in H4 that examined the relationship between age and the preference towards HYUNDAI cars specifically considering the design, the p-value obtained was 0.200 which is above the 0.05. The null hypothesis is accepted meaning there is no a standing relationship between age and the degree of appeal to HYUNDAI cars in as much as design is concerned. , the coefficient of determination of 0.722 confirms that the relationship between perception of design of HYUNDAI vehicles in Ahmedabad and the age is low hence invalidating age as a criterion that determines perception of the design of HYUNDAI vehicles.

Importance of Price in Purchase Decision (H5)

Last of all, H5 explained the correlation between age and the perceived significance of the price factor. When analyzing the results the p-value of 0.453 was obtained for the null hypothesis which states that there is no correlation between age and the importance of the price while choosing the products, as it is larger than 0.05, the null hypothesis has to be accepted. The R value of 0.629 continues to support a weak positive correlation. This, therefore, means that through the study of the perceived importance of price in the purchase decisions of the various ages it emerges that indeed price is an important factor in customers' purchase decision but not fully dictated by the age. From the survey we have seen that all the age group of consumers in Ahmedabad consider price while selecting TATA or HYUNDAI.

CONCLUSION

Therefore the evidence of this research can offer useful insight into consumer's perception of TATA and HYUNDAI with regard to price, mileage, and brand trust. While there were some important findings regarding the parameters under study, like age influencing the level of trust on TATA, other factors like perceived appeal of design and perceived importance of price did not show much variation with age factor. From these findings it can also be said that the demographic variables such as age do influence the behavior of consumers but it is not the only factors that do so. New car price, distance per gallon and image also top the list of NCCEs important to consumers in Ahmedabad irrespective of their age. Thus, it is important that both TATA and HYUNDAI sustains these attributes to effectively appeal the bulk consumers and they should also concentrate on other factors, which might be influential in converting the consumers of this market.

Theoretical Implications

Based on the findings of this study regarding consumer preferences on TATA and HYUNDAI with reference to price and mileage of automobile in Ahmedabad city, there are several implications that can be considered as theoretical contributions. Hence, by providing information about how age influences consumers' decision making, this research makes a contribution to the consumer behaviour literature, and to automotive industry in particular.

1. That price plays an important role in consumers' decision making even with the older population. There are philosophical affiliations, which make economic utilitarian considerations to be efficient in the consumer decision-making process as perceived in the economic utility theory and prices sensitivity theories. As by these models, consumer choices reflect the amount of perceived value for money, which seems to be heavily dictated by price. The study thus reaffirms our previous logic that while other factors may differ, price still has substantial influence in the choice of a car especially in the growing markets such as Ahmedabad where a good percentage of the population would consider the affordability of the car.
2. Brand Trust and Consumer Loyalty: The research established that there is a gender difference with regard to trust in TATA but not in HYUNDAI. This finding complements brand loyalty theory and brand trust theory, postulating that consumers generally have a trust-in orientation toward brands they consider to be trustworthy and stable. Generally, the findings have shown that the age of the consumer has a significant and positive correlation with the trust level construct of TATA, which have led to lower trust in TATA Steel among older consumers, which has attributed to TATA Steel as a domestic brand. Where HYUNDAI is not closely connected the significance of a positive relationship with the variable BRANDTRUST could be a result of age indicating that the trust of consumers maybe less dependent on age especially to brands that have an international appeal including Hyundai. This explains the need for more research on the strategies that domestic and international brands undertaking will use to build trust to ensure that they are trusted by different consumers in the market.
3. Design Appeal and Consumer Preferences: The result disproved existing consumer behaviour theories where the youth are said to be inclined towards modern, trendier designs than the elder generation who preferred utility-based designs and the absence of a relationship between age and the perceived design

challenges of TATA and HYUNDAI cars. Apparently, design might also not be as significant an unverifiable factor as cost and mileage in decision making especially for mid segment automobiles. This observation suggests other research studies on design across consumer segments and challenges conventional wisdom of how design might be perceived with increased age in the automobile industry.

4. The Role of Mileage in Purchase Decisions: The result also affirms the role of fuel consumption in the decision making as a viable aspect especially in regions where fuel prices are a consideration. The last component is mileage which perfectly fits the consumer choice model in behavioral decision theory, which assumes that consumers choose items based on perceived benefits. The study also has evidence that incremental adoption of long-term cost-efficient automobiles is a trend among consumers; the variable of mileage reflects this perception. The results also indicate that although the mileage is one of the criteria that customers focus on while selecting the brand, it does not seem to be the most influential factor and that price and trust are more influential parameters in the specific product selection of the consumers.

5. Implications for Market Segmentation: This analysis highlights the fact that when it comes to market segmentation there is much more than simply identifying customers' needs. Hence, one cannot effectively use age to predict people's tastes in some aspects, as other factors seem to decide which aspects people consider important, including factors such as price consciousness and the relative credibility of domestic and international products. This implies that traditional demographical segmentation methods that depend more on age and other quantitative variables maybe less effective and require more dynamic variables such as brand image, trust and perceived value of the brand in the future.

6. Cultural and Regional Influences: The implications of the findings for enhancing consumer knowledge are critical for the overall theories on consumer behaviour in regional markets. Ahmedabad being a developing city of India has a kind of market where on one end the consumer relies on domestic brand, but on the other side there are global players offering better technology and features. The study finds that consumers are not just driven by global trends but this area is influenced by regional factors such as the economic situation in a particular country, the culture, and the degree of brand awareness.

7. This provides an impetus for the need for more regional level research in the domain of consumer behaviour to perceive how such cultural factors may affect brand image and consumer buying behaviour.

Therefore, the finding of this study advances the theoretical literature concerning the effect of price, brand trust, design appeal, and mileage factors on consumers' preferences of automobiles. While it alters some assumptions of age preferences and incrementally strengthens the role of economic and brand influences in the consumer choice process. Future research could therefore look at related hypotheses and add to a number of the work done on these regions and product categories.

Practical Implications

The practical implications resulting from this study regarding understanding the preferences of consumers towards TATA and HYUNDAI car brands in Ahmedabad with special reference to price and mileage can be discussed in details as follows. Forcing consumers into a choice can be highly insightful for companies because it helps them determine what factors influence consumer decision-making and how firms can effectively guide their target markets too.

1. Strategic Pricing and Product Positioning: Through the segmentation analysis, price was established to be of paramount importance when consumers in Ahmedabad purchased consumer durables. TATA, which is admired by reasonably priced vehicles, successfully targets customers' sensitive to the price, especially in the B and C vehicle segments. This suggests that it is important for TATA to continue to market its goods as being 'value for money', or affordable products on the market that are not necessarily inferior to other better established players' products. While the Kona, with slightly higher price, on the other hand, Hyundai needs to engage the consumer with the long-term advantage of this car being better quality, improved technology, and better resale value of the car than many of its close competitors. The insight gained by marketers at Hyundai is that they can focus on conveying the benefits of the extra cost of their vehicles, in regard to the premium features consumers are willing to pay a premium for.

2. Tailoring Marketing Campaigns for Age Demographics: The study makes it possible to conclude that age is a factor in brand trust, especially for TATA. Tata has been in the market for sometime in India and thus older consumers have a high level of trust in the product. Hence, TATA could think about conducting marketing promotions that focus on its lengthy experience, stability, and high standard especially with middle aged and elderly clients. Hyundai Motor Company's findings point out that there is poor correlation between age and brand trust, which implies that brand Hyundai has equal influence on different generations. .

Hyundai's marketing strategies could therefore, aim at positioning technology, design and fuel economy as key consumer selling points from all the regions of the globe. Some of the targeting might not be so crucial for Hyundai; however, leadership in technology and the accent on the up-to-date look may appeal to the youth.

3. Enhancing Design Appeal and Innovation: The research indicated there is no correlation between age and trends in the kind of cars wanted based on designs, therefore TATA and Hyundai must appeal to as many people as possible. Perhaps auto makers need to give style, aesthetics and innovation paramount concern in car production to suit all classes of consumers. For TATA, which is rated to be more of a 'use tool' to get from A to B car manufactures to look modern and attractive may help in particular to the youthful and urban population. Hyundai was famed for innovations in design and therefore, should keep on forging a futuristic, stylish image of the products being marketed especially from the young sophisticated buyers while at the same time offering usability for the rational buyers.

4. **Emphasizing Fuel Efficiency and Mileage:** The amount driven retained its importance as one of the criteria that influence car purchases, as most consumers in cities such as Ahmedabad are concerned with fuel expenses. The two car manufacturing firms should use commercials revealing fuel-efficient vehicles and should make people aware of the long-term benefits. TATA could orient to 'affordable' car for 'price-sensitive' families and Hyundai could sell the theme of advanced fuel-saving technologies in its 'luxury' car models. Further, it is suggested that a greater emphasis ought to be placed on the research and development of these vehicles and the efficiency with which they consume fuel in order that they might meet the ever increasing demand for automobiles that are as accessible as they are environmentally friendly and energy efficient.

5. **Focus on After-Sales Services and Customer Support:** The results obtained from the products indicate that age influences trust and the findings are that as the consumers grow older, they tend to trust TATA more. This brings out the aspect of after sales services, a fact that could possibly contribute to the total loyalty the manufacturer will receive from the customers in the future. In TATA's as well as Hyundai Motor's case, an improvement in the company's relationship with the customers and the delivery and provision of excellent after-sales services will have a positive impact on customer loyalty. Other strategies in need of enhancement include 'likely presenting longer warranties, freely available service centre, and strong online portals for booking services as the current gaps may pose a negative impact to customer satisfaction and brand image. Nevertheless, customer care services are another area where companies like TATA can improve after sales services to keep it oldest customers besides adding new clients in their customer database.

6. **Targeting the Middle-Class Market:** As consumer consideration was regarding price sensitivity and mileage, both brands must cast their glance on the expanding middle-middle class public in Ahmedabad that is vigilant regarding the price-quality ratio. TATA has a tendency towards affordable prices, which directs the focus on this segment, whereas Hyundai can target on long-term value for money, better features, and superior fuel economy to appeal to middle income buyers willing to invest a little more for greater advantages.

7. **Regulatory Implications:** From a policy maker's perspective, this work also imply that fuel efficiency should remain relevant in auto mobile market given that it is a relevant attribute to consumers. There are additional policies such as of encouraging auto manufacturers to provide energy efficient automobiles or make incentives to consumers to purchase such automobiles. Regulatory measures of promoting cars with lesser emissive of carbon monoxide and better fuel consumption efficiency could be persuasive for both the companies; TATA and HYUNDA.

Therefore, the managerial implications of the present research point to the fact that TATA and Hyundai must maintain ongoing efforts at fine-tuning their pricing techniques and products within the marketplace to suit the Ahmedabad consumers. The analysis of consumers' choices is driven by the price sensitivity, the distance, and the brand trust of the car, whereas age ranked lower in influencing consumers' preferences. With these insights, both brands can more effectively position their strategies to address consumers' needs to increase their customer retention rates, and to gain a greater share of the auto market share in Ahmedabad and effectively compete against the growing intense competition.

This research set out to understand consumers' sentiment towards TATA and HYUNDAI especially in relation to price and mileage in Ahmedabad. The results are therefore useful in establishing determinants of consumer's decisions' concerning automotive and convey a far better picture on how demographic factors, particularly age, interacts with brand preferences and buying behaviours.

When comparing the results of the study carried out among car users in the Ahmedabad market, it was found that price and mileage are the key factors influencing consumers. Consumers in this area are highly sensitive to price and this is well exemplified by their favorite this TATA brand which is cheap. This is in concordance to the increasing need for cheaper solutions in a developing economy. Also, the aspect of mileage implies consumers' willingness to save money not only in the present, but, firstly, in the future, thus stressing the significance of the pragmatic factors which are the key to a purchasing decision.

The research also showed that trust in the brand differs with age. Although, trust in TATA is higher among the older consumers, probably because of more reliance on the company as being older and available in India, on the other hand, trust on HYUNDAI does not have much variation in terms of age, this means that the automobile has more universal appeal in terms of different ages. Pertaining to the age, the finding of the study was not able to point out that design appeal has a direct connection with age thus indicating that both brands have to work hard in coming up with great designs people of every age would find attractive.

From the perspective of theoretically proposed factors affecting the consumers' preferences, the study provides evidence that trust and perceived value are the key drivers. There is also some evidence which questions certain conventions with regard to what specific design aesthetics are appropriate for the elderly based on their age, and once again, more studies need to be done in this field. The research also focuses on price plays a crucial role in the Indian automotive market as consumers are always searching for affordable service.

The research also showed that trust in the brand differs with age. The ages of these consumers however seem to play a role in the trust Lawson has used to signal to them when they find their preferred purchaser brand to be TATA more so than HYUNDAI. TATA offers a history in the Indian market that is longer than HYUNDAI does, and though this may not be on sale, consumers trusting their fellow consumers (that's you!) that these preferences exist and that this trust itself is shared across demographics is where we have most of these consumers resting. Pertaining to the age, the finding of the study was not able to point out that design appeal has a direct connection with age thus indicating that both brands have to

work hard in coming up with great designs people of every age would find attractive.

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RECOMMENDATION

Recommendations for Future Research/ Future Scope of the Study

Although it gives excellent perception about the consumers' inclination towards TATA and HYUNDAI in Ahmedabad, especially on price and mileage aspects some other area, that can be researched further in related to consumer behaviour in the automobile industry are as follows. The following recommendations outline potential areas for further exploration:

1. **Exploring Other Demographic Factors:** In future research end, demographic variables should be enlarged to other factors like income, education and number of children. It might be even beneficial if these variables offered more detailed approach to differential consumer attitudes towards factors such as price, mileage, or brand preference within different population groups. For example, the consumers' income level and their education level may both have an impact on how they perceived the proposition of TATA as well as HYUNDAI automobiles; distinguishing between quality over price and the presence of other additional features in the TATA as well as HYUNDAI manufactured vehicles may appeal to the consumers of higher levels of income than those with mere price sensitive appeal.
2. **Impact of Social Media and Digital Marketing:** Due to the increasing role played by social media and online reviews in consumers' decision making processes, it can be suggested that the future research can focus in the effects of social media and online reviews on the perceived image of TATA and HYUNDAI. Since today's young consumers also use the online sources to get information about brands, it would be more interesting to examine the effects of online brand engagement, influencer marketing, social media sentiment towards brands.
3. **Brand Loyalty and Repeat Purchase behaviour:** These include; This research narrows down focusing mainly on brand trust and consumers preferences in the first stage of purchase decision. Although, perhaps investigating brand indications and repeat purchasing could provide more information on the long term buyer-supplier dynamics between HYUNDAI and TATA. Researching issues like customer satisfaction, post purchase behaviour and the relationships between the after-sales service and ultimate brand loyalty would enable manufacturers to make improvements in building customer loyalty for products.

4. **Incorporating Other Product Attributes:** It is recommended that the details of the following research could consider other variables that affect consumer preferences other than the price and the mileage as followed below. Given the nature of this study, future studies could consider other product variables that may affect consumer preferences into consideration apart from the price and the mileage these include; In light of increasing consciousness about the environment among the consumers, there is likely to be a market for environment friendly vehicles. Comparing the electric or hybrid fleets of TATA and HYUNDAI might help explain the ways these factors are motivating consumers to make purchases in the name of sustainability.
5. **Cross-Regional and Cross-Cultural Comparisons:** To achieve a better understanding of consumers' preferences, the future research should include cross-regional or cross-cultural analysis. However, preference of consumers may be different for other cities or other parts of India because, economic conditions, cultural issues or brand awareness may be different.
6. A comparison between the urban and the rural consumers would also reveal factors that sponsor the car purchase behaviour in the targeted geographical regions.
7. **Exploring the Influence of Test Drives and Experiential Marketing:** One other possible avenue of further study might comprise the analysis of how test drives and other techniques of experiential marketing influence the decision making process. A test drive enables the consumer to feel and appreciate how the car performs and how comfortable it is before making buying decisions that may strongly influence brand preferences. Researching how the use of event-based and virtual reality automotive showrooms affect consumers could offer some insights as to how the automobile brands can create a more engaging customer approach to people thinking about purchasing a car.
8. **Impact of Environmental and Policy Changes:** Other studies can also determine the effects that variations of government policies and environmental standards have to offer on the consumers in the automotive industry. For instance, since India is on the process of excepting higher emission norms coupled with the promotion and popularity of electric vehicles, research could determine the acceptability of traditional internal combustion engine vehicles in contrast to electric and hybrid option.
9. **Behavioral Economics and Emotional Influences:** However, this research focused mostly on the objective aspects, such as price or mileage, and thus, the further research could investigate the impact of emotions when people make their choice. Hence, applying the premises of the behavioral economics theory, the authors inferred that consumer decision is not only a result of rational considerations, but also precede appeals to the emotions. Perhaps gaining further insight on how brand perception, emotions associated with TATA and HYUNDAI and even ad appeal influence the consumers' purchase behaviour could help.

10. Longitudinal Studies on Consumer Preferences: To evaluate the dynamics of the preferences of the consumers, some research methods could follow the consumers' attitude and preferences to the particular brands such as TATA and HYUNDAI, for a few years. This would help to define changing tendencies in selling; for instance, the transition to electric vehicles, improve the perception of the brand and consumers' needs as soon as new technologies arise.

11. Further Statistical Analysis on Other Variables: This research mainly employed chi-square tests to analysis the correlation between demographic characteristics and consumer's preferences. The next studies also potentially can use SEM or regression analysis to examine how several variables might moderate and mediate each other simultaneously. This would create a stronger foundation on which to determine the synergistic effects of numerous factors including the price, the mileage, brand preference, and design on the consumers' decisions.

To sum up, the current research offers a substantial insight into understanding the TATA and HYUNDAI cars' preferences among the consumers in Ahmedabad; however, there are various directions in which the further research can be carried out. Therefore, future research can expand upon factors that are more generic to consumers' habits, the use of digital media, customer loyalty, the environment, and emotions to provide a comprehensive view of the phenomenon in the automotive industry. These insights will not only serve to aid brands in adjusting their marketing techniques accordingly but will also prove useful to policymakers who are trying to decide upon the future of the automobile industry in India.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of To Study Consumer Preference Towards TATA V/S HYUNDAI with Reference to Price and Mileage in order to improve this research and add insight to readers.

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