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 **RESEARCH PAPER**

Project –

**Comparative Study Of Marketing Strategies Of Hyundai and Tata Motors.**

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**DECLARATION**

I,Ayush Maurya do here project work on the topic “Comparative Study Of Marketing Strategies Of Hyundai and Tata Motors”, it is submitted by me in partial fulfilment of requirement for the award of Bachelor’s Degree in Business Administration, Galgotia’s University, Greater Noida, Uttar Pradesh.

Date:

Signature:

**CONTENTS**

|  |  |
| --- | --- |
| Topic | Page no. |
| Abstract |  1 |
| Introduction |  2 |
| Company Profile |  2  |
| **Product Portfolio** |  2-3 |
| **Target Markets** |  3 |
| **Marketing Strategies** |  3-4 |
| **Comparative Analysis** | 4 |
| **Survey** | 5-7 |
| **Conclusion** |  8 |

**ABSTRACT**

The marketing strategies of Hyundai and Tata Motors, two significant competitors in the global automobile sector, are compared in this research. This study demonstrates how their strategic orientations differ and are similar by looking at their product portfolios, target markets, and marketing strategies. Hyundai targets a wide audience with innovative features and emotional ties, emphasizing product differentiation and brand building on a worldwide scale. Tata Motors, on the other hand, specializes in serving particular client segments and emphasizes sustainability and value for money, especially in developing nations like India. Both businesses place a high priority on customer value and ongoing innovation despite taking different tactics in order to be competitive in the very dynamic automotive sector.

**Introduction**

Because of the intense competition in the automobile sector, businesses must continually develop and adapt their marketing plans in order to hold onto or increase their market share. To target their separate target markets, Hyundai and Tata Motors, two major competitors in the global automobile business, have employed different marketing tactics. In order to better understand the similarities and contrasts between Hyundai and Tata Motors' marketing strategies and how well they work to achieve their business goals, this paper will compare and contrast them.

**Company Profiles:**

Hyundai Motor Company is a multinational automobile manufacturer based in Seoul, South Korea. It is one of the biggest automakers in the world, producing a wide variety of vehicles ranging from sporty SUVs to little sedans.
Mumbai serves as the headquarters of Tata Motors, an international automotive manufacturing corporation based in India. It is a division of the Tata Group and is well-known for offering a large selection of passenger and commercial vehicles, such as automobiles, trucks, buses, and military vehicles.

**Product Portfolio:**

Hyundai: Hyundai provides a wide range of automobiles to suit different market niches, such as sedans (like the Hyundai Sonata), SUVs (like the Hyundai Tucson), electric cars (like the Hyundai Kona Electric), and tiny cars (like the Hyundai Accent).
Tata Motors: Tata Motors provides a wide variety of automobiles, such as electric vehicles (such as the Tata Nexon EV), commercial vehicles (such as the Tata Ace, Tata Prima), and passenger cars (such as the Tata Tiago, Tata Nexon).

**Target Markets**:

Hyundai: Hyundai caters to a broad spectrum of consumer demographics, with a particular emphasis on younger people looking for affordable cars with a plethora of features. Its wide range of products is intended to appeal to customers in both urban and suburban areas.
Tata Motors: Tata Motors serves a wide range of clientele, including those who are concerned about the environment and are looking for electric automobiles, as well as consumers on a tight budget. It is aimed at both local and foreign markets, with a focus on developing nations.

**Marketing Strategies**:

Hyundai: Product Differentiation: To set itself apart from rivals, Hyundai places a strong emphasis on design and innovation in its goods. It regularly adds cutting-edge features and technology to its inventory of cars.
Brand Building: Hyundai makes large investments in sponsorships, endorsements, and advertising campaigns to develop its brand. Its main goal is to establish a favorable brand perception linked to dependability, effectiveness, and affordability.

Customer Experience: By providing individualized services, warranty plans, and post-purchase assistance, Hyundai places a high priority on customer satisfaction. It seeks to establish enduring relationships with clients by providing outstanding customer service.
Tata Motors:
Value Proposition: Tata Motors targets consumers on a tight budget by emphasizing value for money across its product range. To draw in budget-conscious customers, it emphasizes affordability, robustness, and low maintenance expenses.
Corporate Social Responsibility (CSR): With an emphasis on sustainability, Tata Motors incorporates CSR activities into their marketing plan.

**Comparative Analysis:**

Though they take distinct approaches, Hyundai and Tata Motors both place a high priority on innovation and customer-centricity in their marketing campaigns.
Tata Motors prioritizes value for money and sustainability, while Hyundai concentrates on product differentiation and brand promotion to forge a deep emotional connection with customers.
With its wide range of products, Hyundai appeals to a wider market than Tata Motors, which targets niche markets like eco-conscious and cost-conscious consumers.

**Survey:**

**Which automotive brands are you familiar with?**

**How often do you interact with Hyundai's digital channels (website, social media, mobile apps)?**

**How often do you interact with Tata Motors' digital channels (website, social media, mobile apps)?**

**Conclusion:**

To sum up, Hyundai and Tata Motors use different marketing approaches depending on their target audiences and corporate goals. Hyundai prioritizes global brand growth and product differentiation, whereas Tata Motors concentrates on affordability and sustainability, especially in developing nations like India. Both businesses aim to provide value to customers and keep a competitive advantage in the fast-paced automotive sector, despite their disparities. Their long-term success in the global market will depend on their ability to innovate and adapt going forward.