Marketing Report of Hyundai Car
# Table of Contents

1. Introduction ..............................................................................................................................................3

2. Culture.......................................................................................................................................................4
   2.1 Hyundai Marketing Activities in India.................................................................................................4
   2.2 Hyundai Marketing Activities in UK .................................................................................................... 4
   2.3 Comparison between the marketing Campaigns in India and UK ....................................................12
   2.4 Recommendations ............................................................................................................................13

3. Motivation and Values............................................................................................................................14
   3.1 Motivation for Buying Hyundai Cars in India....................................................................................14

2 Motivations for Buying Hyundai Cars in UK.............................................................................. Error! Bookmark not defined.
   3.3 Comparison between the Motivation and Values of Consumers in India and UK .......................17
   3.4 Recommendations............................................................................................................................18

4. Conclusion...............................................................................................................................................19

Bibliography ................................................................................................................................................20
1. Introduction
Hyundai Motors in has been a trendsetter that comes with modern high tech style and design, bright modern interior and best in segment features Hyundai Motor India Limited has been adjudged the leading exporter of passenger cars and enjoys a market share of 48%. Some of the most popular brands of Hyundai are Eon, Santro, i10, i20. Sonata, Accent, Verna and Santa Fe (AUto Portal, 2014). Hyundai Motor Group believes in core values like promoting corporate culture that is customer-driven, embraces every opportunity as a challenge, creates synergy by spreading togetherness, respect the talents of people and global diversity of customs and culture. That is why its vision of “Together for better future” fits to every country and culture (Hyundai Motor Group, 2014). Hyundai Motors UK has the most modern plant in Europe in Nosovice, Czech Republic. The power of new thinking makes Hyundai Motors the 5th largest groups in the world in fifty years and has sold 4.05 million vehicles in 2011. IN UK Hyundai offers an entire new line up of cars that includes both small cars as well as family cars like i20, ix20, New generation i10, New generation i20, i30 3 door, i30 5 door, i30 tourer, i40 Tourer, i40 Saloon, ix35, i800, Santa Fe, and iLoad (Hyundai Motor UK, 2014).

Indian car industry is the largest growing industry and is the seventh largest car industry across the globe, considering the rising demand for automobiles this report analyses the ideas adopted for product development adopted by Hyundai Motors for the two different markets that is India and the United Kingdom (UK). The products have been developed so as to meet the needs as well as expectations of the consumers. Therefore this report will deeply analyse how Hyundai Motor Company meets and fulfils the customers’ expectations by conducted varied marketing activities in the two above mentioned countries and how they consider culture while designing the marketing campaign in India and UK. Then further the report will evaluate how motivation and values influence the marketing activities of Hyundai Motor Company in Indian and UK markets.

A critical analysis has been conducted to find out the changes made by the company so as to cater to the needs as well as expectations of the two nations cultures and fulfil their motivation and attitudes. Finally recommendations are made related to culture and motivation and values
suggesting Hyundai Motors, how they can improve their current marketing efforts in the two countries.

2. Culture
Culture can be defined as the unique system comprising of shared beliefs, meaning and perceptions that are held by people who belong to the similar group. Culture is one such quality that trickles down the generations through the process of socialisation as it is this socialisation that is supposed to cast an impact on how the people of a group perceive the world and the manner they behave (Worthington and Britton, 2009).

2.1 Hyundai Marketing Activities in India
Hyundai Motor India picked Innocean Worldwide, the marketing agency to set in full motion the whole cycle of communication for its Eon Model. The main aim of the marketing is to highlight the prospects of Indian automobile market’s fast growing and most happening segment that are the entry level compact cars. (Chauhan, 2012)

A child is shown sleeping and gets scared
His father consoles him
Child asks about his mother

father plays with the kid and his toys and child again asks about his mother

Child again asks when his mother will come all through the Day when father cooks food

While going out for outing also the child makes a paper boat for his mom
Kid writes a message “comes soon mama” then a Hyundai car is shown

Father takes the child along in the car to his mom

In the morning when child wakes up he finds his mother and the kids becomes happy
Thus the Hyundai Ad for Indian markets shows typical Indian backgrounds and as kids are very attached to their mothers, the ad shows that the child in the ad misses his mother a lot. He keeps on asking when his mother will come back. The father says that she has gone for a project and will be back soon and when both father and son go for outing the son makes a paper boat and sends a message to his mother to come back soon. Father thinks of an idea and takes the son in his Hyundai car to his mom and next day in the morning when the child wakes up he sees his mother on his bedside. The ad clearly shows the love and bonding that Indian families share and the backdrop and the games they play and the food they eat is connected with Indian culture.

2.2 Marketing Activities in UK
In order to represent variety and dynamism of the range of Hyundai cars in UK and to cater to the needs of the UK audience they created a new story. Through the new story they wanted to bridge the perception gap created and show a much more honest face of the Hyundai cars to the buyers in UK. Thus they started off by rethinking the photography of Hyundai cars form the D-segment, the i40. So they placed the car in simple and easy environment and did minimal amount of retouching of the pictures, to present more honest visuals.
Hyundai manufactures cars for wide demographic customers, therefore the shoot was very carefully tailored and the shooting locations along with the writing the story line for the brochure and ads depends upon the target audience of each and every model launched in UK. For example the brochure for the latest New Generation i10 car was being billed as “the perfect city car” and the whole commercial showed maximum locations from the city of UK (Big Group, 2014).

The TV commercial made for UK by Hyundai shows the man getting up in the morning and the settings are a typical UK style condo. The man hears on radio that it will be a bright sunny day today. Sonic in UK most of the year it is cold weather, people love sun and sunny days. So the
man gets up and goes to the college, gives lecture and sunshine falls on his face. Then after the lecture he travels top open grasslands and soaks some sun. In the end the TV ad shows that actually the man was watching a painting in the art gallery with green pasture and grasslands and was imagining a sunny day when he will go for drive. Thus through the TV commercial Hyundai wants to signify that they make every drive brilliant. It believes that this is where your inspirations set your free. Hyundai promotes the tagline “live brilliant” through this ad in UK.

There is recent ad of Hyundai of FIFA world Cup Brazil, 2014 that can be seen from the link mentioned below called “Pin my Fan Park” featuring Casillas and Kaka:
Hyundai has had a long association with FIFA since 1999 and it is going to be a long term automotive partner of FIFA until 2022. Hyundai supports will support all the FIFA competitions that include the coming FIFA world cups, U-20 world cup, Confederation Cups, U-17 world cup and Women’s world cup (Hyundai Motor Company, 2014). The reason being it sees sponsoring football as the core element of the marketing strategy in UK as it helps in connecting with the football lovers in UK and global consumers. This developed a bond between Hyundai brand and global customers through supporting sports culture, football being favourite sport of UK. Football sponsorship helps Hyundai to establish itself as the most extensive and impressive brand in automobile sector as the TV Ad delivers the fun and excitement of the most popular game of the planet to all its football fans in UK. Other marketing activities adopted by Hyundai in European market are building Hyundai Fan Park, sponsored Fan of the Match award during FIFA, Sponsors Hyundai Best Young Player Award, created Hyundai Goodwill Ball (Hyundai Motor Company, 2014).
2.3 Comparison between the marketing Campaigns in India and UK

From the above marketing campaigns it is evident that there is difference in consumer behaviour in the two countries. Hofstede has developed the five cultural dimensions that include power distance, uncertainty avoidance, masculinity vs. femininity, individualism vs. Collectivism and time orientation (Geert 1980). Therefore Hofstede’s theory has been used for analysing the two TV advertisements in India and Japan. The five cultural dimensions of India and UK can be seen from the table shown below:

<table>
<thead>
<tr>
<th>Country</th>
<th>Power Distance</th>
<th>Individualism</th>
<th>Masculinity</th>
<th>Uncertainty Avoidance</th>
<th>Pragmatism</th>
<th>Indulgence</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>77</td>
<td>48</td>
<td>56</td>
<td>40</td>
<td>51</td>
<td>26</td>
</tr>
<tr>
<td>UK</td>
<td>35</td>
<td>89</td>
<td>66</td>
<td>35</td>
<td>51</td>
<td>69</td>
</tr>
</tbody>
</table>

India has high power distance score thus indicating prevalent hierarchy and top-down structure in organisations as well as society. The real power is supposed to be centralised in case of Indian society and control is familiar feature in the form of psychological security. The Indian society with an intermediate score of 48 shows both collectivistic and individualistic traits that are clearly visible from the TV ad. Collectivistic means the high preference to be a part of large social framework and the child and father enjoying the outing together in the ad depicts the collectivistic aspect of Indian culture and the individualistic aspect is shown in the ad through the father taking care of the child all alone in the ad. In UK individualism is higher and Football is worshipped as religion in every nook and corner of UK therefore Hyundai has chosen to focus and sponsor most of its marketing activities around football. The Indian society is masculine but lesser masculine as compared to UK society. Therefore people in UK prefer more visual display of success as well as power in UK as compared to the people in India. Both the countries believe in flashy attitude and ostentation, while showing off their success and designer brand labels.

In case of uncertainty avoidance Indian culture has medium to low preference for avoiding it and they are ready to accept imperfection and Indian society being driven by traditions is very
patient country and with a score of 35 UK society also has great tolerance for unexpected. Nothing is impossible in case of Indian society. Both Indian and UK society is considered to be pragmatic by nature preferring some links with the past while dealing with certain challenges of represent and future. UK with a score of 69 for indulgence and there is relatively weaker control or “indulgence” within the society and the people in UK culture are more optimistic and logical by nature. People in UK put more time to leisure and also control, the gratification of their desires and indulgence according to them is norm of society (The Hofstede Centre, 2014).

2.4 Recommendations
Considering the above analysis it is evident that the ad launched by Hyundai in UK is very long 1 minute 42 seconds, so it should be shortened a bit because UK has lower context culture and they believe the fact that time is equivalent to money and just the main details should be included to inform the customer about the product like what is the product, what the product does and how it adds to their lifestyle and enhances their style and power. As mentioned by Hooker (2008) in low-context culture the messages need to be to the point and direct, just delivering the precise and concise information (Hooker, 2008). This will be profitable for Hyundai as the shorter ad will save their advertising cost on TV airtime, saving them from spending huge amount of money on expensive ads, moreover television ads although reach a large target groups in general for example children, women, youngsters, but it does not reach the specifically targeted interest groups as desired by Hyundai (Fill, 2011).

Since UK culture shows high level of pragmatism and wants to connect with their past and traditions, in the UK ad Hyundai can concentrate and add on their age old and very famous sport of Tennis, as UK is very well known for hosting the Wimbledon Grand Slam title and there have been many great players it has produced. In the same context it can also focus on relating the sportsman spirit by linking the ad with another popular sport in UK that is cricket and the cricketers can play the role model. Cricket has been connected with the UK’s past for time immemorial and a very famous sport that is connected with the Great Britain’s culture; in fact the credit for introducing this popular sport to Indian turf goes to the Britishers only.

In case of Indian Hyundai ad it is also pretty long with a time span of 2:04 minutes; it should also be shortened for the same reason mentioned above. Rather to make the ad more collectivistic and
more concede with Indian culture a whole Indian family could have been shown in the ad, where amongst the daily routine they could have shown performing pooja in the morning when the child could have missed his mother. In case of Indian advertisement the advertisement if too long and it is predicted that the consumers might run out of patience to watch the whole advertisement. As researched by market researchers 76.6% of the consumers finish watching TV advertisement in 15 seconds, while 54.8% are there who would like to watch the whole 30 seconds advertisement and Indian Hyundai ad is 2 minutes and 4 seconds, so the consumer might get bored. Moreover they should include more activities in the advertisement that are related to Indian culture like may be celebration of some Indian festival like Diwali or Holi etc.

3. Motivation and Values
The buying behaviour of consumers has always been linked with their motivations for every product be it grocery or a car (Hill, 2013). Therefore understanding the attitude of the consumers that strongly impacts their buying behaviour is very important of the marketers. Therefore this section of the report examines how the motivation and values influence the buying behaviour of the consumers while buying Hyundai cars in India.

3.1 Products Offered by Hyundai Motors in India
The cars that are offered by Hyundai Motors India are Santro Xing, Eon, i10, Grand i10, Xcent, Elite i20, Fluidic Verna, Neo Fluidic Elantra, New Sonata, New Santa Fe. Hyundai Eon is style meeting design with excellent fuel mileage of 21.1 kmpl and has intelligent designs with roomy interiors. Hyundai Santro Xing offers incredible roomy interiors, easy drive power steering and are most dependable compact family car.
I10 is the simply irresistible Hyundai creation with superior fuel efficiency, stylish interior as well as exterior and compact design. Grand i10 has been voted as Indian car of the Year 2014 with its world-class, sporty and aerodynamic looks.

Xcent is projected as the real family sedan with modern, sporty and progressive interiors, stylish and classy looks and 2nd Gen U2 Crdi engine. The Elite i20 spread the feeling of uncompromised living as they feel that compromises are for weak people, it is stylish and very spacious car.

Fluidic Elantra boasts elegance and refined style with more choices and more space offered and the styling is sleek yet sophisticated. Fluidic Verna shows cutting edge meeting with fluid philosophy in its sculpture like design.
India is the second most populated nation and has a higher growth rate of the economy as compared to the other developing nations, this definitely attracts huge demand in the Small car Automobile industry and India is the most emerging market for auto sector. For the Indian buyers buying a car is the second most important as well as expensive decision after buying a house. The main motivations for buying a car in India are found to be Safety, seating driving comfort along with brand name (Srivastava and Tiwari, 2012). In the economy segment of MUVs and SUVs some of the motivational factors that influence the buying decision in India are product reliability, trendy appeal, trustworthiness, customer’s feeling or association with the particular brand, monetary factor and the frequency of non-price promotions offered (Raj, Sasikumar and Sriram, 2013). Sometimes the customer’s perception also gets influenced by the country from which the product is coming from as country of origin acts extrinsic cues in some cases and country of origin has huge impact on the process of purchase intention (Rezvani, Dehkordi and Rahman, 2012). It is imperative for the manufacturers to find out the tastes, preferences, needs and wants of consumers while designing the product. In case of cars fuel economy, driving comfort is the biggest motivational factor in Indian followed by availability of spares and the car price (Vidyavathi, 2012). In the luxury car segment in India that is going at the rate of 25 percent per annum numerous luxury cars are entering the Indian market and preferred mostly by High Net-worth Individuals (HNI). The main motive of the HNI individuals for buying these cars is to differentiate themselves from the rest of the crowd and the changing attitude of the customers in India has lead to rapid growth of luxury car market in India. The emphasis on the focus has been shifted from affordability and price consideration towards design, quality and pleasure (Verma and Rathore, 2013).
According to the leading research firm TNS it is the emotive needs for example potency, status as well as prestige are the ones that motivate and govern the attitude of the car buyers in India. It has been found that while prestige along with potency related needs are the main motivators for the entry level luxury brands buyers; these needs are found to be present across all the car segments.

3.3 Motivation and Values of Consumers According to Maslow’s’ Hierarchy

According to Maslow’s Need Hierarchy Theory there are mainly five need categories that are: physiological needs, safety and security needs, belonging and love needs, esteem and ego needs and the self actualization needs (Maslow, 1954). As per this theory first the basic or physiological needs should be satisfied. Hyundai cars in India first fulfil the safety and security needs. Moreover in the Indian markets the consumers are very much brand loyal, since Indian consumer gets motivated by commuting safely to work as well as fulfilling the general needs of the family. Moreover Indian consumers enjoy short drives. The Indian buyers are more of status buyers, who want to show-off their success and attract greater amount of attention. The current ad of Hyundai India focuses on “life is brilliant” and strengthens the caring as well as emotional connect with the typical Indian consumers.
3.4 Recommendations

What Hyundai should do in Indian markets is that it should try and tap the Prestige buyers and adventure buyers and since they are least price sensitive and want futuristic cars with best in class features so the cars should be designed in such manner as pricing is not the issue. To fulfil the adventure seeking attitude of buyers Hyundai can venture into SUV segment and make cars for Indian markets. For Indian roads Hyundai already makes economical cars that symbolise their status, attract attention and are good in fuel economy as well. All the product features of Hyundai cars are already attractive, what it can do is that to target the adventure seekers of Indian community it can do extensive R&D and come up with new SUV models to attract this new segment with competitive pricing. Right now in Indian markets it just targets the small car segment or the premium car segment and has not ventured into the SUV.
4. Conclusion

Thus it can be seen from the above study that both UK and Indian car markets are different from each other and both get impacted by culture as well as motivation and attitude of the consumer in the market. The two different TV advertisements for Indian television and UK television show the cultural impact on the marketing activities and accordingly it is suggested that the TV ads should be shortened in length and other sports can also be concentrated upon. In the same way the motivation and attitude for purchasing Hyundai car in India are mainly best product, safety and pricing, based upon their motivations the Hyundai Motor Company needs to focus upon making products and marketing them accordingly to gain success in Indian markets. The Indian ads should be turned much more emotive and focus on the traditional and collectivistic aspects of Indian society.
Bibliography


Bachelor, L. (2014) 'New cars sales soar as motorists are offered deals that are too good to refuse', *The Guardian*, 10 August.


