



# A COMPARATIVE STUDY ON BRAND EQUITY OF MAHINDRA CARS AND TOYOTA CARS IN COIMBATORE CITY

**Dr. K. Vanaja<sup>1</sup>, Ms. G. Harish Adityaa<sup>2</sup>**

<sup>1</sup>Head of the Department, Department of Commerce with Professional Accounting  
Dr.N.G.P Arts and Science College, Coimbatore

<sup>2</sup>181PA114, Department of Commerce with Professional Accounting  
Dr.N.G.P Arts and Science College, Coimbatore

## ABSTRACT

*Building brand equity in a competitive market can play an efficient role in the modern marketing environment. It is now widely acknowledged by companies and business enterprises that strong brand equity will make a competitive advantage in the marketplace that will increase their overall knowledge with experiences and trustworthiness. Indeed, recent trends in modern marketing have changed tremendously, and study of brand equity is increasingly becoming essential to keep pace with this change. The project focusing on Mahindra and Toyota branch in Coimbatore city. This study will help us to get a better picture as to what customers perceive about Mahindra and Toyota car and their awareness about the same. This study also brings to light the customer expectations about the Mahindra and Toyota Vehicle.*

**KEYWORDS:** Brand equity, Mahindra car, Toyota car

## 1. INTRODUCTION

A Brand is an intangible element, it has no objective existence. Branding is merely a perception on the minds of the end users. The marketing activities create a brand image in the minds of the consumers, which directly affects the buying behavior. People buy the products based on the brand image associated with it, they try to differentiate products based on the brand image. The study and analysis of the impact of human personality on brand personality of Toyota cars is a significant one in the area of business administration. Every business life cycle in this competitive environment illustrates the importance of information for making calculative decisions based on the issues.

## 2. STATEMENT OF THE PROBLEM

Brand equity is a vital marketing strategy used by firms to maintain and expand their market size. It generates values to the firm, society and customers in the competitive global marketing environment. In other words, customer-based brand equity involves customer reaction to an element of the marketing mix for the brand in comparison with their reaction to the same

marketing mix element attributed to a unnamed version of the product or service. The concept of consumer brand equity is considered to discuss how it can be dealt, measured and managed. An attempt is made to evaluate the consumer based brand equity of automobile products. The research issues are-What are the features of brand equity? What are the factors determining brand equity? What is the cause and effect relationship among the brand equity items? What is the level of brand equity among the select products? What is the relationship between personal, rational factors and brand equity items?

## 3. OBJECTIVE OF THE STUDY

- To know brand equity level of Mahindra cars and Toyota cars
- To know which series of Mahindra cars and Toyota cars attracts the customer.
- To know the factors which build the brand image.
- To know the customer's familiarity with the Mahindra cars and Toyota cars.



#### 4. RESEARCH METHODOLOGY

Source of Data	Secondary data
Period of Study	2015-2016 to 2019-2020
Framework of analysis	Convenience Sampling Technique
Tools and techniques	Percentage analysis, liker scale analysis

#### 5. STATISTICAL TOOLS

- Percentage analysis
- Likert scale analysis

#### 6. REVIEW OF LITERATURE

<sup>1</sup>Liu (2002) in his article examined factors affecting the brand decision in the automobile industry in Asia. It is concluded that brand attributes and product quality is essential element for choosing the brand for purchase.

<sup>2</sup>Ravichandran.K and Narayanarajan.S (2010) in his article “factors determining the brand preference of consumer durables” analyzed aspects relating brand preference is largely influenced by a number of factors such as advertisement, price, quality, performance, availability of spares, and after-sales service.

<sup>3</sup>Dr. P. Natarajan & Thiripurasundari U (2011), in their paper Brand Preference on ‘B’Segment Maruti Cars, emphasized that strong brands quality increase trust in intangible products enabling customers to better visualize and understand them

#### 7. TABLE

S.NO S.NO	MODEL BANK	NUMBER OF RESPONDENTS NUMBER OF RESPONDENTS	PERCENTAGE (%) PERCENTAGE (%)
1	Thar	24	32
1	Altis	15	20
2	XUV300	19	25.3
2	Fortuner	24	32
3	KUV100NXT	15	20
3	Innova	18	24
4	Bolero	17	22.7
4	Etios	18	24
5	Others	0	0
5	Others	0	0
	<b>Total</b>	<b>75</b>	<b>100</b>
	<b>Total</b>	<b>75</b>	<b>100</b>

#### PERCENTAGE ANALYSIS MAHINDRA

- 77.3% of the respondents are male
- 38.7% of the respondents were 18 to 27 years
- 53.3% of the respondents are Singel
- 41.3% of the respondents are employee
- 52% of the respondents are Graduate
- 30.7% of the respondents are Rs 2,00,001 to 3,00,000
- 32% of the respondents like Thar
- 81.3% of the respondents will go for Mahindra car again

- 30.7% of the respondents like style
- 84% of the respondents will recommend Mahindra car to others

#### PERCENTAGE ANALYSISOF TOYOTA

- 73.3% of the respondents are male
- 36% of the respondents were falls between 28 to 38 years
- 56% of the respondents are Married.
- 34.7% of the respondents are agriculture
- 46.7% of the respondents are Graduate



- 38.7% of the respondents are above Rs 4,00,001
- 32% of the respondents like Fortunar
- 54.7% of the respondents will go for Toyota car again
- 34.7% of the respondents like style
- 50.7% of the respondents will recommend Toyota car to others

#### LIKERT SCALE ANALYSIS OF MAHINDRA

- Likert scale value 4 is greater than the mid value (3), thus respondents are feeling highly satisfied with safety and comfort of Mahindra car

#### LIKERT SCALE ANALYSIS OF TOYOTA

- Likert scale value 3.57 is greater than the mid value (3), thus respondents are feeling satisfied with safety and comfort of Toyota car

#### 8. SUGGESTIONS

- More colours should be introduced in the market.
- Improvement in quality & mileage
- The technology of vehicle should be thoroughly tested on all type
- roads before it is being launched into the market
- Body strength should be improved.
- Style should be improved.
- Cost should be reduced

#### 9. CONCLUSION

The stringent competition in the automobile industry cannot be ignored. More the number of players, greater is the competition. Companies need to be on their toes to devise means by which they can establish their brand equity in the market. The dimensions on which this distinction is possible are few and diminishing because of the augmented level competition amongst the companies. But still, India still a male dominated and it's the man who is the brand earner in the most of the house and hence requires automobile for the same purposes maybe. However, mostly youngsters whether married or unmarried are inclined towards driving the cars with latest technology.

In order to get ahead of their competitor, they would have to opt for the marketing strategy that is fresh and innovative enough to lure more customer from the market since the customers that are already using their respective services are well satisfied with each of their performances.

#### 10. REFERENCE

1. Joseph W Newman, Richard A Werbel (1973) *Multivariate Analysis of Brand Loyalty for Major Household Appliance*, *Journal of Marketing Research*, Vol-10, Issue-4, pp.404-409.
2. Charles and French, —Brand Loyalty and the Household's Cost of time, *Journal of Business*, Vol47, Jan.1974, pp53-55.
3. R.N.Agarwal, —Profitability and Growth in Indian Automobile Manufacturing Industry, *Indian Economic Review* Vol.XXVI, No.1,1991, pp.81-95.
4. Keller, Kevin Lane (1993), —Conceptualizing, Measuring, and Managing Customer-Based Brand Equity, *Journal of Marketing*, 57 (January), pp.1-22.
5. Simon, Carol J. and Mary W Sullivan (1993), *The Measurement and Determinants of Brand Equity: A Financial Approach*, *Marketing Science*, 12 (Winter), pp.28-52
6. Morgan, R.P.( 2000), *A customer-oriented framework of brand equity and loyalty*, *International Journal of Market Research* 42 (3), pp.65–120.
7. Liu, C M (2002), *The Effects of Promotional Activities on Brand Decision in the Cellular*, *Journal of Product and Brand Management*, Vol.11, Number 1, pp. 42-51.
8. Ravichandran.K and Narayanarajan.S, *factors determining the brand preference of consumer durables* *Indian Journal of Marketing*, November 2010, pp.29-34.
9. Santosh Kumar Sharm, *Customer Satisfaction Towards Mahindra bolero SLX* *Indian Journal of Marketing* August 2010, pp.21-27.
10. *Factor facilitating brand equity dynamic Research* *World journals of Arts, science and commerce*, Vol-II, Issue-2, April 2011, pp148-152
11. Sukhjinder Singh, *Customer Satisfaction Survey for Various Brands of Tractors: A Case Study*, *Indian Journal of Marketing*, April 2014, pp56-62
12. R.Manojkumar(2015), *A Study on Customer Satisfaction Towards Mahindra Bolero with Special Reference to Coimbatore City*, *Indian Journal of Marketing*, pp.47-57
13. G. S. Shinde & N.P. Tayade (2016), *Customer Satisfaction with Concerning Sales and Service Department of Mahindra & Mahindra Tractor in Latur District*, *Indian Journal of Marketing*, pp.45-52
14. R.Ramamoorthy (2017), *A Study On Customer Satisfaction Of Mahindra Two Wheelers In Chennai City*, *Indian Journal of Marketing*, pp.64-73
15. V.S.Kumar (2018), *The Relationship Between Customers Satisfaction and Customer Loyalty in Commercial Vehicle Industry in India*, *Indian Journal of Marketing*, pp.232-245



16. Vijaykumar, Arati Biradar (2019), *A Study on Brand Awareness of Mahindra Tractors with Reference to Sindol Motors Bidar*

#### **BOOKS**

1. *Managing brand equity – David A. Aaker*
2. *Research Methodology - C.R.Kothari.*
3. *The Toyota why – Jaffrey K.Liker*

#### **WEBSITE**

1. [www.google.com](http://www.google.com)
2. [www.mahindra.com](http://www.mahindra.com)
3. [www.wikipedia.com](http://www.wikipedia.com)
4. [www.toyota.com](http://www.toyota.com)