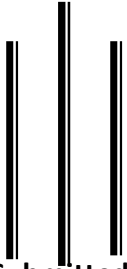


**A COMPARATIVE STUDY ON MARKETING & SALES PRACTICES OF TATA & HYUNDAI
CAR IN NEPAL**

A Thesis



Submitted By

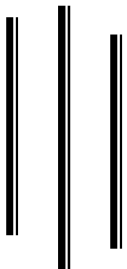
SITA PUN

Caentral Department of Management

Exam Roll No: 204/064

Second Year Symbol No: 280632

TU Registration No: 7-2-52-316-2003



Submitted To

Office if the Dean

Faculty of Management

Tribhuvan University

In Partial Fulfillment of the Requirement for the Degree of

Masters in Business Studies (MBS)

Kathmandu, Nepal

April, 2014

RECOMMENDATION

This is to certify that the Thesis

Submitted by

SITA PUN

Entitled:

***A COMPARATIVE STUDY ON MARKETING & SALES PRACTICES
OF TATA & HYUNDAI CAR IN NEPAL***

*Has been prepared as approved by this Department in the prescribed format of the
Faculty of Management. This thesis is forwarded for examination.*

.....
Jagat Timilsina
(Thesis Supervisor)

.....
Prof. Dr. Sunity Shrestha
(Head, Research Committee)

.....
Prof Dr. Balkrishna Shrestha
(Head, CDM)

VIVA-VOCE SHEET

We have conducted the viva-voce of the thesis presented

By

SITA PUN

Entitled:

***A COMPARATIVE STUDY ON MARKETING & SALES PRACTICES
OF TATA & HYUNDAI CAR IN NEPAL***

And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the

Degree of Master's in Business studies (M.B.S.)

Viva-Voce Committee

Head, Central Department of management
Chairperson, Research Committee
Member (Thesis Supervisor)
Member (External Expert)

DECLARATION

I, hereby, declare that the work reported in this thesis entitled “*A Comparative Study On Marketing & Sales Practices Of Tata & Hyundai Car In Nepal*” submitted to office of the Dean, Faculty of Management, Tribhuvan University, is my original work done for the partial fulfillment of the requirement for the Masters of Business Studies (MBS) under the supervision of **Jagat Timilsina** of Central Department of Management, Tribhuvan University.

.....

SITA PUN

Researcher

Roll No: 204/064

Tribhuvan University.

T.U. Regd. No. 7-2-52-316-2003

Date: - April, 2014

ACKNOWLEDGEMENT

This is an attempt to present thesis entitled “*A Comparative Study On Marketing & Sales Practices Of Tata & Hyundai Car In Nepal*” prepared for partial fulfillment of the requirement for the Degree of Master of Business Studies (MBS) is an outcome of continuous and immeasurable cooperation and support of several hands. I would like to express my heartfelt gratitude to all for their support.

I express my sincere honor and special sense of gratitude to my academic supervision, of **Jagat Timilsina** for his generous guidance, thoughtful encouragement and brilliant insight throughout this research work.

I owe great intellectual debt for support and immense contribution to Administrative of Laxmi Intercontinental and Sipradi Auto Trading Pvt. Ltd. I am thankful to library staffs of Central Department of management, T. U.

SITA PUN

Roll No: 204/064

Central Department of Management

Kathmandu, Nepal

TABLE OF CONTENTS

	Page No.
Recommendation	i
Viva–Voce Sheet	ii
Declaration	iii
Acknowledgement	iv
Table of Contents	v
List of Tables	viii
List of Figures	ix
Abbreviations	x

CHAPTER - I

INTRODUCTION

1.1	Background of the Study	1
1.2	Profile of Sample Companies	3
	1.2.1 Hyundai Motor	3
	1.2.2 Tata Motor	4
1.3	Statement of the Problems	5
1.4	Objectives of the Study	7
1.5	Need & Significance of the Study	7
1.6	Limitation of the Study	8
1.7	Organization of the Study	8

CHAPTER - II

REVIEW OF LITERATURE

2.1	Conceptual Framework	10
	2.1.1 Meaning and Definition of Marketing	10
	2.1.2 Marketing Management	11
	2.1.3 Meaning & Definition of Advertising	13
	2.1.3.1 Objectives of Advertising	15
	2.1.4 Meaning of Sales	17
	2.1.4.1 Sales Agents	17

2.1.5	The Relationships between Sales and Marketing	18
2.1.6	Sales and Marketing Alignment and Integration	20
2.1.7	Market Segment	21
2.1.7.1	Consumer Markets	21
2.1.7.2	Industrial Markets	21
2.1.7.3	Institutional Markets	22
2.1.8	Customer Value	22
2.1.9	Customer Satisfaction	23
2.1.10	Marketing Concept in Nepal	25
2.1.11	International Product Life Cycle and Marketing Strategies	26
2.2	Review of Journal and Articles	27
2.3	Review of Related Studies	30
2.4	Research Gap	34

CHAPTER - III

RESEARCH METHODOLOGY

3.1	Research Design	35
3.2	Population and Sample	36
3.3	Nature & Sources of Data	36
3.4	Method of Data Collection	37
3.5	Methods of Analysis & Presentation of Data	37
3.6	Tools for Data Analysis	37
3.6.1	Pictorial Presentation	37
3.6.2	Diagrammatic and Graphic Representation of Data	38
3.6.3	Statistical Analysis	38
3.6.3.1	Arithmetic Mean or Average	38
3.6.3.2	Standard Deviation	38
3.6.3.3	Coefficient of Variation (CV)	39
3.6.3.4	Correlation Coefficient	39
3.6.3.5	Least Square Linear Trend Analysis	40
3.6.3.6	Assessment of the Sample Correlation Coefficient	41

CHAPTER – IV
PRESENTATION & ANALYSIS OF DATA

4.1	Market of Hyundai Cars	42
4.2	Marketing Mix for Hyundai Vehicles	46
4.2.1	Product/Hyundai cars	46
4.2.2	Price of the Hyundai Cars	46
4.2.3	Promotion of the Hyundai Car	47
4.2.4	Place/ Distribution Channels of Hyundai Car	50
4.3	Market of Tata Car	51
4.4	Marketing Mix for Tata Car	54
4.4.1	Product/ Tata Cars	54
4.4.2	Price of the Tata Car	55
4.4.3	Promotion of Tata Car	55
4.4.4	Place/Distribution Channel of Tata Cars	57
4.5	Brand Image/Brand Loyalty	57
4.6	Comparative Study of Hyundai & Tata Car	59
4.6.1	Comparative Analysis of Sales	59
4.6.2	Comparative Analysis Advertisement and Other Promotional Cost	60
4.7	Total Market Share of Different Brands of Car in Nepal	61
4.8	Correlation Analysis	63
4.8.1	Relationship between Advertisement Cost & Yearly Sales Unit	64
4.9	Least Square Linear Trend Analysis	65
4.9.1	Trend Analysis of Sales Unit	66
4.10	Analysis of Primary Data	67
4.10.1	Feature and Factors Related	67
4.10.2	Market Segmentation Related	68
4.10.3	Buying Process Related	69
4.10.4	Brand Awareness Related	69

4.10.5 Road Condition	70
4.10.6 Marketing Strategies of KIA and Hyundai Company	70
4.11 Major Findings	71

CHAPTER - V

SUMMARY, CONCLUSION & RECOMMENDATION

5.1 Summary	74
5.2 Conclusion	77
5.3 Recommendations	79

REFERENCE	82-84
------------------	--------------

ANNEX	85-91
--------------	--------------

LIST OF TABLES

	Page No.
Table: 3.1: Sample of the Study	31
Table: 4.1: Sub-Dealers of Laxmi Intercontinental Pvt. Ltd	43
Table: 4.2: Yearly Sales of Hyundai Vehicles	44
Table: 4.3: Price list of Hyundai Motors	47
Table: 4.4: Advertisement & Other Promotional Cost of Hyundai Car	49
Table: 4.5: Yearly Advertisement Cost & Sales of Hyundai Vehicles	51
Table: 4.6: Sub - Dealers of Sipradi Auto Trading	52
Table: 4.7: Yearly Sale of Tata Car	53
Table: 4.8: Price List of Tata Cars	55
Table: 4.9: Advertisement & Other Promotional Cost of Tata Car	56
Table: 4.10: Yearly Advertisement Cost & Sales of Tata Vehicles	58
Table: 4.11: Yearly Sales unit of Hyundai & Tata Car	59
Table: 4.12: Yearly Advertisement and Other Promotional Cost of Hyundai & Tata Car	60
Table: 4.13: Total Market Shares of Different Brands of Car in Nepal	62
Table: 4.14: Correlation between Advertisement Cost & Yearly Sales Unit	64
Table: 4.15: Comparative Trend Analysis of Sales Unit	66

LIST OF FIGURES

	Page No.
Figure: 4.1: Yearly Sales of Hyundai Car	45
Figure: 4.2: Trend of Yearly Sales Amount of Hyundai Car	45
Figure: 4.3: Trend of Advertisement & Other Promotional Cost of Hyundai Car	49
Figure: 4.4: Yearly Vehicles Sales Unit	53
Figure: 4.5: Trend of Sales Revenue of Tata Car	54
Figure: 4.6: Trend of Advertisement & Other Promotional Cost of Tata Car	57
Figure: 4.7: Yearly Sales unit of Hyundai & Tata Car	60
Figure: 4.8: Yearly Advertisement & Other Promotional Cost of Hyundai & Tata Car	61
Figure: 4.9: Chart of Market Shares of Major Vehicles in Nepal	63
Figure: 4.10: Trend Line of Sales Unit of Hyundai & Tata Car	67

ABBREVIATIONS

%	Percentage
&	And
A.D	Anno Domini
B. S.	Bikram Sambat
CV	Coefficient of Variation
Ed.	Edition
FY	Fiscal Year
GDP	Gross Domestic Product
i .e	That is
IT	Information Technology
Ltd	Limited
Misc.	Miscellaneous
No.	Number
P.E	Probable Error
Pvt.	Private
R & D	Research & Development
S.D	Standard Deviation
SDC	Shankar Dev Campus
SWOT	Strengthens, Weakness, Opportunity & Threats
T. U.	Tribhuwan University
UN	United Nations
VAT	Value Added Tax
WTO	World Trade Organization