

## A Comparative Analysis of Hyundai Venue and Mahindra XUV300 Performance, Design and Market Perception in Ahmedabad City

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### ABSTRACT

This study investigates the impact of age on consumer perceptions of key features in the Hyundai Venue and Mahindra XUV300, two popular compact SUVs, to inform targeted design and marketing strategies within the automotive industry. By examining age-based differences in preferences for exterior design, rear seat space, boot space, fuel efficiency, infotainment, and engine performance, the research identifies specific features that appeal universally and others that resonate differently across age groups. Quantitative analysis reveals that while exterior design and boot space enjoy broad appeal across demographics, preferences for rear seat space, infotainment, and fuel efficiency are significantly influenced by age. Practical implications suggest that automotive companies could leverage these insights to develop customized feature packages, tailor marketing messages, and enhance customer experiences at dealerships. Theoretical implications affirm the value of age-based segmentation and emphasize the growing importance of balancing functional and experiential features in vehicle design. Recommendations for future research include exploring additional demographic and psychographic factors, studying regional and cultural variations, and examining preferences for emerging technologies. Overall, this study highlights the importance of demographic-specific strategies in creating vehicles that align with consumer needs and improve brand satisfaction and loyalty

## **INTRODUCTION**

The compact SUV segment has become a cornerstone of the Indian automotive market, reflecting growing consumer demand for vehicles that blend versatility, comfort, and style. Urbanization and a burgeoning middle class are reshaping consumer preferences, with SUVs emerging as the ideal choice for practicality and modern aesthetics. Within this competitive space, the Hyundai Venue and Mahindra XUV 300 stand out, catering to distinct consumer needs (Vidani, 2015). This analysis examines their performance, design, and market perception, focusing on Ahmedabad—a rapidly developing urban hub known for its dynamic economy and diverse population.

Ahmedabad is an ideal case study for understanding the compact SUV market due to its unique demographic profile. As a major economic hub in Gujarat, the city has witnessed a substantial increase in disposable income among its residents, leading to a growing appetite for personal vehicles (Vidani, 2015). The urban landscape, characterized by heavy traffic and narrow lanes, calls for vehicles that are not only efficient in terms of fuel consumption but also offer ease of maneuverability and parking. This makes the performance of the Venue and XUV 300 particularly relevant, as consumers are likely to prioritize features such as engine efficiency, ride comfort, handling, and safety ratings (Solanki & Vidani, 2016).

The performance of these vehicles will be examined using a variety of factors, such as general driving dynamics, braking, acceleration, and fuel efficiency. The Hyundai Venue concentrates on urban driving and provides user-friendly amenities to ensure a comfortable driving experience, whilst the Mahindra XUV 300 stresses power and robust handling. Understanding how well these models function in real-world situations helps improve your comprehension of consumer preferences and satisfaction levels (Modi, Harkani, Radadiya, & Vidani, 2016).

Design is another critical aspect that influences purchasing decisions in the compact SUV segment. In Ahmedabad, where aesthetics and functionality go hand in hand, the design elements of the Venue and XUV 300 will be closely examined (Singh & Vidani, 2016). The Hyundai Venue is often lauded for its contemporary styling, modern interiors, and advanced technology features, appealing primarily to younger, tech-savvy buyers. In contrast, the Mahindra XUV 300 boasts a more muscular and aggressive design, emphasizing safety and space—attributes that resonate well with families and safety-conscious consumers (Vidani, Chack, & Rathod, 2017). This analysis will evaluate how these design elements affect consumer perceptions and their likelihood of choosing one model over the other.

Market perception plays a vital role in the overall success of any vehicle, influenced by factors such as brand reputation, customer satisfaction, and post-purchase experiences. In Ahmedabad, consumer reviews and ratings on platforms such as social media and automotive forums significantly shape perceptions (Vidani, 2018). By analysing sales data, customer feedback, and marketing strategies employed in the region, this study aims to uncover the underlying factors that contribute to the positioning of the Venue and XUV 300.

The reputation of Hyundai for reliability and customer service versus Mahindra's emphasis on safety and ruggedness will also be explored.

Ultimately, this research seeks to provide a comprehensive understanding of how the Hyundai Venue and Mahindra XUV 300 compare in terms of performance, design, and market perception within Ahmedabad (Vasveliyya & Vidani, 2019). The insights garnered will be valuable for automotive manufacturers, marketers, and consumers alike, facilitating informed choices in a competitive automotive landscape. Additionally, this analysis will contribute to a broader understanding of how regional preferences shape consumer behaviour in the Indian automotive market, offering a framework for future studies and market strategies. As the compact SUV segment continues to evolve, understanding these dynamics will be crucial for stakeholders aiming to capitalize on emerging trends and consumer demands.

## LITERATURE REVIEW

The compact SUV member has gained significant traction in the automotive request, driven by adding consumer demand for protean and effective vehicles (Vidani, 2016). This literature review examines being studies, request reports, and consumer feedback regarding two prominent models in this member the Hyundai Venue and the Mahindra XUV 300. By analysing these vehicles, the review aims to punctuate their features, request positioning, and consumer comprehensions.

1. **Market Positioning:** Several studies indicate that both the Hyundai Venue and Mahindra XUV 300 are strategically positioned to cater to urban consumers seeking a blend of style, comfort, and functionality. The Venue, launched in 2020, is particularly noted for its modern design, compact size, and extensive technology features, appealing to younger demographics (Vidani, 2018). In contrast, the XUV 300, introduced in early 2019, emphasizes a robust build and high safety ratings, attracting families and safety-conscious buyers (Vasveliyya & Vidani, 2019). Research shows that both vehicles are marketed effectively through social media and digital platforms, enhancing brand visibility and consumer engagement.
2. **Design and Aesthetic Appeal:** Aesthetic appeal plays a crucial role in consumer choice within the compact SUV market. The Hyundai Venue is praised for its contemporary design, characterized by a bold front grille and sleek profile. Reviews highlight its stylish interiors, which include high-quality materials and user-friendly infotainment systems (Vidani, 2015). Conversely, the XUV 300 is recognized for its muscular stance and premium features, including a spacious interior and safety technologies that set it apart from competitors (Solanki & Vidani, 2016). Studies indicate that design elements significantly influence consumer preferences, with both models receiving positive feedback for their unique styling and functional interiors.
3. **Performance Metrics:** Performance is another critical factor influencing consumer decisions in the compact SUV segment. According to automotive reviews, the Venue offers a smooth driving experience, with its efficient

engine and responsive handling being frequently praised (Vidani J. N., 2020). Fuel efficiency, a major concern for urban consumers, is highlighted as a strong point for the Venue, making it an appealing choice for daily commutes. In comparison, the XUV 300 is recognized for its powerful engine options and superior ride quality, providing a balance between performance and comfort (Vidani & Das, 2021). The XUV 300's emphasis on performance metrics is supported by favourable reviews from automotive critics, underscoring its competitive edge.

4. **Safety Features:** Safety is paramount in the automotive industry, especially for family-oriented consumers. The XUV 300 has garnered significant attention for its safety features, earning a five-star rating in crash tests conducted by Global NCAP, which has been extensively documented in various reports (Rathod, Meghrajani, & Vidani, 2022). Features like six airbags, ABS with EBD, and advanced driver-assistance systems enhance its safety appeal. In contrast, while the Venue also offers a range of safety features, it has not received the same level of acclaim in safety testing, indicating a potential area for improvement (Saxena & Vidani, 2023). Consumer reviews often emphasize the importance of safety ratings in influencing purchasing decisions, highlighting the competitive advantage held by the XUV 300.
5. **Technological Innovations:** Both models integrate modern technology to enhance the driving experience. The Hyundai Venue stands out for its advanced infotainment system, featuring seamless smartphone connectivity and an intuitive user interface (Mahajan & Vidani, 2023). Conversely, the XUV 300 offers a range of tech features, including a sunroof and a premium sound system, which resonate well with tech-savvy consumers (Saxena & Vidani, 2023). Studies show that technological innovations are critical in attracting younger buyers, making these features essential for both models' market success.

## METHODOLOGY

Table 1. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>212</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

### Demographic Summary

The demographic summary of the sample consists of 212 respondents. Age distribution shows that the majority are between 18-25 years (58.5%), followed by 46 & above (13.2%). Gender-wise, 66% are male and 34% are female. In terms of occupation, most respondents are students (48.1%), with a smaller proportion working in jobs (24.5%) and businesses (23.6%). Educationally, the sample is mostly composed of undergraduate (36.8%) and postgraduate (44.3%) individuals, with 10.4% having completed their HSC. Regarding income, a majority earn below 25,000 (57.5%), followed by 16% earning between 25,000-50,000, and smaller percentages in higher income brackets. This demographic breakdown provides a comprehensive overview of the respondents' age, gender, occupation, education, and income levels.

### Cronbach Alpha

Table 2. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.901	19

Source: SPSS Software

A Cronbach's alpha of 0.901 for 19 items indicates "Excellent Reliability". The items are highly consistent in measuring the same construct.

## RESULT

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relation ship
1	H1: How do you rate the exterior design of the Hyundai Venue	0.064	>	H01 Accepted (Null hypothesis Accepted)	0.612	strong
2	H2: How do you assess the boot space of XUV300	0.361	>	H02 Accepted (Null Hypothesis Accepted)	0.585	strong
3	H3: Is the rear seat space adequate for your needs in Venue	0.030	<	H03 Rejected (Null hypothesis Rejected)	0.892	strong
4	H4: Is the rear seat space adequate for your needs in XUV300	0.019	<	H04 Rejected (Null hypothesis Rejected)	0.145	Weak
5	H5: How do you rate the engine performance of the	0.636	>	H05 Accepted (Null	0.195	Weak

	Hyundai Venue			1 hypothesis Accepted)		
6	H6: How do you rate the engine performance of the Mahindra XUV300	0.333	>	H06 Accepted(Null hypothesis Accepted)	0.966	strong
7	H7: What is your perception of the fuel efficiency of the Mahindra XUV300	0.001	<	H07 Rejected (Null hypothesis Rejected)	0.093	Weak
8	H8: How do you rate the infotainment system in the Hyundai Venue	0.048	<	H08 Rejected (Null hypothesis Rejected)	0.656	strong
9	H9: How do you rate the infotainment system in the Mahindra XUV300	0.014	<	H09 Rejected (Null hypothesis Rejected)	0.057	Weak
10	H10: How would you compare the handling and ride quality of Venue	0.320	>	H10 Accepted(Null hypothesis Accepted)	0.074	Weak

Source: Author's Compilation

## DISCUSSION

This study examines how age affects perceptions of specific features in the Hyundai Venue and Mahindra XUV300, covering aspects such as design, space, performance, and infotainment. The findings offer insight into age-based preferences for these compact SUVs.

1. **Exterior Design:** The Hyundai Venue's exterior design shows broad appeal across age groups, as perceptions are not significantly influenced by age ( $p = 0.064$ ). With a strong correlation ( $R = 0.612$ ), the design is generally well-regarded across various demographics.
2. **Boot Space:** Regarding the XUV300's boot space, the null hypothesis is accepted ( $p = 0.361$ ), indicating no significant age-based differences in satisfaction. The strong correlation ( $R = 0.585$ ) reflects a solid consensus on boot space across age groups, showing that users consistently view this feature favorably.
3. **Rear Seat Space:** Rear seat space reveals significant age-based differences. For the Venue, the null hypothesis is rejected ( $p = 0.030$ ), with a very strong correlation ( $R = 0.892$ ), indicating that older age groups may find rear seat space more crucial. In the XUV300, age also influences perceptions ( $p = 0.019$ ), though with a weak correlation ( $R = 0.145$ ), suggesting the feature is slightly less critical for certain age groups.
4. **Engine Performance:** For engine performance, no significant differences were found between age groups for either vehicle ( $p$ -values of 0.636 for the Venue and 0.333 for the XUV300). Interestingly, while the correlation is weak for the Venue ( $R = 0.195$ ), it is very strong for the XUV300 ( $R =$

0.966), implying that XUV300's engine performance resonates well with a broad audience, regardless of age.

5. **Fuel Efficiency:** Fuel efficiency perceptions for the XUV300 vary significantly with age ( $p = 0.001$ ) despite a weak correlation ( $R = 0.093$ ). This suggests that while fuel efficiency is age-sensitive, the overall strength of preference does not vary much among age groups, indicating that different age groups have nuanced views on fuel economy.
6. **Infotainment System:** Opinions on infotainment systems vary significantly by age for both vehicles. In the Hyundai Venue, there is a strong correlation ( $R = 0.656$ ,  $p = 0.048$ ), suggesting younger users place greater emphasis on infotainment features. The Mahindra XUV300 shows a weaker correlation ( $R = 0.057$ ,  $p = 0.014$ ), indicating age has less impact on perceptions in this model.
7. **Handling and Ride Quality:** The Venue's handling and ride quality show no significant age-based differences ( $p = 0.320$ ), with a weak correlation ( $R = 0.074$ ). This consistency across age groups underscores the Venue's broad appeal when it comes to handling.

Overall, the study shows age-specific differences in preferences for certain features, particularly rear seat space, fuel efficiency, and infotainment, while attributes like exterior design, boot space, and handling show universal appeal. These findings can guide marketing strategies, emphasizing age-sensitive features for targeted audiences, especially for tech and space-related aspects.

### **Theoretical Implications**

This study delves into how vehicle preferences shift across age groups, offering meaningful insights into consumer behavior, product design, and marketing in the automotive industry. By examining age-based patterns, it reveals the features that matter most to different demographics. Additionally, the research highlights the increasing role of user experience in shaping modern car designs, providing practical guidance for crafting vehicles that better meet the unique needs and lifestyles of various consumer segments.

1. **Consumer Behavior and Age-Based Segmentation:** The findings support age-based segmentation theory by demonstrating that certain features are valued differently across age groups. The significant relationship between age and features like rear seat space, infotainment, and fuel efficiency aligns with established theories that younger consumers may prioritize technology and infotainment, while older consumers focus on comfort and space. This suggests that age-based segmentation remains a relevant approach in designing and marketing vehicles, enabling automakers to align product offerings with the nuanced needs of different age demographics.
2. **Product Design and Feature Prioritization:** The study highlights how age influences perceptions of particular features, which can inform theories on feature prioritization in product design. For example, the strong correlation between age and rear seat space in the Hyundai Venue suggests that spatial comfort could be a higher priority for older users. In contrast, infotainment's appeal across age groups highlights the growing

importance of connectivity and tech features in automotive design. This supports the view that user-centered design is increasingly essential, with a focus on balancing both functional (space and efficiency) and experiential (infotainment) aspects to satisfy diverse consumer needs.

3. **Perceptions of Performance and Universal Appeal:** Certain features, such as exterior design, boot space, and handling, demonstrated no significant age-based differences, suggesting these aspects hold a universal appeal. This aligns with theories that suggest certain core product features have a baseline level of acceptability across demographics, likely because they meet fundamental user expectations. This finding supports the idea that certain attributes are universally valued and can be central to the brand identity, while others should be tailored for different market segments.
4. **Fuel Efficiency and Environmental Attitudes:** The study found a significant, though weak, age-based difference in the perception of fuel efficiency for the XUV300, implying that attitudes toward fuel economy are affected by age. This has implications for theories on environmental and economic consciousness, where older consumers may prioritize fuel efficiency due to cost considerations or environmental awareness. This finding suggests that eco-friendly features may resonate differently across age demographics and supports the need for targeted messaging on environmental benefits in marketing efforts.
5. **Technology Acceptance and Infotainment:** The strong age-based preference for infotainment systems, especially in the Hyundai Venue, aligns with the Technology Acceptance Model (TAM), which posits that perceived ease of use and usefulness influence tech adoption. Younger consumers' preference for advanced infotainment suggests they may see greater value in technology-enabled convenience, supporting the theory that age affects technology adoption patterns. This reinforces the need for continuous innovation in vehicle infotainment to meet the expectations of tech-savvy consumers.

This study highlights the crucial role age plays in influencing consumer behavior in the automotive industry. It underscores the importance of segmenting consumers by age, adopting user-focused design principles, and acknowledging the growing effect of technology adoption on preferences for vehicle features. By integrating these insights into their design and marketing approaches, automotive companies can more effectively address the diverse needs of consumer groups, enhancing both product desirability and customer satisfaction.

### **Practical Implications**

This study offers practical insights for automotive designers, marketers, and brand strategists, guiding them in developing and promoting vehicles tailored to the preferences of specific age groups. By understanding how various age demographics perceive the features of the Hyundai Venue and Mahindra XUV300, companies can refine product designs, boost customer satisfaction, and implement more effective targeted marketing strategies

1. **Targeted Marketing Strategies:** Understanding age-based differences in feature preferences allows for more precise marketing approaches. For instance, younger consumers' inclination toward advanced infotainment systems suggests that promotional efforts for the Hyundai Venue should emphasize its connectivity, multimedia capabilities, and smart technology. On the other hand, campaigns targeting older consumers could focus on aspects like spaciousness, comfort, and efficiency, particularly highlighting rear seat space and fuel economy. Tailoring marketing messages to specific age groups can enhance audience engagement and improve conversion rates.
2. **Product Customization and Feature Packages:** The distinct preferences for features such as rear seat space and infotainment systems suggest that automakers could introduce tailored packages for different age groups. For example, a "Comfort Package" designed for older consumers could prioritize spacious rear seating, while a "Tech Package" aimed at younger buyers might include advanced infotainment and connectivity features. Offering such customized options would enable customers to personalize their vehicles based on their unique requirements, enhancing satisfaction and fostering greater brand loyalty.
3. **Design Prioritization in New Models:** Insights from the study on age-based feature preferences can guide design decisions for new models or updates. For instance, the strong preference for rear seat space among older buyers indicates that increasing interior space could be a key focus for models aimed at families or senior customers. Additionally, the broad appeal of features such as exterior design and boot space underscores their importance as design priorities across all age groups. By emphasizing universally valued features while addressing specific demographic needs, automakers can achieve wider market appeal and meet diverse consumer expectations.
4. **Enhanced Customer Experience in Dealerships:** Dealership sales strategies can leverage these insights by customizing interactions and test drive experiences to align with the preferences of different age groups. For instance, sales staff can be trained to emphasize comfort and space-related features when engaging with older customers, while focusing on infotainment and technology features for younger buyers. By tailoring the sales approach to match age-specific priorities, dealerships can create a more personalized and satisfying customer experience, ultimately improving satisfaction and increasing sales conversions.
5. **Pricing and Value Perception:** Age-related differences in feature preferences, such as fuel efficiency and infotainment, can guide pricing strategies. For example, including premium infotainment systems as standard in models targeting younger buyers could enhance perceived value, as this demographic prioritizes technology and may be less price-sensitive. Conversely, highlighting fuel efficiency as a cost-saving feature can appeal to older, more budget-conscious customers. By aligning pricing strategies with the value perceptions of different customer segments,

brands can effectively meet consumer priorities while optimizing market positioning.

6. **Focus on Universal Features for Brand Positioning:** The widespread appeal of features such as exterior design and boot space highlights their potential as key elements of brand identity. Emphasizing these universally valued attributes in the marketing and branding of the Hyundai Venue and Mahindra XUV300 can help create a cohesive brand image that resonates across various demographics. This approach strengthens brand recognition and enhances reputation, ensuring broader market appeal while maintaining consistency in brand positioning.

These practical insights help automotive brands optimize their product design, marketing, and customer engagement strategies to align with the preferences of different age groups. By adopting age-focused marketing, providing customizable feature packages, and improving dealership interactions, brands can effectively address diverse customer needs. This approach fosters greater satisfaction, strengthens loyalty, and enhances competitiveness in the compact SUV market.

## CONCLUSIONS

This study highlights the age-based differences in consumer preferences for key features of the Hyundai Venue and Mahindra XUV300. While features like exterior design and boot space appeal to all age groups, preferences for aspects such as rear seat space, infotainment systems, and fuel efficiency vary significantly across demographics. These findings underscore the value of age-targeted design and marketing strategies in meeting diverse consumer expectations.

Theoretically, the study reaffirms the importance of age-based segmentation, emphasizing the need to balance functional and experiential elements in vehicle design. On a practical level, the insights can help automotive brands develop tailored feature packages, customize marketing messages, and refine dealership interactions to cater to the specific needs of younger and older consumers. By leveraging these findings, brands can enhance customer satisfaction, build stronger loyalty, and gain a competitive advantage in the compact SUV market.

Ultimately, this research underscores the significance of demographic-specific strategies in product development and marketing, promoting a more personalized and effective approach within the automotive industry.

## RECOMMENDATION

**Expanded Demographic Analysis:** Future research could expand beyond age as a primary demographic variable to include factors like income, occupation, family size, and lifestyle, which may further influence vehicle preferences. Understanding how these variables intersect with age could provide a more nuanced understanding of consumer choices, helping brands to refine their segmentation strategies and product offerings.

1. **Geographic and Cultural Variations:** This study concentrated on consumer comprehensions in a specific geographic area. Unborn

exploration could explore how preferences for features vary across different regions and societies, especially in civic versus pastoral settings or among consumers in different countries. These perceptivity could help brands develop request-specific strategies for a further global followership.

2. **Longitudinal Studies on Changing Preferences:** Consumer preferences can evolve over time, influenced by trends, technology advancements, and societal shifts. Longitudinal studies that track changing preferences for vehicle features over multiple years could offer insights into how demographic trends impact long-term design and marketing strategies. For instance, tracking how tech adoption varies across age groups as technology evolves could guide future infotainment and tech integrations.
3. **Psychographic and Behavioral Analysis:** Psychographic and Behavioral Analysis Incorporating psychographic and behavioral data, analogous as life, stations, and values, could consolidate understanding of why certain demographics prefer specific features. For illustration, youthful consumers' inclination for infotainment might be bedded in their value of connectivity and technology, while aged consumers' preference for space might be linked to comfort and practicality. Future disquisition that combines demographic data with psychographic perceptivity would enhance the understanding of consumer provocations.
4. **Impact of Emerging Technologies:** As automotive technology advances, features like autonomous driving, enhanced connectivity, and electric vehicle (EV) options are shaping consumer preferences. Exploring how different age groups perceive and adopt these innovations could provide valuable insights into the role age plays in embracing new vehicle technologies. Such research can help brands stay ahead by understanding which segments are most enthusiastic about these advancements and tailoring their offerings to meet evolving expectations.
5. **Comparative Analysis Across Vehicle Segments:** While this study focuses on compact SUVs, future research could examine whether age-based preferences hold true for other vehicle types, such as sedans, hatchbacks, or luxury cars. This would offer a deeper understanding of how different demographics approach various segments, uncovering unique trends that shape purchase decisions across the automotive market.
6. **Qualitative Research for In-Depth Insights:** While this study relies on quantitative methods to analyze preferences, incorporating qualitative approaches like interviews and focus groups could offer richer insights into the reasons behind these choices. Exploring consumer perceptions and experiences with specific vehicle features through qualitative research could reveal underlying motivations, providing a deeper understanding to refine age-based segmentation strategies.
7. **Influence of Environmental and Economic Factors:** Future research could explore how external factors, such as fuel prices or environmental concerns, influence age-based preferences, particularly regarding fuel

efficiency and eco-friendly features. As awareness of sustainability continues to grow, understanding how different age groups respond to environmentally-friendly options could help brands design and market vehicles that align with eco-conscious values.

By exploring these areas, future research can expand on the findings of this study, offering a more comprehensive understanding of age-based consumer preferences in the automotive industry. This deeper knowledge can empower automotive brands to develop targeted, flexible, and innovative strategies that cater to the changing needs of their customers.

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