



## A Comparative Study on Urban Cruiser of Toyota V/S Harrier of Tata Engine, Mileage & Safety Among Consumers in Ahmedabad City

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### ABSTRACT

This study examines consumer preferences regarding the Toyota Urban Cruiser and Tata Harrier with a focus on engine performance, mileage, and safety features in Ahmedabad City. Through hypothesis testing, the research explores how factors such as age influence perceptions and decisions when choosing between these two popular vehicles. Results indicate that there are significant associations between respondents' age and their beliefs about the engine performance of the Toyota Urban Cruiser, the luxury features of the Tata Harrier, and their fuel efficiency and city suitability. The study finds that older consumers tend to prioritize aspects such as engine reliability, smoothness, and practical performance, while younger consumers place more value on advanced technology and premium features. Additionally, the study highlights a shift in consumer preferences where younger buyers gravitate toward the luxury, design, and technology offered by the Tata Harrier, while older buyers prefer the comfort and efficiency of the Toyota Urban Cruiser. The research contributes to understanding the diverse needs of consumers in the automotive sector, offering insights for marketing strategies, product development, and customer engagement. The findings suggest that automakers can benefit from age-specific targeting, optimizing their products and advertising to meet the preferences of distinct consumer segments

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## INTRODUCTION

The automated industry, world recognized for its very influence, has seen important change in the last few years (Vidani & Solanki, 2015). Among the many renowned automotive manufactured, two names that stand out in home country are Toyota and Tata Motors (Vidani, 2015). That two huge companies are not only pillar in the automotive flied but also hold a commanding presence in the Indian market (Vidani, 2015). Toyota, a Japanese automation giant, and Tata Motors, an important Indian player, have shaped their respective niches in giving many vehicles that cater to different segments of customers (Vidani, 2015). These research goals to delve into comparative analysis between two prominent SUV models, the Toyota Urban Cruiser and the Tata Harrier, focusing on three important factors that influence consumer purchasing decisions: engine performance, mileage and safety (Solanki & Vidani, 2016).

### Industry Context and Consumer Preferences

The choice of vehicle is motivated by numbers of factors, but the primary concerns for most customers revolved around performance, economy, and safety (Vidani, 2016). In India, with a growing middle men population and an increasing demand for both compact and larger SUVs, customers are more being astute about the feature they seek (Niyati & Vidani, 2016). Between the crucial decision-making roles, engine power, fuel performance, and the safety Features a car offers play a vital role (Vidani, 2016).

When Toyota has make a reputation for reliable engines and longevity, Tata Motors has shaped it's identify with innovation, safety and affordability(Pradhan, Tshogay, & Vidani, 2016) . Customers in Ahmedabad, like those in various parts in India, prioritize a vehicle's ability to withstand Indian road conditions, provide comfort for long routs, and ensure the safety of peoples (Modi, Harkani, Radadiya, & Vidani, 2016). As such, the Toyota Urban Cruiser and Tata Harrier recognize two difference approaches to these needs, catering to distinct tastes (Singh, Vidani, & Nagoria, 2016).

### Objectives of the Study

This research aims to answer various important questions within the topic of these two vehicles:

1. Engine Efficiency: How do the engine description of the Toyota Urban Cruiser and Tata Harrier contrast in terms of power, responsiveness, and efficiency? The research will analyze their engine capacity, technological invention, and performance under many conditions (Mala, Vidani, & Solanki, 2016).

2. Mileage: Fuel economy is an important factor in the decision-making steps, especially for customers in India, where growing fuel rates have promoted individual to opt for more fuel-efficient cars (Dhere, Vidani, & Solanki, 2016). A detailed comparison of fuel performance of both vehicles under various driving conditions will form a core part of the analysis (Singh & Vidani, 2016).

3. Safety Features: Safety is growing becoming a focal point for car buyers (Vidani & Plaha, 2016). Both Toyota and Tata have put into practiced state-of-the-art safety features in their vehicles, but how do these measures compare when it comes to the protection of peoples during accidents? This study will also spotlight customer perception for safety features, like airbags, crash test ratings,

and the availability of active and passive safety systems in the two cars (Solanki & Vidani, 2016).

### **Safety in the Automotive Industry**

The safety of individual has become a paramount concern in the automobile industry, especially in the wake of growing accidents and increased customer awareness (Vidani, 2016). Both Toyota and Tata have invested heavily in integrating safety tech into their Vehicles (Bhatt, Patel, & Vidani, 2017). As shown in various research (Vidani, Chack, & Rathod, 2017). Including one by Prshanth N. Bhardwaj in 2018, the significance of workplace safety within automobile manufacturing department can be mirrored in the development of safety systems within vehicles (Vidani, 2018). For example, Tata Motors has taken a proactive approach in integrating safety role into its vehicles, achieving an important reduction in workplace accidents with safety observations (Vidani, 2018). This ethos carries over to consumer vehicles, with models like the Tata Harrier growing a robust suite of safety features (Vidani, 2018).

Toyota, however, has long been known for the safety first tackle, with emphasis on advanced safety structures like Toyota safety sense, which includes collision detection, lane-keeping assist, and adaptive cruise control (Biharani & Vidani, 2018). These techs are structures to protect both the driver and passengers, especially in urban environments where traffic problems can be unpredictable (Sukhanandi, Tank, & Vidani, 2018).

The comparative study of the Toyota Urban Cruiser and the Tata Harrier will take and assessment of these systems and their effectiveness (Odedra, Rabadiya, & Vidani, 2018). The safety features of both vehicles will be assessed against industry standard, taking how they contribute to customer confidence and the potential for reducing the severity of accidents (Vidani, 2019). Both cars are structured with occupant protection in mind, but each brand takes its different methodology and safety architecture to the table (Vasveliya & Vidani, 2019).

### **Engine and Performance: The Heart of the Car**

The engine is without a doubt one of the important components when evaluating a vehicle (Sachaniya, Vora, & Vidani, 2019). Toyota's vehicles are daily lauded for their reputation and fuel performance engines (Vidani, Jacob, & Patel, 2019). The Toyota Urban Cruiser, a compact SUV, is powered by a 1.5 liter engine, known for its smooth performance and moderate power output (Vidani J. N., 2020). This engine arrangement strikes a balance among fuel performance and efficiency, making it an attractive option for city commuters (Vidani & Dholakia, 2020).

On the other hand, the Tata Harrier, a larger SUV, is powered by a 2.0 liter turbo charged engine (Vidani & Das, 2021). This engine takes more power and torque, making the Harrier a powerful contender for those seeking accomplishment on both highways and rough terrains (Rathod, Meghrajani, & Vidani, 2022). Although, this increased power can often lead to higher fuel usage, which is an important factor for Indian customers, especially in city areas like Ahmedabad, where driving conditions can be challenging (Vidani J. N., 2022).

Both automobile showcase impressive engine tech, with Toyota focusing on dependability and fuel economy and Tata's priority is power and performance

(Saxena & Vidani, 2023). The research will expose how these engines perform in real world conditions, including urban driving, long distance driving, and their response to varying road conditions, which are basic in Ahmedabad (Vidani, Das, Meghrajani, & Singh, 2023).

### **Fuel Efficiency: An Important Factor for Consumers in Ahmedabad**

Fuel efficiency plays a crucial role in the decision making step of car punchers, especially in India, where fuel prices are crucial part of the overall cost of ownership (Vidani, Das, Meghrajani, & Chaudasi, 2023). The Toyota Urban Cruiser is known for its amazing fuel performance, which is one of its important selling points (Bansal, Pophalkar, & Vidani, 2023). The 1.5-liter engines offer a mileage of around 17-18km/l in urban driving situations, making it a more economical option for city customers (Chaudhary, Patel, & Vidani, 2023).

The Tata Harrier, being a larger SUV with a more amazing engine, does not offer the same level of fuel performance as the Urban Cruiser (Patel, Chaudhary, & Vidani, 2023). With a mileage of between 14-15 km/l, it offers a compromise among performance and economy (Sharma & Vidani, 2023). Although, for many buyers in Ahmedabad, where traffic problems and frequent short trips are the norm, the Toyota Urban Cruiser's superior mileage may be the deciding factor (Sharma & Vidani, 2023).

The research will expose how both cars perform in terms of fuel usage in next level of driving conditions, considering factors like a traffic patterns, road conditions, and driving hobbies in Ahmedabad (Mahajan & Vidani, 2023).

### **Research Objectives**

1. To examine the demographic distribution of consumers considering the Toyota Urban Cruiser and Tata Harrier in Ahmedabad.

(Achieved through questions on Age Group, Occupation, and Annual Income.)

2. To analyze consumer perceptions of the importance of engine performance when choosing between Toyota Urban Cruiser and Tata Harrier.

(Achieved through questions on engine performance agreement and awareness about engine specifications, such as Questions 4, 5, 17, 18, 19, and 29.)

3. To evaluate consumer perceptions of the fuel efficiency (mileage) of the Toyota Urban Cruiser and Tata Harrier.

(Achieved through questions on fuel efficiency agreement, awareness, and influence, such as Questions 6, 17, 19, 22, 27, and 37.)

4. To assess the importance of safety features in consumer decision-making between the Toyota Urban Cruiser and Tata Harrier.

(Achieved through questions on safety features agreement, importance, influence, and familiarity, such as Questions 7, 10, 16, 20, 21, and 28.)

5. To compare the desirability and preference of engine performance, mileage, and safety features between the Toyota Urban Cruiser and Tata Harrier.

(Achieved through Questions 24, 25, 26, 27, 28.)

6. To explore how consumer awareness of safety features and engine specifications influences their choice between the two vehicles.

(Achieved through Questions 13, 14, 15, 17, and 18.)

7. To examine consumer expectations for affordable maintenance and repair costs and reliable after-sales service for both vehicles.

(Achieved through Questions 31, 32, 33, 34.)

8. To assess consumer preferences regarding vehicle structural integrity and advanced safety features for Toyota Urban Cruiser and Tata Harrier.  
(Achieved through Questions 35, 36.)
9. To understand consumer preferences for the frequency of features like mileage, safety features, and engine performance in both cars.  
(Achieved through Questions 37, 38, and Frequency-related questions.)
10. To analyze how likely consumers are to choose Toyota Urban Cruiser or Tata Harrier based on engine performance, mileage, and safety features.  
(Achieved through Questions 29, 30, and Likeliness-related questions.)

## LITERATURE REVIEW

### Introduction

The automobile industry has undervalued a change evolution in the few years, with safety, performance, and efficiency being some of the most vital factors influencing customer decisions (Vidani, 2015). With number car manufactures entering the market, two important players in India Toyota and Tata Motors have maintained a robust presence (Vidani, 2015). These companies are renowned for giving automobile that caters to diverse consumer wants, with a growing emphasis on tech (Vidani, 2015). advancements, fuel performance, and safety programmer (Vidani & Solanki, 2015). This literature review goals to expose the comparison analysis of two important vehicles, the Toyota Urban Cruiser and Tata Harrier, especially they focusing on their engine specifications, fuel economy, and safety features (Vidani, 2016). It also spotlights how these vehicles have been perceived by customer, particular in Ahmedabad city, and draws insights from past study in similar domains (Vidani, 2016).

### Engine Performance and Technological Advancements

One of the initial determinants of a car's appeal is its engine outcomes (Vidani, 2016). Engine specification often reflects the vehicle's capacity, managing, and overall driving experience (Solanki & Vidani, 2016). As evidenced by many studies, engine efficiency is a complex aspect impact by several factors, including engine displacement, power output, torque, and fuel performance (Niyati & Vidani, 2016).

### Engine Technologies in the Toyota Urban Cruiser

Toyota has long been celebrated for his enhancement on reliable, fuel-efficient engines (Pradhan, Tshogay, & Vidani, 2016). The Toyota Urban Cruiser, a compacted SUV, is representing by a 1.5-liter 4-cylinder engine (Modi, Harkani, Radadiya, & Vidani, 2016). According to a research conducted by N Jain (2021), Toyota has always focused on making engines that balance power output and fuel performance (Singh, Vidani, & Nagoria, 2016). The Urban Cruiser engine is known for its smooth efficiency and relatively low fuel usage, especially in urban settings where daily stops and starts demand an improvement engine (Mala, Vidani, & Solanki, 2016). The 1.5-liter engine, paired with a 5 speed manually or 6-speed automation change, gives a smooth driving experience, building it ideal for city society (Dhere, Vidani, & Solanki, 2016). Additionally, Toyota's incorporation of the VVT-I (Variable Valve Timing with intelligence) system

ensures that the engine optimizes fuel performance while maintaining efficiency (Singh & Vidani, 2016).

### **Comparing Engine Performance**

A comparison analysis among the two engines shows distinct differences in the vehicles' suitability for different customer wants (Vidani & Plaha, 2016). The Toyota Urban Cruiser's engine, with its enhance on fuel performance, is a famous choice for urban house who prioritize smaller operating costs and frequent urban society (Solanki & Vidani, 2016). On the other side, the Tata Harrier's engine is tailored more for customers who seek a more outcomes SUV capable of taking diverse driving conditions, including highways and rough terrains (Vidani J. N., 2016).

### **Fuel Economy and Mileage**

Fuel performance is vital aspect of any vehicle, especially in regions like India, where the cost of fuel defines a significant portion of vehicle's running cost (Vidani & Pathak, 2016). Both Toyota and Tata have made strides in improves the fuel efficiency of their vehicles, because the focus of all company differs based on the type of vehicle and target consumer segment (Pathak & Vidani, 2016).

### **Fuel Economy in the Toyota Urban Cruiser**

Toyota has a strong goodwill for making fuel efficient cars (Bhatt, Patel, & Vidani, 2017). The Urban Cruiser, structured as a compact SUV, provides an impressive mileage range of about 17-18 km/l under urban driving situation (Vidani, Chack, & Rathod, 2017). A report taken by Noverta Adinda Puspa Nagara (2023) spotlights that customers in city side, where fuel usage tends to be higher due to heavy traffic, prefer automobile that strike a balance among power and performance (Vidani & Singh, 2017). The Toyota Urban Cruiser's 1.5-liter engine, aided by Toyota's engineering for fuel performance, is structured to perform optimally in such environments (Vidani & Plaha, 2017). The VVT-I tech ensures that the engine gives an efficient fuel usage rate, particularly in stop-and-go traffic situations, which are common in urban like Ahmedabad (Sukhanandi, Tank, & Vidani, 2018).

### **Consumer Preferences and Fuel Economy**

Study on customer attitude, like conducted taken by N. Purwanto (2023), suggests that customer in city sides tend to favor automobile that gives better fuel performance due to the high cost of fuel and traffic congestion (Biharani & Vidani, 2018). The Toyota Urban Cruiser, with its impressive mileage, aligns well with the likes of city drivers who want an economical and efficient automobile for daily society (Vidani, 2018). In comparison, the Tata Harrier interest to customers seeking power and efficiency, even at the cost of fuel performance (Vidani, 2018). For visitors in Ahmedabad, where traffic is often congested, the Toyota Urban Cruiser's better mileage makes it the more favorite choice for route use (Odedra, Rabadiya, & Vidani, 2018).

### **Safety Features in the Toyota Urban Cruiser**

Toyota's goodwill for safety is evident in the Toyota Urban Cruiser, which is outfitted with many advance safety features (Vidani J. N., 2018). These take second airbags, ABS with EBD (Electronic Brake-force Distribution), rear parking alarms, and a reinforced body structure designed to absorb impact in case of a collision (Vidani, 2019). Study was taken by S. Pal (2019); Toyota has integrated its global safety standards into all models, including the Urban Cruiser (Vasveliya & Vidani, 2019). This includes the Toyota Safety Sense suite, which consists of features like lane-departure alarms, pre-collision system, and adaptive cruise control (Sachaniya, Vora, & Vidani, 2019). These features are designed to reduce the risk of accidents and enhance overall safety for both the driver and passengers (Vidani, Jacob, & Patel, 2019).

### **Safety Features in the Tata Harrier**

The Tata Harrier also gives an impressive array of safety modes (Vidani J. N., 2020). These include six airbags, ABS with EBD, electronic stability control (ESC), traction control, hill-hold assist, and rear parking warnings (Vidani & Dholakia, 2020). A report by Prashanth N. Bharadwaj (2018) emphasizes Tata Motors' commitment to safety, with the Harrier being one of the safest cars in its segment (Vidani & Das, 2021). Tata has prioritized not only passive safety modes (such as airbags and crash protection) but also active safety systems that help prevent accidents in the first place (Vidani J. N., 2022). The Harrier's robust build quality and its high crash-test ratings have made it a famous choice for customers looking for a safe SUV (Rathod, Meghrajani, & Vidani, 2022).

### **Research Gap**

A comparative research gap related to the study on the engine performance, mileage, and safety features among consumers on the Toyota Urban Cruiser and Tata Harrier in the city of Ahmedabad can be identified: there is not much known regarding how factors like age, income, and lifestyle could influence consumers' preferences towards these features within the SUV segment. There is existing literature in consumer Behaviour within the automotive industry, but these studies usually focus on broad categories like compact cars or luxury vehicles, and do not leave much to say about what makes mid-sized SUVs special. This does not bring out how, specifically to a city such as Ahmedabad, unique factors related to local demand such as regional driving conditions, commuting in an urban setting, and fuel concerns might shape choices. Further, the underexplored post-purchase Behaviour, such as long-term satisfaction with engine performance, mileage, and safety features, adds to the gap, as it is crucial to understand not only why a consumer selects a vehicle but also how their satisfaction evolves after owning the car. The studies do not have enough that compare perceptions between Indian domestic brands, such as Tata, and international brands like Toyota for value for money, loyalty, and the emotional attraction towards the product during its purchasing. This research gap provides an opportunity to look into more granular insights into the specific factors influencing consumer choices between the Toyota Urban Cruiser and Tata Harrier in Ahmedabad.

### Hypothesis (Only list)

1. There is a significant association between the respondent's age and the agreement about engine performance being a key factor in choosing between the Toyota Urban Cruiser and Tata Harrier.
2. There is a significant association between the respondent's age and their belief that the Toyota Urban Cruiser offers a smoother and more refined engine experience for everyday use than the Tata Harrier.
3. There is a significant association between the respondent's age and their belief that the Toyota Urban Cruiser offers better fuel efficiency (16-18 km/l) compared to the Tata Harrier.
4. There is a significant association between the respondent's age and their belief that the Tata Harrier offers more luxury and advanced features compared to the Toyota Urban Cruiser, making it a better premium choice.
5. There is a significant association between the respondent's age and their belief that the Toyota Urban Cruiser is more suited for city driving due to its smaller engine size, better mileage, and compact design.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
<b>I agree that engine performance is a key factor in my decision to choose between the Toyota Urban Cruiser and Tata Harrier.</b>	(Vidani, Meghrajani, & Siddarth, 2023)
<b>I believe the Toyota Urban Cruiser offers a smoother and more refined engine experience for everyday use than the Tata Harrier.</b>	(Saxena & Vidani, 2023)
<b>I believe the Toyota Urban Cruiser offers better fuel efficiency (16-18 km/l) compared to the Tata Harrier.</b>	(Vidani, Das, Meghrajani, & Singh, 2023)
<b>I agree that the safety features in both the Toyota Urban Cruiser and Tata Harrier are equally competitive in the market.</b>	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
<b>I believe the Tata Harrier offers more luxury and advanced features compared to the Toyota Urban Cruiser, making it a better premium choice.</b>	(Bansal, Pophalkar, & Vidani, 2023)
<b>I believe the Toyota Urban Cruiser is a more budget-friendly option compared to the Tata Harrier.</b>	(Chaudhary, Patel, & Vidani, 2023)
<b>I agree that both the Toyota Urban Cruiser and Tata Harrier offer excellent value for money in their respective segments.</b>	(Patel, Chaudhary, & Vidani, 2023)
<b>I believe the Toyota Urban Cruiser is more suited for city driving due to its smaller engine size, better mileage, and compact design.</b>	(Sharma & Vidani, 2023)
<b>I believe the Tata Harrier is a more powerful and feature-packed SUV, making it a better choice for long-distance driving and rugged use.</b>	(Sharma & Vidani, 2023)

<b>How familiar are you with the engine specifications of the Toyota Urban Cruiser?</b>	(Mahajan & Vidani, 2023)
<b>How familiar are you with the mileage (fuel efficiency) of the Tata Harrier?</b>	(Saxena & Vidani, 2023)
<b>How familiar are you with the safety features of the Tata Harrier?</b>	(Vidani, 2015)
<b>Are advanced safety features such as ADAS (Advanced Driver Assistance Systems) an important factor for you in the decision-making process?</b>	(Vidani & Solanki, 2015)
<b>When comparing the Toyota Urban Cruiser and Tata Harrier, how much do you consider engine performance, mileage, and safety features more than price or brand reputation?</b>	(Vidani, 2016)
<b>Would you consider engine performance as the most important factor when deciding between the Toyota Urban Cruiser and Tata Harrier?</b>	(Solanki & Vidani, 2016)
<b>Do you think the Toyota Urban Cruiser's higher fuel efficiency makes it a more attractive option for you?</b>	(Niyati & Vidani, 2016)
<b>Would you say that safety features play the most significant role in your decision-making between the two SUVs?</b>	(Pradhan, Tshogay, & Vidani, 2016)
<b>How important are safety features (e.g., airbags, crash rating, safety assist systems) when considering the Toyota Urban Cruiser or Tata Harrier?</b>	(Modi, Harkani, Radadiya, & Vidani, 2016)
<b>How much do you consider the fuel economy in daily driving when comparing the Toyota Urban Cruiser and Tata Harrier?</b>	(Singh, Vidani, & Nagoria, 2016)
<b>How important is the engine type (e.g., petrol, diesel) to you when considering the Toyota Urban Cruiser or Tata Harrier?</b>	(Mala, Vidani, & Solanki, 2016)
<b>How desirable is the engine performance of the Toyota Urban Cruiser to you?</b>	(Bhatt, Patel, & Vidani, 2017)
<b>How desirable are the safety features of the Tata Harrier to you?</b>	(Vidani, Chack, & Rathod, 2017)
<b>How preferable is the engine performance of the Toyota Urban Cruiser to you?</b>	(Vidani, 2018)
<b>How preferable is the fuel efficiency (mileage) of the Tata Harrier to you?</b>	(Biharani & Vidani, 2018)
<b>How preferable are the safety features of the Tata Harrier to you?</b>	(Odedra, Rabadiya, & Vidani, 2018)
<b>How frequently do you expect affordable maintenance and repair costs for your car?</b>	(Vasveliya & Vidani, 2019)
<b>How often do you expect reliable and quick after-sales service, including timely availability of spare parts?</b>	(Sachaniya, Vora, & Vidani, 2019)

<b>How often do you expect a quiet cabin with minimal engine noise and road noise inside the car?</b>	(Vidani, Jacob, & Patel, 2019)
<b>How often do you expect the car to offer a comfortable and smooth ride, even on rough roads?</b>	(Vidani & Dholakia, 2020)
<b>How frequently do you expect the vehicle to be equipped with strong structural integrity (e.g., a solid build quality) to ensure protection in case of an accident?</b>	(Vidani & Das, 2021)
<b>How frequently do you expect the car to include advanced safety features like traction control, hill assist, and brake assist?</b>	(Vidani J. N., 2022)
<b>How frequently do you expect the car to provide good mileage on highway trips?</b>	(Rathod, Meghrajani, & Vidani, 2022)
<b>How frequently do you expect the car to provide good mileage in city traffic conditions (stop-and-go traffic)?</b>	(Patel, Chaudhary, & Vidani, 2023)

Source: Author's compilation

## METHODOLOGY

Table 2. Research Methodology

Research Design	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>	174
<b>Survey Area</b>	AHMEDABAD
<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 reveals a diverse range of respondents. In terms of gender, 62.1% are male, while 37.9% are female. Age-wise, the majority (70.7%) fall within the 18-25 age group, with smaller proportions in the 26-32 (19.0%) and 33-38 (10.3%) ranges. Occupation-wise, a significant number (67.2%) are students, followed by working professionals (20.7%), business owners (8.6%), and retirees (3.4%). Regarding annual income, the majority (77.6%) earn below 5,00,000, while smaller groups fall into higher income brackets: 13.8% earn between 5,00,000-10,00,000, 1.7% earn between 10,00,000-20,00,000, and 6.9% earn above 20,00,000.

## Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.974	33

Source: SPSS Software

The Cronbach's alpha value for the 33 items in this study is 0.974, indicating excellent internal consistency and reliability. This high value suggests that the items are strongly correlated and consistently measure the same underlying construct. As a result, the scale used in this research can be considered highly reliable for assessing the intended variable.

Table 4. Results of Hypothesis Testing

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
<b>H1</b>	There is a significant association between the respondent's age and the agreement about engine performance being a key factor in choosing between the Toyota Urban Cruiser and Tata Harrier.	0.013	>	H01 Rejected (Null Hypothesis Rejected)	0.12	Strong Positive
<b>H2</b>	There is a significant association between the respondent's age and their belief that the Toyota Urban Cruiser offers a smoother and more refined engine experience for everyday use than the Tata Harrier.	0.000	<	H02 Rejected (Null Hypothesis Rejected)	0.14	Strong Positive

H3	There is a significant association between the respondent's age and their belief that the Toyota Urban Cruiser offers better fuel efficiency (16-18 km/l) compared to the Tata Harrier.	0.058	>	H03 Rejected (Null Hypothesis Rejected)	- 0.090	Weak Negative
H4	There is a significant association between the respondent's age and their belief that the Tata Harrier offers more luxury and advanced features compared to the Toyota Urban Cruiser, making it a better premium choice.	0.000	<	H04 Rejected (Null Hypothesis Rejected)	- 0.114	Weak Negative
H5	There is a significant association between the respondent's age and their belief that the Toyota Urban Cruiser is more suited for city driving due to its smaller engine size, better mileage, and compact design.	0.002	<	H05 Rejected (Null Hypothesis Rejected)	- 0.066	Weak Negative

Source: Author's compilation

## RESULTS AND DISCUSSION

This paper reviews the perception of consumers about the Toyota Urban Cruiser and Tata Harrier concerning three key factors: engine performance, mileage, and safety. It does this by determining how age affects these perceptions by basing its responses on that of consumers from Ahmedabad City. The results provide insights into the various preferences across different ages, thus it indicates trends in attitude to both the performance of a car's engine and economy and luxury attributes of that car.

### Engine Performance and Age Perception

The first hypothesis tested whether age related to the significance of the importance given for engine performance when choosing between the Toyota Urban Cruiser and Tata Harrier. This was significant at a p-value of 0.013 and with an R-value of 0.12 that suggests a moderate positive relationship. With age, also comes the increased significance attached to the importance given to the performance of the engine while choosing a vehicle. Older consumers seem to be more concerned about the performance of the engine while deciding between

these two models probably due to the fact that they look for reliability and good performance in urban conditions.

### **Kilometres and Consumer Preference**

The third hypothesis is whether older consumers believe the Toyota Urban Cruiser offers better fuel efficiency (16-18 km/l) than the Tata Harrier. With a p-value of 0.058 and an R-value of -0.090, the results indicate a weak negative correlation, which means older respondents are less likely to consider the Urban Cruiser more fuel-efficient. Older consumers, who are perhaps more experienced, could find that the fuel efficiency of both cars is not much different or would like other things more than the fuel efficiency.

### **Luxury and Advanced Features: The Appeal of Tata Harrier**

The fourth hypothesis was that Tata Harrier is perceived to possess luxury and advanced features much better than Toyota Urban Cruiser. It had a p-value of 0.000 and an R-value of -0.114. As a result, the result yields a poor negative correlation. Based on the results, there is a trend among older consumers to underprice luxury features of the Harrier when comparing it to younger customers. Younger buyers may be drawn to the Harrier with its luxury design and high-tech features, but older buyers may prefer utility and reliability over luxury.

### **Urban Cruiser for City Road Driving**

The fifth test hypothesis is that older respondents believe that the Toyota Urban Cruiser is a better fit for city road driving because its smaller engine, better mileage, and compact design make it better suited for city roads. The p-value of 0.002 and an R-value of -0.066 indicates a weak negative relationship and older respondents are less likely to perceive the Urban Cruiser as appropriate for city driving. This might be due to wanting something slightly larger or even a more powerful version, but the younger consumer will appreciate the smaller size and efficiency in fuel for the Urban Cruiser in the city.

### **Conclusion of Findings**

This study has demonstrated that age affects the consumer preference between the Toyota Urban Cruiser and Tata Harrier. Older consumers care more about the performance of the engine, comfort, and reliability of the car. Younger consumers, on the other hand, have more attraction towards advanced features, fuel efficiency, and compact design. It has been revealed that auto manufacturers need to take into consideration the age factor while designing the product and marketing strategies to target the different age groups of consumers.

### **Theoretical Implications**

From findings, this study brings back, therefore, multiple theoretical inputs towards the fields of consumer behaviour and automotive marketing because here, it is on one hand focusing on age-influencing factors and so doing on choice and perception attributes from the vehicle, that maybe power output, fuel efficiency, or luxury. Of course, such findings do enrich theory in the very two areas: consumer behavioural theory and marketing theory will be able to get insight into how age might function in preference and refinement into better positioning.

Consumer Behaviour and Age-Related Preferences It reveals a sharp view of how the preferences of consumers are affected due to age. Older customers consider more for the performance of the engine and reliability. Youngsters are more concerned about the glamour and compactness of cars. This concept supports the life-cycle theory of consumption according to which needs of customers change in course of time. The older customer likes comfort and reliability whereas young ones are attracted towards innovation features of modernity.

Role of Perceived Vehicle Features in Decision-Making Consumers perceive the essential features of a vehicle-for example, fuel efficiency and luxury-differently across age groups. The fact that the belief about being better in terms of fuel efficiency about the Urban Cruiser is inversely related to age hints that younger consumers are more susceptible to fuel economy concerns-possibly due to environmental pressure or cost considerations. The older consumers, however care more about comfort and performance rather than the fuel efficiency, thus depicting an attitude change within age groups.

### **Implication to Marketing and Product Segmentation**

The findings present the requirement of taking into consideration demographic factors such as age in the vehicle market segmentation. Older consumers would prefer engine performance and smooth driving, whereas younger consumers are attracted by luxury features and compact design. Automakers can adopt a differentiated marketing strategy, where Toyota Urban Cruiser's performance and comfort would be highlighted in front of older customers while its fuel efficiency and compactness would be highlighted to the younger buyers. This suggests that the luxury features in the Tata Harrier will most attract a youthful group while others may not care for older consumers. Conclusion: this gives insights for its key theoretical contributions on enunciating the idea based on age-related preferences as a factor of vehicle feature influencing consumer choice.

### **Practical Implications**

Pragmatic Significance of Comparison between Toyota Urban Cruiser vs Tata Harrier:

This comparative study of Toyota Urban Cruiser and Tata Harrier would be of immense importance to the automobile manufacturers, marketers, and retailers. This analysis points out in many places an explicit indication about age and consumer preferences as such, and this in respect of features like the engine performance, fuel efficiency, and luxurious feel that describe a need for customized strategy in catering to different segments in the market. Few of the pragmatic inferences from the above study are listed below.

#### **1. Age-Specific Marketing Strategy**

The age-specific marketing is also important in the study's findings. The result presented shows that mature consumers require performance and smoothness of engine, while young buyers prefer luxury features and compact design.

Toyota Urban Cruiser: dependability comfort, and usability may well be the USP to sell to the older lot. For that target group, the brand can well be marketed as the practical efficient car for daily commuting through urban journeys.

Tata Harrier: Communication Luxury features, technology, and premium design would have to be done towards the youth customer for Harrier. Marketing

messages would be all about striking design, new safety features, and the class leading technology meeting up the quest of status and modernity in a buyer.

Personalized message across age would enable the advertisements to hit at the target customer segment, which increases a chance of making a buy.

## 2. Design with product development and innovation

It explains the special needs of various age groups, and how the development group of the product may place emphasis on designing the features keeping in mind their targeted audience

Older Buyers: a good engine performance, comfortable ride, and technology can be user-friendly; more improvements like adaptive cruise control, lane assistance, and better displays may make Urban Cruisers more attractive models.

Young Buyer- This purchase will be ended with the latest technology, connectivity features, and luxurious looks. It will have the capability to capture more of life in sophisticated infotainment and smartphones that would be sufficient enough to culminate into luxury finers along with self-park and distant monitoring and hence with this, Tata Harrier might close the deal also for it.

## 3. Pricing policies:

The prices of various models would have different pricing strategies for each age group. The elderly customer will pay a premium price for the performance and comfort. The younger buyer is sensitive to prices, but he would pay for the latest technology and premium experiences.

The erstwhile set of customers will be attracted because of Toyota's urban Cruiser price model and value for money, through fuel efficiency and reliability, and its performing engines. Finance options or trading discount will further attract it all.

Tata Harrier: Tata may use the Harrier as an elite product for the young techie buyers. Flexible financing options and packs of customization may help it reach the target segment.

Alignment of pricing strategies according to the expectations and purchasing capacity of targeted segments can build maximum sales and brand loyalty.

## CONCLUSIONS

The present comparative analysis of Toyota Urban Cruiser and Tata Harrier unfolds the play of factors like the performance of engines, mileage, and safety features in bringing a consumer's preference at Ahmedabad. The result of the analysis clearly portrays an important role of age at the decision-making stage at various age groups with individual preference.

Older customers would have opted for better engine performance and an easier drive. In a Toyota Urban Cruiser sense, therefore, the car can be regarded as practical yet refined for everyday use. However, this car appeals more to young buyers as it gives it a luxurious feel and great sophistication with its technology combined with its sleek look, and hence, it broadens the consumer Behavioural characteristics: reliability and comfort appeal to the older age group, but to the youth, it's innovation, connectivity, and premium design.

This research would be extremely helpful for automobile manufacturers to alter their marketing strategies, products, and customer engagements with age group-specific requirements. Targeted messaging might enhance the marketing mix and make customers happy. For instance, Toyota might highlight that the Urban Cruiser is reliable and fuel efficient and therefore suitable for aged consumers, while Tata will use the tag line of Harrier as the most innovative, premium feature vehicle and suitable for young buyers.

In a nutshell, it contributes to the knowledge base about consumer behavior in the automotive industry and provides pragmatic information for the manufacturers. The present trends of different age demographics offer an opportunity to design automobiles that would appeal to a large customer base, enhance their market position, stimulate brand loyalty, and augment their sales.

## **RECOMMENDATIONS**

### **Recommendations for Future Research/ Future Scope of the Study**

While this study provides valuable insights into consumer preferences regarding the Toyota Urban Cruiser and Tata Harrier in Ahmedabad City, there are several areas that warrant further exploration. The findings open avenues for expanding the research, considering additional variables, and exploring broader geographic and demographic contexts. Below are some key recommendations for future research and the potential scope for further studies:

#### **1. Expanding Geographical Scope**

- Broader Regional Comparison: This study focused on Ahmedabad City, a specific urban area in India. Future research could extend this study to include other metropolitan regions or tier-2 cities across India. Comparing consumer preferences in different geographic locations can provide a more comprehensive understanding of regional differences in preferences for vehicle attributes such as engine performance, mileage, and luxury features.
- Global Perspectives: Expanding the research beyond India to international markets could provide insights into how preferences for the Toyota Urban Cruiser and Tata Harrier differ across countries. This would be especially valuable for brands like Toyota and Tata that are expanding their global presence. A comparative study between developed and developing markets would offer further insights into how cultural and economic factors influence consumer choices.

#### **2. In-depth Exploration of Consumer Segments**

- Segmenting by Income or Occupation: Future research could explore consumer preferences based on income levels or professional backgrounds. Different income groups might prioritize different vehicle attributes. For example, high-income individuals may place more importance on luxury features and advanced technology, while budget-conscious consumers may prioritize fuel efficiency and maintenance costs.
- Psychographic Segmentation: Beyond demographic factors like age, future studies could focus on psychographic segmentation, exploring how lifestyle, values, and attitudes toward environmental sustainability influence vehicle choices. For instance, a study could look at how consumers who prioritize eco-

friendliness view fuel efficiency and the environmental impact of their vehicle choices, which may differ from those focused on luxury or performance.

### 3. Broader Range of Vehicle Attributes

- Safety Features: While this study briefly touched on safety, there is a growing emphasis on advanced safety technologies in the automotive industry. Future research could delve deeper into the specific safety features that different age groups or consumer segments find most appealing. For example, autonomous driving, adaptive cruise control, lane-keeping assist, and collision avoidance features could be analyzed in relation to consumer age, lifestyle, and safety priorities.
- Technology Integration: The increasing role of smart technologies in modern vehicles presents an opportunity for further research. Exploring how infotainment systems, connected car features, and voice assistants influence consumer decisions could reveal new insights, particularly among tech-savvy younger consumers.
- Sustainability: Given the growing consumer interest in sustainability and environmental concerns, future research could investigate how consumers perceive hybrid or electric vehicles as compared to traditional gasoline-powered models like the Urban Cruiser and Harrier. Research could explore whether eco-conscious consumers prioritize electric engines or fuel efficiency and how this affects the choice between Toyota and Tata vehicles.

### 4. Longitudinal Studies

- Tracking Preferences Over Time: Future research could involve longitudinal studies to track how consumer preferences evolve over time. For instance, studying changes in perceptions of engine performance, fuel efficiency, or luxury features over several years could provide insights into shifting consumer attitudes due to changes in economic conditions, technological advancements, or environmental factors.
- Post-purchase Behaviour: Longitudinal studies could also focus on post-purchase Behaviour—how satisfied consumers are with their vehicle choice after a certain period of ownership. This would provide insights into the long-term satisfaction of vehicle buyers and whether their initial perceptions of features like engine performance or luxury align with their experiences after using the vehicle.

## FURTHER STUDY

This research still has limitations so further research is needed related to the topic A Comparative Study on Urban Cruiser of Toyota V/S Harrier of Tata Engine, Mileage & Safety Among Consumers in order to perfect this research and increase insight for readers

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