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A Study on Customer Satisfaction of Hyundai Cars with Special Reference to Tiruchirappalli City

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Abstract

The Automotive Industry of India is categorized into passenger cars, two wheelers, commercial vehicles and three wheelers, with two wheelers dominating the market. More than 75% of the vehicles sold are two wheelers. Nearly 59% of these two wheelers sold were motorcycles and about 12% were scooters. Mopeds occupy a small portion in the two-wheeler market however; electric two wheelers are yet to penetrate. The Automobile Industry in India is currently experiencing the demand for diverse range of vehicles namely cars, two-wheelers and heavy vehicles. This is due to volcanic increase in the number of the vehicles of all categories and all types of the vehicles. The reason for this is the Indian economy which was closed till then. The Automobile Industry of India has come a long way faced several challenges and road blocks to growth, since 20th century. During its early stages the auto industry was overlooked by the Government and the policies were also not favourable. The present study focuses on Customer Satisfaction of Hyundai Cars with Special Reference to Tiruchirappalli City.

Keywords: Customer Satisfaction, Hyundai Cars.

I.INTRODUCTION

The Word Automobile comes, via the French Automobile, from the Ancient Greek word αὐτός (autos, "self") and the Latin mobilis ("movable"); meaning a vehicle that moves itself. The alternative name caris believed to originate from the Latin word carrus or carrum ("wheeled vehicle"), or the Middle English word carre ("cart") (from Old North French), in turn these are said to have originated from the Gaulish word Karros Gallic Chariot Karl. Karl Benz generally is acknowledged as the inventor of the modern automobile in the early days of 1885 at Germany. And, it was in 1898 that the first motorcar rode down India roads. However, it was PAL (premier auto back mobile) who produced the first car in India in 1946.

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Statement of the Problem

Customer choice process is a complex phenomenon deciding to buy a product or service involves many processes. The literature on brand preference studies reveals that for the selection of durable product especially four wheelers the customer has to spend much time to evaluate and choose the preferred one based on necessity and a financial condition. The marketing strategies followed by the manufacturer and marketer as well as pre-conceived idea of the buyer also play a vital role in selection of a particular brand and to get more satisfied only a limited number of attempts have been made to study the impact of brand preference factors on customer satisfaction. So, the researcher has made an attempt to identify the brand preference of Hyundai cars in the study area and to examine the customer satisfaction.

Cars charm one and all, be it a new car or a used one. They are in many colors, many varieties and models of cars on sale. The craze for cars never seems to end. In fact, the car market is swamped with all segments of cars viz. sports cars, big cars, small cars, rental cars, cheap cars and many others.

As a result, the competition among the car manufacturer is also increasing and they are finding innovative ways of capturing the market.

In India, both the foreign and domestic car manufacturers fabricate cars of similar nature regarding cost, color, technology etc. Also, the mindset of the people fluctuates from one period to another. Thus, it is essential to study the root cause to opt the product of the company and the level of satisfaction they have obtained by the consumer on consumption.

Review of Literature

Kyung Hoon (et al 2008), suggests his studies relating to Health care marketers face unique challenges around the world, the role of the health care field plays in contributing to public welfare. Hospital marketing in Korea is particularly challenging since Korean law prohibits hospitals from running any advertising. As a result, Korean hospitals depend heavily on customer relationship management (CRM). This study identifies five factors that influence the creation of brand equity through successful customer's relationships, trust, customer satisfaction, relationship commitment, brand loyalty and brand awareness. An empirical test of the relationships among these factors suggests that hospitals can be successful in creating image and positive brand equity if they can manage their customer relationships well.

Chang et al (2009), the antecedents of brand equity are considered to be brand attitude and brand image, and the consequences of brand equity are considered to be brand preference and purchase intentions. This study concentrates on service brands, selecting 18 from 3 service categories. A structural equation model is presented. Not only does it show a good fit with the research constructs but also the relationships between brand image and brand equity, and brand attitude and brand equity. The impact of brand equity on customer preference and purchase intentions is confirmed as well, which tends to validate the proposed research framework. Manoj Pandey & Dr. J.K. Raju (2009), the outcome of brand positioning is brand perception which can be gathered from multiple routes including customer experiences, marketing communication efforts and word of mouth. The perception of the brand is critical as is apparent from the huge amount of money being spent by organization on brand development and measurement. Still very little is known about the relationship between brand perception and customer behaviour including customer loyalty. This study has been conducted empirically by testing two hypotheses about the relationship between brand perception and brand loyalty. The first part of the research shows very little evidence that any one brand attribute is more relevant or related to brand loyalty than other brand attributes. The second part observes that higher number of attribute association with brand leads to higher brand loyalty.

It also emphasizes that brand uniqueness is critical in getting the customer attention however the source to create that uniqueness is critical in getting the customer attention. In addition to the above, the paper discusses different short- and long-term strategies of brand development

Dr. P. Natarajan & Thiripurasundari U. (2010), in their paper Brand Preference on Segment Maruti Cars, emphasized that strong brands quality increase trust in intangible products enabling customers to better visualize and understand them. The Brand Preference towards Maruti B Segment cars is studied by administering structured interview schedule to 150 customers in Coimbatore city. Maruti should take the initiative to introduce new models according to the choice of the customers at regular intervals which will pave the way to be No.1 Company in India in the near future. While the customer gets satisfaction and is able to improve his/her standard of living and quality of life, the marketer profits from the brand experience that the customer gets and is able to generate a surplus after ensuring satisfaction to the consumer.

Methodology

The methodology used in the study is as follows

Area of Study

Area of study taken for this research is Trichy City which is one of the fast-developing cities in India in all aspects.

Sources of Data

The data have been collected by using questionnaire as a tool. It helps in collecting the primary data in person as it is well structured in simple and understandable manner so as to fulfil the prime and other objectives of the study. In this study, a sample of 150 respondents was selected from the Trichy City using Convenience Random Sampling Method. The opinion given by the respondents were processed.

Sampling Design

The study involves the collection of data from 150 respondents using Convenience Random Sampling Technique

Statistical Tool Used in the Study

1. Percentage Analysis
2. Chi Square test

Primary Data

Primary data is such data which is original in nature by the researcher itself for its own purposes. My project report is based on the primary data which is collected through the questionnaire designed according to customers.

Analysis and Interpretation**Age of the Respondents**

S. No	Age	Number of Respondents	Percentage(%)
1	Below 20 Years	33	22
2	21-30 Years	66	44
3	30-40 Years	28	19
4	Above 40 Years	23	15
	Total	150	100

Interpretation

The above table shows that 22% of the respondent's age is below 20 years, 44% of the respondent's age is 21-30 years, 19% of the respondent's age is 30-40 years and 15% of the respondent's age is above 40 years.

Inference

Here mostly 44% of the respondent's age is 21-30 years.

Number of Family Members

S. No	No of Family Members	No of Respondents	Percentage
1	2 Members	44	29
2	3 to 4 Members	29	19
3	5 to 6 Members	53	35
4	Above 6 Members	24	16
	Total	150	100

Interpretation

The above table shows that 29% of the respondents have 2 members in their family, 19% of the respondents have 3 to 4 members in their family, 35% of the respondents have 5 to 6 members in their family and 16% of the respondents have Above 6 members in their family.

Inference

Here mostly 35% of the respondents have 5 to 6 members in their family.

Owning of Hyundai Cars

S. No	Owning Hyundai cars	Number of Respondents	Percentage (%)
1	Hyundai Eon	19	13
2	Hyundai i10	33	22
3	Hyundai i20	54	36
4	Other	44	29
	Total	150	100

Interpretation

The above tables shows that 13% of the respondents owning Hyundai Eon, 22% of the respondents owning Hyundai i10, 36% of the respondents owning Hyundai i20 and 29% of the respondents owning Other model.

Chi Square Test

Analysis between Number of Family Members and Type of Car Own

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.55 1 ^a	8	.006
Likelihood Ratio	22.16 0	8	.005
Linear-by-Linear Association	4.485	1	.034
N of Valid Cases	150		

cells (46.7%) have expected count less than 5. The minimum expected count is .14

Interpretation

Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no significant difference between the respondents.

Findings

- Mostly 44% of the respondent's age is 21-30 years.
- Majority 54% of the respondents were Male.
- Majority 53% of the respondents were Unmarried.
- Mostly 37% of the respondent's education level is Diploma level.
- Mostly 33% of the respondents were Self-employed.
- Mostly 44% of the respondent's income is Rs 20,000-40,000.
- Majority 58% of the respondents were from Joint family.
- Mostly 35% of the respondents have 5 to 6 members in their family.
- Mostly 36% of the respondents owning Hyundai i20.

- Mostly 44% of the respondents aware about Hyundai car through Television Advertisement.
- Majority 51% of the respondents say sales executive attitude is Very Good.
- Mostly 37% of the respondents say delivery time offered by Hyundai dealers is Two to three Week. Mostly 30% of the respondents says their decision influenced by Dealer
- Majority 78% of the respondents says car price is reasonable.
- Majority 65% of the respondents feel Hyundai car is Moderate.
- Mostly 44% of the respondents say promotion to buy Hyundai is Maintenance.
- Mostly 34% of the respondents feel Comfortable during Hyundai car driving.
- Mostly 49% of the respondents were satisfactory with service provided by Hyundai dealers.
- Majority 52% of the respondents service their car from Authorized dealer.
- Majority 61% of the respondents say there is available of spare parts.
- Majority 57% of the respondents say handling complaint is good.
- Majority 65% of the respondents were information about the free service.
- Majority 79% of the respondent's complaints noted and attended.
- Majority 59% of the respondents were fully satisfied with the seating capacity.
- Mostly 39% of the respondents were highly satisfied about car.
- There is no significant difference between the respondents regarding number of family members and type of car own.
- There is no significant difference between prompted you to buy Hyundai cars and feel of driving. Majority of the respondents say that safety ranks 1.

Suggestions

- After conducting the survey and knowing the market, I realized that, the company should keep in mind the need of young generation.
- Company should improve the promotion strategy of product. Company should improve the promotion strategy of Add-on services. It will be beneficial for the company to make the warehouse near to the showroom and there should be roof facility, adequate security facility in the warehouse.

- The Company should know its customer satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly. Company should improve/upgrades its employee's product knowledge, market situation, and its competitor's knowledge by giving proper training to employee.
- Company should upgrade or innovate its new product. The Company should not only concentrate on the customer satisfaction but also the company led to monitor their competitor's performance in there are as of operations.
- The Company should make changes according to the other competitors & according to the customer's expectations.

II.CONCLUSION

It has been observed that most customers are satisfied with pre-sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. A car needs to improve some parts of products specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity.

Customer satisfaction index is a good tool to make improvements in the products and services of the company. And therefore, should utilize carefully & kept as confidential as possible.

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