A STUDY ON CONSUMER SATISFACTION TOWARDS HYUNDAI MOTORS WITH REFERENCE TO NAVSARI CITY

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ABSTRACT

Hyundai has second largest share and has the second largest number of vehicles on the Indian

Roads. It means that great effort and sound planning is required to keep vehicle problems to the minimum. I observe that there is a great demand of skilled & talented employees. There

must be a procedure to make the customer aware about different product of the company which is suitable for him. Hyundai has done quite well regarding customer satisfaction. Customer Satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. The main objective is to find out the satisfaction

level of customers about services provide by Hyundai motors, the factors that influences the

people to buy Hyundai cars, and to identify the level of customer satisfaction towards buying of Hyundai cars. The Research design used is descriptive in nature. The data collection Instrument is primary data that is collected through questionnaires. In the research of 150 respondents were taken. The overall study reveals that the customer is very much satisfied with Brand, Handling performance, Pickup, Mileage, Discounts and Exchange offer and comfort.

Keywords: Hyundai, Customers, Customer Satisfaction, and Factors

INTRODUCTION

A Korean division of the Hyundai Kia Automotive Group. Is the world's fourth largest automaker in terms of units sold and one of the Big Asian four (with Toyota, Honda, and Nissan). Headquarters in Seoul, South Korea, Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan which is capable of producing 1.6 million units annually. The Hyundai logo, a slanted 'H', is said to be symbolic of two people (the company and customers) shaking hands. Hyundai means

"modernity" in Korean. The company's success is driven by the commitment of approximately 150000 employees in more than assembly plants, Hyundai vehicles are sold in 198 countries through some 8000 dealerships and showroom worldwide.

Hyundai Motor Company Recognizes the importance and impact that automobiles have on society and mankind. It strives to play a role that extends beyond being a simple car manufacturer to become customers' lifetime companion. It will build connections with customers by Fulfilling its vision to become a "lifetime partner in automobiles and beyond" and participate in working "together for a better future" as a constituent of Hyundai Motor Group.

Customer satisfaction is defined as a measurement that determine how happy customers are with a company's products, services, and capabilities. Customer Satisfaction information, including survey and ratings, can help a company determine how to best improve or changes its product and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations and every subgroup within an organization.

LITERATURE REVIEW

Mahapatra, Kumar and Chauhan (2010) "Customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on small size passenger cars in India". The objective of the study was to examine the satisfaction and impact on future purchase decision and the consumers satisfaction and product performance by using multiple attributes of small car and consumption experience of users. The type of research used was Descriptive research design. The primary data was collected for this research. The method was used is mean and standard deviation. In this study, researcher has used to explore the performance of different attributes in automobile in giving satisfaction to consumer with the sample size of 150 customers and they used the multiple regression techniques and that they revealed from this study Highly satisfied customer will be brand loyal, remain customer longer, provide favourable word-of-mouth advertising, increase purchasing of offerings and enhance sales. On the other hand, dissatisfied customers are likely to stop purchasing the offerings to provide unfavourable word-of-mouth advertising and to complain, return and boycott the product class, the brand and the seller or retailer. Ignition, pickup and wiper are giving high satisfaction than other attributes.

Pollution, engine quietness, ignition, battery performance and pickup will significantly influence the consumers future purchase decision and consumers will give more importance to these attributes than

other attributes in future. In small size passenger cars these attributes are very important therefore automobile engineers and designers need to give more importance to these issues.

Ganesh and Soundarapandiyan(2011) conducted a study on "i10 Hyundai Chennai: customer satisfaction level" with the sample size of 150 customers and tool used percentage analysis, chi-square and multiple regression analysis. The objectives of the study were to identify the post purchase behaviour and customer satisfaction level and find the effectiveness of after sale service of customer of Hyundai i10. They revealed from the study that customers are satisfied with the car after purchase because it gives the feel of luxury to customers and a convenience of smaller car is crowded area. It's most stylish as compared to others.

S. Chandramouli, S. Arul Krishnan (2013)"An Empirical Study on customer satisfaction in Indus Motors Pvt. Limited with Special Reference to Kerala Branch". The Primary objective was to study the customer satisfaction with special reference to Indus motors. Secondary objective was to find out the source of finance for the vehicle and to know whether the customers are satisfied with the finance scheme offered. The type of research was descriptive research design. Data collection methods used for the study are primary and secondary. In this study, researcher has used convenient sampling method. A survey was conducted for the customers residing in and around Kerala. A sample size is 70 respondents, the statistical tool used for this research was Percentage Analysis, Chi-square test, Co-efficientof Correlation. The present scenario, the preferences differed for each customer in different questions. This provides an easy way to monitor improvement and deciding upon the attributes that need to be concentrated on in order to improve customers satisfaction.

Kavita Dua, Savita (April 2013)"A study on consumer satisfaction with reference to Tata Motors Passengers Vehicles" The objective of the study was to find out the customer loyalty and competitive position of Tata Motors with other brands and to find out the most crucial factor for customer satisfaction of Tata Motor Passenger vehicles. The type of research used was descriptive research design. The primary data was collected for this research. In this study, researcher has used convenient sampling technique. In this study, sample size of 100 respondents is chosen who are using the Tata car. The researcher has used tools for the analysis like percentage table, frequency table, and mean keeping in context with the objective of the study. It revealed from the study that satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be underdetermined. Now a day it has become very important factor for each and every organization to

enhance the level of customer satisfaction. The overall study reveals that it was found that it was found that the customer is mostly satisfied with price, design. Safety, mileage, interior space, status brand name, comfort level, spare's part and after sale services.

Duggani Yuvaraju et al. (2014) " A Study on Consumer Satisfaction towards Honda Two-wheelers" conduct research study is to find out the customers satisfaction level towards Honda bikes services and to find out the factors that influence on customers, when they are purchasing Honda bikes. They have conducted survey method and collected data through questionnaire by convenience sampling method. The sample size was 100. They apply Chi-square test and percentage analysis and found that customers of high-income group preferred the supply of Honda Bikes. About 70% of customers are aware of Honda Bikes. Most of the customers agree that Honda is best quality with reasonable price the attitude 50% of customers towards price of Honda Bikes is reasonable. But 10% of the customers are asking for improvement in the quality.

M. Akhila, Ali Ashar, T Thayyullathil (2014-15) "A Study on Customer Satisfaction towards Maruti Suzuki in Coimbatore". The main objective of the study was to study about the services provided by Maruti Suzuki showroom in Coimbatore and to determine consumer's awareness about various brands and models of Maruti cars. The type of research was Descriptive research design. Data is collected from primary and secondary sources. In this study, researcher has used convenience sampling method. A sample size taken for the study is 150 respondents. The statistical tools are used in the study include Simple Percentage and Chi-square Test. From this study it was revealed that the Maruti Suzuki cars are the best and fast-moving brands. Now a day the demand for the cars by customer shows increasing trend, at the same time they expected easy handling, safety and security, higher performance etc. which makes the advanced technologies and adopt new model.

RESEARCH OBJECTIVES

➢ To find out the satisfaction level of customers about services provide by Hyundai motors.

➢ To find out the factors that influences the people to buy Hyundai cars.

➢ To identify the level of customer satisfaction towards buying of Hyundai cars.

RESEARCH METHODOLOGY

The research design of this study is descriptive in nature. Both primary and secondary data used to investigate the study of customer satisfaction towards Hyundai Motors. The major interest, however, is in the use of primary data via the questionnaire method. The data is gathered using a structured questionnaire, and the sample size is 150. The data were collected through convenient sampling method. For this research Nom-parametric test was used through Kruskal Wallis and Mam-Whitney U test.

ANALYSIS AND INTERPRETATION OF DATA

Table 5.1

Representing Gender of respondents

> **INTERPRETATION**
>
> From the above chart it was found that 26% Female in the company and 74% Male. Here there is a high difference in the ratio of gender. **It is cleared from the table that majority of 74% respondents are users.**

Male

		Frequency	Percent	Cumulative Percent
Valid	Male	88	73.9	73.9
	Female	31	26.1	100.0
	Total	119	100.0	

Table 2

Representing Occupational Status of respondents

		Frequency	Percent	Cumulative Percent
Valid	Student	7	5.9	5.9
	Government employees	22	18.5	24.4
	Self-employed	52	43.7	68.1

Professional	26	21.8	89.9
Farmers	4	3.4	93.3
Housewife	1	0.8	94.1
Others	7	5.9	100.0
Total	119	100.0	

➢ **INTERPRETATION**

From the above chart it was found that 43.7% respondents were self-employed, 21.8% respondents were professional, 18.5% respondents were government employees, 5.9% respondents from both Student and others occupation, 0.8% were under the category of housewife. **It is cleared from the above table that 43.7% respondents were Self-employed.**

Table 3

Representing Age wise distribution of respondents

		Frequency	Percent	Cumulative Percent
Valid	18-25	17	14.3	14.3
	26-35	47	39.5	53.8
	36-50	53	44.5	98.3
	Above 50	2	1.7	100.0
	Total	119	100.0	

➢ **INTERPRETATION**

From the above chart it was found that there are 2% employees who are under the age group of above 50 years, 14% employees who are the age group of 18-25 years. 39% employees who are under the age group of 26-35 years, 45% employees belong from the age group of 36-50 years. **It is cleared from the above table that 45% respondents are from under the age group of 36-50 years.**

Table4

Representing Income of Respondents

		Frequency	Percent	Cumulative Percent
Valid	Less than 5 lakhs	32	26.9	26.9
	5 lakhs to 10 lakhs	17	14.3	41.2
	10 lakhs to 15 lakhs	47	39.5	80.7
	Above 15 lakhs	22	18.5	99.2
	Total	119	100.0	

➢ **INTERPRETATION**

From the above chart it was found that 26.9% respondents income is less than 5 lakhs, 14.3% respondents income is 5 lakhs to 10 lakhs, 39.5% respondents income is 10 lakhs to 15 lakhs, 18.5% respondents income is above 15 lakhs, **It is clear from the above table that maximum income earned by the employee were under the group of 10 Lakhs to 15 lakhs.**

Table 5

Representing the Four wheeler owned by the respondents

		Frequency	Percent	Cumulative Percent
Valid	Compact	29	24.4	24.4
	Luxury Sedan	23	19.3	43.7
	Mid-sized Hatchback	30	25.2	68.9
	SUV	25	21.0	89.9
	Semi-luxury Sedan	8	6.7	96.6
	Others	4	3.4	100.0
	Total	119	100.0	

➢ **INTERPRETATION**

From the above chart it was found that 25.2% respondents have owned Mid-sized hatchback car model, 24.4% and 21.0% were using SUV car model, 19.3% respondents were using luxury sedan car model, 6.7% and 3.4% of them were using Semi-luxury sedan and Others brand of car

models. **Finally, it is concluded that most of the respondents were using Mid-sized Hatchback car model.**

Table .6

Representing Sources of Awareness about the vehicle

		Frequency	Percent	Cumulative Percent
Valid	Family	35	29.4	29.4
	Friends	11	9.2	38.7
	Office	11	9.2	47.9
	T.V/Radio/ Newspaper	14	11.8	59.7
	Car exhibition	7	5.9	65.5
	Internet	9	7.6	73.1
	Recommended by Salesperson	26	21.8	95.0
	Others	6	5.0	100.0
	Total	119	100.0	

➤ **INTERPRETATION**

From the above chart it was found that 29.4% respondents are aware through Family members, 21.8% respondents collected the information about the brand through Recommended by salesperson, 11.8% respondents know about the car through T.V/Radio/Television, 9.2% respondents were aware through friends and office, 7.6% respondents were aware through internet, 5.9% respondents collected information through car exhibition, 5.0% respondents known through others, and. **Thus, most of the respondents were aware through Family Members.**

Table 7

Representing time of using the vehicle

		Frequency	Percent	Cumulative Percent
Valid	Less than one year	6	5.0	5.0
	One to two years	10	8.4	13.4
	Two to three years	34	28.6	42.0
	More than three years	66	55.5	97.5
	Total	119	100.0	

➢ **INTERPRETATION**

From the above chart it was found that 5.0% respondents using the Hyundai car from less than three years, 8.4% respondents using the car one to two years, 28.6% respondents had used the car two to three years, Whereas 55.5% respondents were using the car more than three years. **Thus, it is concluded that most of the 55.5% respondents were using the car More than three years.**

Table8

Representing respondents feeling after driving on Hyundai car

		Frequency	Percent	Cumulative Percent
Valid	Exciting	69	58.0	58.0
	Safe drive	45	37.8	95.8
	Can't say	5	4.2	100.0
	Total	119	100.0	

➢ **INTERPRETATION**

As shown in the above chart 37.8% respondents feel safe drive after drive in Hyundai Car, and 58.0% respondents feel exciting after driving Hyundai car. **Thus, it is concluded that most of the respondents feel exciting after driving Hyundai Car.**

Table 9

Representing Mean value of the following factors that satisfied consumer after buying Hyundai Car

Factors	N	Scale
Brand	119	Mean
Handling performance	119	4.87395
Pick up	119	4.579832

Price	119	4.663866
fuel consumption	119	4.268908
After sales service	119	4.327731
Mileage	119	4.117647
Discount and Exchange offer	119	4.689076
Interior	119	4.218487
Exterior	119	4.831933
Comfort	119	4.915966
Functional Specification	119	4.739496
Paying terms	119	4.277311
Maintenance	119	3.991597
Valid N (listwise)	N	4.226891

INTERPRETATION:

From the above table it was found that overall respondents mean value of all the factors are more than 4. So, it is found that all the respondents are highly satisfied and somewhat satisfied with all the above factors.

Non Parametric Tests

Table 10

Kruskal Wallis

H0: Favourability of different Factors that satisfied them after buying Hyundai Car does not differ significantly with respect to Age of the respondents.

H1: Favourability towards Different Factors that satisfied consumer after buying Hyundai Car and Age of the respondents.

Test Statistics a, b – Kruskal Wallis Test- Favourability towards Different Factors that satisfied consumer after buying Hyundai Car and Age of the respondents.

	Age	N	Mean Rank	Chi-Square	Df	Asymp. Sig.
Brand	18-25	17	60.44	0.48735	3	0.921662
	26-35	47	58.95			
	36-50	53	60.64			
	Above 50	2	64.00			
	Total	119				
Handling performance	18-25	17	63.35	2.970365	3	0.396217
	26-35	47	59.84			
	36-50	53	60.37			
	Above 50	2	25.50			
	Total	119				
Pickup	18-25	17	60.38	6.376654	3	0.094656
	26-35	47	60.29			
	36-50	53	61.43			
	Above 50	2	12.00			
	Total	119				
Price	18-25	17	76.88	7.699274	3	0.052653
	26-35	47	61.66			
	36-50	53	52.85			
	Above 50	2	67.00			
	Total	119				
Fuel Consumption	18-25	17	56.35	2.876701	3	0.411029
	26-35	47	62.65			
	36-50	53	57.63			
	Above 50	2	91.50			
	Total	119				
After Sale Services	18-25	17	76.03	7.83042	3	0.04965
	26-35	47	63.30			
	36-50	53	52.24			
	Above 50	2	52.00			
	Total	119				

Mileage	18-25	17	51.65	6.041266	3	0.10962
	26-35	47	57.49			
	36-50	53	65.47			
	Above 50	2	45.00			
	Total	119				
Discounts and exchange offer	18-25	17	65.47	2.839209	3	0.417086
	26-35	47	60.63			
	36-50	53	56.59			
	Above 50	2	89.00			
	Total	119				
Interior	18-25	17	50.29	18.86577	3	0.000291
	26-35	47	60.96			
	36-50	53	64.13			
	Above 50	2	10.50			
	Total	119				
Exterior	18-25	17	47.15	19.35867	3	0.00023
	26-35	47	61.89			
	36-50	53	63.39			
	Above 50	2	35.00			
	Total	119				
Comfort	18-25	17	63.35	8.794016	3	0.032159
	26-35	47	61.91			
	36-50	53	59.14			
	Above 50	2	9.25			
	Total	119				
Functional specification	18-25	17	69.06	1.930359	3	0.586986
	26-35	47	57.91			
	36-50	53	59.42			
	Above 50	2	47.50			
	Total	119				
Paying terms	18-25	17	78.29	6.385126	3	0.094305
	26-35	47	57.35			

	36-50	53	56.89		
	Above 50	2	49.25		
	Total	119			
Maintenance	18-25	17	78.82	9.40028	3	0.024416
	26-35	47	57.06		
	36-50	53	57.94		
	Above 50	2	23.50		
	Total	119			

a. Kruskal Wallis Test

b. Grouping Variable: Age

Table depicts the calculated degree of freedom, and significance value. P- Value is less than 0.05 only for favourability regarding Price, After Sale service, Interior, Exterior, Comfort, and Maintenance.

So, we reject the null hypothesis for Price, After Sale service, Interior, Exterior, Comfort, and Maintenance.

So, favourability of after Sale service, Interior, Exterior, Comfort, and Maintenance differ with the age of the respondents.

P value for rest of the factors is more than 0.05. So, null hypothesis fails to reject.

Table 11
Mann- Whitney U Test

H0: There is no significant Association between Gender and kind of Four-wheeler used by the respondents.

H1: There is significant association between Gender and kind of Four-wheeler used by the respondents.

Ranks					
	Gender	N	Mean Rank	Sum of Ranks	Asymp. Sig.
What kind of Four-wheeler you are currently using	Male	88	62.31	5483.00	.208
	Female	31	53.45	1657.00	
	Total	119			

From the above table, it can be interpret that Asymp. Sig. more than p value is 0.05.

So, overall significant value for the Four-wheeler used by the respondents is more than 0.05.

So null hypothesis is failed to reject for all the Four-wheeler used by the respondents.

So, Four-wheeler used by the respondents does not differ significantly with gender.

FINDINGS

- Most of the respondents were using Mid-sized Hatchback car model.
- Most of the respondents were aware through Family Members.
- Most of the 55.5% respondents were using the car More than three years.
- Most of the respondents feel exciting after driving Hyundai Car.
- Majority of respondents are highly satisfied and somewhat satisfied with all the factors after buying Hyundai car.
- Very few respondents are dissatisfied with some of the factors after buying Hyundai Car.
- Favourability of different Factors that satisfied them after buying Hyundai Car does not differ significantly with respect to Age of the respondents.
- Favourability of After sale services, Interior, Exterior, Comfort and Maintenance differ with the age of the respondents.
- There is significant associated between Gender and kind of Four-wheeler used by the respondents.

CONCLUSION

Hyundai has second largest share and has the second largest number of vehicles on the Indian Roads. It means that great effort and sound planning is required to keep vehicle problems to the minimum. I observe that there is a great demand of skilled & talented employees. There must be a procedure to make the customer aware about different product of the company which is suitable for him. Hyundai has done quite well regarding customer satisfaction. Hyundai share is the First Top among higher income corporate customer. According to corporate information, high level employees mostly like luxury cars Accent, Sonata, Elantra and lower level employees preferring Hyundai Santro, Hyundai-i10 & i20.

Hyundai is one of the most preferred brands by majority of the customers. The present study also has fulfilled all the objectives. The study has helps to find out important factors which Satisfied them after buying Hyundai car. In order to improve the production and sales operation Hyundai car manufacturers

has to follow the above said suggestions. Most of the customers are very much satisfied with regard to Brand, Handling performance, Fuel consumption and Mileage.

Lastly, I must say that this training was very knowledgeable and interesting for me

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