

# Customer Satisfaction and Loyalty of Hyundai

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## ABSTRACT

A study on assessment of customer satisfaction of hyundai car in. In this study the difference between the client's expectation of performance and their perceived. Experience of performance is use ass the basis for measuring customer satisfaction with a service this given the metric a satisfaction gap that both objective and measurable. In this study a descriptive research methodology was adopted and primary data was acquired by a questionnaire with 100 response. The primary goal of the study was to determine the company's product on the market. To satisfy the research program's key objective a proper sample size was chosen which research total population and aids in the collection of data. In the this survey a stunted questionnaire was utilised as a research analysis and interpretation were also employed to get at the survey conclusion and finding, as well as to market recommendation.

## INTRODUCTION

Hyundai was founded as a small construction firm by Chung Ju- Yuug in 1947. Hyundai Construction began operating outside of South Korea in 1965, initially entering the markets of Guam, Thailand and Vietnam. Hyundai Motor Company was founded in 1967. Hyundai Heavy Industries was founded in 1973, and Completed the construction of its first ships in June 1974. In 1983 Hyundai entered the semiconductor industry through the establishment of Hyundai Electronics (renamed in 2001). In 1986 a Hyundai-manufactured called the Blue Chip PC was sold in discount and toy stores Throughout the US. It was one of the earliest PC clones marketed toward consumers instead of Business. Hyundai announced a major management restructuring in December 1995, affecting 404 executives. In April 1999 Hyundai announced a major corporate restructuring, involving a two-thirds reduction Of the number of business units and a plan to break up the group into five independent business Groups by 2003.

## LITERATURE REVIEW

1. Dr.varsha goyal and dr. Sukhvidersing (2019) has conducted research on customer satisfaction n in automobile business with a focus on passenger car in delhi and the national capital region consumer satisfaction that refers to how well a company product and services meet or exceed customer expectation.
2. Soniya poudel (2019) has conduct research on customer satisfaction in automobile industry a long-term corporate performance is determined by satisfied customer contentment and link behaviour has been will daily documented in marketing literature.
3. Anilkumar and bhupender (2016) has conducted research on role of customer satisfaction in automobile services sector studied consumer behaviour toward passengre car segment in india , this study was the identification of factors influencing customer preference for particular segment of car such as small & hatch back segment.
4. Hadi amineha neha and nataliya kosach (2016) has conducted research on assessment of consumer satisfaction with automotive product auality. In recent, all management theories have establish d a link between market efficiency and the reality that a company's strategic focus should be a consumer's contentment with driving an automobile.

## OBJECTIVES

Increasing competition, ever growing market, easy availability of the finances and increasing population of young executives, with huge disposable incomes, over the past few years has substantially increased the sales in the automobile industry. Also, the competition among the dealers of the products has increased with each trying to maximize their customer base. This makes it imperative for the dealers to provide the best of the services and exceed the customer expectations to achieve customer delight and loyalty. The study tries to understand the key service parameters and reflect upon the dysfunctional areas, thus providing the dealer with an insight into the level of customer satisfaction and changing trends of the customer expectations.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

A Research design is a framework or blueprint for conducting the marketing research project. Exploratory Research

Purpose Exploratory Research

- Formulating a problem or define a problem more precisely.
- Identify alternative courses of action.
- Development hypothesis.<sup>3</sup>
- Gain insights for developing an approach to the problem.
- To understand the customer buying psychology.

Exploratory research design has been used

## CONCLUSION

With respect to the above study and the findings thereby, the company has definitely entrenched into the urban market. With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over. The above study will help the consumers to get more awareness about ford cars and it will also help to ford motors to capture the market of urban as well as rural markets.

## REFERENCES

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