



## A STUDY ON CONSUMER PURCHASING AND SATISFACTION TOWARDS HYUNDAI CARS WITH SPECIAL REFERENCE TO CHENNAI CITY

**C.A.Ramalakshmi**

*Part-Time Ph.D, Research Scholar, Dept of Commerce, Manonmaniam Sundaranar University, Tirunelveli.*

### **Abstract**

As Hyundai company is one of the reputed automobile companies in India. Most of the companies are finding many ways to satisfy the customers to overcome the competitor's product. Companies are using one of the methods 'customer satisfaction survey' and getting opinion from the respondent. So that the study is conducted to know how much level the customers are satisfying towards Hyundai cars in Chennai city. The survey was conducted by collection of data from various customers and consumers. The respondents those who are buying and using this brand are mostly satisfied. Currently, people are interested to buy luxuries cars to meet their necessities. The objective of the survey is to identify the customer expectations and giving the best quality, service, reliability as well as price through some changes.

**Keywords:** Customer Satisfaction, Hyundai Motors And Post Sales Service

### **Introduction**

The present day socio-economic settings are very much different from what it was in the 1970's and 1980's. Values are changing with the changing dates. There is a growing demand among the people for a better quality of life. By and large there is an improved awareness of our physical and social environment. Such socio and economic changes pose major challenges to business in general and to marketing in particular. As a result, marketing executives have started developing a social orientation and are expected to be aware of and alive to their social responsibilities. Consumer behaviour is one of the most important phenomena in the purchase of any product. This is relatively often studied concept in marketing management. Whatever study has been conducted in marketing, the ultimate end is the consumer. The success of various brands and products depends on the consumer's choice. Naturally all the products are going to reach the consumer, and it is necessary that the consumer has to respond by way of purchasing. The concept of the consumer behaviour is defined in various perspectives.

### **Objectives of the Study**

1. To study the purpose of satisfaction level about services of Hyundai cars in Chennai city
2. To study the customers opinion regarding the models and performance of Hyundai cars.
3. To study on Level of Involvement in purchase of Hyundai cars
4. To study out the reasons for the choice of cars
5. To offer suggestions from the findings of the study.

### **Statement of the Problem**

The study is taken from the point of view of customer's preference on Hyundai cars. The company is giving verity of model, style, color, luxury, feeling comfort, service and quality.

### **Methodology**

The study is based on primary and secondary data. Primary data has been collected though the questionnaires of selected sample respondents. The secondary data has been collected from various resources like magazines, journals, newspapers, libraries, and websites and so on.

**Statistical Tools:** The following tools were used to analyse the data percentage analysis, descriptive analysis

### **Sampling Techniques**

Convenience sampling is used in this study and the sample size is 80. The data collected from the respondent who is using this brand particularly Chennai city.

### **Overview of The Indian Automobile Market**

Indian automobile industry is one of the largest auto markets in the world. It has grown up very fast in last one decade. India's passenger car and commercial vehicle manufacturing industry is 6th largest in the world after China, US, Japan, Brazil and Germany. (Invest India, 2012) The automobile industry is one of India's major sectors and accounts for 22% of the country's manufacturing GDP. Indian Automobile market is majorly dominated by two wheelers and they account for a

total of 75%. It might seem then that the car industry is fairly small in India as the majority is dominated by two wheelers but that is not the case due to size and population of India. According to industry statistics provided by SIAM (Society of Indian Automobile Manufacturers), passenger car sales crossed two million units in financial year 2011-2012. (SIAM, 2012) The car industry continues to grow stronger and faster still. The Indian Government has provided automobile manufacturers with various incentives as the Automotive Mission Plan 2006-2016 states that the aim of this plan is to accelerate and sustain the growth of automobile sector of India and make India the global automotive hub. Like many other industries in India, the automobile industry is also dominated by 2-3 major players. The major players of the Indian automobile market are. ('Top Automobiles Passenger Vehicles Companies in India', no date) Maruti Suzuki: Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Ltd.) is a subsidiary of Suzuki Motors from Japan. Maruti Suzuki is lovingly referred to as people's car in India. It is the current market leader with 49.24% market share in the Indian car market.

Hyundai Motor India: Hyundai Motors India is a wholly owned subsidiary of India and is the second largest car manufacturer in India. Hyundai Motor India currently offers 10 different car models across its product range. (Kaulgi, 2012) Hyundai has the second largest market share in Indian car market and accounts for 21.44% of the total market share.


Honda Cars India: Honda cars India holds India's third largest chunk of Indian car market and holds 6.56% of the market share.

Tata Motors: Tata Motors Ltd. is a part of Tata Group and is India's largest automobile company. It is also world's fourth largest truck and bus manufacturer. ('Top Automobiles Passenger Vehicles Companies in India', no date) Tata motors also holds the four largest chunk of market share and accounts for 6.18% of the total Indian car market.

September 2016 Car Sales in India					
RANK	OEM	SEP'16	SEP'15	GROWTH	MS
1	Maruti	1,37,277	1,06,083	29.4%	49.5%
2	Hyundai	42,605	42,505	0.2%	15.4%
3	Mahindra	19,158	18,288	4.8%	6.9%
4	Honda	15,034	18,509	-18.8%	5.4%
5	Tata	14,620	11,776	24.2%	5.3%
6	Renault	12,143	1,781	581.8%	4.4%
7	Toyota	12,067	11,376	6.1%	4.4%
8	Ford	9,018	8,296	8.7%	3.3%
9	Nissan	4,958	2,615	89.6%	1.8%
10	Volkswagen	3,929	3,226	21.8%	1.4%
11	GM	2,101	2,478	-15.2%	0.8%
12	Skoda	1,218	1,243	-2.0%	0.4%
13	Mercedes Benz	961	957	0.4%	0.3%
14	Audi	856	971	-11.8%	0.3%
15	FIAT	602	539	11.7%	0.2%
16	BMW	562	609	-7.7%	0.2%
17	Volvo	130	130	0.0%	0.0%
18	HM	65	150	-56.7%	0.0%
19	Porsche	23	25	-8.0%	0.0%
20	Force	10	12	-16.7%	0.0%

### Hyundai Motor Company

Established in 1967, Hyundai motor co. has grown into the Hyundai Motor Group, which was ranked as the world's fifth largest auto maker since 2007 and includes over two dozen auto related subsidiaries and affiliates. Hyundai Motor, which exported its first independently made high quality vehicles ranging from sedans, SUVs, trucks and buses. In 2010, Hyundai Motor sold about 3.6 million cars worldwide, up 16.3 % from 2009. Hyundai Motor, South Korea's largest automaker, sold 659,565 cars in the Korean domestic market in 2010, reaching a market share of about 45 %. Outside Korea, the company sold about 2.9 million cars 2010 in over 186 countries through some 5,300 dealers.



Model	Mar 2015	Feb 2016	Mar 2016	MoM Change	YoY Change
<b>Eon</b>	6045	5539	5460	-1.43%	-9.68%
<b>i10</b>	3629	2128	1980	-6.95%	-45.44%
<b>Grand i10</b>	8856	8898	9544	7.26%	7.77%
<b>i20</b>	12812	10202	10647	4.36%	-16.90%
<b>Xcent</b>	4500	4193	3761	-10.30%	-16.42%
<b>Verna</b>	3400	1368	1520	11.11%	-55.29%
<b>Creta</b>	Not Launched	8196	8163	-0.40%	-
<b>Elantra</b>	83	114	74	-35.09%	-10.84%
<b>Santa-Fe</b>	200	78	52	-33.33%	-74.00%
<b>Total Sales</b>	39525	40716	41201	1.19%	4.24%

### Consumer Preference

In olden day's Fiat and Ambassador cars were very popular in India. As many companies have introduced many models the Indian users are the changers. They will select cars according to their tastes and the availability of funds. Brand image is broader than brand personality in real. A well-established brand has a clear brand personality. It may remain unstated. But it can play a strategic role in brand ware. Closely position brands may also acquire distinct personalities as a result of exposure to the quality of the product, attraction in packing, service at the time of sale and after sale, word-of-mouth and advertising strategies adapted by the company. Brand is thought as being friendly, boring, funny, rude, caring stylish etc. consumer need to think of brands in human terms. The ability of a brand personality comes through consistency.

Brands are much like people. They have certain physical characteristics, certain skills and abilities and certain associations and attitudes like an individual, a brand too is a blend of all these. The brand therefore; appeals to senses, to reason and to emotions. Various factors influence a human beings perceived personality. Example, family, friends, neighbours, school religious, institutions, socialization in general similarly, various factors influence formation of a brand personality, they are either product related or non-product related factor.

### Percentage Analysis

**Table-1, Age of the Respondents**

Age	No. of Respondent	Percentage
Up to 30 years	10	12.5
31 – 40 years	28	35
41 – 50 years	25	31.5
Above 50 years	17	21
<b>Total</b>	<b>80</b>	<b>100</b>

The above table shows that 12.5 %age of the respondents are in the age group of up to 30 years, 35 % of the respondents are in the age group of 31-40 years, 31.5 % of the respondents are in the age group of 41-50 years and 21 % of the respondents are in the age group of above 50 years. It is concluded majority of the respondents are in the age group of 31-40 years.

**Table-2, Gender of the Respondents**

Gender	No. of Respondent	Percentage
Male	55	69
Female	25	31
Total	80	100

The above table shows that 69 % of the respondents are male and 31 % of respondents are female. Majority of the respondents are from male respondents.

**Table-3,Occupation of the Respondents**

Occupation of the Respondents	No. of Respondent	Per cent
Business	45	56
Profession (Teacher, Doctor, Lawyer )	20	25
Others	15	19
Total	80	100

The above table shows that 56% of respondents belonging to the business people 25% of the respondents belonging to the profession ( Teacher, Doctor, Lawyer) and 19% of the respondents belonging to the other category.

**Table-4,Income Level of the Respondents**

Income	No. of Respondents	Percentage
Less than 3,00,000	10	12.5
3,00,000 to 6,00,000	30	37.5
More than 6,00,000	40	50
Total	80	100

The table is clear 12.5 % of respondents income are less than 3,00,000, 37.5 % of respondents income are 3,00,000 to 6,00,000 and 50 % of respondents income are above 6,00,000. It concludes 50 % of respondent's incomes are more than 6, 00,000.

**Table.5 Sources of pre- purchase information obtained**

Response Category	Nos	Percent
Friends and relatives	25	31.25
Newspaper advertising	10	12.5
TV advertising and Internet	45	56.25
Total	80	100

depicts the sources of information pertain pre- purchase obtained by the respondents across the study area, around 31.25 percent obtained the information from their relatives and friends.12.5 percent of the respondents obtained the information from Newspaper and 56.25 percent TV advertising respectively, around 20.6 percent got the information from various home appliances and internet.

**Table 6 Mode of payment**

Response Category	Nos	Percent
Cash	25	31.25
EMI	55	68.75
Total	80	100

Table. depicts the mode of payment of the respondents for the purchase of hundai car in the study area. Nearly 31.25 per cent of the respondents made full payment for the purchase and 68.75 per cent of the respondents availed the loan either from bank or other financial institution to purchase home appliances. As majority of the respondents are employed or professionals, so they could avail the car loans more easily as the bankers given more priority to employed persons and professionals in home appliances loans and other loans provision across the study area.

**Table. 7 Level of Involvement in purchase of Hyundai cars**

Response Category	Nos	Percent
Highly Involved	25	31.25
Fairly Involved	10	12.5
Involved but not concerned	10	12.5
Completely Involved and Concerned	30	47.5
Not involved	5	6.25
Total	80	100

Table illustrate the level of involvement of the respondents on home appliances purchase across the study area. Nearly 31.25 per cent opined that they have highly involved.12.5 percent fairly involved, and 12.5 percent stated that they have involved but not concerned and around 47.5 percent completely involved and concerned. 6.25 percent are not involved.

**8. Level of Satisfaction service and model of Hyundai cars in Chennai city**

	Highly Satisfied		Satisfied		Dissatisfied		Highly Dissatisfied	
	Nos	Percent	Nos	Percent	Nos	Percent	Nos	Percent
<b>Model</b>	30	37.5	25	31.25	15	18.75	10	12.5
<b>Style</b>	25	31.25	30	37.5	15	18.75	10	12.5
<b>Luxury</b>	33	41.25	17	21.25	23	28.75	07	8.75
<b>Feeling Comfort</b>	38	47.5	22	27.5	12	15	08	10
<b>Service</b>	40	50	20	25	15	18.75	05	6.25
<b>Quality</b>	45	56.25	20	25	10	12.5	05	6.25

Source: Computed from Primary Survey

Table. portrays the level of satisfaction on the technical aspects of the Hyundai car owned by the respondents in the study area, with regard to model nearly 37.5 percent were highly satisfied, 31.25percent were satisfied, 18.5 percent were dissatisfied and 12.2 5percent were highly dissatisfied, with regard to style nearly 31.25 percent were highly satisfied, 37.5 percent were satisfied, 18.5 percent were dissatisfied and 12.5 percent were highly dissatisfied, with regard to luxury nearly 41.25 percent were highly satisfied, 21.25percent were satisfied, 28.75 percent were dissatisfied and 3.6 percent were highly dissatisfied, with regard to the Kinetic capacity nearly 75.6 percent were highly satisfied, 16 percent were satisfied, 5.8 percent were dissatisfied and 8.75 percent were highly dissatisfied, as the empirical evidence stated that major portion of the respondents were largely satisfied over the feeling of the comport of the Hyundai car owned by them across the study area.

**Table-9,Purpose of using Car**

Purpose of using Car	No. of the Respondents	Per cent
An Asset	25	31
A prestige symbol	04	5
Family travel	35	44
Convenience	16	20
Total	<b>80</b>	100

**Frequencies Table 10**

**Statistics**

Age of the Respondent

N	Valid	80
	Missing	0

Age of the Respondent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto 30 years	10	12.5	12.5	12.5
	31-40 years	28	35.0	35.0	47.5
	41-50 years	25	31.3	31.3	78.8
	Above 50 years	17	21.3	21.3	100.0
	Total	80	100.0	100.0	

**Table -11 Gender of the Respondent \***

**level of involvement in purchase of hyundai cars Cross tabulation**

		level of involvement in purchase of hyundai cars					Total
		Highly Involved	Fairly Involved	Involved but not Concerned	Completely involved and concerned	Not Involved	
Gender of the Respondent	Male	16	9	8	18	4	55
	Female	9	1	2	12	1	25
Total		25	10	10	30	5	80

The majority of the respondents are male involvement in purchase of Hyundai cars

**Table -12 Age of the Respondent \* level of involvement in purchase of hyundai cars Cross tabulation**

Count		level of involvement in purchase of hyundai cars					Total
		Highly Involved	Fairly Involved	Involved but not Concerned	Completely involved and concerned	Not Involved	
Age of the Respondent	Upto 30 years	3	1	1	4	1	10
	31-40 years	9	4	3	11	1	28
	41-50 years	6	4	3	9	3	25
	Above 50 years	7	1	3	6	0	17
Total		25	10	10	30	5	80

Above the table discussed Level of involvement in purchase of hyundai car of the respondents are age group of 31-40 are completely involved and concerned

**Table -13 Occupation of the Respondent \* Level of Satisfaction service and model of Hyundai cars in Chennai city Crosstabulation**

Count		Level of Satisfaction service and model of Hyundai cars in Chennai city				Total
		Highly satisfied	Satisfied	Dissatisfied	Highly Dissatisfied	
Occupation of the Respondent	Business	14	17	9	5	45
	Profession (Teacher, Doctor, Lawyer)	7	5	4	4	20
	Others	4	7	3	1	15
Total		25	29	16	10	80

**Interpretation: majority of the respondents are belong to the business people are highly satisfaction and satisfaction level**

Count		Level of Satisfaction service and model of Hyundai cars in Chennai city				Total
		Highly Satisfied	Satisfied	Dissatisfied	Highly Dissatisfied	
Income Level of the Respondent	Lessthan 3,00,000	5	2	1	2	10
	3,00,000 - 6,00,000	14	8	4	4	30
	Morethan 6,00,000	18	12	7	3	40
Total		37	22	12	9	80

### Interpretation

The above table shows that 35% of the respondents uses car for the family travel, and 25% of the respondents believes that it is an asset, and 16% of the respondents use car for the purpose of convenience, and 5% of the respondents kept it as a prestige symbol.

### Findings

- Majority of the respondents are in the age group of 31-40 years.
- Majority of the respondents are from male respondents.
- Majority showing 56 % of respondents from business.
- It concludes 50 % of respondent's incomes are more than 6, 00,000.
- Respondents are belongs to the age group of 31-40 years
- Purpose of using of respondent of car family travel 44 per cent.

### Conclusion

In this pressurised market, every company are producing the product for the benefit of customers as well as owners. The following conclusion are drawn from the study, management should satisfy customers and employee by giving incentives and promotions. The customers are satisfied with brand image, after sales service, comfort, stylish etc., they are happy with this product and recommended others to buy.

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