

Customer Attitude Towards Hyundai Motors

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Abstract- *The Indian automotive business became the fourth largest within the world. Hyundai is among the only a few automotive manufacturers to know the Indian automotive market well. It's the second largest automobile manufacturer. Customer choice process is a complex phenomenon. Making a decision to buy a product or services involves many processes. The research has made an attempt to identify the brand preference of Hyundai cars in the study area and to examine customer satisfaction. This study includes the ways of getting awareness about Hyundai cars, the factors influencing the buying decision of the customers and the level of satisfaction towards Hyundai cars. In order to analyse the level of satisfaction of customers towards Hyundai cars, Simple Percentage Analysis method is used to each influencing factor. With regard to after sale service, interior decoration and Air cooler facility, the customers are dissatisfied with these factors. On the positive side, Most of the customers are very much satisfied with the style/colour, safety, engine performance and driving comfort.*

I. INTRODUCTION

The Indian automotive component industry is dominated by around 500 players which account for more than 85% of the production. The turnover of this industry has been growing at a mammoth 28.05% per annum from 2002-03 onwards as illustrated in which it clarifies the emergence as one of India's fastest growing manufacturing sectors. During 1990s, the auto components marketing used to be dominated by supplies to the aftermarket with only 35% exports sourced by global Tier 1 OEMs (Original Equipment Manufacturers). The industry made a sustained shift to the global Tier 1 market and today, the component manufacturers supply 75% of their exports to global Tier 1 OEMs and the remaining to the after-market. This is largely due to the growing capability of The Indian component suppliers in understanding technical drawings, conversance with global automotive standards, economically attractive costs (manufacturing costs are 25%-30% lower than its western counterparts), flexibility in small batch production and growing information technology application for design, development and simulation.

STATEMENT OF THE PROBLEM:

The topic is designed to improve customer satisfaction towards products and services at Hyundai. The research is also directed towards finding various factors causing satisfaction and dissatisfaction towards the various services how can company could improve its marketing strategies to improve the customer satisfaction level. Consumer behaviour assumes an essential part in empowering an association to change and create connect with consumers.

OBJECTIVES OF THE STUDY:

1. To know the customer awareness towards various brands and models of Hyundai Cars.
2. To analyse the factors influencing the buying decision of Customers and identify the level of Customer Satisfaction towards buying of Hyundai Cars.

SCOPE OF STUDY:

1. The study helps to know about the consumer perception towards Hyundai cars among other competing brands.
2. The efficiency of dealer service provided to the customer, so that it can create the root for further improvements.

II. REVIEW OF LITERATURE:

Dr. A.T. Jaganathan, Mr. M. Mohanraj (2015) in their present to study the brand preference of customers with regard to Hyundai. The result of this study reveals that level of satisfaction and the overall performance of the Hyundai cars are good. The study has suggested that the advertisers need to focus on their market assuming the influence of the television advertisement in the Hyundai purchase behavior.

Dr. V. Suganthi (2016) study made an attempt to understand the factors influencing buying decision of the customer. Most of the customers are satisfied with the Mileage and fuel efficiency of the car and they preferred Hyundai.

Ganguly and Roy (2012) studied the factors affecting customer satisfaction in Hyundai; Questionnaire developed to determine the factors for customer satisfaction was distributed

among the respondents. The dimensions were identified using an exploratory factor analysis. The paper identifies four generic dimensions in the technology, convenience, and technology convenience, easiness, reliability.

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN:

The research will bring light the perception of customers regarding the awareness and demand of various services presently offered by HYUNDAI motors. This study will help us to understand customers, preference and their needs, and it will help to improve the standard of service. It also helps to know whether the existing products or services which they are offering are really satisfying the customer needs.

SAMPLE SIZE:

The sample size is **127** respondents

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

First time collected data are referred to as primary data. In this research the primary data was collected. The questionnaire consists number of questions in google form.

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

TOOLS FOR ANALYSIS:

Following tools are used in the study

- Percentage analysis.
- Pie charts.
- Research Instrument and tools used are questionnaire for collecting primary data.

LIMITATIONS OF THE STUDY:

1. Difficulty in communication within the city while conducting the survey.
2. Time was the major constraint for the project.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	63	49.6
	Female	63	49.6
	Prefer Not to Say	01	0.8
Age	Above 18-20	57	44.9
	Age 20-30	49	38.9
	Age 30-40	15	11.8
	Age 40-50	3	2.4
	Above Age 51	3	2.4
Reasons of the Respondents to choose Hyundai Cars	Features of the car	61	48
	Price range	29	22.8
	Design of the Car	28	22
	Mileage	9	7.1
Drive preference in Hyundai cars	Hatchback	49	38.6
	Compact	15	11.9
	SUV	27	21.3
	Sedan	36	28.3
Model Preference in Hyundai cars	Grand i10Nios	35	27.5
	i20	13	10.2
	Creta	31	24.4
	Venue	26	20.5
	Verna	13	10.2
	Kona Electric	9	7.1
Consideration of Hyundai Cars as "Value for Money"	Agree	74	58.3
	Disagree	7	5.5
	Neutral	49	36.3

Sufficiency on Hyundai Service centre as a superior Customer Experience	Sufficient	73	57.5
	Average	50	39.4
	Insufficient	4	3.1

INTERPRETATION

This study reveals that Majority 49.6% of the respondents belongs to both 'Male' and 'Female' category, Majority 44.9% of the respondents belongs to 'Age 18-20' category, Majority 48% of the respondents choose Hyundai cars for the 'Features of the Car', Majority 38.6% of the respondents Drive preference in Hyundai cars is 'Hatchback' cars, Majority 27.5% of the respondents Model preference in Hyundai cars is 'Grand i10 Nios', Majority 58.3% of the respondents have considered Hyundai cars as 'Value for Money' and Majority 57.5% of the respondents had a superior customer experience in Hyundai Service center.

IV. FINDINGS

- Majority **49.6%** of the respondents belongs to both 'Male' and 'Female' category.
- Majority **44.9%** of the respondents belongs to 'Age 18-20' category.
- Majority **48%** of the respondents choose Hyundai cars for the 'Features of the Car'.
- Majority **38.6%** of the respondents Drive preference in Hyundai cars is 'Hatchback' cars.
- Majority **27.5%** of the respondents Model preference in Hyundai cars is 'Grand i10 Nios'.
- Majority **58.3%** of the respondents have considered Hyundai cars as 'Value for Money'.
- Majority **57.5%** of the respondents had a superior customer experience in Hyundai Service center.

V. SUGGESTIONS

- Majority of the respondents said that they want to purchase 'Hatchback' car in future, so that the company can come up with different variety of 'Hatchback' cars with high technology against its competitors.
- Safety is an important consideration for any vehicle. Improving safety features such as airbags, seat belts, and collision warning systems can help reduce the risk of accidents.
- Increase the range of electric vehicles: As electric cars become more popular, extending the range of Hyundai's electric vehicles can make them more competitive in the market. This can be achieved through advances in battery technology more efficient motors.

VI. CONCLUSION

The project entitled "**Customer's Attitude towards HYUNDAI MOTORS**" has helped in studying the various

aspects of consumer behavior especially towards Hyundai cars. The study also helped in understanding and analyzing customer satisfaction about services and products offered to customers. Every company in the automotive industry is trying to cover more market share than the other. So the company must be more alert in providing high quality service and awareness to customers. 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 influence buying behavior Hyundai car. In order to improve the production and sales operation the Hyundai car manufactures has to follow the above said suggestions.

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