



Consumer Satisfaction with Hyundai Cars

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ABSTRACT: According to Marketing, Consumer satisfaction is the extent to which consumers are happy with the products or services provided by a business. It is an important concept in business, because happy customers are those who most likely to place repeat orders and explore the full range of services offered. It plays a major role in marketing and administration". Businesses survive because they have customers that are willing to buy their product or service. However, many times businesses fail to "check in" with their customers to determine whether they are happy or not and what it will take to make or keep them happy. An Organization needs to retain existing customers while targeting new potential customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the consumer. According to this article, Hyundai Motor India Ltd, continuing with its tradition of being the fastest growing passenger car manufacturer was able to fulfill the above qualities and achieve a Level-1(Very Satisfied) customer satisfaction position.

Keywords: Consumer, Consumer Satisfaction, Hyundai Cars.

INTRODUCTION

Customers are your best source of business information. Whether it's to improve an existing product or service or whether the plan is to launch something new. When we open up the lines of communication, we are able to align our resources to best advantage, and we often can make changes or launch products more quickly. By talking to customers directly, we increase the odds for achieving success; "mistake-proof" the decisions and work on what really matters.

When we routinely ask the customers for feedback and involve them in the business, they, in turn, become committed to the success of the business. Consumer satisfaction can be measured using survey techniques and questionnaires. Questions typically include an element of emotional satisfaction coupled with an element of behavioral satisfaction, or loyalty to a particular product or service. Customer satisfaction data are received in a variety of methods, including:

- Feedback received in response to answers to customer complaints

- Dialogue between the customer and field executive or Management which is then documented in a trip visit summary report.
- Lost business reports
- Meetings with customers - interview sessions with questionnaires

Conducting survey is an effective method for measuring customer satisfaction and achieving continuous improvement in quality. There are five steps in conducting a successful survey. They are:

- Decide on your objectives
- Develop the survey
- Administer the survey
- Analyze the results
- Communicate the results

Consumers are most likely to report satisfaction with goods and services if they are made to feel "special" by the provider. In other words, if the staff of a company pays attention to the individual needs of its customers, before, during and after the sales process, they are more likely to return.

METHODOLOGY

A research Method is a specification of design and procedures or acquiring the information needed. It is the overall observational pattern or framework of the projects that stipulates what information is to be collected, from which sources, by what procedure. A passenger vehicle is a specialty good to the consumer and it also has shopping goods characteristics. Mainly this product undergoes a lot of physical and psychological evaluation before the purchase decision is made. This product has a reference influence on the wire hence "publicity" advertisement is importance. A brand's for the sales growth to some extent depends on the publicity and also reference influences. In developing a brand strategy, it is required to know the level of satisfaction with a particular brand of car.

Here the reference is with "HYUNDAI CARS" hence the problem identified is "CONSUMER SATISFACTION WITH HYUNDAI CARS".

In order to determine the criteria of this research, its Scope of the study is limited and determined by the Hyundai owners and their preferences are based on:

- Nature and performance of the product
- Cost and effort spend before obtaining the product
- Social benefits or cost accrued to the product consumer satisfaction level is also based on future purchase and comparison with other brands.

In this research we want to study about the Hyundai customer satisfaction methods and the factors influencing it.

There are two types of data in mythology, Primary data and Secondary Data:

- PRIMARY DATA: Data are collected primarily through personal contact, interview and questionnaire with the concerned authority of the organization and investors.
- ✓ Questionnaire method: This is the most popular method used for the collection of data; it contains many questions pertaining to the field of enquiry and provides space for answers

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- ✓ Interview Method: the interview method of collecting data involves presentation of oral verbal stimuli and reply in terms of oral verbal responses.

SECONDARY DATA: Data are collected through secondary modes such as various published data, reports, related articles in newspapers and magazines and websites.

The data collected were grouped into research characteristics and further subjected to segmentation and then the scores were obtained by using tally bars. The scores and percentage are presented in tables, graphs and charts. By percentile inferences were drawn. Every table for each test is represented through charts and graphs.

RESULTS

The data for analysis is collected based on the interpretations of various factors which is presented in the following way

Table 1. Analysis on Reason for Purchasing the Hyundai Cars

Reason	Respondents
Manufacturers reputation	6
Availability of service	8
Cost of the vehicle	4
Looks of the vehicle	2

From the above chart we can make out that most of the buyers say that they have purchased the car because of the availability of service and manufacturing reputation of the company and importance towards the cost of the vehicle as well. From this we can make out that the company has created a Good Brand loyalty among the customers and because of the luxury provided by the company towards the vehicle and the good service facility available from the dealer side. So people would like to buy the Hyundai cars because of the available facilities and also due to the reputation which is gained by the manufacturer.

Table 2. Analysis on Awareness about the Car

Sources	Respondents
Television Advertisement	7
Newspaper Advertisement	3
Friends and Relatives	9
Other Sources	1
Total	20

From the above findings we can make out that FRIENDS AND RELATIVES i.e. word of mouth publicity has made the Customers to purchase the Hyundai Cars and also the Television Advertisement has play a major role in the purchase of Hyundai Cars. Here we can see that the impact of friends and relatives and the role of media publicity had played a major role in the purchase of Hyundai vehicles. The satisfied Hyundai customers will recommend their friends and relatives to buy the Hyundai car and the television advertisement will let the people to know about the vehicle more.

Table 3. Analysis on How the Car Is Being Purchased

Mode of Purchase	Respondents
Through Loan	12
Direct Payment	8

As per the findings from a group of 20 customers it has been found out that 60% of the people had purchased the vehicle by taking loans. Remaining 40% of people are through direct payment. Here most of customers have purchased the car through loans. So the company should provide some good finance option by giving attractive finance schemes and good interest rates. So that it will help future customers for buying the cars.

Table 4. Other Parameters Considered While Purchasing the Hyundai Cars

Reason	Respondents
Looks	2
Price	3
Color	2
Engine Capacity	4
Pickup	6
Accessories	3

From the above table we can draw the information that the most of the people give much preference to the pickup and engine capacity and also some importance towards looks mileage etc. Since consumers consider more than one factor for buying a car. Most of them have chosen because engine capacity, mileage, price, pickup because people of our country are much aware about the value of the money. This car provides and fulfills most of the needs like reasonably priced, good mileage, pick-up etc.

Table 5. Analysis on Further Plans of the Customers towards New Car

Car	Respondents
Hyundai	8
BMW	1
Hindustan Motors	2
Maruti	2
Ford	3
Honda	4

From the above table we can draw the inference that the people are well satisfied with the Hyundai car and when the survey is conducted, the people were asked about their future plan of purchasing new vehicle. Maximum of them prefer Hyundai vehicles. Here when the customers were asked about their future car most of them opted toward Hyundai. This shows there brand loyal toward the company and their faith toward the company. We find that the Hyundai car is ranked as top most position, with such a good percentage we can easily make out that Hyundai Cars is liked by most of the people. The organization must keep on conducting the surveys, should identify the needs of the customer and it should try to fulfill them for its long run and to retain the market share. When the surveys is conducted the information drawn is if the Hyundai Customers planning go for a new car he is once again back to Hyundai with more luxury and good features, which have satisfied him.

Table 6. Analysis on Purpose of the Car

Purpose of Use	Respondents
Own use	15
Company use	4
Tax Service	1

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Of the 20 respondents 75% of them say that the vehicle is used for OWN USE and only 20% use for company purpose and 5% for Taxi purpose. From this we can say that the car is purchased more than 70% for OWN USE 25% for company use and 5% for taxi services. This shows that the Hyundai cars are purchased to make use for own purpose not for the commercial purpose. So the Hyundai vehicles are termed as complete family vehicle with required family comforts and luxuries.

Table 7. Analysis on Opinion about the Price of the Car by the Customer

Price Rated	Respondents
Highly priced	2
Reasonably priced	15
Approximately priced	3
Below level Priced	0

From the above table we can draw the inference that the pricing of the car is well accepted by the customers. 15 of them say that Hyundai Car is reasonably priced. From the above we can say that the price of Hyundai cars is reasonably priced the customers have accepted the price and the customers are satisfied from the price of the Hyundai cars. So the company should maintain the price any try to reduce the price to slight extent if possible.

Table 8. Analysis on Occupation of the Hyundai Car Owners

Occupation	Respondents
Government	2
Professionals	8
Business	6
Housewife	2
Retired	2

From the above table we can make out that the Hyundai car buyers are more in number from the Business Group as well as professionals. Here most of the Hyundai car customers are from professional back ground and business background. So they opt for the luxury and good performed vehicles. Hyundai cars have satisfied all their needs and demands. So all the customers are satisfied about the vehicle from this we can make out that business people and professionals have more buying power compared to other occupational groups.

Table 9. Analysis on Performance Ranked By the Customer

Performance	Highly satisfied	Satisfied	Dis-satisfied
Pick-up	8	11	1
Interior	1	12	7
Mileage	4	12	4
Road Handling	8	8	4
Comfort	7	8	5
Visibility	4	11	5
Service Backup	13	4	3

From the table we can make out that most of the Hyundai car customers are satisfied about the performance of pick-up, mileage, interior, Road handling, comfort, visibility, service.

From the above we can say that some Hyundai customers are highly satisfied with all the features, mileage, pick up, visibility, road handling etc. but still we can find that there are customers showing their dissatisfaction whom the organization can't neglect. Hence the

organization must try to make the dis-satisfied customers to get satisfied or else their opinion may directly or indirectly affects the organization

CONCLUSIONS

From the findings and analysis it is clear that Hyundai Car is highly preferred when compared to the other brands of car in the same segment. With the analysis through the survey the findings and analysis shows that 80% of the consumer are happy with the product performance and also sales service and rest 20% of them says that they are dissatisfied.

Since each customer is like an asset for an organization the company should try to improve in the area of dissatisfaction. We know that getting new customer is double the cost of retaining the old customer so the company should focus on retaining the old customers whom in the future purchase the product or recommend others to purchase the product. Thus they help directly or indirectly for the product sale. Change is the only think to retain and attract the customers so the company should identify the needs and dry to fulfill them. Finally we conclude the Hyundai is MORE POWER, MORE FUN car which is a complete family car and is accepted by most of them and it gives consumer satisfaction as per study undertaken.

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