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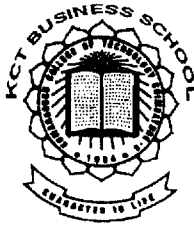
# **A STUDY ON CONSUMER SATISFACTION TOWARDS HYUNDAI CARS IN COIMBATORE CITY**

A SUMMER PROJECT REPORT  
Submitted to the  
Faculty of Management Sciences, Anna University  
in partial fulfillment of the requirement  
for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION

By

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October, 2006  
DEPARTMENT OF MANAGEMENT STUDIES  
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COIMBATORE-641006



DEPARTMENT OF MANAGEMENT STUDIES  
**KUMARAGURU COLLEGE OF TECHNOLOGY**  
COIMBATORE

**BONAFIDE CERTIFICATE**

Certified that this project report titled “A STUDY ON CONSUMER SATISFACTION TOWARDS HYUNDAI CARS IN COIMBATORE CITY” is the bonafide work of Mr **S.Raj Kumar (71205631043)** who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate

  
N. Jothilingam

Faculty Guide

  
Prof. S. Ganesan

Director

---

Evaluated and Viva-voce examination held on .....

Examiner 1

Examiner 2

## **DECLARATION**

I, hereby declare that this summer project report entitled as “**A STUDY ON CONSUMER SATISFACTION TOWARDS HYUNDAI CARS IN COIMBATORE CITY**” has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of faculty guide Mr N.Jothilingam during the academic year 2006 – 2007.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

**PLACE: COIMBATORE**

**DATE:**

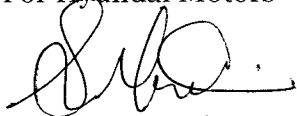
**(S.RAJ KUMAR)**

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr.S.Rajkumar** of Kumaraguru college of Technology, Coimbatore-641006, Department of Management Studies has successfully completed the project titled “**CONSUMER SATISFACTION TOWARDS HYUNDAI CARS IN COIMBATORE CITY**” from 8<sup>th</sup> June ‘06 to 3<sup>rd</sup> August ‘06 in our concern .The Project was carried out with a lot of zeal, enthusiasm and to our full satisfaction.

During the project, we found him be dedicated and his decorum was good.

For Hyundai Motors



Mukesh Kannah.S

(Marketing officer)

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## ACKNOWLEDGEMENT

On the onset let me pay my salutations to the Almighty God for his divine grace on me to overcome the rough sea, I faced during the course of the study and, without whom I cannot spell success.

I express my sincere gratitude to our beloved correspondent **Prof.Dr.K. Arumugam**, the prime guiding sprit of Kumaraguru College of technology.

I extend my heartfelt thanks to **Dr.Joseph V.Thanikal**, Principal Kumaraguru College of Technology, Coimbatore for providing facilities to do this project.

At the culmination of the study I wish to express my heartfelt thanks to **Prof. S.Ganesan** M.Com, M.Phil, MBA, Ph.D, and Director of KCT Business School who has been a source of ever inspiration and allowing me to take decisions as well as extending his valuable suggestions and critical comments during the study.

Words will not suffice to acknowledge and thank enough, to convey my genuine gratitude to **Dr. S.Sabapathy** B.E (Mechanical).

I express my sincere and profound thanks to **Col.N.Jothilingam**. Professor who was my guide and was very helpful by inculcating my interest for constantly extracting the best out of me at all stages of my study, by imparting his great wisdom, ideas and supervision as well as his innate ability ever approachable and ever ready to lead at all times during this study was unmatched.

I deeply thankful to **Mr.S.Mukesh Kannah** Marketing officer for his valuable suggestions and his advice along with continued support during the course of the project.

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## **EXECUTIVE SUMMARY**

Consumer satisfaction is the key to witness substantial growth and to leverage the process of the company. Studying consumer satisfaction in coimbatore was conducted through questionnaire involving 75 samples of various Hyundai brand cars to know their perception in using the Hyundai variant car's. The research methodology is descriptive and simple percentage tool was used to obtain the result. The counterparts in the market were also taken into consideration to have an effective knowledge of various brands and segments. At this juncture such a study is relevant and vital, which allows formulation of new strategies and preventive measures.

## **ABOUT THE STUDY**

### **MARKETING**

“Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and service to the present and potential customers”.

William .J. Stanton

### **CONSUMER SATISFACTION**

Consumer satisfaction is the extent to which a products persevered performance matches a buyers expectation. If the products performance falls short to expectations, the buyer is dissatisfied. If performance matches or exceeds expectations the buyer is satisfied or delighted. Consumer Satisfaction is closely.

### **HOW TO KEEP CUSTOMERS SATISFIED**

There are six basic elements for keeping customers satisfied. They are,

- ↳ Quality product
- ↳ Fair price
- ↳ Effective delivery
- ↳ Effective and economical after sales service
- ↳ Serious consideration of consumed complaints
- ↳ Excellent customers handling

## **STEPS IN CUSTOMER SATISFACTION**

- ☞ Customer wants and needs
- ☞ Understanding the market condition
- ☞ Getting it right the first time
- ☞ Effective communication
- ☞ Complaints feed back and recovery
- ☞ Problem solving
- ☞ The managerial and ownership of change

## **BUYER BEHAVIOUR**

Buyer behaviour is the process where the individual decides whether what, when, how and from to whom to purchase goods and services.

## **BUYING MOTIVE**

A motive is an urge which prompts a person to action. A buying motive may be defined as that factor which motivates a person to buy a particular brand of the product.

Some of the important buying motives are,

- ☞ Comfort
- ☞ Style
- ☞ Gain and Economy
- ☞ Complaints
- ☞ Fashion
- ☞ Vanity

## **OBJECTIVES**

- ☞ To study about the satisfaction level on Hyundai cars with respect to various features.
- ☞ To know about the knowledge of customers on range of Hyundai Vehicles.
- ☞ To analyze the problems faced by the Hyundai car owners.
- ☞ To give suggestions to improve the performance and sales of Hyundai cars.

## **METHODOLOGY**

The chapter explains about the methodology adopted by the researcher in conducting the research work.

The methodology pertain to the present study is discussed under the following head.

1. Selection of the Area
2. Selection of the Sample
3. Method of Data collection
4. Analysis and Interpretation

### 1. SELECTION OF THE AREA

The area selected for the study in is around Coimbatore city.

### 2. SELECTION OF THE SAMPLE

From the Coimbatore city, 75 customers were drawn all Random.

### 3. METHOD OF DATA COLLECTION

The investigator has collected the data by using a structured Questionnaire. This study is based on both primary and secondary data. The questionnaire contains all the questions relevant to the study based on the objectives.

### 4. ANALYSIS AND INTERPRETATION

In order to analyze and interpret the data. Simple percentage tool was used.

## **LIMITATIONS**

- ↳ Due to time constraint the sample size is restricted to 75.
- ↳ Some of the respondents are non-cooperative.
- ↳ The finding and observation made in the study are purely based on respondent's answers.
- ↳ The car owner's expectations and preferences may change in course of time.
- ↳ My study is restricted to Coimbatore district.

## **CHAPTER SCHEME**

The chapter scheme includes an overall view of the project work. The report of the project work is organized into five chapters. The first Chapter is an overview about the Customer Satisfaction. It includes the definition, purpose, objectives, factors affecting customer satisfaction.

The Second chapter discusses the profile of the company. It includes the mission, objectives, quality policy, organization profile, hierarchy of executives, achievements and uniqueness of the firm.

The research methodology adopted for the study is prescribed in the third chapter. It includes introduction, statement of the problem, objectives of the study, sampling, data collection, data analysis, scope of the study , limitations of the study.

The analysis and interpretation of the data are discussed in chapter four. This chapter is divided into two chapters. The first chapter includes the measurement of Customer satisfaction and the second chapter includes the factors influencing the customer satisfaction.

The last chapter contains a summary of findings. It also gives some policy implications to be implemented in the company to provide more customer satisfaction.

## **HISTORY OF THE ORGANIZATION**

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company, South Korea and is the second largest and the fastest growing car manufacturer in India. HMIL presently markets 32 variants of passenger cars in six segments. The Santro in the B segment, Getz in the B+ segment, the Accent in the C segment, the Elantra in the D segment, the Sonata Embera in the E segment and the Tucson in the SUV segment.

The company recorded combined sales of 252,851 during calendar year 2005 with a growth of 17.26% over year 2004. HMIL is India's fastest growing car company having rolled-out 10,00,000 cars in just 90 months since its inception and is the largest exporter of passenger cars with exports of over Rs. 1,800 crores. HMIL has recorded a growth of 27.2% in exports over the year 2004.

HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts some of the most advanced production, quality and testing capabilities in the country. In continuation of its investment in providing the Indian customer global technology, HMIL has announced plans for its second plant, which will produce 300,000 units per annum, raising HMIL's total production capacity to 600,000 per annum by 2007.

HMIL is investing to expand capacity in line with its positioning as HMC's global export hub for compact cars. Apart from expansion of production capacity, HMIL plans



to expand its dealer network, which will be increased from 157 to 200 this year. And with the company's greater focus on the quality of its after-sales service, HMIL's service network will be expanded to over 1,000 in 2006.

The year 2005 has been a significant year for Hyundai Motor India. It achieved a significant milestone by rolling out the fastest "200,000th" export car. HMIL exports to over 60 countries globally and made a foray into the highly competitive UK market by exporting its first shipment of 820 cars.

HMIL has many awards in its bouquet. Recently Sonata Embera won "Executive Car of The Year 2006" award by Business Standard Motoring Magazine and Tucson has been declared as "SUV of The Year " by NDTV Profit-Car & Bike awards 2006. The mid-size sedan Accent won two awards, Accent Petrol-No 1 Entry mid-size car and Accent Diesel-No 1 mid-size diesel car by TNS. It was declared "The Star Company" amongst unlisted companies by Business Standard this year. Getz got the coveted "Car of the Year 2005" award twice over. It was declared a winner by both Business Standard Motoring and CNBC-TV18 Autocar Auto awards. Hyundai Elantra won the CNBC-TV18 Autocar "Best Value for Money" Car Award.

HMIL was also the "Manufacturer of the Year" two years in a row in 2002 and 2003. ICICI Overdrive Awards declared Hyundai as the "Car Maker of the Year" in 2003. Hyundai products with state of the art technology have also been winning many accolades over the years. Santro bagged top honours in JD Power Asia Pacific for three

years. Accent was ranked No. 1 in J D Power Asia Pacific APEAL for two years and also got Business Standard Motoring Jury award for its CRDi model.

HMIL has also been awarded the benchmark ISO 14001 certification for its sustainable environment management practices.

## **CAR INDUSTRY - STATUS ANALYSIS**

A present world is changing fast and India is no exemption. Specially after the opening up of the economy, the phase of change that India and its people are experiencing in their socio-cultural miller is mind-bulling, with the opening of the Indian economy, marketers today are facing new challenges and opportunities. The Indian marketing is emerging as a dynamic and competitive area. Where the only thing, change is permanent.

Motor car is one of the commonly used conveyors by the upper and middle class people. Before two decades only a few people had cars. But after the industrialization earning capacity among the middle class people has also increased. Nowadays motor car is not only bought for social status but also it is felt as a necessity with the increasing number of failing the capacity financially to buy a motor car, competition in the passenger car segment is high. Companies and their dealers have to be extra service oriented in their approach and have customer relationship has higher priority.

The automobile industry was included in the first schedule of the Industries Act 1951. During the year 1953 a tariff commission was appointed to enquire and recommended suitable policy measures for the development of automobile industry in India. During the year 1957 in view of the foreign exchange, the Government of India advised the automobile manufacture to modify their programs. As a result Hindustan motors, Premier Automobiles and Standard Motors gave up manufacture of certain product lines.

In the last four quick years, Hyundai motors, India as wrested market leadership in all its three segments from rival Maruti Suzuki and emerged as the most profitable customer with an estimated Rs. 210 crores bottom line last year.

Instead of bringing in a sedan like most other entrants, Hyundai brought in a small car to generate volumes.

Santro kicked off with a 70% local content (now 88%). This helped nipping at Maruti Esteems heels and in 2000 over took it. More recently, Sonata has done that in the luxury segment by pricing itself at Rs.12lakhs. In fact, Hyundai even gave Sonata a richer interior borrowed from its luxury car Grandeur. With Hyundai, you always get the impression that you are getting more than what you paid for.

Hyundai is the only foreign car manufacturer in India to have raced to market leadership and staggering profitability in less than 4 years.



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## **ABOUT THE PRODUCT**

The all new Hyundai cars are a stunning example of modern automobile design and continuous customer feed back drive and advancement coupled with now performance and functionality is the new symbol of power.

The following are the products of Hyundai motors,

1. Hyundai Sonata
2. Hyundai Santro Xing
3. Hyundai Accent
4. Hyundai Elantra
5. Hyundai Get z
6. Hyundai Tucson

## **AVAILABLE COLOURS OF HYUNDAI CARS**

2. Bright Silver
3. Ebony Black
4. Prime Berge
5. Modern Gray
6. Suave Blue
7. Noble White
8. Forest Dew

## **GENERAL FEATURES**

- ☞ Power steering
- ☞ High Power
- ☞ Fuel Efficiency

- ☞ Safety and Security
- ☞ Air Ventilation system
- ☞ Suspension
- ☞ Low Noise, Vibration and Harshness

**TABLE-1**

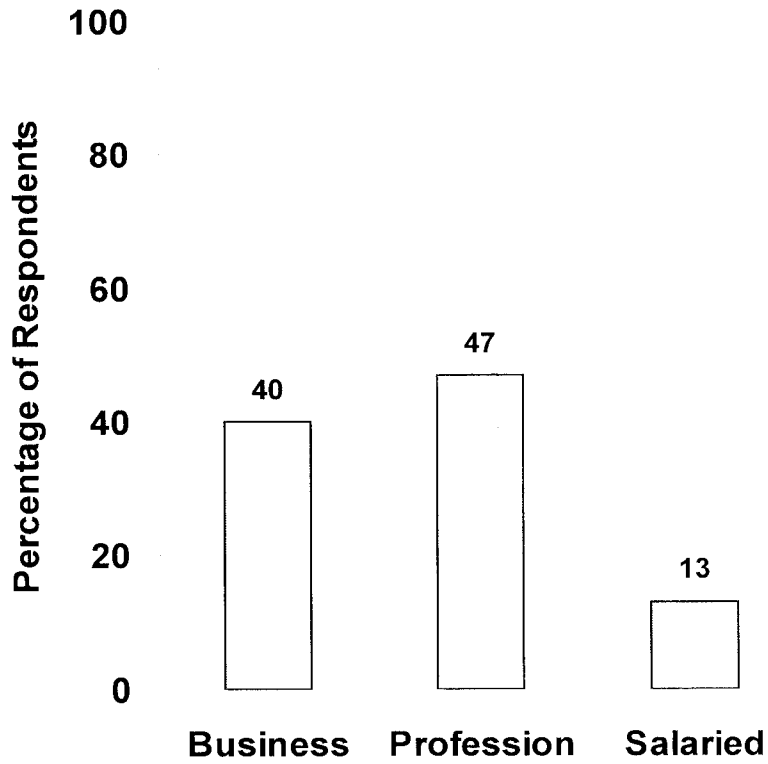
**THE OCCUPATION OF THE RESPONDENTS**

<b>S.No</b>	<b>Occupation</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Business	30	40
2	Profession	35	47
3	Salaried	10	13
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 40% of the respondents are Business people, 47% of the respondents are found to be Professionals and 13% of the respondents are salaried employees.

## CHART-1

### THE OCCUPATION OF THE RESPONDENTS





**TABLE-2**

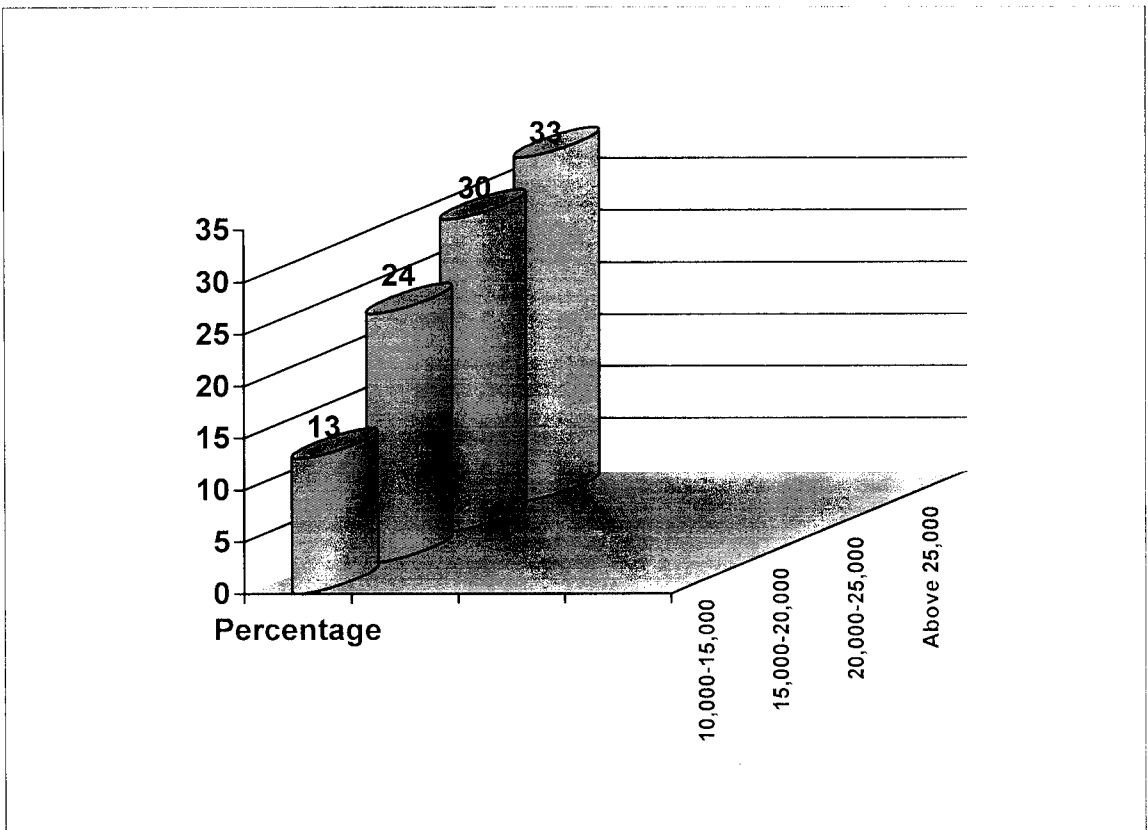
**THE MONTHLY INCOME LEVEL OF THE RESPONDENTS**

<b>S.No</b>	<b>Monthly Income (Rs.)</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	10,000-15,000	10	13
2	15,000-20,000	18	24
3	20,000-25,000	22	30
4	Above 25,000	25	33
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 33% of the respondents income level goes above Rs 25,000, 30% of the respondents income level ranges between Rs 20,000-25,000, 24% of the respondent income level ranges between Rs.15,000-20,000. 13% of the respondents income level ranges between Rs 10,000-15,000.

## CHART-2

### THE MONTHLY INCOME OF THE RESPONDENTS



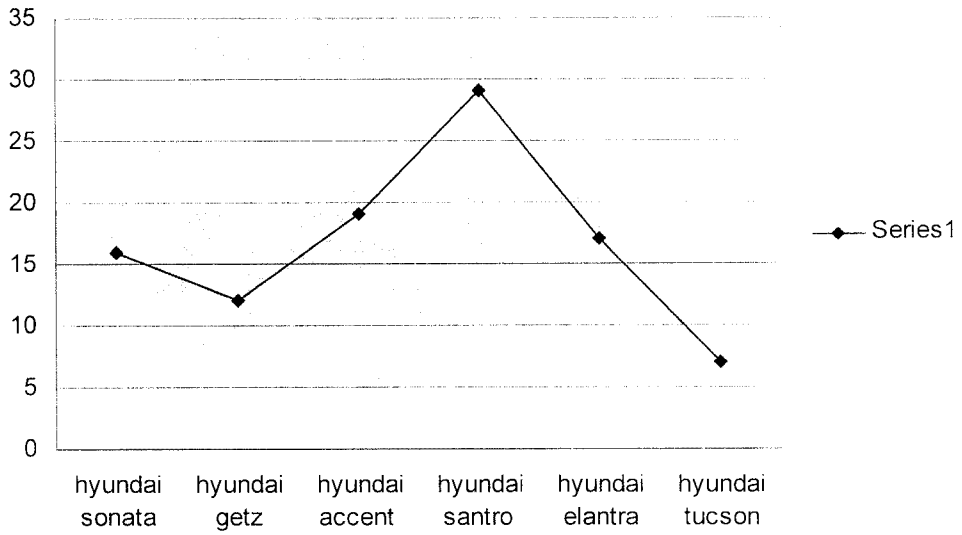
**TABLE-3****RANGE OF HYUNDAI CARS OWNED BY THE RESPONDENT**

<b>S.No</b>	<b>Model</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Hyundai Sonata	12	16
2	Hyundai Getz	9	12
3	Hyundai Accent	14	19
4	Hyundai Santro Xing	22	29
5	Hyundai Elantra	13	17
6	Hyundai Tucson	5	7
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clearly inferred that 29% of the respondents own Hyundai Santro Xing, 19% of the respondents own Hyundai Accent, 17% of the respondents own Hyundai Elantra and 16% of the respondents own Hyundai Sonata.

### CHART-3

#### RANGE OF HYUNDAI CARS OWNED BY THE RESPONDENTS



**TABLE-4**

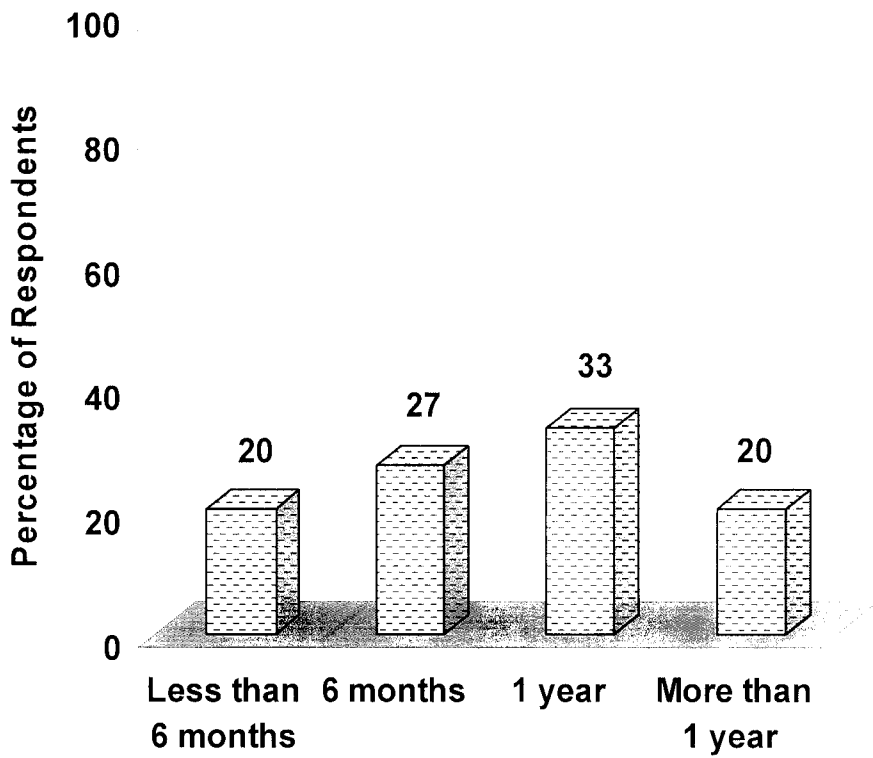
**USAGE PERIOD OF HYUNDAI CARS BY THE RESPONDENTS**

<b>S.No</b>	<b>Duration</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Less than 6 months	15	20
2	6 months	20	27
3	1 year	25	33
4	More than 1 year	15	20
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 20% of the respondents have been using the cars for less than 6 months, 27% of the respondents have been using the car for 6 months, 33% of the respondents have been using the car for 1 year, 20% of the respondents have been using the car for more than 1 year.

### CHART-4

#### USAGE PERIOD OF HYUNDAI CARS BY THE RESPONDENTS



**TABLE-5**

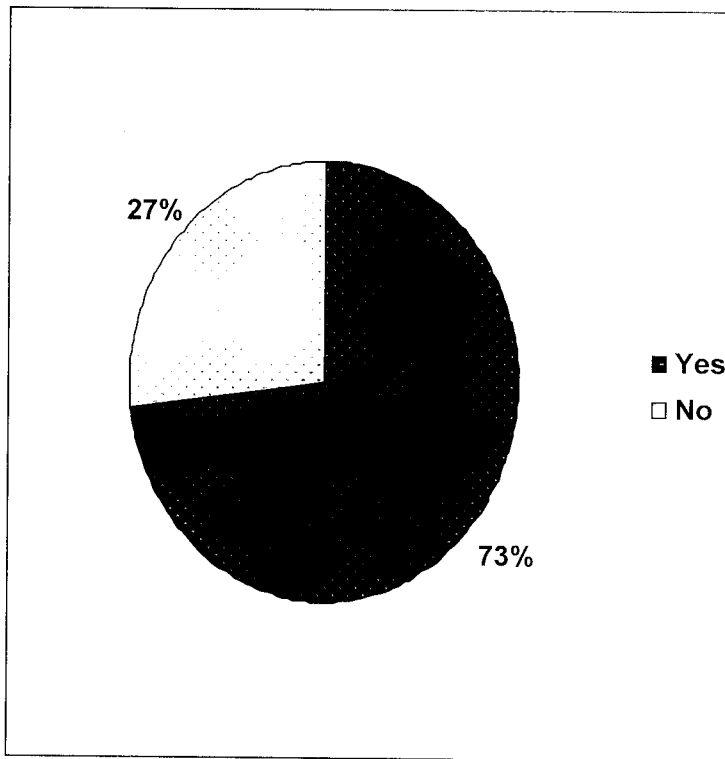
**LEVEL OF SATISFACTION OF THE RESPONDENT**

<b>S.No</b>	<b>Satisfaction Level</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Yes	55	73
2	No	20	27
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 73% of the respondents are satisfied and 27% of the respondents are not satisfied with Hyundai cars.

### CHART-5

### LEVEL OF SATISFACTION OF THE RESPONDENTS





**TABLE-6**

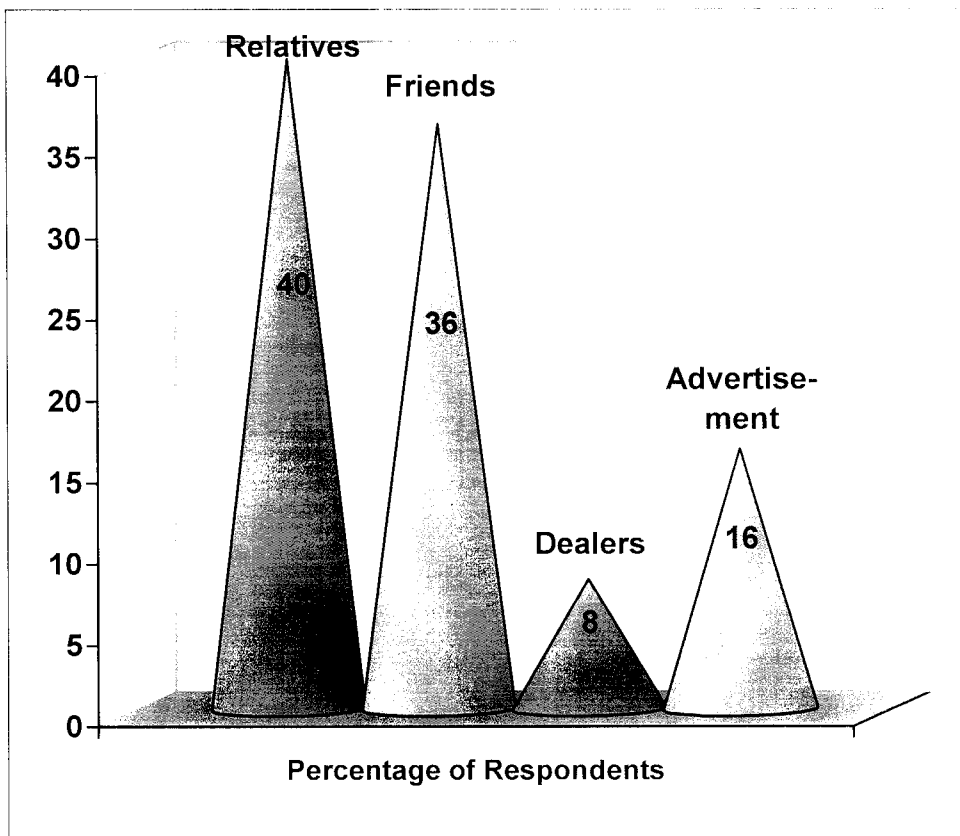
**THE SOURCE OF INFORMATION ABOUT HYUNDAI CAR**

<b>S.No</b>	<b>Particulars</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Relatives	30	40
2	Friends	27	36
3	Dealers	6	8
4	Advertisement	12	16
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clear that 40% of the respondents are aware of Hyundai cars through relatives, 36% of the respondents are aware of Hyundai cars through friends, 16% of the respondents are aware of Hyundai cars product through dealers, 8% of the respondents are aware of Hyundai cars through advertisement.

## CHART-6

### THE SOURCE OF INFORMATION ABOUT HYUNDAI CAR



**TABLE-7**

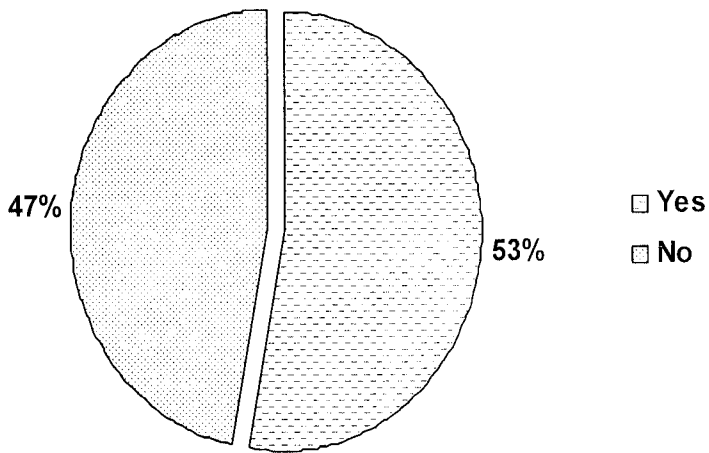
**BRAND AWARENESS OF THE RESPONDENT**

<b>S.No</b>	<b>Awareness</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Yes	40	53
2	No	35	47
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 53% of the respondents are aware of the brand and 47% of the respondents are not aware of the brand.

### CHART-7

### THE BRAND AWARENESS OF THE RESPONDENTS



**TABLE-8**  
**THE RESPONDENTS WILLINGNESS TO TEST DRIVE**  
**HYUNDAI CARS**

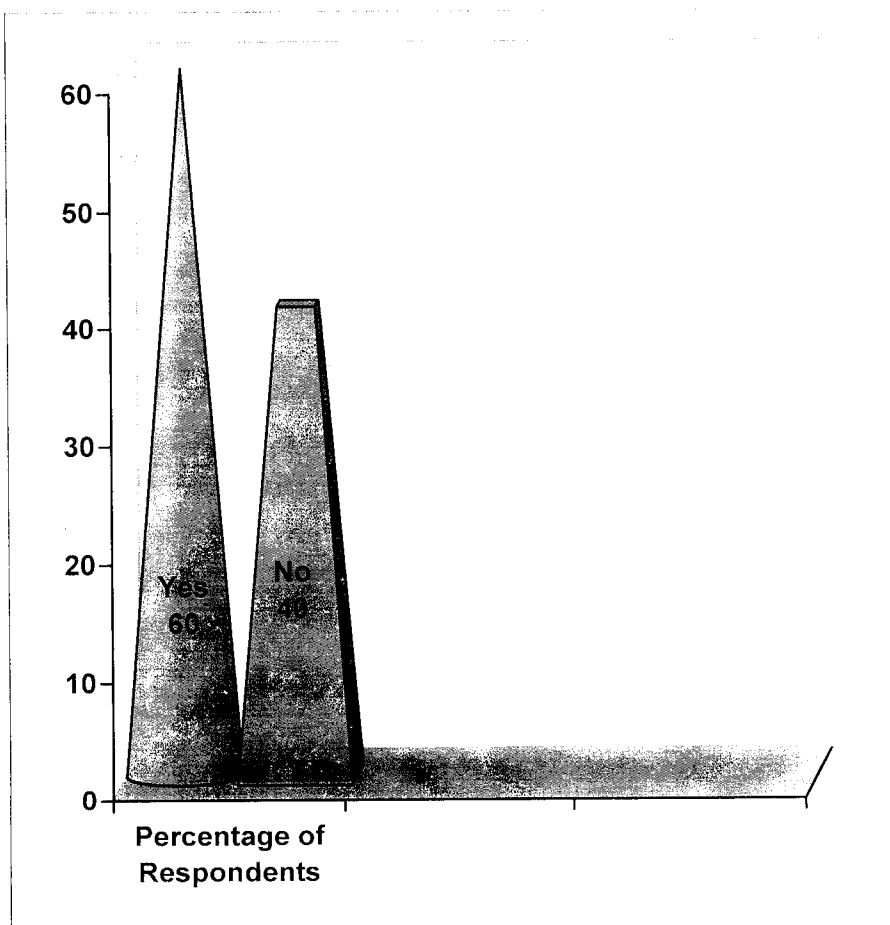
<b>S.No</b>	<b>Particulars</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Yes	45	60
2	No	30	40
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table we infer that 60% of the respondents are willing to test drive the Hyundai cars, other than brand they own; 40% of the respondents are not willing to test drive any other brand of Hyundai cars, other than they own.

## CHART-8

### THE RESPONDENTS WILLINGNESS TO TEST DRIVE

#### HYUNDAI CARS



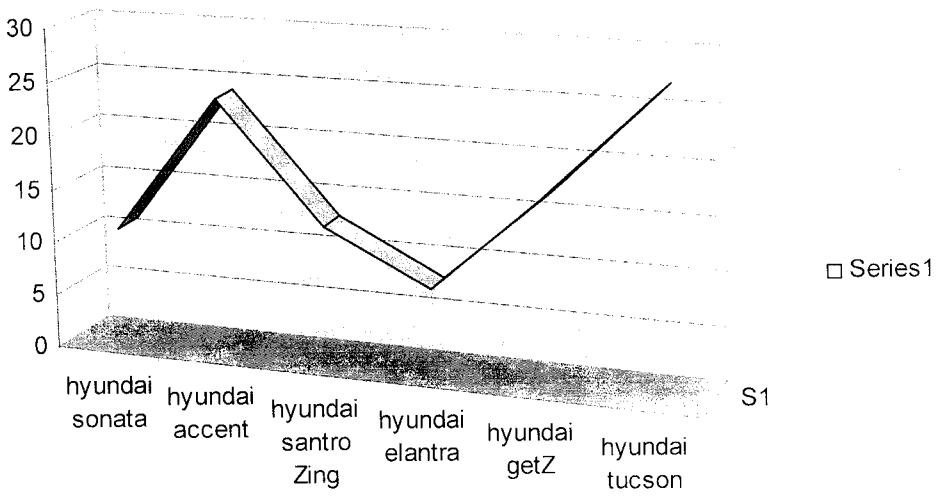
**TABLE-9****MODEL PREFERRED FOR TEST DRIVING**

<b>S.No</b>	<b>Model</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Hyundai Sonata	8	11
2	Hyundai Accent	18	24
3	Hyundai Santro Xing	10	13
4	Hyundai Elantra	6	8
5	Hyundai Getz	13	17
6	Hyundai Tucson	20	27
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clear that 27% of the respondents prefer Hyundai Tucson to test drive, 24% of the respondents prefer Hyundai Accent to test drive, and 17% of the respondents prefer Hyundai Getz, 13% of the respondents prefer Hyundai Santro Xing to test drive, 11% of the respondents prefer Hyundai Sonata to test drive, 8% of the respondents prefer Hyundai Elantra to test drive.

### CHART-9

### MODELS PREFERRED FOR TEST DRIVING





**TABLE-10**

**RESPONDENTS PRIOR EXPERIENCE WITH HYUNDAI CARS**

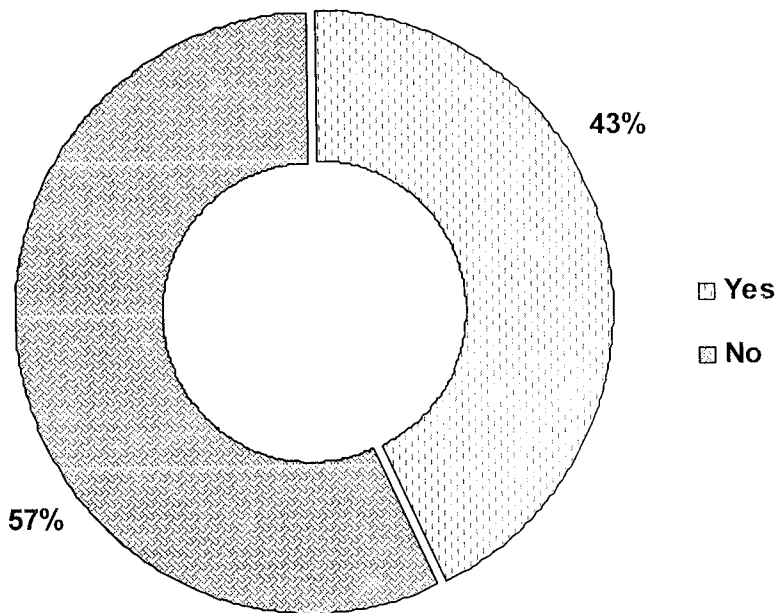
<b>S.No</b>	<b>Particulars</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Yes	32	43
2	No	43	57
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 57% of the respondents have no prior experience with the Hyundai cars and 43% of the respondents have prior experience with the Hyundai cars.

**CHART-10**

**THE RESPONDENTS PRIOR EXPERIENCE WITH HYUNDAI**

**CARS**



**TABLE- 11**

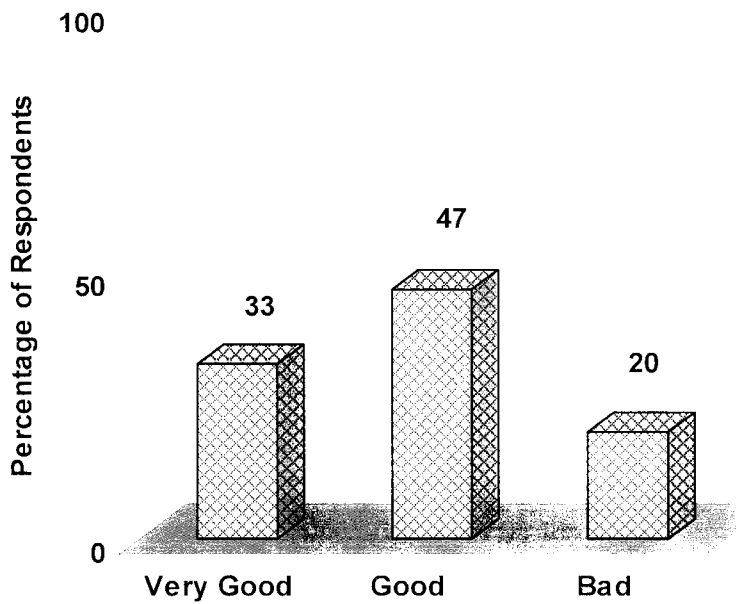
**THE RESPONDENTS OPINION WHEN COMPARED WITH  
OTHER COMPANY CARS**

<b>S.No</b>	<b>Opinion</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Very Good	25	33
2	Good	35	47
3	Bad	15	20
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 33% of the respondents have a very good opinion regarding the product, 47% of the respondents have a good opinion about the product and 20% of the respondents have a bad opinion regarding the product.

### CHART-11

## THE RESPONDENTS OPINION, WHEN COMPANY WITH OTHER COMPANY CAR



**TABLE-12**

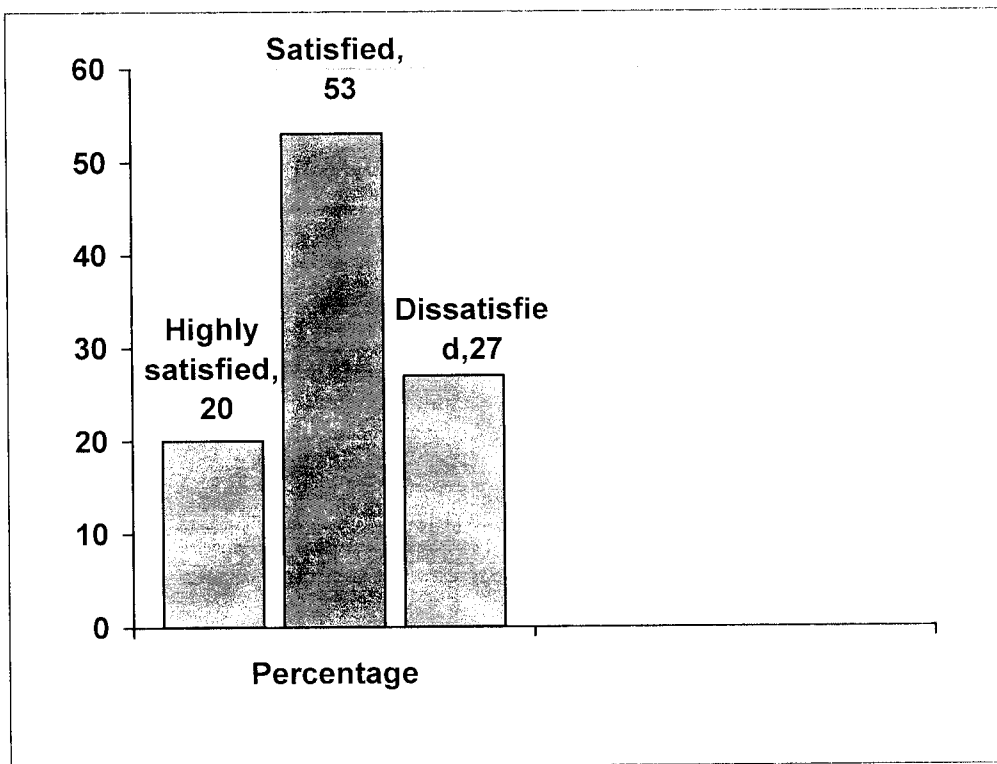
**TABLE SHOWING THE AFTER SALES SERVICE OF THE CAR**

<b>S.No</b>	<b>Particulars</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Highly satisfied	15	20
2	Satisfied	40	53
3	Dissatisfied	20	27
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clear that 53% of the respondents are satisfied with the after sales service, 27% of the respondents are dissatisfied and 20% of the respondents are highly satisfied with the after sales service.

### CHART-12

## CHART SHOWING OPINION ABOUT AFTER SALES SERVICE OF THE CAR



**TABLE-13**

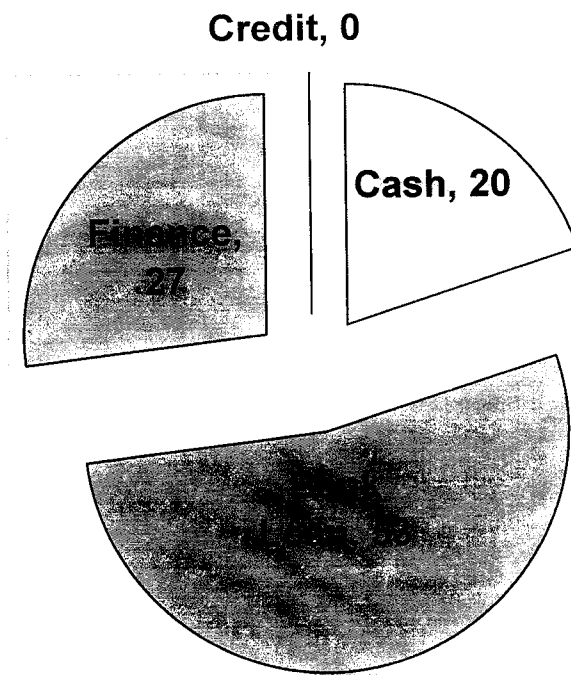
**MODE OF PAYMENT FOR THE PURCHASE**

<b>S.No</b>	<b>Mode of Payment</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Cash	15	20
2	Credit	0	0
3	Bank Loan	40	53
4	Finance	20	27
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 53% of the respondents had purchased through the Bank loan, 27% of the respondents had purchased through the Financial Institutions, 20% of the respondents had purchased with their savings.

**CHART-13**

**MODE OF PAYMENT FOR THE PURCHASE**





**TABLE-14**

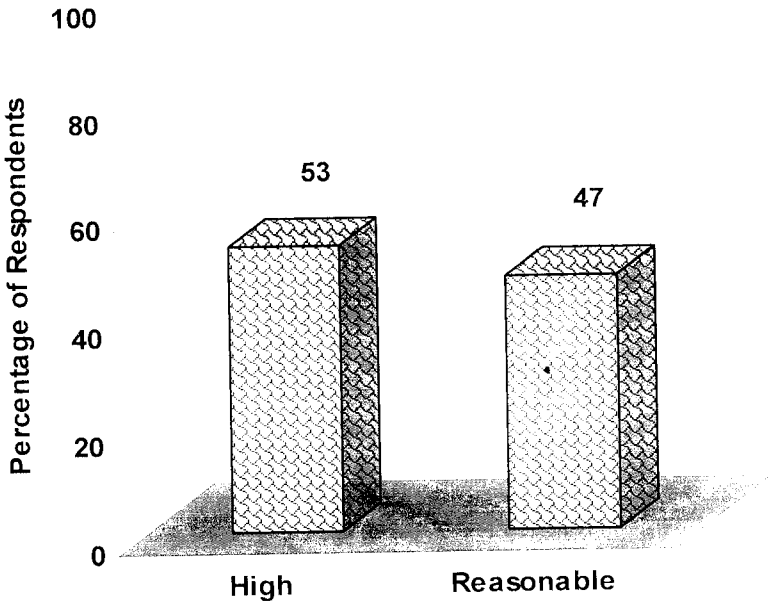
**TABLE SHOWING THE MAINTENANCE COST OF THE CAR**

<b>S.No</b>	<b>Maintenance Cost</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	High	40	53
2	Low	0	0
3	Reasonable	35	47
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table, 53% of the respondents feel that the maintenance cost of the car is high, and 47% of the respondents feel that the maintenance cost of the car is reasonable and no body has opinion that the cost of the car is low.

**CHART-14**

**CHART SHOWING THE MAINTENANCE COST OF THE CAR**



**TABLE-15**

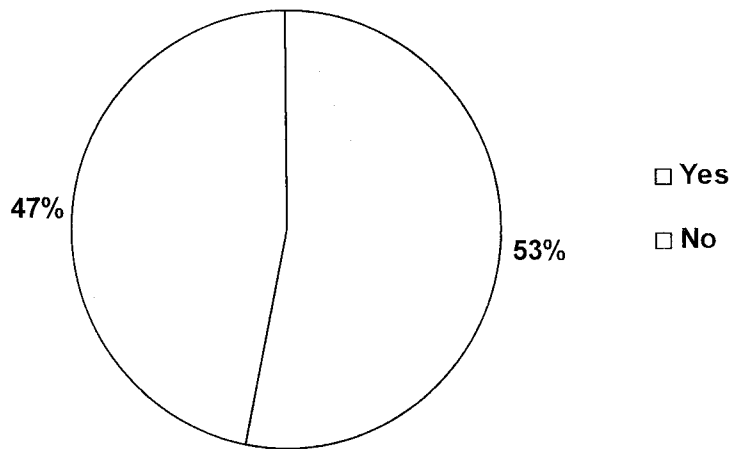
**THE RESPONDENTS SATISFACTION ABOUT THE MILEAGE**

<b>S.No</b>	<b>Mileage</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Yes	40	53
2	No	35	47
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table, 53% of the respondents are satisfied with the mileage provided by the car and 47% of the respondents are not satisfied with the mileage provided by the car.

### CHART-15

### THE RESPONDENTS SATISFACTION ABOUT THE MILEAGE



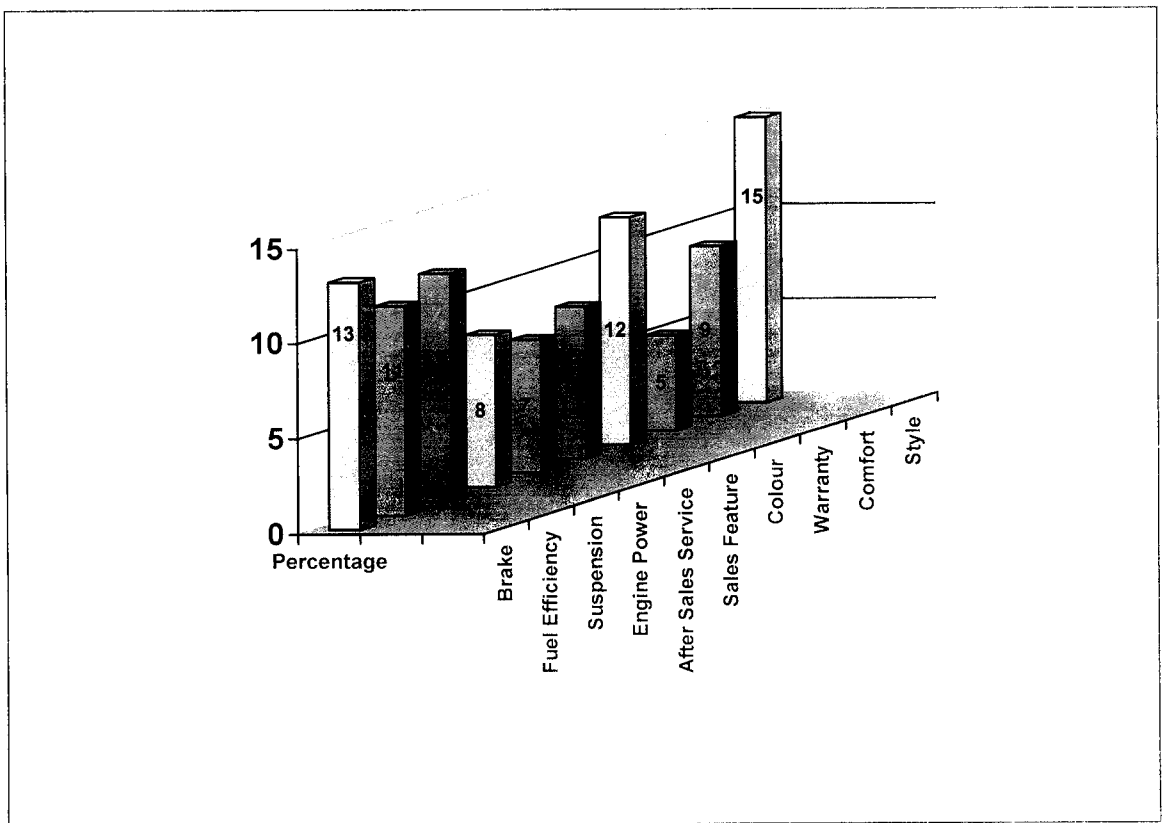
**TABLE-16(a)**

**TABLE SHOWING THE HIGH SATISFACTION LEVEL OF THE  
RESPONDENTS**

<b>S.No</b>	<b>Feature</b>	<b>No: of Respondents</b>	<b>Highly Satisfied</b>	<b>Percentage</b>
1	Brake	10	10	13
2	Fuel Efficiency	8	8	11
3	Suspension	9	9	12
4	Engine Power	6	6	8
5	After Sales Service	5	5	7
6	Safety Feature	6	6	8
7	Colour	9	9	12
8	Warranty	4	4	5
9	Comfort	7	7	9
10	Style	11	11	15
<b>Total</b>		<b>75</b>	<b>75</b>	<b>100</b>

### CHART-16(a)

## CHART SHOWING THE HIGH SATISFACTION LEVEL OF THE RESPONDENTS



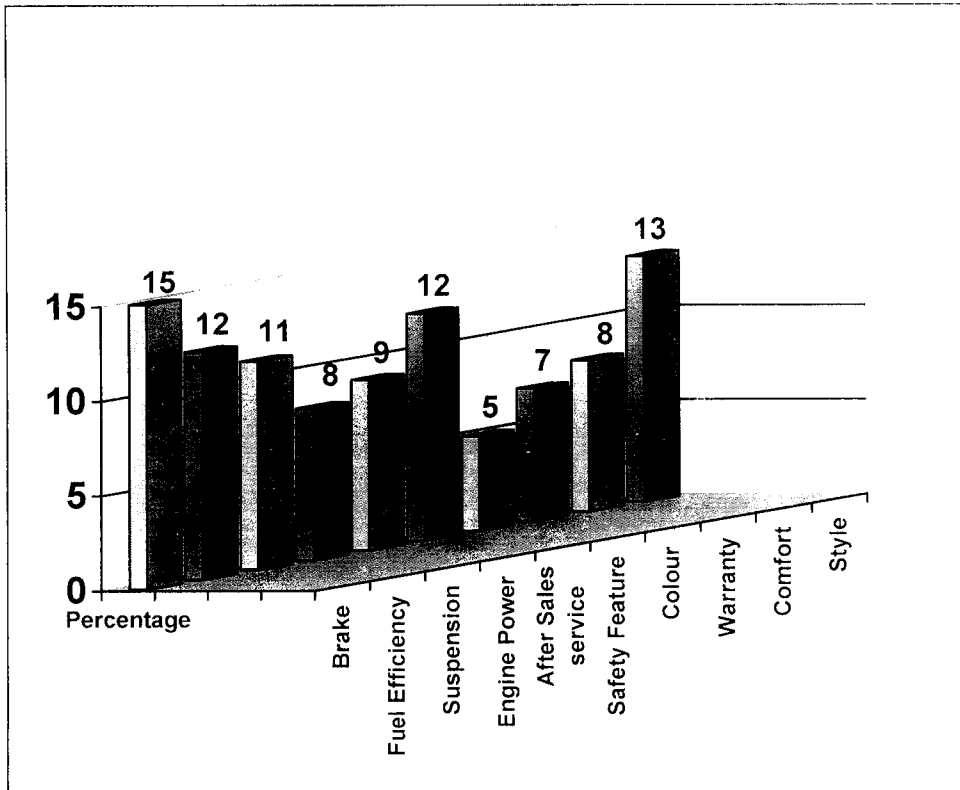
**TABLE-16(b)**

**TABLE SHOWING THE SATISFACTION LEVEL OF THE  
RESPONDENTS**

<b>S.No</b>	<b>Feature</b>	<b>No: of Respondents</b>	<b>Satisfied</b>	<b>Percentage</b>
1	Brake	11	11	15
2	Fuel Efficiency	9	9	12
3	Suspension	8	8	11
4	Engine Power	6	6	8
5	After Sales Service	7	7	9
6	Safety Feature	9	9	12
7	Colour	4	4	5
8	Warranty	5	5	7
9	Comfort	6	6	8
10	Style	10	10	13
<b>Total</b>		<b>75</b>	<b>75</b>	<b>100</b>

**CHART-16(b)**

**CHART SHOWING THE SATISFACTION LEVEL OF THE  
RESPONDENTS**



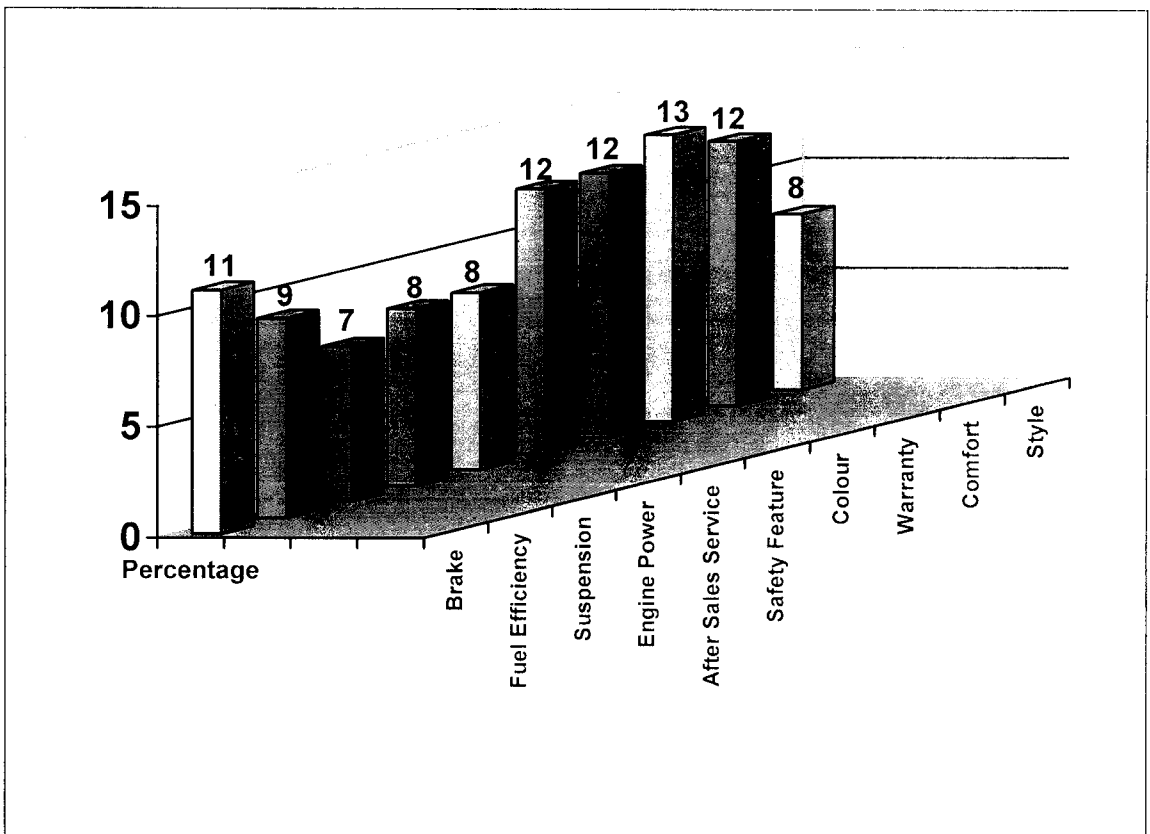


**TABLE-16(c)****TABLE SHOWING THE DISSATISFACTION LEVEL OF THE  
RESPONDENTS**

<b>S.No</b>	<b>Feature</b>	<b>No: of Respondents</b>	<b>Dissatisfied</b>	<b>Percentage</b>
1	Brake	8	8	11
2	Fuel Efficiency	7	7	9
3	Suspension	5	5	7
4	Engine Power	6	6	8
5	After Sales Service	6	6	8
6	Safety Feature	9	9	12
7	Colour	9	9	12
8	Warranty	10	10	13
9	Comfort	9	9	12
10	Style	6	6	8
<b>Total</b>		<b>75</b>	<b>75</b>	<b>100</b>

CHART-16(c)

CHART SHOWING THE DISSATISFACTION LEVEL OF THE  
RESPONDENTS



## **CONCLUSION**

The study on customer satisfaction on HYUNDAI CARS have indicated that the Hyundai cars owners are satisfied with the performance of Hyundai cars. Respondents expect to reduce the maintainance cost & price of the car.

With regard to the different aspects of the Hyundai cars like fuel efficiency break efficiency suspension etc majority of the respondents are satisfied. From this we can conclude that there is a positive consumer behaviour towards Hyundai cars.

## **SUGGESTIONS AND RECOMMENDATIONS**

- ◆ The dealer can provide cars for test driving when the customer approaches them for enquiry.
- ◆ After sales service can be given more concentration to improve customer satisfaction.
- ◆ To concentrate and spend more on advertisement in T.V. and in other Medias.
- ◆ In a place of any public gathering display and demonstration can be done to increase the public awareness.
- ◆ The maintenance cost can be reduced.

## SUMMARY OF FINDINGS

- Most of (47%) of the respondents are professionals.
- Most of (33%) of the respondents income level is above Rs. 25,000.
- Most of (29%) of the respondents have Hyundai Santro Zing.
- Most of (33%) of the respondents owned the car for more than year.
- Majority (73%) of the respondents are satisfied with their own car.
- Most (40%) of the respondents came to know about Hyundai car by their relatives.
- Majority (53%) of the respondents are aware of the range of Hyundai cars.
- Majority (60%) of the respondents are willing to test drive Hyundai car.
- Most (27%) of the respondents are willing to test drive Hyundai Tucson.
- Most (57%) of the respondents do not have any previous experience with Hyundai cars.
- Most (47%) of the respondents have good opinion about Hyundai cars.
- Most (53%) of the respondents have good opinion about the after sales service.
- Most (53%) of the respondents prefer by Bank Loan as mode of purchase.
- Most (53%) of the respondents feel that the maintenance cost is high.
- Most (53%) of the respondents are satisfied about the mileage provided by the car.
- Most (15%) of the respondents are Highly satisfied with the style of the car.
- Most (15%) of the respondents are satisfied with the brake efficiency of the car.
- Most (13%) of the respondents are dissatisfied about the warranty of the car.

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