



A Study on Consumer Satisfaction towards After Sales Service at Hyundai Motors with Reference to Chikhli City

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ABSTRACT:

Customer Satisfaction is one of the major points that company have to look for. Satisfied customers stay with the company for longer period of time. They will become loyal towards the company. They will bring new more customers and make them purchase that will directly benefit to the company and its sales. Many competitors are entered into the market so company cannot compete more with the product. So, the company is focusing on the after sales service will directly leads to the satisfaction of the customers. The present study aims this research to review factors affecting Customer satisfaction. Chi-Square test has been applied. Non- Parametric test was used. These Study aim at with the car is customer preferring and does the customer is satisfy with the after sales service.

Key Words- Customer Satisfaction, Maruti Suzuki, Dealer Services, After Sale Services.

INTRODUCTION:-

A Korean division of the Hyundai Kia Automotive Group, is the world's fourth largest automaker in terms of unit sold and one of the Big Asian four (with Toyota, Honda, and Nissan). Headquarters in Seoul, South Korea, Hyundai operates the World's largest integrated automobile manufacturing facility in Ulsan, which is capable of producing 1.6 million unit annually. The Hyundai logo, a slanted 'H', is said to be symbolic of two people (the company and customer) shaking hands. Hyundai means "modernity" in Korean. The company's success is driven by the commitment of approximately 150000 employees in more than assembly plants, Hyundai vehicles are sold in 198 countries through some 8000 dealerships and showroom worldwide.

Chung Ju-Yung founded Hyundai Engineering and Construction Company in 1947. Hyundai Motor Company was later established in 1967, and the company's first model, the Cortina, was released in 1968. Hyundai entered the British market in 1982, selling 2993 cars in their first year there. Hyundai Motor India Limited (HML) was formed on 6 May 1996. Its first car, the Hyundai Santro was launched on 23 September 1998 and was considered a success. It became the second best-selling car in the country from 2000 to 2007. During this period, Ford, Opel and Honda had entered less than a year back.

REVIEW OF LITERATURE:-

Hem Lata, Amandeep Singh (2017): ("Customer Satisfaction towards Maruti Suzuki Cars").

The main objective of this study was to analyse relationship between various demographic variables with level of satisfaction of the customers. To find out various services provided by the dealers. Data is collected from primary and secondary sources and properly analyse. In this study, researcher used Simple random sampling method. The type of research was Descriptive research design. The sample size considered for research was 100 respondents.

EnukurthiChaitanya Kranthi: (An analysis of consumer satisfaction towards Hyundai Motor India Limited).

The objective of the study was to find out the opinion of the customer & analyze the poison attributed by the Hyundai in the market. The type of research used was descriptive or documentary research. It concluded that Customer satisfaction research should be done with greatest care. Measuring customer satisfaction must be a continuously, consistent, timely, accurate and reliable process. In this study, researcher has used Simple Random sampling method. Sample size of 50 respondent.

KEY WORDS: - factors influencing consumers, Primary Data and Secondary, Customer satisfaction

S. Karthik, R. Selvakumar (2019): “Consumer satisfaction towards Hyundai Cars Virudhunagar District”.

Hyundai is one of the most preferred brands by majority of the customers. Most of customers are very much satisfied with regard to style/color, safety, engine performance and driving. In order to improve the production and sales operation the Hyundai car manufactures has to follow the above said suggestions. The study has helps to find out important factors which influence buying behavior Hyundai car. The sample unit selected for the research is 400 Hyundai car users in Virudhunagar District.

OBJECTIVES OF THE STUDY:-

- To identify the level of customer satisfaction towards buying of Hyundai cars.
- To find out the factors that influences the people to buy Hyundai cars.
- To know the most preferred model of Hyundai car.

RESEARCH METHEDODOLOGY:-

This study is based on primary data as the secondary information is not suitable for quantitative scale measurement. A detailed structured survey questionnaire was used to collect data from the participants' convenience sampling method from customers of Hyundai company. 100 samples are been taken for the study. The survey was conducted during December 2021 to April 2022 by filling the questioner and analysis it properly. Non-Probability sampling Methods is been used for the study. SPSS Statistical tools is been used. The data collected from 101 respondents were analyzed using descriptive statistics. In addition, regression analysis was used to analyze the relationships between factors affecting happiness at work and employee's happiness at work level.

DATA ANALYSIS AND INTERPRETATION:-

- **Representing the purpose to prefer Hyundai Company car.**

		Frequency	Percent
Valid	Features	45	45.0
	Price	28	28.0
	Mileage	7	7.0
	Maintance	3	3.0
	Spare Parts Available	9	9.0
	Brand Name	8	8.0
	Total	100	100.0

From the above chart of 100 respondent it was found that there are 45% Customers purpose to prefer Hyundai car is Features (1), 28% customers purpose is Price (2), 7% Customers purpose is Mileage (3) , 3% customers purpose is Maintance(4), 9% customer purpose is Spare Parts Availability (5),8 % customers purpose is Brand Image(6), It is cleared from the above table that customers purpose to purchase Hyundai cars are Features provided by the company.

➤ **Representing car preferred by customer to buy Hyundai in segment-1(Sedan).**

		Frequency	Percent
Valid	Aura	27	27.0
	Verna	59	59.0
	Elantra	14	14.0
	Total	100	100.0

From the above chart of 100 respondent represent Sedan segment in which customer preferred 27% customer preferred Aura car, 59% customers preferred Verna car, 14% customer preferred Elantra. It is cleared from the above table that customers preferred Verna car in sedan segment.

➤ **Representing car preferred by customer to buy Hyundai in segment-2(SUV).**

		Frequency	Percent
Valid	Venue	29	29.0
	Creta	54	54.0
	Alcazar	11	11.0
	Tucson	6	6.0
	Total	100	100.0

From the above chart of 100 respondent represent XUV segment in which customer preferred 29% customer preferred Venue car, 54% customers preferred Creta car, 11% customer preferred Alcazar, 6% customer preferred Tucson, it is cleared from the above table that customers preferred Creta car in XUV segment.

➤ **Representing car preferred by customer to buy Hyundai in segment-3(Hatchback).**

		Frequency	Percent
Valid	Santro	9	9.0
	Grand i10	30	30.0
	i20	51	51.0
	i20 N Line	10	10.0
	Total	100	100.0

From the above chart of 100 respondent represent Hatchback segment in which customer preferred 9% customer preferred Santro car, 30% customers preferred Grand i10 car, 51% customer preferred i20, 10% customer preferred i20 N Line. It is cleared from the above table that customers preferred i20 car in Hatchback segment.

➤ **Rate the following service features that satisfied you after buying Hyundai car?**

HO: There is no significance relationship between age and service features that satisfied you after buying Hyundai car

H1: There is a significance relationship between age and service features that satisfied you after buying Hyundai car

Factors	Value	Df	Asymptotic Significance (2 sides)	Result
Complain Handling	8.538	6	.201	Accepted
Mileage of car	13.730	12	.318	Accepted
Cost of Service	19.045	9	.025	Rejected
Response from Staff	10.559	12	.567	Accepted
Skilled & Experience Technician	8.298	12	.761	Accepted
Home Pickup	15.346	12	.223	Accepted
Maintance	5.469	9	.792	Accepted
Ready on Agreed Time	13.322	12	.346	Accepted
Discount & Offers	12.101	12	.438	Accepted
Price of car is compatible	8.210	12	.769	Accepted
Waiting Area	12.493	12	.407	Accepted
Parts Availability	4.981	9	.836	Accepted
Various modes of Payment available	8.100	6	.231	Accepted
Use of Automation	9.362	12	.672	Accepted
After Sales Service	7.603	9	.575	Accepted
Company information about timing of service	18.853	9	.026	Rejected
Resale	12.927	12	.374	Accepted

FINDINGS:-

- More number of customers who are giving prefer to Features while purchasing Hyundai cars.
- Verna car preferred more by customer to buy Hyundai in segment-1(Sedan).
- Creta car preferred more by customer to buy Hyundai in segment-2(SUV).
- i20 car preferred by customer to buy Hyundai in segment-3(Hatchback).
- Chi-square have been applied on both the likerts scale questions.

CONCLUSION:-

Based on the above analysis and results it is considered that the customers are satisfied with the toward buying of the Hyundai car and they are satisfied the service as well. Customers are attracted with the features of the car and purchase the Hyundai company car. Brand Image is also one of the reason why customers are purchasing the Hyundai company car. To know the most preferred car we have done the survey. So in Sedan Verna is most preferred car. In SUV Creta is selected. In Hatchback i20 is most preferred car. By this study it is clear that high level of customer satisfaction towards after sales service at Hyundai motor with reference to Chikhli city. Customers are happy with the car as well as service of the company.

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