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## A Study on Customer Satisfaction on Hyundai Motors

*Ms. Soja. M<sup>1</sup>, Shanmuga Velayutham A<sup>2</sup>*

<sup>1</sup>Assistant Professor, Department of Commerce with Information Technology, Sri Krishna Adithya College of Arts and Science, Coimbatore

<sup>2</sup>B. Com CS, Sri Krishna Adithya College of Arts and Science, Coimbatore

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### Introduction:

Hyundai Motor India is a leading automobile manufacturer in the Indian market. It entered India in 1996 as one of the first foreign automakers and quickly established itself with popular models like the Santro and later the Creta SUV. Today, Hyundai is the country's second-largest car maker with about 15% market share in passenger vehicles standing next only to Maruti Suzuki. In a competitive market that is now the world's third-largest for cars, customer satisfaction has emerged as a crucial element for sustained success. Marketing research emphasizes that "customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance to expectations." – a classic definition by Philip Kotler. Satisfied customers tend to become repeat buyers and loyal to the brand, which is vital for an automaker like Hyundai to maintain its position. This project investigates customer preferences toward Hyundai cars in India, focusing on how owners rate their experience and what factors influence their satisfaction. By understanding these preferences, Hyundai and industry observers can gauge the brand's strengths in meeting customer expectations and identify areas for improvement in products or services.

### Scope of the Study:

The scope of this study encompasses various aspects of customer preferences and satisfaction among Hyundai car owners. It covers demographic factors (such as age group of customers), purchasing patterns (new vs. used cars, transmission and fuel type), usage duration, and satisfaction levels on multiple parameters of owning a Hyundai vehicle. The study is restricted to Hyundai car owners (primarily in Tamil Nadu and nearby regions, based on the sample) who responded to a structured questionnaire. It explores which car models are most preferred by these customers and delves into why – examining factors like ride comfort, performance, after-sales service, etc., that influence satisfaction. By focusing on owners' experiences "based on usage," the study captures how satisfied customers are with different facets of their Hyundai car after having used it for a certain period. The intent is to highlight current customer sentiments towards Hyundai in India. This scope is limited to the surveyed respondents (a snapshot in early 2025) and does not cover all Hyundai customers in India; however, the insights provide a directional understanding of customer preferences that can be valuable for Hyundai's marketing and service strategies. The study does not extend to non-Hyundai owners or compare Hyundai with other brands, as it is specifically centered on intra-brand analysis of Hyundai customer satisfaction and preferences.

### Objectives:

The main objectives of the study "Customer Preference on Hyundai Cars" are outlined as follows:

- To identify the preferred Hyundai models among customers and understand the popularity of different car models.
- To analyze the demographic profile of Hyundai car owners (age, gender, etc.) and their usage patterns (duration of use, fuel type, transmission type, etc.).
- To assess customer satisfaction levels across various aspects of Hyundai cars, including after-sales support, spare parts availability, ride comfort, mileage, performance, air conditioning, service quality, and cost of maintenance.
- To determine the extent of customer loyalty and advocacy, by evaluating whether owners would recommend Hyundai to others and if they find the cars suitable for different user groups (e.g., elderly people).
- To gather customer feedback and suggestions for Hyundai – identifying any common issues faced and improvements customers desire, which could guide Hyundai in enhancing its offerings.

These objectives aim to give a comprehensive view of customer preferences and satisfaction, from choosing a Hyundai model to the experience of owning and using it, ultimately gauging Hyundai's alignment with customer expectations.

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## Research Methodology:

**Research Design:** The study is a descriptive research based on a survey of Hyundai car owners. The primary data was collected through a structured Google Forms questionnaire, which included multiple-choice and rating-scale questions. The survey was designed to capture both quantitative data (e.g., ratings for satisfaction) and qualitative inputs (open-ended suggestions or issues). This makes the study largely quantitative with some qualitative insights.

**Sample and Data Collection:** A total of 46 respondents participated in the survey, all of whom are users of Hyundai cars. The sample was collected using a convenience sampling approach – the form was circulated online (in Tamil Nadu, India, primarily) and responses were voluntarily submitted. Respondents provided demographic information (age, gender, income, etc.), details about their car (model, purchase type, etc.), and answered questions regarding their satisfaction with various aspects of the car. The data captured represents a cross-section of Hyundai owners, with a mix of newer and long-term customers. The survey responses were automatically recorded in a Google Forms spreadsheet (Excel format), which serves as the primary dataset for analysis.

**Data Analysis:** The collected data is primary data (first-hand information from customers). In addition, a brief review of secondary data (company reports, news articles, and existing research on customer satisfaction) was done to contextualize the findings. The analysis was carried out using simple statistical tools: mainly percentage analysis to understand the distribution of responses for each question. The results are presented through tables and charts (pie charts and bar graphs) for clarity. Each survey question was tabulated to compute the percentage of respondents selecting each option (for example, the percentage of owners of each car model, or the percentage satisfied with a particular feature). The open-ended responses (for issues and suggestions) were thematically analyzed to identify common threads.

The statistical tools used are basic and appropriate for a study of this scope: calculations of percentages, and visualization tools (Microsoft Excel/Matplotlib) to create charts that depict customer preferences. No complex inferential statistics were applied, given the relatively small sample size and exploratory nature of the study. The results were interpreted in an objective manner, relating them back to the study objectives.

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## Statistical Tools Used:

The following statistical and analytical tools were used in this project:

- **Percentage Analysis:** All survey responses were converted into percentages to understand the proportion of respondents expressing a particular preference or opinion. For example, the share of respondents in each age group, or the percentage of customers satisfied with a given feature, was calculated. This helped in comparing categories on a common scale.
- **Tabulation:** The raw data from the Google Forms responses was organized into tables (in Excel) for each question. This made it easier to summarize findings (e.g., a table of different Hyundai models owned by respondents with their frequencies).
- **Charts and Graphs:**
  - To visually represent the data, various charts were used.
  - Pie Charts for showing composition (such as the distribution of car models among respondents, or the age group breakdown). Pie charts clearly illustrate the percentage share of each category in a whole.
  - Bar Charts for comparing satisfaction levels across different attributes. For instance, a bar chart was used to depict the average satisfaction score (on a 1-5 scale) for multiple vehicle aspects side by side.
- **Microsoft Excel & Data Visualization:** The data was analyzed using Microsoft Excel and Python's Matplotlib for generating graphs. Excel was used for quick percentage calculations and initial charts, while Matplotlib allowed for a customized presentation of results in this report.

These tools were chosen for their simplicity and effectiveness in handling survey data. They allowed the researcher to distill the findings into clear, interpretable visuals and percentages, facilitating an easy understanding of customer preferences and satisfaction levels.

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## Analysis and Interpretation:

**Age Distribution of Respondents.** The survey indicates that Hyundai's customer base (in our sample) skews toward the younger demographic. A combined 76% of respondents are under the age of 30 (about 28% are below 20 and 48% are in the 21–30 age group), while 13% are 31–40 and only 11% are above 40 years old. This suggests that Hyundai cars are particularly popular among young adults, possibly due to modern styling, features, and affordability that appeal to this segment. The dominance of younger respondents also correlates with the finding that a majority are unmarried (74% unmarried vs. 26% married) and in early-career stages. In terms of gender, 78% of the respondents were male and 22% female, indicating that males were the primary participants in this car ownership survey – a trend often seen in automobile-related studies in India, where men more commonly purchase and use cars. The relatively high representation of young, single male owners may reflect the target market for many of Hyundai's popular models (such as hatchbacks and sedans favored by first-time buyers). It's also notable that many respondents are working professionals (private employees made up about half the sample, alongside some entrepreneurs and students), with most reporting an annual income of less than 10 lakhs. This profile highlights that Hyundai's customer base in this sample is largely middle-class youth, for whom value for money and reliability are key factors in car preference.

Distribution of Hyundai Car Models Owned by Respondents. Among the various Hyundai models, the i20 emerged as the most preferred model in this sample – about 30% of respondents own an i20 (including its variants). The Hyundai i10 is the second most common at roughly 17%, followed by the Creta SUV at 15%. Together, these models (i20, i10, and Creta) account for a significant portion of the cars in the survey, indicating their popularity. The Hyundai Verna (a sedan) was owned by about 4% of respondents, and the larger Alcazar SUV by 2%. Notably, about 30% of the responses fell into an “Others” category – this includes a few cases where the model was not specified or owners mentioned non-Hyundai models. This could be due to some respondents owning multiple cars or having replaced a Hyundai with another brand. Focusing on the Hyundai models, it’s clear that hatchbacks and compact SUVs dominate the preference. The i20 (premium hatchback) and i10 (entry-level hatchback) are longstanding successful models for Hyundai, known for their blend of features and affordability. The Creta’s strong showing reflects Hyundai’s strength in the compact SUV segment, where the Creta has been a market leader. Verna and Alcazar, being more premium offerings (sedan and 3-row SUV respectively), naturally have a smaller niche. The data suggests that Hyundai’s core appeal is in the small car and compact SUV market – aligning with industry sales figures where models like the i20 and Creta drive volumes. For a majority of these owners, the type of purchase was new (78% bought their car brand new, while 22% purchased used cars), indicating strong confidence in Hyundai as a new car choice. Additionally, most owners (around 74%) opted for manual transmission variants, with 13% choosing automatic and another 13% in semi-automatic/AMT. This is consistent with the broader Indian market trend where manual transmission cars are more common, though Hyundai’s availability of automatic options is catching on for a minority. In terms of fuel, Petrol is the overwhelmingly dominant fuel type (about 74% owners), with Diesel making up ~24%, and a single respondent using CNG. This reflects Hyundai’s lineup being centered on petrol vehicles, with diesels present mostly in certain models (like Creta, Verna) and very limited uptake of CNG in Hyundai cars.

An interesting aspect is how long customers have been using their Hyundai cars. The survey shows that a large majority are relatively new owners: about 30% have had their car for less than 6 months, and an additional 46% for less than 1 year (6–12 months). In total, roughly 76% of respondents have owned their Hyundai for under a year. Meanwhile, 17% have 2–5 years of usage, and only 7% have been using a Hyundai car for more than 5 years. This skew toward newer owners could imply that Hyundai has acquired many first-time or recent customers in the past year (perhaps due to new model launches or an increase in sales). It might also affect satisfaction perceptions, since newer cars tend to have fewer issues. This context is important when interpreting satisfaction levels – high satisfaction could be partly due to the “honeymoon period” of ownership. Nevertheless, the data allows us to evaluate how satisfied these customers are across different aspects of their car ownership experience.

The survey also touched on whether Hyundai cars are considered suitable for aged people (in terms of comfort and safety). This is an interesting measure of a car’s universal appeal. The response was highly positive: 96% of respondents believe that Hyundai vehicles are suitable for older drivers or passengers. This indicates that owners find Hyundai cars easy to drive, comfortable, and safe enough for even elderly family members. It reflects well on Hyundai’s design philosophy – features like light steering, good ergonomics, and a range of safety features likely contribute to this perception. Only 2 respondents felt the cars might not be ideal for aged people; they could be referencing specific issues (perhaps ingress/egress in taller SUVs or firm suspension in certain models) but those are isolated opinions.

While satisfaction metrics paint a rosy picture, the survey’s open-ended questions on issues and suggestions provide additional insight. About 70% of respondents reported no major issues with their Hyundai cars (“No issues/Nothing” was a common response), reinforcing the overall satisfaction findings. Among the remaining ~30% who cited issues, there were a few recurrent themes:

- **Clutch and Transmission:** A couple of owners mentioned clutch issues or heavy clutch feel, and one noted that the automatic DCT (dual-clutch transmission) can experience jerkiness in stop-go traffic. This suggests that some Hyundai models might have a harder clutch (manual transmission) which can be tiring in city traffic, or that the high-end automatic has some low-speed performance quirks.
- **Mileage and Performance:** A few respondents complained about lower mileage than expected and issues like rough idling or reduced power. These comments likely come from owners who are more sensitive to fuel efficiency or who faced engine tuning issues (possibly in diesel models or after long usage). One person simply noted “Pick-up” as an issue, implying acceleration performance was lacking for them.
- **Service Experience:** There were isolated mentions of service delays and lack of customer service. One respondent explicitly said “service cost” was an issue. These align with the slightly lower ratings we saw for service cost. It indicates that while most experiences are positive, a few customers had problems such as slow turnaround at service centers or felt the service wasn’t up to the mark in terms of responsiveness or price.
- **Others:** Single mentions included the air conditioner (perhaps one owner had an AC problem), and one said “Improve customer care” in suggestions, echoing the service theme. Another detailed suggestion was to optimize engine tuning and aerodynamics to enhance real-world mileage and offer mild-hybrid technology – showing that some customers are quite knowledgeable and looking for future improvements in efficiency.

On the whole, no systemic defect or glaring issue was common among many respondents – the issues were mostly individual cases or general desires for improvement (better fuel efficiency, better clutch feel, etc.). This again highlights that Hyundai has largely delivered a problem-free experience to its customers in this sample.

Finally, in the suggestions to Hyundai section, many respondents either skipped it or said “No suggestions/None, everything is good,” indicating contentment. Those who did give suggestions often reinforced what we gleaned from the issues:

- **Improve Mileage:** Some asked Hyundai to consider improving mileage – for instance through engine tuning or hybrid technology.

- **Reduce Service Cost & Time:** A few suggested to reduce maintenance costs and provide quicker service, showing a desire for more economical and efficient after-sales service.
- **Feature Enhancements:** There were suggestions like “more features at a competitive price” and improving the infotainment system with more features, implying that consumers love Hyundai’s feature-rich cars but always welcome additional value if possible.
- **Innovation:** One respondent encouraged Hyundai to focus on electric vehicles (EVs) and new color schemes, pointing towards innovation and variety as future expectations.
- **Customer Experience:** Suggestions such as “improve customer care” and “provide a quicker, seamless service experience” were made, highlighting that continuous improvement in customer service should remain a priority.

Overall, the analysis indicates that customer preference towards Hyundai cars is very favorable. Hyundai’s strategy of offering well-rounded vehicles with good performance, comfort, and strong service backup appears to be meeting customer needs effectively. The few discontent areas (fuel efficiency and maintenance costs) are common challenges in the industry and represent opportunities for Hyundai to further delight its customers (for example, by introducing more fuel-efficient powertrains or keeping service costs competitive). The high recommendation rate (91% would recommend) showcases strong brand advocacy – satisfied Hyundai owners are likely to influence others positively, contributing to Hyundai’s growth. This strong loyalty is unsurprising because studies have shown that higher customer satisfaction directly contributes to repeat purchase intentions and brand loyalty. Thus, Hyundai’s focus on customer-centric improvements could ensure these preferences translate into long-term loyalty and market success.

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## Findings

From the above analysis, the key findings of the study “Customer Preference on Hyundai Cars” can be summarized as follows:

- **Young Customer Base:** Hyundai car owners in this sample are predominantly young (under 30 years old) and largely male. This demographic profile suggests Hyundai is a popular choice among young adults, likely due to its modern designs, features, and value-for-money appeal to first-time buyers.
- **Popular Models – i20, i10, and Creta:** The Hyundai i20 is the most preferred model among respondents, followed by the i10 and Creta. These three models together make up the majority of cars owned. This indicates that Hyundai’s strength lies in the hatchback and compact SUV segments, with the Creta SUV being especially noteworthy as a segment leader. Fewer owners had sedans like the Verna or larger SUVs like Alcazar, reflecting smaller market niches for those.
- **Mostly New, Petrol, Manual Cars:** 78% of respondents bought their Hyundai brand new (rather than used), and a similar percentage use petrol variants. Additionally, most (74%) have manual transmissions. This aligns with general market trends and shows Hyundai’s core customers prefer new petrol cars with manual gearboxes, though automatics are slowly gaining acceptance among a minority.
- **Short Ownership Period:** A striking 76% of owners have been using their Hyundai for less than 1 year. Many are very new owners (under 6 months of use). This recent ownership indicates Hyundai has attracted a lot of new customers lately. It also implies that the feedback is largely based on initial ownership experiences, which tend to be positive as major issues have not yet arisen.
- **High Satisfaction Levels:** Customers reported high satisfaction across most aspects of their Hyundai cars. On a 5-point scale, the average satisfaction for attributes like performance, comfort, after-sales service, etc., was around 4 (which corresponds to “Satisfied”). Not a single aspect averaged below the mid-point. Notably, vehicle performance, ride comfort, and air conditioning earned very high marks, demonstrating Hyundai’s product quality in these areas. After-sales service and spare parts availability also received strong satisfaction, indicating Hyundai’s service network is largely meeting customer needs.
- **Minor Concerns – Mileage & Maintenance Cost:** The only areas with somewhat lower (though still moderate) satisfaction were fuel economy and maintenance costs. A minority of owners felt their car’s mileage could be better, and some were unhappy with the cost of spare parts or service. These are common concerns in automotive ownership, and while most Hyundai owners are okay with these aspects, improving fuel efficiency and keeping maintenance affordable would certainly enhance overall satisfaction further.
- **Few Serious Issues:** Around 70% of respondents reported no major issues with their cars. The remaining had scattered issues such as heavy clutch/gear shifts, average mileage, or occasional service delays. There was no single recurring defect or problem reported by a large portion of owners – indicating good reliability of Hyundai vehicles in general. The issues that were mentioned align with the areas of slightly lower satisfaction (e.g., some want better mileage or smoother clutch performance).
- **Strong Brand Advocacy:** The vast majority of Hyundai owners are willing to recommend Hyundai cars to others. 91% answered that they would suggest Hyundai to prospective buyers, reflecting a high degree of brand loyalty and customer trust. Additionally, virtually all respondents (96%) agreed that Hyundai cars are suitable for all age groups – even elderly people – meaning they find the cars universally comfortable and safe. Such endorsement from existing customers bodes well for Hyundai’s reputation and word-of-mouth sales.
- **Customer Suggestions for Improvement:** While generally happy, customers provided a few suggestions: primarily focusing on improving fuel efficiency (possibly via newer technologies like hybrids), reducing service and maintenance costs, and continuing to enhance features

(e.g., updated infotainment, more features for the price). Improving the after-sales experience further (faster service, even better customer care) was also hinted. These suggestions point to areas where Hyundai can refine its offerings to maintain high satisfaction.

In summary, Hyundai has successfully built a positive preference among its customers, evidenced by high satisfaction and recommendation rates. Owners appreciate the product quality (performance, comfort) and the support they receive, making Hyundai a trusted brand. Addressing the few areas of concern (mileage and maintenance costs) could help Hyundai convert an already satisfied customer base into delighted customers who remain loyal for years to come.

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## Conclusion

The project titled “Customer Preference on Hyundai Cars” provides a comprehensive look at how Hyundai’s customers perceive the brand and its products in the Indian market. The findings lead to an overall assessment that Hyundai enjoys a very favorable standing with its customers. As one of India’s top automakers, Hyundai has been effective in delivering vehicles that align well with customer expectations in terms of performance, comfort, and reliability. This is reflected in the high satisfaction ratings across the board and the willingness of customers to recommend Hyundai to others. In essence, for the majority of owners, owning a Hyundai car has been a positive experience that meets their mobility needs and justifies their purchase decision.

A few key conclusions can be drawn. First, Hyundai’s focus on feature-rich, well-performing vehicles has paid off – especially among the youth demographic. The brand has positioned itself as modern and dependable, which attracts young professionals and first-time car buyers. Second, customer satisfaction is driving brand loyalty. When 9 out of 10 customers are ready to endorse the brand, it underscores that Hyundai is not just selling cars, but also building relationships and trust. This loyalty is a precious asset in the competitive automotive market. Third, while satisfaction is high, continuous improvement is crucial. The feedback on fuel efficiency and maintenance costs indicates areas where Hyundai can further refine its products and services. By innovating with more fuel-efficient engines or EV options (a path Hyundai is already pursuing) and keeping ownership costs in check, Hyundai can ensure that customers remain satisfied even as their vehicles age.

Moreover, the study highlights that after-sales service quality is a vital component of customer preference. Hyundai’s strong service network and initiatives have resulted in good after-sales satisfaction, which in turn reinforces customers’ overall positive impression. This synergy between product quality and service quality is what creates a holistic positive customer experience. It is also worth noting that external recognitions (like J.D. Power’s CSI rankings) align with what customers expressed in our survey – lending credibility to the survey’s insights that Hyundai is indeed delivering on its promises of “Modern Premium” experience to consumers.

In conclusion, Hyundai’s case exemplifies how understanding customer preferences and acting on feedback can solidify a brand’s success. The customer preferences for Hyundai cars in India skew towards models that offer practicality and value, backed by a reliable brand image. Hyundai has largely fulfilled its customer’s expectations, which is evident in the strong satisfaction and loyalty indicators. As the automotive market evolves (with growing emphasis on fuel efficiency, electric mobility, and enhanced customer experience), Hyundai will need to continue innovating and listening to its customers. The insights from this study suggest that Hyundai’s customer-centric approach is on the right track. By addressing the minor pain points and sustaining the aspects that customers love, Hyundai can ensure that it not only maintains but also grows the loyalty and preference it currently enjoys. Ultimately, customer preference is a moving target, and Hyundai’s ability to adapt to these preferences will determine its continued success in the Indian automotive landscape.