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## A Study on Consumer Perception Towards Hyundai Motors with Reference to Tirunelveli District

**\*Mr Sobin Sebastian, \*\*Muthukumar M**

*\*Assistant Professor in Management, Department of Management (PG), Rathinam CAS, Coimbatore-641021 [sobin.mba@rathinam.in](mailto:sobin.mba@rathinam.in)*

*\*\*Department of Management (PG), Rathinam CAS, Coimbatore-641021*

*\*Corresponding author. Assistant Professor, management. Email: [sobin.mba@rathinam.in](mailto:sobin.mba@rathinam.in)*

### Abstract:

The Indian automobile industry has witnessed remarkable growth over the past few decades, with Hyundai Motors emerging as one of the leading car manufacturers. This article aims to explore consumer perception towards Hyundai Motors in the Tirunelveli District of Tamil Nadu. It focuses on consumer preferences, satisfaction levels, and factors influencing purchase decisions. The findings provide valuable insights into brand perception, customer expectations, and areas for improvement.

### Introduction

Hyundai Motors entered the Indian automobile market in 1996 and quickly became a popular brand, known for its innovation, affordability, and customer satisfaction. With models ranging from the budget-friendly Santro to the premium Hyundai Tucson, the company caters to a wide range of consumers. Tirunelveli, a growing urban district in Tamil Nadu, presents a unique blend of rural and urban consumers, making it an interesting market for automobile studies. Consumer perception plays a crucial role in brand success. It is shaped by several factors, including product quality, pricing, after-sales service, advertising, and personal experience. This study investigates how Hyundai is perceived by consumers in Tirunelveli, the factors that influence their buying decisions, and their satisfaction with Hyundai vehicles and services.

### Objectives of the Study

- To assess consumer awareness and perception towards Hyundai Motors.
- To identify the key factors influencing the purchase of Hyundai vehicles.
- To evaluate customer satisfaction regarding Hyundai's features, performance, and service.
- To offer suggestions to improve customer experience and brand loyalty in the region.

### Methodology

This descriptive study is based on both primary and secondary data.

- Primary Data was collected through a structured questionnaire distributed to 100 Hyundai vehicle users and potential customers in Tirunelveli district.
- Secondary Data was gathered from company websites, automobile industry reports, journals, and articles. Sampling Method: Random Sampling

Sample Size: 100 respondents

Area of Study: Tirunelveli District, Tamil Nadu

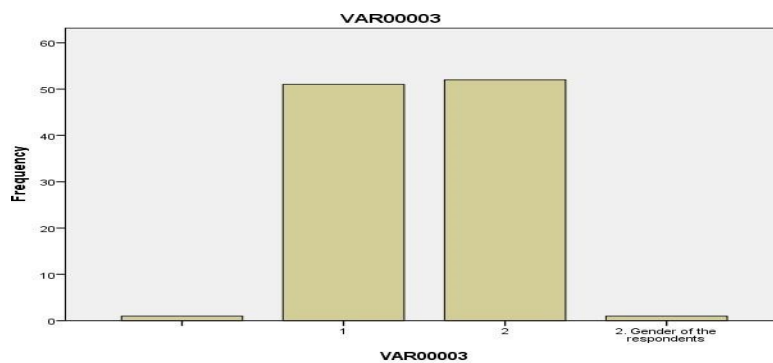
## DATA ANALYSIS &amp; INTERPRETATION

## Gender of the Respondents

Table: 4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.0	1.0	1.0
1	51	48.6	48.6	49.5
2	52	49.5	49.5	99.0
2. Gender of the respondents	1	1.0	1.0	100.0
Total	105	100.0	100.0	

Chart: 4.1

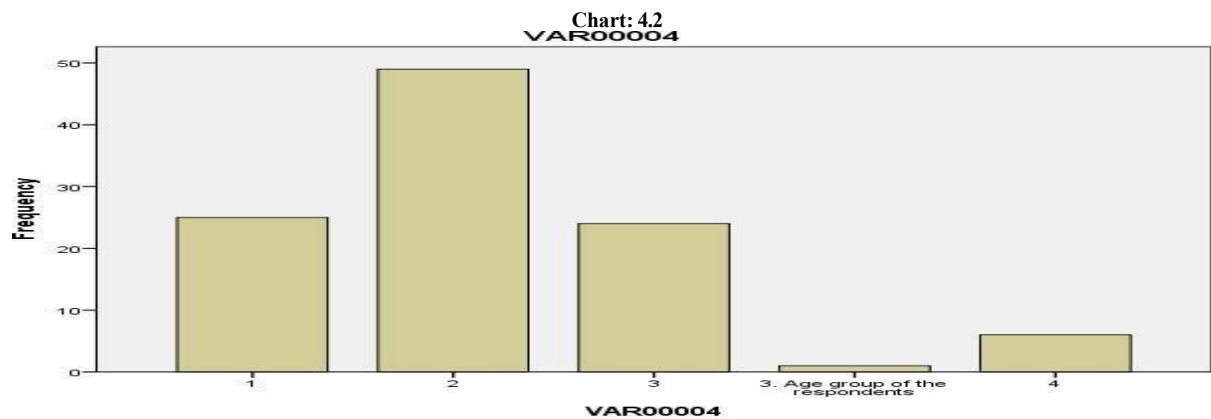


**Interpretation:** Out of a total of 105 participants, 51 respondents, accounting for 48.6%, were male, while 52 respondents, representing 49.5%, were female. This indicates a nearly equal representation of both genders in the sample, with females slightly outnumbering males. Additionally, there appears to be one entry (1.0%) that may have been miscoded or falls under an unspecified category, which should be reviewed for accuracy.

Table: 4.2 Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
1	25	23.8	23.8	23.8
2	49	46.7	46.7	70.5
3	24	22.9	22.9	93.3
Valid 3. Age group of the respondents	1	1.0	1.0	94.3
4	6	5.7	5.7	100.0
Total	105	100.0	100.0	

Source: Primary Data

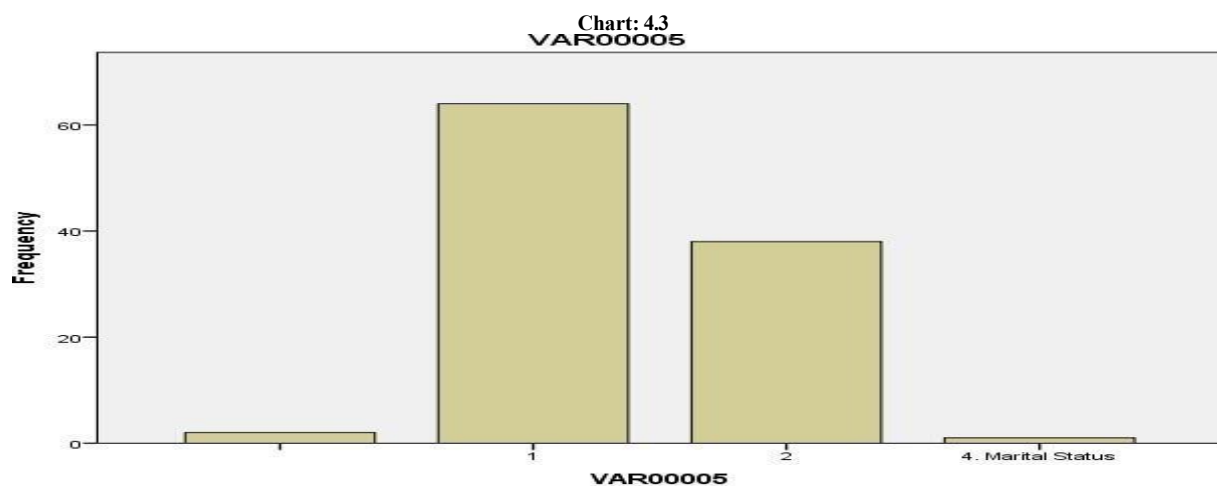


**Interpretation:** The majority of respondents, 49 individuals (46.7%), fall under Age Group 2, indicating that this age group is the most represented in the sample. This is followed by Age Group 1 with 25 respondents (23.8%) and Age Group 3 with 24 respondents (22.9%). Age Group 4 includes only 6 respondents, making up 5.7% of the total, and is the least represented. Additionally, there appears to be one entry (1.0%) labeled as “Age group of the respondents,” which seems to be a data entry or coding error that should be reviewed for accuracy.

**Table: 4.3 Marital Status of the Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	1.9	1.9	1.9
1	64	61.0	61.0	62.9
Valid 2	38	36.2	36.2	99.0
4. Marital Status	1	1.0	1.0	100.0
Total	105	100.0	100.0	

Source: Primary Data

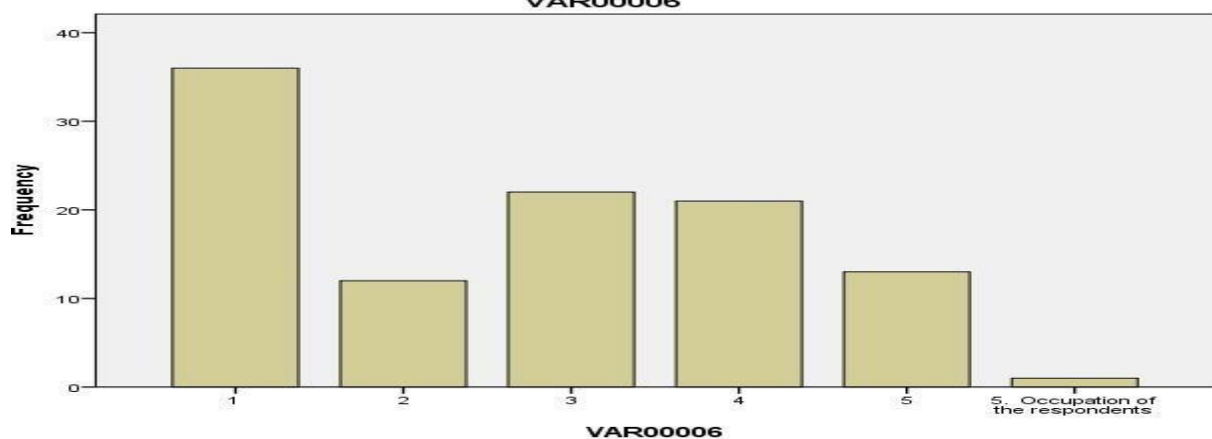


**Interpretation:** Among them, the majority 64 respondents (61.0%) are unmarried, while 38 respondents (36.2%) are married. Additionally, there is one entry with a frequency of 2 (1.9%), which may represent another category (such as divorced or widowed), although it is not clearly labeled. Furthermore, there appears to be one mis entry or miscoded response listed as “4. Marital Status – 1 respondent (1.0%),” which seems to be a data or labeling error that should be verified.

Table: 4.4 Occupation of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
1	36	34.3	34.3	34.3
2	12	11.4	11.4	45.7
3	22	21.0	21.0	66.7
4	21	20.0	20.0	86.7
Valid 5	13	12.4	12.4	99.0
5. Occupation of the respondents	1	1.0	1.0	100.0
Total	105	100.0	100.0	

Source: Primary Data

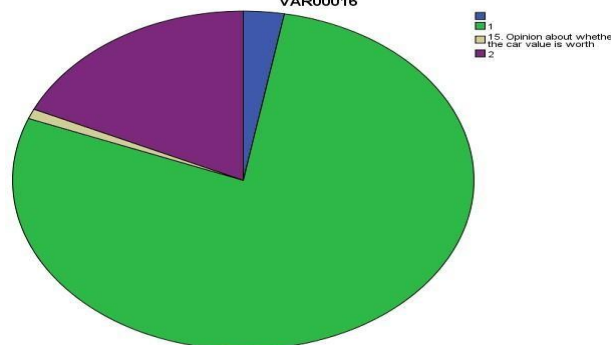
Chart: 4.4  
VAR00006

**Interpretation:** A majority of the respondents, accounting for 34.3%, belong to occupation category 1, indicating that most participants are likely engaged in private-sector jobs or are selfemployed. The second-largest group consists of respondents from occupation category 3 (21.0%), followed closely by those in category 4 (20.0%), which may represent students and homemakers respectively. Occupation category 2, possibly representing government employees, accounts for 11.4% of the total. Meanwhile, 12.4% of respondents fall under occupation category 5, which may include retired individuals, unemployed persons, or those engaged in other types of work.

Table: 4.5 Opinion about whether the car value is worth

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2.9	2.9	2.9
Valid 15. Opinion about whether the car value is worth	82	78.1	78.1	81.0
2	1	1.0	1.0	81.9
Total	19	18.1	18.1	100.0
	105	100.0	100.0	

Source: Primary Data

Chart: 4.5  
VAR00016

**Interpretation:** The majority of respondents (78.1%) believe that the car's value is worth the price, indicating a generally positive perception. A smaller portion (18.1%) holds a neutral or slightly doubtful opinion, while only 2.9% feel the car is not worth its value. One entry (1.0%) appears to be a data error and does not impact the overall analysis. Overall, the findings suggest strong customer satisfaction with the car's value.

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## Findings and Discussion

### 1. Brand Awareness and Image

Most respondents recognized Hyundai as a reliable and innovative brand. The popularity of models such as Hyundai i20, Creta, and Venue is high. Hyundai is perceived as offering modern design, fuel efficiency, and good resale value.

### 2. Purchase Influencing Factors

Key factors influencing purchase decisions include:

- Mileage
- Design and aesthetics
- Price
- Brand reputation
- After-sales service
- Availability of spare parts

Hyundai scored well on most of these, especially in terms of design, mileage, and brand image.

### 3. Customer Satisfaction

- Performance: 78% of respondents rated Hyundai's vehicle performance as 'Very Satisfactory.'
- Service Quality: 70% of respondents were happy with the after-sales service.
- Value for Money: 65% agreed that Hyundai offers good value for money.

### 4. Challenges Identified

Some respondents felt:

- Service costs are slightly higher compared to local brands.
- Waiting periods for new models are sometimes long.
- More rural service centers would be beneficial.

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## Suggestions

- Enhance the service network in semi-urban and rural areas of Tirunelveli.
- Offer more promotional schemes and seasonal discounts to attract new buyers.
- Improve spare parts availability and reduce delivery time for new bookings.
- Conduct regular customer feedback drives to improve satisfaction.

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## Conclusion

Hyundai Motors enjoys a strong and positive perception among consumers in Tirunelveli district. The brand's commitment to quality, innovation, and customer service has earned it a loyal customer base. While most customers are satisfied with their Hyundai vehicles, there is scope for improvement in service outreach and pricing strategy. Continuous engagement and feedback mechanisms will help Hyundai maintain its competitive edge in the region.

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