

# An Analysis of Customer Satisfaction for Hyundai Motor India

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**Abstract:** *The paper is based on the relationship between the customer satisfaction and the product/service quality features of the Hyundai Motor India. This company deals in selling of motor cars basically with various brand names such as Hyundai I 10, I 20, Santro, Elantra etc. Its nearest competitors are Tata Motors and General Motors. It falls under Automobile sector which has an annual growth of about 9.2%, with total sales of about 4.02 million units. The aim of this study shall be to take an in-depth analysis about the performance of Hyundai Motor India and to analyse the satisfaction level of customers by the product/service quality provided by the company. We shall be making use of few SPSS tools in order to conclude about the the objectives taken into consideration. A total of 100 questionnaires have been taken as a sample for this study.*

**Keywords-:** *Customer Satisfaction level, Mean, Deviation, S.D., S.E., SPSS*

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## 1. Objective of the paper

The following are the objectives given as follows:

- To take an in-depth analysis about the performance of Hyundai Motor India.
- To analyse the satisfaction level of customers by the product quality provided by the company.
- To analyse the satisfaction level of customers by the service quality provided by the company.

## 2. Introduction of the paper

The company under study for this paper is Hyundai Motor India which is an Automobile company dealing into manufacturing and selling of cars under different brand tags. It also deals with the after- sales service as well. This company deals in selling of motor cars basically with various brand names such as Hyundai I 10, I 20, Santro, Elantra etc. Its nearest competitors are Tata Motors and General Motors. It is registered with the name HMIL which is a subsidiary of a Korean Major. HMIL is not currently listed on the stock exchange of India. There are 231 dealer showrooms if Hyundai in India. It has sold globally as many as 5.3 million car units. In the month of august last year i.e. 2019 HMIL sold in India 8291 car units. We shall be making use of few SPSS tools in order to conclude about the the objectives taken into consideration. A total of 100 questionnaires have been taken as a sample for this study. There is certain scope of improvement by the company for which the responses were below 80 %. And those which had 90% above response were happy customers. There exists a tough competition in this sector so Hyundai must work on its weak points as enrolled by the study above.

## 3. Methodology adopted for the paper

The data has been collected from both the sources i.e. primary as well as secondary method. Under primary method, a questionnaire was designed and a small survey was carried out with the customers of Hyundai Motors to know their perception. They were asked to fill the questionnaire on a likert scale of 1 to 10 with 1 being the lowest point and 10 the highest point on the scale. A total of 100 questionnaires have been taken as a sample for

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<sup>1</sup> MDDM College, B.R.A. University, Muzaffarpur, Bihar this study. The area for which it was surveyed was the capital of Bihar i.e. Patna. Under the secondary sources the data available by the company has also been used as a reference for this study.

#### 4. Statistics discussed

Below are few tables used as a statistical data to support and explain the objectives of this paper?

- Table 1: Demographical Distribution of Data of the Respondents
- Table 2: Product based Quality Factors with SPSS
- Table 3: Service based Quality Factors with SPSS

Table 1: Demographical Distribution of Data of the Respondents

Demographic Profile of Respondents				
		profile	% result	Total
1	Gender	Male	87	100
		Female	12	
		others	1	
2	Family Size	upto 2 members	34	100
		upto 2-5 members	57	
		above 5 members	9	
3	occupation	Business class	56	100
		Service class	41	
		others	3	
4	Education	below graduation	12	100
		graduate	49	
		masters	30	
		professional degree	9	
5	Model of Car	Hyundai I 10	28	100
		Hyundai Creta	11	
		Hyundai Verna	13	
		HyundaiElantra	4	
		Hyundai Xcent	3	
		Hyundai Santro	21	
		Hyundai I 20	18	
		Hyundaii Aura	1	
		Hyundai Tuscon	1	

#### 5. Explanation of the above table:

The above table shows the data regard the demographic profile of the respondents. The total respondents are 100 in number for this study who filled the questionnaire. The above has five questions regarding their gender, family size, Occupation, Education and Model of car.

- 87% respondents were male while 12 % respondents were female and 1% respondents were others.
- 34 % respondents were 1-2 members in family, 57% respondents were 3-5 members while rest had more than 5 members.
- 56% respondents were in business class, 41% respondents were in service class.
- 12% respondents were below graduation, 49% respondents were graduate, 30% respondents were master's degree while 9% respondents were professional degree holders.

- The car models compared were - Hyundai I 10, Hyundai Creta, Hyundai Verna, Hyundai Elantra, Hyundai Xcent, Hyundai Santro, Hyundai I 20, Hyundai Aura, Hyundai Tuscon. Out of which Hyundai Santro and I 10 is most used while Elantra and Aura were rarely used.

Table 2: Product based Quality Factors with SPSS

PRODUCT QUALITY FACTORS							
	FACTORS	RESPONSE			MEAN	S.D.	S.E.
		BETTER THAN EXPECTED	AVERAGE	WORSE THAN EXPECTED			
1	Mileage	88	11	1	5.71	1.16	0.13
2	Engine Displ	89	5	6	5.85	1.07	0.12
3	Fuel type	87	8	5	6.18	1.12	0.12
4	Airbags	79	16	5	5.96	1.1	0.13
5	Comfort	91	7	2	6.08	1.07	0.12
6	Central lock	83	14	3	5.9	1.17	0.12
7	Fog Lamps	79	10	11	5.72	1.23	0.13
8	Seating Capacity	81	10	9	5.8	1.13	0.13
9	Leather quality	83	11	6	6.06	1.14	0.13
10	ABS	85	8	7	5.52	1.2	0.14
11	Bluetooth	85	6	9	5.83	1.41	0.14
12	Resale Value	91	6	3	5.98	1.07	0.11
13	Durability	97	2	1	5.67	1.13	0.13
14	AC	89	1	10	6.13	1.17	0.16
15	Price	90	7	3	6.02	1.29	0.13
16	Overall Look	91	6	3	5.48	1.29	0.13
17	Maintenance Expenses	82	11	7	6.07	1.22	0.12
18	Owner's Pride	83	14	3	5.84	1.11	0.14
19	Floor clearance	89	8	3	6.17	1.06	0.13
20	Pick-up	88	9	3	5.48	1.34	0.12

#### 6. Explanation of the above table:

The above table shows the product qualities of the car with their response whether the feature is better than expected or worse than expected or average. Also, the mean, S.D, S.E. has also been calculated with the help of SPSS software. The features discussed are – Mileage, Engine Displ, Fuel type, Airbags, ABS, Central lock, Fog Lamps, Seating Capacity, Leather quality, Comfort, Bluetooth, Resale Value, AC Durability, Price, Overall Look, Maintenance Expenses, Owner's Pride, Floor clearance, and Pick-up.

- **Response > 90%: Highly Satisfactory**

Comfort, Resale value, Durability, Price, overall look

- **Response 80 %-90%: Average Satisfaction**

Mileage, Engine, Fuel, Lock, seating, Leather, ABS, Bluetooth, Ac, Maintenance, floor Clearance and Pick-up.

- **Response < 80%: Scope for Improvement**

Airbags and Fog Lamp

Table 3: Service based Quality Factors with SPSS

SERVICE QUALITY FACTORS							
	FACTORS	RESPONSE			MEAN	S.D.	S.E.
		BETTER THAN EXPECTED	AVERAGE	WORSE THAN EXPECTED			
1	Car monthly maintenance	79	12	9	6.10	1.13	0.12
2	Car Repairs	91	5	4	6.13	1.14	0.13
3	Part Replacement	84	6	10	5.83	1.2	0.13
4	Oil check - ups	87	2	11	5.98	1.41	0.13
5	Car Washing	91	2	9	5.67	1.34	0.14
6	Employee knowledge	84	7	9	6.02	1.29	0.13
7	car break down facilities	86	6	8	5.48	1.29	0.13
8	Reliability	87	11	2	6.17	1.1	0.12
9	Accountability	82	14	4	5.48	1.07	0.14
10	Behaviour of Employees	85	5	10	6.06	1.17	0.12
11	Market Image of car	85	7	8	5.52	1.23	0.13
12	Efficiency of dealers	91	5	4	5.9	1.07	0.12
13	safety	96	1	3	5.18	1.13	0.12
14	After sale service	91	2	7	5.71	1.17	0.13
15	Availability of information	93	5	2	5.85	1.06	0.12
16	Feedback	91	7	2	6.18	1.22	0.14

**7. Explanation of the above table:**

The above table shows the service qualities of the car with their response weather the feature of the car is better than expected or worse than expected or average. Also, the mean, S.D, S.E. has also been calculated with the help of SPSS software by computer. The features discussed are - Car monthly maintenance, Car Repairs, car Part Replacement, car Oil checkups, Car Washing, Employee knowledge in regard to car, car break down facilities, Reliability, Accountability, Behaviour of Employees, Market Image of the car, Efficiency of the dealers, Safety of the car, after sale service of the car, Availability of the information, and Feedback form consumers.

- **Response > 90%: Highly Satisfactory**

Car repair, Car washing, Efficiency of dealers, Safety, After sale service, Availability of information, and Feedback.

- **Response 80%-90%: Average Satisfaction**

Part replacement, oil checks, car breakdown facilities, reliability, Accountability, Behaviour of Employees, Market Image of car,

- **Response < 80%: Scope for Improvement**

Car monthly maintenance So we can clearly see the results how the response was in regard to the basic features/ variables taken into study in respect to the car. Indeed, SPSS software gives all the

facilities to rely on it for such complex calculations by which we are in a position to prove our hypothesis and objective in the concerned area for further analysis and conclusion for the same.

## 8. Conclusion

From the above statistical data and SPSS calculations, we can easily conclude that the customer is highly affected by the car product quality and car service quality given by the concerned company. The paper is strictly based on the relationship between the customer satisfaction and the car product/service quality features of the Hyundai Motor India. This company deals in selling of motor cars basically with various brand names such as Hyundai I 10, I 20, Santro, Elantra etc. Its nearest competitors are Tata Motors and General Motors. It falls under Automobile sector which has an annual growth of about 9.2%, with total sales of about 4.02 million units. The aim of this study shall be to take an in-depth analysis about the performance of Hyundai Motor India and to analyze the satisfaction level of customers by the product/service quality provided by the company. We shall be making use of few SPSS tools in order to conclude about the the objectives taken into consideration. A total of 100 questionnaires has been taken as a sample for this study. There is certain scope of improvement by the company for which the response were below 80 %. And those which had 90% above response were happy customers. There exists a tough competition in this sector so Hyundai must work on its weak points as enrolled by the study above. The data has been collected from both the sources i.e. primary as well as secondary method. Under primary method, a questionnaire was designed and a small survey was carried out with the customers of Hyundai Motors to know their perception. They were asked to fill the questionnaire on a likert scale of 1 to 10 with 1 being the lowest point and 10 the highest point on the scale. The area for which it was surveyed was the capital of Bihar i.e. Patna. Under the secondary sources the data available by the company has also been used as a reference for this study.

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