

PROJECT REPORT ON
“CUSTOMER SATISFACTION” AT
HYUNDAI MOTORS LIMITED

Submitted to



Department of Commerce

I Year (2021-2022)
Under the faculty of Commerce

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Under The Guidance Of
Dr. K. MANJULA

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Jadcherla

CERTIFICATE

This is to certify that the project work entitled
**A REPORT ON“CUSTOMER SATISFACTION” AT
HYUNDAI MOTORS LIMITED**

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Of Dr. BRR. Govt Degree College Jadcherla has duly completed their project under my supervision. The entire work has been done under my guidance and that no part of it has been submitted previously for any degree or diploma of any University. It is their own work and facts reported by their personal findings and investigation.



Signature of project guide

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DECLARATION

We

Here by declare that the project work entitled “CUSTOMER SATISFACTION AT HYUNDAI MOTORS LIMITED”. Is are cord of Independent and on a fide project work carried out by us under the supervision and guidance of Dr. K. Manjula ,Department of Commerce ,Dr. BRR Govt Degree college, Jadcherla. The information and data given in the report is au then tic to the best of our knowledge. The report has not been previously submitted for the award of any Degree, Diploma, As society ship or other similar title of any other university or institute.

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Abstract

This study with a title of “A STUDY ON CUSTOMER SATISFACTION IN HYUNDAI MOTORSLIMITEDATTHEHYUNDAI (Mahabubnagar) CARSDEALERSHIP”.The prior purpose which is attached with the research is the calculation of the level of pleasure in customers, to understand an expectation from the customer side from the service station and service delivery and to find out the gap between both service delivery and the expectation of customer which will influence them.

This study focuses on how to understand a customer on the basis of their satisfaction, expectation, experience and the gap between their expectation and service delivery. This study mainly focuses on the factors which all help to determine the expectation level of the customer. This study helps the company in so many ways so that they can come up with their problems and provide a satisfactory service to the customers that they become more loyal and get attracted by the service center.

Random sampling method is used by the researcher. The repurchases taken responsibility from 100 respondents randomly to know their opinion, satisfaction level, expectation, problem they are facing and employee performance. Structured questionnaire is used and secondary data was collected from different websites.

The Hyundai in Mahabubnagar is an authorized sales and service dealership, Hyundai in Mahabubnagar has been in the business ever since the year 2003. In a short span of time, the place made a name for itself as well as increase its patrons based tremendously. Ever since its inception, the showroom has always ensured that it maintains a high standard when it comes to servicing its guests.

The main aspect of this study is to attract customer towards the service station by satisfying them and also to understand the customer demand, perception, thinking, etc. Another aspect is how to make the customer satisfied and feel better at the service station. Also helps to use all the data collected for future perspective to improve the service and employee and service performance.

CHAPTER1
INTRODUCTION

CHAPTER 1

INTRODUCTION

This project aims at creating some practical things like knowledge, business experience and great exposure for me. It gave me a wonderful opportunity to observe and learn the nature, vision, mission, objectives and function and the activities in the organization and related to the concept and theoretical study so far in the classroom. During this period the theories studied in the classrooms helped me in executing them in real time in business strategies and operations and hence help my company generate sales and promote their service in the market.

Good service as well as customer satisfaction are very important for both small and big companies, but especially for the small companies as they need more customer retention. As we all know now a days competition is increasing day by day that is why good service is becoming more and more important. By making the customers happy and serving them well enough can create long term customer relationship and possibly the company can get free marketing at the same time when the satisfied customer tells about the good service they got. The company will get a positive impact if they provide positive service that is why it is interesting to investigate or knowing the feedbacks of the customers. It is very possible to get useful information of the company customer while measuring customer satisfaction and the results are also useful to improve the company's services.

Measuring customer satisfaction on a continuous basis should be done because if it is done regularly there suits will be more beneficial to the company to convert their weaknesses into strengths.

This research is done to get an idea of customer satisfaction the company has not carried out any big research studies before this is one reason why I found it interesting to do the research

THEORITICAL BACKGROUND OF STUDY

Customer Satisfaction is a term frequently used in marketing. It is a measure of how product and services supplied by a company meet or surpass customer expectations. Customer satisfaction is defined as the number of customers or percentage of total customers whose reported experience with a firm, its product or its services exceeds specified satisfaction goals.

The marketing accountability standard boards endorse the definitions, purposes and construct of classes of measures that appear in marketing matrices as part of its on-going common language in the market in project. In order to find the Customer Satisfaction for services provided by The Hyundai, I adopted the Descriptive method for research and collected the details provided by the respondents in the Survey. I have chosen a sample size of 100 respondents through a technique of Random Sampling. The survey was conducted through preparing a questionnaire in which multiple choice questions were asked by the respondents. By this research I came to know that the majority of customers were very much happy by standard in the services provided by The Hyundai but they have a problem with the behaviour of the mechanics. There is a communication gap between service advisor and customer and also with mechanics. So the organization has to focus on it and try to rectify the communication gap. There are few of the services where the company has to create Customer Satisfaction are washing of the car and body painting. The company also has to concentrate on some of the strategies to improve the Customer satisfaction in services provided by The Hyundai and to increase its market value and so attract the customers who are attached with the competitor.

1.1(a) NEED OF CUSTOMER SATISFACTION:

- Customers are the most important asset of any organization.
- Customers directly or indirectly have a role in cash flow of the organization as satisfied customers will clear their outstanding's quickly which will increase the cash flow.

1.1(b) BUSINESS TECHNIQUE OF CUSTOMER SATISFACTION:

- By providing frontline employees who can respond quickly is one of the main customer satisfaction techniques.
- An organization can retain their customers and also increase their customers by providing after sales service.
- Always have a positive attitude while dealing with customers means having a smile in face

STATEMENT OF THE PROBLEM

This study is a Hyundai marketing service that attempts to identify various factors that contribute to the management of customer satisfaction. The study also attempts to associate certain customer satisfaction factors with the population variables of gender, age, annual income and work experience.

NEED FOR THE STUDY

In today's modern market, satisfaction among the customers plays an important role in the services turnover of the company. Every company invests heavily in aspect to build strong image and gain market share and also to retain large number of customers. To know the customer satisfaction for the services, provide by The Hyundai is the need of the study.

OBJECTIVES

- To determine the factors contributing to customer satisfaction.
- To assess satisfaction level of customer towards services provided by Hyundai.

SCOPE OF THE STUDY

- This study covers the customers of The Hyundai.
- This study helps to attract more customers who are attached with competitors.
- This study helps to enhance the marketing strategy of The Hyundai.

LIMITATIONS

- Study is limited to The Hyundai dealership.

CHAPTER
2REVIEWOFLITERATURE

CHAPTER 2

LITERATURE REVIEW

According to **Richard Oliver**(1995)“Customer satisfaction is nothing but customer’s response of fulfillment. Satisfaction is a judgment about any service feature or about the service itself which provides a level of pleasure for consumption-related fulfilment”.

Customer satisfaction is evaluation of any service by the customer in terms of need, demand, and its fulfillment by the service provider. It is also useful for understanding the customer, knowing their expectations, awareness about the services and organization and also idea about how to satisfy the customer and what are the strategies used for this.

Das Prasun(2009) examined in this study that any effort which has been taken for finding a pleasure of customers while buying of services related to any sector is based on the customers. An article on satisfaction of customer’s looks twisty as well as it covers various segments which have accounting, management and marketing, etc. He said that customer satisfaction is related to all the functions and it also depends upon the employee’s performance. Customer satisfaction is one of the best methods of attracting customer by providing better services to the customers so that they become loyal to wardship service provider.

Iacobucci(1994, 1995) examined and explained the precise and easy definition of services standards and customer pleasure & happiness. He said that all the service standards will never be misled by the satisfaction of customer, while the pleasure is profitable result of giving better advantage. Here, there’s a huge difference between service standards and customer happiness. But many customers think that it is same. Actually, service quality is a factor which

will influence a customer for their satisfaction like that there are many factors which employee performance are, behave of the employee, price, etc. These all the factors will lead to the customer satisfaction. So that customer will be happy and be brand loyal.

Sulek (1995) examined that the customer satisfaction positively and profitably affects the services. It means the demand of the service will increase day by day. It also says that customers are brand loyal and if they satisfied then they avail the services whether the service charges are high. Customer satisfaction is very profitable for any company to increase their sales, income, revenue, and customer base. So, we can call it as positively affects the sales of services.

Anderson (2004) examined that there is a positive integration between satisfaction of the customer at company level and (benefited in long-run and enhance the financial performance) for its dealers. Customer satisfaction is the best way which will enhance the financial performance, profitability of the company and number of customers who will directly or indirectly increase the revenue of company. Customer satisfaction also says that if any company has large number of satisfied customer base then the company is the market leader because of their quality service, standard service at low price. Customer satisfaction is now a day's very important factor which will affect the organisation in many different ways.

Babakus (2008) examined that if service quality is linked to the customer satisfaction within service providing firm and found that service quality has a significant impact on the profit of the firm. It means quality of service directly impact on the profit of the firm or service quality leads to the customer satisfaction and it increases the profit of the organization or firm. Profit is very necessary for any firm to analyse their performance, customer base, brand value, etc.

Cardozo's (1965) examined that the Customer satisfaction has been very popular topic in marketing study and academic research and initial study is all about customer effort, expectations and satisfaction. A customer is satisfied when several factors are included in the services like service quality, awareness of customer, employee performance and also some efforts will be put by customer, expectation by the customer is not very high so that it will be fulfilled easily by main tabiningsom equality and standard.

Oliver (1980) examined that pleasure of customer is only an outcome of the evaluation course which contrast pre-purchase expectation with the perception of an act at the time and later consuming experience. Customer satisfaction is all about result which a customer feels and here plies to some one after availing any service facility.

Atkinson (1988) examined that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. These all are the main factors which will help a customer to become satisfied and then analyse the service in late point of time.

Akan (1995) examined the main determinants of customer satisfaction are the behaviour of employees, cleanliness and timeliness. It means manner, behaviour of employee's leads to the customer satisfaction as well as cleanliness and the services at time also leads to satisfaction of customer.

Knutson (1988) examined that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important to satisfy the customer. These are the determinants of customer satisfaction, if these all will be included in any service then there is no dissatisfaction.

Hunt(1977)examined that Customer satisfactions also been defined as“an evaluation rendered that the (consumption) experience was at least as good as it was supposed to be.” Past experience is also a factor which helps any marketer to satisfy the customer easily.

Larcker and Ittner(1998) studied that empiric proof by many customers, businesses and firm shells to measure various financial performances (which includes revenues, revenue changes,margin, sales return, equities market value and the current earning) all are directly related with the satisfaction of customers. It means if a customer is satisfied then it directly impacts on there venue,profit,sales return,etc.

Dineshkumar,P.Vikkraman(2012)studiedthatsatisfactionofcustomersarelargelyremembered as the main component for attracting the customers for the post purchase behaviour.Thecustomerswhoaresatisfiedareusetosaytootherpeopleabouttheirpositiveexperience

and then engaged in word of mouth advertising for positive sense. Word of mouth is the best way of marketing because an experienced customer is attached in such activity.

Dr.T.N.R.Kavitha, Mr.R.MohanaSundaram (2010) studied that customer satisfaction to ward any services is carried out with some objective like determining the customer expectation and to know the satisfaction level. It means if any company is focusing on the satisfaction of customer then there is a motive behind it which is to retain large number of customers and to know the expectation of the customers.

Choi and Chu (2001) studied that staff efficiency; machines and the brand value are the topthreefactorsthatdeterminecustomersatisfactioninautomobileservices.

Labagh and Barsky(1992) studied that employee's attitude, service centre location and lounge facilities are the factors which influence the customer satisfaction in service centre of automobile industry.

Ms. JayshreeChavan, Mr. Faizan Ahmad (2013) studied that today, all the service industries are customer oriented and they are focusing on the customer needs and then start to realize that the company moreover depending on the standards of the services offered to all of the customers.

S M SohelRana,Abdullah Osman,Md. Aminul Islam (2014) analyse that to mobile industry and its services are becoming popular day by day. Companies in this sector are paying more focus for the develop ment of the industry.Thisfreshresearchfocusesonallthedeterminantswhich constitute customer pleasure in the automobile services.Satisfaction of customers in this industry is important indicator and shows how well dealers meet the customer's expectation.

Miguel I. Gomez,Edward W. McLaughlin, Dick R. Wittink(2004) analyzed to evaluate a connection between the perception as well as the satisfaction of customer, also between customer pleasure and the a sales performances.

CHAPTER
3 METHODOLOGY & PROCEDURE

CHAPTER 3

METHODOLOGY & PROCEDURE

3.1(a) RESEARCH DESIGN:

Descriptive research design is used to carry out the study.

3.1(b) SAMPLING UNIT:

Costumes of The Hyundai Mahabubnagar Jharkhand.

3.1(c) SAMPLE SIZE:

100 Customers who came for service in The Hyundai Mahabubnagar.

3.1(d) SAMPLING TECHNIQUE:

Simple random sampling technique method was used to do the research.

(e) DATA COLLECTION:

The sources of information from where it is collected are as follows:

1. Primary data (first)
2. Secondary data (second)

Primary data

I have collected the primary data from customers using questionnaires. Instrument used for questionnaire is been used for data collection. It is composed of close ended questions which are constructed using 5-point rating scale.

Secondary data

All the secondary data is collected from magazines, journals, articles, company's old reports, websites.

3.1(f) Statistical tools:

SPSS and M. EXCEL are the tools used to carry out the study.

And the methods used are percentage method and ANOVA technique.

INDUSTRYPROFILE

Automobile industry, the business of producing and selling self-powered vehicles including passenger cars, trucks, farm equipment, and other commercial vehicles. By allowing consumers to commute long distances for work, shopping and entertainment the auto industry has encouraged the development of an extensive road system, made possible the growth of suburbs and shopping centers around major cities, and played a key role in the growth of ancillary industries such as the oil and travel business. The auto industry has become one of the largest purchasers of many key industrial products such as steel. The large number of people the industry employs has made it a key determinant of economic growth. A vehicle is machine which is used for the transportation of passengers and goods. Car, bus, truck, jeep, tractor, scooter, motorcycles are the example of automobiles. India has a strong export grow the expectation for the future and is also a prominent auto exporter. There is also an overall export growth of 15.81 percent between April to February 2017-2018. There are some initiatives taken by government of India and the major automobile company's which will make India a leader in the four-wheeler market by the end of 2020. The auto industry is going to evolve by introducing various electric vehicles. Government of India is expecting to see six million electric cars and hybrid cars at the end of 2020.

In order to meet the growing demand various auto makers have started investing heavily in various segments of the industry. Foreign direct investment of Rs 18.413 billion had been attracted by the industries during the period April 2000 to December 2017. This industry is supported directly or indirectly by various factors such as availability of skilled labor at cheaper cost, various R&D centers and low-cost steel production. The industry also provides various opportunities for investment as well as direct and indirect employment to skilled and unskilled labor.

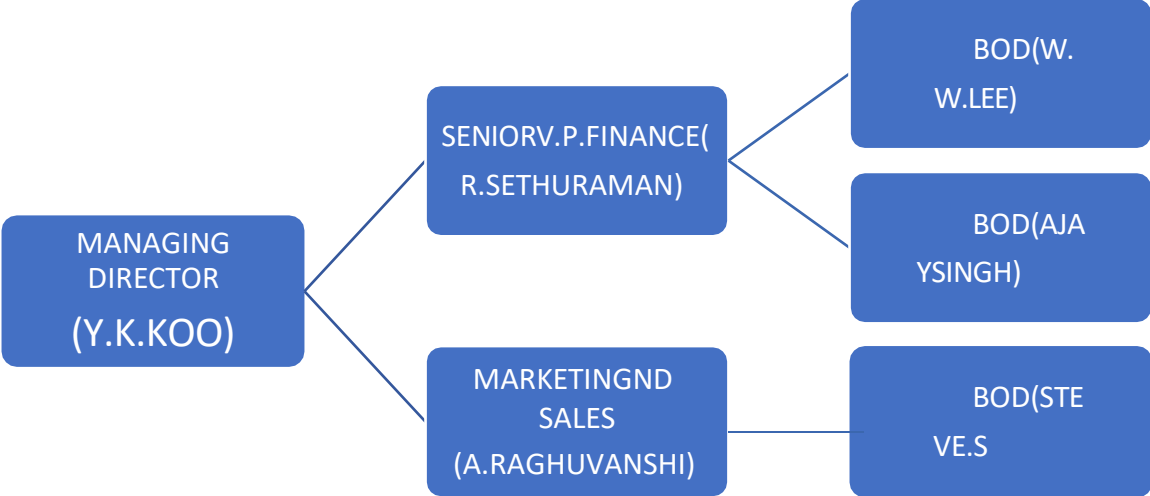
Some of the major initiatives taken by the Indian government are:

- The Indian government is targeting to make automobile manufacturing the main driver of "MAKE IN INDIA".
- The government has announced plans to provide credit of Rs 850,000 crore to farmers in the union budget of 2015-16. Which will boost the sales in the tractor segment.
- The government is planning to promote eco-friendly cars in the country.
- A scheme for faster adoption and manufacturing of electric and hybrid vehicles in India has been formulated by the government.

DIFFERENT NAMES OF THE AUTOMOBILE:

1. Auto
2. Auto car
3. Car
4. Motorcar
5. Automobile
6. Auto buggy
7. Motor coach
8. Motor vehicle
9. Motor

1.3(A) PROMOTERS:



1.3(B) VISSION, MISSION AND QUALITY POLICY

“VISSION”

At this very moment it is developing Eco friendly and human oriented technologies for the future and setting up optimized global management system in order to provide the best experience to its customers.

“MISSION”

To create exceptional automotive value for customer by blending safety, quality and efficiency. With the diversion they will provide responsible stewardship to the community and environment achieve stability and security know and future generation.

“QUALITY POLICY”

The fundamental quality policy of Hyundai motors is to provide better product and services to the customer is as follows:

To customer future value through continuous quality improvement.

To secure competitiveness in technology and quality of production and management.

To maximize business efficiency through knowledge management and activation of systematic risk management.

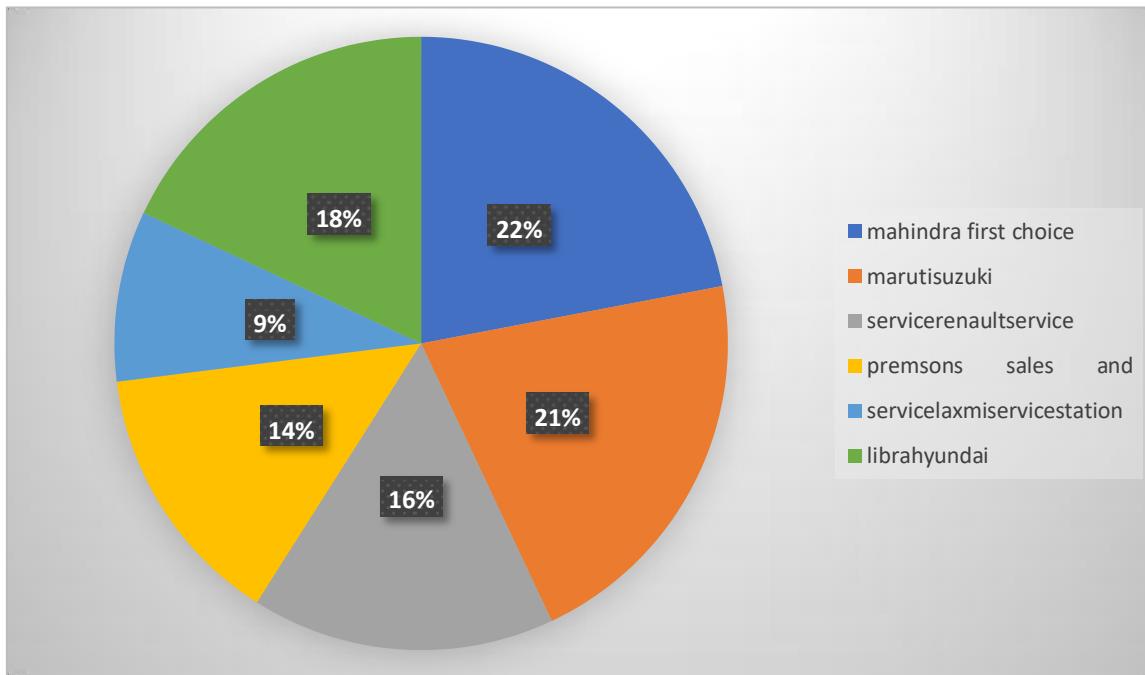
1.3(C)SERVICESOFFERED

- **Services at standard cost:** The services provided there are at a very standard cost as compared to the other automobile company even many local garages are charging high price as compared to The Hyundai.
- **Discounts and offers occasionally provided to customers:** Loyal customers are provided with some discounts on service and offers like if u take your vehicle 2 times within 2 months then 3rd servicing is free.
- **Stability in prices of services:** Many times, you will see drastic changes in price of automobiles part and many more things related to your vehicle. But Hyundai will provide you everything at genuine rate
- **Management is customer focused:** Customer retention is more important for the The Hyundai management as they believe in building relationships basically focusses on customer more than anything.
- **Advise based services:** what ever solutions are required to cope up with vehicle problem will be given by the employees its all on you no external pressure will be give to you for any type of service.
- **Education and training to the staffs:** Every staff are well trained and they have expertise in their field work as they are provided with proper training and education. Each month they have to under go various trainings and workshop.
- **HOS (Hyundai on road service):** If you are facing any problem anywhere any time such as breakdown of vehicle at any place if you make a call to the customer service, number they will come to that place they will solve your issue instantly.
- **HMS (Hyundai mobile service):** If you are too busy but wants to give your vehicle for servicing then you can book your place by calling the service center.

1.3(D) COMPETITOR'S INFORMATION

Major competitor on the basis of geography(area)

1. Mahindra first choice wheels limited.
2. Maruti Suzuki Service.
3. Renault service.
4. Premsonssales and service.
5. Laxmi service station.



In this chart, I would like to explain the area covered by different competitors and local garage. Here we can see easily that the large market is covered by Mahindra first choice wheels (22%) then comes Maruti Suzuki (21%) and The Hyundai is currently in third position with (18%).

1.3(E)SWOTANALYSIS

STRENGTHS:

- **GROWING BRAND:** As we all know there are too many brands in automobile sector and the competition is very high Hyundai is coming up with various attractive product and services so that it can owe the market so we can say that it is growing brand.
- **SERVING WORLDWIDE:** As being an international brand it is serving world wide with its various product and attractive services.
- **RESEARCH AND DEVELOPMENT:** As above mentioned it is a growing brand it has been doing lot of research and development to come outwith various product and services which will surely out class the competitor's.
- **STRONG PROFITS:** As we all know it is serving worldwide it must have been earning strong profits through it s sale and service.

WEAKNESS:

- **PRODUCTRECALLS:**There are some defects in product which might lead to return to the product to the seller.
- **SHORTAGE OF SPARE PARTS:** It is one of the main weakness as during my survey many customers have complaints that they are not getting the spare parts on time so the company must have too veer come all those issues.
- **PRODUCTIONLOOSES:**Theyaretakingtoomuchtimeforproductionanddeliveryof vehicles due to which they are losing their customers so they have to overcome this weakness for customer retention.
- **LIMITEDCARDESIGNS:**AsweallareawareabouttheproductsofHyundaicustomers think that there is similarity in the design and interior of all the cars so they must have to come up with various design and technologies to attract customers.

OPPURTUNITIES:

- **HYBRID CARS:** The company has a great opportunity to come up with hybrid cars means by introducing various new technologies in new variants with new designs.
- **BOOSTING FUEL EFFICIENCY:** By boosting fuel efficiency the company can attract more and more customers for ex in presents cars the fuel tank is having capacity of 25l on an average so in increasing it by 5l will be a great idea.
- **LAUNCH ELECTRIC CARS:** As we all know there is hike in price of petrol as well as pollution is also increasing day by day so by coming up with electric cars will attract too many customers as there are few companies who have come up with electric cars.

THREATS:

- **INFLATION:** Inflation will directly or indirectly affect the sales as well as the production of the company so the company will have to tackle these scores of problems.
- **HIGH FUEL PRICE:** As above mentioned the price of fuel is increasing day by day due to which the customers can switch to electric cars which will gradually decrease the number of customers.
- **COMPETATION:** Now a day there are large number of companies who have come in market with various products which will attract you customers so the company have to provide excellent goods and services for customer retention as well as to survive in this competitive world.

CHAPTER 4

ANALYSIS AND INTERPRETATION

CHAPTER 4

ANALYSIS AND INTERPRETATION

HYPOTHESES:

Hypothesis testing

Null Hypothesis :H₀

H₀-

There is no relationship between customer satisfaction and the quality of the service provided by the company.

Alternative Hypothesis:H₁

H₁-

There is strong relationship between customer satisfaction and the quality of the service provided by the company.

Degree of Freedom:

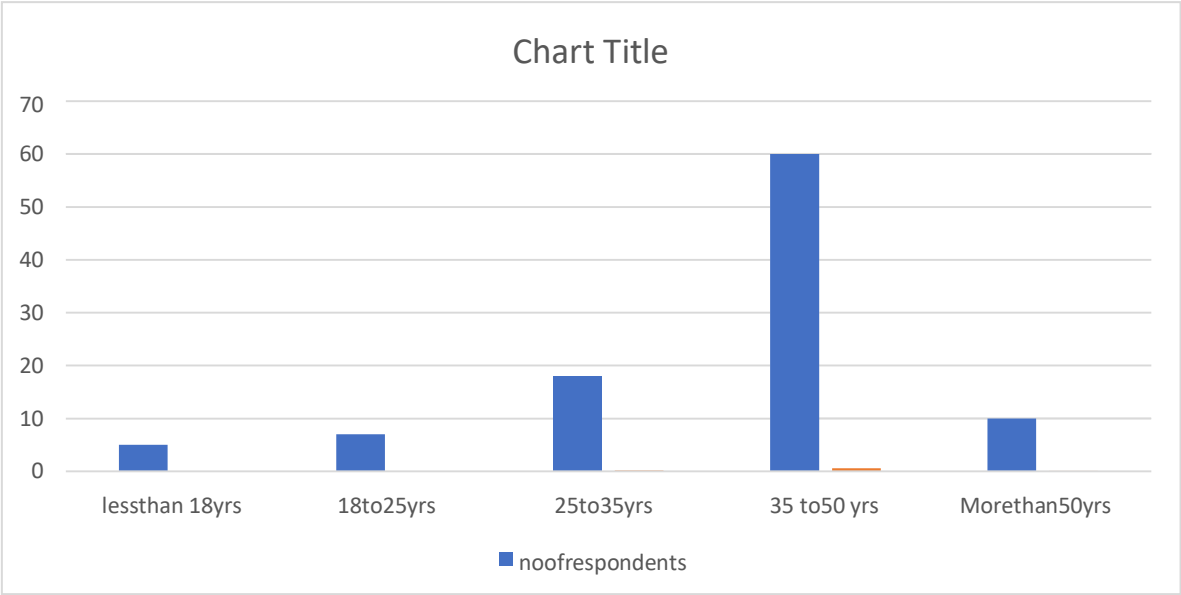
It refers to the number of observations that can be varied without changing the constraints or assumptions associated with a numerical system.

Table showing Respondent age group

Serial number	Response	Respondents	
1	Less than 18yrs	5	
2	18 to 25yrs	7	
3	25 to 35yrs	18	
4	35 to 50yrs	60	
5	More than 50	10	
Total		100	

CHART 4.1

Chart showing respondent sage group



ANALYSIS:

- I found that 60 customers belong to the age class of 35 to 50 yrs.
- 18 customers belong to the age class of 25 to 35 yrs.
- 10 customers belong to the age class of more than 50 yrs.
- I found that 7 customers belong to the age class of 18 to 25 yrs.
- 5 respondents belong to the age class of less than 18 years.

INTERPRETATION:

Most of the respondents in this study belongs to the age group 35-50 years.

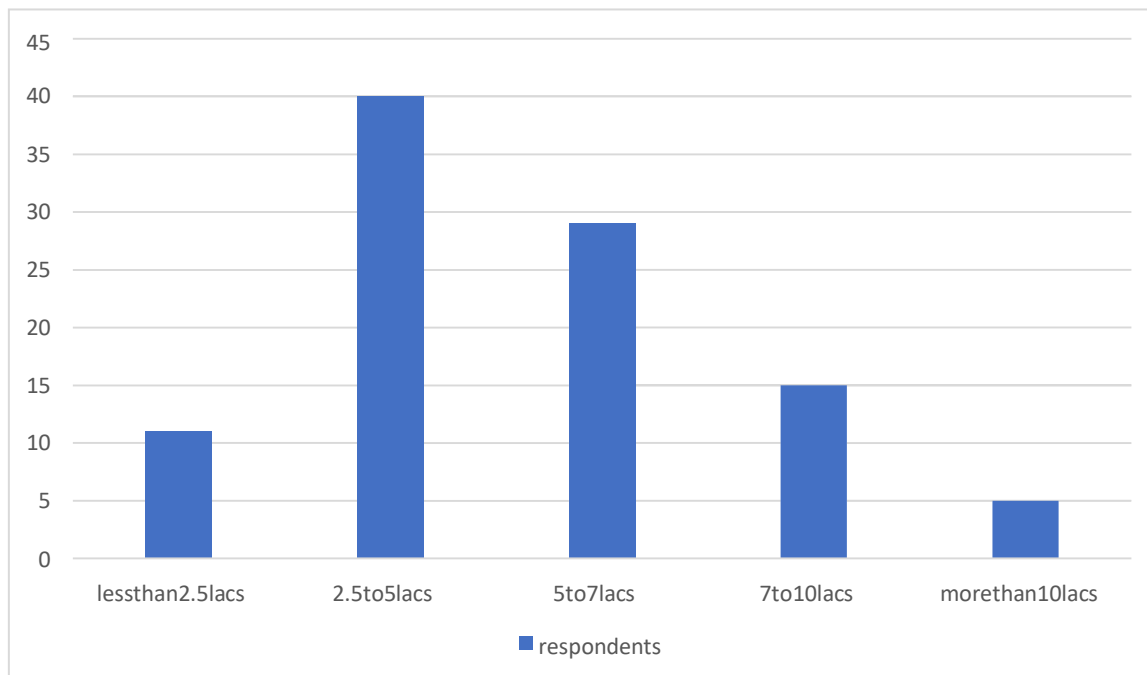
TABLE 4.2:

Table showing Income level of the respondents

Serial Number	RESPONSE	RESPONDENTS	
1	Less than 2.5 Lakhs	11	
2	2.5 to 5 Lakhs	40	
3	5 to 7 Lakhs	29	
4	7 to 10 Lakhs	15	
5	More than 10 Lakh	5	
Total		100	

CHART4.2:

Chart showing in come level of respondents



ANALYSIS

- Income of 40 customers comes under the level of 2.5 to 5 Lakhs.
- 29 customers come under the income level of 5 to 7 Lakhs.
- 15 customers come under the income level of 7 to 10 Lakhs.
- 11 customers come under the income class of less than 2.5 Lakhs.
- Only 5 of customer s come under the in come level of more than 10 Lakhs.

INTERPRETATION

Most of the respondents are having income of 2.5 to 5 lakhs per annum

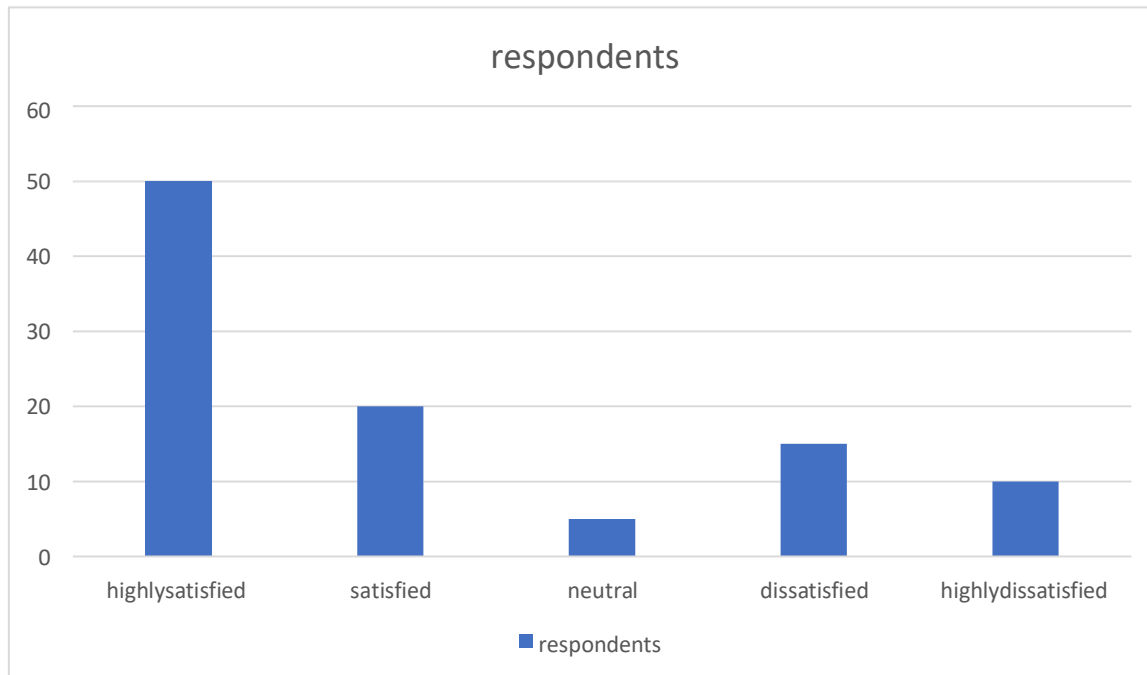
TABLE4.3:

Table showing Opinion of respondents about quality and technology of Hyundai

Serial Number	RESPONSE	RESPONDENTS
1	Highly Satisfied	50
2	Satisfied	20
3	Neutral	05
4	Dissatisfied	15
5	Highly Dissatisfied	10
Total		100

Chart4.3

Chart showing opinion of respondents about quality and technology of Hyundai



ANALYSIS

We can see in the graph of the satisfaction side is high so here customers are much satisfied with the quality&technology.

- 50customers are highly satisfied with the quality and technology provided in the cars by Hyundai.
- 20customers are satisfied by the quality and technology used in the vehicles.
- 5customer says that the quality d technology must be neutral for them, it means they mayor may not be satisfied.
- 15customersaredissatisfied by the technology and quality offered.
- 10customersareverymuchdissatisfiedwiththequalityand technology.

If we take overall then we can say that 70% of the customers are satisfied with the quality and technology while 25% are dissatisfied and 5% are neutral. We can't say anything for the neutral because they may or may not be satisfied by the offerings.

INTERPRETATION

Most of the s p on dents are highly satisfied with the quality and technology provided in the cars by Hyundai.

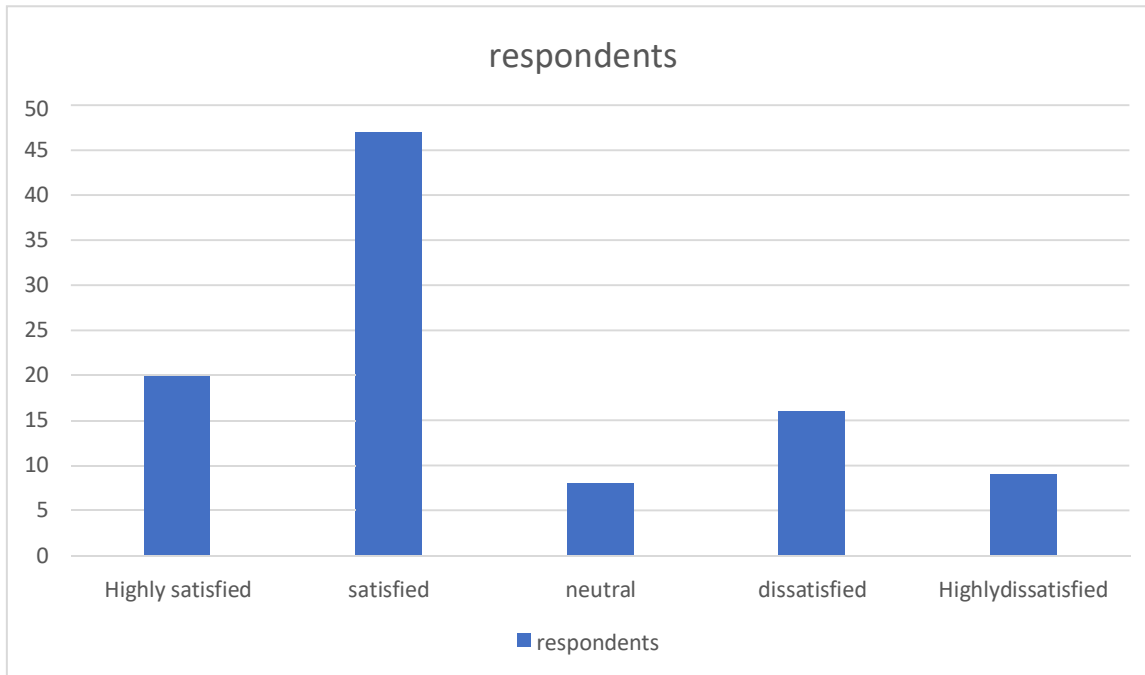
Table4.4:

Table showing Respondent so pinion about the Hyundai luxury and spaciousness.

Serial number	Response	RESPONDENTS
1	Highly Satisfied	20
2	Satisfied	47
3	Neutral	08
4	Dissatisfied	16
5	Highly dissatisfied	09
Total		100

Chart4.4:

Char showing respondents opinion about the Hyundai luxury and spaciousness.



ANALYSIS:-

There are many customers who are satisfied with the luxury and spaciousness of the vehicle.

- 20 respondents are highly satisfied with the luxury and space provided in the vehicle.
- 47customers are satisfied.
- 8customers are neutral they may or may not be happy with the luxury and spacious of the cars.
- 16respondents are dissatisfied it means they are not happy with the luxury and spaciousness of the vehicle.
- 9customers are highly dissatisfied.

If we will go for overall result then 67% of customers are satisfied, 8% of the respondents are neutral who are very confusing one and then 25% are much dissatisfied by the luxury and spaciousness of the vehicle offered to them.

INTERPRETATION:

Most of the customers are satisfied with the luxury and spaciousness of the vehicle.

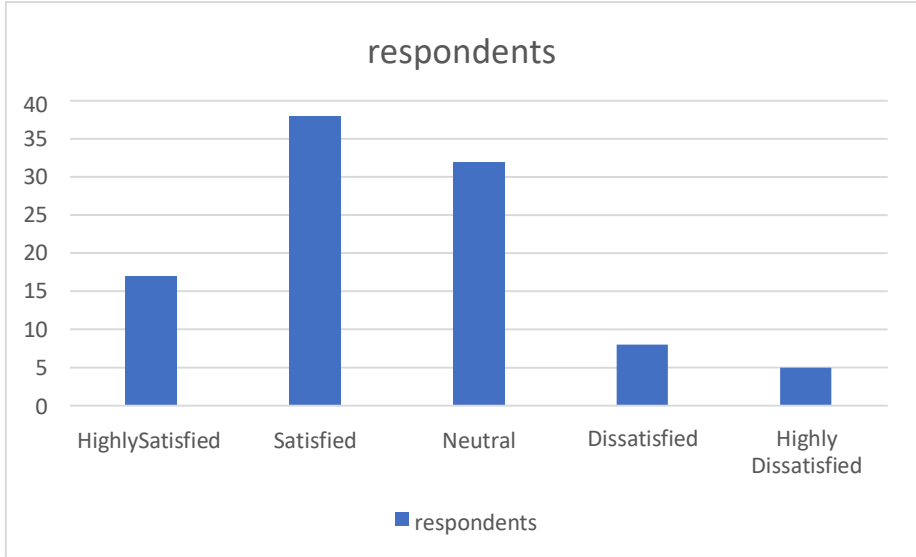
Table4.5:

Table showing Respondent's response about the price of the vehicle offered by Hyundai

Serial Number	Response	Respondents
1	Highly Satisfied	17
2	Satisfied	38
3	Neutral	32
4	Dissatisfied	08
5	Highly Dissatisfied	05
Total		100

Chart4.5:

Chart showing respondents response about the price of the vehicle offered by Hyundai.



ANALYSIS:-

There are many customers who are satisfied with the price offered by the company for their vehicle.

- 17respondents are highly satisfied with the price offered for the vehicle.
- 38customers are satisfied.
- 32customer say that they are neutral.They may or may not be satisfied with the price offered.
- 8customes are dissatisfied with price of the vehicle.

5 customers are highly dissatisfied with the price of the vehicle offered to them. If we will talk about the overall then we can say that 55% of the customers are satisfied, 32% of the customers are neutral and 13% of the customer think that price of the vehicle is high.

INTERPRETATION:

Most of the customers are satisfied with the price of the vehicle.

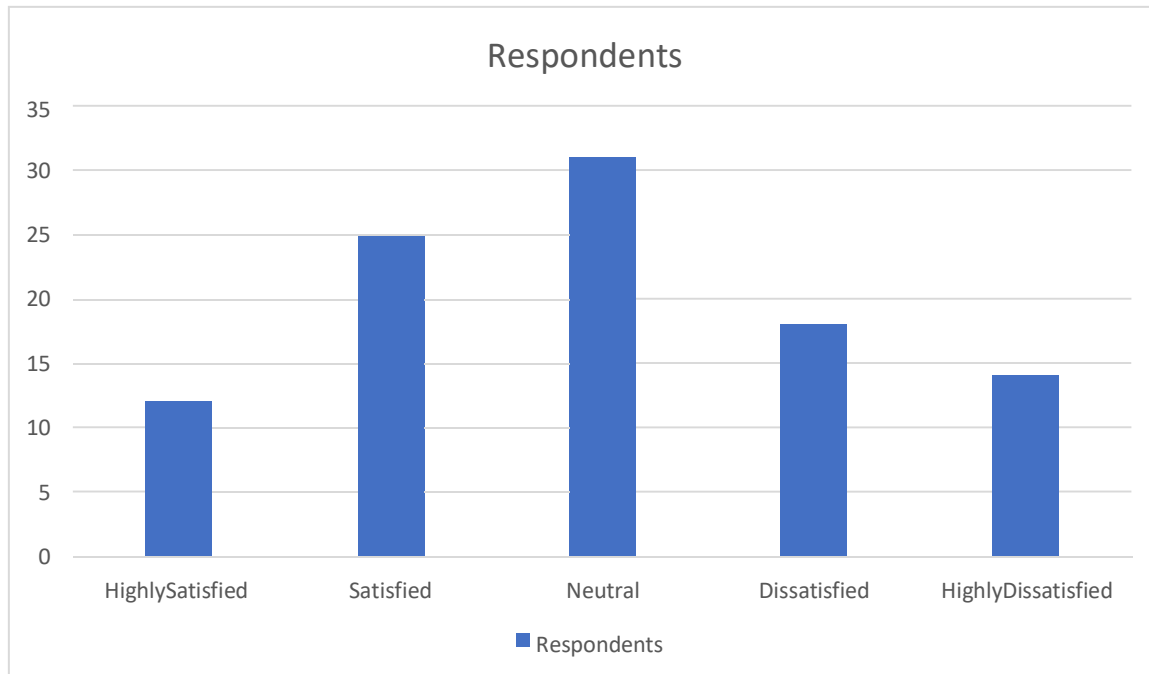
Table4.6:

Table showing Response of respondents about the price of spare parts of the vehicle

Serial Number	Response	Respondents
1	Highly Satisfied	12
2	Satisfied	25
3	Neutral	31
4	Dissatisfied	18
5	Highly Dissatisfied	14
Total		100

Chart4.6:

Chart showing response of respondents about the price of spare parts of the vehicle



ANALYSIS:-

There are many customers who are not satisfied with the price of the spare parts of the vehicle.

- 12 respondents are highly satisfied with the price of the spare parts offered.
- 25 customers are satisfied with the price of the spare parts.
- 31 customers give neutral answer it means they may or may not be satisfied with the price of the spare parts.
- 18 responses come out and says that 18% of the customers are dissatisfied with the price of the spare parts.
- 14 highly dissatisfied with the price offered by the company for the vehicles are high.

If we will talk about over all result then we can say that only 37% of the customers are satisfied, 31% are neutral and 32% of them are dissatisfied.

INTERPRETATION:

Most of the respondents are neutral with the price of spare parts of the vehicle.

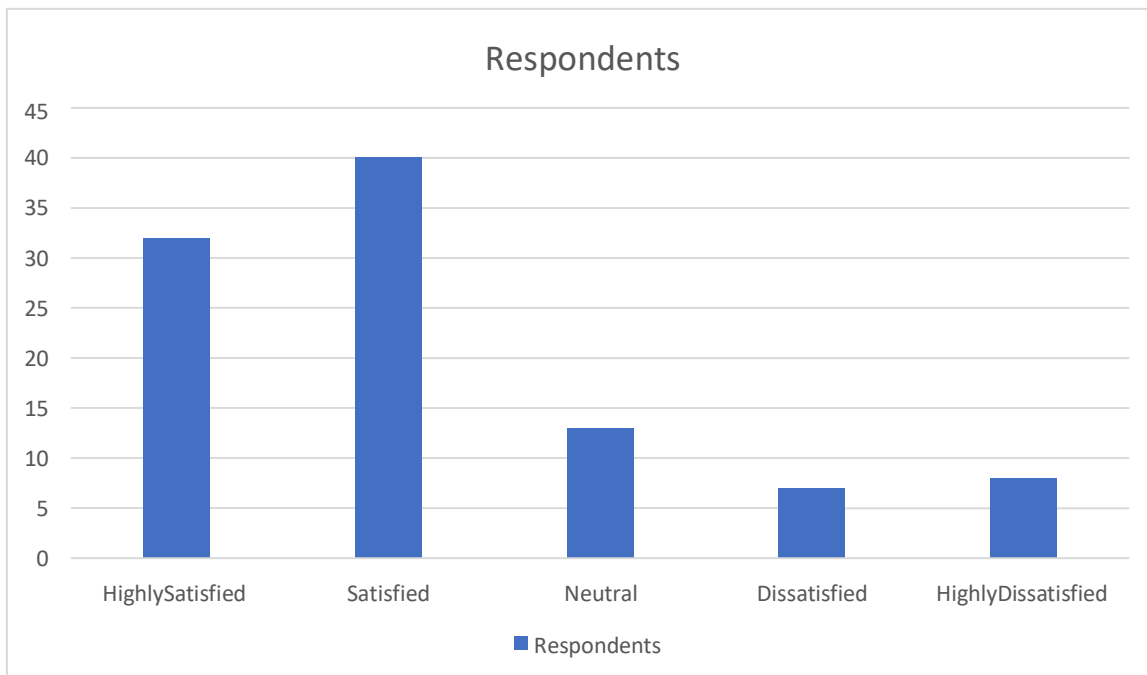
Table4.7:

Serial Number	Response	Respondents
1	Highly Satisfied	32
2	Satisfied	40
3	Neutral	13
4	Dissatisfied	07
5	Highly Dissatisfied	08
Total		100

Table showing Respondent's opinion about the mile age of the cars

Chart4.7:

Chart showing respondents opinion about the mileage of the cars



ANALYSIS:

There are many customers who are satisfied with the mile age of the vehicle.

- 32 respondents are highly satisfied with the mile age offered in the vehicle.
- 40 customers are satisfied.
- 13 responses are neutral.
- 7 respondents say that they are dissatisfied by the mileage of the car.
- 8 customers say that they are highly dissatisfied with the mile age of the vehicle.

When we talk about overall then we can say that 72% of customers are satisfied, 13% are neutral and 15% are dissatisfied with the mile age of the car.

INTERPRETATION:

Most of the customers are satisfied with the mile age offered in the vehicle.

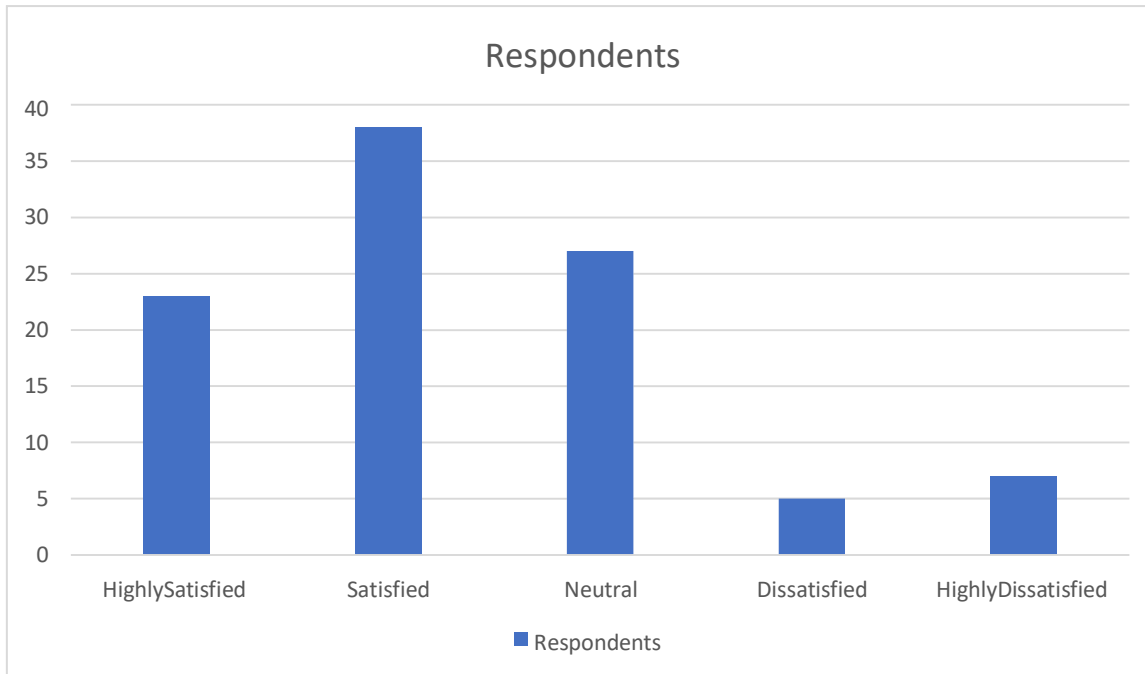
Table 4.8:

Table showing Opinion of respondents about the service network convenience

Serial Number	Response	Respondents
1	Highly Satisfied	23
2	Satisfied	38
3	Neutral	27
4	Dissatisfied	05
5	Highly Dissatisfied	07
Total		100

Chart4.8

Chart showing opinion of respondents about the service network convenience



ANALYSIS:

There are many customers who are satisfied with the service network convenience.

- 23respondents are highly satisfied with the service network convenience provided.
- 38customers are satisfied.
- 27responses are neutral.
- 5responses are dissatisfied.
- 7 responses say that the customers are highly dissatisfied.

When we talk about overall result then we find that61%are satisfied,27% are neutral and12% are dissatisfied with the convenience of the service network.

INTERPRETATION:

Most of the customers are satisfied with the service network convenience.

CHAPTER 5
FINDINGS OF THE STUDY

CHAPTER 5

FINDINGS OF THE STUDY

SUMMARY OF FINDINGS

- We observe that most of the respondent in this study belong to 35-50-year age group.
- It is observed that in some level of the respondent is high in between 2.5 lacs to 5 lacs per annum.
- Most of the respondents believe that quality and technology of Hyundai is very good.
- Many respondents are happy with the Hyundai luxury and spaciousness.
- Customer felt that price of the vehicle offered by Hyundai is ok as they are satisfied.
- Respondent's are neutral towards the price of spare parts of the vehicle.
- Respondents gave good rating about the mileage of the cars.
- Respondents said that they are satisfied with the service network convenience.
- Respondents are satisfied with the helping behaviour of the executive for getting an appointment.
- Customers are much satisfied with the greetings on the service station by the guard and employees.
- Response of customers about the services offered by the service advisors at the workshop is neutral.
- Customers were very much satisfied with the documentation process at the time of receiving the vehicle.
- Customers are very satisfied related to the test drive after the completion of services.
- Customers like the explanation of services which have been one by the employees.
- Customers are not that much satisfied with washing and cleaning facility offered by the service centre.

- There are many customers who are satisfied with the vehicle delivery time which was taken to deliver the vehicle after the service.
- There are several customers who are satisfied by the customer care executive for helping the customers in lodging and attending of complain regarding the issues.
- There are several customers who are satisfied with the facilities offered by the service centre.

CHAPTER 6
CONCLUSION AND RECOMMENDATIONS

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CONCLUSION AND RECOMMENDATIONS

RECOMMENDATIONS

- Service centre has to frame new strategies to gain all the potential customers.
- The Hyundai have to come up some potential activities, schemes and offers to attract people.
- Service advisors need training and motivation from the management.
- The Hyundai has to improve the washing quality through training of the staffs.
- Company should hire trained and efficient staffs for providing the standard service.

CONCLUSIONS

- Customers feel that service charge is little high.
- Many of the customers are happy with regard to mileage.
- 65% of the respondent said that the executive performance was good, 19% of the respondent said its o k.
- Customers feel that they are getting information regarding free service provided by the Hyundai.
- The respondents are saying that The Hyundai performance is good.
- The Hyundai are delivering the vehicle a y promised time.
- Quality and technology used in Hyundai vehicles attract large number of customer.
- Washing and cleaning facility is not good enough.
- Documentation and online entry of every vehicle is very good.
- Price of the spare parts is lit thigh so it will affect the customer.
- Vehicle delivery time is good enough means vehicle will be delivered at promised time.
- The Hyundai facilities are very much satisfactory for the customers Complaints will be attended very sharply to help the customer.

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Dissatisfied

()

Highly Dissatisfied()

1. Rate the price of this pare parts offered by Hyundai?

Highly Satisfied ()

Satisfied ()

Neutral ()

Dissatisfied

()

Highly Dissatisfied()

2. Please rate the mileage of the car?

Highly Satisfied

()

Satisfied ()

Neutral ()

Dissatisfied

()

Highly Dissatisfied()

3. Rate the convenience of service network?

Highly Satisfied

()

Satisfied ()

Neutral ()
Dissatisfied
 ()
Highly Dissatisfied()

4. How do you rate the executives will they help you to get an appointment at the dealership?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied()

5. How do you rate the guard and employees for greeting you at the service station?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied()

6. How do you rate the services offered by the service advisors at the workshop?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied()