

**A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS
THEIR EXPECTATION WITH SPECIAL REFERENCE TO GT HYUNDAI MOTORS,
KARUR**

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ABSTRACT

This study has been conducted to analyse the customer preference and satisfaction level with special reference to Hyundai motors in Karur district. Customer satisfaction includes mileage, good features, pickup & speed, resale value, satisfaction, preference etc. There are three main dealers for Hyundai motors in Karur district namely GT motors. But this study has been conducted with special reference to GT motors. It has been conducted at various areas of Karur district. This study has been conducted using analysis and interpretation method with a sample size of 200 customers. In this study Percentage analysis had been used and several statistical tests were used for analysis and interpretation of data. Based on the analysis, it is represented with suitable charts. The objectives of the study were to know the buyer preference towards various brand of Hyundai car. To identify the level of preference towards the various issues and the major influencing factor for the purchase of car. The type of research undertaken for the study was descriptive research and the sampling design was non-probability convenience sampling method. The number of respondents chosen for this study was 200. Using questionnaire as a tool, the level of preference of the customer was measured. The study reveals the customer preference towards various brands of Hyundai car in the aspects of performance, safety, security and brand reputation. The findings suggest that the consumer face problems in respect to the promotional offers, size and design. From the findings it has been suggested that the company can take measures in relevance to improve various models in low price segment and mileage improvements. The dealers are suggested to improve their infrastructure facilities and facilities to show their Demo models.

Key Words: Customers, Performance, Preference, Price, Satisfaction.

INTRODUCTION

Customers normally implement preferences when they go for comparing different alternatives and choices. Preference based on scientific evaluation is always a reasonable one. Real-life marketing primarily revolves around the application of a great deal of common-sense dealing with a limited number of factors, in an environment of flawed information and limited resources complicated by vagueness. Use of traditional marketing techniques, in these circumstances, is inevitably partial and unequal. Now a day the role of marketing has becoming an essential part for any product. Marketing plays the pivotal role after establishing target specifications, concept generation, and concept selection through concept screening matrix and concept scoring matrix, and finally testing of concept selection. Marketing has been comprehensively classified into two categories such as product selling and concept selling. The marketing of any product might be reached only because of concept selling. The role of the concept selling is to sell the concept to the customers after getting their feedbacks through face to face interactions, Electronic mails, panel discussions, interaction with extreme users, end users, lead users, written survey and word of mouth advertising. Above described methods might be congruous and helpful for concept generation too. It will help the marketers to market the product more gullible, notable and plausible.

Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Presently gaining high levels of customer satisfaction is very important to a business or any company because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business. There are many factors which lead to high level of customer satisfaction which includes

- Products and services which are customer focused
- Customer service giving personal attention to the needs of individual customers
- After sales service- following up the original purchase with after sales support such as maintenance and updating

It is obvious that the consumer generally experiences satisfaction when the performance level meets or exceeds the minimum performance expectations. Similarly, when the performance level far exceeds the desired performance level, the consumer will not only be satisfied but will most likely be delighted. Such an outcome tends to reduce the consumer's decision making efforts on future purchase occasions of the same product or service to accomplish need satisfaction.

LITERATURE REVIEW

Deloitte has surveyed Gen Y consumers in an effort to understand their vehicle preferences and buying behaviours. Starting in 2011, Gen X and Baby Boomer automotive consumers in the United States also participated in the survey. In 2012, survey respondents also included Gen Y consumers in China, Germany, France and the United Kingdom. Since its inception, approximately 4,500 consumers have participated in Deloitte's survey. According to the survey, a strong majority (59%) of Gen Y respondents would rather buy an "electrified vehicle than any other type of vehicle. Moreover, Gen Y consumers have a very strong preference for hybrid gasoline-electric vehicles (57%) over pure battery electric vehicles (a mere 2%) or ones with a traditional gasoline only power train.

A scientific approach to identify the key factors that influence the consumers while selecting the appropriate four wheelers especially cars by considering the parameters such as mileage, maintenance cost, brake failure, comfort and brand which are obscure and imprecise in nature. With regards to the selection of four wheelers like cars, the consumers are in dilemma to identify and select an appropriate model. The survey has been conducted in an automobile industry by analysing the customer's preferences in buying a car

Rachel Dardis and Horacio Soberon-Ferrer have investigated the rapport between automobile attributes and household characteristics to consumer preferences for cars. The analysis was confined to households that purchased new cars in 1986 and employed two-stage in profit analysis. Results indicated that the coefficients of five automobile quality attributes were statistically significant while the coefficients of most household characteristics were not significant.

Zeenat Ismail *et al* have compared a preferred solution between global brand and local brand. It was designed to find out the buying behaviour patterns. It was suggested that consumer

might evaluates products based on information uses which were extrinsic and intrinsic. The results revealed that most important factors that influence a consumer's final decision are the price and quality of the product.

Outsell survey in Purchase Options, the majority of American consumers say they are satisfied with the basic options that currently exist in the market for them to buy a vehicle. However, consumers also recommend changes at dealerships that would significantly improve their vehicle shopping experience. In Distribution Channel, for the exact same price and vehicle, the majority of consumers would prefer to buy a vehicle from an automotive dealership, rather than a manufacturer. While most consumers believe they can get a better price on a vehicle directly from a manufacturer, they also say they believed the customer service experience at a dealership would be better. In Pricing Options - While a majority of consumers stated a preference for fixed, no haggle pricing on vehicles, a sizeable minority stated they would prefer to negotiate price. In terms of Online Purchasing, 36% of consumers expressed an interest in buying a car completely online without ever visiting a physical store.

NEED OF THE STUDY

Customer satisfaction provides an indication of how successful the organization is providing products and/or services to the market place. Organizations need to retain existing customers while targeting non-customers. So, to retain the customers for longer time the marketer has to know the customer satisfaction levels. Thus, this study is conducted to know the satisfaction levels of customers in Hyundai cars.

Customer is one for whom you satisfy a want or need in return for some of payment. But there is some form of payment. Satisfaction level of person left state by comparing products perceived in relation to the person's expectation. If performance matches the expectation of the customers are highly satisfied. If the performance is beyond his expectations the customer is thrilled.

Customer satisfaction is customer's positive or negative feeling about the value that was perceived as result of using particular organization offering in specific used reaction to a series of use situation experience. If the business dissatisfied customers and not only these customers stop

availing service. But society at large will condemn the firm and may even personalize it to the point of its extinction.

OBJECTIVE OF THE STUDY

Primary Objectives

To study the customer preference and satisfaction level towards their expectation towards various brands of Hyundai car (with special reference to GT Hyundai, Karur).

Secondary Objectives

- 1] To study the factors influencing the customer preference of Hyundai cars.
- 2] To study the level of preference and satisfaction towards various factors of Hyundai cars.
- 3] To study the reason for selecting and level of satisfaction about services of Hyundai car in Karur city.
- 4] To study the user's opinion regarding the performance and customer's preference of Hyundai cars.

SCOPE OF THE STUDY

The study helps the organization to understand the customer psychology on choosing the product or service so that the product can be easily positioned. The study also accesses the preference of choosing the HYUNDAI among various brand of car by the respondents. By assessing the real opinion and mindset of customer the study helps to meet out the customer's expectation in future that in turn will increase the volume of sales. By assessing the factors, it would help the other researchers in finding the brand preferences, customer satisfaction and attitude, market share for HYUNDAI and competitive ratings for all brands. Organization structure and management of various department of Safe Power are taken for the purpose of training. Sufficient attempt has been taken to cover all the facts of this organization and to understand the complex of factors that are functioning within the organization.

This training aims at generating the practical awareness about the management and functions of the Company. This training helps to make a comparison between the classroom knowledge with the real situation in an Organization.

It encompasses the entire functional of the organization which include the nature of the business it is involved in, the current competition scenario, the departmental segregation created for the implementation of plans and procedures etc.

LIMITATION OF THE STUDY

- The study is done only with the preference of buyers towards HYUNDAI BRAND alone.
- The respondents are limited to customers of GT HYUNDAI, Karur.
- Due to time constraints, the number of respondents is limited to 200.
- The survey was restricted to Karur only. They may be few opinions, which might have been missed out. The accuracy of the analysis and conclusion drawn entirely depends upon the reliability of the information provided by the employees.
- Sincere efforts were made to cover maximum departments of the employees, but the study may not fully reflect the entire opinion of the employees.
- In the fast moving/changing employee's behaviour, new and better things may emerge in the near future, which cannot be safeguard in this report.

RESEARCH METHODOLOGY

A system of principles of procedure in any discipline, such as education, research, diagnosis, or treatment. This section of a Research in which the methods to be used are described. The research design, the population to be studied, and the research instrument or tools, to be used are discussed in the methodology.

Research Design

In order to meet the research objectives, descriptive research design was used.

Descriptive Research Design

Descriptive research design includes surveys and fact findings, enquires of different kinds. The major purpose of Descriptive research is description of state of affairs, as it exists at present. In social business research we quite often use the term ex post facto research for descriptive studies.

The main characteristic of this method is that the researcher has no control over the variable; he can only report what has happened or what is happening. Most Ex post factor research projects are used for descriptive studies in which the researcher seeks to measure such items, for example, frequency of shopping, and buyer preference on products and services. Descriptive Research method will be applicable to the existing problem. Here the study is conducted for a fact i.e. to know the “Buyer preference towards Hyundai various brands of car”. So the process was conducted through questionnaire.

Sampling Design

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. After deciding the research approach and instrument the next stage is to design a sampling plan. The selected respondents from the total population constitute what is technically called a “sample” and the selection process is called “Sampling technique”.

Population

The first step in the sampling process is the definition of the population, which can be defined in terms of elements, sampling units and sampling frame. For the present study the population taken is 727 customers who have purchased HUNDAI cars from GT Hyundai showrooms and also who visit the showroom with an intention to buy car.

Sampling Frame

A sample frame is a means of representing the elements of the population. The sample frame made use of in this study is customers from customer database lists and the people who visit GT Hyundai showroom with an intention to buy car.

Sampling Unit

It goes ahead with “who is to be surveyed”. Here the sampling unit is each individual user of Hyundai cars who had purchased from GT Hyundai showrooms and the buyer who with an intention to buy.

Sampling Techniques

Non-probabilistic Convenience sampling method is used in this study. The respondent for the study are chosen from the list of customer's database who have already purchased Hyundai brand car from GT Hyundai, Karur and the buyers who visit GT Hyundai with an intention to buy.

Sampling Size

The size of the sample for study was 200 respondents from Karur. They were selected using probability sampling technique.

Sources of Data

The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary and secondary sources. The study is based prominently on primary data with a supplementary secondary data.

The primary data is collected from using Questionnaire and Interview Method. The targets for the primary data were the customers using the various models of passenger cars.

DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation are made with the help of standard tools like percentages, averages.

Tools for Analysis

1. Percentage analysis
2. Factor analysis
3. Cross Tabulation
4. Weighted average method

Percentage analysis

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms the distribution of two or more sources of data.

Percentage of Respondents = Number of Respondents/ Total respondents x 100

Factor Analysis

Factor analysis has gained increasing acceptance and popularity. It is most frequently used to identify a small number of factors that may be used to represent relationships among sets of interrelated variables.

1. Extract factors
2. Rotate factors to create a more understandable factor structure.

Cross tabulation and Chi-Square test:

The purpose of cross tabulation is to show in tabular format the relationship between two or more categorical variables. The statistics used to test the statistical significance of the observed association in a cross tabulation. It assists us in determining whether a systematic association exists between the two variables. The chi-square is calculated to reveal the association between the level of satisfaction and factors influencing the purchase of car.

Weighted Average Method

If something in distribution is more important than other, then their point must be born in mind. In order that average completed is representatives of the distribution. In such case proper weight age is to be given to various item then weight attached to each item being professional to the importance of the item to be in the distribution.

FINDINGS

85.5% of the respondent is male customer.

65% of the respondents is between the age categories of 31-40 year

41% of the respondents have completed UG degree

47% of the respondents is doing business.

30.5% of the respondents are earning below Rs.20000.

34% of the respondents are having 4 members in their family.

67% of the respondents are do not own a car.

54 % of the respondents has got information from dealers and salesperson.

11.5% of the respondents own Maruthi Alto.

19% of the respondents prefer Hyundai i10 and 15% prefer Hyundai i20.

64% of the respondents drives 26-50 kilometers per day.

41% of the respondents is influenced by friends and relatives.

Among all buyers, 86% of the respondents prefer Hyundai car.

34.5% of the respondents are influenced by friends.

27.5% of the respondents prefer Hyundai car for its design and 21% prefer for its safety.

SUGGESTIONS

- HYUNDAI Brand of car gives moderate mileage in long distance travelling; the mileage within the city limit travelling is less. So the dealer should address the problems to the Hyundai Company to improve the mileage level, so that the sales can be improved.
- In the compact segment, the price level of the car should be low. So that the middle class can easily buy the HYUNDAI Brand. It improves the sales volume.
- The dealer should recommend the Hyundai Company to work on diesel version in all brand of Hyundai car. Because of day to day increase in fuel price, many of them prefer diesel version cars to save the fuel costs in long run.
- The GT Hyundai advertisement should be effective and those advertisements should bring awareness about various models in the Hyundai brand.
- The GT Hyundai should take care to improve the service efficiency that aids in retaining existing customers and bring new customer to its showroom.
- The GT Hyundai may take measures in giving recommendations to Hyundai Company to reduce its price of various models to be competitive with the other brands in the market.
- The GT Hyundai may also recommend Hyundai company to take measures more in terms of safety aspects.

CONCLUSION

It is concluded that mostly customer prefer Hyundai Brand because of its Comfort, Style, luxury, brand reputation and very high performance. This study also reveals maintenance cost and safety of the vehicles should be taken care. The price of Hyundai Brand is high, when compared to competitor brands. The company should focus on pricing strategies to meet out its competition. Moreover, advertisement and mileage has been ranked last in the ranking table. So, company should have more concern over these factors. If GT HYUNDAI takes care of certain sensitive factors, they can position their brands better in the minds of the customer and also they can take a dominant position in the market.

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