



A STUDY ON CUSTOMERS' SATISFACTION OF HYUNDAI CARS WITH RESPECT TO AFTER SALES SERVICE AT BLUE HYUNDAI SERVICES SUNKADAKATTE BANGALORE

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ABSTRACT

This study explores customer satisfaction with Hyundai cars, with a specific focus on Blue Hyundai services, to enhance overall customer-centricity in the competitive automobile industry. Using a mixed-methods approach, quantitative survey data and qualitative feedback were collected to identify key factors influencing satisfaction, examine its impact on brand loyalty and retention, assess areas for service improvement, and determine overall satisfaction levels. The findings contribute valuable insights for Hyundai Motor Company and Blue Hyundai to strategize and improve customer satisfaction and loyalty, elevating their competitiveness.

KEYWORDS: Customer satisfaction, Hyundai cars, After sales services, Authorized service centers

I. INTRODUCTION ABOUT THE STUDY

The automobile industry is highly competitive, with manufacturers constantly striving to fulfil the needs and expectations of customers. In this topic, customer satisfaction plays a crucial part in determining the success and reputation of automotive brands. Understanding customers' satisfaction levels and the service providers they have used is essential for companies to identify and improve any necessary improvements their overall customer-centric approach.

The goal of this investigation is to investigate customers' satisfaction levels towards Hyundai cars, emphasizing the experiences and perceptions connected to services offered by Blue Hyundai. By gathering insights from customers who availed of Blue Hyundai services, this research aims to determine strengths and weaknesses of service offerings. The finding will help in understanding the factors contribute to customer gratification and provide enlightening details for further improving the client experience overall.

II. STATEMENT OF THE PROBLEM

The problem addressed in this study is to evaluate customer satisfaction with Blue Hyundai's services, identify influencing factors, and explore its impact on brand loyalty and retention, providing actionable insights for enhancing service experience and fostering long-term customer relationships.

Specifically, the study seeks to determine factors influencing customers satisfaction and understand the areas for development required to enhance overall service experience. Additionally, the study seeks to explore the impact of customer gratification on brand loyalty and customer retention for Blue Hyundai. By analyzing the customer perceptions and feedback, the study seeks to deliver practical knowledge that can be assist Blue Hyundai in delivering service and fostering long term customer relationships.

III. OBJECTIVES OF THE STUDY

1. To determine overall service quality at Blue Hyundai services.
2. To examine gratification level with after-sales service at Blue Hyundai services.
3. To determine specific areas of improvement to enhance overall service experience and meet customer expectations.

IV. REVIEW OF THE LITERATURE

1. **Udit R Shetty and Mr. Dharmaraj Solanki (2022)**, The study titled "A study on Customer Satisfaction towards After sales services at Hyundai Motors with concerning Chikhli City". This study describes Customer Satisfaction with Hyundai Motors and loyalty towards the company.



2. **S. Karthik and R. Selvakumar (2019)**, The study titled “Customer Satisfaction with Hyundai Car in Virudhunagar District”. The study describes about the Customer Satisfaction with Hyundai Cars whereas India’s automobile industry evolved to be the fourth largest in the world.
3. **DR. Gayatri Chopra, Assistant professor at Bhagwan Parshuram Institute of Technology, (2018)**, The study titled “Customer Preference towards Maruti Suzuki and Hyundai Motors and a comparative study of the Automobile sector”. This study was done primarily to compare consumer preferences in Delhi region for Maruti Suzuki and Hyundai Motors passenger Cars with 150 responders as sampling was used.
4. **S. Adithyan (2021)**, The study titled “A study on Customer Satisfaction of Hyundai Cars with special reference to Coimbatore City”. The study as been observed that majority of customers are said to be happy with pre-sale service, but many of these customers are reported to be unhappy with post-sale services, which is a concern for the business.
5. **DR. K Venkatachalam and M Surumbharkuzhali (2018)**, The title is “The study on Consumers’ perception towards Hyundai Cars with Special Reference to Tiruppur City”. The research study says that every Company’s main goal is to boost sales by identifying the elements that influence consumer purchasing behaviour. Selecting, organizing, and interpreting or assigning meaning to environmental events is the process of perception.

V. TYPE OF RESEARCH

This is Descriptive type of research helps to understand or identify the degree of customer satisfaction, opinions, experience in relation to quality and service factors of Blue Hyundai dealership and service. Descriptive Research type is used to diagnose the customer experience that leads to customer satisfaction. A structured questionnaire was designed by using close end questions which includes satisfactory scale or satisfactory rating scale, Rating scale or Response scale. Satisfaction rating scale is utilised to calculate levels of satisfaction or dissatisfaction with a particular product, service or experience. Response scale is utilised to evaluate opinions or evaluations on particular attribute or item.

VI. SCOPE OF THE STUDY

The study has undertaken to examine customer satisfaction towards Blue Hyundai service. The dimension of study is restricted having the goals of studying the factors influencing or identification of consumer happiness in Blue Hyundai services in Bangalore city and identify point of customer experience which in turn leads to customer satisfaction.

VII. SOURCES OF DATA COLLECTION

Primary data: The initial data are gathered using specific set of objectives with the questionnaire to gauge the customer experience which leads to customer satisfaction. The first-hand information were gathered from the survey participants of Blue Hyundai by giving them the questionnaire form to fill it up.

Secondary data: Secondary data are readily available informations from different websites, journals, article, magazines etc;

VIII. DATA ANALYSIS

TABLE 1:
Table showing the Age of respondents

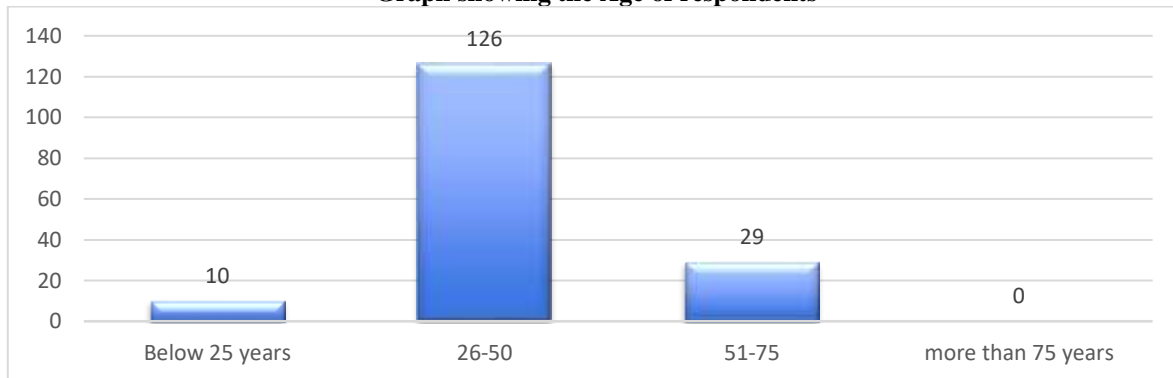
Particulars	No. of respondents	Percentage of respondents
Below 25 years	10	5%
26-50	126	80.5%
51-75	29	14.5%
More than 75 years	0	0%
Total	200	100%

Analysis

The table above depicts out of 200 respondents, 5% respondents are from below 25 years of age, 80.5% respondents are between 26-50 years of age, 14.5% respondents are between 51-75 years of age.



GRAPH 1
Graph showing the Age of respondents



Interpretation

The distribution of responses by age is shown in the graph above, and majority of 80.5% fell inside the age range of 26-50 years. This indicates majority of customers who participated in the study and provided feedback on Hyundai cars and Blue Hyundai services were middle-aged individuals.

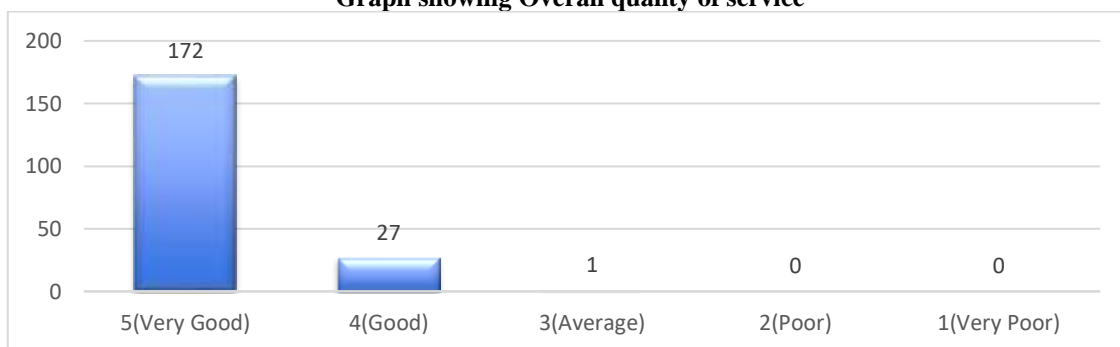
TABLE 2
Table showing Overall quality of service

Particulars	No. of respondents	Percentage of respondents
5(Very Good)	172	86%
4(Good)	27	13.5%
3(Average)	1	0.5%
2(Poor)	0	0%
1(Very Poor)	0	0%
Total	200	100%

Analysis

The table above depicts out of 200 respondents, 86% respondents have rated 5(Very Good), 13.5% respondents have rated 4(Good), 0.5% respondents have rated 3(Average) and none have rated 2(Poor) and 1(Very Poor).

GRAPH 2
Graph showing Overall quality of service



Interpretation

From graph it construed many customers have rated 5(Very Good) accounting for 86% total respondents. This suggests majority respondents were very happy about quality of service they received from Blue Hyundai.



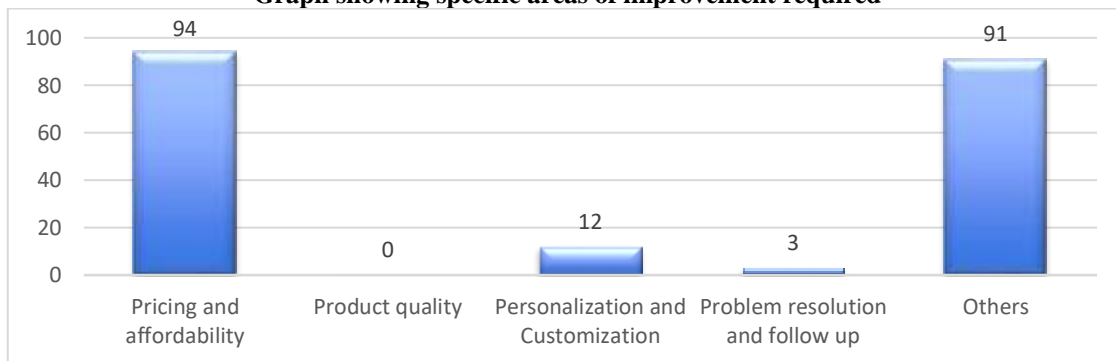
TABLE 3
Table showing specific areas of improvement required:

Particulars	No. of respondents	Percentage of respondents
Pricing and affordability	94	47%
Product quality	0	0%
Personalization and Customization	12	6%
Problem resolution and follow up	3	1.5%
Others	91	45.5%
Total	200	100%

Analysis

The table above depicts out of 200 respondents, 47% have responded to improve pricing and affordability category, 6% have responded to improve on personalization and customization, 1.5% have responded to improve on problem resolution and follow up, and 45.5% have responded to improve on other categories by understanding the customer needs.

GRAPH 3
Graph showing specific areas of improvement required



Interpretation

From the graph it construed many customers have responded to improve pricing and affordability category accounting for 47% of total respondents. This suggests majority respondents think that the service centre should to improve on pricing and affordability category.

TABLE 4
Table showing level of satisfaction with Blue Hyundai Services

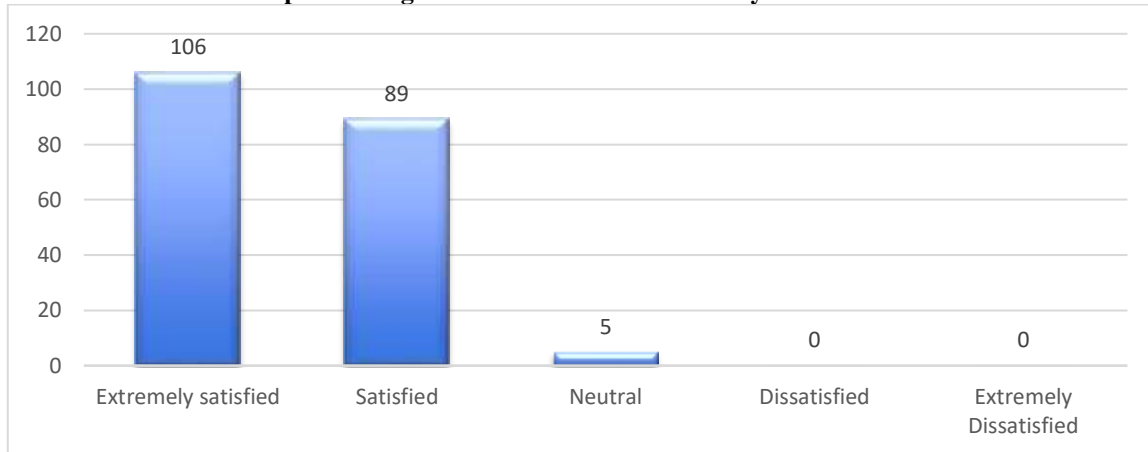
Particulars	No. of respondents	Percentage of respondents
Extremely satisfied	106	53%
Satisfied	89	44.50%
Neutral	5	3%
Dissatisfied	0	0%
Extremely Dissatisfied	0	0%
Total	200	100%

Analysis

The table above depicts out of 200 respondents, 53% have responded extremely satisfied, 44.5% have responded satisfied, 3% have responded neutral and none have responded dissatisfied, extremely dissatisfied.



GRAPH 4
Graph showing satisfaction level with Blue Hyundai Services



Interpretation

From the graph it construed many customers have responded extremely satisfied with Blue Hyundai services accounting for 53% total respondents. This suggests majority respondents were very pleased with services provided by Blue Hyundai.

VIII. HYPOTHESIS

Hypothesis 1:

H0: There is no significant difference in overall service quality rating at Blue Hyundai among different age groups.

H1: There is a significant difference in overall service quality rating at Blue Hyundai among different age groups.

This Hypothesis tested using ANOVA test: [TABLE 6]

➔ **Oneway**

ANOVA

Overall, how would you rate the quality of service you received at Blue Hyundai?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.291	2	.146	1.082	.341
Within Groups	26.504	197	.135		
Total	26.795	199			

Interpretation

Asymptotic significance (p-value) = 0.341

Level of significance = 0.05 (5%)

(p-value 0.341 > LOS 0.05 %)

As level of significance is lesser than p-value, Null hypothesis (H0) is accepted and Alternative hypothesis (H1) is rejected. Therefore, it indicates that there is no significant difference in the overall service quality rating at Blue Hyundai among different age groups.

Hypothesis 2

H0: There is no significant difference in the satisfaction with after-sales service at Blue Hyundai and specific area of improvement required to boost the service experience.

H1: There is a significant difference in the satisfaction with after-sales service at Blue Hyundai specific area of improvement required to boost the service experience.



This Hypothesis tested using Correlation test:[TABLE 7]

➔ **Correlations**

Correlations			
		How would you rate your satisfaction level with Blue Hyundai Services?	What are the specific areas of improvement required to enhance the service experience and meet the customer expectations?
How would you rate your satisfaction level with Blue Hyundai Services?	Pearson Correlation	1	.102
	Sig. (2-tailed)		.152
	N	200	200
What are the specific areas of improvement required to enhance the service experience and meet the customer expectations?	Pearson Correlation	.102	1
	Sig. (2-tailed)	.152	
	N	200	200

Interpretation

From the table above it is observed that the Pearson Correlation is 1 and its correlation coefficient is positive correlation. Here we can infer there is direct relationship between satisfaction level and improvement required to boost the service experience. Hence, Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, there is big difference between the satisfaction with after-sales service at Blue Hyundai specific area of improvement required to enhance the service experience.

IX. FINDINGS

- It is found that 80.6% respondents are between 26 – 50 years of age, 14.5% respondents are between 51 – 75 years of age, 5% respondents are below 25 years of age.
- It is found that 86% respondents have rated 5 (Very Good) for Overall quality of service, 13.5% respondents have rated 4 (Good) for Overall quality of service, 0.5% respondents have rated 3 (Average) for Overall quality of service.
- It is found that 47% have responded to improve pricing and affordability category, 45.5% have responded to improve other category, 6% have responded to improve on personalization and customisation, 1.5% have responded to improve problem resolution and follow up.
- It is found that 53% have responded extremely satisfied with Blue Hyundai services, 44.5% have responded satisfied with Blue Hyundai services, 3% have responded neutral with Blue Hyundai services.

X. CONCLUSION

In conclusion, the study on customers’ satisfaction towards Hyundai automobiles with respect to Blue Hyundai highlights a positive and favorable perception among respondents. The majority of customers expressed high satisfaction with various aspects of the cars, such as comfort, mileage, maintenance, safety features, and overall service quality provided by Blue Hyundai. Notably, word-of-mouth recommendations and media advertisements emerged as influential factors in their purchasing decisions. This indicates that Hyundai has been successful in delivering a satisfying customer experience and building a strong brand reputation.

XI. REFERENCES

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