ORIGINAL ARTICLE

A STUDY ON CONSUMER SATISFACTION OF HYUNDAI CAR USERS WITH
SPECIAL REFERENCE TO VIJAYAWADA CITY

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Abstract:

The most primitive means of transport are the human beings. Due to the increase in the activities of man, it took a forward step (domestic animals). Then were introduced wheeled carts. It was an important development in the history of transport. But the progress in transport was very slow before the industrial revolution. After industrial revolution in the 18th century, there occurred a revolutionary change in each and every sphere of the economy.

KEYWORDS:

Satisfaction ,domestic animals , automobile , science de-licensing .

INTRODUCTION

Due to that, there is increase in the production. Increase in trade leads to increase in the transportation system .In India, as in many other countries, the auto industry is one of the largest industries. It is one of the key factors of the economy. The industry comprises of automobile and the auto components sectors and encompasses commercial vehicles, multi utility vehicles, passenger cars, two wheelers, three wheelers, tractors and related automobile components. The industry has shown great advances science de-licensing and opening up of the sectors to FDI in 1993. It has deep forward and backward linkages with the rest of the economy, and hence, has a strong multiplier effect. This results in the auto industry being the driver of the economic growth and India is keen to use it as a lever of accelerated growth in the country.

OBJECTIVES OF THE STUDY

1. To study the reason for selecting and level of satisfaction about the services of Hyundai car in Vijayawada city.
2. To study the users opinion regarding the performance of Hyundai car in Coimbatore city.

HYPOTHESIS OF THE STUDY

1. There is no relationship between personal factors like occupation, and purpose of satisfaction.
2. There is no relationship between personal factors like age, occupation, income and satisfaction regarding car performance.

SOURCES OF DATA

The primary objective of the study is to ascertain the Hyundai car users and their satisfaction level in Vijayawada city. The study is first of its kind and mainly based on primary data. The Primary data was collected through the questionnaires administered to different types of selected sample respondents. The secondary information's were collected from different sources like newspapers, magazines, journals,

books, websites, pamphlets and so on., for which the researcher approached various institutions like., Acharya Nagarjuna University University Library, , PBS School of Management, Vijayawada.

STATISTICAL TOOLS USED FOR ANALYSIS

The primary data have been collected from the potential respondents from different areas and has been properly sorted, classified, edited, tabulated in a proper format and analyzed by deploying appropriate statistical tools. The statistical tests are conducted at 5 per cent level of significance. Statistical tools like Percentage Analysis, Two way table, Chi-square test and Weighted Average score analysis are used.

SAMPLING TECHNIQUES

For the purpose of analysis, the data has been collected from three hundred consumers of Hyundai car users in Vijayawada city. The samples have been selected on the basis of convenient random sampling techniques. The data has been tabulated and statistically interpreted whenever and wherever needed.

REVIEW OF LITERATURE

Ranganathan (2005) has conducted a study on consumer markets and buying behaviors of cars and found that most of the respondents are focused towards "mileage" in a car. They were suggested that Hyundai cars should be designed in such a way that the actual fuel efficiency obtained is the same as that being promised people have rated the pricing to be reasonable, but resale value of santro is very low as compared to other brands.

Rajan, Vijaya (2005) in their study mentioned that easier and faster mobility of people and goods across the region, countries and continents is a cherished yeatning of mankind. The automobile industry, particularly the light commercial vehicle segment potential for facilitating this mobility with reference to both passengers and freight movement is enormous. Wheels of development across the globe would have to be powered by this industry.

Dr.V.K.Kaushik and Neeraj Kaushik [south west haryana] in their study on brand preference and recommendations on various cars. Hyundai and maruthi dominates this market region. Consumers in this region are influenced by friends, family, and relatives rather than by dealer and sales persons. Consumers are happy with its performance, quality, dealer networks, after sales services provided and they are ready to recommend it to others also. Brand name, fuel efficiency and price were found to be primary determinant for buying cars in this region.

Chidambram Etal (2004) in his opinion the consumer given more importance to fuel efficiency than other factors. They believe that the brand name tells them something about products quality, utility, technology and them he likes. The consumers satisfied with their cars for high fuel efficiency, good quality, technology durability and reasonable price.

K.Vidhyakala (2000) has conducted a study on comfortable family car in Coimbatore city market survey for cars in Coimbatore city for Chandra Hyundai. The finding was that a tremendous market existed the santro cars for comfortable family car.

Hawkins Etal (2004) has conducted the study on life style produce needs and desires. It's ultimately affected the decision making of each consumer feelings and emotions are very important in consumer purchase decisions and also have an effect on the satisfaction.

PERCENTAGE ANALYSIS

TABLE-1
AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
Upto 30 years	90	30
30-40 years	84	28
40-50 years	101	34
Above 50 years	25	08
Total	300	100

Source: Primary Data

The above table shows that 30 percent of the respondents are in the age group of upto 30 years, 28 percent of the respondents are in the age group of 30-40 years, 34 percent of the respondents are in the age group of 40-50 years and remaining 08 percent of the respondents are in the age group of above 50 years. It is concluded that majority of the respondents are in the age group of 40-50 years.

TABLE-2
GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	233	78
Female	67	22
Total	300	100

Source: Primary Data

It is clear from the above table that 78 percent of the respondents are male and 22 percent of the respondents are female. It is concluded that majority of the respondents are male.

TABLE-3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
School	23	08
Graduate	145	48
postgraduate	132	44
Total	300	100

Source: Primary Data

The above table reveals that 08 percent of the respondents are educated at school level, 48 percent of the respondents are educated at graduate level and remaining 44 percent of the respondents are educated at post graduate level. It is concluded that majority of the respondents are educated at graduate level.

TABLE-4
OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Business	109	36
Profession	138	46
Employee	53	18
Total	300	100

Source: Primary Data

It is obvious from the above table that 36 percent of the respondents are business people, 46 percent of the respondents are professional people and remaining 18 percent of the respondents are employee. It is concluded that majority of the respondents are professional people.

TABLE-5
INCOME OF THE RESPONDENTS

INCOME LEVEL PER ANNUM	NO. OF RESPONDENTS	PERCENTAGE
Upto 4 lakhs	75	25
4-6 lakhs	149	50
6-8 lakhs	76	25
Total	300	100

Source: Primary Data

       It is inferred from the above table that 25 percent of the respondents are earning income upto Rs.4 lakhs, 50 percent of the respondents are earning income of Rs.4-6 lakhs and remaining 25 percent of the respondents are earning income of Rs.6-8 lakhs. It is concluded that majority of the respondents are earning income of Rs.4-6 lakhs.

TABLE-6
TYPES OF CAR SIZE

CAR SIZE	NO. OF RESPONDENTS	PERCENTAGE
Small size car	162	54
Medium size car	103	34
Large size car	35	12
Total	300	100

Source: Primary Data

       The above table shows that 54 percent of the respondents are having small size car, 34 percent of the respondents are having medium size car and remaining 12 percent of the respondents are having large size car. It is concluded that majority of the respondents are having small size car.

TABLE-7
PURPOSE OF SATISFACTION

PURPOSE OF SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
Personal	120	40
Business	63	21
Office	40	13
Luxury	77	26
Total	300	100

Source: Primary Data

       The above table shows that 40 percent of the respondents are using the car for their personal purpose, 21 percent of the respondents are using for business purpose, 13 percent of the respondents are using for office purpose and remaining 26 percent of the respondents are using for luxury purpose. It is concluded that majority of the respondents are using the car for their personal purpose.

TABLE-8
NUMBER OF YEARS USING THE CAR

USING PRESENT CAR	NO. OF RESPONDENTS	PERCENTAGE
1-2 years	41	14
2-4 years	52	17
4-6 years	114	38
Above 6years	93	31
Total	300	100

Source: Primary Data

       The above table reveals that 14 percent of the respondents are using the car for 1-2 years, 17 percent of the respondents are using for 2-4 years, and 38 percent of the respondents are using for 4-6 years, and remaining 31 percent of the respondents are using for above 6 years. It is concluded that majority of the respondents are using the car for 4-6 years.

TABLE-9
SATISFACTION REGARDING PERFORMANCE OF HYUNDAI CAR

PERFORMANCE OF HYUNDAI CAR	NO. OF RESPONDENTS	PERCENTAGE
Highly Satisfied	71	24
Satisfied	217	72
dissatisfied	12	04
Total	300	100

Source: Primary Data

The above table shows that 24 percent of the respondents are highly satisfied regarding performance of Hyundai car, 72 percent of the respondents get and remaining 04 percent of the respondents are dissatisfied regarding performance. It is concluded that majority of the respondents get satisfied regarding performance of Hyundai car.

TWO WAY TABLE & CHI-SQUARE TEST

TABLE-10
RELATIONSHIP BETWEEN EDUCATION QUALIFICATION AND TYPES OF CAR SIZE USED

EDUCATION	SMALL SIZE CAR	MEDIUM SIZE CAR	LARGE SIZE CAR	TOTAL
School	16	07	00	023
Graduate	74	51	20	145
Postgraduate	72	45	15	132
Total	162	103	35	300

Source: Primary Data

The above table reveals that relationship between education qualification and types of car size used, 162 respondents are having small size car out of which 74 respondents are graduate, 103 respondents are having medium size car out of which 51 respondents are graduate and remaining 35 respondents are having large size car out of which 20 respondents are graduate.

Calculated value	Degrees of freedom	Table value	Accepted/rejected	Level of significance
5.289	4	9.488	Accepted	5%

The calculated value (5.289) is less than the table value (9.488). The null hypothesis is accepted. There is no significant difference between educational qualification and types of car size.

TABLE-11
RELATIONSHIP BETWEEN OCCUPATION AND TYPES OF CAR SIZE USED

OCCUPATION	SMALL SIZE CAR	MEDIUM SIZE CAR	LARGE SIZE CAR	TOTAL
Business	59	33	17	109
Profession	65	58	15	138
Employee	38	12	03	053
Total	162	103	35	300

Source: Primary Data

The above table reveals that relationship between occupation and types of car size used, 162 respondents are having small size car out of which 65 respondents are professionals, 103 respondents are having medium size car out of which 58 respondents are professionals and remaining 35 respondents are having large size car out of which 17 respondents are business man.

Calculated value	Degrees of freedom	Table value	Accepted/rejected	Level of significance
11.926	4	9.488	Rejected	5%

The calculated value (11.926) is more than the table value (9.488). The null hypothesis is rejected. There is significant difference between occupation and types of car size.

TABLE-12
RELATIONSHIP BETWEEN AGE AND PURPOSE OF SATISFACTION

AGE	PERSONAL	BUSINESS	OFFICE	LUXURY	TOTAL
Upto 30 years	38	22	10	20	90
30-40 years	44	16	12	12	84
40-50 years	26	21	16	38	101
Above 50 years	12	04	02	07	25
Total	120	63	40	77	300

Source: Primary Data

The above table reveals that relationship between age and purpose of satisfaction, 120 respondents are satisfied for personal purpose out of which 44 respondents are in the age group of 30-40 years, 63 respondents are satisfied for business purpose out of which 22 respondents are in the age group of upto30 years, 40 respondents are satisfied for office purpose out of which 16 respondents are in the age group of 40-50 years and remaining 77 respondents are satisfied for luxury purpose out of which 38 respondents are in the age group of 40-50 years.

Calculated value	Degrees of freedom	Table value	Accepted/rejected	Level of significance
21.171	9	16.919	Rejected	5%

The calculated value (21.171) is more than the table value (16.919). The null hypothesis is rejected. There is significant difference between age and purpose of satisfaction.

TABLE-13
RELATIONSHIP BETWEEN OCCUPATION AND PURPOSE OF SATISFACTION

OCCUPATION	PERSONAL	BUSINESS	OFFICE	LUXURY	TOTAL
Business	48	15	12	34	109
Profession	48	36	19	35	138
Employee	24	12	09	08	053
Total	120	63	40	77	300

Source: Primary Data

The above table reveals that relationship between occupation and purpose of satisfaction it is found, 120 respondents are satisfied for personal purpose out of which 48 respondents are both the business and professions, 63 respondents are satisfied for business purpose out of which 36 respondents are professions, 40 respondents are satisfied for office purpose out of which 19 respondents are professions and 77 respondents are satisfied for luxury purpose out of which 35 respondents are professions.

Calculated value	Degrees of freedom	Table value	Accepted/rejected	Level of significance
11.331	6	12.592	Accepted	5%

The calculated value (11.331) is less than the table value (12.592). The null hypothesis is accepted. There is no significant difference between occupation and purpose of satisfaction.

TABLE-14
RELATIONSHIP BETWEEN AGE AND SATISFACTION REGARDING CAR PERFORMANCE

AGE	HIGHLY SATISFIED	SATISFIED	DISSATISFIED	TOTAL
Upto 30 years	22	62	06	90
30-40 years	18	64	02	84
40-50 years	24	74	03	101
Above 50 years	07	17	01	25
Total	71	217	12	300

Source: Primary Data

The above table reveals that relationship between age and satisfaction regarding car performance, 71 respondents are highly satisfied regarding car performance out of which 24 respondents are in the age group of 40-50 years, 217 respondents are satisfied regarding car performance out of which 74 respondents are in the age group of 40-50 years and remaining 12 respondents are dissatisfied regarding car performance out of which 6 respondents are in the age group of upto 30 years.

Calculated value	Degrees of freedom	Table value	Accepted/rejected	Level of significance
2.352	6	12.592	Accepted	5%

The calculated value (2.352) is less than the table value (12.592). The null hypothesis is accepted. There is no significant difference between age and satisfaction regarding car performance.

TABLE-15
RELATIONSHIP BETWEEN INCOME LEVELS AND SATISFACTION REGARDING CAR PERFORMANCE

INCOME LEVEL	HIGHLY SATISFIED	SATISFIED	DISSATISFIED	TOTAL
Upto 4 lakhs	19	054	02	075
4-6 lakhs	29	114	06	149
6-8 lakhs	23	049	04	076
Total	71	217	12	300

Source: Primary Data

The above table reveals that relationship between income levels per annum and satisfaction regarding car performance, 71 respondents are highly satisfied regarding car performance out of which 29 respondents are earning of income of Rs.4-6 lakhs, 217 respondents are satisfied regarding car performance out of which 114 respondents are earning of income of Rs.4-6 lakhs and 21 respondents are unsatisfied regarding car performance out of which 6 respondents are earning of income of Rs.4-6 lakhs.

Calculated value	Degrees of freedom	Table value	Accepted/rejected	Level of significance
4.128	4	9.488	Accepted	5%

The calculated value (4.128) is less than the table value (9.488). The null hypothesis is accepted. There is no significant difference between income level and satisfaction regarding car performance.

WEIGHTED AVERAGE SCORE ANALYSIS:

TABLE-16
WEIGHTED AVERAGE SCORE AND RANK

S.NO	FACTORS	WEIGHTED AVERAGE SCORE	RANK
1.	Mileage per Liter	2.16	1
2.	Safety	2.20	4
3.	Convenience	2.24	3
4.	Service	2.15	5
5.	Interior decoration	2.17	7
6.	Air cooler	2.14	8
7.	Tier mileage	2.09	9
8.	Resale value	2.31	6
9.	Vehicle design	2.26	2

It has been found that from the weighted average score analysis, among the various factors level of satisfaction by using the Hyundai car, mileage has ranked 1st with average score of 2.31, vehicle design has ranked 2nd with average score of 2.26, convenience has given 3rd rank with average score of 2.24, safety has given 4th rank with average score of 2.20, service has given 5th rank with average score of 2.17, resale value has given 6th rank with average score of 2.16, interior decoration has given 7th rank with average score of 2.15, air cooler has given 8th rank with average score of 2.14 and tier mileage has given 9th rank with average score of 2.09.

FINDINGS

Simple Percentage Analysis

It has been found that (78%) of the respondents are male members, (48%) of the respondents are graduates, (50%) of them are earning the income of Rs.4-6 lakhs per annum, (54%) of the respondents are having small car, (40%) of the respondents are using the car for their personal purpose and (72%) of the respondents are satisfied regarding Hyundai car performance.

Two Way Table

When compare with the personal factors like age, education qualification, occupation and income, 162 respondents are having small car, 120 respondents are using the car for their personal purpose and 217 respondents are satisfied with the car performance.

Chi -Square Test

Factors	Age	Educational	Occupational	Income
Purpose of satisfaction	--	--	*	
Satisfaction regarding performance	*	--	*	*

*Significant
-- No significant

It has been found that there is no significant relationship between personal factors like age, educational qualification with the purpose of satisfaction by using the car.
It has been found that there is significant relationship between occupation purposes of satisfaction by using the car.
It has found that there is significant relationship between age, occupation and income level with satisfaction regarding car performance.
It has been found that there is no significant relationship between educational qualifications with satisfaction regarding car performance.

Weighted Average Score Analysis

It has been found that among the various factors given for selection, the respondents ranked 1st for

mileage with average score of 2.31, and the least rank of 9th for Tier mileage.

SUGGESSTION

On the basis of this research work, majority of the respondents offered suggestion to improve after sales service.

CONCLUSION

Road transport plays a very important role in this modern world, in which car has attract many people because of its various added advantages and technologies, such as they had given more importance to small size cars for personal use. The consumers also got satisfied regarding the performance, good looking, resale value, vehicle design and safety of the Hyundai cars and maintaining their car by private mechanics, they are ready to recommend it to others also.

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