

**A STUDY OF CUSTOMER SATISFACTION
AT
HYUNDAI MOTORS LIMITED**

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

SARANYA.S

39740211



BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC| 12 B Status by UGC|Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119
TAMILNADU**

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafied work of **S. SARANYA (39740211)** who carried out the project entitled” **A Study of Customer Satisfaction at Hyundai Motors Limited** “under our supervision for a period of 37 days from 17th January 2022 to 28th February 2022

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Submitted for Viva voce Examination held on _____

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CERTIFICATE

This is to certify that S.Saranya student of B.Com 3rd year from Sathyabama Institute of Science and Technology ,Chennai has successfully completed her summer training during the period 17th January 2022 to 28th February 2022.She worked on the project “A study of Customer Satisfaction at Hyundai motors”. To the best of my knowledge and beliefs the above said report has been researched and prepared by the above said student .We wish her all success in her future endeavors.

A handwritten signature in blue ink, appearing to read 'Manojan', enclosed in a thin blue rectangular box.

Authorized signatory

DECLARATION

I **SARANYA.S (39740211)** Hereby declare that the Project Report entitled “**A STUDY OF CUSTOMER SATISFACTION AT HYUNDAI MOTORS LIMITED**” done by me under the guidance of Dr. JOHN PAUL M, MBA, MHRM, M. PHIL, TN-SET, PH. D, School of Management Studies is submitted in partial fulfilment of the requirements for the award of Bachelor of commerce degree.

DATE:

PLACE: CHENNAI

SARANYA.

ACKNOWLEDGEMENT

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SARANYA.S

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ABSTRACT

This case study describes the strategies of Hyundai Motor Company for entering and working in India, as part of its global management strategies. With its huge potential in market development, India attracted worldwide attention and was a place of fierce competition among global corporations. In the automobile industry, Hyundai Motor India (HMI) went into the production of national vehicles for India's citizens through localization of products and marketing as well as standardization of manpower and organization. This study will examine the strategies and role of HMI as the future leader of domestic markets and outpost for global exportation.

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CHAPTER 1

1.1 INTRODUCTION

Hyundai Motor Company, often abbreviated to Hyundai Motors and commonly known as Hyundai, is a South Korean multinational automotive manufacturer headquartered in Seoul, South Korea. Hyundai Motor Company was founded in 1967. Currently, the company owns 33.88 percent of Kia Corporation, and also fully owns two marques including its luxury cars subsidiary, Genesis Motor, and an electric vehicle sub-brand, Ionic. Those three brands altogether comprise the Hyundai Motor Group.

Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan, South Korea which has an annual production capacity of 1.6 million units. The company employs about 75,000 people worldwide. Hyundai vehicles are sold in 193 countries through 5,000 dealerships and showrooms.

Chung Ju-Yung founded the Hyundai Engineering and Construction Company in 1947. Hyundai Motor Company was later established in 1967, and the company's first model, the Cortina, was released in cooperation with Ford Motor Company in 1968. When Hyundai wanted to develop their own car, they hired George Turnbull in February 1974, the former Managing Director of Austin Morris at British Leyland. He in turn hired five other top British car engineers. They were body designer Kenneth Barnett, engineers John Simpson and Edward Chapman, John Crosthwaite, formerly of BRM, as chassis engineer and Peter Slater as chief development engineer. In 1975, the Pony, the first South Korean car, was released, with styling by Giorgio Giugiaro of ItalDesign.

1.2 INDUSTRY PROFILE

Hyundai Corporation is the trading arm of Hyundai Group, one of South Korea's largest chaebols, or conglomerates. The corporation integrates the group's sales and marketing strategies, imports natural resources through overseas investment and joint ventures, and provides assistance to overseas operations.

The corporation leads the numerous member companies of the group in sales. Since the companies belonging to the Hyundai Business Group are closely linked, the history of Hyundai Corporation must be viewed as part of the story of the group.

Hyundai Business Group has displayed spectacular growth since it was founded in 1947. The group's rapid expansion—to a point where its interests include car manufacturing, construction, shipbuilding, electronics, and financial services—reflects the achievements attained during South Korea's economic miracle. The company has grown to a formidable strength in several areas, and its rise to prominence in the construction, shipbuilding, and automotive sectors has taken the world by surprise. The specialized divisions are now run as independent affiliated companies.

Hyundai's growth was linked inextricably to South Korea's reconstruction programs following World War II and the Korean War, and to the state-led capitalism that resulted in a polarization of the country's corporate structure and the domination of the economy by a number of conglomerates. World War II left the country devastated, and the small recovery Korea had been able to make following this conflict was reversed during the Korean War, which lasted from 1950 to 1953. The chaebols, which are similar to Japan's zaibatsu, worked with the government in rebuilding the economy and formed an integral part of Korea's economic strategy and its drive to build up its industrial base.

In 1984, Hyundai began exporting the Pony to Canada, but not to the United States, as the Pony would not pass emissions standards there. Canadian sales greatly exceeded expectations, and it was at one point the top-selling car on the Canadian market. In 1985, the one millionth Hyundai car was built. Until the 1986 introduction of the larger Hyundai Grandeur, Hyundai offered a locally assembled Ford Granada for the South Korean executive market.

1.3 NEED OF THE STUDY:

- There are several issue on customer preference and satisfaction level to words the expectation.
- The organization to become a happy place to work if employee work is fully satisfied with customer expectation.
- An individual feels motivated in the company,when they came to know preference and achieved.
- When the relationship between employees and customer become healthy then problem will not arise.

1.4 SCOPE OF STUDY:

- To maintain harmonious relation between employees and customer.
- To safeguard the interest of customer to satisfy them.
- To avoid the customer conflicts and want to satisfy their expectation.
- Developing customer relation in a society.

1.5 OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

The objective of this study was to determine the customer preference and satisfaction level to words the expectation on the effectiveness of customer relationship management practice in Hyundai motors.

SECONDARY OBJECTIVE:

- To study about the customer relationship management among Hyundai motors.
- To know about how conflict managed and remedial measures incorporated.
- To understand the transparency in communication among customer.
- To provide suggestions and recommendations for the customer relationship practices.

CHAPTER 2

2.1 REVIEW OF LITERATURE

One man, Chung Ju Yung, has been at the center of Hyundai's progress since 1950. Chung, honorary chairman in 1990, left school at an early age and developed what has been described as an autocratic and unconventional management style. He noted those areas of industry that the government had selected as crucial to economic development, and structured the group accordingly.

The foundation of Hyundai was laid before the Korean War, in 1947, when Chung set up Hyundai Engineering & Construction Company. The company was involved in the early stages of the country's recovery following World War II. After the Korean conflict, development intensified, and Hyundai was quick to take on a key role, working on civil and industrial projects as well as housing programs. In 1958 it set up Keumkang Company to make construction materials, and four years later, when the first of Korea's five-year development plans was launched, Hyundai was well placed to win a range of infrastructure contracts. This plan and its successors aimed to lay the foundations for an independent economy by targeting sectors of industry for expansion.

Against this background Hyundai expanded its construction and engineering operations as the economy's momentum increased. In 1964 it completed the Danyang Cement plant, which in 1990 produced well over one million tons of cement. In 1965 the company undertook its first overseas venture with a highway-construction project in Thailand.

Hyundai expanded rapidly overseas, developing a market with particular success in the Middle East. Its projects in this region included the US\$931 million Jubail industrial harbor project in Saudi Arabia.

In 1986, Hyundai began to sell cars in the United States, and the Excel was nominated as "Best Product #10" by Fortune magazine, largely because of its

affordability. The company began to produce models with its own technology in 1988, beginning with the midsize Sonata. In the spring of 1990, aggregate production of Hyundai automobiles reached the four million mark.

In 1991, the company succeeded in developing its first proprietary gasoline engine, the four-cylinder Alpha, and also its own transmission, thus paving the way for technological independence.

In 1996, Hyundai Motor India Limited was established with a production plant in Irungattukottai near Chennai, India. In 1998, Hyundai began to overhaul its image in an attempt to establish itself as a world-class brand. Chung Ju Yung transferred leadership of Hyundai Motor to his son, Chung Mong Koo, in 1999. Hyundai's parent company, Hyundai Motor Group, invested heavily in the quality, design, manufacturing, and long-term research of its vehicles. It added a 10-year or 100,000-mile (160,000 km) warranty to cars sold in the United States and launched an aggressive marketing campaign.

In 2004, Hyundai was ranked second in "initial quality" in a survey/study by J.D. Power and Associates in North America. Hyundai is now one of the top 100 most valuable brands worldwide according to Interbrand. Since 2002, Hyundai has also been one of the worldwide official sponsors of the FIFA World Cup.

In 2006, the South Korean government initiated an investigation of Chung Mong Koo's practices as head of Hyundai, suspecting him of corruption. On 28 April 2006, Chung was arrested, and charged for embezzlement of 100 billion South Korean won (US\$106 million). As a result, Hyundai vice chairman and CEO, Kim Dong-jin, replaced him as head of the company.

On 30 September 2011, Yang Seung Suk announced his retirement as CEO of Hyundai Motor Co. In the interim replacement period, Chung Mong-koo and Kim Eok-jo will divide the duties of the CEO position. In 2014, Hyundai started an initiative to focus on improving vehicle dynamics in its vehicles and hired Albert Biermann, former Vice President of Engineering at BMW M to direct chassis development for Hyundai vehicles; stating "The company intends to become a technical leader in ride

and handling, producing vehicles that lead their respective segments for driver engagement.

On 14 October 2020, Euisun Chung was inaugurated as the new chairman of the Hyundai Motor Group. His father, Chung Mong-Koo, has been made Honourary Chairman. In April 2021, the company said that its profits rose by 187%, the highest rise in four years. The company recorded a profit of \$1.16 billion from the beginning of 2021 until March.

Research and development

Hyundai has six research and development centers, located in South Korea (three offices), Germany, Japan and India. Additionally, a center in California develops designs for the United States.

Hyundai established the Hyundai Design Center in Fountain Valley, California in 1990. The center moved to a new \$30 million facility in Irvine, California, in 2003, and was renamed the Hyundai Kia Motors Design and Technical Center. The facility also housed Hyundai America Technical Center, Inc, a subsidiary responsible for all engineering activities in the U.S. for Hyundai. Hyundai America Technical Center moved to its new 200,000-square-foot (19,000 m²), \$117 million headquarters in Superior Township, Michigan (near Ann Arbor) in 2005.

In 2004, Hyundai America Technical Center completed construction of its Hyundai/Kia proving ground in California City, California. The 4,300-acre (17 km²) facility is located in the Mojave Desert and features a 6.4-mile (10.3 km) oval track, a Vehicle Dynamics Area, a vehicle-handling course inside the oval track, a paved hill road, and several special surface roads. A 30,000-square-foot (2,800 m²) complex featuring offices and indoor testing areas is located on the premises as well. The facility was built at a cost of \$50 million.

In the 2021 review of WIPO's annual World Intellectual Property Indicators Hyundai ranked as 4th in the world for its 141 industrial design registrations being published under The Hague System during 2020. This position is up on their previous 7th place ranking for 57 industrial design registrations being published in 2019

CHAPTER-3

3.1 RESEARCH METHADODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any are of investigation backed by collection, compilation, presentation and interpretation relevant data's in detail.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting a research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation

3.3 TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the description of state of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant; the data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method has been used as a tool for data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected from google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the help of questionnaire is easy to determine the involvement level of so many employees in the organization.

3.6 Piolet Survey:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studied. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 Sample Size:

The sample size for this survey is 90.

3.8 Period of Study

The period of study is from January, 2022 to February, 2022 with a four-month study.

3.9 Percentage Analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

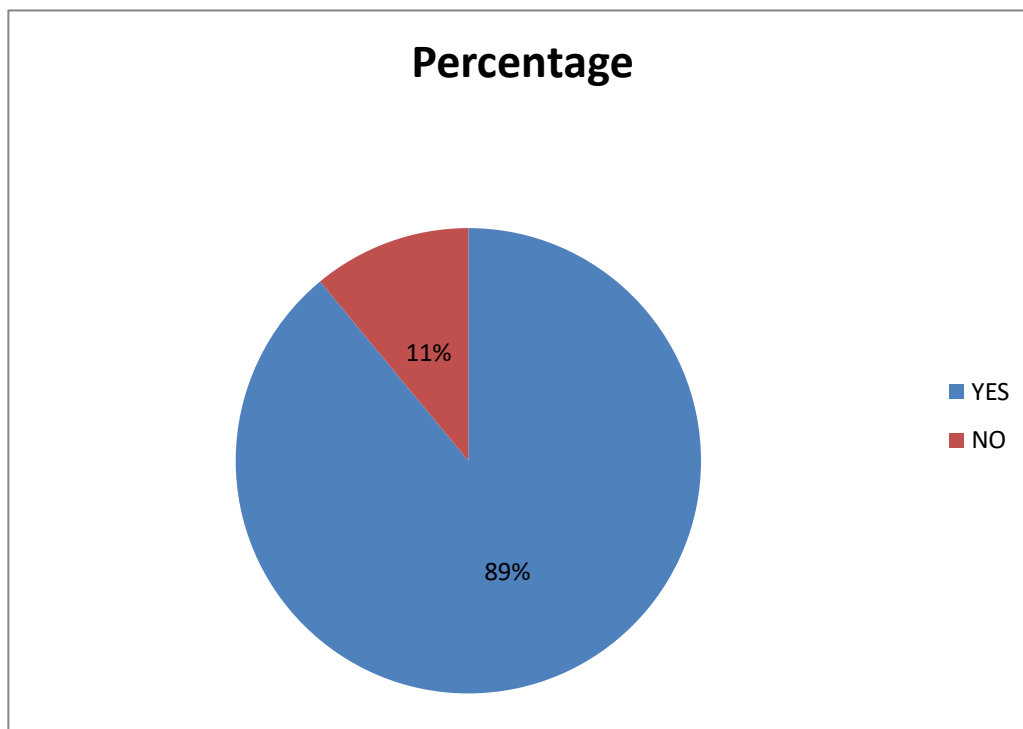
DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire

1. Were all the quarries handled during the delivery?

TABLE NO.4.1

Response	Percentage
YES	89%
NO	11%



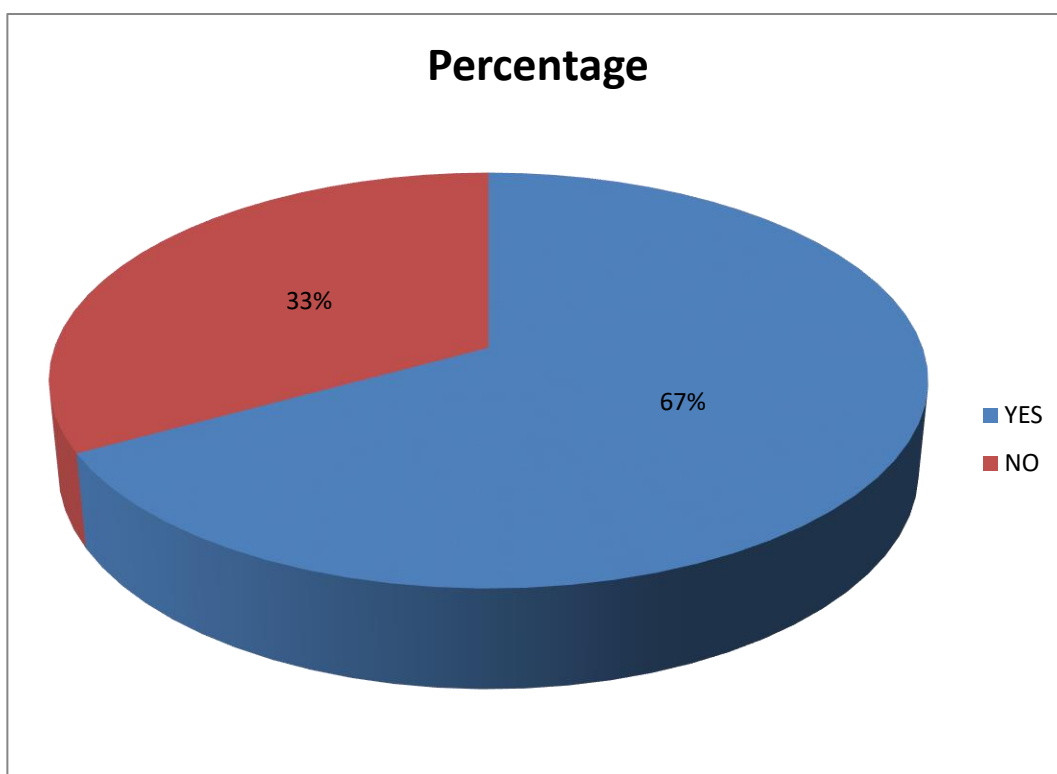
INTERPRETATION:

From the above table interpreted that 89% responded as yes and 11% as no.

2.Were the interiors of the car clean and undamaged at the time of delivery

TABLE NO .4.2

Response	Percentage
YES	67%
NO	33%



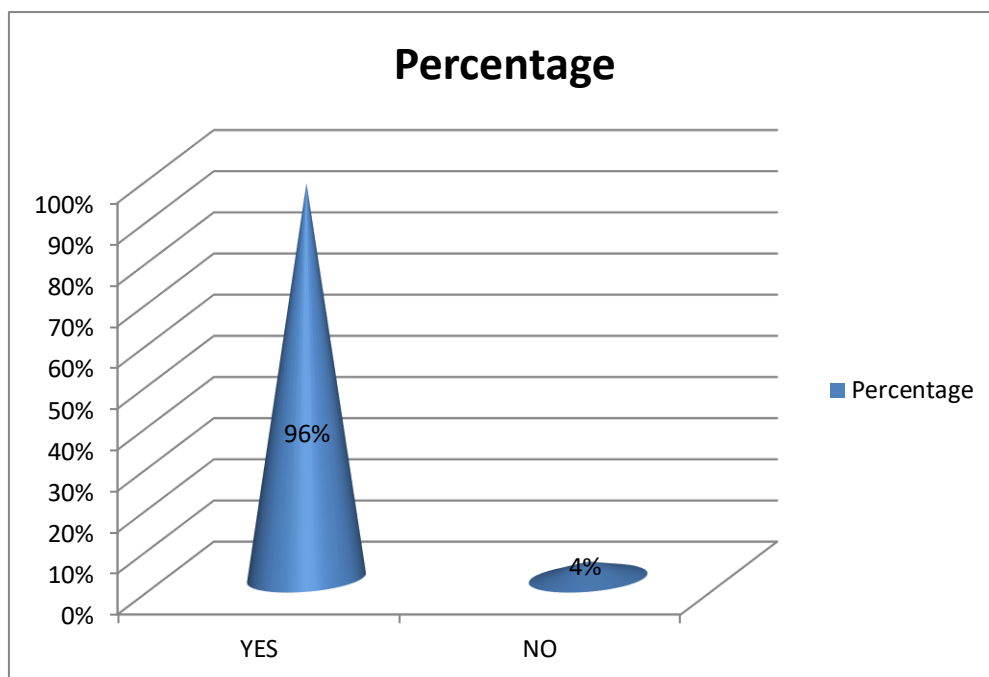
INTERPRETATION:

From the above table interpreted that 67% responded as yes and 33% as no.

3. Was the paper work fast, easy and clearly explained?

TABLE NO.4.3

Response	Percentage
YES	96%
NO	4%



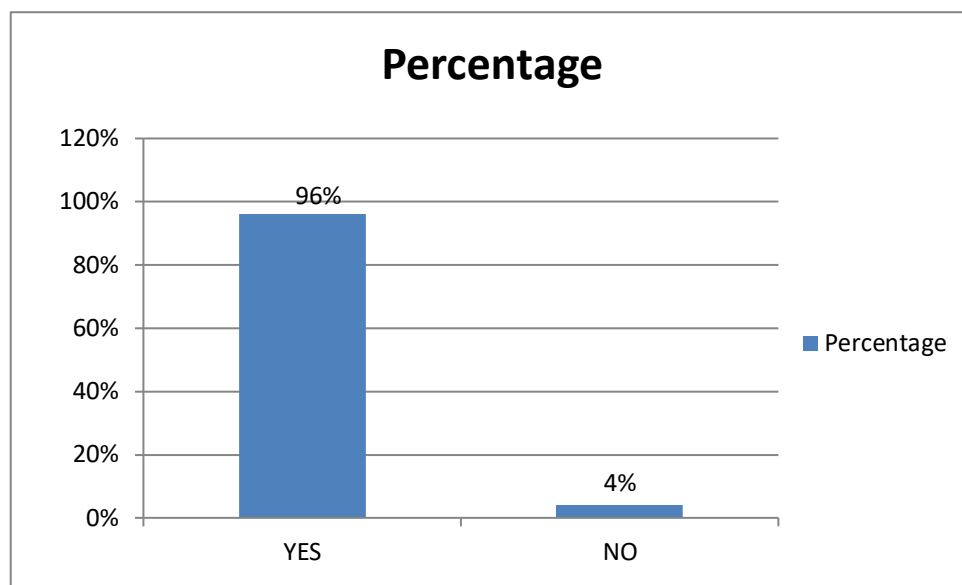
INTERPRETATION:

From the above table interpreted that 96% responded as yes and 4% as no.

4. Was the car delivered on time with all commitment fulfilled

TABLE NO.4.4

Response	Percentage
YES	96%
NO	4%



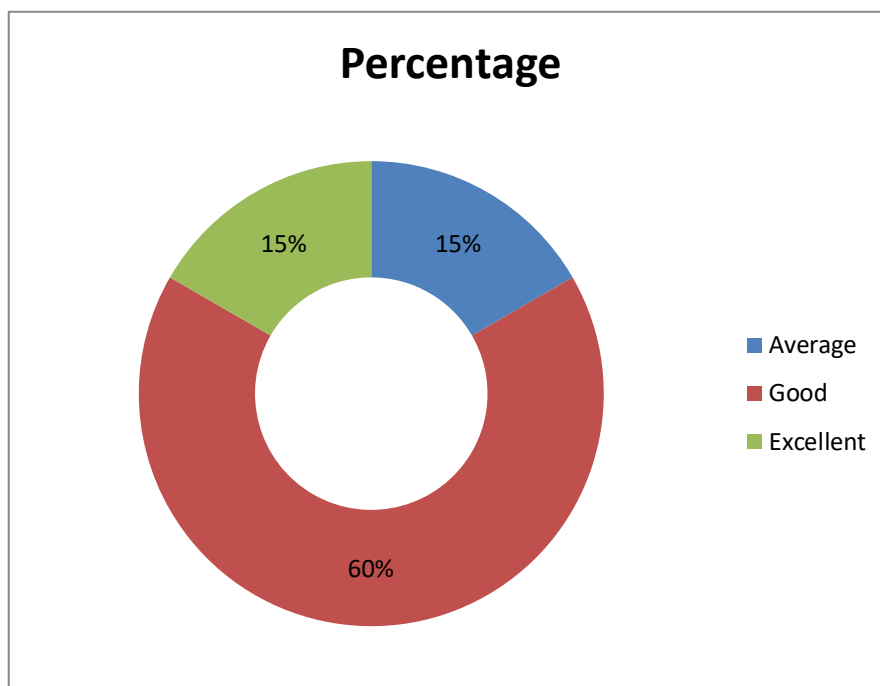
INTERPRETATION:

From the above table interpreted that 96% responded as yes and 4% as

5.How was the knowledge and behavior of sale consultant

TABLE NO. 4.5

Response	Percentage
Average	15%
Good	60%
Excellent	15%



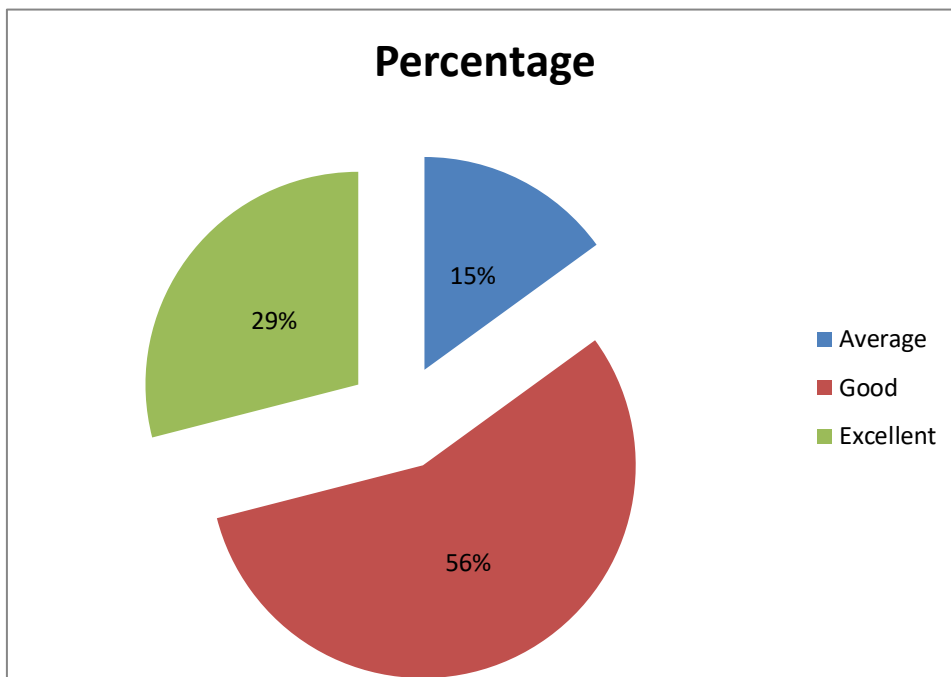
INTERPRETATION:

From the above table interpreted that 60% responded Good ,25% responded Excellent and 15%responded A

6. Were the car features and warranty and services schedule properly explained to you

TABLE NO.4.6

Response	Percentage
Average	15%
Good	56%
Excellent	29%



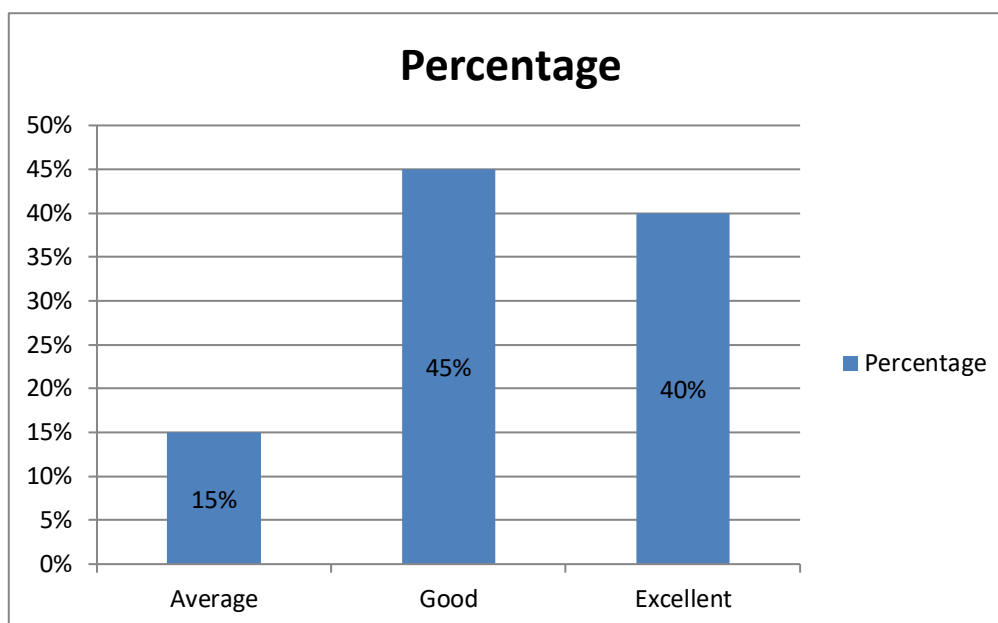
INTERPRETATION:

From the above table interpreted that 56% responded Good ,29% responded Excellent and 15% responded Average.

7.How was the new car delivery ceremony experience

TABLE NO.4.7

Response	Percentage
Average	15%
Good	45%
Excellent	40%



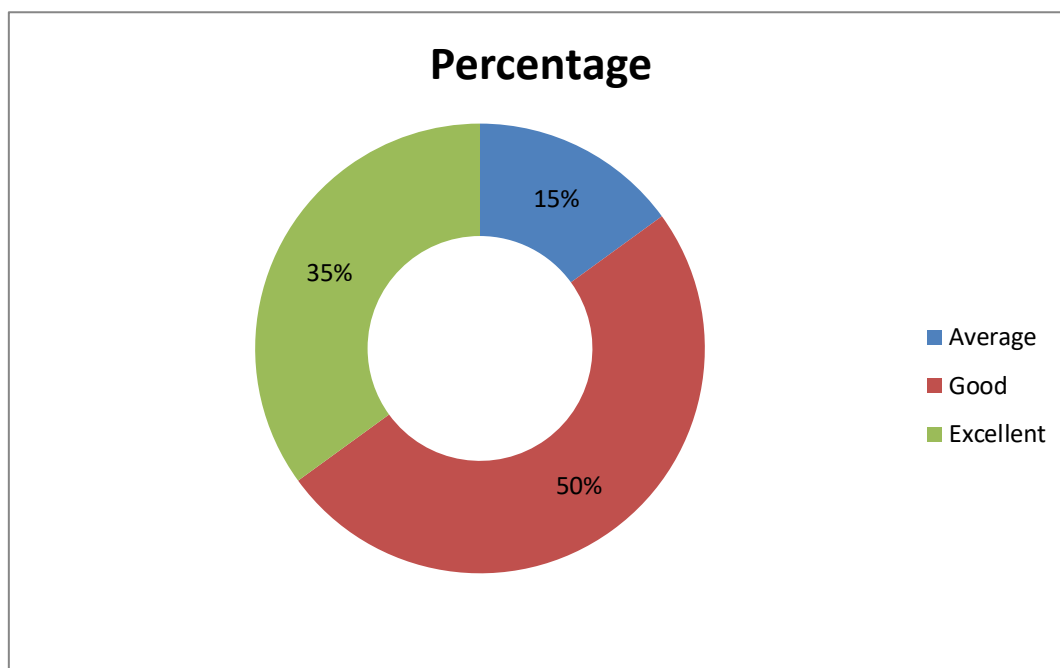
INTERPRETATION:

From the above table interpreted that 45% responded Good ,40% responded Excellent and 15% responded Average.

8.Was the response to your complaints quick, if any.

TABLE NO.4.8

Response	Percentage
Average	15%
Good	50%
Excellent	35%



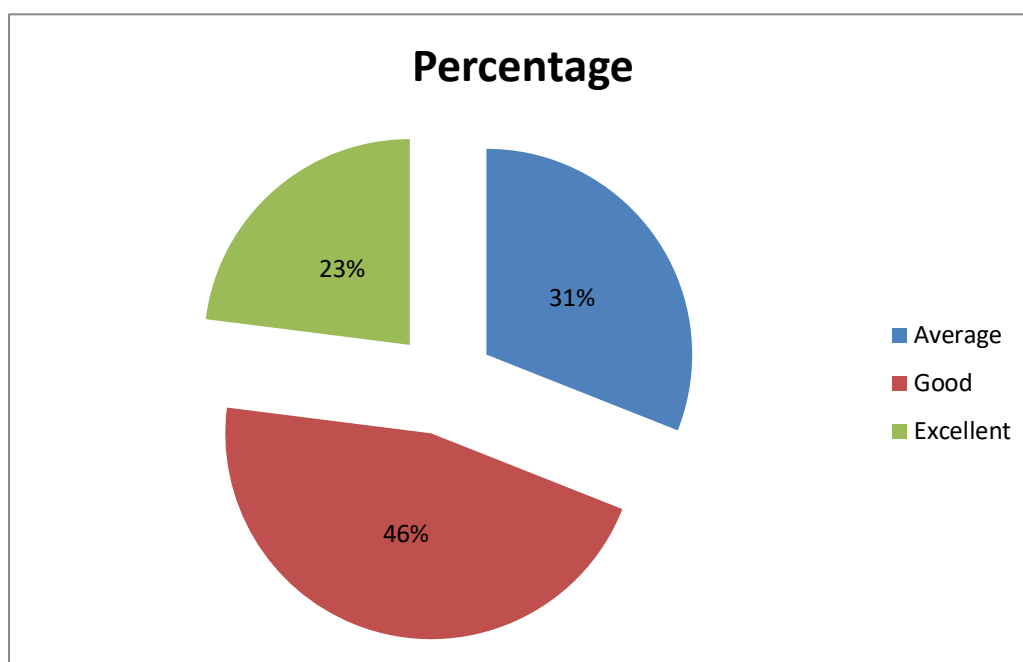
INTERPRETATION:

From the above table interpreted that 50% responded Good ,35% responded Excellent and 15% responded Average.

9.Were the post sales follow up down regularly

TABLE NO.4.9

Response	Percentage
Average	31%
Good	46%
Excellent	23%



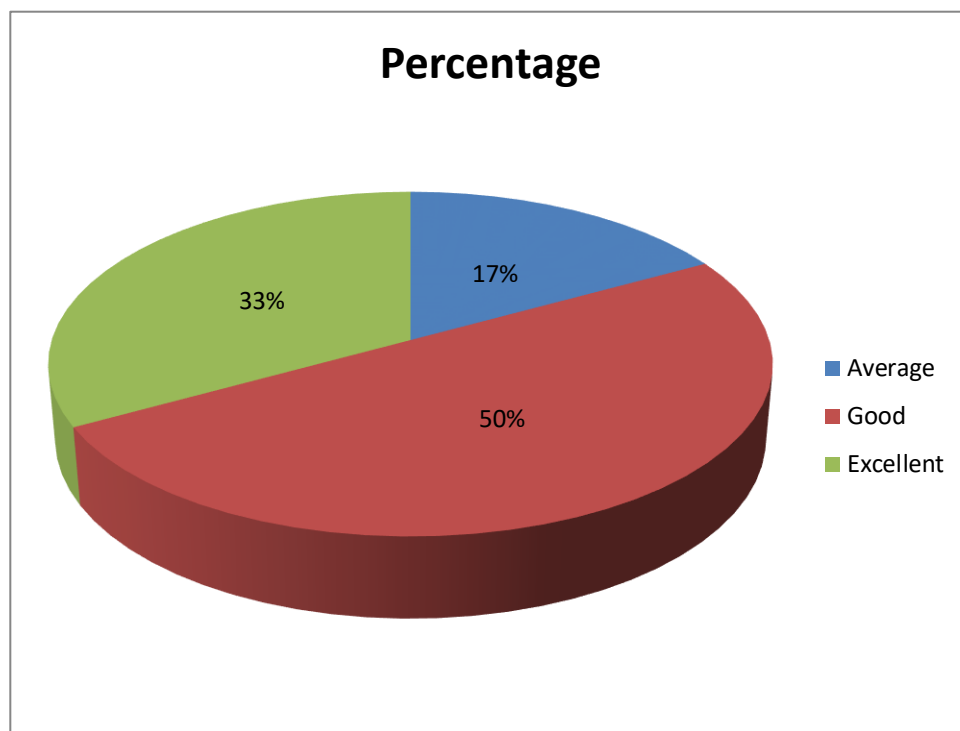
INTERPRETATION:

From the above table interpreted that 46% responded Good ,23% responded Excellent and 31% responded Avera

10.What do you think about the design and style of Hyundai

TABLE NO.4.10

Response	Percentage
Average	17%
Good	50%
Excellent	33%



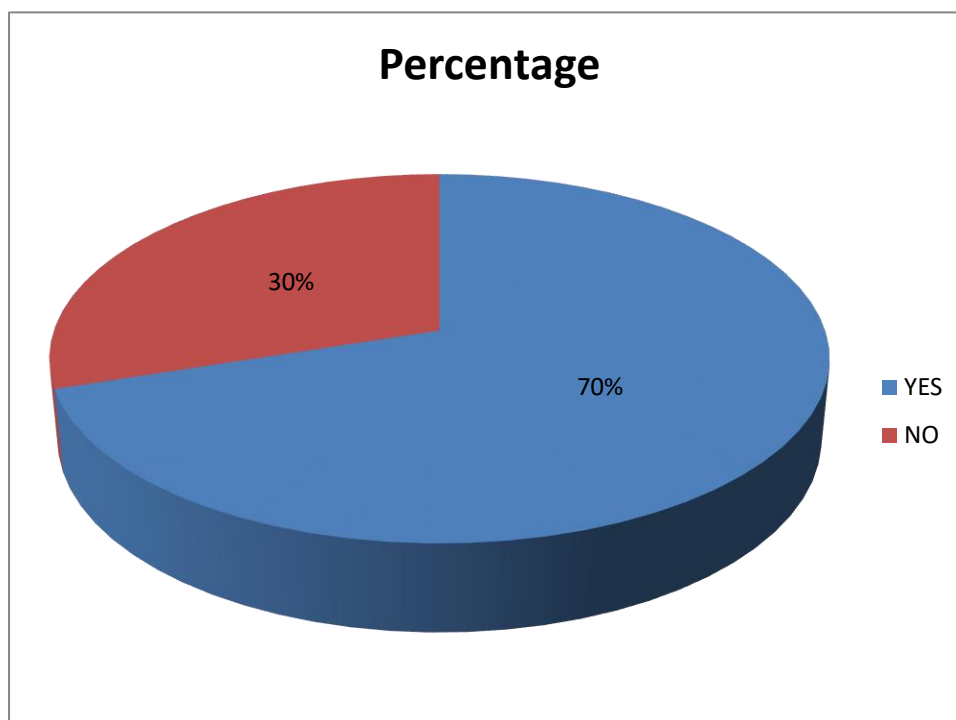
INTERPRETATION:

From the above table interpreted that 45% responded Good ,40% responded Excellent and 15% responded Average.

11.At least do you think it worth the value of money you spent on it

TABLE NO.4.11

Response	Percentage
YES	70%
NO	30%



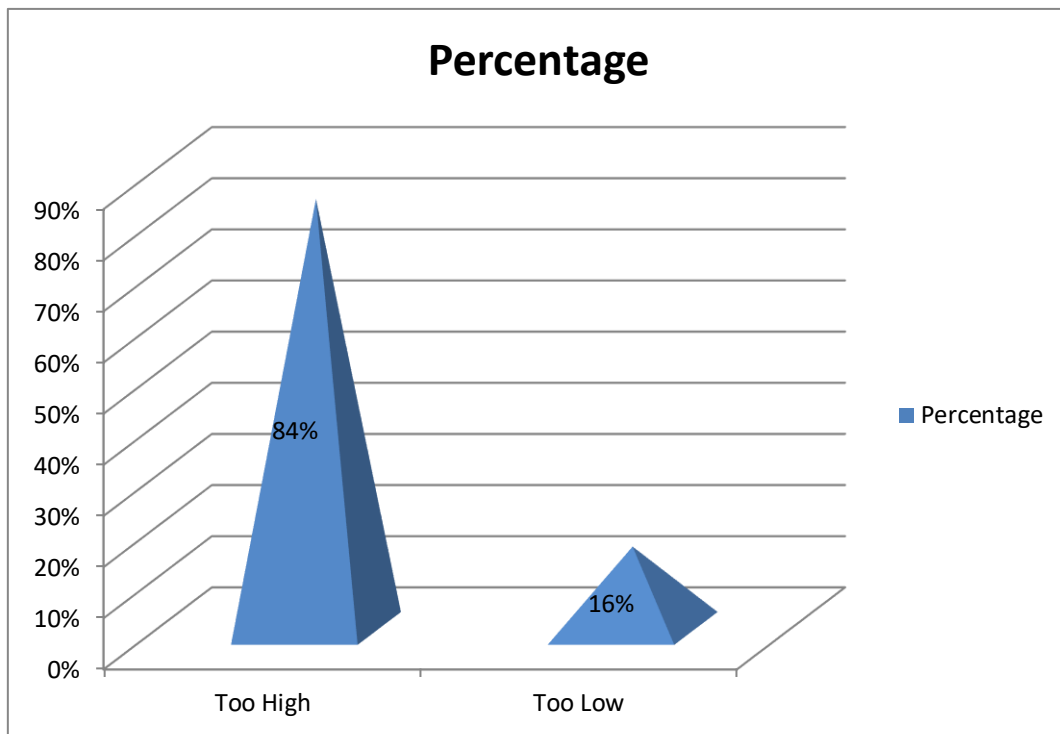
INTERPRETATION:

From the above table interpreted that 70% responded yes and 30% as No.

12.What do you think the brand position of the Hyundai car

TABLE NO.4.12

Response	Percentage
Too High	84%
Too Low	16%



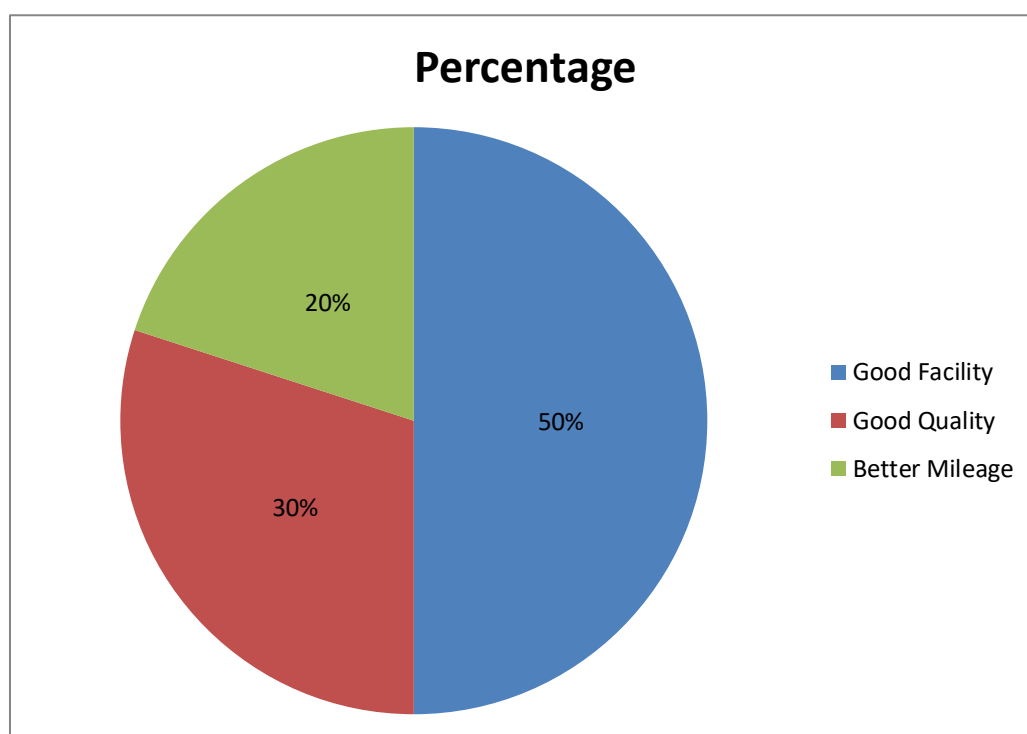
INTERPRETATION:

From the above table interpreted that 84% responded Too high and 16% as too low.

13. Why you are giving first preference to buy a Hyundai while buying a small car

TABLE NO.4.13

Response	Percentage
Good Facility	50%
Good Quality	30%
Better Mileage	20%



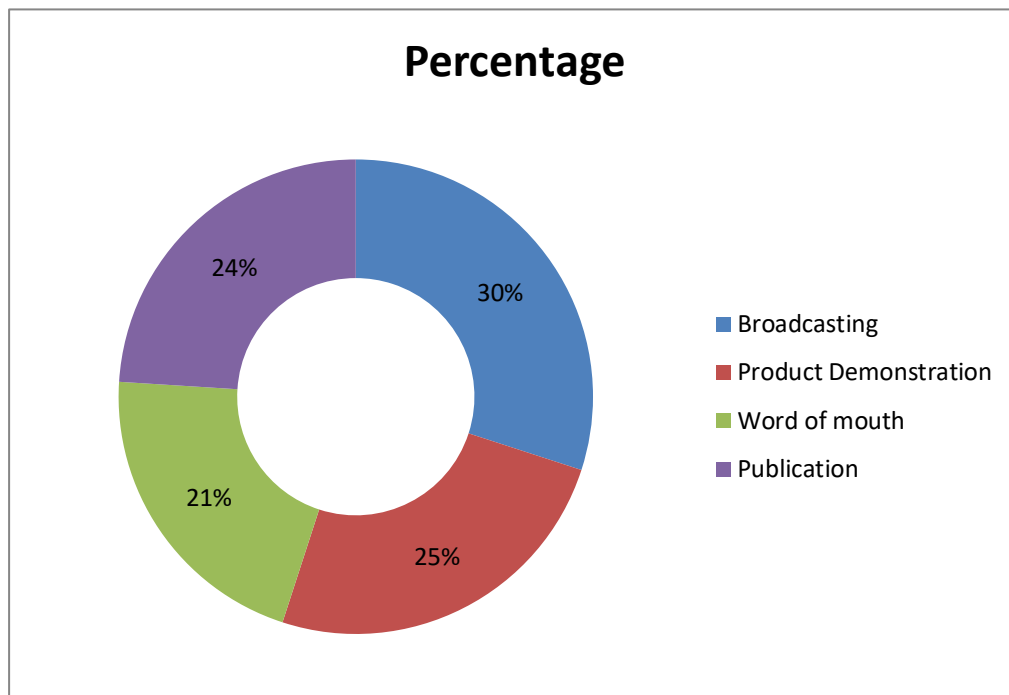
INTERPRETATION:

From the above table interpreted that 50% responded Good Facility ,30% responded Good Quality and 20% as Better Mileage.

14.Which promotional media influencing you to buy a small car

TABLE NO.4.14

Response	Percentage
Broadcasting	30%
Product Demonstration	25%
Word of mouth	21%
Publication	24%



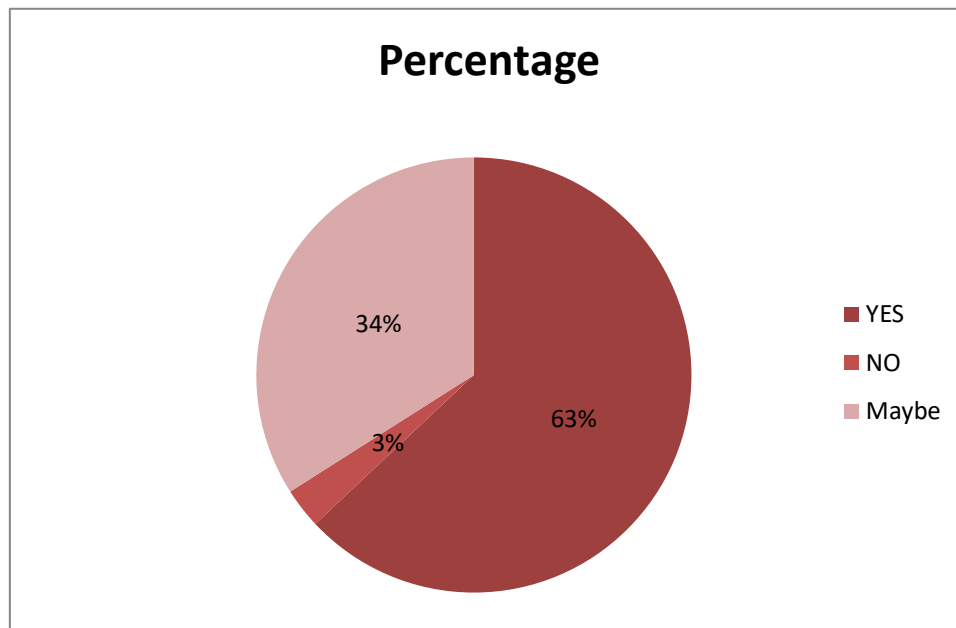
INTERPRETATION:

From the above table interpreted that 30% responded Broadcasting, 25% as Product Demonstration, 21% as Word of mouth and 24% as Publication.

15.Do you wish promoting the Hyundai cars to others

TABLE NO.4.15

Response	Percentage
YES	63%
NO	3%
Maybe	34%



INTERPRETATION:

From the above table interpreted that 63% responded as Yes ,3% as No and 34% as maybe

4.16 HYPOTHESIS FRAMED

An auto company decided to introduce a new six-cylinder car whose mean petrol consumption is claimed to be lower than that of the existing auto engine. It was found that the mean petrol consumption for the 50 cars was 10 km per liter with a standard deviation of 3.5 km per liter. Test at 5% level of significance, whether the claim of the new car petrol consumption is 9.5 km per liter on the average is acceptable. Solution: Sample size $n = 50$ Sample mean $= 10$ km Sample standard deviations $= 3.5$ km

- Population mean $\mu = 9.5$ km
- Since population SD is unknown we consider $\sigma = s$
- The samples a large sample and so we apply Z-test
- Null Hypothesis: There is no significant difference between the sample average and the company's claim, i.e., $H_0: \mu = 9.5$
- Alternative Hypothesis: There is significant difference between the sample average and the company's claim, i.e., $H_1: \mu \neq 9.5$ (two tailed test)
- The level of significance $\alpha = 5\% = 0.05$
- Applying the test statistic
- Thus the calculated value 1.01 and the significant value or table value $Z_{\alpha/2} = 1.96$
- Comparing the calculated and table value, Here $Z < Z_{\alpha/2}$ i.e., $1.01 < 1.96$.
- Inference: Since the calculated value is less than table value i.e., $Z < Z_{\alpha/2}$ at 5% level of significance, the null hypothesis H_0 is accepted.

Hence we conclude that the company's claim that the new car petrol consumption is 9.5 km per liter is acceptable.

CHAPTER -5

FINDING & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding, Suggestion and Conclusion of the study in logical manner.

5.1 FINDING

From the questionnaires' the following points are found and noted

- Majority is 30 % of responded of Hyundai cars owner on the basis of age group is 36 to 45.
- Majority is 88.5% of responded handle the quarries at the time of delivery.
- Majority is 96.3% of people told easily and clearly explained the paper works.
- Majority is 50% of responded response the complaint quickly.
- Majority is 66.7% of responded factor influenced by quality.
- Majority is 55.3 % of responded say warranty and service schedule were clearly explained.
- Majority is 95.8% of responded ok with their fuel efficiency.

5.2 LIMITATION OF STUDY

- The sample size is limited to 90 of responded.
- Because the information collected from the customers by meeting them at their working places, company service centers, the information extracted would not be sufficient from the responded.
- The opinion now about Hyundai may not be the same after some days because of new entrants.
- The study is conducted for a period of 2 months.
- Measurement of customer satisfaction is a complex subject

5.3 RECOMMENDATION:

- Hyundai should adopt defensive marketing strategy because as being one of the largest car dealer in market.
- Hyundai must adapt new technology and train their employees.
- Hyundai should adopt an offensive marketing strategy for attracting customers.
- Better relationship with customers India is 11th largest passenger car market in the world.
- India is the second-biggest market for small cars after Japan. It accounts for 60 percentage of the domestic market.

5.4 SUGGESTIONS

- In this study, majority of the responses are dominated by male group and very few female having own car.
- To attract female consumer, the car mechanism has to change and driving system to be automated.
- Majority of the customers felt that the after sale service provided by the company is not up to the mark. Like offers regular repairs and maintenance service without any delay.
- In order to increase interior decoration of car may be added accessories, protecting steering wheel, dashboard, protecting seat covers, increase the storage space etc.
- Majority of the customers dissatisfied with the facility of Air cooler of car and ranked as the last position
- The company should increase the efficiency of the Air cooler facility by quick absorbing heat. Use window shades, sun visors, vent the interiors, A/c curtain are few ways to improve efficiency of air cooler.

5.5 CONCLUSION

- From the findings and analysis, it is clear that Hyundai Car is highly preferred when compared to the other brands of car in the same segment.
- With the analysis through the survey conducted for a period of 2 months in Delhi on the consumer satisfaction of Hyundai Car Dealer, the findings and analysis shows that 80% of the consumers are happy with the dealer and also sales service and rest 20% of them says that they are dissatisfied.
- Since each customer is like an asset for an organization the company should try to improve in the area of dissatisfaction.
- We know that getting new customer is double the cost of retaining the old customer so the company should focus on retaining the old customers whom a in the future purchase the product or recommend others to purchase the product.
- Thus they help directly or indirectly for the product sale.
- Change is the only think to retain and attract.

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APPENDIX

QUESTIONIERIES

NAME:

ADDRESS:

CONTACT NUMBER:

AGE:

QUESTIONS:

1. Were all the quarries handled during the delivery

- ☐ Yes
- ☐ No

2. Were the interiors of the car clean and undamaged at the time of delivery?

- ☐ Yes
- ☐ No

3. Was the paper work fast easy and clearly explained?

- ☐ Yes
- ☐ No

4. Was the car delivered on time with all the commitment fulfilled?

- ☐ Yes
- ☐ No

5. Was the paper work fast easy and clearly explained?

- ☐ Yes
- ☐ No

6. Was the car delivered on time with all the commitment fulfilled?

- ☐ Yes
- ☐ No

7. How was the knowledge and behavior of sale consultant?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

8. Were the car features and warranty and services schedule properly explained to you?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

9. How was the new car delivery ceremony experience?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

10. Was the response to your complaints quick, if any?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

11. Were the post sales follow up down regularly?

- ☐ Bad
- ☐ Average
- ☐ Good

12. Was the paper work fast easy and clearly explained?

- ☐ Yes
- ☐ No

13. Was the car delivered on time with all the commitment fulfilled?

- ☐ Yes
- ☐ No

14. How was the knowledge and behavior of sale consultant?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

15. Were the car features and warranty and services schedule properly explained to you?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

16. How was the new car delivery ceremony experience?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

17. Was the response to your complaints quick, if any?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

18. Were the post sales follow up done regularly?

- ☐ Bad
- ☐ Average
- ☐ Good

- ☐ Excellent

19. Give your rate about Hyundai motors company and with their service

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10

20. What do you think about the design and style of Hyundai?

- ☐ Bad
- ☐ Average
- ☐ Good
- ☐ Excellent

21. At least do you think it worth the value of money you spent on it?

- ☐ Yes
- ☐ No
- ☐ Average

22. What do you think the brand position of the Hyundai car?

- ☐ Too high
- ☐ Too low
- ☐ Bad

23. Why you are giving first preference to buy a Hyundai while buying small car

- ☐ Good facilities
- ☐ Good quality
- ☐ Better mileage

24. Which promotional media influencing you to buy a small car?

- Broadcasting
- Product demonstration
- Word of mouth
- Publication

25. Do you wish promoting the Hyundai car to others?

- Yes
- No
- Maybe

26. What are the factors influencing on purchasing the Hyundai car?

- Luxurious
- Quality
- Cost

27. Are you ok with the fuel efficiency of your car?

- Yes
- No

28. What type of problem that you faced while driving in the Hyundai car?

- Technical
- Engine
- Seating space
- None

29. What do you think the Hyundai is the best choice for use after using it?

- Price
- Quality
- Engine
- Comfort