

CONSUMERS ATTRACTIVE PRODUCT IN PALACE CITY OF KARNATAKA

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Abstract :

This paper focuses on consumer perception on the service provided by the dealers. Opinion of the customers regarding the availability and cost of spare parts. The paper describes the effect of advertisement on the customers' perception. And also this paper analyses the information sources the consumer used before purchasing the vehicles.

Key words : Consumer perceptions, Dealers, Spare parts, Advertisement, Information Resources.

INTRODUCTION

Advait Hyundai is into automobile business since last 11 years. It has a total turnover of Rs. 55 Crores with total strength of around 1200 personnel employed in various capacities.

Customer satisfaction is a concept that more and more companies are putting at the heart of their strategy, but for this to be successful, they're needs to be clarity about what customer satisfaction means and what needs to happen to drive improvement.

"Hyundai" a name to be reckoned in the World Automobile industry is Korea's number one automaker. Hyundai has established an enviable record for growth both in quantitative and qualitative terms transforming itself from a domestically oriented manufacture into a global player and leading contributor to Korea's economic and industrial development. Hyundai Motor Company is steadily accelerating to achieve the status of world-class automobile company.

In December 1967, Hyundai Motor Company (HMC) was born out of the Hyundai Business group, the nation's largest conglomerate with the purpose of entering the automobile industry to meet the growing domestic demand for cars. Since then, HMC has played a major role in providing transportation to further Korea's economics growth and prosperity.

Entry of Hyundai Motor Company in the Indian Market.

Hyundai established its presence in India by opening a subsidiary called "Hyundai Motor India Limited" with a total investment of US\$ 614 Millions. The Hyundai project is the largest to be made by an MNC in the automobile sector. The plant near Chennai, in the state of Tamil Nadu is the largest manufacturing plant of Hyundai motors outside Korea and contains nearly all facilities necessary for a self sufficient manufacturing and production site for developing cars. This assembly plant not only boasts it sown assembly facilities but also a R&D center, a performance experimenting and testing center, and a driving testing ground. As such, the India plant represents a family-type combined automobile assembly facility, capable of all production processes, research and development, testing of products, marketing for sales and provision of after sale service in India.

In 1997, Hyundai Motor India limited launched "Santro" the best small car at its worldwide debut in New Delhi. Santro is basically a face lifted version of the "Alto".

Santro was introduced in three different models having varying features. Santro was a runaway success in the India market and became famous as the Tall Boy car. It topped the volumes year after year in its segment.

Products rolling out of Hyundai Motor India Ltd.

The products that come out of the Hyundai Motor's desk are

Santro (Zing, Zip drive), Accent, i20 , Elantra, i10 (kappa 1.2), Getz, Verna, Tucson

Ideology and Environment at Hyundai:

A management motto at Hyundai is "Customer first, best in technology, best in quality and best value for human beings". Hyundai as a company is dedicated to create new value for its customers. Hyundai Motor Company's target is to care for the environment and devote attention to the future of our children and their ability to inhabit a clean, pollution managed world. Hyundai believes that they have achieved the current status as a world-class company by faithfully enforcing seven management principles and creating an atmosphere where by each and every member of the company is able to work for the benefit of common future. As a result, Hyundai motor company is committed to its social responsibilities as it fulfills its mission with dedication and strength of purpose.

Advaith Hyundai " caring for you always " is one of the dealership of Hyundai Motors India Limited in MYSORE. Advaith Hyundai is a wholly owned company of the Advaith group. One of the largest automotive retail corporations in India, the Advaith group is focused on delivering a world class customer experience across all its business functions. With a 1200 strong work force committed to exceeding customer expectations, Advaith Hyundai services are at par with Hyundai global standards. The service centers

are continuously upgraded and equipped with the Hyundai global standards. The service centers are continuously upgraded and equipped with the state-of-the-art equipment

From the show room Advaith Hyundai working philosophy is particularly based on "Prepare employees for the future developments with developments in their personality." As competition is very much intense hence the management is working hard for customer relationship to achieve future business growth

Need For Study

Increasing competition, ever growing market, easy availability of the finances and increasing population of young executives, with huge disposable incomes, over the past few years has substantially increased the sales in the automobile industry. Also, the competition among the dealers of the products has increased with each trying to maximize their customer base. This makes it imperative for the dealers to provide the best of the services and exceed the customer expectations to achieve customer delight and loyalty.

The study tries to understand the key service parameters and reflect upon the dysfunctional areas, thus providing the dealer with an insight into the level of customer satisfaction and changing trends of the customer expectations.

Problem Statement

The study perception towards HYUNDAI in this paper is carried in ADVAITH HYUNDAI. To have a good perception of the company and helps to adopt new strategies for increasing sales the factors like Time and Promptness, Consistency, Convenience should be given more priority so that more customers turn to the company . As per the analysis the company must also help executives to train, update and achieve the said factors which is very important and is the main where the company has to give concentration.

Objective Of The Study

- To focuses about the customer satisfaction on the services provided by the dealers.
- To describes the opinion of the customers regarding the availability and cost of spare parts.
- To analyses the effect of advertisement on the customers perception
- To explores on the information resources the customer use before purchasing the car

Research Methodology

Preliminary stage of study- a pilot survey, personal interview of sales consultants, potential customers and existing customer numbering 20 was conducted to arrive at key deliverable which would ensure customer satisfaction. The research tool (questionnaire) was designed by inducing the various queries, based on the key deliverable, which would reflect the customer satisfaction.

The research was based on a study of a sample, sized 100, using simple random sample selected from the existing database of Advaith Hyundai. The research included collection of data from the primary sources using the research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected

Date Sources:

The data is collected directly from each and every customer.

A pilot survey was conducted to understand the factors, which would positively influence the customer. Personal Interviews totaling 20 were conducted for the sales team, potential customers and the existing customers of Advaith Hyundai. The factors scoring high in the interviews were considered to be the key deliverable.

The research was done to learn about people's preferences and satisfaction of the Advaith Hyundai customer.

The questionnaire tried to capture the responses of the customers mainly on the key deliverable, derived from the pilot survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

Sampling Size and Procedure : Sample size is to be 100 and simple random sampling method chosen.

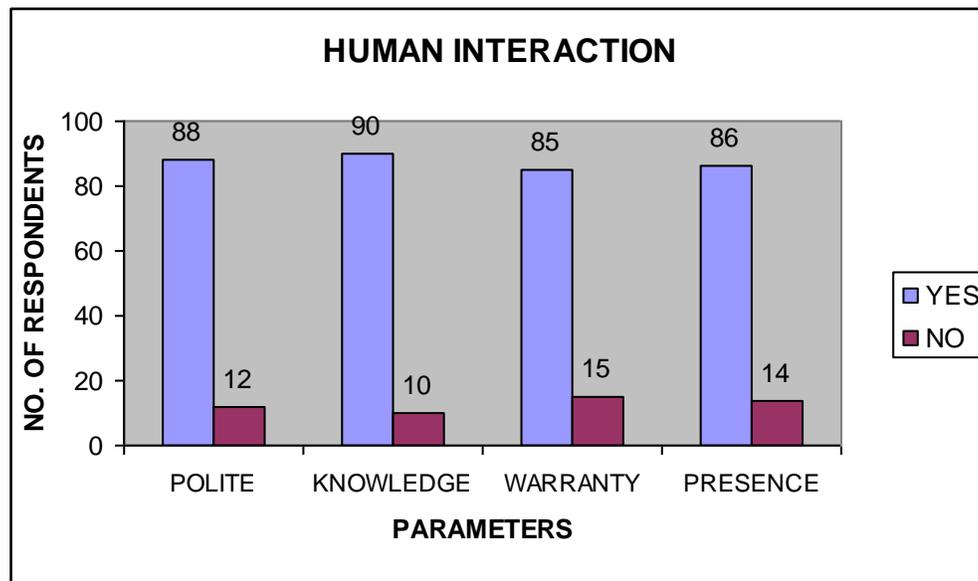
Limitations and Scope of the study

- Due to constraint of time only city of Mysore is selected and so it cannot claim to be a comprehensive study of the population.
- The sample size is restricted to 100 respondents.
- Some customers did not show much interest in answering the questionnaire; hence there may be a chance of bias.
- The study pertains to the passenger vehicle segment.

The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insights into Customer expectations

Table -1 : Human Interaction

SNO	OPINION	POLITE	KNOWLEDGE	WARRANTY	PRESENCE
1	YES	88	90	85	86
2	NO	12	10	15	14
3	TOTAL	100	100	100	100



Inferences

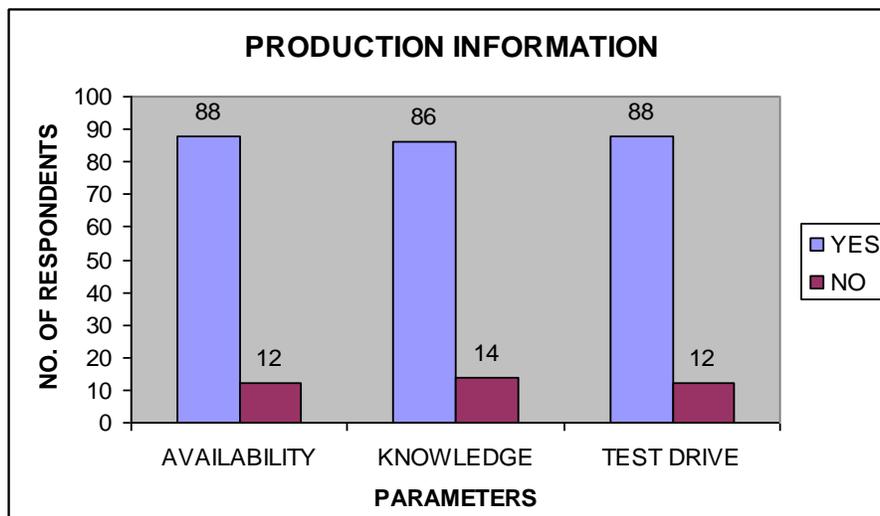
The graph clearly indicates that approximately 90 % of the customers are positive about the human interaction at the showroom.

Interpretation

The personnel score a high 93 (approx.) in being courteous, polite, knowledgeable and communicating the warranty and schedule but there is a slight decrease in the attention provided at the time of delivery, which is area to concentrate. Nevertheless, the overall human interaction is above the acceptable levels.

Table – 2 : Product Information

SNO	OPINION	AVAILABILITY	KNOWLEDGE	TEST DRIVE
1	YES	88	86	88
2	NO	12	14	12
3	TOTAL	100	100	100



Inferences

The graph shows that the brochures, leaflets and price list are readily available. Approx. 85 customers agree that the sales consultant was knowledgeable and was adept in handling the queries of the customers. And almost every customer was offered a test drive (96%).

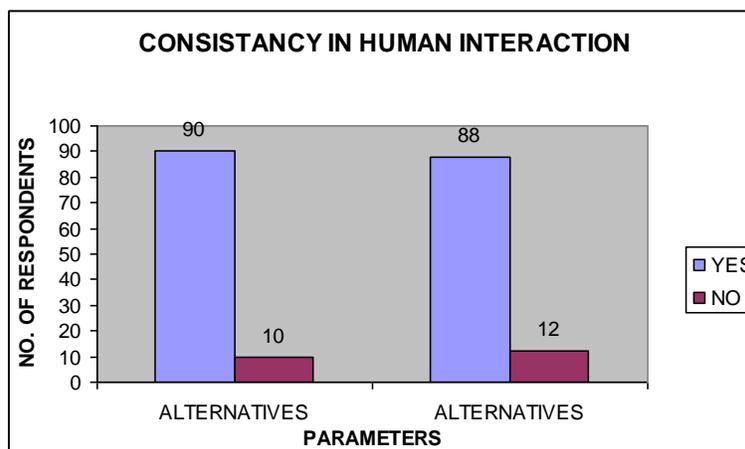
Interpretation:

The showroom scores high in providing the relevant product information and is leaving no stone un-turned to provide the specific information needs of the customers.

This also reflects that the customer care personnel are well- equipped with the product information. At most care has been taken to ensure that the customers are provided with the product information.

Table – 3 : Consistency in Human Interaction

SNO	OPINION	ALTERNATIVES	ALTERNATIVES
1	YES	90	88
2	NO	10	12
3	TOTAL	100	100

Consistency in Human interaction**Inferences**

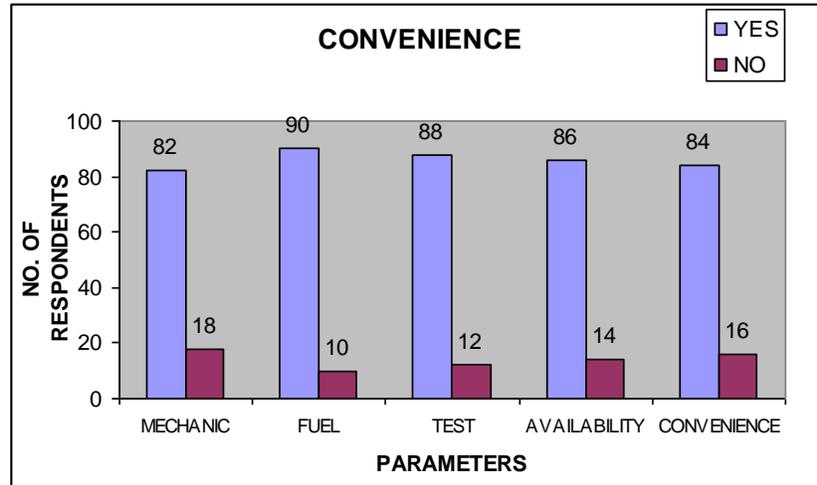
The interaction with the customers has fallen from 93 prior to the sale to 86 after the sale is done.

Interpretation

The showroom maintains a consistency level of 85 (avg. of processing consistency and consistency in human interaction), which is acceptable.

Table – 4 : Convenience

SNO	OPINION	MECHANIC	FUEL	TEST	AVAILABILITY	CONVENIENCE
1	YES	82	90	88	86	84
2	NO	18	10	12	14	16
3	TOTAL	100	100	100	100	100



Inferences

The showroom scores a very high percentage in providing convenience to the customers.

Interpretation

Though there are 20 of people who have not utilized the finance option provided by the showroom, the point to be taken is that 80 of the customers have utilized the options provided by the showroom.

CALCULATION OF SALES SATISFACTION INDEX

Sales satisfaction index is the index of overall satisfaction of Advait customers as a whole. The overall satisfaction is the average of the scores of the key variables, which in turn is the cumulative of the positive responses of the customers, converted to a scale of ten. The responses of the customers have also been recorded over repeat purchases, referrals and their satisfaction to cross check with the calculated result

Table – 5

Sl.No	Key Deliverables	Score	Score on scale of Ten
1	Human Interaction	210/225	9
2	Product Information	215/225	9
3	Time & Promptness	175/225	7
4	Consistency	254/300	8
5	Convenience	413/450	9
	Cumulative Score		42

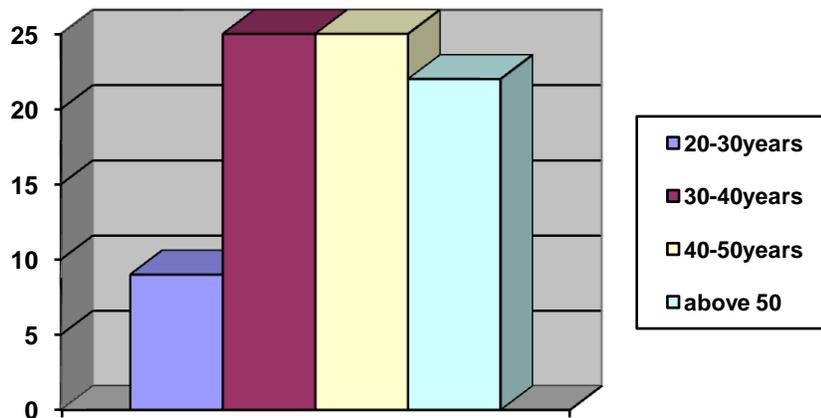
Sales Satisfaction Index

$$\begin{aligned}
 \text{Overall Satisfaction} &= \text{Average (Cumulative Score)} \\
 &= 42/5 \\
 &= 8.4
 \end{aligned}$$

Sales Satisfaction Index = 8.4 on scale of ten

Table – 6 : Age group:

Sl.No	Age Group	No of people
A	20 to 30	9
B	30 to 40	25
C	40 to 50	25
D	Above 50	22

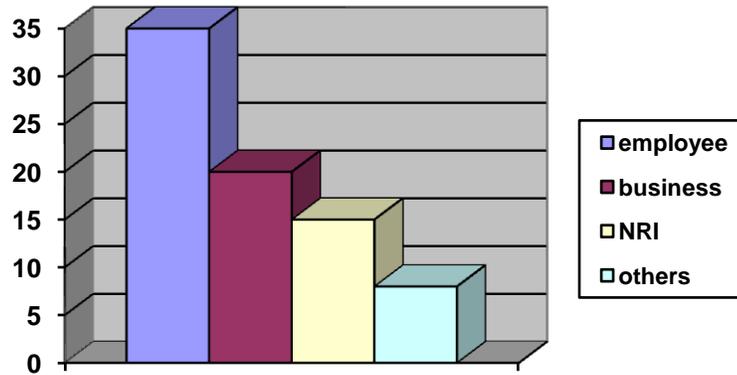


INTERPRETAION:

From the above table shows that the respondents of the age group of years above 50 i.e. 22, the next group is 40-50 years i.e.25, the remaining age groups are 30-40 and 20-30 years having 25 and 9 respectively.

Table – 7 : Occupation:

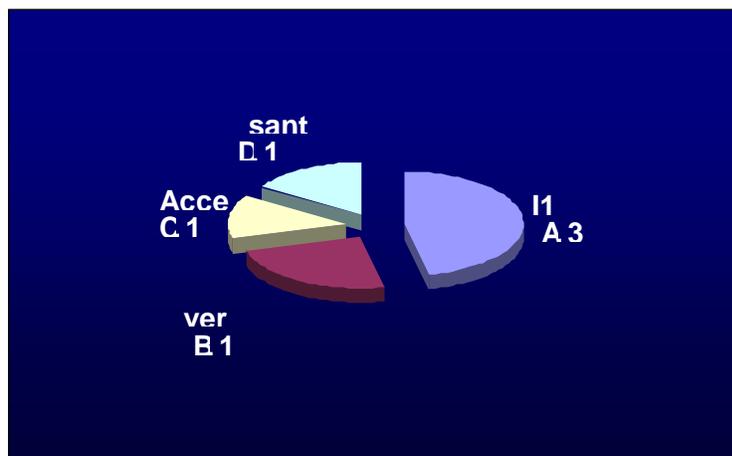
Sl.No	occupation	No of people
A	Employee	35
B	Business	20
C	NRI	15
D	Others	8

**INTERPRETATION:**

From the above table shows that the respondents of the occupation are mostly employees numbered 35, business people numbering 20 , NRI's 15 and others 8 people.

Table – 8 : Which model of Hyundai car do you own?

Sl.No	Brand	No of people
A	I10	35
B	Verna	18
C	Accent	10
D	Santro	12

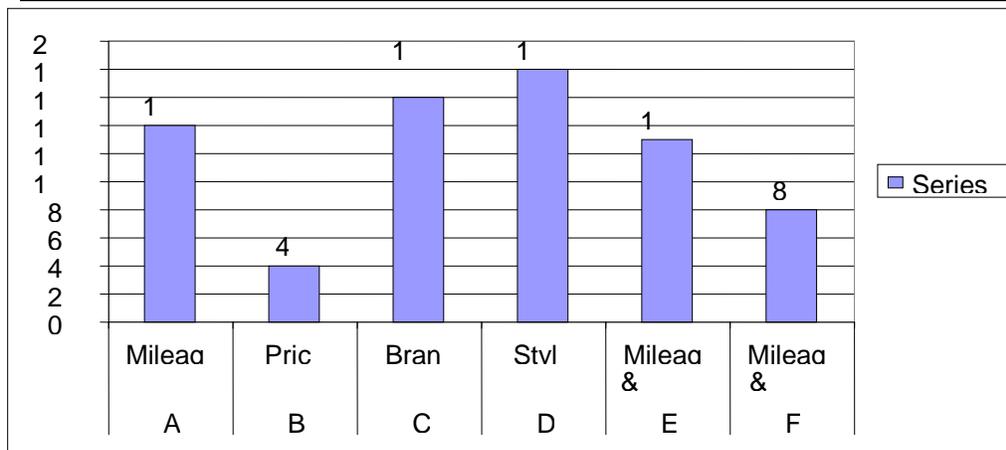


Interpretation :-

The following graph shows the number of cars in the total of 75 persons i10 is owned by 35 people, and Verna owned by 18 and Accent owned by 10 people and Santro by 12 people.

Table – 9 : Which feature is the best one in Hyundai car ?

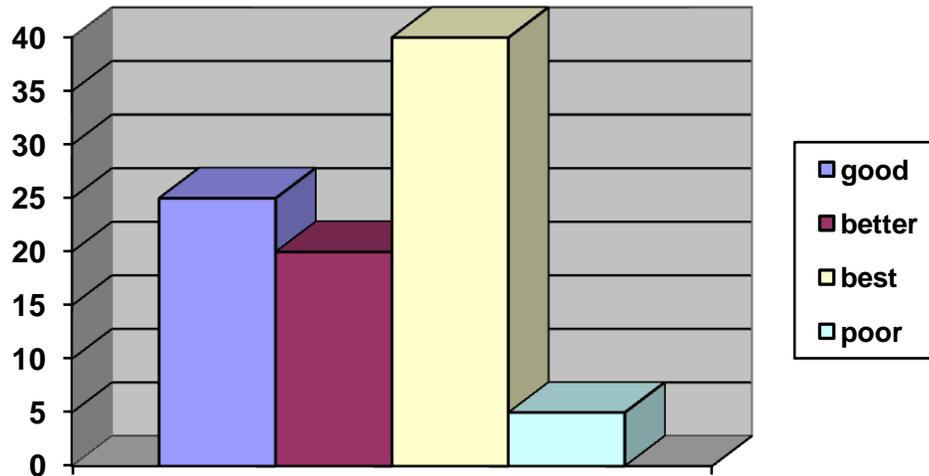
Sl.No	feature	NO of people	Frequency
A	Mileage	14	14 %
B	Price	4	4 %
C	Brand	16	16 %
D	Style	18	18 %
E	Mileage & brand	13	13 %
F	Mileage & style	8	8 %

**Interpretation:-**

The following graph shows the number of what features you consider while you purchase in the total persons Mileage by 14, and Price by 4 and Brand by 16, Style by 18, Mileage and Brand by 13., and Mileage and Style by 8.

Table – 10 : How do you feel when you drive Hyundai car ?

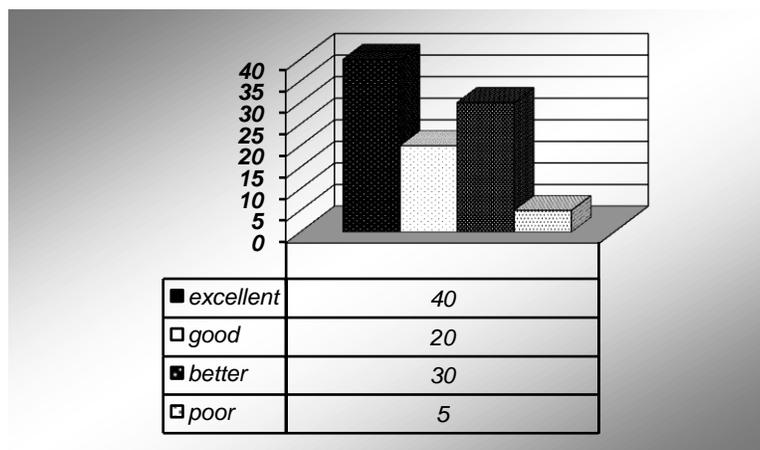
Sl.No	RANK	No of people
A	Good	25
B	Better	20
C	Best	40
D	Poor	5

**INTERPRETAION:**

From the above table shows that the respondents of the experience of people while driving Hyundai cars is good i.e. 25, the next group is better i.e.20, the remaining people who feel best is 40 and others who feel poor experience are 5 respectively.

Table – 11 : What do you think about hyundai’s customer service?

Sl.No	RANK	No of people
A	Excellent	40
B	Good	20
C	Better	30
D	Poor	5

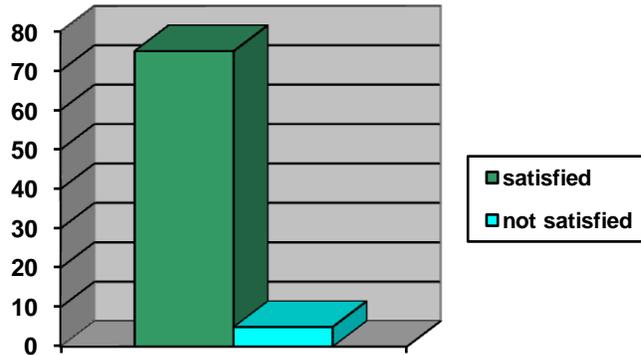


INTERPRETAION:

From the above table shows that the respondents of the people about Hyundai's customer service is excellent i.e. 40, the next group is good i.e.20, the remaining people who feel better is 30 and others who feel poor experience are 5 respectively.

Table – 12 : Are you satisfied with company's after sales service ?

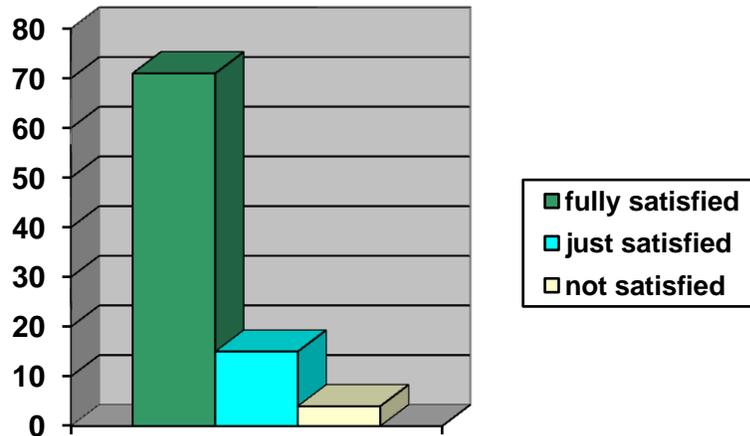
Sl.No	After sales service	No of percentage
A	Satisfied	75
B	Not satisfied	5

**Interpretation:**

The number of customers who satisfy/not satisfied with the after sales service of the company from a number of 100 customers are satisfied 75 and not satisfied 5.

Table – 13 : Have you satisfied with the usage of Hyundai cars?

Sl.no	Customer response	percentage
A	Fully satisfied	71
B	Just satisfied	15
C	Not satisfied	4



INTERPRETAION:

The following table shows that the respondents who satisfied with dealer's performance is better 71, good 15 and Poor is 4.

FINDINGS

- Advait Hyundai enjoys a high patronage from its customers.
- Most of the customers had a good experience of shopping at Advait Hyundai.
- The satisfaction levels can also measured with the level of recommendations to friends and associates; It is evident that more than 80% customers are satisfied with the service offered at Advait Hyundai.
- The probability that the customers would repeat that purchase at the same showroom is high, which is a good sign.
- The sale satisfaction index of Advait Hyundai showroom is 8.4 on scale of ten (refer page 32), which is exceptionally good, the showroom should persist on high levels of commitment to maintain the good image it has created. The industry SSI (2003) is 104 out of 126 according to J D Power Asia pacific. And Hyundai scores 105 out of 125.
- In the interview it was found that the customers are happy about the training programs under taken by the showroom, which train the customers to negotiate minor breakdowns comfortably.
- It has been observed that 25% of customers have reported a slack in the delivery process.

This is the only area of concern that has emerged form the city.

SUGGESTIONS

The overall sales satisfaction index from the study reveals that the company is performing very well and customers buying are much satisfied with the service given to them.

The only couple of problem noticed are:

- Some of the customers have complained about the slack in the delivery process and timings. Therefore, this is the area which I recommend to the showroom to focus a little bit more. It needs to improve its delivery process and time. Need to become little quick and fast.
- Some of the customers have also complained about the after purchase services provided by the showroom. Even though the complaints are minor, the showroom needs to resolve the customer after purchase service issues in order to achieve customer satisfaction.
- For stress release and mind refreshment sessions should be held by experts from outside.
- The employees and there family members should be taken for a trip once in a while so that they discover more things outside there domain.
- Celebrating birthdays of employees which boost there moral towards company.
- The company should concentrate on developing customer relationship.
- The company should give more opportunity the customer for getting suggestions from them.
- Adequate travel allowances should be provided to the workers or else transport facilities must be arranged.
- The company has to conduct periodic health check up for the employees.
- Separate and well -facilitated rest rooms should be provided so that the employees can relax for some time from their busy schedules.
- A pair of uniforms must be provided every year.
- Maintain customer database and follow up for the new products launch and promotion activities.

CONCLUSION

The study helped me gain valuable insights in opportunity analysis and consumer behavior, towards potential for HYUNDAI. By interacting with the respondents and making visits to the customers. I have been able to understand that understanding customers is an art and it takes a very strong band image for a company to retain itself in the market. The result of the survey proved to be both encouraging and partly discouraging too. The respondents were not very positive about HYUNDAI, which was quite discouraging and a negative sign for the company. The segment for which HYUNDAI should cater to is a price sensitive segment, so as the organization should focus on highlighting the additional perquisites that they would provide with the car, it is going to bond well with targeted market. Though there are many competitors in the market for this segment , the company has an advantage, but still it cannot rule out the total dealers. But i believe that HYUNDAI auto has what it takes to become a name

to reckon with in the market and i offer my best wishes for the same and hope that my work will be of some use for the company.

The research was taken looking to the scope in the Indian automobile industry. Thus the HYUNDAI auto differentiated themselves from their competitors to promote their products and try to make their market monopoly in the hatch back cars.

The research shows the people are interested to know about the car.

The potential for HYUNDAI cars in Mysore. This indicates an opportunity for HYUNDAI auto in the Indian automobile industry. The HYUNDAI auto have to concentrate on promotional activities and differentiating their product.

Schemes and offer given by the company influence the customer to change their decision. There are few customers who are not influenced by the offer and schemes, so to protect their interest maintain the features, quality and good service post sales. Due to over pricing customers are not willing to buy the HYUNDAI .

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