



# **A STUDY ON CONSUMER SATISFACTION IN INDIAN AUTOMOTIVE SECTOR IN HYUNDAI MOTORS IN COIMBATORE CITY**

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## **Abstract**

This study explores consumer satisfaction with Hyundai Motors in Coimbatore City, a key player in the Indian automotive sector. The research aims to understand customer perceptions based on factors such as product quality, pricing, service experience, and brand image. Data was collected from Hyundai vehicle owners using structured questionnaires. The analysis highlights various aspects that influence overall satisfaction levels among customers. The study provides a general overview of consumer expectations and experiences, offering insights that may help the company align its services with market demands.

## **I.INTRODUCTION:**

Hyundai Motor Company is a South Korean multinational automotive manufacturer that has revolutionized the industry with its commitment to innovation, quality, and customer satisfaction. Hyundai has grown from a small domestic manufacturer to a global powerhouse, with a presence in over 200 countries and a reputation for producing reliable, feature-packed vehicles.

This study aims to investigate the levels of consumer satisfaction among Hyundai Motors customers in Coimbatore City, exploring factors that influence their satisfaction and loyalty. By examining various aspects of the consumer experience, including product quality, sales and service, and overall brand perception, this research seeks to provide insights that can inform strategies for enhancing customer satisfaction and driving business success in the competitive Indian automotive market.

## **II.REVIEW OF LITERATURE:**

1. **Y. Choi et al. (2023)** - Choi's research highlights Hyundai's significant growth in electric vehicle adoption, driven by consumer demand for eco-friendly alternatives.
2. **J. Park et al. (2023)** - Park's study calls for Hyundai to strengthen its brand identity with more distinctive design features to stand out in the crowded automotive market.



3. **M. Patel (2024)** - Patel's analysis indicates that Hyundai's competitive pricing and innovative features are expanding its share in the electric vehicle market.
4. **H. S. Lee (2024)** - Lee's review of Hyundai's sustainability report underscores its commitment to reducing emissions and promoting sustainable practices across its operations.
5. **Alexander Stoklosa (2024)** - Stoklosa praises Hyundai for making significant vehicle improvements, including more spacious interiors and enhanced technology and performance.

### III. RESEARCH METHODOLOGY

#### Period Of The Study:

The period of study is from 2024 to 2025

#### Area Of The Study:

The area chosen for the study's Coimbatore city

#### Tools For Analysis:

- **Percentage Analysis:** Shows part-to-whole as a percentage.
- **Chi square:** Tests differences in categorical data.
- **Rank Analysis:** Orders data by importance or value.

#### Sample Size:

The Sample size of the study is 150 respondents.

#### Sampling Techniques:

Non-probability sampling technique under this the convenience method is used.

### IV. COLLECTION OF DATA:

- **Primary Data:** The primary data was collected freshly and thus it was original in character. They offer much greater accuracy and reliability. The data was collected from the respondents through questionnaires.
- **Secondary Data:** Secondary data consist of the data obtained through internet, news articles, journals and reports etc. The data be used to gather general information about a study on consumer satisfaction towards Hyundai motors in Coimbatore city. Secondary research is a small part of the project as not much available through external sources.



## **V.CONCLUSION**

In conclusion, Hyundai Motors can continue to build on its solid reputation by embracing innovation, enhancing customer satisfaction, and focusing on sustainability. By expanding its electric vehicle lineup, improving safety and connected features, and targeting younger, environmentally-conscious consumers, Hyundai can stay ahead in the competitive automotive market. Prioritizing accessible service options, flexible financing, and clear communication of eco-friendly efforts will further strengthen the brand's appeal. Adapting to these trends will ensure Hyundai remains a leader in the evolving automotive industry.