

# Research Directions

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A STUDY ON CUSTOMER PERCEPTION TOWARDS HYUNDAI I10 CAR WITH  
SPECIAL REFERENCE TO GANDHI HYUNDAI, BALE,SOLAPUR

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## **Introduction:-**

Customer perception refers to the force and beliefs that drive a customer's buying behaviour. These beliefs are mainly based on quality, price, manufacturer image, positioning of the product as well as the perceived risks. These beliefs impact heavily on the performance of the company since they determine the customers buying behaviour.

For example- A positive belief about the Hyundai i10 cars may increase sales while a negative belief might cause a reduction in the sales of the brand.

Customer's expectations are high in that they expect to get high quality of products. Many consumers look for characteristics such as low cost, comfort, design and mileage when purchasing cars. Customers have different experiences and ratings of cars. However, a major determinant of customer's perception on a product is their annual income, external factors as well as actual and expected performance of the product. To improve on the consumer perception about the company this project report on consumer perception towards Hyundai i10 car is conducted. The present study will help to company for educating the consumers to identify its product and services in details relating to i10.

## **Objectives of the Study:-**

1. To study the various attributes of i10 cars that influences on an individual's choice among alternatives.
2. To study the reason for the brand preference over the competing brands and to find out the consumer perception on various attributes of the products.
3. To study the maintenance handling system adopted by the users.
4. To find out the consumer satisfaction level on service provided by the dealers and also towards their product.

## **Research Methodology:-**

### A. Research Design:-

It is a conceptual structure within which research should be conducted. Thus the preparation of such a design facilitates research to be as efficient as possible and will yield maximum information.

### B. Sources of Data:-

#### • Primary Data:-

Primary data can be collected with the help of questionnaire.

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- **Secondary Data:-**

For the present study secondary data can be collected through with the help of following

- 1) Reference Books
- 2) Research Papers
- 3) Internet
- 4) Reputed Journals
- 5) News Papers etc.

### **Scope of the study:-**

1. It helps the organization to understand the consumer psychology on choosing the product or service so that easily the product can be positioned.
2. It assesses the preference of choosing the i10 car by the respondents.
3. The study helps us to know about the consumer perception towards i10 cars.
4. It also helps to assess the real opinion and mindset of consumers and aids to meet out their expectation in future in turn that will increase the volume of sales.
5. It helps the company to understand the efficiency of dealer service provided to the consumers, so that it can create the root for further improvement.
6. It identifies the usage and maintenance system adopted by the consumers so that it helps the company to educate the consumers further towards the product usage and maintenance. So that it really creates an impact on consumer perception towards the product.

### **Limitations of the Study:-**

1. The present study is limited to the A Study on Customer Perception towards hyundai i10 Car with special reference to Gandhi Hyundai, Bale, Solapur
2. The survey was limited to solapur city only.
3. The study covers only five variants of competing brands that includes Hyundai i10, Tata Bolt, Maruti Alto, Maruti Wagon R, Maruti Zen.
4. The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work.
5. The number of respondents was limited to 50 only.
6. Some of the respondents are not open in giving their opinions. This is normal in any field study.

### **History of the Company:-**

Chung Ju Yung had founded Hyundai construction and the engineering company in the year of 1947. The Hyundai motor company later was established in the year of 1967. This company's first model, Cortina was considered to be released in the co-operation with the ford motor company during the year 1968. When the Hyundai wanted to build up the car by own they hired the George Turnbull, who is considered to be the former MD of the Austin Morris at the

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British Leyland. In turn he hired the five other engineers of British cars who are at the top list. They were engineers Edward Chapman and the John Simpson, Kenneth Barnett body design, John Crosthwaite as the engineer of chassis and the Peter Slater as the company's chief development engineer. In the year of 1975 the Pony, which is recognized as the first Korean car which was found to be released with the styling by the Giorgio Giugiaro of an Italian design and the power train technology which provided by the Japanese Mitsubishi Motors. The exports started during the following year to the Ecuador and there after soon to the countries of Benelux.

In the year 1984 the Hyundai exported pony to Canada and not to the USA because the pony did not pass the standard emissions there. The Canadian will sales the expectations which would exceed greatly, it was at the one stage, the cars of top selling on Canadian market. Pony afforded greater level of the refinement and the lowest priced quality in the range of auto segment than the imports of eastern bloc present during that period then available. In the year of 1985 one million car of Hyundai was built.

In the year 1986 the Hyundai started to sell the cars all across the USA and excel was found to be nominated as the best product at 10 by the Fortune magazine, but to the fact of its affordability. This company started to produce the models that comprised of their own technology during the year 1988, started with mid size range of cars like Sonata. In 1990, the collective production of the Hyundai automobiles has reached for million marks. Since 1991, the company found to have succeeded for developing its 1<sup>st</sup> proprietary engine of gasoline with four cylinders, Alpha and comprises of its own transmission thus the way of paving for technological sovereignty. In the year 1986 the Hyundai Motor Limited was been established with the production plant in the Irungattukottai near the city Chennai. In the year 1998 the Hyundai started to overhaul the figure in an attempt for establishing itself as the world class product. In the year 2004 the Hyundai was ranked 2<sup>nd</sup> in the initial quality in a study or survey by the J. D. Power and the Associates.

## **Hyundai product Profile:-**

### **1. SANTRO ZING (B-segment):-**

Santroxing with its new aerodynamic styling, power assisted breaks, the advanced suspensions and the uniquely responsive technology is as much a magnificent creation of our drive to delight you as much as a benchmark in engineering excellence. Santro is being produced exclusively in India and the Indian Xing will now drive the world.

### **2. GETZ(B+segment):-**

The trendsetter Hyundai Getz is all set to storm the Indian market. The Euro-chic styling makes this car stand out. Its spacious interiors' interiors are thoughtfully designed. The 1.3-litre Sohc engine delivers lively performance and is also easy on fuel. Its computer engineered precisely tuned chassis, provides a comfortable ride and nibble handling with class-leading safety features.

### **3. ELANTRA (D-segment):-**

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The New Elantra comes perfectly for all occasions. Speed, agility and power come as standard equipment in Elantra. The design is a culmination of European styling and delightful functionality.

#### 4. TETTACAN (SUV segment):-

Hyundai's biggest most powerful SUV yet. Wide, powerful stance sophisticated four-wheel independent suspension and generous cabin dimensions. Terracing ensured you have an edge every time, everywhere.

#### 5. I10:-

The Hyundai i10 symbolizes everything Hyundai Motor India stands for today great design, latest technology and performance with an affordable price tag. The new Hyundai i10 is powered by a 1.1 liter iKDE petrol engine which will offer great performance along with unmatched fuel economy. The unit develops 66.7PS at 5500 rpm of maximum power and a peak torque of 10.1kgm at 2800 rpm. The engine is mated to a 5 speed manual transmission with a console mounted ergo throw, I-shift gear box which frees up the space between the driver and the passenger seat and also gives a unique look a first for this segment. To make in city driving effortless it comes with an electric power steering. A range of i10 exciting exterior colors and a skillfully crafted dual tone interior fascia provide a grand touch to car which has it all.

### **Introduction of Perception:-**

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning. The above definition of perception lays emphasis on certain features,

Perception is a mental process, whereby an individual selects data or information from the environment, organizes it and then draws significance or meaning from it.

Perception is basically a cognitive or thinking process and individual activities, emotions, feelings etc. are based on his or her perceptions of their surroundings or environment.

Perception being an intellectual and cognitive process will be subjective in nature.

### **Nature and Process of Perception:-**

Information processing is a series of activities by which stimuli are perceived transformed into information and stored. There are four major stages in the information processing model that is exposure, attention, interpretation and memory. It is the first three which constitute the perception process. Exposure occurs when a stimulus such as an advertisement comes within range of person's sensory receptor nerves vision. Attention occurs when the receptor nerves pass the sensation on to the brain for processing. Target customer allocates cognitive processing capacity that is pays attention to and interpretation is the assignment of meaning to the received sensations. Target customer interprets the message that message sent = message received.

Memory is the short term use of the meaning for the immediate decision making and the longer term retention of the meaning. Target customer stores the advertisement and message in memory so can be accessed when needed.

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## Finding of the Study:-

1. The age level and gender is showing male respondents are more as compare to female.
2. The occupation of the respondents it shows the businessman are using maximum i10 car.
3. Monthly income of consumer of i10 car user is range from Rs.35, 001 to Rs. 60,000.
4. Consumers purchase i10 car because of comfort as its responds 90% and after that for maintenance cost responds 88%
5. The kilometers on an average do consumers drive per day is around 25 to 50 kilometers per day.
6. The maintenance related automobile problem 50% responds they are handle maintenance through schedule maintenance and 50% responds as problem arise.
7. The influenced customers to prefer this car particularly over the other brands is around 60% from their friends and relatives.
8. If customers come across a new model/ variety from competitor they have 38% customers may switch over from i10 car.

## Suggestions:-

1. Target segments are the professors, doctors and people working in the banks as well as the insurance sector and small businessmen.
2. Company should maintain customers relationship as more customers may influence by their friends and relatives for i10
3. If customers attracting to other brands or cars then as a competition it is require improve and changes in i10 car on regular basis.
4. It is advisable to the dealer to conduct a customer's meet for Hyundai i10. The customers of the target segment should be contacted and invited for the meet.

## Conclusion: -

After this study it is clear that consumer perceptions are the beliefs that drive a consumers buying behaviour. Hyundai Motor Company has had significant improvements in its i10 car and such improvements are meant to cater for the consumer's needs and preferences. As such these improvements on quality of Hyundai i10 cars give consumers a positive perception on the quality of the i10 cars.

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