

**SUMMER TRAINING REPORT**  
**ON**  
**A STUDY ON CUSTOMER SATISFACTION**  
**(WITH SPECIAL REFERENCE TO PARAS HYUNDAI)**



*SUBMITTED IN PARTIAL FULFILLMENT*  
*TO*



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## **PREFACE**

Summer training is essential for the fulfillment of MBA curriculum. It provides an opportunity to the student to understand the industry with special emphasis on the development of skill in analyzing interoperating practical problems through application of management.

My research project deals with “customer satisfaction with reference to the PARAS HYUNDAI. In this report, I have studied and evaluated the customer satisfaction of customer.

The first section deals with “customer satisfaction. In this section, I have given a brief conceptual explanation to customer satisfaction. It contains the definition process and significance of customer satisfaction. In The second section of my report I have conducted a research study to evaluate the customer needs and perception towards HYUNDAI . The third section of my report deals with a detailed profile of the PARAS HYUNDAI. It includes history its operations etc. The .fourth and final section of this report consists of extra information that includes findings, suggestions, conclusion, bibliography, and annexure.

# CHAPTER - 1

## INTRODUCTION

**Customer satisfaction**, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and

increasingly has become a key element of business strategy. However, the importance of customer satisfaction diminishes when a firm has increased bargaining power. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

This project is also done to know the customers satisfaction on the FOUR WHEELERS on behalf of HYUNDAI Automobiles. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It played a vital role in helping the nation to produce higher value good and services and in the enhancing their skills and impose tremendous demand for automobile. The decrease in the interest rate and easy available of car loans from 2 to 3 years, lot of car manufacturers company facing cut throat competition in the fields of technology and price, So to gain the market share it is important for the institutes to satisfy its customers and to retain the reputation and its image.

## **Introduction**

Although companies conduct customer satisfaction research for various reasons, the overall goal is to help them “stay as close to their customers as humanly possible. Many leading edge companies and research firms focus on obtaining useful feedback from customers and clients and converting it into “actionable” steps to improve their performance. Some want feedback from customers about existing or new products and services. Others want to know how to target their resources on issues of concern to customers. Still others want to demonstrate a commitment to listening to their customers. As a by-product, customer feedback can provide actual examples of good and bad practices for employee training and continuous improvement efforts. The organization’s objectives define what it wants to learn from customers and guides how the information is collected. Experts advise that first defining measurable objectives will allow organizations to “learn the effectiveness of your survey, and it will help you in reinvesting the information you learned.” In general, the research focus is how reliably the organization fulfills customer satisfaction and what can be done to improve. “The most active verb when you speak in the vocabulary of customer satisfaction<sup>(1)</sup> is to improve.” How frequently an organization measures customer satisfaction depends on the nature of its service and what it wants to gain. For instance, if customers make daily decisions about the services offered, frequent measurement is

appropriate. Many consumer product and service companies need this type of day-to-day or weekly information.

The National Performance Review (NPR) found that “best-in-business” organizations solicit feedback from customers before, during, and after service. The methods chosen for measuring customer satisfaction depend on customer characteristics, time availability, costs, and the information an organization hopes to gather. Many of the top performing companies identified by the NPR used sophisticated market research techniques: “Feedback was obtained through customer focus groups, customer usage and attitude surveys, supplier and partner surveys, and detailed telephone, mail, and personal interviews. In one case, thousands of customer surveys were mailed out each week. Another company maintained a detailed database containing all pertinent facts about its customers’ requirements.” Common methods of gathering customer satisfaction<sup>(2)</sup> information in the commercial world include 1-800 numbers, comment cards, telephone surveys, mail-based surveys, focus groups, group interviews, and direct contact between customers and employees. Recently, online surveys—through pop-up windows, links, or email invitations—have become popular with many companies. Each method or combination of methods has advantages and disadvantages. This section describes five strategies for customer satisfaction research an improvement .

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Kotler Philip, Keller Lane Kvin “Marketing Management”.12<sup>th</sup> edition Pearson Education P.No. 117,118,121.

## **PURPOSE**

Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:" Organizations, the collection, analysis and

dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with with the company's goods and services.

1. "Although sales or market share can indicate how well a firm is performing currently satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return

## **Theoretical Ground**

"In literature antecedents of satisfaction are studied from different aspects. The considerations extend from psychological to physical and from normative to positive aspects. However, in most of the cases the consideration is focused on two basic constructs as customers expectations prior to purchase or use of a product and his relative perception of the performance of that product

Expectations of a customer on a product tell us his anticipated performance for that product. As it is suggested in the literature, consumers may have various "types" of expectations when forming opinions about a product's anticipated performance. For example, four types of product performance is considered as an important construct due to its ability to allow making comparisons with the expectations.

It is considered that customers judge products on a limited set of norms and attributes. Olshavsky and Miller (1972) and Olson and Dover (1976) designed their researches as to manipulate actual product performance, and their aim was to find out how perceived performance ratings were



influenced by expectations. These studies took out the discussions about explaining the differences between expectations and perceived performance

## **Measuring customer satisfaction**

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

Work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 delivered [SERVQUAL](#) which provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the researcher with a satisfaction "gap" which is semi-quantitative in nature. Cronin and Taylor extended the disconfirmation theory by combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation) into a single measurement of performance relative to expectation.

The usual measures of customer satisfaction involve a [survey](#) with a set of statements using a [Likert Technique](#) or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

## **BENEFITS OF CUSTOMER SATISFACTION**

### **Feedback**

Customer feedback in the form of answers, comments and suggestions about a company's products, business practices and customer service is one of the major benefits of a customer satisfaction survey.

### **Desired Improvements**

If feedback is critical or negative on any aspect, quick measures can be taken to bring about the desired improvements or address grievances and placate relevant customers.

### **Better Innovation**

Analysis of customer feedback surveys and the information collected becomes the basis for customer intelligence. Used strategically, such intelligence can be used to drive innovation efforts and initiatives at the company.

### **Greater Customization**

A customer satisfaction survey also shows critical insights about different customer segments and products so that services and marketing approaches can be tailored accordingly.

### **Long-Term Relationship**

Customer satisfaction surveys enable companies to consistently and better address customer needs and expectations, maintain brand reputation and facilitate long-term relationships with customers.

Sometimes companies are misguided by the notion that customers depend on them. The truth of the matter is that we very much so depend on them. Many researchers and academia have highlighted the importance of customers in today's market.

The level of satisfaction a customer has with a company has profound effects. Studies have found that the level of customer's satisfaction has a positive effect on profitability

- A tot

- ally satisfied customer contributes 2.6 times as much revenue to a company as a somewhat satisfied customer.
- A totally satisfied customer contributes 17 times as much revenue as a somewhat dissatisfied customer.
- A totally dissatisfied customer decreases revenue at a rate equal to 18 times what a totally satisfied customer contributes to a company.

## **PROCESS OF CUSTOMER SATISFACTION**

- Step 1 – Understanding Customer Expectations
- Step 2- Promises to Customers
- Step 3 – Execution
- Step 4 - Ongoing Dialog with a Customer
- Step 5 - Customer Satisfaction Surveys

## **IMPORTANCE OF CUSTOMER SATISFACTION**

### **. To delivers excellent quality**

Our core business is to deliver excellent service – for any product, at any time, at any place. We provide worldwide door-to-door services ('old integrator') as well as comprehensive solutions ('new integrator'). We improve our services based upon the demands of our customers in our national and international markets. We continuously challenge and improve our structures and production processes.

### **. To make our customers successful**

Customer satisfaction determines our Group's success. Our customers' success is our success. We have the best possible knowledge of customers, markets and competitors and are therefore the standard setters in the market. Our activities are governed by our knowledge of the global and local requirements of our customers and markets.

**. To foster openness**

We think global, act local and respect different cultural values in the countries where we operate. Being open helps us to promote integration and, in turn, the success of the Group. We make decisions based on facts and analyses. To do so, we use the combined knowledge of our Group in all our locations and units and the expertise of all our employees at all times. We learn from successes and failures, from internal and external best practices, from every single employee.

**To act in an entrepreneurial way**

Entrepreneurial conduct constitutes the spirit of our Group. We demand and promote individual responsibility. Excellent people are key to our success. We welcome motivated and loyal employees who strive for top performance. It is one of our core tasks to attract, develop and retain such employees in the long term.

**. To act with integrity internally and externally**

Integrity determines the way we work within the Group as well as our conduct toward our business partners, shareholders and the general public. Each employee has the opportunity for personal development according to individual performance independent of gender, religion or culture. We do not tolerate discrimination. Each executive respects each employee's personal .

## **METHODOLOGIES**

[American Customer Satisfaction Index](#) (ACSI) is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of [Gross Domestic Product](#) (GDP) growth, and an even stronger predictor of [Personal Consumption Expenditure](#) (PCE) growth. On the [microeconomic](#) level, academic studies have shown that ACSI data is related to a firm's financial performance in terms of [return on investment](#) (ROI),

sales, long-term firm value ([Tobin's q](#)), [cash flow](#), cash flow volatility, [human capital](#) performance, [portfolio](#) returns, [debt](#) financing, risk, and consumer spending. Increasing ACSI scores has been shown to predict loyalty, word-of-mouth recommendations, and purchase behavior. The ACSI measures customer satisfaction annually for more than 200 companies in 43 industries and 10 economic sectors. In addition to quarterly reports, the ACSI methodology can be applied to private sector companies and government agencies in order to improve loyalty and purchase intent. ACSI scores have also been calculated by independent researchers, for example, for the mobile phones sector, higher education, and [electronic mail](#).

The [Kano model](#) is a theory of product development and customer satisfaction developed in the 1980s by Professor [Noriaki Kano](#) that classifies customer preferences into five categories: Attractive, One-Dimensional, Must-Be, Indifferent, Reverse. The Kano model offers some insight into the product attributes which are perceived to be important to customers.

[SERVQUAL](#) or RATER is a service-quality framework that has been incorporated into customer-satisfaction surveys (e.g., the revised Norwegian Customer Satisfaction Barometer to indicate the gap between customer expectations and experience).

[J.D. Power and Associates](#) provides another measure of customer satisfaction, known for its top-box approach and automotive industry rankings. J.D. Power and Associates' marketing research consists primarily of consumer surveys and is publicly known for the value of its product awards.

Other research and consulting firms have customer satisfaction solutions as well. These include [A.T. Kearney's](#) Customer Satisfaction Audit process, which incorporates the Stages of Excellence framework and which helps define a company's status against eight critically identified dimensions.

For [B2B](#) customer satisfaction surveys, where there is a small customer base, a high response rate to the survey is desirable. The [American Customer Satisfaction Index](#) (2012) found that response rates for paper-based surveys were around 10% and the response rates for e-surveys (web, wap and e-mail) were averaging between 5% and 15% - which can only provide a straw poll<sup>(2)</sup> of the customers' opinions.

# **CHAPTER -2**

## **RESEARCH METHODOLOGY**

**MEANING OF RESEARCH**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The scope of research methodology is wider than that of research methods. When we talk of research methodology we not only talk of research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique.

## **OBJECTIVE OF STUDY**

1. To evaluate post service satisfaction of Customers.
2. To developing suggestion docket.
3. To increase the customer satisfaction of the PARAS Hyundai by providing better services & reduce service time.
4. To study about the problem in the servicing in order to the satisfaction level of the customers.
5. To study service level of the Hyundai provided to their customers.

## **SCOPE OF STUDY**

1. The research will bring light the perception of customers regarding the awareness and demand of various services presently offered by PARAS HYUNDAI
2. The study is limited to the customers of SRIGANGANAGAR only.
3. This study will help us to understand customers, preference and their needs, and it will help to improve the standard of service.

4. It also helps to know whether the existing products or services which they are offering are really satisfying the customer needs.

## **RESEARCH DESIGN**

“A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure”.

Research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Design used in the project was **Descriptive research**, because it helps to describe a particular situation prevailing within a company. Careful design of the descriptive studies was necessary to ensure the complete interpretation of the situation and to ensure minimum bias in the collection of data.

## **DATA COLLECTION**

Both the Primary and Secondary data collection method were used in the project.

### **PRIMARY DATA**

First time collected data are referred to as primary data. In this research the primary data was collected. The questionnaire consisted of a number of questions in printed form. It had both open-end closed end questions in it.

### **SECONDARY DATA**



Data which has already gone through the process of analysis or were used by someone else earlier is referred to secondary data. This type of data was collected from the books, journals, company records etc.

## **SAMPLING**

**Sample size**-50 respondents

**Sample unit**-customers of HYUNDAI

**Sampling area**-SRI GANGANAGAR

## **REVIEW OF LITERATURE**

The topic of customer satisfaction is one of the massively studied topics by the researchers and **MARKETERS** in the past and still being studied. Researchers show different reasons as to why consumer behaviour has been the topic of many academics and researchers. One of the common views is that understanding consumer behaviour has become a factor that has a direct impact on the overall performance of the businesses

**Estiri, Hosseini, Yazdani, and Nejad (2013)** performed a review of the set of attributes capable of being incorporated in the measure of customer satisfaction . Later, the possibility was posed of grouping these attributes into dimensions of quality and testing their reliability and validity<sup>(3)</sup>

**Ganguly and Roy (2012)** studied the factors affecting customer satisfaction in Hyundai ; Questionnaire developed to determine the factors for customer satisfaction was distributed among the respondents. The dimensions were identified using an exploratory factor analysis. The paper identifies four generic dimensions in the technology, convenience, and technology convenience, easiness, reliability.

**(Kotler and Keller, 2012)** It is worth noting that consumer buying behaviour is studied as a part of the MARKETING and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status

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Estiri, Hosseini, Yazdani, and Nejad (2013) performed a review of the set of attributes capable of being incorporated in the measure of customer satisfaction<sup>(3)</sup>

**Variawa (2011)** analyzed the influence of packaging on consumer decision making process for fast moving consumer goods. The aim of the research was to analyze the impact of packaging for decision making process of low income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in star hyper in the town of canterville. 250 respondents participated. The findings of the research indicate that low income

consumer have more preferences towards premium packaging as this can also be used after the product has been consumed.

**Dutta and Basak (2010)** suggested that company should improve their recovery performance, adopt new system of computerized monitoring of loans, implement proper prudential norms and organize regular workshops to sustain in the competitive banking environment.

**Acebron et al (2010)**“The aim of the study was to analyze the impact of previous experience on buying behavior. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on the consumer have a direct impact on the consumers purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer.”

**Blackwell et al (2010)**The author further explains this by the fact Chinese tradition of taking care of young and old family members have long been developed and marriage is considered to be extremely important in Chinese tradition. This reflects in the findings of the study that the purchase of imported health food products made by a person for the people outside the family is declined significantly by both male and female Chinese after they get married.Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered by According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.

**Lancaster et al, (2010).**Another view suggests that understanding consumer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide This chapter will introduce some other areas of research background of consumer behaviouraddressing the works of researchers and marketers. Moreover, consumer decision

making process, in particular, five stages of consumer decision making process will be discussed in detail.

## **LIMITATIONS OF STUDY**

- The data obtained in some cases may be biased.
- Difficulty in communication within the city while conducting the survey.

- Time was the major constraint for the project.
- The study is restricted to HR dept., and can't be generalized.
- The individual perspective appears to be different.
- Questionnaire is the major limitation for the project.

# **CHAPTER - 3**

## **PROFILE OF PARAS HYUNDAI**

The automotive industry in India grew at a computed annual growth rate (CAGR) of 11.5 percent over the past five years, the Economic Survey 2008-09 tabled in parliament on 2nd July'09 said.

The industry has a strong multiplier effect on the economy due to its deep forward and backward linkages with several key segments of the economy, a finance ministry statement said.

The automobile industry, which was plagued by the economic downturn amidst a credit crisis, managed a growth of 0.7 percent in 2008-09 with passenger car sales registering 1.31 percent growth while the commercial vehicles segment slumped 21.7 percent.

Indian automobile industry has come a long way to from the era of the Ambassador car to Maruti 800 to latest TATA nano. The industry is highly competitive with a number of global and Indian companies present today. It is projected to be the third largest auto industry by 2030 and just behind to US & China, according to a report. The industry is estimated to be a US\$ 34 billion industry.

Indian Automobile industry can be divided into three segments i.e. two wheeler, three wheeler & four wheeler segment. The domestic two-wheeler market is dominated by Indian as well as foreign players such as Hero Honda, Bajaj Auto, Honda Motors, TVS Motors, and Suzuki etc. Maruti Udyog and Tata Motors are the leading passenger car manufacturers in the country. And India is considered as strategic market by Suzuki, Yamaha, etc. Commercial Vehicle market is catered by players like Tata Motors, Ashok Leyland, Volvo, Force Motors, Eicher Motors etc.

The major players have not left any stone unturned to be global. Major of the players have got into the merger activities with their foreign counterparts. Like Maruti with Suzuki, Hero with Honda, Tata with Fiat, Mahindra with Renault, Force Motors with Mann.

## **Key Facts**

- India ranks 12th in the list of the worlds top 15 automakers
- Entry of more international players
- Contributes 5% to the GDP
- Production of four wheelers in India has increased from 9.3 lakh units in 2002-03 to 23 lakh units in 2007-08
- Targeted to be of \$ 145 Billion by 2016
- Exports increased from 84,000 units in 2002-03 to 280,000 units in 2007-08.

Not only the Indian companies but also the international car manufacturing companies are focusing on compact cars to be delivered in the Indian market at a much smaller price.

There have been exhibitions like Auto-expo at Pragati Maidan, New Delhi to share the technological advancements. Besides, there are many new projects coming up in the automobile. The Government of India has liberalized the foreign exchange and equity regulations and has also reduced the tariff on imports, contributing significantly to the growth of the sector. Having firmly established its presence in the domestic markets, the Indian automobile sector is now penetrating the international arena. Vehicle exports from India are at their highest levels. The leaders of the Indian automobile sector, such as Tata Motors, Maruti and Mahindra and Mahindra are leading the exports to Europe, Middle East and African markets.

The Ministry of Heavy Industries has released the Automotive Plan 2006-2016, with the motive of making India the most popular manufacturing hub for automobiles and its components in Asia. The plan focuses on the removal of all the bottlenecks that are inhibiting its growth in the domestic as well as international arena.

## **Top Ten Players in Indian Automobile Sector**



1. Maruti Suzuki India
2. Hero Motors Limited
3. Tata Group
4. Bajaj Auto Limited
5. Hyundai Motors India Limited
6. Ashok Leyland
7. Yamaha Motor India
8. Mahindra Motors India Limited
9. Toyota Kirloskar Motor Private Limited
10. Honda Sael Cars India Limited

**Hyundai Motor Co.** has grown into the Hyundai-Kia Automotive Group which was ranked as the world's fifth-largest automaker in 2007 and includes over two dozen auto-related subsidiaries and affiliates. Employing over 75,000 people worldwide, Hyundai Motor posted sales of US\$74.9 billion in 2007 on a consolidated-basis and US\$32.8 billion on a non-consolidated basis. Hyundai vehicles are sold in 193 countries through some 6,000 dealerships and showrooms.

Hyundai is expanding its globalization efforts with fresh investments in China, the United States and Turkey, apart from India. It has emerged as one of the largest car manufacturers in the world

and is currently positioned at fifth rank globally. The goal is to surge into the global top 3 by 2010.

## **HISTORY**

Hyundai Motor India Ltd, continuing with its tradition of being the fastest growing passenger car manufacturer, registered total sales of 489,328 vehicles in the calendar year (CY) 2008, an increase of 49.6 percent over CY 2009. In the domestic market it clocked a growth of 22.4. HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts of the most advanced production, quality and testing capabilities in the country. In continuation of its commitment to provide the Indian customer with global technology, HMIL commissioned its second plant in February 2010 which produces an additional 300,000 units per annum, raising HMIL's total production capacity to 600,000 units per annum.

HMIL has invested to expand capacity in line with its positioning as HMC's global export hub for compact cars. Apart from the expansion of production capacity, HMIL currently has 272 strong dealer networks across India, which will be further bolstered in 2010.

In 2008, HMIL also successfully completed 10 glorious years of operations in India and to commemorate its achievements, initiated a unique trans-continental drive from Delhi to Paris in two of its hugely popular i10 Kappa cars. The drive created automobile history by completing a distance of 10,000km in just 17 days after which the i10s were showcased at the Paris Motor Show in October. In fact it was at the Paris Motor Show that HMIL first unveiled the Hyundai i20 and the car received a phenomenal response from the auto enthusiasts across the world. Hyundai Motor India also accomplished the landmark of producing the fastest 20th lakh cars in India in 2008.

Like 2009, the year 2010 had also been a significant year for Hyundai Motor India. It achieved a significant milestone by rolling out the fastest 400,000th export car. Hyundai exported to over 95 countries globally; even as it plans to continue its thrust in existing export markets, it is gearing

up to step up its foray into new markets. 2007 also saw the launch of the i10 and yet another path-breaking record in its young journey by rolling out the fastest 1,500,000th car.

Hyundai's new model i10 made a clean sweep of all the 'Car of the Year 2008' awards from the leading automotive magazines and TV channels like BS Motoring, CNBC-TV18 Auto Car, NDTV Profit Car & Bike India and Overdrive magazine. The i10 was also the choice of the discerning automotive media of the country as they conferred the prestigious 'Indian Car of the Year' (ICOTY) award to the i10 as well.

The santro and the Accent also received the 'TNS Voice of the Customer - 2008' award for the Premium Compact Car (Santro) and the Entry Mid size Car (Accent). In March 2008 it achieved yet another milestone by rolling out the fastest 500,000th export car.

In 2007, the Hyundai Verna had also bagged some of the most prestigious awards starting with the Overdrive magazine's 'Car of the Year 2007', the 'Best Mid-size Car of the Year' award from NDTV Profit Car & Bike India, the 'Best Value for Money Car' from CNBC Auto car and 'Performance Car of the Year' from Business Standard Motoring.

Hyundai cars have been a favorite at all awards ceremonies and has won many awards. The Sonata Embera won the 'Executive Car of The Year 2006' award from Business Standard Motoring magazine and NDTV Profit Car & Bike India had declared the Tucson as the 'SUV of The Year 2006'.

Not only this, HMIL has also been awarded the benchmark ISO 14001 certification for its sustainable environment management practices.

Quality. Brand power. These are the two priorities for Hyundai Motor Company as it prepares for the future. No longer content to follow and learn, Hyundai is now seeking to lead the motor industry in shaping the evolution of motor vehicles. With Hyundai's publicly stated goal of becoming one of the top five carmakers in the world by 2010, the Hyundai brand will require careful repositioning. Management realizes that achieving this goal will require strong determination, resolve but, above all, stronger public confidence in the Hyundai name.

It will also carry with it a new set of responsibilities, such as greater transparency in management and the environmental, social and economic facets of sustainable development. By publicly announcing a new global environment management body last year, Hyundai reiterated

its commitment to leadership in the social sphere. Hyundai reinforced its place as a top-rated carmaker by winning the 2003 Global Automotive Shareholder Value Award presented by PriceWaterhouse Coopers and Automotive News. And for the second consecutive year, Hyundai captured top honors in the Consumers Satisfaction Survey conducted by J.D. Power and Associates which also rated the Hyundai Sonata first in its 2002 and 2003 Initial Quality Survey.

By active implementation of four management policies in 2004, Hyundai will accelerate the speed of development. First, Hyundai will step up global management by establishing local support systems across the globe to maintain momentum as a growing global player, expand overseas manufacturing bases and raise R&D capabilities above the industry standard. Secondly, by repositioning its brand identity to be known as a maker of refined and elegant automobiles Hyundai will enhance its brand value. And by improving its product development system Hyundai will maximize the company's value.

Thirdly, Hyundai will maintain its sustainable management capabilities. Hyundai will devote itself to fulfilling social responsibilities as a global carmaker by development safer and more environmentally friendly vehicles while respecting fundamental values, striving for ethical management and expanding contributions to social causes.

Lastly, Hyundai will attach greater importance to human resources. We will expand the recruitment of engineers and global specialist's multi-lingual talented individuals who are at home anywhere in the world.

Hyundai Motor will reinforce its position of strength and confidence by continually improving its management capabilities.

And by promoting the development of national and international co-prosperity, the company will raise its net value

## **Research and development**

Hyundai has 6 centres worldwide, located in Korea (three offices), [Germany](#), [Japan](#) and [India](#). Additionally, there is an American design centre in [California](#) that develops designs for US market.

## Business

In 1998, after a shake-up in the Korean auto industry caused by overambitious expansion and the [Asian financial crisis](#), Hyundai acquired rival [Kia Motors](#). In 2000, the company established a strategic alliance with [DaimlerChrysler](#) and severed its partnership with the [Hyundai Group](#). In 2001, the [Daimler-Hyundai Truck Corporation](#) was formed. In 2004, however, DaimlerChrysler divested its interest in the company by selling its 10.5% stake for \$900 million.

Hyundai has invested in manufacturing plants in the [North America](#), India, the [Czech Republic](#), Russia, [China](#) and [Turkey](#) has developing centres in North America and the [Pacific Rim](#). In 2004, Hyundai Motor Company had \$57.2 billion in sales in [South Korea](#) making it the country's second largest corporation, or [chaebol](#). Worldwide sales in 2005 reached 2,533,695 units, an 11 percent increase over the previous year. In 2011, Hyundai sold 4.05 million cars worldwide and the [Hyundai Motor Group](#) was the world's fourth largest automaker behind GM, [Volkswagen](#) and [Toyota](#) - a distinction it earned when it surpassed Ford Auto Group in 2009. Hyundai vehicles are sold in 193 countries through some 5,000 dealerships.

The Hyundai brand power continues to rise as it was ranked 65th in the 2007 Best Global Brands by Interbrand and BusinessWeek survey, with brand value estimated at \$5.0 billion. Public perception of the Hyundai brand has been transformed as a result of dramatic improvements in the quality of Hyundai vehicles. As of 2011, it is the world's fastest growing car brand for two years running.

## CHALLENGES

Hyundai Motor Group, parent of South Korea's two largest carmakers, will bid for a \$2.5 billion stake in [Hyundai Engineering & Construction Co.](#), setting up a contest between the nation's second-richest man and his brother's widow.

The group, which includes [Hyundai Motor Co.](#) and [Kia Motors Corp.](#), will submit a letter of intent today, it said in a regulatory filing in Seoul.

A successful bid would reunite Hyundai Motor with former affiliate Hyundai Engineering, the nation's largest builder. Hyundai Engineering's creditors, including Korea Exchange Bank, will accept final bids for their combined 35 percent share in the construction company by Nov. 12, sale arrangers [Bank of America Corp.'s](#) Merrill Lynch & Co., Woori Investment & Securities Co. and Korea Development Bank said last week.

"Buying into Hyundai Engineering is a part of Hyundai Motor's efforts to develop a new engine of growth," said Yim Eun Young, a Seoul-based analyst at Dongbu Securities Co. "It's not unreasonable for Hyundai Motor to consider acquiring a stake if the price is reasonable."

[Hyundai Engineering's](#) market capitalization is about 8.32 trillion won, pricing a 35 percent stake at about 2.91 trillion won (\$2.5 billion), based on today's closing share price.

Hyundai Motor Group will compete with Hyundai Group, which said today it may submit a preliminary bid for the stake before Oct. 1. Hyundai Group affiliates Hyundai Merchant Marine Co., Hyundai Elevator Co. and Hyundai Securities Co. said in August they planned to make an offer.

Hyundai Motor and its affiliates severed ties with the former Hyundai Group in 2000 as part of a plan to split the business into three operations, each of which was to be managed by one of founder [Chung Ju Yung's](#) three sons.

The carmaker is controlled by [Chung Mong Koo](#), the son of the founder, while his brother's widow, [Hyun Jeong Eun](#), controls the current Hyundai Group. The old Hyundai Group's shipbuilding unit, which includes shipyard Hyundai Heavy Industries Co., was also spun off.

Hyundai Motor is involved in the construction business through its unlisted [Hyundai Amco Co.](#) unit and has no plans to merge it with Hyundai Engineering, it said today. The group also said it would keep the current workforce at Hyundai Engineering after a takeover.

'Future Growth'

"We decided to bid for Hyundai Engineering in order to strengthen the group's business portfolio for future growth," Hyundai Motor Group said in a regulatory filing today.

While a stake in Hyundai Engineering could help protect the automaker from a sudden slowdown in the car business, it risks losing focus if it expands into a new industry, said Park Hwa Jin, a Seoul-based analyst at Shinyoung Securities Co.

“It’s too early to judge how Hyundai Engineering could contribute to Hyundai Motor Group while it still has many things to accomplish in the car business, such as adding environmentally friendly models,” Park said.

Hyundai Motor was unchanged at 161,500 won in Seoul trading today, while Hyundai Engineering gained 4.9 percent.

Hyundai Merchant Marine, South Korea’s second-largest shipping line, jumped to its highest in almost three years in Seoul trading. The company rose by the daily limit on speculation a battle for Hyundai Engineering may also lead to a fight for control of the shipping line, said Kang Seong Jin, an analyst at Tong Yang Securities Inc.

### Largest Deal

Should Hyundai Motor Group acquire a stake in Hyundai Engineering, the deal may be its largest since 1998 when it acquired shares in Kia Motor Corp. for 1.2 trillion won in cash and assumed debt of 2.7 trillion won, according to data compiled by Bloomberg.

The group plans to finance the acquisition internally, it said today. Hyundai Motor and Kia had combined cash and equivalents of 9.2 trillion won as of the end of June, according to their financial statements.

Hyundai Engineering’s creditors plan to sell their stake for as much as 20 percent more than its market value, an official at one of the creditors said earlier this month. He declined to be identified because the information isn’t public.

Hyundai Motor Group hired Goldman Sachs Group Inc. and HMC Investment & Securities Co. as financial advisers while Kim & Chang was picked as a legal advisor to work on the bid, it said today in the filing, confirming previous local media reports.

## **ORGANISATION PERFORMANCE**

- \_\_HMIL gets CSR award from Tamil Nadu Deputy Chief Minister Mr. M. K. Stalin
- \_\_Hyundai i10 wins 'Small Family Favourite Car Award' by CarWale.com
- \_\_Hyundai i20 wins the 'Viewer's Choice Award' at the Overdrive CNBC TV 18 Awards 2010
- \_\_Hyundai Motor India Ltd wins the award for 'Customer Service' at the Apollo Auto India Best Brand Awards 2010

## **ORGANISATION PRODUCTS**

HMIL presently markets over 34 variants of passenger cars across seven models, **santro**

**i10 and Getz in the B segment**

**Accent in the C segment**

**Verna in the D segment**

**Sonata in the E segment and the Tucson in the SUV segment**



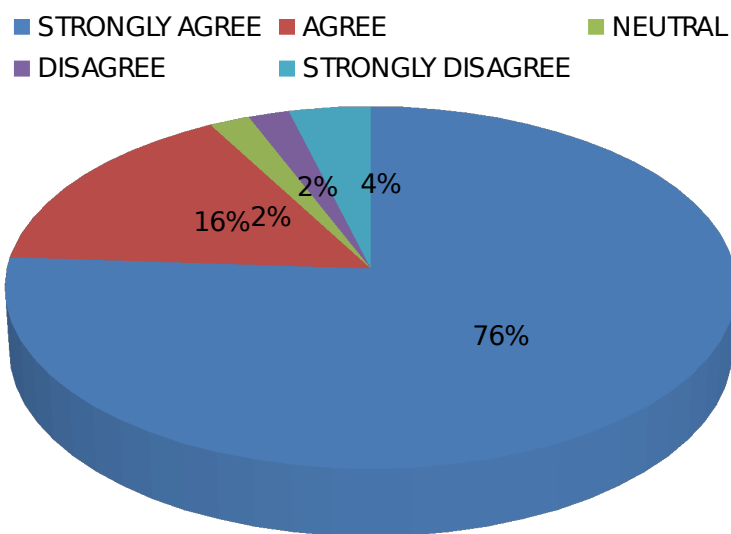
# **CHAPTER - 4**

## **DATA ANALYSIS AND INTERPRETATION**

Ques1: Do our company has knowledgeable sales person?

Level of satisfaction	No.of respondents	Percentage%
Strongly Agree	38	76
Agree	8	16
Neutral	1	2
Disagree	1	2
Strongly Disagree	2	4
Total	50	100

## Respondents



## Interpretation

Out of 50 respondents surveyed :

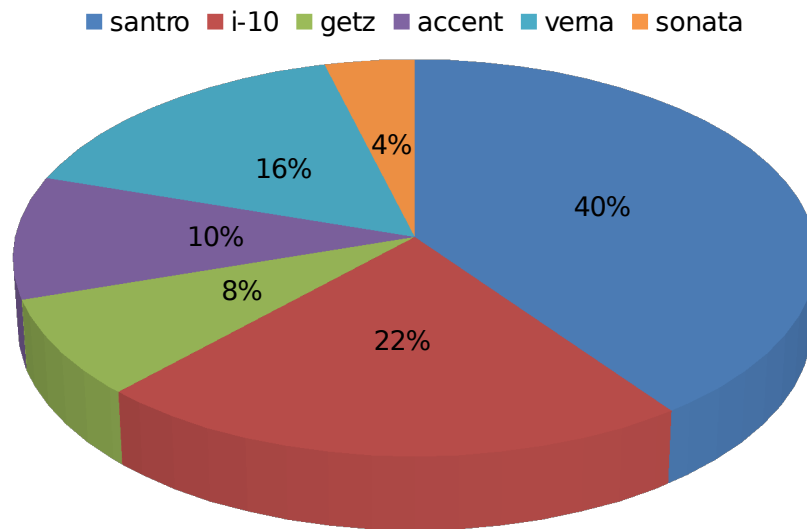
- 76% of the Respondents were strongly agree with knowledgeable salesperson
- 16% of the Respondents were agreeing at the same time.
- 2% of the respondent were neutral
- 2% of the respondents weredisagree
- 4% of the respondents were strongly agree with this questionnaire.

QUES2:Which car do you currently use?

Car	No.of respondents	Percentage(%)
-----	-------------------	---------------

Santro	20	40
I-10	11	22
Getz	4	8
Accent	5	10
Verna	8	16
Sonata	2	4
Total	50	100

## Respondents



## Interpretation

Out of 50 respondents surveyed :

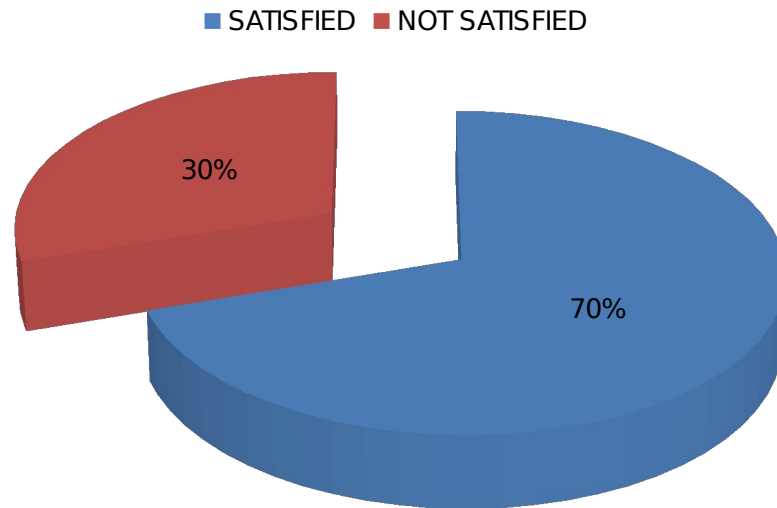
20 use santro, 11 use i-10 , 4 use getz, 5 use accent , 8 use verna and 2 use sonata

Ques3: How do you feel the experience at showroom?

Experience	No. of respondents	Percentage%
Satisfied	35	70
Not Satisfied	15	30

Total	50	100
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## Respodents



## Interpretation

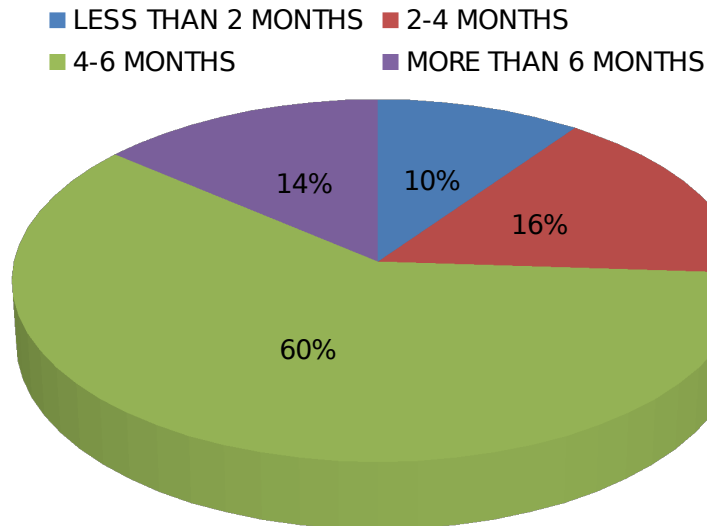
Out of 50 respondents surveyed:  
 35 feel satisfied at showroom and  
 15 feel not satisfy

Ques4: How often do you service your car?

Service	No. of respondents	Percentage%
Less than 2 months	5	10
2-4 months	8	16

4-6 months	30	60
More than 6 months	7	14
Total	50	100

## Respondents



## Interpretation

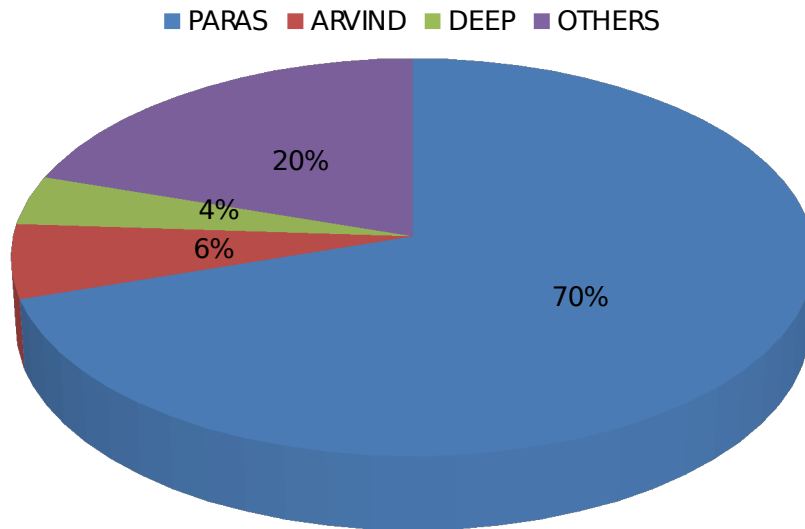
Out of 50 respondents surveyed:

- 5 people brought their car for servicing less than 2months,
- 8 people brought their car after 2-4 months ,
- 30 people brought within 4-6 months and
- 7 brought after more than 6 months.

QUES.5: You have availed the services from which of the following service stations?

Service station	No. of respondents	Percentage%
Paras hyundai	35	70
Arvind hyundai	3	6
Deep hyundai	2	4
Others	10	20
Total	50	100

## Respondents



## Interpretation

Out of 50 respondents surveyed :

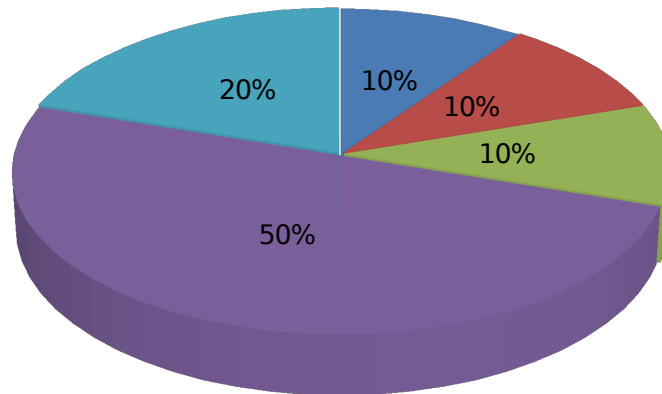
- 35 people service their car from paras hyundai
- 3 people service their car from arvind hyundai
- 2 people service their car from deep Hyundai
- 10 people service their car from others.

Ques6: How satisfied are you with the quality of the service?

Satisfaction level	No. of respondents	Percentage%
Extremely satisfied	25	50
Quite satisfied	10	20
Slightly satisfied	5	10
Neither satisfied	5	10
Slightly dissatisfaction	5	10
Total	50	100

## Respondents

■ SLIGHTLY DISSATISFACTION ■ NEITHER SATISFACTION  
 ■ SLIGHTLY SATISFACTION ■ EXTREME SATISFIED  
 ■ QUITE SATISFACTION



## Interpretation

Out of 50 respondents surveyed :

25 people are extremely satisfied with quality of service,

10 are quite satisfied ,

5 are neither satisfied and

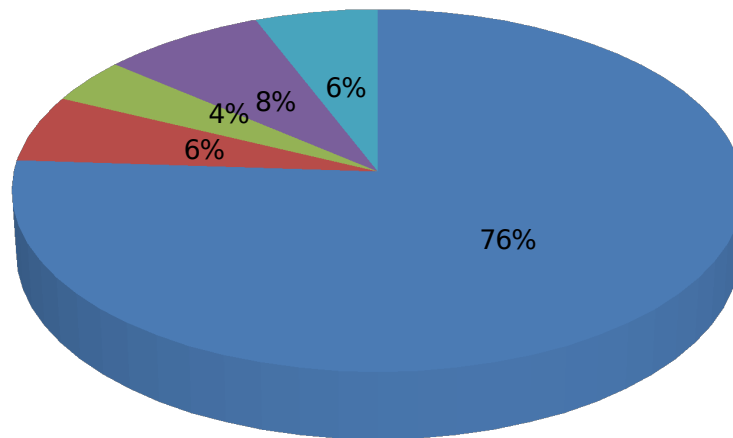
5 are slightly satisfie

Ques 7:Are you satisfied after company's sale service?

Satisfaction level	No. of respondents	Percentage%
Dissatisfied	3	6
Satisfied	38	76
Ok	2	4
Somewhat satisfied	4	8
Someone satisfied	3	6
Total	50	100

## Respondents

■ SATISFACTION LEVEL ■ DISSATISFIED ■ OK  
■ SOMEWHAT SATISFIED ■ SOME ONE SATISFIED



## Interpretation

Out of 50 respondents surveyed :

3 people are dissatisfied after company sale service,

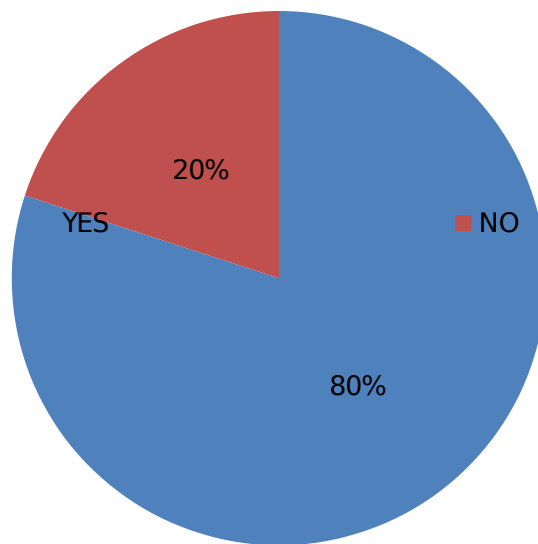
38 are satisfied

Ques 8:Did you receive the product on delivery time?

Problem	No. of respondents	Percentage%
Yes	40	80
No	10	20
Total	50	100



## Respondents



## Interpretation

Out of 50 respondents surveyed:

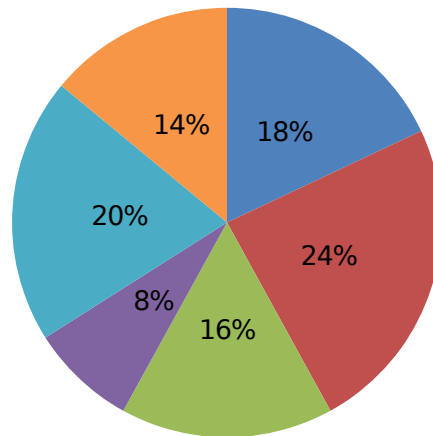
the number of customers who receive the product on delivery time is yes by 40 customers and no by 10 customers.

Ques9: Which feature is best one in hyundai car?

Feature	No. of respondents	Percentage%
Mileage	10	20
Price	7	14
Brand	9	18
Style	12	24
Mileage and style	8	16
Mileage and style	4	8
Total	50	100

## Respondents

■ brand
 ■ style
 ■ mileage and style  
■ mileage and brand
 ■ mileage
 ■ price



## Interpretation

Out of 50 respondents surveyed:

the number of what features we consider while we purchase in the total persons mileage by 10, and price by 7,

brand by 9,

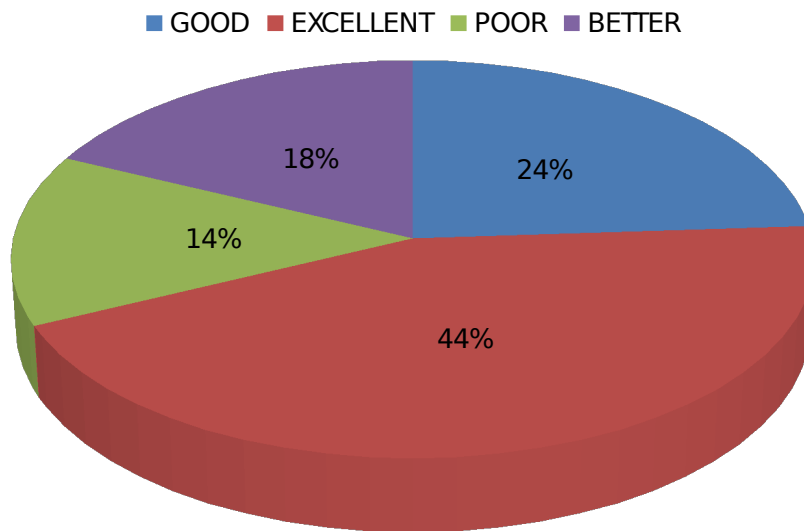
style by 12,

mileage by 8, mileage and brand by 4

Ques 10: How do you feel about company's response towards customers?

Response	No. of respondents	Percentage
Good	12	24
Excellent	22	44
Poor	7	14
Better	9	18
Total	50	100

## Respondents



### Intrepetation

Out of 50 respondents surveyed:

no. of response of customers towards the product from total no. of 50 people good are 12,  
excellent 22,  
better 9 and  
poor are 7 and better are 12

# **CHAPTER - 5**

## **FINDINGS**

- When Most of the respondents are females
- When it comes to Hyundai, it is observed that Santro has been the most popular passenger car. India being a price sensitive market, the main reason behind the sale of Santro is the price at which they are sold.
- Most of the customer had a satisfied shopping experience at paras Hyundai.
- Majority of people service their car after 4-6 months
- Customers felt that the service provided by PARAS HYUNDAI is way better than that of the other dealers.
- Mostly respondents are satisfied with company's sale

# **CHAPTER - 6**

# **SUGGESTIONS & CONCLUSION**

## **SUGGESTIONS**

After sales service plays a very important role in building up the reputation of an Automobile company. So this is the area in which the company should mainly focus. I hereby suggest some measures as a feedback from some of the respondents:

- Respondents felt that the service provided by PARAS HYUNDAI is way better than that of the other dealers. Hence more company operated workshops are needed to be opened across the country. It is felt that the other service centres lack genuineness. Customers preferred to come to this workshop from outstations rather than showing it to the local service or mechanics in the city.

- Several customers had to come to the workshop with repeated problems. This needs to be minimized.

- One of the major areas of concern of the respondents was regarding the booking time.

They felt that the booking time is too long.

Automobile industry today being one of the most competitive industry, it is only after sales service which could make a company a market leader.

## **CONCLUSION**

PARAS HYUNDAI enjoys a high patronage from its customers. Most of the customers had a good experience of shopping at PARAS HYUNDAI.

As it is newly opened organization hence as every other organization it is also facing some management problems. Majority of the customers expressed that the dealer was much helpful in their purchase decision and was offering good suggestions for proper maintenance. Management is trying to overcome all these problems and achieving systematic workings here.

In course of development of this project through questionnaire a survey was done regarding the customer perception about different cars. It provides a mean to the users to know many things about cars. This project has given an idea of handling real situations.



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## **BIBLIOGRAPHY**

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# ANNEXURE

**Age:**   ☐ 18-25   ☐ 25-30   ☐ 30-35   ☐ 35-45   ☐ 45-55   ☐ 55-65  
          ☐ 65 or over

**Organization:** \_\_\_\_\_

**Designation:**   \_\_\_\_\_

**Education:**                    ☐ High School  
                                      ☐ Graduate  
                                      ☐ Post Graduate  
                                      ☐ PhD  
                                      ☐ Others \_\_\_\_\_

**Income:**                    ☐ Less than      3, 00,000  
**(Per Annum in Rupees)**   ☐ 3, 00,000 to 5, 00,000  
                                      ☐ 5, 00,000 to 8, 00,000

☐ 8, 00,000 to 10, 00,000

☐ 10, 00,000 to 15, 00,000

☐ Greater than 15, 00,000

**Name:**

**Phone No.**

**Sex:** ☐ Male ☐ Female

1: Do our company has knowledgeable sales person?

☐ strongly agree ☐ Agree

☐ Neutral ☐ Disagree

☐ Strongly Disagree

2. Which car do you currently use?

☐ Santro ☐ i-10

☐ Getz ☐ Accent

☐ Verna ☐ Sonata

☐ Tucson

3. How do you feel the experience at showroom?

☐ satisfied

☐ not satisfied

4. How often do you service your car?

☐ less than 2 months

☐ 2-4 months

☐ 4-6 months

☐ more than 6 months

5. You have availed the service from which of following service station?

☐ paras Hyundai

☐ arvind hyundai

☐ deep Hyundai

☐ others

6. How satisfied are you with the quality of service?

☐ extremely satisfied

- ☐ quite satisfaction
- ☐ Slightly satisfaction

7. Are you satisfied with after company's sale service?

- ☐ dissatisfied
- ☐ satisfied
- ☐ o.k
- ☐ somewhat satisfied
- ☐ someone satisfied

8. Did you receive the product on delivery time?

- ☐ yes
- ☐ no

9. Which feature is best one in Hyundai?

- ☐ mileage
- ☐ style
- ☐ mileage and brand
- ☐ brand
- ☐ mileage and style

10. How do you feel about company's response towards customer?

- ☐ good
- ☐ excellent
- ☐ better
- ☐ poor

