Analyzing The Impact Of Demographic Factors On Customer Satisfaction: A Study Of Hyundai Car Owner

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Abstract: This study investigates the impact of demographic variables on customer satisfaction with Hyundai cars, with a special focus on the influence of sales promotions. A survey of 100 Hyundai car owners was conducted to understand factors such as ownership patterns, purchase motivations, perceptions of brand value, and the effectiveness of promotional strategies. The findings revealed that cost-effectiveness, easy maintenance, style, comfort, and brand status were primary factors influencing customer satisfaction. Sales promotions, particularly "price-off" offers, played a significant role in the purchase decisions of consumers. Most respondents acknowledged Hyundai's effective use of media to create brand awareness. Based on the study, it is recommended that Hyundai continues its affordable pricing, enhances outdoor advertising, and tailors its promotional strategies to better meet customer expectations. Overall, the study concludes that Hyundai's branding and promotional activities have a positive influence on customer satisfaction and purchase intentions.

Key Words: Demographic variables, Customer satisfaction, Sales promotions, Automobile industry, Purchase intentions, consumer decisions.

Introduction: In today's competitive automobile industry, customer satisfaction is a critical determinant of brand success. As consumers become more discerning, factors such as cost-effectiveness, comfort, style, maintenance convenience, and brand image significantly influence their purchase decisions. Hyundai, a prominent player in the automotive market, has established a strong brand presence by strategically positioning its vehicles as reliable, stylish, and affordable. The present study focuses on understanding how demographic variables such as ownership patterns and purchasing motivations impact customer satisfaction among Hyundai car owners. Additionally, the study explores the role of Hyundai's sales promotions in influencing purchase intentions and customer loyalty. Given the increasing importance of strategic promotions in driving sales, this research aims to provide insights into consumer behavior and offer recommendations for enhancing Hyundai's marketing strategies. Understanding customer satisfaction through the lens of demographics and promotional influence can help Hyundai refine its approaches to better align with customer expectations and market demands, ensuring sustainable growth in a highly competitive industry.

Literature Review: Customer satisfaction has long been recognized as a crucial factor for the success of brands in the competitive automotive market. Various studies have examined the influence of demographic variables such as age, income, and education level on consumer satisfaction and purchase behavior. In particular, the automotive industry has witnessed how these demographic factors interact with consumer preferences and brand loyalty.

A study by *Sweeney and Soutar (2001)* found that customer satisfaction in the automotive sector is significantly influenced by functional attributes like product quality and ease of maintenance, as well as non-functional factors like style and comfort. This supports the notion that consumers in the automobile industry weigh both practical and emotional attributes when making purchase decisions.

In a similar vein, *Parasuraman, Zeithaml, and Berry (1988)* proposed the SERVQUAL model, which emphasizes that customer satisfaction is driven by a combination of service quality dimensions, including reliability, assurance, tangibles, empathy, and responsiveness. These dimensions align closely with Hyundai's brand promise of reliable, affordable, and easy-to-maintain vehicles, which were identified as key factors in the current study.

Moreover, *Kotler and Keller (2016)* suggest that promotions and advertising play a vital role in shaping consumer perception, especially in terms of purchase decisions. Hyundai's use of price-off offers and festival promotions has been shown to be effective in attracting new customers. According to *Blattberg and Neslin (1990)*, sales promotions, particularly price reductions, are influential in reducing perceived risk and accelerating purchase intentions, which correlates with the findings in this study.

Research by *Chandon, Wansink, and Laurent (2000)* further highlights that promotional incentives significantly impact consumer decision-making, with price-based offers being the most effective. Hyundai's "price-off offer" and other sales promotions, as identified in this study, have likely contributed to their customers' positive responses and heightened satisfaction.
Additionally, *Ndubisi and Moi (2005)* found that consumer loyalty and brand satisfaction are often closely tied to brand name recognition and the trustworthiness of the brand, with the study noting that Hyundai's strong brand image played a key role in influencing purchase decisions for many respondents in the current study.

Finally, *Homburg, Schwemmle, and Kuehnl (2015)* examined how customer satisfaction drives customer loyalty, concluding that satisfied customers are more likely to recommend the brand to others. In line with this, the current study found that many respondents were willing to recommend Hyundai cars to their friends and family, which aligns with Hyundai's goal of building a loyal customer base.

Objectives of the Study

- To analyze the impact of demographic variables (age, income, education level, etc.) on customer satisfaction with Hyundai cars.
- To examine the factors influencing the purchase decision of Hyundai car customers, including brand reputation, cost-effectiveness, style, comfort, and ease of maintenance.
- To evaluate customer loyalty towards Hyundai based on their satisfaction with the brand and its promotional offers.
- To provide recommendations for enhancing Hyundai's promotional strategies to increase customer satisfaction and future sales.

Research Methodology

Research Design: The study adopts a descriptive research design to analyze and interpret the opinions of Hyundai car owners regarding customer satisfaction and the impact of sales promotions.

Sample Size: The research was conducted with a sample size of 100 respondents who own Hyundai vehicles.

Sampling Technique: Convenience sampling method was used to select the respondents.

Data Collection Method: Primary data was collected through a structured questionnaire distributed to Hyundai car owners. Secondary data was gathered from company reports, industry articles, marketing journals, and online sources related to Hyundai's promotional strategies.

Tools Used for Analysis: Simple percentage analysis and Chi square test was employed to summarize the collected data and identify key patterns and trends among the respondents.

Scope of the Study:
- To identify the demographic characteristics of Hyundai car owners.
- To analyze the key factors influencing customer satisfaction.
- To evaluate the role of Hyundai's sales promotions in shaping consumer purchase decisions.

Limitations of the Study:
- The study is limited to a sample size of 100 respondents, which may not represent the views of the entire Hyundai customer base.
- The findings are based on self-reported data, which may be subject to personal biases.
- The study is geographically limited and may not capture regional variations in consumer behavior.

Data Analysis and Interpretations:

Gender of respondents those who own the Hyundai car.

S.No.	Gender	No. of Respondents	Percentage of respondents
1	Male	95	95
2	Female	5	5
Total		**100**	**100**

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram 95% of the respondents are males and only 5% of the respondents are females.

Occupation of respondents those who own the Hyundai car.

S.No.	Occupation	No. of Respondents	Percentage of respondents
1	Student	28	28
2	Businessman	34	34
3	Employee	26	26
4	others	12	12
Total		**100**	**100**

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 28% of the respondents are students, 34% are businessmen, 26% are employees and 12% of the respondents.

Age of respondents those who own the Hyundai car.

S.No.	Age	No. of respondents	Percentage of respondents
1	21-30 Years	36	36
2	31-40 Years	34	34
3	41-50 Years	18	18
4	51-60 Years	8	8
5	Above 60 Years	4	4
Total		**100**	**100**

Out of 100 respondents, 36% of the respondents were between 21-30 years and 34% of the respondents were belongs to 31-40 years and 18% of the respondents were belongs to 41-50 years, 8% of the respondents were between 51-60 years and 4% of the respondents were above 60 years

Responses of customers, those who own the car.

S.No.	No. of cars	No. of respondents	Percentage of respondents
1	One	67	67
2	Two	28	28
3	Three or more	5	5
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 67% of the respondents have only one four wheeler and 28% of the respondents have two four wheelers and 5% of the respondents have three or more four wheelers.

Respondents' usage period of the 'Hyundai' car since they purchase.

S.No.	No. of years	No. of respondents	Percentage of respondents
1	Less than 6 months	8	8
2	6 months -1 year	18	18
3	1-2 years	38	38
4	2-3 years	26	26
5	More than 3 years	10	10
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 8% of the respondents has been using the Hyundai car since 6 months and 18% of the respondents has been using for 6 months – 1 year, and 38% of the respondents has been using for 1-2 years and 26% of the respondents has been using for 2-3 years and 10% of the respondents has been using for more than 3 years.

Satisfied characteristics of Hyundai by the Hyundai customers.

S.No.	characteristics	No. of respondents	Percentage of respondents
1	Cost effective	30	30
2	Status	13	13
3	Easy maintenance	22	22
4	Comfort	17	17
5	Stylish	18	18
Total		100	100

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 30 respondents have given first rank to cost effective (30%), 13 respondents have given first rank to status (13%) and 22 respondents have given first rank to easy maintenance (22%), 17 respondents have given first rank to comfort (17%) and 18 respondents have given first rank to stylish (18%).

Relationship between age and characteristics of the Hyundai, which are influencing the respondents.

Age of respondents	characteristics					Total
	Cost effective	Status	Easy maintenance	Comfort	stylish	
21-30 years	10	6	3	5	12	36
31-40 years	2	4	12	10	6	34
41-50 years	12	1	4	1	0	18
51-60 years	4	1	2	1	0	8
Above 60 years	2	1	1	0	0	4
Total	30	13	22	17	18	100

The above table contains some of the characteristics of the Hyundai cars. Respondents have given ranks to the listed characteristics according to their priority. Out of 100 respondents, it is shown that in the table only their first priorities given towards the listed characteristics. Here the respondents were divided into different categories by considering their age.

Calculation of chi-square value

S.NO.	E	O	(E-O)2/E
1	10.8	10	0.059
2	4.68	6	0.372
3	7.92	3	3.056
4	6.12	5	0.204
5	6.48	12	4.702
6	10.2	2	6.592
7	4.42	4	0.039
8	7.48	12	2.731
9	5.78	10	3.081
10	6.12	6	0.002
11	5.4	12	8.066
12	2.34	1	0.767
13	3.96	4	0.0004
14	3.06	1	1.386
15	3.24	0	3.24
16	2.4	4	1.066
17	1.04	1	0.001
18	1.76	2	0.032
19	1.36	1	0.095
20	1.44	0	1.44
21	1.2	2	0.533
22	0.52	1	0.443
23	0.88	1	0.016
24	0.68	0	0.68
25	0.72	0	0.72
Total		**39.332**	

Chi- square results table

Chi-square calculated value	39.33
Degree of freedom	16
Level of significance	0.05
Chi-square table value	26.3

Since calculated value of $\chi 2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments do not support the hypothesis. So we can conclude that the age of respondents and influencing characteristics of the Hyundai are dependable.

Relationship between income levels of respondents and characteristics of the Hyundai, which are influencing the   respondents.

Income of respondents	characteristics					Total
	Cost effective	Status	Easy maintenance	Comfort	stylish	
< 2 lakhs	0	0	0	0	0	0
2-3 lakhs	20	2	1	1	1	25
3-4 lakhs	5	3	20	15	2	45
Above 4 lakhs	5	8	1	1	15	30
Total	30	13	22	17	18	100

The above table contains some of the characteristics of the Hyundai cars. Respondents have given ranks to the listed characteristics according to their priority. Out of 100 respondents, it is shown that in the table only their first priorities given towards the listed characteristics. Here the respondents were divided int different categories by considering their income levels.

Setting of the hypothesis.

Ho : There is no relationship between the two variables.

Ha : There is a relationship between the two variables

Chi- square results table

Chi-square calculated value	90.10
Degree of freedom	12
Level of significance	0.05
Chi-square table value	21

Calculation of chi-square value

S.No.	E	O	(E-O)2/E
1	0	0	0
2	0	0	0
3	0	0	0
4	0	0	0
5	0	0	0
6	7.5	20	20.833
7	3.25	2	0.480
8	5.5	1	3.681
9	4.25	1	2.485
10	4.5	1	2.722
11	13.5	5	5.351
12	5.85	3	1.388
13	9.9	20	10.304
14	7.65	15	7.061
15	8.1	2	4.593
16	9	5	1.777
17	3.9	8	4.310
18	6.6	1	4.751
19	5.1	1	3.29
20	5.4	15	17.066

Total	90.105

Since calculated value of $\chi 2 >$ the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments do not support the hypothesis. So we can conclude that the income levels of respondents and influencing characteristics of the Hyundai are dependable.

Relationship between occupation of respondents and characteristics of the Hyundai, which are influencing the respondents.

occupation of respondents	characteristics					Total
	Cost effective	Status	Easy maintenance	Comfort	stylish	
Student	1	2	5	4	16	28
Business	4	10	12	8	0	34
Employee	18	1	3	3	1	26
Others	7	0	2	2	1	12
Total	30	13	22	17	18	100

The above table contains some of the characteristics of the Hyundai cars. Respondents have given ranks to the listed characteristics according to their priority. Out of 100 respondents, it is shown that in the table only their first priorities given towards the listed characteristics. Here the respondents were divided into different categories by considering their occupation.

Setting of the hypothesis.
Ho : There is no relationship between the two variables.
Ha : Thereis a relationship between the two variables
Chi- square results table

Chi-square calculated value	77.15
Degree of freedom	12
Level of significance	0.05
Chi-square table value	21

Calculation of chi-square value

S.NO.	E	O	(E-O)2/E
1	8.4	1	6.519
2	3.64	2	0.738
3	6.16	5	0.218
4	4.76	4	0.121
5	5.04	16	23.83
6	10.2	4	3.768
7	4.42	10	7.044
8	7.48	12	2.731
9	5.78	8	0.852
10	6.12	0	6.12
11	7.8	18	13.33
12	3.38	1	1.675
13	5.72	3	1.293
14	4.42	3	0.456

15	4.68	1	2.893
16	3.6	7	3.211
17	1.56	0	1.56
18	2.64	2	0.155
19	2.04	2	0.0007
20	2.16	1	0.622
Total			**77.156**

Inference: Since calculated value of χ^2 > the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments do not support the hypothesis. So we can conclude that the occupation of respondents and the influencing characteristics of the Hyundai are dependable.

Customers satisfaction level on the purchase of Hyundai.

S.No.	Opinions	No of respondents	Percentage of respondents
1	Fully	55	55
2	To some extent	30	30
3	Neutral	9	9
4	Not	4	4
5	Not at all	2	2
Total		**100**	**100**

Out of 100 respondents whose opinions were collected, it is clear that from the above bar diagram, 55% of the respondents fully satisfied, 30% of the respondents to some extent satisfied and 9% of the respondents were neutral, 4% of the respondents dissatisfied.

Relationship between the gender of respondents and their satisfaction level on the purchase of Hyundai

Gender of respondents	Opinions					Total
	Fully	To some extent	Neutral	Not	Not at all	
Male	54	29	7	3	2	95
Female	1	1	2	1	0	5
Total	55	30	9	4	2	100

This table shows that the data about the respondents satisfaction level on the purchase of Hyundai car. In this table different opinions of respondents are divided in to various categories. These categories have done by considering the respondent's age.

Setting of the hypothesis.

Ho : There is no relationship between the two variables.
Ha : There is a relationship between the two variables.

Chi-square results table

Chi-square calculated value	10.44
Degree of freedom	4
Level of significance	0.05
Chi-square table value	9.49

Calculation of chi-square value

S.NO.	E	O	(E-O)2/E
1	52.25	54	0.058
2	28.5	29	0.008
3	8.55	7	0.28
4	3.8	3	0.168
5	1.9	2	0.005
6	2.75	1	1.113
7	1.5	1	0.166
8	0.45	2	5.338
9	0.2	1	3.2
10	0.1	0	0.1
Total		**10.44**	

Inference Since calculated value of $\chi2$ > the table value of chi-square, the null hypothesis is rejected. Which means the results of experiments not supporting the null hypothesis. So we can conclude that the gender of respondents and their satisfaction level on the purchase of Hyundai are dependable.

Respondents opinion about the recommendation of the 'Hyundai' car to their friends.

S.No.	Opinions	No of respondents	Percentage of respondents
1	Strongly agree	60	60
2	Agree	20	20
3	Neither agree nor disagree	12	12
4	Disagree	6	6
5	Strongly disagree	2	2
Total		**100**	**100**

 Out of 100 respondents whose opinions were collected, it is clear that from the above pie chart, 60% of the respondents strongly agreed that to recommend the Hyundai car to their friends, 20% of the respondents agreed that to recommend the Hyundai car to their friends, 12% of the respondents neither agreed nor disagreed to recommend the Hyundai car to their friends.

House hold's yearly family income of respondents.

S.No.	Options	No of respondents	Percentage of respondents
1	Less than 2 lakhs	-	-
2	2-3 lakhs	25	25
3	3-4 lakhs	45	45
4	Above 4 lakhs	30	30
Total		**100**	**100**

Out of 100 respondents whose opinions were collected, it is clear that from the above bar chart, there were no respondents whose yearly income was less than 2 lakhs, 25% of the respondents were earning 2-3 lakhs per annum, 45% of the respondents were earning 3-4 lakhs per annum, 30% of the respondents were earning above 4 lakhs per annum.

FINDINGS

- Out of 100 respondents, majority of respondents (67%) had only one four wheeler and 28% of respondents had two four wheelers, only 5% of respondents had more than three four wheelers.
- Out of 100 respondents, majority of respondents had given first rank to cost effective and after they preferred easy maintenance, stylish, comfort, status likewise.
- Out of 100 respondents, majority of them purchased the Hyundai car, because of only Hyundai brand name, and the followed influencing characteristics are affordable price range and convenience and rest of the respondents got influenced by family or friends and easy maintenance.
- Almost every Hyundai consumer had known about sales promotions, which were offered by Hyundai. Majority of them had known about these sales promotions through electronic media and print media.
- Out of 100 respondents, almost every consumer had accepted that sales promotions offered by Hyundai were very good. And they accepted that they had purchased the Hyundai car because of brand name and also sales promotions offered by Hyundai.
- Especially in Hyundai sales promotions 'price off offer' attracted many consumers and they accepted that benefits offered from price off offer were reasonably fair to other schemes.
- More respondents accepted to recommend the Hyundai car to their friends because they had satisfied with Hyundai brand

RECOMMENDATIONS

- While promoting the cars through advertisements more care should be taken.
- If Hyundai maintains these affordable price ranges like these, sales will be increased in future.
- Outdoor media has been influencing less number of consumers, so if Hyundai concentrate on this the results would be more positive.
- Continuing the sales promotions like price off offers, gold coins, festival offers would be helpful to Hyundai to increase its sales to the great extent in future.
- By identifying the needs of the customers, sales promotions should be enhanced.

CONCLUSION: It may be concluded that members of the sample are feeling a need to have the Hyundai car. They feel that cost effective, comfort, easy maintenance, stylish are the main attributes to purchase a car. They have liked Hyundai sales promotions very well. Especially they liked the price off offer because benefits offered from this offer are fair and reasonable to other schemes. And almost all respondents are aware of sales promotions, which are offered by Hyundai. This indicates that Hyundai is promoting its cars in a correct manner. This is a good sign to Hyundai. The results are indicating that sales promotions are really affecting the sales by stimulating the consumers.

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