

Evaluating Customer Experience and Satisfaction at Hyundai Motors Service Centers: Evidence from Indore City

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ABSTRACT

The automobile market in India has become increasingly competitive, with customer happiness and service quality emerging as critical elements in retaining brand loyalty. Hyundai Motors, a market leader in this industry, has built a good reputation for innovation and dependability, but there is not enough research on how customers evaluate its service centres in tier-two cities like Indore. To close this gap, the current study looks into customer experience and satisfaction with Hyundai Motors' service centers, focusing on factors such as product quality, after-sales service, maintenance costs, and brand perception. A mixed-methods research strategy was used, which combined quantitative surveys and qualitative discussions to capture both statistical trends and deeper insights. Data were gathered from 108 Hyundai vehicle owners in Indore via structured questionnaires and semi-structured interviews. Relationships between service quality aspects and satisfaction were tested using statistical tools ensuring reliability. The data show that build quality, comfort, and customer service are the most powerful predictors of satisfaction, while acceptable maintenance costs and spare parts availability improve perceptions of value for money. Younger clients (20-30 years old) constitute the greatest consumer demographic, emphasizing the need for youth-oriented marketing techniques. Furthermore, gender differences in ownership indicate unmet potential to target female customers. Managerial implications include improving after-sales support, utilizing digital interaction platforms, and stressing long-term value in promotional campaigns. Hyundai Motors can strengthen loyalty and maintain its competitive edge in India's dynamic vehicle market by matching service quality with changing customer expectations.

Keywords: Customer Satisfaction, Service, Hyundai Motors.

Introduction

Hyundai Motor Company, founded in 1967 by Chung Ju-Yung, has grown to become a global automotive leader known for its commitment to innovation, quality, and customer satisfaction. With a diverse range of vehicles catering to various consumer needs, Hyundai has established a strong presence in both the passenger and commercial vehicle markets. Customer satisfaction is a cornerstone of Hyundai's business strategy. The company has consistently focused on enhancing the customer experience through its extensive network of service centers. These service centers are designed to provide top-notch after-sales support, ensuring that Hyundai owners receive the best possible care for their vehicles. Hyundai's dedication to customer satisfaction is evident in its numerous accolades and high customer retention rates. The company's service centers are equipped with state-of-the-art facilities and staffed by trained professionals who are committed to delivering exceptional service. This focus on quality service has helped Hyundai build a loyal customer base and maintain its reputation as a reliable and customer-centric brand.

In this research paper, we will explore the various factors that contribute to customer satisfaction at Hyundai Motors' service centers. By examining customer feedback, service quality, and overall satisfaction levels, we aim to provide valuable insights into how Hyundai can continue to improve its service offerings and enhance customer loyalty.

Historical background

Hyundai Motor India Limited (HMIL), a subsidiary of Hyundai Motor Company of South Korea, has a rich history in India. Here are some key milestones:

- **1996:** Hyundai Motor India Limited was established on May 6th. The company set up its first plant in Tamil Nadu.
- **1998:** Hyundai launched its first car in India, the Hyundai Santro, which became an instant success and helped Hyundai become the second-largest car manufacturer in India.
- **1999:** Following the success of the Santro, Hyundai introduced the Hyundai Accent, a sedan that further solidified its presence in the Indian market.
- **2001:** Hyundai launched the Hyundai Sonata, an ultra-luxury sedan, catering to the elite segment.
- **2007:** Hyundai Motor India became the largest exporter of passenger cars from India.
- **2010:** Hyundai launched the Hyundai i10, which was exclusively manufactured by HMIL.
- **2014:** Hyundai Motor India set up a research and development facility, Hyundai Motor India Engineering (HMIE), in Hyderabad.
- **2023:** Hyundai Motor India achieved a production output of 777,876 units and a revenue of ₹69,829 crore.

Hyundai's journey in India reflects its commitment to innovation, quality, and customer satisfaction, making it a prominent player in the Indian automotive industry.

Portfolio of Products

Hyundai's portfolio reflects its commitment to innovation, quality, and customer satisfaction, catering to a wide range of consumer preferences and needs. Hyundai Motors offers a diverse portfolio of vehicles catering to various segments. Here are some of the key products in their line-up:

Hatchbacks

- **Hyundai Grand i10 NIOS:** A compact and stylish hatchback with efficient performance.
- **Hyundai i20:** A premium hatchback known for its advanced features and spacious interior.
- **Hyundai i20 N Line:** A sportier version of the i20 with enhanced performance and design elements.

Sedans

- **Hyundai Aura:** A compact sedan with a focus on comfort and fuel efficiency.
- **Hyundai Verna:** A mid-size sedan offering a blend of style, performance, and technology.

SUVs

- **Hyundai Creta:** A popular compact SUV with a strong presence and advanced features.
- **Hyundai Venue:** A compact SUV designed for urban driving with a modern design.
- **Hyundai Tucson:** A premium SUV with a focus on luxury and advanced technology.
- **Hyundai Alcazar:** A three-row SUV offering spacious seating and premium features.

Electric Vehicles (EVs)

- **Hyundai Kona Electric:** An all-electric SUV with impressive range and performance.
- **Hyundai Ioniq 5:** A futuristic electric vehicle with cutting-edge technology and design.

Worldwide Presence

Hyundai Motor Company has established a strong global presence with manufacturing plants, research and development centres, and sales networks across the world. Hyundai's worldwide manufacturing plant in South Korea: Hyundai's largest manufacturing plant is located in Ulsan, which is the world's single largest automobile plant. Other plants are located in Asan and Jeonju. United States: Hyundai has a manufacturing plant in Alabama, which serves as a model for its overseas plants. China: Hyundai operates multiple manufacturing plants in China, with a significant production capacity. India: Hyundai's plant in Tamil Nadu is a major manufacturing base for the Indian market and exports. Czech

Republic: Hyundai's plant in the Czech Republic focuses on producing vehicles for the European market. Turkey: Hyundai's plant in Turkey is one of its longest-serving overseas plants. Brazil: Hyundai's plant in São Paulo manufactures vehicles for the local market. Indonesia: Hyundai's plant in Indonesia is its first facility to produce battery electric vehicles (BEVs) in Southeast Asia.

Hyundai has a robust sales network that spans across various regions, including North America, Europe, Asia, and emerging markets. The company's global sales network is supported by its extensive manufacturing and R&D infrastructure, ensuring that Hyundai vehicles meet the diverse needs of customers worldwide.

Review of Literature

Some important research works undertaken in recent years which are very closely connected with the present study are reviewed.

Dr. S Baskaran (2023) This study explores customer satisfaction with Hyundai cars, with a specific focus on Blue Hyundai services, to enhance overall customer-centricity in the competitive automobile industry. Using a mixed-methods approach, quantitative survey data and qualitative feedback were collected to identify key factors influencing satisfaction, examine its impact on brand loyalty and retention, assess areas for service improvement, and determine overall satisfaction levels. The findings contribute valuable insights for Hyundai Motor Company and Blue Hyundai to strategize and improve customer satisfaction and loyalty, elevating their competitiveness.

Mr. Dharmaraj Solanki (2022) Customer Satisfaction is one of the major points that company have to look for. Satisfied customers stay with the company for longer period of time. They will become loyal towards the company. They will bring new more customers and make them purchase that will directly benefit to the company and its sales. Many competitors are entered into the market so company cannot compete more with the product. So, the company is focusing on the after sales service will directly leads to the satisfaction of the customers. The present study aims this research to review factors affecting Customer satisfaction. Chi Square test has been applied. Non- Parametric test was used. These Study aim at with the car is customer preferring and does the customer is satisfy with the after sales service.

Singh Amarjit & Gupta Vinod (2012) explored an overview of automobile industry. Indian automobile industry itself as a manufacturing hub and many joint ventures have been setup in India with foreign collaboration. SWOT analysis done there are some challenges by the virtue of which automobile industry faces lot of problems and some innovative key features are keyless entry, electrically controlled mechanisms enhanced driving control, soft feel interiors and also need to focus in future on like fuel efficiency, emission reduction safety and durability.

Consumer Satisfaction and Product Quality

- **Product Quality:** Research on Tata Motors' vehicle quality, reliability, and performance. Studies such as those by Kumar et al. (2019) highlight improvements and ongoing challenges.
- **Vehicle Design and Innovation:** Analysis of Tata Motors' design changes and technological advancements (e.g., Sharma & Singh, 2020).

Service Quality and Customer Support

- **After-Sales Service:** Examination of Tata Motors' after-sales service quality. Studies often reveal mixed results, with some improvements noted but areas for further enhancement (e.g., Agarwal & Gupta, 2021).
- **Customer Service Experience:** Insights from consumer feedback on service experience and support (e.g., Patel & Shah, 2021).

Brand Perception and Market Position

- **Brand Image:** Analysis of Tata Motors' brand positioning and market perception compared to competitors (e.g., Patel, 2022).
- **Consumer Loyalty:** Research on factors influencing customer loyalty and repeat purchases (e.g., Rao & Kumar, 2018).

Comparative Studies

- **Industry Comparison:** Comparative studies with competitors like Maruti Suzuki and Hyundai to assess Tata Motors' relative performance in terms of consumer satisfaction (e.g., Deshmukh & Sinha, 2022).

Objectives of the Study

- To Evaluate Total Customer Contentment
- To Examine Views of Product Quality
- To Assess Post-purchase Support
- To Determine the Elements That Affect Loyalty With Customers
- Investigating the Company's Image and Situation in the Marketplace

Methodology

Method of Analysis

- **Qualitative Research:** emphasizes on interpreting occurrences by thorough understandings and personal accounts.
- **Quantitative:** Uses analysis of statistics and data visualization to test theories or assess connections.
- **Mixed Methods:** Offers a thorough viewpoint by combining qualitative and quantitative techniques.

Techniques for Gathering Data

Describes the methods used to collect data, including interviews, surveys, demonstrations, and observations. Highlights the methods and tools (such as questionnaires) used to gather statistics.

Plan for the analysis of information & Duration

Explains the techniques used to analyze the data that was gathered, such as theme analysis for intuitive data and the statistical examination for statistical information. Lays out a schedule for the various stages of the study, such as planning, gathering data, analyzing it, and reporting the findings.

Moral Aspects to Take into Account

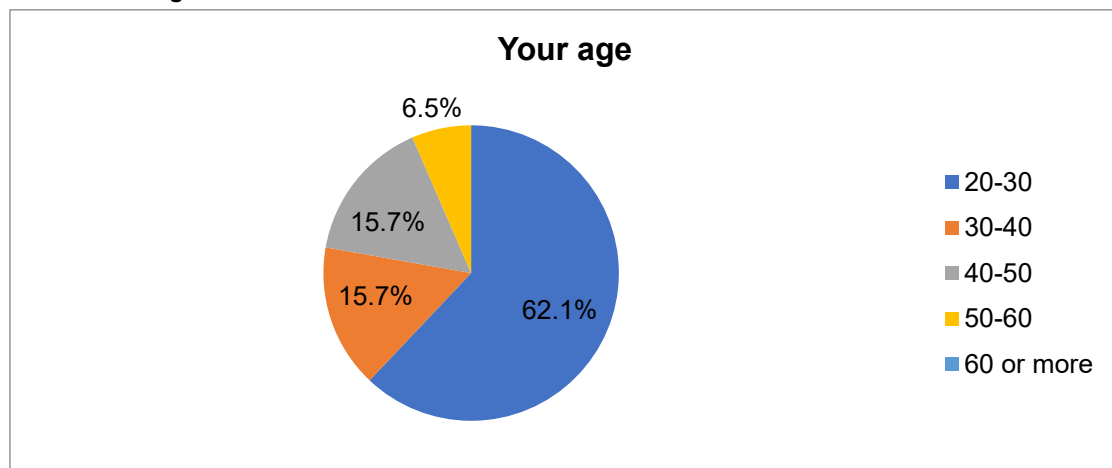
Discusses the study's associated ethical concerns, including getting informed consent, maintaining anonymity for participants, and reducing participant risk.

Data Collection Tools

- **Forms and Research studies:** Organized tools with a set of questionnaires intended to collect both qualitative and quantitative information from participants. Forms may consist of open-ended inquiries, multiple-choice question.
- **Dissemination Methods:** in-person, on paper, or online (Google Forms).
- **Meetings:** Comprehensive, semi-structured, or planned conversations that provide a more thorough examination of each customer's experiences and viewpoints.
- **Benefits:** Give detailed qualitative information and permit clarifying follow-up inquiries. Gives clear insights into how customers behave and make decisions.

Analysis and Interpretation of Result

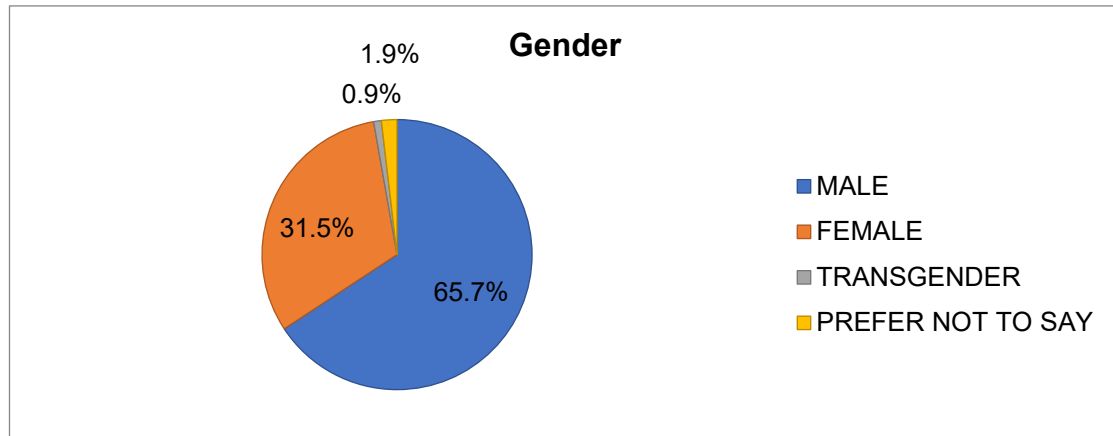
Que. 1: Your Age



Total	20-30	30-40	40-50	50-60
No. of Responses	62	15.7	15.7	6.5
% of Responses	62%	15.7%	15.7%	6.5%

Interpretation: According to the pie chart above, 62% of the 108 people who participated are in the 20–30 age range, 15.7% are in the thirty to forty age range, 15.7% are in the between 50 and 60 age range, and 6.5% are in the 50–60 age range.

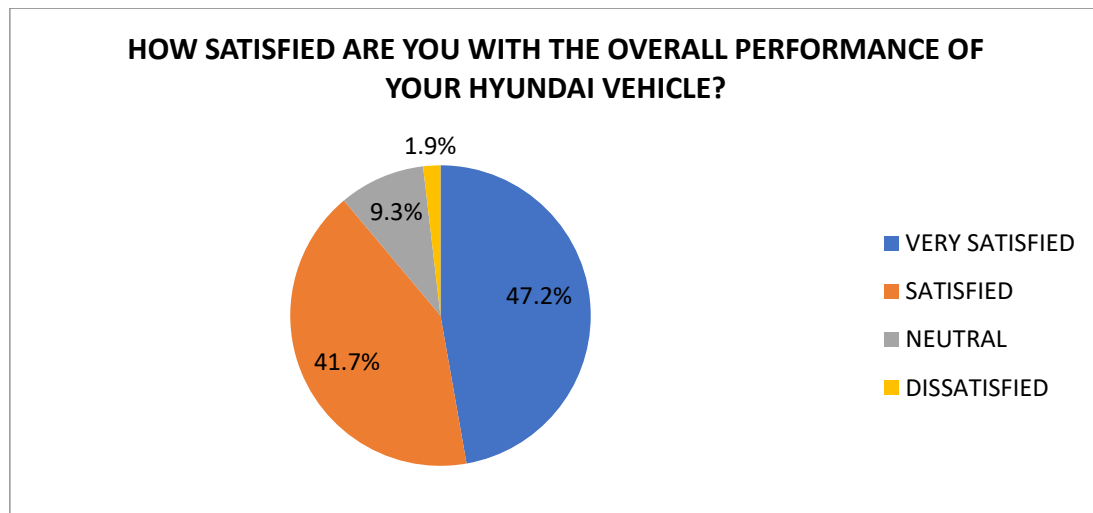
Que. 2: Gender



Total	Male	Female	Transgender	Prefer Not to Say
No. of Respondents	71	34	1	2
% of Respondents	65.7%	31.5%	0.9%	1.9%

Interpretation: According to the above chart, out of 108 respondents, 65.7% are male, 31.5% are females, 0.9% are transgender and 1.9% are prefer not to say about their identity

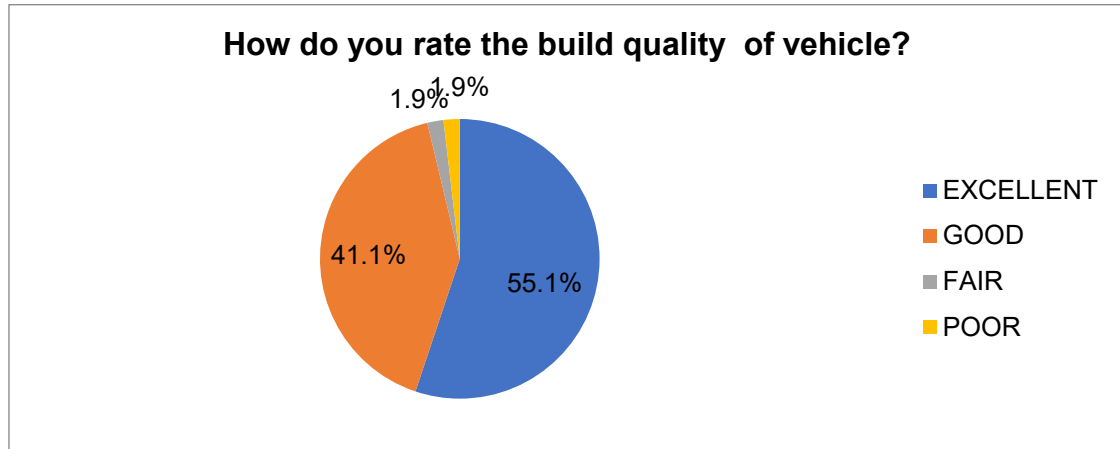
Que. 3



Total	Very Satisfied	Satisfied	Neutral	Dissatisfied
No. of Respondents	51	45	10	2
% of Respondents	47.2%	41.7%	9.3%	1.9%

Interpretation: According to above figure, out of 108 respondents, 47.2% are very satisfied, 41.7% are satisfied, 9.3% are just on neutral stage and where as 1.95 are dissatisfied with the performance of their Hyundai vehicle.

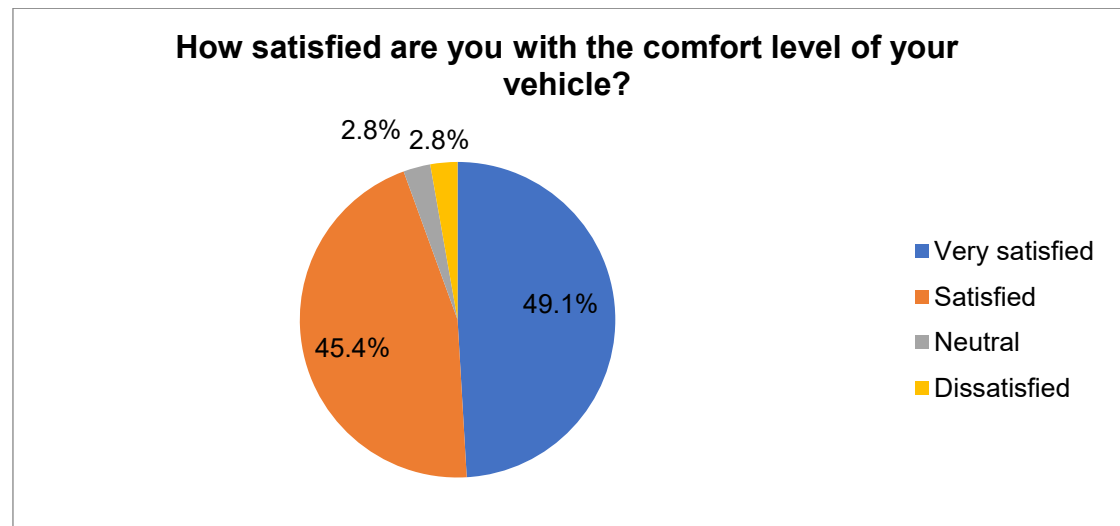
Que. 4



Total	Excellent	Good	Fair	Poor
No. of respondents	59	44	2	2
% of respondents	55.1%	41.1%	1.9%	1.9%

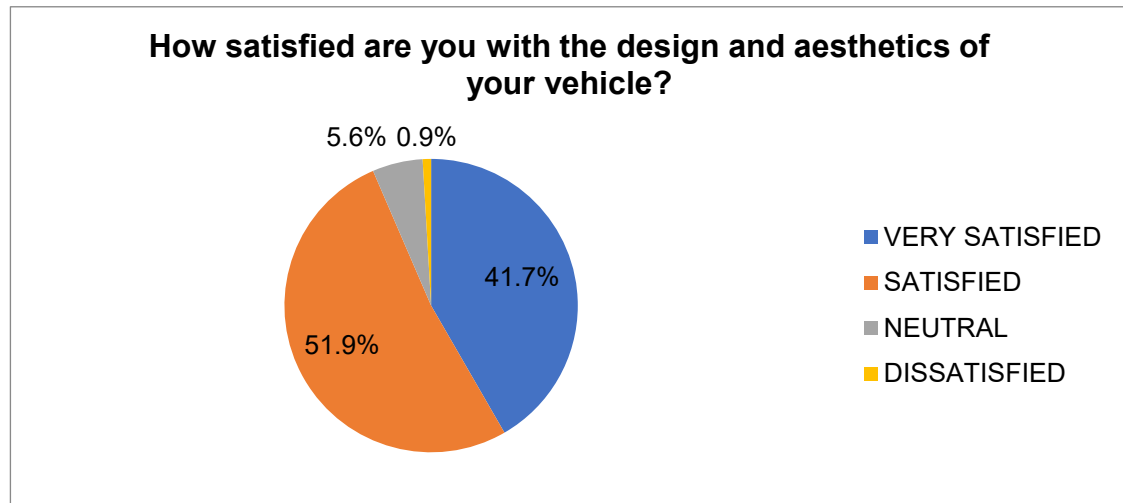
Interpretation: As per the above pie chart, 55.1% are rated excellent, 41.1% rated good, 1.9% rated air and 1.9% rated poor for the build quality of their Hyundai vehicle.

Que. 5



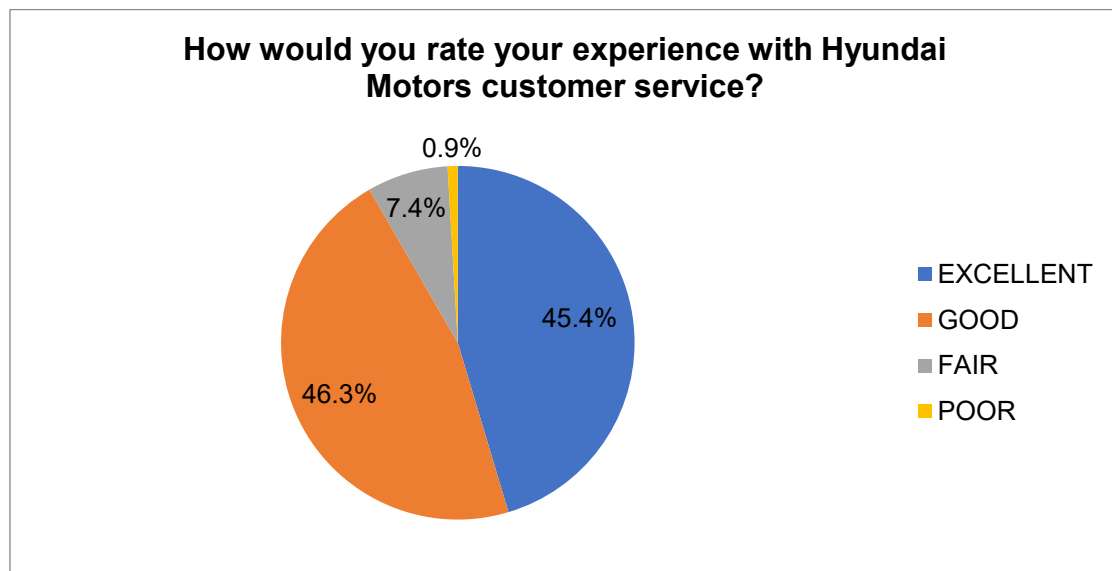
Total	Very satisfied	Satisfied	Neutral	Dissatisfied
No. of Respondents	53	49	3	3
% of Respondents	49.1%	45.4%	2.8%	2.8%

Interpretation: The above given figure shows, 49.1% are very satisfied, 45.4% are satisfied, 2.8% are on neutral stage, and 2.8% are dissatisfied with the comfortability with Hyundai vehicle.

Que. 6

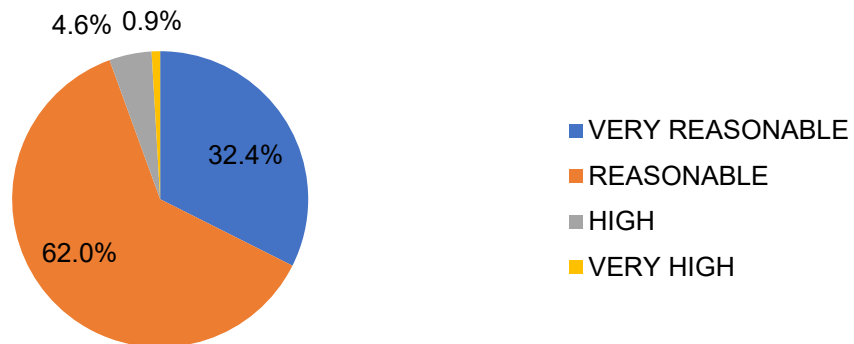
Total	Very satisfied	Satisfied	Neutral	Dissatisfied
No. of Respondents	45	56	6	1
% of Respondents	41.7%	51.9%	5.6%	0.9%

Interpretation: According to the above figure, 41.7% are very satisfied, 51.9% are satisfied, 5.6% are choosing neutral and 0.9% are dissatisfied with the design and aesthetics of their Hyundai vehicle.

Que. 7

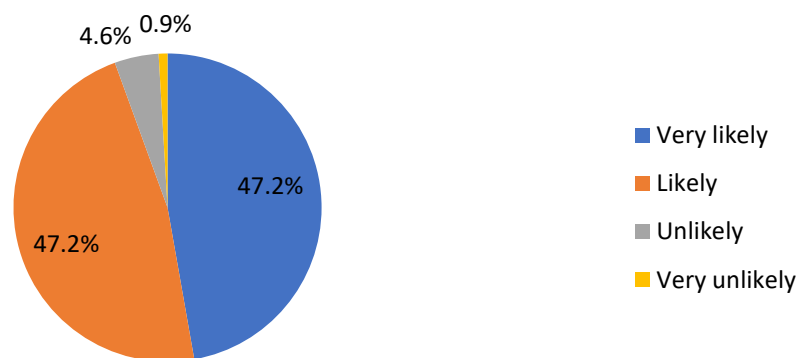
Total	Excellent	Good	Fair	Poor
No. of Respondents	49	50	8	1
% of Respondents	45.4%	46.3%	7.4%	0.9%

Interpretation: As per the above charts, it clearly shows that out of 108 respondents 45.4% are rated excellent, 46.3% rated good, 7.4% rated fair and 0.9% rated poor for their experience with customer services.

Que. 8**How do you find the maintenance cost associated with Hyundai vehicles?**

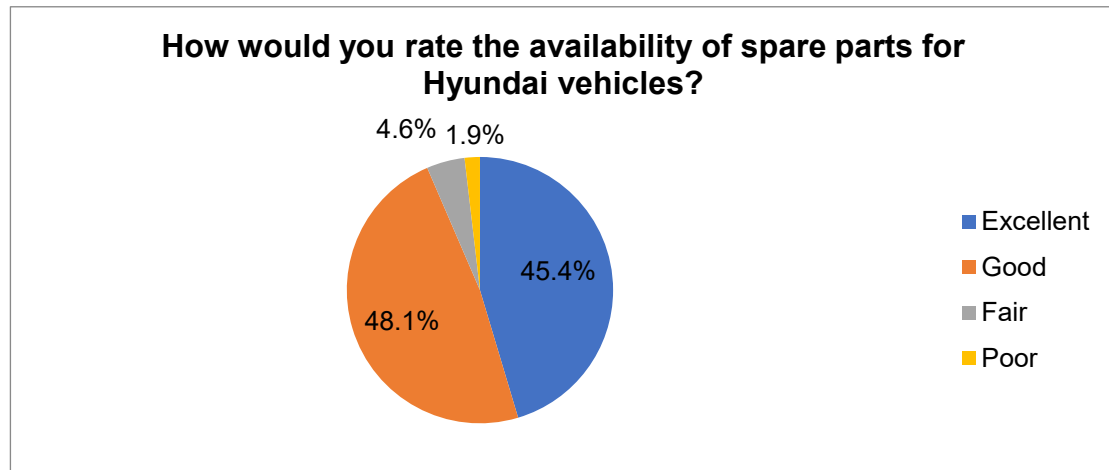
Total	Very reasonable	Reasonable	High	Very high
No. of Respondents	35	67	5	1
% of Respondents	32.4%	62%	4.6%	0.9%

Interpretation: According to the above pie chart, out of 108 respondent, 32.4% rated very reasonable, 62% rated reasonable, 4.6% rated high and 0.9% rated very high for the maintenance cost with Hyundai vehicles.

Que. 9**How likely are you to recommend Hyundai Motors to your freinds and family?**

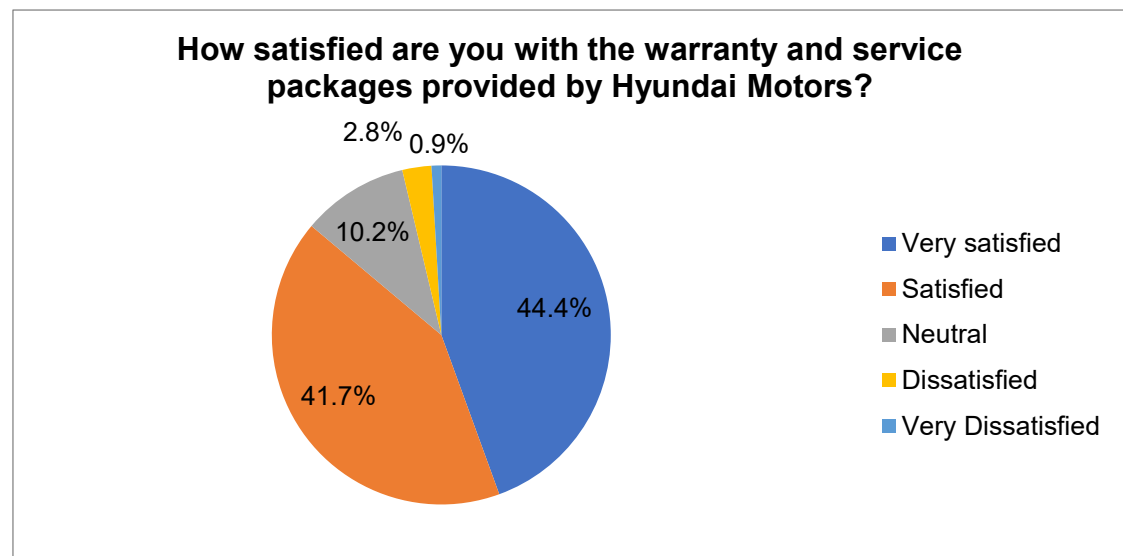
Total	Very Likely	Likely	Unlikely	Very Unlikely
No. of Respondents	51	51	5	1
% of Respondents	47.2%	47.2%	4.6%	0.9%

Interpretation: As the above pie chart shows, 47.2% people recommend very likely, 47.2% people recommend likely, 4.6% recommends unlikely and 0.95 recommends very unlikely.

Que. 10

Total	Excellent	Good	Fair	Poor
No. of Respondents	49	52	5	2
% of Respondents	45.4%	48.1%	4.6%	1.9%

Interpretation: The above pie chart shows that, 45.4% rated excellent, 48.1% rated good, 4.6% rated fair and 1.9% rated poor for the availability of the spare parts.

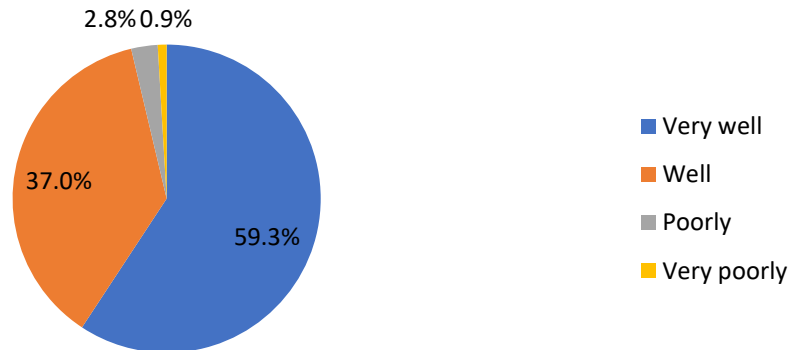
Que. 11

Total	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
No. of Respondents	48	45	11	3	1
% of Respondents	44.4%	41.7%	10.2%	2.8%	0.9%

Interpretation: As the charts shows that 44.4% are very satisfied, 41.7% are satisfied, 10.2% are on neutral stage and 0.9% are very dissatisfied with the warranty and service packages provided by the Hyundai Motors.

Que.12

How well do you think Hyundai Motors understands consumer needs?

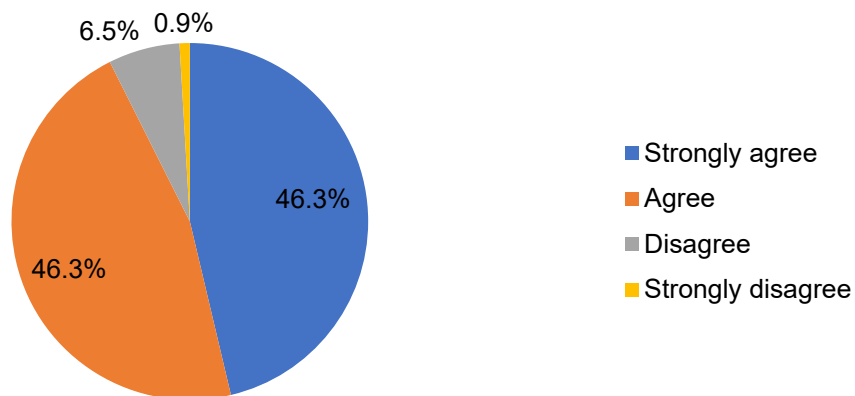


Total	Very well	Well	Poorly	Very Poorly
No. of Respondents	64	40	3	1
% of Respondents	59.3%	37%	2.8%	0.9%

Interpretation: The charts shows that the, 59.3% rated very well , 37% rated well , 2.8% rated poorly and 0.9% rated very poorly for the how well Hyundai motors understand consumer need.

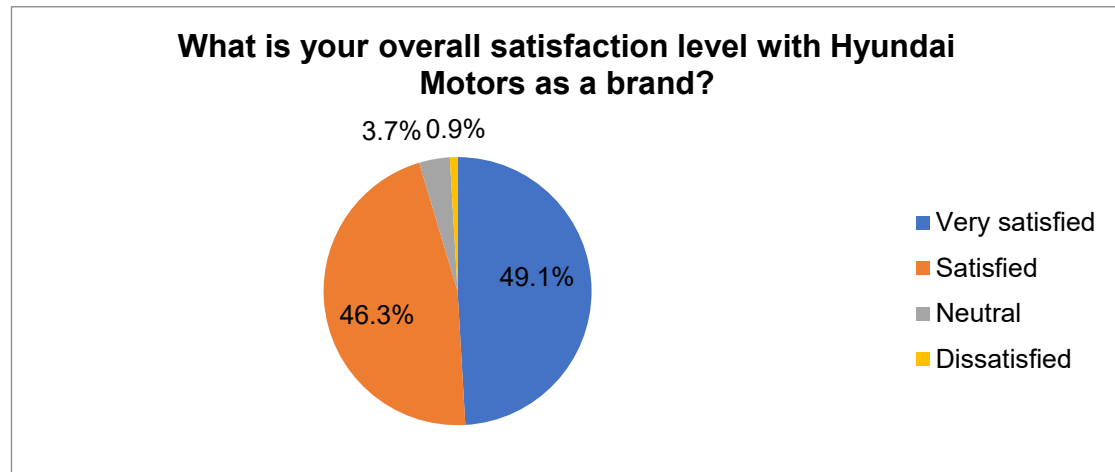
Que.13

Do you feel that Hyundai Motors offers good value for money?



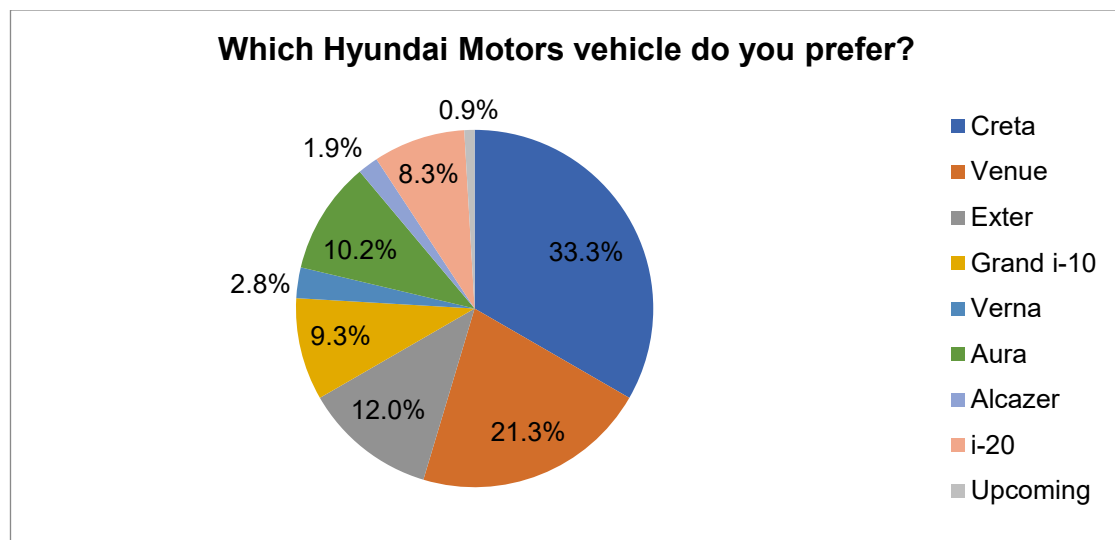
Total	Strongly agree	Agree	Disagree	Strongly disagree
No. of Respondents	50	50	7	1
% of Respondents	46.3%	46.3%	6.5%	0.9%

Interpretation: According to the pie chart out of 108 respondents, 46.3% are strongly agree, 46.3% are agree, 6.5% are disagree, 0.9% are strongly disagree with the Hyundai motors offers good value for money.

Que.14

Total	Very satisfied	Satisfied	Neutral	Dissatisfied
No. of Respondents	53	50	4	1
% of Respondents	49.1%	46.3%	3.7%	0.9%

Interpretation: According to the chart, 49.1% are very satisfied, 46.3 are satisfied, 3.7% are neutral and 0.9% are dissatisfied.

Que.15

Total	Creta	Venue	Exter	Grand i-10	Verna	Aura	Alcazer	i-20	Upcoming
No. of Respondents	36	23	13	10	3	11	2	9	1
% of Respondents	33.33%	21.30%	12.04%	9.26%	2.78%	10.19%	1.85%	8.33%	0.93%

Interpretation: The above pie chart shows the customer preference of Hyundai vehicles in which, 33.3% choose Creta, 21.3% choose Venue, 12.4% choose Exter, 9.2% chooses Grand i-10, 2.7% chooses Verna, 10.1% chooses Aura, 1.85% chooses Alcazer, 8.3% chooses i-20 and 0.9% chooses upcoming / latest.

Findings

- Given that a sizable majority of those surveyed (62%) are between the ages of 20 and 30, Hyundai motors may be especially well-liked by youthful buyers.
- The bulk of responders (65.7%) are men, while only 31.5% identify as women, and there is very little involvement from other groups. This implies a possible market niche for advertising campaigns aimed at female customers.
- By overall, the Hyundai motors have good satisfaction ratings for a variety of features. For instance, 47.2% of respondents are extremely happy with the performance as a whole. 49.1% express high levels of comfort satisfaction. 41.7% are happy with the elegance of the theme.
- Technical Theme: 41.7% of clients are happy with their purchases, suggesting that although there is potential for development, a sizable percentage of consumers value the current products.
- Although client happiness usually ranks high, here remains room for improvement in the customer experience, as indicated by the modest levels of disagreement (mainly in moderate sections).
- More than half of those surveyed (55.1%) think that Hyundai motors are built to a high standard, which supports the company's standing for dependability and longevity. In addition, 45.4% of respondents assess the quality of service as exceptional, while 46.3% view it as decent. This speaks highly of Tata's dedication to providing excellent service to clients.
- Sixty-two percent of respondents think servicing costs are appropriate, indicating positive consumer sentiment. Since price is a major deciding factor in car sales, this feature is essential for drawing in new customers.
- As a sign of great company devotion and fulfilment, almost fifty percent of those surveyed (47.2%) said they are very likely to suggest Hyundai vehicles. Given how consumer selections are frequently heavily influenced by recommendations made by others, this may be a very effective promotional technique.
- Notably, 50.9% of the participants said they are very satisfied with the technological elements in their cars. This speaks well of Hyundai's attempts to integrate ingenuity and contemporary gadgets, which are becoming more and more significant to customers.
- The future value of Hyundai motors is seen favourably; 47.2% of respondents think it is great. This impression may increase the allure of Hyundai motors to potential purchasers, especially those who are worried about ongoing worth.
- The vast majority (59.3%) think Hyundai Motors does a good job of understanding what customers want. This suggests that the company's consumer base finds resonance in its business study and business of products initiatives.
- With an aggregate predilection of 54.6.7%, the Hyundai Creta and Venue are the most popular models. This indicates that these models have a sizable demand and identifies locations where Hyundai should concentrate its production and advertising expenditures.

Suggestions

- Tata Motors ought to devise advertisements that are especially aimed at female customers in order to rectify the gender disparity. This can entail emphasizing attributes like ease, security, and beauty that appeal to various women. Brand attractiveness could also be increased through partnerships with female bloggers.
- Hyundai should keep innovating in this field by including the latest innovations like connectivity, driving guidance, and multimedia systems, especially in light of the positive feedback about software elements. Brand loyalty can be further increased by including consumers in tech-focused marketing activities.
- Use networks like Facebook and the social media site Ti respectively, where the younger audience is very engaged, to target advertisements to them. Advertisements might highlight cultural components, showing how Hyundai motors complement young clients' goals and day-to-day activities.

- Examining the causes of neutral contentment poll responses is essential. By holding focus groups or assessments, Hyundai Motors may be able to gather information about possible enhancements and improve the overall client engagement.
- In promotion initiatives, draw attention to Hyundai automobiles' long-term value offering and pricing. The claim that Hyundai cars are more affordable can be strengthened by comparing them to rival models.
- Make use of satisfied clients' reviews and lessons learned in marketing collateral. By sharing personal tales and encounters, a brand can become more approachable and reliable, drawing in new clients.
- Take into account improving assistance and maintenance packages in response to consumer feedback indicating displeasure. Providing upkeep bundles or additional repairs could increase client retention and overall fulfilment.
- Boost the Hyundai Creta and Hyundai Venue's usability and exposure in stores and web. These kinds of models may be highlighted in special campaigns or aspects that increase sales and draw in new clients.
- Use evaluation programs and questionnaires on a frequent basis to track client tastes and contentment. With this strategy, Hyundai Motors can continue to respond to customer requirements and modify its plans as necessary.
- To keep client approval levels high, keep funding training for customer care representatives. Finding opportunities for growth can be aided by putting in place a cycle of feedback that evaluates customer service encounters.

Hyundai Motors must keep developing new technological features, advertise the value of their products, and launch focused marketing efforts for younger and female clients in order to improve client satisfaction and competitive edge. Excellent levels of satisfaction can also be maintained by improving customer service and getting ongoing feedback. Putting more emphasis on popular models like the Venue and Creta can increase sales.

Conclusion

According to the evaluation of the survey data, interviewees' opinions on Hyundai vehicles are largely favourable, showing a high degree of client happiness across a number of factors, including performance, comfort, design, and customer service. Significantly, 62% of participants are in the 20–30 age range, indicating that younger customers find Hyundai's products very appealing. For the company, this youthful foundation is both strength and an opportunity, particularly when it comes to developing marketing techniques that appeal to this demographic.

According to gender demographics, just 31.5% of those surveyed identified as female, with the majority of interviewees (65.7%) being male. This discrepancy points to a possible market niche that Hyundai Motors could successfully fill with advertising campaigns aimed at female clients. Hyundai might increase its appeal and expand its clientele by highlighting qualities that women frequently value, such as safety, ease, and beauty.

A significant amount of contentment were shown by respondents for a number of Hyundai car features. Remarkably, 49.1% of respondents said they were "very satisfied" with the general functionality of the car, while 47.2% said the same about the comfort. The positive comments on digital capabilities show that Hyundai is effectively incorporating contemporary advancements, increasing the appeal of their cars to tech-savvy buyers.

Customers have positive opinions about transfer potential and operation costs; 62% of them think maintenance expenses are "reasonable," and 47.2% think the future worth is "outstanding." These features could be used in advertising efforts to draw attention to Hyundai's for a long time value promise and establish its reputation as an affordable choice in a cutthroat industry.

According to the poll results, 47.2% of participants said they would likely suggest Hyundai cars to others, indicating a high possibility of suggestions. This suggests a strong basis for word-of mouth advertising, which has the potential to be an effective strategy for drawing in new clients. Hyundai may improve its brand image and foster trust among customers by displaying good customer testimonials and firsthand accounts. Given these revelations, Hyundai Motors ought to concentrate on improving its

marketing tactics in order to rectify the gender gap that has been found. Sustaining excellent contentment levels would require expanding technical breakthroughs, boosting customer service, and aggressively seeking out client feedback. Furthermore, by concentrating on well-liked vehicles like the Hyundai Venue and Creta, Hyundai will be able to match client tastes with development and promotion initiatives.

In summary, even though Hyundai Motors is in a strong position to grow and succeed in the automotive sector going forward, proactive steps are crucial. Hyundai can further strengthen its comparative lead and guarantee enduring client loyalty in a constantly changing market environment by committing to focused marketing, product innovation, and customer engagement efforts. To sustain high levels of satisfaction and take advantage of new business possibilities, this dedication to adaptability and development will be essential.

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8. DR. K Venkatachalam and M Surumbharkuzhali (2018), The title is "The study on Consumers' perception towards Hyundai Cars with Special Reference to Tiruppur City". The research study says that every Company's main goal is to boost sales by identifying the elements that influence consumer purchasing behaviour. Selecting, organizing, and interpreting or assigning meaning to environmental events is the process of perception.
9. When using these references, make sure to follow proper citation guidelines specific to your academic or professional requirements. Additionally, ensure that the data is up-to-date and relevant to the current market conditions and consumer perceptions.

