



Customer Satisfaction of Hyundai Car Owners in Rohini, Delhi: An Empirical Study

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ABSTRACT

The Indian automobile industry is one of the largest and fastest-growing sectors of the economy. Hyundai Motor India has established itself as a leading passenger vehicle manufacturer through innovation, quality, safety, and customer-oriented services. The present study examines customer satisfaction and brand loyalty among Hyundai car owners in Rohini, Delhi. A descriptive research design was adopted and primary data were collected from 100 Hyundai car owners through a structured questionnaire. The study investigates factors influencing purchase decisions, satisfaction with vehicle features, perceptions regarding after-sales services, and the relationship between satisfaction and brand loyalty. The findings reveal high levels of satisfaction with safety features, engine performance, design, and fuel efficiency. Customers also expressed positive perceptions regarding Hyundai's technological innovation and service quality. The study concludes that customer satisfaction significantly contributes to brand loyalty and repeat purchase intentions. Recommendations are provided for enhancing service efficiency, customer engagement, and long-term relationship management.



1. INTRODUCTION

The automobile industry is one of the most significant sectors contributing to the economic growth and industrial development of India. It plays a vital role in generating employment opportunities, promoting technological innovation, supporting ancillary industries, and contributing substantially to the country's Gross Domestic Product (GDP). The industry has witnessed remarkable transformation over the past two decades due to rapid urbanization, rising disposable incomes, expanding road infrastructure, and changing consumer lifestyles. The increasing demand for personal mobility and transportation has resulted in substantial growth in the passenger vehicle segment, making the automobile industry one of the key pillars of the Indian economy.

India has emerged as one of the largest automobile markets in the world, attracting both domestic and international automobile manufacturers. The sector has become highly competitive, with companies continuously introducing innovative products and advanced technologies to meet the evolving needs and expectations of consumers. Today's automobile buyers are more informed, quality-conscious, and technology-oriented than ever before. They evaluate vehicles not only on the basis of price and fuel efficiency but also on factors such as safety features, comfort, design, technological integration, environmental performance, and after-sales service. As a result, customer satisfaction has become a critical factor determining the long-term success and sustainability of automobile companies.

In such a competitive environment, automobile manufacturers are increasingly focusing on customer-centric strategies to enhance customer satisfaction and build long-term relationships. Customer satisfaction reflects the extent to which a product or service meets or exceeds customer expectations. It serves as an important indicator of business performance and influences customer loyalty, repeat purchase behavior, and positive word-of-mouth communication. Satisfied customers are more likely to remain loyal to a brand, recommend it to others, and continue purchasing the company's products in the future. Conversely, dissatisfied customers may switch to competing brands and share negative experiences, adversely affecting the company's reputation and market share. Therefore, understanding customer expectations and measuring satisfaction levels have become essential for automobile companies seeking sustainable growth and competitive advantage.

Among the leading automobile manufacturers operating in India, Hyundai Motor India Limited has established itself as one of the most trusted and successful brands in the passenger vehicle segment. Since its entry into the Indian market, Hyundai has consistently focused on delivering high-quality vehicles equipped with modern technology, attractive design, advanced safety features, and superior performance. The company offers a diverse portfolio of vehicles ranging from compact hatchbacks and sedans to premium sport utility vehicles (SUVs) and electric vehicles, catering to the needs of different customer groups. Hyundai's emphasis on innovation, reliability, customer satisfaction, and service excellence has enabled it to build a strong brand image and a loyal customer base across the country.

Hyundai's success in India can be attributed to several factors, including continuous product innovation, competitive pricing, fuel-efficient engines, stylish vehicle designs, and an extensive dealership and service network. The company has introduced numerous technological advancements, such as connected car technology, smart infotainment systems, advanced driver-assistance features, and enhanced safety mechanisms, which have strengthened its position in the market. Furthermore, Hyundai's commitment to providing efficient after-sales services has played a crucial role in enhancing customer satisfaction and retaining existing customers.

Rohini, located in North-West Delhi, is one of the largest planned residential and commercial zones in the National Capital Territory of Delhi. Developed by the Delhi Development Authority (DDA), Rohini has experienced significant population growth, infrastructural development, and economic expansion over the



years. The area comprises a diverse population consisting of government employees, private-sector professionals, entrepreneurs, business owners, and middle- to upper-middle-income families. Rising income levels, improved living standards, and increasing aspirations have contributed to a substantial increase in automobile ownership among residents of Rohini.

The growing popularity of Hyundai vehicles in Rohini can be attributed to their reputation for quality, affordability, technological sophistication, safety, and dependable service support. Hyundai cars are widely preferred by customers in the region due to their attractive design, comfortable driving experience, fuel efficiency, and modern features. As the automobile market continues to evolve, understanding the perceptions and satisfaction levels of Hyundai customers in Rohini becomes increasingly important for identifying strengths, addressing shortcomings, and enhancing customer relationships.

Customer satisfaction in the automobile sector is influenced by a wide range of factors, including vehicle performance, fuel economy, maintenance cost, safety features, comfort, interior aesthetics, technological features, resale value, and service quality. The importance assigned to these factors may vary among customers depending on their age, income, occupation, lifestyle, and personal preferences. Consequently, automobile manufacturers must continuously monitor customer feedback and adapt their products and services to meet changing consumer expectations.

The present study focuses on assessing customer satisfaction among Hyundai car owners in Rohini, Delhi. It seeks to identify the factors influencing purchase decisions, evaluate customer perceptions regarding vehicle performance and after-sales services, and examine the relationship between customer satisfaction and brand loyalty. The findings of the study are expected to provide valuable insights for Hyundai and other automobile manufacturers in designing effective customer relationship strategies, improving service quality, and strengthening their market position. Additionally, the study contributes to the existing literature on customer satisfaction in the Indian automobile industry by providing region-specific evidence from one of Delhi's prominent residential and commercial areas.

2. REVIEW OF LITERATURE

Kumar (2022) found that fuel efficiency and low maintenance costs significantly influence automobile purchase decisions.

Sharma and Gupta (2021) concluded that after-sales service quality positively affects customer retention.

Singh (2020) reported that brand image and perceived reliability are major determinants of customer satisfaction.

Verma (2019) highlighted the role of service center accessibility in improving customer experience.

Jain and Sharma (2020) observed a strong relationship between after-sales service quality and brand loyalty.

Mishra (2023) reported that Hyundai customers value safety features and advanced technology.

Aaker (2019) emphasized the importance of brand equity in creating customer loyalty.

Parasuraman, Zeithaml and Berry (1988) proposed SERVQUAL dimensions as critical indicators of service quality.

Oliver (2015) argued that customer satisfaction is a major predictor of repeat purchase behavior.

Recent automobile studies indicate that technological innovation, connected features, and safety systems increasingly influence customer preferences.



3. RESEARCH GAP

Although several studies have examined customer satisfaction in the automobile sector, limited research specifically focuses on Hyundai car owners in Rohini, Delhi. The present study addresses this gap by providing localized insights into customer perceptions and satisfaction levels.

4. OBJECTIVES OF THE STUDY

1. To assess customer satisfaction towards Hyundai cars in Rohini, Delhi.
2. To identify factors influencing purchase decisions.
3. To evaluate customer perception regarding after-sales services.
4. To examine the relationship between satisfaction and brand loyalty.
5. To provide suggestions for improving customer satisfaction.

5. RESEARCH METHODOLOGY

Research Design: Descriptive Research Design.

Study Area: Rohini, Delhi.

Sources of Data:

Primary data were collected through structured questionnaires.

Secondary data were collected from journals, books, annual reports, websites, and industry publications.

Sample Size:

100 Hyundai car owners.

Sampling Technique:

Convenience Sampling.

Statistical Tools:

Percentage Analysis, Weighted Average Method, and Ranking Technique.

Data Collection:

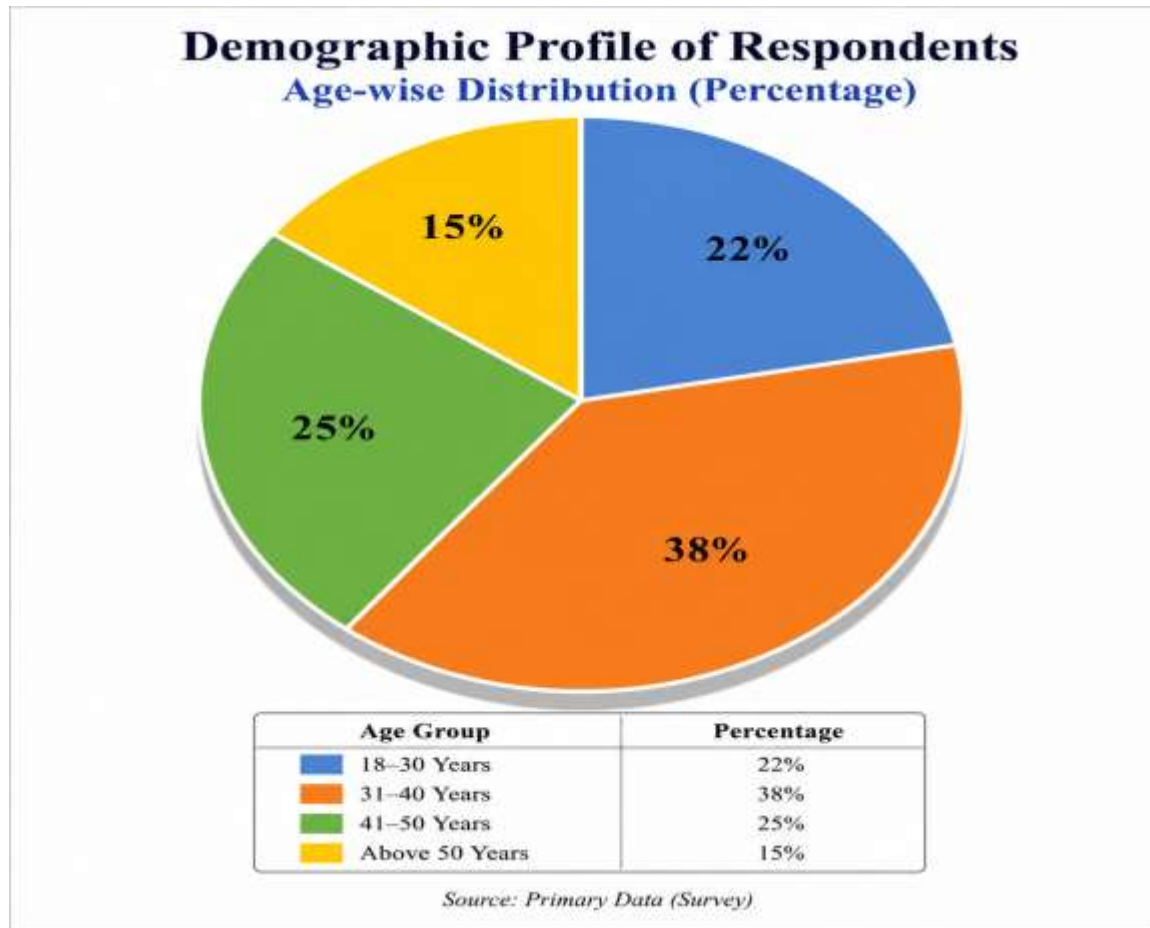
Data were collected from residential societies, service centers, shopping complexes, and parking areas in Rohini.



6. DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents

Chart 1 Age-wise Distribution of Respondents

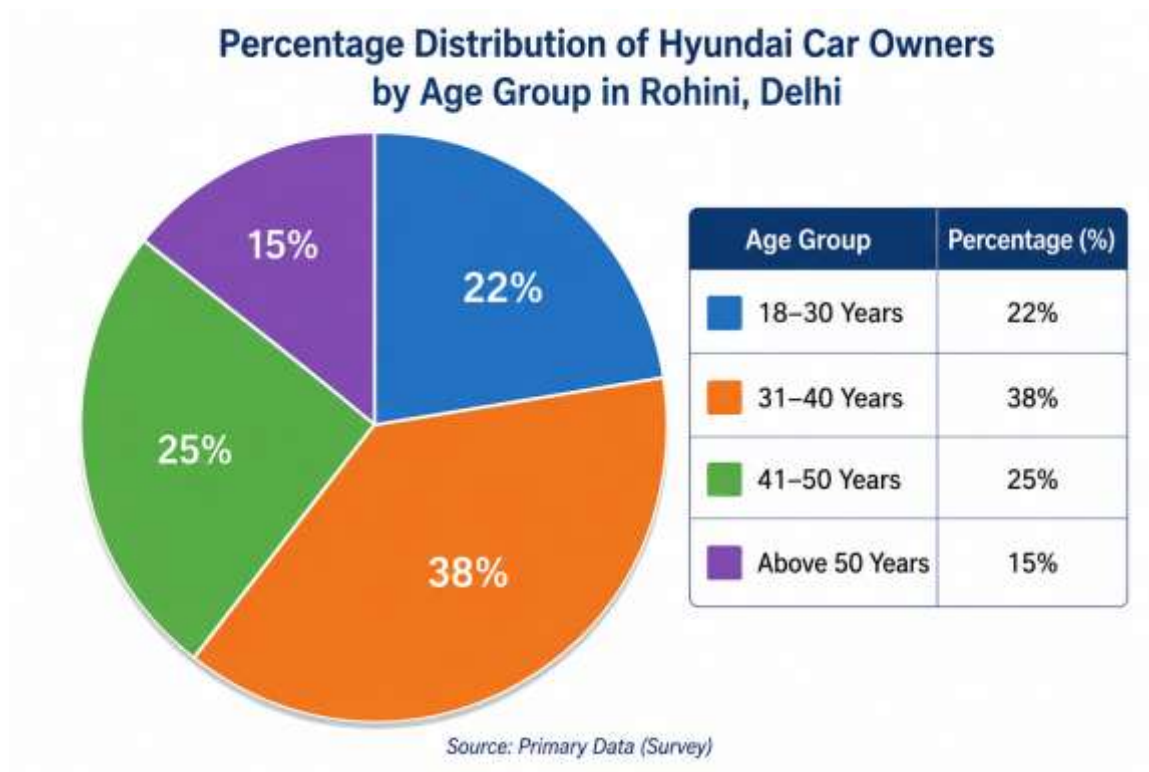


Interpretation:

The largest proportion of respondents (38%) belongs to the 31–40 years age group, indicating that middle-aged individuals constitute the major customer segment for Hyundai vehicles in Rohini. Respondents aged 41–50 years account for 25% of the sample, while younger customers aged 18–30 years represent 22%. The remaining 15% are above 50 years of age. This distribution suggests that Hyundai vehicles are particularly popular among working professionals and middle-aged consumers.

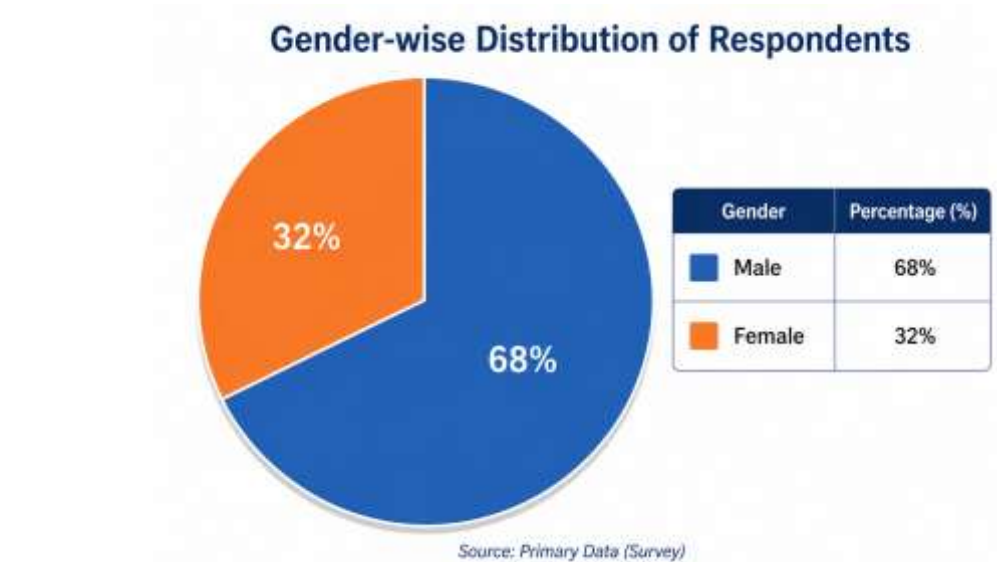


Percentage distribution of Hyundai car owners by age group in Rohini, Delhi.



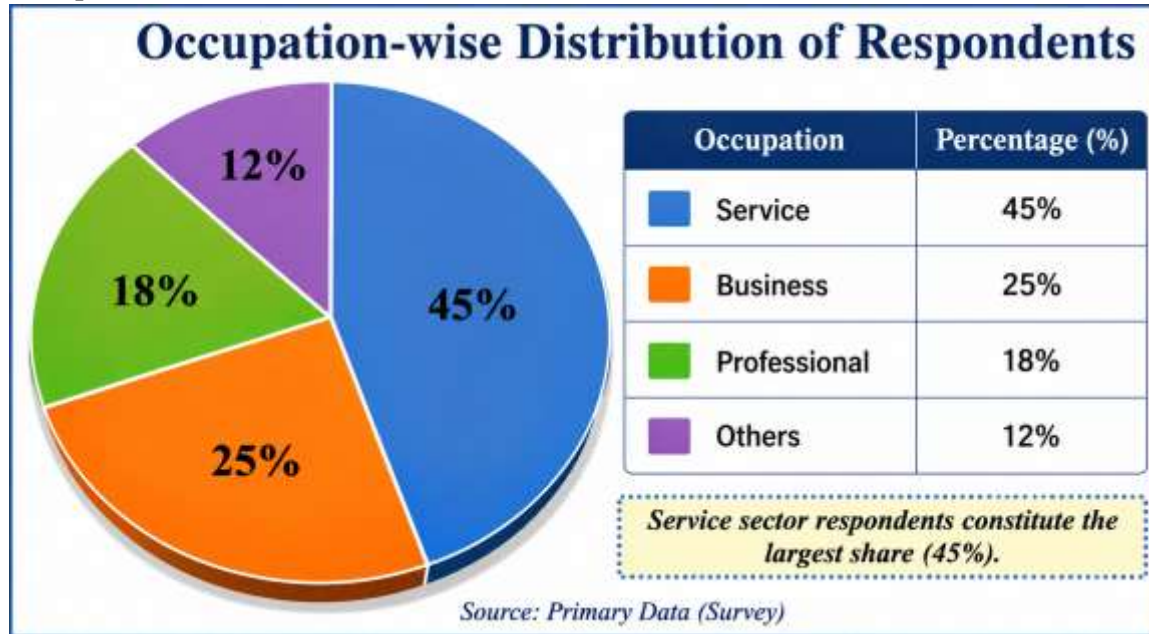
The chart shows the age-wise distribution of Hyundai car owners in Rohini, Delhi. The largest proportion of respondents (38%) belongs to the 31–40 years age group, indicating that Hyundai vehicles are most popular among middle-aged working professionals. Respondents in the 41–50 years age group constitute 25% of the sample, followed by 22% in the 18–30 years age group. The lowest proportion (15%) is represented by respondents above 50 years of age. The findings suggest that Hyundai cars are particularly preferred by economically active individuals due to their reliability, modern features, safety, and overall value for money.

Gender:

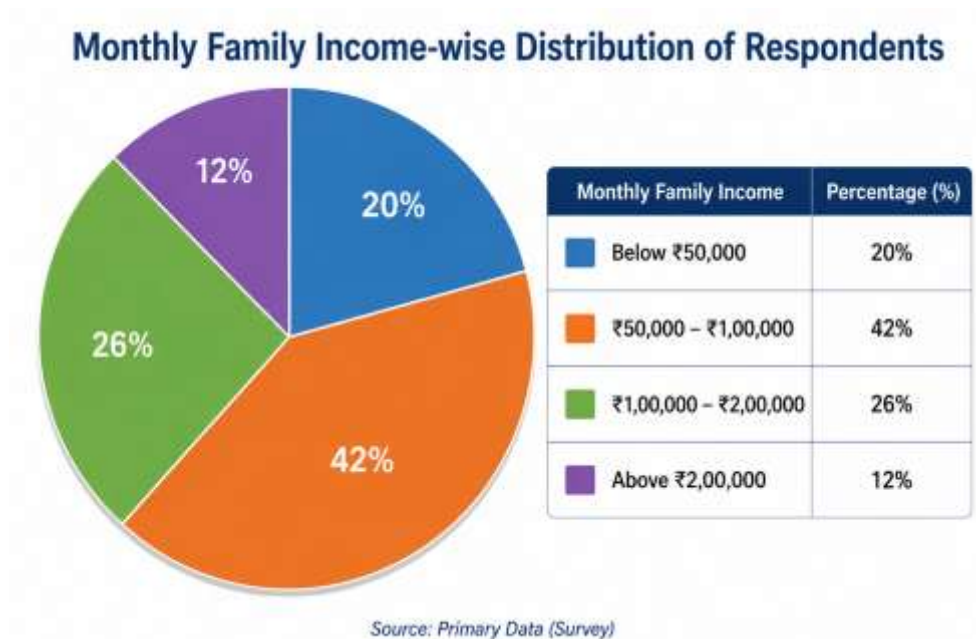




Occupation:



Monthly Family Income:

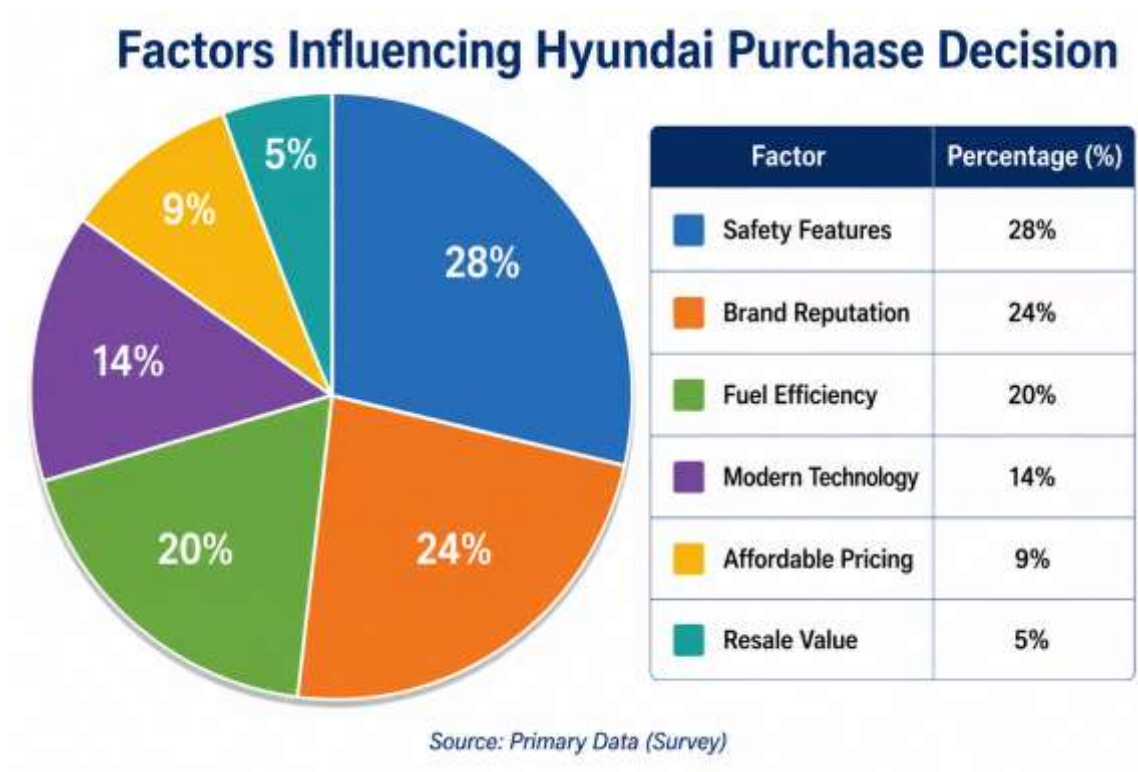


Interpretation:

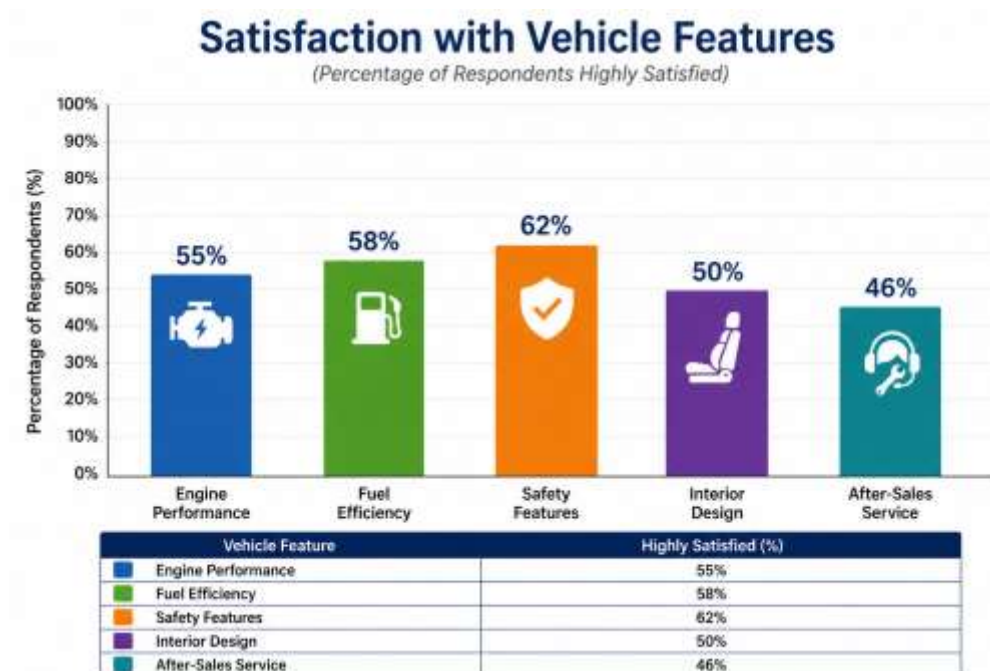
Safety features emerged as the most important factor influencing Hyundai vehicle purchases.



Table 2: Factors Influencing Purchase Decision



Satisfaction with Vehicle Features





The chart illustrates the percentage of Hyundai car owners who reported being **highly satisfied** with various vehicle features. Among all features, **Safety Features** received the highest satisfaction rating (62%), indicating that customers highly value Hyundai's commitment to vehicle safety and security. **Fuel Efficiency** ranked second with 58% of respondents expressing high satisfaction, reflecting Hyundai's ability to deliver economical and fuel-efficient vehicles. **Engine Performance** also received a strong satisfaction score of 55%, demonstrating customer confidence in the reliability and performance of Hyundai vehicles.

Furthermore, **Interior Design** achieved a satisfaction level of 50%, suggesting that customers appreciate the comfort, aesthetics, and overall cabin experience offered by Hyundai cars. **After-Sales Service** recorded the lowest, yet still positive, satisfaction level of 46%, indicating that while customers are generally satisfied with service quality, there is scope for improvement in areas such as service turnaround time, customer support, and maintenance assistance.

Overall, the findings reveal that Hyundai car owners in Rohini, Delhi, are highly satisfied with the key features of their vehicles, particularly safety, fuel efficiency, and performance, which contribute significantly to customer loyalty and positive brand perception.

Overall Satisfaction level



The chart indicates that the overall satisfaction level of Hyundai car owners in Rohini, Delhi, is highly positive. Nearly half of the respondents (48%) are **highly satisfied** with their Hyundai vehicles, while 36% are **satisfied**. Only 10% of respondents expressed a **neutral** opinion, and a small proportion (6%) reported being **dissatisfied**. The findings suggest that the majority of customers have a favorable perception of Hyundai vehicles, reflecting strong customer satisfaction and a high likelihood of brand loyalty and repeat purchases.



7. FINDINGS

The majority of respondents were highly satisfied with Hyundai vehicles.
Safety features received the highest satisfaction scores.
Fuel efficiency and engine performance were major strengths.
Customers appreciated Hyundai's modern design and technology.
After-sales service was viewed positively, although some customers expected faster service delivery.
Brand trust and reliability significantly influenced loyalty and repurchase intentions.

8. SUGGESTIONS

Enhance digital customer support platforms.
Expand service capacity during peak periods.
Introduce additional premium features in mid-range models.
Strengthen customer feedback mechanisms.
Improve spare-parts availability and service turnaround time.
Conduct periodic customer satisfaction surveys.

9. CONCLUSION

The study concludes that Hyundai enjoys a strong reputation among automobile users in Rohini, Delhi. Customer satisfaction levels are high due to product quality, safety features, driving comfort, fuel efficiency, technological innovation, and effective service support. The findings indicate that satisfied customers demonstrate strong loyalty, willingness to recommend the brand, and intentions for repeat purchases.

The competitive nature of the automobile industry requires continuous improvement in products and services. Hyundai must continue investing in innovation, customer relationship management, and service excellence. Enhancing digital engagement, reducing service waiting times, and strengthening customer communication can further improve customer satisfaction. The study confirms that customer satisfaction remains a critical determinant of brand loyalty and long-term business success in the automobile industry.

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