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Factors Influencing Customer Buying Decisions and Consumer Behaviour at Kundan Hyundai, Pune

A Descriptive Study of Product Attributes, Marketing Influence and Dealership Experience

Submitted by
Shrikant Vasantrao Amle
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Under the guidance of
Prof. Arvind Burande

School of Business
Indira University, Tathawade, Pune

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ABSTRACT

The purchase of a passenger car is a considered decision involving a substantial financial commitment. Customers compare brands and models on several dimensions, including safety, performance, design, technology, fuel efficiency, price, finance options and the quality of the dealership experience. This paper examines the factors influencing customer buying decisions at Kundan Hyundai, Pune, with particular attention to product attributes, marketing communication and customer-facing dealership services.

The study follows a descriptive research design and draws on primary data collected from 100 respondents through a structured questionnaire administered using Google Forms. Convenience sampling was used. Respondents included existing Hyundai owners and people considering a Hyundai vehicle. The responses were analysed using frequency and percentage analysis. The study also draws on the practical context of the author's three-month OJT experience, which involved receiving leads from the company website and third-party portals, contacting prospective customers, understanding their requirements and budgets, and nurturing leads through follow-up.

The results indicate that customers do not rely on a single purchase criterion. Performance (66%), safety (64%) and brand image (63%) were frequently selected reasons for considering Hyundai. Safety was rated very important by 67% of respondents, while 80% considered advanced technology features very important or important. Finance and EMI schemes influenced 72% of respondents who agreed or strongly agreed. Digital channels were important: social media was the first source of awareness for 39% of respondents, and 80% reported an influence from social media promotions. Dealership experience also mattered; 83% were satisfied or very satisfied with the test-drive experience, and 81% said they would probably or definitely recommend Kundan Hyundai.

The findings suggest that Kundan Hyundai should connect digital lead generation with timely, relevant follow-up; communicate safety and technology benefits clearly; make finance and exchange options easy to understand; and maintain consistent service quality across showroom interactions and after-sales support. The study is limited by its sample size, non-probability sampling and single-dealership scope.



Keywords: consumer behaviour, automobile purchase decision, lead generation, customer satisfaction, digital marketing, dealership experience, Hyundai.

1. INTRODUCTION

The Indian passenger vehicle market offers customers a wide range of brands, body styles and price points. A car purchase is rarely an impulsive decision: buyers typically compare specifications, safety equipment, fuel and maintenance costs, financing, resale expectations and the reputation of the manufacturer and dealer. Digital information has made this comparison process easier, while also increasing the number of alternatives considered before a showroom visit.

In this environment, the dealership has an important role. It is often the point at which online research becomes a real customer interaction. The way a sales consultant listens, explains product differences, arranges a test drive and responds to questions can strengthen or weaken the customer's confidence. Kundan Hyundai, an authorised Hyundai dealership in Pune, operates in this customer-facing environment and provides vehicle sales, test drives, finance and exchange assistance, insurance support and after-sales services.

1.1 BACKGROUND AND STATEMENT OF THE PROBLEM

Customers considering a Hyundai vehicle may be attracted by the brand's product range, design, technology and reputation. However, a positive brand impression does not automatically result in a purchase. Buyers may hesitate because of price differences, uncertainty about features, comparisons with competing models, financing concerns or the quality of the dealership interaction. A dealership therefore needs to understand which factors matter most to its customers and how its marketing and sales activities influence the final decision.

The present study addresses this practical issue by examining customer responses at Kundan Hyundai, Pune. It considers three connected areas: the factors customers consider while choosing a car; the product features and benefits that shape their evaluation; and the influence of marketing activities and dealership services on awareness, purchase intention and recommendation.

1.2 OBJECTIVES OF THE STUDY

- To identify the key factors influencing customer buying decisions at Kundan Hyundai.
- To examine the advantages of Hyundai vehicle features and benefits in relation to purchase decisions.
- To understand the impact of Hyundai's marketing strategies on customer buying decisions.

1.3 RESEARCH QUESTIONS

- Which product and brand attributes are most frequently considered by respondents?
- How do safety, technology, driving comfort and finance options influence purchase evaluation?
- What role do social media, advertising, sales staff and test-drive experiences play in customer decisions?

1.4 SCOPE AND SIGNIFICANCE

The study is limited to 100 respondents associated with Kundan Hyundai, Pune, including current Hyundai owners and prospective buyers. It examines customer perceptions and reported influences rather than actual sales conversion records. The findings may help dealership managers prioritise customer communication, digital enquiry handling and the showroom experience. They should not be treated as representative of every Hyundai customer or every dealership.

1.5 PRACTICAL CONTEXT: LEAD GENERATION AT THE DEALERSHIP

The author's OJT responsibilities provide a useful operational context for the research. Leads were received through the company website and third-party vendors or online portals. The first step was to contact the customer and understand the preferred model, variant, intended use, budget and likely purchase timeline. Based on the conversation, the lead's level of interest was assessed. Customers with limited immediate interest were nurtured through product information and follow-up, with the aim of moving them from cold to warm and then hot leads. Interested customers were encouraged to visit the showroom and take a test drive where appropriate.



This process shows why lead generation and consumer behaviour should be considered together. A lead is only an initial expression of interest. The quality of the first conversation, the relevance of the information shared and the consistency of follow-up can influence whether that interest develops into a genuine sales opportunity.

2. REVIEW OF LITERATURE AND CONCEPTUAL BACKGROUND

2.1 CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour concerns the way individuals identify needs, search for information, compare alternatives, make purchases and evaluate their experience afterwards. Kotler and Keller (2016) explain that marketers need to understand not only what customers buy, but also why, when and how they make decisions. This is especially relevant to automobiles because the product is expensive, durable and closely connected to everyday mobility and family needs.

Schiffman and Wisenblit (2018) describe consumer behaviour as a process influenced by personal, psychological, social and cultural factors. In a car purchase, income and occupation can shape affordability; family members and peers can influence brand preference; and a buyer's perception of reliability, safety and status can affect the final choice.

2.2 THE CUSTOMER DECISION PROCESS

A useful framework is the five-stage decision process: need recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation (Kotler & Keller, 2016). A customer may recognise the need for a car because of family requirements, work travel or replacement of an existing vehicle. The customer then searches online, consults acquaintances and visits dealerships. Competing models are compared on price, features, safety, fuel economy and ownership costs. The final decision may be affected by finance, exchange offers, availability and the sales interaction. After purchase, the ownership and service experience influence satisfaction and recommendations.

2.3 BRAND IMAGE, PERCEIVED VALUE AND PRODUCT QUALITY

Brand image can reduce uncertainty when customers are choosing between products with similar specifications. Aaker (1996) discusses brand equity as an asset that can support preference and customer loyalty. Keller (1993) similarly highlights the importance of brand knowledge in shaping customer response. For a car buyer, brand associations may include reliability, engineering, design, service access and resale expectations.

Perceived value is not simply the lowest price. Zeithaml (1988) explains value as the customer's overall assessment of what is received relative to what is given up. In automobile buying, customers may weigh the purchase price against safety equipment, comfort, fuel efficiency, warranty, service availability and expected maintenance. Garvin's (1987) work on product quality also draws attention to dimensions such as performance, durability, reliability and perceived quality.

2.4 SERVICE QUALITY AND DIGITAL MARKETING

The dealership interaction is part of the product experience. Parasuraman, Zeithaml and Berry (1988) identify reliability, responsiveness, assurance, empathy and tangible elements as important dimensions of service quality. These ideas apply to sales staff knowledge, response time, transparency, test-drive arrangements and service support. Digital marketing adds another layer: company websites, search advertising, social media and online reviews help customers discover and assess brands before visiting a showroom (Chaffey & Ellis-Chadwick, 2019).

2.5 RESEARCH GAP

The OJT report identifies a need for dealership-level evidence focused on Hyundai customers in the Pune market. The present study brings together purchase factors, product features, marketing channels and dealership experience in one descriptive analysis. Its contribution is local and practical: it offers a snapshot of the views of the 100 respondents surveyed at or through Kundan Hyundai.



3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The study uses a descriptive research design. This design is suitable because the purpose is to describe respondent characteristics and summarise the factors they report as influential in their buying decisions. The study does not attempt to establish cause-and-effect relationships or test a predictive model.

3.2 POPULATION, SAMPLING AND SAMPLE SIZE

The sampling unit consisted of individuals who owned a Hyundai vehicle or were actively considering purchasing one through Kundan Hyundai, Pune. A total of 100 respondents participated. Convenience sampling, a non-probability technique, was used because respondents were selected on the basis of accessibility and willingness to participate during the OJT period. The sample included showroom visitors and Hyundai owners within the researcher's accessible network.

3.3 DATA COLLECTION

Primary data was collected through a structured questionnaire administered using Google Forms. The questionnaire covered demographic details, current Hyundai ownership, models considered, purchase factors, safety, technology, finance, promotional influence and dealership experience. It used single-response, multiple-response and rating-scale questions. Secondary information was drawn from the OJT report's literature review, Hyundai materials and industry publications.

3.4 DATA ANALYSIS

Responses were compiled and summarised using frequency and percentage analysis. For each response category, the percentage was calculated by dividing the number of responses in that category by the number of valid responses to the question and multiplying by 100. Multiple-response questions were treated separately because respondents could select more than one option; their percentages therefore do not add to 100%.

3.5 PERIOD AND ETHICAL CONSIDERATIONS

The OJT report records the study period as 15 May 2026 to 14 August 2026 (90 days). The questionnaire was used to collect respondent opinions for academic analysis. The research paper reports aggregate results and does not reproduce individual respondent identities.

3.6 LIMITATIONS OF THE METHOD

- Convenience sampling does not provide every Hyundai customer with an equal chance of selection.
- A sample of 100 is useful for an internship-level descriptive study but is limited for broad generalisation.
- Self-reported answers may reflect recall or social desirability bias.
- The study covers one dealership and one brand, so results may differ in other locations.
- Percentage analysis describes response patterns but does not establish statistical significance or causality.

A data-quality note is important: a few figures in the OJT report's narrative summary do not match the corresponding frequency tables. Where both are available, this paper uses the underlying table counts and percentages. For example, the finance/EMI table shows 43% strongly agree and 29% agree (72% combined), while one narrative summary states 82%. The table-based total is used here.

4. RESULTS AND ANALYSIS

4.1 PROFILE OF RESPONDENTS

The respondent group was relatively young. People below 25 years represented 53% of the sample, followed by the 25–35 age group at 31%. Respondents aged 36–45 accounted for 14%, while 2% were aged 46–55. Male respondents represented 76%, female respondents 22% and other respondents 2%. Salaried employees formed the largest occupational group (39%), followed by students (29%), business owners (24%) and professionals (8%).



Respondent characteristic	Largest category	Share
Age	Below 25 years	53%
Gender	Male	76%
Occupation	Salaried employee	39%
Monthly income	₹50,000–₹1,00,000	30%
Hyundai ownership	Currently own a Hyundai	51%
Model purchased/considered	Creta	30%

The income profile was mixed: 30% reported monthly income between ₹50,000 and ₹1,00,000, 25% below ₹50,000, 20% between ₹1,00,000 and ₹2,00,000, 9% above ₹2,00,000 and 16% were not earning yet. Existing Hyundai owners made up 51% of respondents, while 49% did not currently own one. The Creta was the most frequently selected model (30%), followed by the Venue (22%), other models (20%), Exter (17%) and i20 (11%).

4.2 FACTORS INFLUENCING THE BUYING DECISION

The multiple-response question on reasons for choosing Hyundai indicates that performance was selected by 66 respondents, safety by 64 and brand image by 63. Features were selected by 56 respondents, price by 47 and service support by 46. These results suggest that respondents considered a combination of product and brand factors rather than relying on one dominant attribute.

Purchase factor	Respondents	Percentage
Performance	66	66%
Safety	64	64%
Brand image	63	63%
Features	56	56%
Price	47	47%
Service support	46	46%

Safety emerged as a strong consideration: 67% rated it very important and another 19% rated it important. In total, 86% assigned safety one of the two highest importance levels. A total of 65% agreed that the Global NCAP five-star safety rating influenced their decision, while 26% were neutral and 9% disagreed.

Engineering and build quality also received favourable responses. In the relevant question, 56% strongly agreed and 30% agreed that Japanese and German automotive engineering and build quality influenced their purchase, giving a combined positive response of 86%. Fuel efficiency remained relevant, with 68% rating it very important or important, although 27% were neutral. Advanced technology features were rated very important by 48% and important by 32%, a combined 80%.

4.3 FINANCIAL INCENTIVES, PRODUCT EXPERIENCE AND DEALERSHIP SERVICE

Financial considerations were visible in the responses. On corporate discounts, 39% strongly agreed and 36% agreed that discounts influenced their buying decision (75% combined). Exchange and competitive offers from Kundan Hyundai were rated very attractive by 53% and attractive by 23%. For finance and EMI schemes, 43% strongly agreed and 29% agreed that these influenced their purchase decision. The combined positive response is therefore 72%, based on the frequency table.

Product experience was generally rated positively. A total of 56% were very satisfied and 31% satisfied with Hyundai's driving comfort and suspension, giving 87% combined satisfaction. Smooth driving experience influenced the purchase decision for 82% of respondents who strongly agreed or agreed. Awareness of competitor features such as a 360-degree camera and ADAS was reported by 66.7% of valid responses. On whether the presence or absence of such features affected the decision, 22% strongly agreed and 32% agreed (54% combined), while 31% were neutral.



The pick-up and drop facility was considered very useful by 56% and useful by 32%, a combined 88%. This indicates that convenience services can add value beyond the vehicle itself.

4.4 MARKETING AND CUSTOMER AWARENESS

First source of awareness	Respondents	Percentage
Social media	39	39%
Friends/relatives	31	31%
Showroom visit	10	10%
Newspaper	10	10%
Website	8	8%
Other	2	2%

Social media was the leading first source of awareness about Kundan Hyundai (39%), followed by friends and relatives (31%). Showroom visits and newspapers each accounted for 10%, while the website accounted for 8%. Advertisements were rated very effective by 52% and effective by 26%, a combined 78%. Social media promotions influenced the purchase decision for 80% of respondents (46% strongly agreed and 34% agreed).

4.5 DEALERSHIP EXPERIENCE AND ADVOCACY

Sales executive product knowledge received a strong rating: 87.9% of valid responses selected the highest score of 5 out of 5. The test-drive experience was rated very satisfactory by 56% and satisfactory by 27%, totalling 83%. Showroom ambience and customer service influenced the decision for 71% who strongly agreed or agreed. Compared with competing dealerships, 49% rated Kundan Hyundai much better and 28% better (77% combined). A total of 53% would definitely recommend the dealership and 28% would probably recommend it, giving an 81% positive recommendation response.

These results point to the importance of the human interaction at the dealership. Digital campaigns may create awareness, but knowledgeable staff, a well-managed test drive and responsive follow-up help customers assess the offer with greater confidence.

5. DISCUSSION

5.1 CUSTOMERS EVALUATE THE TOTAL OFFER

The results show that customers consider several factors together. Performance, safety and brand image were the most frequently selected reasons for choosing Hyundai, while features, price and service support also received substantial selections. This pattern is consistent with the view that automobile buying is a high-involvement decision. Buyers are not simply choosing a vehicle at a particular price; they are assessing the value and risk of a long-term ownership commitment.

5.2 SAFETY AND TECHNOLOGY NEED CLEAR EXPLANATION

The high importance assigned to safety suggests that customers expect sales discussions to address safety equipment in a clear and factual manner. The positive response to engineering and build quality indicates that brand and product credibility matter. At the same time, more than half of respondents agreed that the presence or absence of ADAS and 360-degree camera features affected their decision. The dealership should therefore avoid relying on broad claims and instead explain which features are available on each model and variant, how they work and what practical benefit they provide.

5.3 AFFORDABILITY IS ABOUT MORE THAN THE EX-SHOWROOM PRICE

The influence of discounts, exchange offers and EMI schemes indicates that customers assess the financial package as a whole. Finance can make a vehicle more accessible, but customers need transparent information about down payments, interest rates, tenure, processing charges and total repayment. A sales conversation that connects the customer's budget with an appropriate model and finance option may be more useful than presenting a discount in isolation.



5.4 DIGITAL DISCOVERY MUST CONNECT TO PERSONAL FOLLOW-UP

Social media was the leading awareness channel in the sample and promotions influenced a large majority of respondents. This supports continued investment in digital content, but it also highlights the need for disciplined lead management. An online enquiry should be followed by a timely first contact, a relevant conversation and follow-up suited to the customer's readiness. The OJT lead-nurturing process—understanding need, model preference, budget and purchase timeline, then classifying and following up the lead—provides a practical way to connect marketing activity with sales opportunities.

5.5 DEALERSHIP SERVICE CAN BUILD TRUST AND REFERRALS

Favourable responses to sales staff knowledge, test drives, showroom experience and recommendation intention suggest that dealership service is an important part of the customer's evaluation. These are areas where the dealership can exercise direct control. Consistency matters: a positive first interaction should be matched by accurate information, reliable commitments, transparent documentation and responsive support after delivery.

5.6 INTERPRETATION WITH CAUTION

The results describe the 100 respondents surveyed; they do not prove that a particular marketing activity caused a purchase. The sample is non-random and includes both existing owners and prospective buyers. In addition, a small number of narrative percentages in the source OJT report differ from the underlying tables. For this paper, combined response percentages have been calculated from the displayed category counts wherever possible, and findings are interpreted as descriptive indications.

6. MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

- Improve lead response discipline. Record the source, enquiry date, preferred model, budget, purchase timeline and next follow-up date for every lead. Set a clear process for prompt first contact and ensure that no interested enquiry is left without a next step.
- Use need-based lead nurturing. Tailor calls and messages to the customer's stated requirement. Share only relevant model, variant, feature, finance and offer information rather than sending the same generic message to every lead.
- Make safety and technology demonstrations practical. During showroom visits and test drives, explain the safety equipment and technology available on the exact variant being considered. Use accurate feature comparisons and avoid implying that a feature is standard when it is variant-specific.
- Present finance and exchange options transparently. Provide a simple written breakdown of on-road price, down payment, EMI, loan tenure, interest and applicable exchange or corporate benefits. This can help customers compare options with confidence.
- Strengthen social media-to-showroom conversion. Use localised model videos, feature explainers, customer stories and clear enquiry routes. Track which campaigns generate qualified enquiries and which lead to showroom visits and test drives.
- Maintain sales staff capability. Conduct regular product and competitor training, including model-wise feature differences, variant availability and frequently asked customer questions.
- Protect the quality of the test-drive experience. Confirm appointments, prepare the vehicle, understand the customer's priorities and allow time for questions after the drive.
- Use service convenience to support retention. Communicate pick-up and drop availability, service reminders and complaint-resolution channels clearly. Follow up after delivery to identify concerns early.
- Collect feedback systematically. Use short post-visit and post-delivery feedback forms, review recurring complaints and share corrective actions with the sales and service teams.

7. CONCLUSION

This study examined the factors influencing customer buying decisions and consumer behaviour at Kundan Hyundai, Pune, using responses from 100 participants. The findings indicate that performance, safety, brand image and product features are important parts of the customer's evaluation. Safety was rated very important by 67% of respondents, and



80% considered advanced technology features very important or important. Finance and EMI schemes also mattered, with 72% giving a positive response to their influence.

Digital channels, particularly social media, played a significant role in customer awareness and purchase consideration. However, the dealership experience remained important: respondents gave favourable ratings to sales executive knowledge, test drives and showroom service, and 81% expressed an intention to recommend Kundan Hyundai. The evidence therefore supports an integrated approach in which digital lead generation is followed by relevant human interaction and dependable service.

The study's practical conclusion is that customer conversion should be managed as a journey rather than a single sales call. Kundan Hyundai can strengthen this journey by understanding customer needs early, communicating product and financial information accurately, following up consistently and maintaining a positive ownership experience. Because the study is limited to a convenience sample of 100 respondents at one dealership, its findings should be used as local managerial guidance rather than as a general statement about all Hyundai buyers.

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SOURCE NOTE

Primary survey figures, research objectives, sampling details, OJT dates and internship-process descriptions in this paper are drawn from the author's OJT report, "Lead Generation Strategies and Consumer Behaviour Assessment at Kundan Hyundai." The references above support the conceptual discussion. The paper does not add new respondent data or claim that additional fieldwork was conducted.



APPENDIX: SUMMARY OF THE STUDY DESIGN

Item	Details
Study location	Kundan Hyundai, Pune
Study period	15 May 2026 – 14 August 2026
Research design	Descriptive
Sample size	100 respondents
Sampling method	Convenience sampling
Primary instrument	Structured questionnaire via Google Forms
Analysis technique	Frequency and percentage analysis