

Post Purchase Behaviour among Car Owners in Aizawl City: A Case Study of Hyundai Motors

A Dissertation Submitted to Mizoram University in partial fulfillment of the requirement for the Award of the Degree of Master of Philosophy in Commerce



By

Lalchhantluangi Pachuau

MZU/M.Phil/16/23

Under the Supervision of

Dr. Laldinliana

Assistant Professor

DEPARTMENT OF COMMERCE

SCHOOL OF ECONOMICS, MANAGEMENT AND INFORMATION
SCIENCES

MIZORAM UNIVERSITY, AIZAWL- 796004

JUNE, 2018

DECLARATION
MIZORAM UNIVERSITY
JULY, 2018

I, Lalchhantluangi Pachuau, hereby declare that the subject matter of this dissertation is the record of the work done by me and the contents of the research does not form the basis of an award of any previous degree given to me or to the best of my knowledge to anybody else and that the dissertation has not been submitted by me for any research degree in any other University or Institute.

The dissertation is being submitted to Mizoram University for the degree of Master of Philosophy in the Department of Commerce.

Date:

(Lalchhantluangi Pachuau)

Place: Aizawl, Mizoram

Research Scholar

(Dr. Bhartendu Singh)

(Dr Laldinliana)

Head of Department

Supervisor

CERTIFICATE

This is to certify that the dissertation entitled “**Post Purchase Behaviour among Car Owners in Aizawl City: A Case Study of Hyundai Motors**” submitted to Mizoram University for the award of the degree of Master of Philosophy in Commerce, is a record of the research work carried out by **Ms. Lalchhantluangi Pachuau** under my supervision.

She has fulfilled all the requirements laid down in the M. Phil regulations of Mizoram University. The dissertation is the result of her investigation into the subject matter. To the best of my knowledge, neither the dissertation as a whole or any part of it was ever submitted to any other University for any degree.

Date:

(Dr. Laldinliana)

Place: Aizawl, Mizoram

Supervisor

I would like to thank the ‘**Almighty God**’ for giving me good health and sound mind and protection throughout my work and finish my work just as I had hoped to. Praise be to God.

My sincere and indebted gratitude, and respect goes to my supervisor, **Dr Laldinliana, Assistant Professor, Department of Commerce, Mizoram University**, for his continuous encouragement and guidance throughout my research. He is my source of motivation and advocate in the completion of my work. His knowledge and guidance has made me gain numerous information that no book can ever teach me.

It is my prime responsibility to thank the **Head of Department** and all the **faculty members** for giving me the opportunity to be a part of the research community for which I have gained tremendous knowledge and experience.

I would also like to give my heartfelt gratitude to **Mr. Tlantluanga, Authorized Dealer of Zodin Hyundai** and **Mr. Joseph Lalchhanhima, Authorized Dealer of CK Hyundai** and all their staff members who gave their invaluable time to help me gather the information required for the dissertation and to all the respondents who spared their time to answer the questionnaire.

Also, my heartfelt thank you to my parents, **Mr P.C Lalnunzira** and **Mrs Cecilia Z Chawngthu** for all the constant motivation and support, emotionally, spiritually and financially and for always encouraging me to keep my studies as my top most priority.

I would also like to give a special ‘Thank You’ to **Mr Vanlalmuana** who has been my constant anchor starting from day one of my research till date and for always being available to clear my doubts.

Last, but not the least, I would like to thank each and every individual for their help and support that has largely contributed to the successful completion of the dissertation.

Place: Aizawl

Lalchhantluangi Pachuau

Date:

CONTENTS

| Contents | Page No. |
|-----------------|-----------------|
|-----------------|-----------------|

Declaration

Certificate

Acknowledgement i

Contents ii-iv

List of Tables v-viii

List of Exhibits ix

| CHAPTER I | INTRODUCTION | 1-33 |
|------------------|---------------------|-------------|
|------------------|---------------------|-------------|

| | | |
|-----|------------------------------------------|---|
| 1.1 | Consumer Behaviour and Consumer Research | 2 |
|-----|------------------------------------------|---|

| | | |
|-----|-------------------------|---|
| 1.2 | Post Purchase Behaviour | 5 |
|-----|-------------------------|---|

| | | |
|-----|-------------------------------------|----|
| 1.3 | Significance and Scope of the Study | 11 |
|-----|-------------------------------------|----|

| | | |
|-----|-----------------------------------------------------------|----|
| 1.4 | Purchase and Post Purchase Dynamics and Consumer Durables | 15 |
|-----|-----------------------------------------------------------|----|

| | | |
|-----|---------------------------------|----|
| 1.5 | Research Design and Methodology | 29 |
|-----|---------------------------------|----|

| | | |
|-------|--------------------------|----|
| 1.5.1 | Statement of the Problem | 29 |
|-------|--------------------------|----|

| | | |
|-------|-----------------------------------|----|
| 1.5.2 | Objectives and Research Questions | 30 |
|-------|-----------------------------------|----|

| | | |
|-------|----------------------|----|
| 1.5.3 | Research Methodology | 30 |
|-------|----------------------|----|

| | | |
|-----|--------------------------|----|
| 1.6 | Limitations of the Study | 32 |
|-----|--------------------------|----|

| | | |
|-----|----------------|----|
| 1.7 | Chapterization | 33 |
|-----|----------------|----|

| | | |
|--------------------|------------------------------------------------------------------------------------------------------|---------------|
| CHAPTER II | HYUNDAI MOTORS LTD: AN OVERVIEW | 34-53 |
| 2.1 | Hyundai Motor Company | 34 |
| 2.1.1 | Hyundai Motor Company: International Operations- Regional Based | 36 |
| 2.1.2 | Environmental Record of Hyundai Motors | 41 |
| 2.1.3 | Hyundai's Venture to Motorsport | 42 |
| 2.1.4 | Hyundai Motor Group: Strategies | 43 |
| 2.2 | Hyundai Motor India Limited | 46 |
| 2.2.1 | Ventures of Hyundai Motors India Limited | 48 |
| 2.2.2 | Sales and Performance of HMIL | 50 |
| 2.3 | Hyundai Motor Dealership in Mizoram | 51 |
| CHAPTER III | ANALYSIS AND INTERPRETATION | 54-129 |
| 3.1 | Comparative Analysis of Pre Purchase Opinion of Attributes of Cars and Actual Opinion after Purchase | 54 |
| 3.2 | Principal Component Analysis of Attributes of Hyundai Cars | 72 |
| 3.3 | Relationship between Demography of Respondents and Post Purchase Dissonance | 78 |
| 3.4 | Analysis of Post Purchase Behaviour model by Hawkins, Mothersbaugh and Mookerjee (exhibit 1) | 81 |
| 3.5 | Demographic Profile of Respondents | 84 |
| 3.6 | Respondents and their Hyundai Cars | 86 |
| 3.7 | Hyundai Car Dealership Opinion by Buyers | 90 |

| | | |
|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------|
| 3.8 | Pre Purchase Opinion on Attributes of Car | 93 |
| 3.9 | Post Purchase Opinion on Attribute of Hyundai Cars | 110 |
| 3.10 | Post Purchase Dissonance among Respondents | 125 |
| CHAPTER IV SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION | | 130-160 |
| 4.1 | Findings | |
| 4.1.1 | Findings on Comparative analysis of Pre Purchase Opinion of Attributes of Cars and Opinion after Purchase | 130 |
| 4.1.2 | Findings on Principal Component Analysis Identification of Major Factors of Post Purchase Opinion of Hyundai Car Owners | 135 |
| 4.1.3 | Findings on the Relationship between Demography and Post Purchase Dissonance | 137 |
| 4.1.4 | Findings on Analysis of Post Purchase Behaviour Model by Hawkins, Mothersbaugh and Mookerji | 139 |
| 4.1.5 | Other Findings | 140 |
| 4.2 | Suggestions | 158 |
| 4.3 | Conclusion | 160 |
| REFERENCES | | 161 |
| ANNEXTURE | | 171 |

LIST OF TABLES

| Table Number | Table Name | Page No |
|---------------|----------------------------------------------------------------------------------------------|---------|
| 1.1 | Number of Non-Government Vehicles on the Road in Aizawl City | 13 |
| 2.1 | Hyundai Car Models manufactured in India | 47 |
| 2.2 | Hyundai Motors India Limited Annual Sales (2000-2017) | 50 |
| 2.3 | Sales Record of Zodin Hyundai from 1/4/11-28/11/15 | 52 |
| 2.4 | Sales Record of CK Hyundai from 10/5/15-31/3/16 | 53 |
| 3.1.1 | Comparison of Pre-Purchase Opinion of Car Body Design and Observed Body Design | 55 |
| 3.1.2 | Comparison of Pre-Purchase Opinion of Car Body Strength and Observed Body Strength | 56 |
| 3.1.3 | Comparison of Pre-Purchase Opinion of Brand Popularity and Observed Brand Popularity | 56 |
| 3.1.4 | Comparison of Pre-Purchase Opinion of Car Colour and Observed Car Colour | 57 |
| 3.1.5 | Comparison of Pre-Purchase Opinion of Car Durability and Observed Durability | 58 |
| 3.1.6 | Comparison of Pre-Purchase Opinion of Horse Power of Car and Observed Horse Power | 58 |
| 3.1.7 | Comparison of Pre-Purchase Opinion of Fuel Efficiency and Observed Fuel Efficiency | 59 |
| 3.1.8 | Comparison of Pre-Purchase Opinion of Footbrake Life of Car and Observed Footbrake Life | 59 |
| 3.1.9 | Comparison of Pre-Purchase Opinion of Footbrake Power of Car and Observed Footbrake Power | 60 |
| 3.1.10 | Comparison of Pre-Purchase Opinion of Gear and Observed Car Gear | 61 |
| 3.1.11 | Comparison of Pre-Purchase Opinion of Headlight Life and Observed Headlight Life | 61 |
| 3.1.12 | Comparison of Pre-Purchase Opinion of Headlight Power before and Observed Headlight Power | 62 |
| 3.1.13 | Comparison of Pre-Purchase Opinion of Height of Car and Observed Height | 63 |
| 3.1.14 | Comparison of Pre-Purchase Opinion of Load Capacity of Car and Observed Load Capacity | 63 |
| 3.1.15 | Comparison of Pre-Purchase Opinion of Maintenance Ease and Observed Maintenance Ease | 64 |
| 3.1.16 | Comparison of Pre-Purchase Opinion of Maintenance Expenses and Observed Maintenance Expenses | 65 |

| | | |
|---------------|-----------------------------------------------------------------------------------------------------------|----|
| 3.1.17 | Comparison of Pre-Purchase Opinion of Overall Functioning of Car and Observed Overall Functioning | 65 |
| 3.1.18 | Comparison of Pre-Purchase Opinion of Overall Look of Car and Observed Overall Look | 66 |
| 3.1.19 | Comparison of Pre-Purchase Opinion of Pick Up of Car and Observed Pick Up | 67 |
| 3.1.20 | Comparison of Pre-Purchase Opinion of Price of Car and Observed Price | 67 |
| 3.1.21 | Comparison of Pre-Purchase Opinion of Resale value and Observed Resale Value | 68 |
| 3.1.22 | Comparison of Pre-Purchase Opinion of Riding Comfort of Car and Observed Riding Comfort | 69 |
| 3.1.23 | Comparison of Pre-Purchase Opinion of Spare Part Availability of Car and Observed Spare Part Availability | 69 |
| 3.1.24 | Comparison of Pre-Purchase Opinion of Travel Comfort of Car and Observed Travel Comfort | 70 |
| 3.1.25 | Comparison of Pre-Purchase Opinion of Tyre Size of Car and Observed Tyre Size | 71 |
| 3.2.1 | KMO and Bartlett's Test- Attribute of Hyundai Car | 72 |
| 3.2.2 | Communality of Attribute of Hyundai Car | 73 |
| 3.2.3 | Total Variance Explained- Attributes of Hyundai Car | 74 |
| 3.2.4 | Pattern Matrix of the Hyundai Car Attributes | 75 |
| 3.3.1 | Correlation between Gender and Post Purchase Dissonance | 78 |
| 3.3.2 | Correlation between Age and Post Purchase Dissonance | 78 |
| 3.3.4 | Correlation between Education and Post Purchase Dissonance | 78 |
| 3.3.5 | Correlation between Marital Status and Post Purchase Dissonance | 79 |
| 3.3.6 | Correlation between Number of Family Members and Post Purchase Dissonance | 79 |
| 3.3.7 | Correlation between Income Level and Post Purchase Dissonance | 80 |
| 3.4.1 | Relationship between Post Purchase Behaviour and Usage | 81 |
| 3.4.2 | Number of Years of Use and Estimated Disposal Time | 81 |
| 3.4.3 | Average Estimated Disposal time based on No of Years already in Use | 82 |
| 3.4.4 | Relationship between Evaluation of Hyundai Car Dealership and Complaint Behaviour | 82 |
| 3.5.1 | Demographic Profile of Respondents | 84 |
| 3.6.1 | Respondents' Model of Hyundai Car | 87 |
| 3.6.2 | Influencer of Purchase | 87 |
| 3.6.3 | Mode of Purchase | 88 |
| 3.6.4 | Duration of Usage of Hyundai Car | 88 |
| 3.6.5 | Estimated Disposal time for Car | 89 |
| 3.6.6 | Prospective Future Purchase of Hyundai Car Brand | 89 |
| 3.7.1 | Dealership from which the Car is Purchased | 90 |
| 3.7.2 | Filing of Complaint to Dealership | 91 |
| 3.7.3 | Level of Satisfaction of Dealership in Customer Care and Service | 91 |

| | | |
|---------------|---------------------------------------------------------------------------|-----|
| 3.7.4 | Level of Satisfaction of Dealership in Spare part Availability | 92 |
| 3.7.5 | Level of Satisfaction of Dealership in Advertisement and Promotion | 92 |
| 3.7.6 | Level of Satisfaction of Dealership in After Sales Service | 93 |
| 3.8.1 | Opinion of importance of Body Design of Car before purchase | 93 |
| 3.8.2 | Opinion of importance of Body Strength of Car before purchase | 94 |
| 3.8.3 | Opinion of importance of Brand Popularity of Car before purchase | 95 |
| 3.8.4 | Opinion of importance of Colour of Car before purchase | 95 |
| 3.8.5 | Opinion of importance of Durability of Car before purchase | 96 |
| 3.8.6 | Opinion of importance of Engine (Horse power) of Car before purchase | 97 |
| 3.8.7 | Opinion of importance of Fuel Efficiency (mileage) of Car before purchase | 97 |
| 3.8.8 | Opinion of importance of Foot Brake Life of Car before purchase | 98 |
| 3.8.9 | Opinion of importance of Foot Brake Power of Car before purchase | 98 |
| 3.8.10 | Opinion of importance of Gear of Car before purchase | 99 |
| 3.8.11 | Opinion of importance of Head Light life of Car before purchase | 100 |
| 3.8.12 | Opinion of importance of Head Light Power of Car before purchase | 100 |
| 3.8.13 | Opinion of importance of Height of Car before purchase | 101 |
| 3.8.14 | Opinion of importance of Load Capacity of Car before purchase | 102 |
| 3.8.15 | Opinion of importance of Maintenance Ease of Car before purchase | 102 |
| 3.8.16 | Opinion of importance of Maintenance Expenses of Car before purchase | 103 |
| 3.8.17 | Opinion of importance of Overall Functioning of Car before purchase | 104 |
| 3.8.18 | Opinion of importance of Overall Look of Car before purchase | 104 |
| 3.8.19 | Opinion of importance of Pick-Up of Car before purchase | 105 |
| 3.8.20 | Opinion of importance of Price of Car before purchase | 106 |
| 3.8.21 | Opinion of importance of Resale Value of Car before purchase | 106 |
| 3.8.22 | Opinion of importance of Riding Comfort of Car before purchase | 107 |
| 3.8.23 | Opinion of importance of Spare Part Availability of Car before purchase | 108 |
| 3.8.24 | Opinion of importance of Travel Comfort of Car before purchase | 108 |
| 3.8.25 | Opinion of importance of Tyre Size of Car before purchase | 109 |
| 3.9.1 | Opinion of Hyundai Car Body Design after Purchase | 110 |
| 3.9.2 | Opinion of Hyundai Car Body Strength after Purchase | 111 |
| 3.9.3 | Opinion of Hyundai Car Brand after purchase | 111 |
| 3.9.4 | Opinion of Hyundai Car Color after Purchase | 112 |
| 3.9.5 | Opinion of Hyundai Car Durability after Purchase | 112 |
| 3.9.6 | Opinion of Hyundai Car Engine (Horse Power) after Purchase | 113 |
| 3.9.7 | Opinion of Hyundai Car Fuel Efficiency (mileage) after Purchase | 114 |
| 3.9.8 | Opinion of Hyundai Car Foot Brake Life after Purchase | 114 |
| 3.9.9 | Opinion of Hyundai Car Foot Brake Power after Purchase | 115 |
| 3.9.10 | Opinion of Hyundai Car Gear after Purchase | 115 |
| 3.9.11 | Opinion of Hyundai Car Headlight Life after Purchase | 116 |
| 3.9.12 | Opinion of Hyundai Car Headlight Power after Purchase | 117 |
| 3.9.13 | Opinion of Hyundai Car Height after Purchase | 117 |
| 3.9.14 | Opinion of Hyundai Car Load Capacity after Purchase | 118 |
| 3.9.15 | Opinion of Hyundai Car Maintenance Ease after Purchase | 118 |
| 3.9.16 | Opinion of Hyundai Car Maintenance Expenses after Purchase | 119 |

| | | |
|---------------|----------------------------------------------------------------------------------|-----|
| 3.9.17 | Opinion of Hyundai Car Overall Functioning after Purchase | 120 |
| 3.9.18 | Opinion of Hyundai Car Overall Look after Purchase | 120 |
| 3.9.19 | Opinion of Hyundai Car Pick Up after Purchase | 121 |
| 3.9.20 | Opinion of Hyundai Car Price after Purchase | 121 |
| 3.9.21 | Opinion of Hyundai Car Resale Value after Purchase | 122 |
| 3.9.22 | Opinion of Hyundai Car Riding Comfort after Purchase | 122 |
| 3.9.23 | Opinion of Hyundai Car Spare Part Availability after Purchase | 123 |
| 3.9.24 | Opinion of Hyundai Car Travel Comfort after Purchase | 124 |
| 3.9.25 | Opinion of Hyundai Car Tyre Size after Purchase | 124 |
| 3.10.1 | Respondents' experience of uncertainty and discomfort after usage of Hyundai Car | 125 |
| 3.10.2 | Frequency of Assessment of Purchase (Is the purchase worth the money spent) | 127 |
| 3.10.3 | Regret of Purchase of Hyundai Car | 128 |

LIST OF EXHIBITS

| Exhibit No. | Name of Exhibit | Page No |
|--------------------|----------------------------------------------------------------------------------|----------------|
| 1.1 | Post Purchase Consumer Behaviour Model | 7 |
| 3.1 | Respondents' experience of uncertainty and discomfort after usage of Hyundai Car | 126 |
| 3.2 | Frequency of Assessment of Purchase | 127 |
| 3.3 | Regret of Purchase of Hyundai Car | 128 |

CHAPTER I

INTRODUCTION

Consumer Behavioural studies attempt to identify and explain factors that affect the allocation of consumers' limited funds amongst the varied goods and services depending on their needs as well as wants. The study of consumer behaviour focus on how individuals make decisions to spend the available resources- time, money and effort on consumption related goods and service. It takes into consideration the decision making to buy goods and services, however, consumer behaviour research goes beyond these facets. Research considers not only on how and why the purchase transaction is carried on, but takes into consideration, how the consumers make use of the purchase and how they are evaluated after purchase. Behavioural research seeks to find out what the consumers are going to do about the disposal of products especially when it comes to durable goods.

This chapter gives an overview of such research on consumer behavior as well as the review of previous research on consumer behaviour comprising of behaviour before, during and after purchase with special reference to consumer durables. This chapter also takes into consideration- the statement of the problem, scope of the study, the research design and methodology along with the limitations of the study.

Consumer behaviour comprises of mental and physical activities for acquisition of goods and services and obtains either satisfaction or dissatisfaction from them. Attitudes and preferences can also be studied through the observation and analysis of a consumer perception, motivation and personality. 'Customer is

King' in the kingdom of Marketing, so, understanding his behaviour is a necessity. Knowledge of a consumers' attitude and perception before and after purchase is one of the most important aspects of marketing. The study of consumer behaviour holds great interest for not only marketers but also for researchers to understand the in-depth factors that play a role in what is bought, why is it bought, how is it bought, what are the internal and external influences that led to purchase which implies that it is one of the sub sets of Human Behaviour.

1.1 Consumer Behaviour and Consumer Research

Consumer behaviour refer to acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts (Engel. et al, 2009). They observed that though the word 'behaviour' is used to include only the overt or observable actions, it is increasingly being recognized that the overt purchasing act is only one portion of the decision process. Jain and Bhatt (2003) stressed that consumer behaviour includes those actions directly involved in obtaining, consuming and disposing of products and services including the decision process that proceeds and follow the action. This takes into account the Pre-Purchase, purchase and post purchase behaviour.

Consumers are influenced by a complex set of deep and subtle emotions and their behaviour stems from values and attitudes, their overall view of the world and from common sense, impulse and whimsy which leads to a large number of both external and internal influences. Consumer behaviour is a rapidly growing application-oriented discipline of study. Technological and digital evolution is rapidly influencing consumers. A consumers' behaviour is a dynamic, complex and multi-dimensional process that reflects the totality of decisions with respect to acquiring, consuming and disposal of activities (Kazmi and Batra, 2009). Consumer behaviour incorporates a vast area - consumption

patterns, preferences, motivation, buying process and shopping behaviour. The basic questions which can be answered through the behavioural study includes

- What consumers buy
- Why they buy it
- How they buy it
- When did they buy it
- How often they buy it (Schiffman and Kanuk, 1988)

Taking into account the behaviour of consumers in respect to durable goods, they are the part and parcel of mans' life. An analysis of consumer behaviour is a must especially for the decision makers of an economy in-order to understand the current and future demand of consumer durables and match the supply with the demand that changes on and on (Laldinliana and Jyoti).

Consumer Behaviour research has emerged as an extension and an essential part of marketing research. It is a set of methods used to identify the needs and accordingly produce such goods and services to satisfy the needs. The focus of consumer behaviour is exclusively used to explore consumer behaviour (Ramaswamy, 1997). Consumer research is used for identifying not only needs but also desires and latent needs in order to understand how the goods and services are perceived and their attitudes before and after promotions of such goods and services and how and why they make the decision of purchase (Louden and Della, 1999). As such, consumer research is the methodology used to study consumer behaviour and the theories so developed has to be tested and supported/rejected before generalization of principles which will prove vital for marketing practice. Only through continuous testing, evaluation, rejection and support of hypothesis can behavioural principles be developed to be made valuable for marketers with insights of the psychological and environmental factors that influences the decision-making process. It also enables marketers to sculpt new market strategies and segments based on certain variables and attribute for specific products or category of products (Batra, 2009).

Taking into consideration consumer research, the understanding of consumer behavioural psychology is necessary. Internal and external factors affect behaviour on purchase of consumer durables and behaviour does not arise spontaneously (Monga and Anand ,2003). The major factors of such behaviour includes:

- **Motivation:** The innate drive that instigates a person to take action for purchase of goods. Cultivated motives, emotional and logical motives, social and reliability motives as well as psychology motives affect the consumers' behaviour.
- **Personality:** Each and every human being has different personality. Different personalities can be studied in the field of marketing to understand the lifestyle and outer looks of the consumer and match it with the products so produced.
- **Attitude:** Attitude is a common feature of all buyers where in each and every buyer has a distinct attitude towards a product or service. Attitude stems from experience, state of mind, an implied behaviour and is influenced by situations.
- **Perception:** Perception involves the intuitive or immediate recognition of the aesthetics of a product or service. The base of interpretation is necessary to be understood to produce and renovate goods and services to attain satisfaction.
- **Learning:** Learning comes through practice and grasping of information. Understanding the level of knowledge that consumer grasps enables the interpretation of wants and needs.

- **Culture and Sub-Culture:** It studies the winsome behaviour of consumers. Culture and sub-culture is a guiding source of purchase implying that understanding such culture through consumer research enables marketers to target specific markets and produce culture oriented goods and services.
- **Reference Groups:** From consumer research point of view, references serve as an important factor of purchase as it leads to the direction with regards to belief, attitude or behaviour leading to specific goods and services. Reference may lead to interface, desire, disapproval or avoidance.
- **Family:** Family directly effect the behaviour of consumers when it comes to durables.
- **Social Class:** Status in the society greatly influences a consumers' behaviour. Source of income, education, standard of living etc determine a consumers basic needs and wants.

1.2 Post Purchase Behaviour

How do people use goods and services? How do they react to prices, advertising and store interiors? What underlying mechanisms operate to produce these responses? Behavioural studies help in revealing the answer to such questions. All consumers in their way of consumption are unique in themselves, they have varied needs and wants that differ from one another and also have different patterns and behaviour of consuming things.

As such, post purchase behaviour refers to the behaviour of consumer after his commitment to a product has been made. It originates out of consumer experiences regarding the use of the product and is indicated in terms of

satisfaction. This behaviour is reflected in repeat purchase or abstinence from further purchase (Krishnamurthy, 2016). In other words, post purchase behaviour is that behaviour exhibited after the purchase decision where the goal of the consumer decision system lies in consumption and consumption occurs during the post purchase phase.

Consumers make three types of purchase: trial purchase, repeat purchase and long-term commitment purchase. As consumers use a product, particularly during a trial purchase, they evaluate the performance in the light of their own expectations. There are three possible outcomes of these evaluations:

- (a) Actual performance matches expectations, leading to neutral feeling;
- (b) Performance exceeds expectations causing positive disconfirmation which leads to satisfaction and
- (c) Performance is below expectations causing negative disconfirmation leading to dissatisfaction. (Engel, Kollat and Blackwell, 2009)

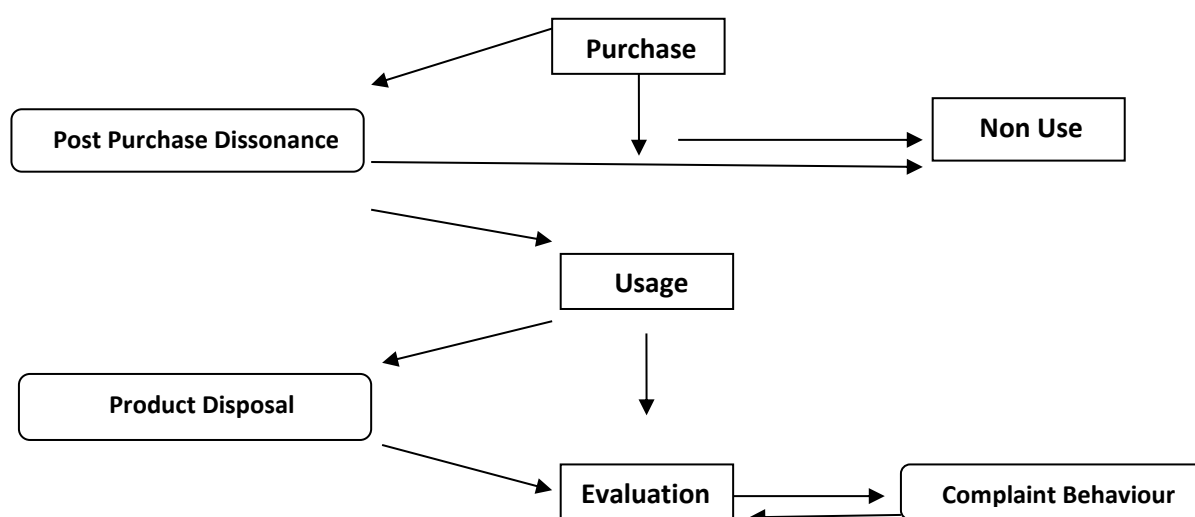
Satisfaction is a 'kind of stepping away from an experience and evaluating it'. One can have pleasurable experience that caused dissatisfaction because even though pleasurable, it wasn't as pleasurable it was supposed or expected to be. So, satisfaction/dissatisfaction isn't an emotion, it is an evaluation of an emotion. 'Consumer Satisfaction means an accordance of subjective expectations and the actual satisfaction of needs towards products and services' (Meffert and Bruhn, 1982).

Confirmation and disconfirmation are the parameters of satisfaction/dissatisfaction. They are the result of a person's comparison between initial product expectations and actual product performance (Olsen and Dover, 1999). An individual's expectations are confirmed when product performance meets expectations and disconfirmed when discrepancies between expectations and performance occur. Positive disconfirmation results when product

performance exceeds prior expectations. Confirmation and positive disconfirmation may lead to satisfaction, while negative disconfirmation results when product performance falls below expectation, negative disconfirmation may lead to dissatisfaction. It is also said that customer satisfaction leads to brand loyalty. This is an assumption made very often in marketing theory as well as practice. Based on this assumption, every producer of any good or service should attach utmost importance to creating consumer satisfaction.

A model developed by Hains, Mothersbaugh and Mookerjee (2010) provides an overview of the post purchase process and behavior of consumer (Exhibit 1.1).

Exhibit 1.1: Post Purchase Consumer Behaviour



Source: 'Consumer Behaviour: Building A Strategy', Hains, et al (2010)

The figure illustrates the relationship among the post purchase processes. As the figure indicates, some purchases are followed by a phenomenon called as post purchase dissonance. Other purchases may be followed by non-use. Most purchases are followed by product use even if there is post purchase dissonance. Product use often requires the disposition of the product package or the product itself. During and after use, the purchase and the product are evaluated by the consumer. Unsatisfactory evaluations may produce complaints. After evaluation, positive disconfirmation may occur by means of gaining committed consumers, repeat purchase, increased use and positive word of mouth. On the other hand,

negative disconfirmation may also occur leading to complaints to manufacturers and dealers, non-use, negative word of mouth or even legal action.

Post Purchase Dissonance: This is a common consumer reaction after making a difficult, relatively permanent decision especially on the purchase of durables. Doubt and anxiety of this type is called post purchase dissonance (Festinger, 1985). The probability of a consumer experiencing post purchase dissonance as well as the magnitude of such dissonance is a function of:

- a) The degree of commitment or irrevocability of the decision
- b) The importance of the decision to the consumer
- c) The difficulty of choosing among the alternatives
- d) The individual's tendency to experience anxiety

When purchase transaction is completed, the consumer starts assessing the pros and cons of the purchase. Such assessment can many times fill him with anxiety. A consumer is bound to be dissonant if there is a discrepancy between the satisfaction levels he had expected from a product and between the satisfaction he actually receive from the product. It has been argued that post purchase dissonance not only comprises of cognitive elements but emotional elements as well (Sweeny, Hauskencht and Soutar, 2000). The consumers can find themselves to be emotionally dissonant as well if they are emotionally connected to the product.

Many researchers have argued that post purchase dissonance is mainly experienced through psychological discomfort (Elliot and Devine, 1994). After the purchase gets completed, the consumer might feel that he didn't require the product in the first stage and could have done without purchasing it (Sweeny, Hauskencht and Soutar, 2000). This thought arises when the consumer starts questioning his own wisdom that whether or not he made the right decision by purchasing the product. The entire process will end up with the consumer feeling

dissonant over the purchase. However, it has also been noted in past researches that when the purchase gets completed and the consumer starts assessing the negative attributes he purchased along with buying the product and the positive attributes which he for-go of the products he didn't purchase create dissonance in his mind. Many consumers are also supposed to be susceptible to the feelings of post purchase dissonance if they feel that their purchase decisions have been influenced by the arguments given by the salespersons which made them buy the product (Cummings and Venkatesan, 1976).

Product Use and Disposition: Most consumer purchase involve nominal or limited decision making and therefore arouse little or no post purchase dissonance. Instead, the purchaser or some other member of the household uses the product without first worrying about the wisdom of the purchase. As the model shows, even when post purchase dissonance occurs, it is still generally followed by product use.

Disposition of the product or the product's container may occur before, during or after product use. Or for the products that are completely consumed, no disposition may be involved. For many product categories, a physical product continues to exist even though it may no longer meet a consumer's needs. A product may no longer function physically in a manner desired by the consumer. An automobile that no longer runs is an example of instrumental function, while one that runs but is out of style is an example of symbolic function. In either case, once a replacement purchase is made or even before the purchase, a disposition decision must be made (Hains, et al. 2010).

Purchase Evaluation: As it is seen in the figure, a consumer's evaluation of a purchase can be influenced by the purchase process itself, post purchase dissonance, product use and product/package disposition. Consumers may evaluate each aspect of the purchase, ranging from information availability to price to retail service to product performance. In addition, satisfaction with one component, such as the product itself, may be influenced by the level of

satisfaction with other components such as the salesperson. For many products, this is a dynamic process, with the factors that drive satisfaction evolving over time (Hassan and Nasreen, 2014)

The expected level of performance can range from quite low to quite high and as such expectations and perceived performance are not independent. Upon utilization of the product, the consumer perceives some level of performance. Such perceived performance level could be noticeably above the expected level or below the expected level or at the expected level. As such, satisfaction with the purchase is primarily a function of the initial performance expectations and perceived performance relative to those expectations (Hartman and Lindgren, 1993).

Since performance expectations and actual performance are major factors in the evaluation process, there is a need for understanding the product and its dimensions. Some of the major determinants of satisfaction and dissatisfaction include

- Core Service Failures- mistakes, billing errors and service catastrophes
- Service Encounter Failures- Service employees were uncaring, impolite, unresponsive or unknowledgeable
- Pricing- High prices, price hike, unfair pricing practices and deceptive pricing
- Inconvenience- Inconvenient location, hours of operation, waiting time for service or appointments
- Responses to service failures- Reluctant responses, failure to respond and negative responses
- Ethical problems- Dishonest behavior, intimidating behavior, unsafe or unhealthy practices or conflicts of interest
- Involuntary switching- Service provider or customer moves, or a third party payer such as an insurance company requires change

There is a possibility of two options for dissatisfied consumers i.e taking action or no action at all. By taking no action, the consumer decides to live with the situation. On the other hand, consumers who take necessary action in response to dissatisfaction generally pursue one or more of the four alternatives. The most favourable of these alternatives is to make complaint to the manufacturers which give companies the chance to reduce the dissatisfaction. Product non-use or stopping all connections and ties with the brand is another action taken by dissatisfied customers. Brand switching, negative word of mouth as well as taking legal actions are other alternatives of actions taken by dissatisfied consumers (Hawkins, et al. 2010)

1.3 Significance and Scope of the Study

India has emerged as avid car enthusiast sporting their prized possessions as status symbols and speed machines. Foreign car companies have discovered the Indian consumers as well as R&D potentials in the Indian technical fraternity and are setting up manufacturing plants across the country at low costs. As such, notable reasons for the growth of the industry are mainly due to the following:

- a) Increase in number of people having more disposable income
- b) Increase in the need of mobility due to urbanization and leisure travel
- c) Car finance options available from financial institutions at reasonable rates of interest
- d) Availability of service centers and spare parts in near vicinity
- e) Improvement in highway infrastructure

The Automobile Industry in the north eastern states have increased over the last few years. The north eastern states comprise of Assam, Nagaland, Arunachal Pradesh, Meghalaya, Manipur, Tripura, Sikkim and Mizoram. This is evident from the number of dealership present in the states despite the population

being very less as compared to other states¹. At present, there are about 47 automobile dealers spreading across the seven northeast states. The most convenient way to travel in these states is through roadways and this is believed to be the rationale behind the growth of the automobile market in the north eastern states. Although a thorough study of growth of automobile sector in the North East as a whole is not done, it is evident from the growth of number of car dealerships in each of the north eastern states.

The need of the study has been identified due to the fact that the purchase of cars is becoming part of a trend for most households and it is necessary to identify and understand post purchase behaviour as well as feedback and review of purchase of such customers. It is evident especially for the capital of Mizoram, i.e Aizawl that the number of automobiles purchased have increased over the years at a very fast pace.

¹ <http://www.business.mapsofindia.com>, 'Automobile Industry in NE States, India' accessed on 23rd February 2017

Table 1.1 provides an overview of the number of private vehicles on the road in Aizawl City from 1st April 2013-31st March 2016

Table 1.1: NUMBER OF NON- GOVT. VEHICLES ON THE ROAD IN AIZAWL CITY

| Sl.No | Category | 2013-14 | 2014-15 | 2015-16 |
|-------|-------------------|--------------|--------------|--------------|
| 1 | Two Wheelers | 58996 | 65920 | 73265 |
| 2 | Auto Rickshaw (P) | 586 | 600 | 621 |
| 3 | Auto Rickshaw (G) | 36 | 36 | 36 |
| 4 | Motor Cab | 6103 | 6156 | 6193 |
| 5 | Maxi Cab | 1297 | 1364 | 1436 |
| 6 | Motor Cars | 12134 | 13639 | 14852 |
| 7 | Jeep | 7516 | 8240 | 8882 |
| 8 | Gypsy | 2274 | 2293 | 2300 |
| 9 | Stage Carriage | 708 | 721 | 747 |
| 10 | Ambulance | 14 | 16 | 21 |
| 11 | Fire Fighter | 0 | 0 | 0 |
| 12 | Recovery Vans | 7 | 7 | 7 |
| 13 | Truck and Lorries | 3016 | 3157 | 3275 |
| 14 | Tractors | 144 | 144 | 149 |
| 15 | Trailers | 64 | 64 | 64 |
| 16 | Excavators | 560 | 630 | 682 |
| 17 | Prison Van | 0 | 0 | 0 |
| 18 | Mac Crane | 9 | 9 | 10 |
| 19 | Others | 9 | 10 | 10 |
| | Total | 93473 | 103006 | 112547 |

Source: Compilation of district wise number of vehicles for non-government vehicles, Department of Transport, Aizawl

From the table it is observed that the top 5 most purchased automobile in Aizawl within the past three years in order from the maximum purchased: Two wheelers, Motor Car, Jeep, Motor Cab, Truck and Lorries as per the records of the Department of Transport, Government of Mizoram.

The study focuses on the post purchase behaviour of Hyundai Car owners who are also the users of such car i.e the consumers who actually drive the car themselves. For the study the concept of ‘owner’ is the person who purchased the car for his own use. The particular brand of car i.e Hyundai is selected since they are the highest selling brand in the state as compared to other big dealers

like Maruti and Tata Motors and also due to the fact that the dealership pays the highest amount of tax among other such motor car dealers in the city².

The study takes into consideration the customers who have purchased the Hyundai i10 and i20 series models. These models have been selected for study since they are the highest selling Hyundai models in Aizawl (Sales Record of CK Hyundai and Zodin Hyundai). The Hyundai i10 and i20 models are classified as Hatchback which are small cars with 4 doors and a boot door. They are designed for comfortable seating. Size of hatchback varies upon design. It could be super mini or a larger one. Hatchbacks are extremely convenient for city driving, easy parking and decent mileage.

The study aims to find out the rationale behind purchasing the particular brand and model of car since certain criteria is believed to be taken into consideration since Mizoram is a hilly region where consumers may have given importance on the power steering, anti-brake system, fog lights at front and rear as well as high ground clearance and whether such criteria is up to the mark and meet their expectations.

The study of automobile comes under the category of consumer durable goods where durables may be defined as tangible goods that normally survive many uses. They require more selling and service, command higher margin and require more seller guarantee. The study includes only the private car owners residing in Aizawl city and focus on the post purchase process and behaviour of such costumers to ultimately find out the levels of post purchase dissonance that may have been experienced by and determinants of both satisfaction and dissatisfaction of Hyundai i10 and i20 models purchased and utilized.

² Personal interview with Mr Zarzoliana, Taxation Officer, Aizawl District

The study also takes into account the sales records of Hyundai car dealers in the state i.e C.K Hyundai and Zodin Hyundai to identify the top car models being purchased as well as to know the extent of its dominance in the motor car dealership domain in the state.

The scope is limited to the topic “Post Purchase Behaviour among Car Owners in Aizawl City: A Case Study of Hyundai Motors”

1.4 Purchase and Post Purchase Dynamics and Consumer Durables

The following literature gives an overview of past research work done on consumer behaviour, be it pre-purchase, purchase and post purchase behaviour with special reference to consumer durables -

Oliver (1980) explained how expectations impact satisfaction judgments independent of other cognitive variables such as disconfirmation. He reported that expectations provide a standard or frame of reference against which satisfaction judgments are made.

Srinivas (1982) found that product performance and prior expectation are not directly related. Instead a modify variable known as “disconfirmation of expectation” is a significant mediator in the situation. When the product is used and the consumer experiences how well it performs his or her expectation may be exceeded in which case satisfaction will be high, matched with resulting in satisfaction or, if performance is short of expectation, dissatisfaction may result.

Newman and Werbel (1984) undertook a study on automobile brand loyalty. Their study focuses on consumer durables wherein a new measure of loyalty was compared with traditional repurchase definition and as such various influences of brand loyalty were found out through multi variate analysis. The sample size comprised of 280 households in the United States excluding Alaska. Findings of

the study revealed that brand loyalty was higher than average for persons who did not graduate from high school or college but had occupations in low or medium jobs who were fairly optimistic and satisfied with their cars.

Parker (1988) conducted a study to examine the relationship that exists among consumer brand preference, attitude, importance of brand attribute and perception. Data was collected from 105 consumers and information so collected was based on preferences towards seven car brands, perceptions of the attributes of these cars and satisfaction scores were obtained. Attribute of cars such as operation, power, warranty, style, size and dependability were included in the analysis. The findings of the study revealed that evaluation of a brand was a comparative process where in the preference of one brand was highly dependent on consumer's attribute perception and attributes towards other brands.

Modigliani (1986) suggested that population dynamics are greatly in influence with the life cycle. In this sense, there is an association between demographic and macroeconomic concepts of income and consumption, because among other things, the close association between levels of income and stages of the life cycle. These factors also influence the nature of social roles and traits that affect consumer behavior during different age phases of the life cycle. Demographic events are often triggers for the consumption of goods and services during the life cycle.

Qualls (1986) conducted a study on family decision making. The study focused on discovering the effects of family member's gender on the influence patterns for several household decisions. The study revealed that gender greatly influences the decisions on purchase of both consumer durables and non-durables.

Halstead (1989) reported that expectation and subjective disconfirmation beliefs are good predictors of consumer satisfaction judgment and repurchase intention and even complaint activities.

Laurent and Kapferer (1990) focused on 'Consumer Involvement Study'. Fourteen product categories- durables, textiles, drugs etc were selected for the study. The sample size of the study consists of 100 housewives. The study found that when consumers were involved, they were engaged in behaviour such as active search, extensive choice process, active information processing etc. and when they are not involved, these behaviour were absent.

Sirgy (1992) conducted a study of self-concept in Consumer Behaviour Research which focuses on the conformity of self-image while selecting products. The study found that consumers attempt to preserve or enhance their self-image. The study further provided that self-image comprises of actual self-image, ideal self-image, social self-image and expected self-image.

Desai and Purohit (1993) in their study revealed that manufacturers of durables like cars, photocopiers, computers etc. use different types of leasing and selling techniques to attract consumers. The problem so discussed was whether the distinction between leases and sales is due to price of the good as well as the level of competition the firm is in with similar product manufacturers. The study argued that leasing and selling would create strategic consequence that extends beyond pricing of the products.

Widgery and Mcgaugh (1993) studied the impact of vehicle message appeals on both men and women of several groups. The study utilized the Multivariate Analysis of Variance (MANOVA) for test of hypothesis. The study found that women were more cautious and indecisive in their decision making. The study also observed that there is an existence of difference among men and women in

their perception of the importance of message appeals relating to vehicle purchase.

Robert (1995) stated that consumer behaviour can be explained in terms of demographic and social-economic backgrounds of the individual. A consumer's inherent characteristics, such as personality, have been used in consumer behaviour research to develop useful marketing tactics.

Woodruff and Jenkins (1995) studied the process of customer satisfaction. The actual and expected performance of consumers were analyzed in this study. They proposed to give modifications to the confirmation/ disconfirmation paradigm in two ways. Firstly, expectations were replaced with experience-based norms as the standard for comparison of a brand's performance. Secondly, a zone of indifference was proposed as a mediator between confirmation and satisfaction.

Goyal (1996) made an inclusive study to examine pre-purchase behavior, factors of motivation, brand loyalty, post purchase behavior with reference to tractors. The sample size consists of 68 farmers. The study shows that the referent group most prevalent on influence are friends and fuel consumption and guarantee were the main attributes for selection of the vehicle. The study also showed that there was high level of brand loyalty.

Jayashree (1997) studied the behaviour of urban working women consumers and focused on the cognitive aspects. The study selected six consumer durables and non- durables i.e bath soaps, shampoos, malted foods, washing machines, microwave oven etc. The study aimed at providing a summarized version of the theory on consumer behaviour and investigated the socio economic profile of the urban working women. Factors influencing the buying decision were studied and awareness regarding the brand and loyalty commanded were also taken into consideration.

Churchil (1999) reported that disconfirmation occupies a central position as a crucial intervening variable. Disconfirmation arises from discrepancies between prior expectations and actual performance. It is worth noting that consumer buying behavior is studied as a part of marketing and its main objective is to learn the way how individuals, groups or organizations choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which consumers base their purchasing decisions.

Sridharan and Dobhal (1999) studied the factors that influence car purchase. The main attribute of purchase was mileage followed by life cost, brand image, price and safety. The study found that there is an inverse relationship with income and the no of earning members. It was also found that first time car buyers are more price cautious.

Mazursky (2000) studied the impact of time delays on consumer's use of different criteria on purchasing goods and found that the time delays may give rise to consumer reliance on various sets of criteria in decision making. Suggestion of the study revealed that category knowledge mediates temporally distanced purchase decision.

Verma and Israney (2000) studied the attitude of consumers towards advertisements and found that only a slim majority of consumers pay attention to advertisements. The study revealed that 60% of men and 53% of women were drawn to such advertisements. The study also found that there is an inverse relation between education level and attitude towards advertisements.

Desai (2001) studied the effects of consumer behaviour towards offering products of different qualities on the product line and explained that lower quality goods may be more popular than high quality goods provided that these products are consumer durables. It gave suggestion to multi product firms that

there may be high level of cannibalization in the market in case both high and low-quality products are produced.

Dikshit (2001) analyze the passenger car market and found that marketers are branched out from the traditional cash down payment and have entered to modern attractions such as arrangement of easy finance, exchange of old models to newer models and so on. The study also found that due to high competition in the automobile market, manufacturers are more and more focused on improving quality at low costs.

Sinha (2002) in his study analyze the Indian Automobile Industry as a whole and found that the sole reason for sustained competitive advantage for car manufacturers is based on the continuous stream of innovation and after sales services. He suggested that companies need to produce diverse segments of products in order to stay relevant in the market. Reliability and durability are other such attributes for customer attraction in the automobile industry.

Dhar and Simonson (2003) analyses the effects of forced choice and explains that when consumers are not confident in their choices but are forced to make the choice so they tend to select options that are easy to justify so that their errors can be minimized. On the other hand, when the option of not to choose any of the alternatives is available, consumers may prefer it to other alternatives.

Hoffe and Lane (2003) studied the attributes of car that are most attractive to buyers in the Chinese car market. The study found that intangible features are given more importance by the buyers as compared to tangible attributes. They found that 60% of the respondents valued the intangible attributes to a high extend. Purchase funnel analysis was used to find that price is also the main driver of purchase for prospective car buyers. However, the study also revealed that reduction in price of the car reduces the value of intangible attribute such as status in the mind of the consumer.

Fern and Ye (2003) in their study focused on the family purchase decision dynamics from a sample of 247 couples. Data was collected using conjoint design and the hypothesis formulated is tested with Dynamic Simultaneous Equations (DSE) model. The study found that spouses tend to not require coercion in a discrete decision and adjusted to influence strategies over time. The study concluded that spouses tend to alternate in using strong means of influences and post purchase evaluations such as perceived influence and satisfaction. Its suggestions include the need for promotional program on family decision making dynamics to communicate messages to the rightful influencer of purchase.

Verma and Gupta (2006) conducted a study to examine the relationship between brand image and the buyer perception of the quality of durables, semi durables and non-durables. For all the three types, consumers rely on brand image which has a significant influence on their quality perception. For durables like television, automobiles etc. consumers pay attention towards price and features of the brand and are convinced that little known brands are risky to buy.

Ravindran (2006) undertook an empirical study on the influencers of car purchase and found that emotions play a dominant role in the decision making. The study also revealed that there is significant difference in the level of influence for first time car buyers and experienced car buyers. The findings showed that the need for self- expression, status and desire to belong to a particular group are the major emotional influences of first time car buyers.

Biischken (2007) analyses the impact of advertisements and other such determinants in the German Car Market. The sample size consisted of 35 brands of cars and found that almost 10% of the advertisement costs are wasted. Data Envelopment Analysis (DEA) was applied to a multiple input-output model of advertising. It was found that brand advertising has lesser impact on small brand portfolios.

Vedpuriswar (2007) in his article Hyundai in India discusses how Hyundai has grown to be the second largest automobile player after Maruti. Hyundai Motors creates its distinct identity in the Indian Automobile industry market by offering various vehicles to fulfill the demand of customers from different segments. His article also speaks of various vital issues like removal of licensing, rationalizing taxes and duties, acquisition of foreign technology and about the revolution overtaking India through its fast growing Automobile Industry.

Sewant (2007) studied the buying behaviour of 100 respondents in Goa. The study showed that the maintenance procedure and mileage are important criteria for consumers in making purchase decisions. The criteria that ultimately played a significant role in purchase decision are mileage, price, required maintenance, acceleration and maker's reputation.

Saraswati (2008), in her study on consumer satisfaction on post sales service with reference to two-wheeler automobile industry in Hyderabad, found that Bajaj, Hero Honda and TVS are the main players. The study revealed that most of the respondents are aware of the service center and receive reminders from the dealers for servicing. Most of the respondents are satisfied with the overall service provided to them.

Herman (2010) in his analysis of the automobile sector of various countries declare that after 2012, the country has become one of the largest automobile exporters of the world. In 2009, India rose to be the fourth largest exporter of automobiles following Japan, South Korea and Thailand. The sector is growing at a remarkable pace of about 18% per annum. The technological changes and progress is the economic liberalization by Indian Government. Innovation and new product launches are a major factor driving growth in sale of cars. A wide distribution and service stations is a key growth in India.

Vyas (2010) in his study focused on the important factors and sources of information in purchase of consumer durables such as refrigerators, automobiles, washing machine and television and so on. It is an exploratory study where data is collected through questionnaire taking a sample of 100 household respondents of Bhavnagar city. The study revealed that company, brand name, guarantee/warranty, price and after-sales services are important motivators of purchase. The study shows that the producer of consumer durables should understand consumer interest much to find higher sale of their products. The study concludes that the competitive market provides opportunity on one hand and threats on the other hand to both the consumer and the producer, so it is quite important to improve core products with value addition to enrich customer satisfaction more in the similar price range. Not only quality improvements but improvement in after sales services can develop replacement demand or demand for second piece of durable products.

Subadra, et al (2010) conducted a study with special reference to car owners of Namakkal district, Tamil Nadu. The sample consisted of 350 car owners residing in the district. According to the study, majority of the respondents formed their expectations through statement of friends and family and the main driver for purchase is the availability of car finance through installments at reasonable interest rates. The demand for motor cars has increased due to growing number of nuclear family. The research shows that comfort and economy are the most important features of passenger cars followed by the availability of spare parts and price of the car. The research concluded that the growth in population of India and the increasing number of middle class consumers are the driving forces of manufacturers and marketers in the auto segment. The manufacturers and marketers who study the behavior of consumers and cater to their needs will be successful.

Menon and Raj VP (2011) in their attempt to conceptualize a model for the study of consumer purchase behaviour of passenger cars in the city of Cochin, Kerala

using secondary data , depth interview of car dealers, financing agencies and car owners found that small car market is becoming prominent in the state due to limited road and parking space. The state responded positively towards the Tata Nano. Sedan and High Sedan are also growing prominently. The study also revealed that since there is major percentage of commoditization in the automobile industry, due to the many choices of brands available immediately, manufacturers have to look internally, if they are making enough growth in the industry and focus on customer satisfaction.

Sarwade and Ambedkar (2011) in their study focused on family purchase behaviour in rural areas and found that the dominant role of purchasing decision of majority of goods is on the housewives. It is found that the income of the family determines the purchase decision making. Incorporate images play a major role in promotion of products in rural areas. It was also found that most purchase is influenced by the availability of the product and its price range.

Gurleen and Sukhmani (2011) emphasize on the pre and post purchase behaviour among various car brands in Punjab taking a sample of 200 respondents. The study focused on mid segment car brands with price range of Rs. 5-8 lakhs. According to their research, Maruti Swift was found to be the most desired brand while Nissan Micra and Fiat Punto were among the least preferred brands. Majority of the respondents were found to have relied on friends and advertisements for the source of information while internet, sales persons and dealer did not play much role in the purchase decision. Brand name, fuel efficiency and price were the primary determinants of car selection. Outlook and after sales service were considered important but were secondary determinants. Capacity, dealer networks and warranty terms were found to be less influencing factors.

Laldinliana and Jyoti Kumar (2012) in their study of consumer behaviour in the tribal economy of Northeast India presented the consumer behaviour of different types of consumer durable goods and non-durable goods. Taking into account only the automobile segment in their study, it shows that most consumers in Mizoram prefer two wheelers for their day to day transport with the influencing factors of purchase being after sales service where majority of purchase made was found to be due to promotion (43.08%), durability (23.08%) and appearance (14.62%). In terms of factors influencing the purchase of four wheelers, the influencing factors that stood out are after sales service (30.25%), promotion (23.53%) and appearance (17.65%).

Srihadi and Setiawan (2015) proposed their study to empirically test the relation between consumer's personal involvement and perceived relational benefit in different industries that possess different levels of customer contact. Influence of perceived relational benefit towards consumer relational response behavior was also examined. The study used descriptive casual research based on a sample of 255 customers of three different types of services, using MANOVA and regression analysis; the study found that confidence is the most important benefit that the consumer considers in building long term relationship with the service provider. Consumers of high contact services perceived social benefit as the second most important where as consumers of moderate and low contact services perceived special treatment benefits as the second most important in building long term relationship with the service provider. The study also showed that confidence benefit is the predictor of consumer relational response in all types of services. Level of consumer involvement with the service differentiates consumers' perceived relational benefits in high contact and moderate contact services, where as consumers perceive the same relational benefit in low contact services regardless the level of consumers' involvement with the service.

Dahiya (2015) in her study of the Indian Car Market and influences of digital market aimed at analyzing the impact of digital practices in the Indian car market

and its influences in the consumer buying-decision process. The study is based on the car owners of Delhi/NCR. The findings of the study show that websites are the most used media channel for seeking information by the car buyers and websites are visited through smart phones. Gender and occupation did not play any significant role in the type of digital media used but income played a significant role where people having an annual income of more than Rs.10 lakh more frequently used YouTube to find information about cars. The study highlights the enumerable impact of digital media among the consumers in their perception and buying behavior of cars.

Dastidar (2016) in his study of responsive behavior of consumers to deals establishes that consumer's exploratory tendencies like brand switching, taking risks, exploration through shopping and information seeking partly motivate their proneness to deals accompanied by the product. Thus, it can be expected that consumers with high levels of exploratory tendencies are more likely to respond to deals and offers especially when it comes to shampoo and refrigerators where deal proneness can be motivated by factors like economic benefit, demographic characteristics and hedonic benefits. Through the study, a profile of different consumers are given

- a) Brand switchers: They are most likely to switch brand of shampoo with good shelf display, free gift offer, buy one get one free, rupees off offer and coupon in that order.
- b) Risk Takers/ Innovative consumers: They are more likely to buy a new/ unknown brand of shampoo that is on sale offer, is well displayed, offer contest, coupon, rebate/refund, free gift.
- c) Investigative consumers: They investigate products, price and availability through shopping and then carefully select them based on deals offered.

Bhukya and Singh (2016) in their study show that a consumer's preference towards products and brands in retail stores is largely dependent on store

ambience, store location, store layout, parking facility and salespersons service quality. As such, the Indian retail space is likely to witness sharp growth due to the emergence of modern retail formats. The findings revealed that of all the five factors under study, parking and store location play the most pivotal role and therefore becomes necessary for retailers to understand what factors influence consumers to choose a particular brand and retail shop.

Tak and Pareek (2016) in their study emphasizes that Indian consumers are attracted towards acquiring luxury brands and purchasing these brands has become a prestige symbol. The study analyses the impact of dimensions of consumers need for uniqueness and consciousness on the attitude towards luxury brands and found that these are positively related to the attitude of the consumers. The respondents expressed their individuality by adapting to new brands and styles. The research suggests that luxury brands should project themselves as unique, since consumers purchase these products for their individual and social value.

In a hypercompetitive global marketplace, the need increases for valid, accessible and practical information about consumer motivation and behaviour. Several studies have been done in order to identify what factors motivate consumers to consume the goods and services as well as the determinants of both positive and negative disconfirmation. It has been found that in case of Fast Moving Consumer Goods, customers are fairly attracted to deals and offers, retail stores through ambience, location, parking availability while in case of services, the customers prefer those services that provide them with high level of confidence as well as their involvement in the services so rendered. Consumers also take into consideration to a huge extent, the brand name, warranties and guarantees as well as after sales services when it comes to durable goods like vehicles, refrigerators, washing machines and so on. Taking into account the automobile segment, in the Indian context, most studies reveal that the main source of decision making for purchase is sought with the help of digital

media. Also, the Indian automobile segment has been booming over the years due to the increase in number of nuclear families as well as the rise in number of middle class consumers and also due to the numerous well equipped dealers leading to the satisfaction of consumers resulting in brand loyalty, repeated purchase and positive word of mouth.

1.5 Research Design and Methodology

1.5.1 Statement of the problem

Mizoram, a small state in the North East Region with its narrow roads of 4,666.993 kms of surfaced road, 2,881.036 kms of unsurfaced road (Statistical Handbook 2013-2014) carrying a fleet of 3,26,464 automobiles (Compilation of Vehicles, Department of Transport 2015-2016) housing a mere 11 lakh people.

The rationale behind the study is that although several studies have been done on consumer behaviour, published and unpublished (Laldinliana & Jyoti Kumar 2012 ; Ralte 2016), a detailed study of post purchase behaviour let alone in the automobile segment has not yet been done. The automobile sector in Mizoram is growing at a very fast pace and is yet to grow with the continuous increase in standard of living As such, the need is recognized since the automobile segment in Mizoram has become one of the fastest growing segment especially in Aizawl City.

An attempt is made to study a small portion of the automobile segment in terms of post purchase behaviour, taking into account Hyundai motor cars in Aizawl City.

Therefore, the study of post purchase behaviour and the variables leading to either positive disconfirmation or negative disconfirmation as well as finding out the level of post purchase dissonance that consumers is also studied in such a manner that proves beneficial in understanding how consumers perceive their purchase after utilization be it satisfactory, neutral or unsatisfactory.

1.5.2 Objectives and Research Questions

Objectives:

1. To identify the differences of opinion of attributes before and after purchase of Hyundai cars
2. To identify the major factors of post purchase opinion of Hyundai car owners
3. To identify the relationship between the demographic profile and post purchase dissonance.

Research Questions:

Based on the model of Post Purchase Behaviour proposed by Hawkins, Mothersbaugh and Mookerjee (Exhibit 1.1)

1. What is the relationship between post purchase dissonance and usage?
2. What is the number of years to which the car owners still intent on using the car?
3. What is the relationship between complaint behaviour and evaluation of the car?

1.5.3 Research Methodology

Data Collection

The study is based on both primary and secondary data. Secondary data is collected from various published and unpublished sources particularly the records of Department of Transport, Government of Mizoram, Statistical Handbook of Mizoram published by the Department of Economics and Statistics, Government of Mizoram, sales records of Hyundai dealers in Aizawl city for the past few years, journals, magazines, books, internet, newspapers and so on. Primary data is collected from Hyundai motor car owners residing in

Aizawl City. The respondents so included in the study have purchased the motor car before 31st March 2016. The research carried out is an Exploratory Research.

The study takes into account 170 Hyundai i10 and i20 car owners spread across different localities in Aizawl. Such respondents were identified through the sales record books of Zodin Hyundai and CK Hyundai, the dealers of Hyundai Motors in Mizoram.

Data Analysis:

Primary data is collected through a structured questionnaire (annexture) that enabled the recognition of various factors and determinants that deviations and differences that exist before and after purchase of Hyundai cars as well as the level of dissonance experienced by different types of consumers. The sample is collected based on 4 zonal regions of the city- Aizawl East, Aizawl West, Aizawl South and Aizawl North using Purposive Sampling Method.

Relevant statistical analysis such as Wilcoxon Signed Rank Test, Principal Component Analysis, Pearsons' Correlation and Spearmans' correlation as well as measures of central tendency and percentage analysis are used to quantify relationship of variables of consumer behaviour relating to post purchase behaviour, the significance of difference between different demographic categories relating to their buying behavior.

1.6 Limitations of the Study

Taking into account the objectives of the study and the research methodology used in the study, the study suffers from certain unavoidable limitations. Such limitations are as under:

- (i) Due to the absence of any prior study of the four-wheeler automobile sector in Aizawl, not much literature from the state of Mizoram could be gathered.
- (ii) The study is confined to specific consumers i.e Hyundai I-series car buyers who are also the direct users of such, who have purchased the car before 31st March 2016, therefore, the study may not be valid for other Hyundai models or other brands of passenger cars.
- (iii) The pre-purchase opinion of attributes of cars were collected from the Hyundai car owners which may have caused bias due to the same time frame of information collection before and after purchase.
- (iv) Dealership opinion of Hyundai Car owners may not reveal the true nature of opinion since there are two dealers of Hyundai Car in Mizoram.

The mentioned points are the unavoidable limitations which may hamper the reliability of the study. However, all the data collection and analysis are done with extra care to achieve the highest accuracy possible.

1.7 Chapterization

The study is organized into the following four chapters:

- **CHAPTER 1: INTRODUCTION**
Introduction to Consumer Behaviour, Significance and Scope of the Study, Review of Literature, Research Design and Methodology and Limitations of the study along with Chapterization are presented in this chapter.

- **CHAPTER II: HYUNDAI MOTORS LTD: AN OVERVIEW**
This chapter gives an overview of Hyundai Motors Ltd at an International level, in the Indian Market as well as its domain in the Mizoram automobile market.

- **CHAPTER III : ANALYSIS AND INTERPRETATION**
A detailed analysis of the demography of respondents, opinion before and after purchase of Hyundai cars along with the analysis of post purchase dissonance, factor analysis to identify buyer behaviour and correlation analysis on post purchase behaviour are carried out in this chapter and inferences are drawn from the analysis.

- **CHAPTER IV: SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION**
The general summary of findings from the analysis, concluding remarks and suggestions from findings and remark are presented in this chapter.

- **REFERENCES**

- **ANNEXTURE**

CHAPTER II

HYUNDAI MOTORS LTD: AN OVERVIEW

The chapter gives an overview of Hyundai Motors at the international level and its evolution throughout the decades, its operations in North America, South America, Europe, Africa and Oceania. Highlights of Hyundai's initiatives towards the environment, ventures to Motorsport and its marketing strategies.

An overview of Hyundai's reign in India is also presented along with all the manufactured cars in India as well as its ventures towards research and development and exports all over the world. Hyundai India sales for the past 17 years have also been highlighted.

The chapter also presents a brief history of Hyundai's venture in Mizoram and its authorized dealerships available along with their sales records from 2011 to 2016.

2.1 Hyundai Motor Company

Chung Ju-yung founded the Hyundai Engineering and Construction Company in 1947. Hyundai Motor Company was later established in 1967. The company became the biggest Korean Chaebol until the late 1990's. The headquarter is located in Seoul, South Korea. HMC acquired Kia Motors, a Korean auto company in 1998. There products include automobiles, commercial vehicles and engines. The company has two divisions viz. Genesis and Kia. At present, Chung Mong-koo, the son of the founder is the current CEO of the company. Hyundai Motor Group at present has 42 subsidiaries and is the second largest conglomerate in South Korea¹.

¹ <https://www.hyundai.com/worldwide/en> , 'About Hyundai'

In 1965, the Pony, the first Korean car, was released in collaboration with Giorgio Giugiaro of ItalDesign and Mitsubishi Motors. Exports began the following year to Ecuador and soon thereafter to the Benelux Countries. In 1984, Hyundai exported the Pony to Canada and worked its way to exports in America the next year. In 1985, its one million'th car was built².

In 1986, Hyundai began to sell cars in the US and the Excel was nominated as “Best Product 10” by Fortune Magazine, largely because of its affordability. The company began to produce models with its own technology in 1988, beginning with the midsize Sonata. In the spring of 1990, aggregate production of Hyundai Automobiles reached the four million mark. In 1991, the company succeeded in developing its first proprietary gasoline engine, the four-cylinder Alpha, and also transmission.

In 1996, Hyundai Motor India Limited was established with the production plant in Irungattukottai near Chennai. In 1998, Hyundai began to overhaul its image in an attempt to establish itself as a world class brand. In 1999, Hyundai's parent company, Hyundai Motor Group, invested heavily in the quality, design, manufacturing and a long-term research of its vehicles³.

In 2004, Hyundai was ranked 2nd in ‘initial quality’ in a survey/study by J.D Power and Associates. Hyundai is now one of the top 100 most valuable brands worldwide. Since, 2002, Hyundai has also been one of the worldwide official sponsors of the FIFA World Cup⁴.

In 2006, the South Korean Government undertook an investigation of Chung Mung Koo's work and practices as the CEO of Hyundai under the suspicion of corruption and was arrested on grounds of embezzlement of 100

² https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited, ‘History and Evolution of Hyundai’

³ https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited, ‘History and Evolution of Hyundai’

⁴ <https://motortrend.com>, ‘JD Power announces Hyundai ranks top in Customer Satisfaction’

billion South Korean Won (US \$106 million)⁵. The Vice Chairman Kim Dong-jin replaced him as head of the company. However, after court proceedings, Chung Mong Koo continues to be the CEO till date.

2.1.1 Hyundai Motor Company International Operations: Regional Based

NORTH AMERICA

United States of America- Hyundai Motor America started selling cars in the US on 20th February 1986, with a single model, the Hyundai Excel offered in a variety of trims and body styles and set a record that year of selling the most automobiles as compared to any other car brand: total sale in 1986 was 1,68,882. Hyundai continued to invest heavily in its American operations due to the growing popularity. In 1990, Hyundai Design Centre was established in Fountain Valley, California. The center was then moved to a \$30 million facility in Irvine, California in 2003 and renamed the Hyundai Kia Motors Design and Technical Center. The facility also houses Hyundai America Technical Center, Inc (1986), a subsidiary responsible all engineering activities in the US for Hyundai⁶.

Hyundai incorporated a new manufacturing facility, Hyundai Motor Manufacturing facility, Hyundai Motor Manufacturing in Alabama, in April 2002 which was completed in 2004 and currently employs more than 4000 workers. In 2006, JD Powers and Associates quality ranking, Hyundai ranked 3rd behind Porche and Lexus beating its long time rival Toyota. However, ranking fell to 12th in 2007 but became the highest ranked Non Premium Nameplate in the JD Power and Associates Initial Quality Study in 2009.

⁵ <https://www.nytimes.com>, 'South Korea arrests Head of Hyundai Motors' written by Sang-hun Choe

⁶ <https://www.hyundaiusa.com>, 'About Hyundai'

In 2010, Consumer Reliability survey ranked Hyundai (including Kia) as the 4th best automaker. The ratings reflect the performance, comfort, utility and reliability of more than 280 vehicles that the magazine tested. In 2012, the Hyundai Elantra was named the North American Car of the Year at the North American International Auto Show, selling more than 2,00,000 cars since the model's redesigned debut.

Canada- In 1989, Hyundai Auto Canada Inc. opened a stamping and assembly plant in Bromont, Quebec with 800 employees. The plant cost \$387.7 million with subsidies from Canadian federal government subsidies of \$131 million. The plant was designed to manufacture approximately 2000 Hyundai Sonatas per week. The Bromont plant was operational for four years before it closed- with Hyundai sales unable to support the plant. With boost of sales in 2009, Hyundai Auto Canada Inc built a new plant in Canada and resume production in Canada. Hyundai is the No.1 import car brand in Canada without a local plant. Sales over 1,00,000 cars per year mark in 2012⁷.

Mexico- Hyundai Motor Mexico entered the market in 2014 with the Hyundai i10 Grand, Elantra and the Hyundai ix35. Hyundai Sonata joined the line up. Hyundai became the highest selling passenger vehicle in Mexico since its entrance in the market.

Panama and Dominican Republic- Hyundai entered the market in 2014 and is currently the no 1 selling car brand⁸.

SOUTH AMERICA

Brazil- Hyundai has been enjoying dominance in the Brazilian Luxury car market for some time. In 2012, Hyundai launched a small bi-fuel car, the HB20,

⁷ <https://www.hyundai.com.mx>, *Hyundai llega a Mexico*

⁸ https://en.wikipedia.org/wiki/Hyundai_Motor_Company, *Regional Achievements of Hyundai*

designed for the mass of Brazilian market. The HB20 was built and launched in the Brazilian plant located in Piracicaba, Sao Paulo. Hyundai also set up a plant in Anapolis, Goias since 2007 where in the HR model and Hyundai Tucson has been designed and manufactured⁹.

ASIA

China- Hyundai is in alliance with the Beijing Automobile Industry Holding Co. to develop an electric car for sale only in China. However, Hyundai and Kia are losing market share because of their over reliance on sedans, poor brand images and huge competition among the local Chinese automakers¹⁰. Hyundai and the Beijing Automative Group manufacture several Hyundai motors as well as a few exclusively marketed in China. In 2010, the company sold more than 7,00,000 passenger cars and 9,55,995 car sales in 2014. Beijing Hyundai has 3 assembly plants, each 3,00,000 unit annual capacity in NE Beijing outskirts. Beijing Hyundai produces most of the taxis in Beijing for the year 2013.

Between 2002-2010, Hawaii Motor made Chinese-market versions of the Hyundai Matrix, the Hyundai Santa Fe and the Hyundai Terracan. The Santa Fe was the fifth most purchased SUV in China in 2010, and some of Hawaii's versions may greatly differ from those sold in other markets. In October 2010, Hyundai signed an agreement with Sichuan Nanjun Automobile on setting up a commercial vehicle joint venture- Sichuan Hyundai Motor Co Ltd¹¹.

Japan- Despite increase in growth of sales of Hyundai all over the world, Hyundai struggled in Japan, having sold only 15,000 passenger cars in 10 years (2001-2010). In 2009, Hyundai pulled out from the passenger car division to give focus to commercial vehicle division instead, Hyundai motors are currently

⁹ <https://www.hyundai.com>, Brazil factory, the new standard bearer of the market

¹⁰ <http://www.hyundai.com/cn/zh>, About Us

¹¹ [http:// auto-che.com/m/sichuan-hyundai-motor-co-ltd](http://auto-che.com/m/sichuan-hyundai-motor-co-ltd)

innovating their plants in Japan to revive their reputation in Japan. The reason for failure is believed to be due to the failure to recognize the value of small passenger cars¹².

Philippines- Hyundai ranks 3rd most selling brand in the Philippines. Hyundai's Getz, i10, Accent, Santa Fe, Sonata and Grand Starex were among the models which brought Hyundai to the third spot. Hyundai doubled in sales in 2010 with 11,086 in 2009 to 22,115 in 2010¹³.

Turkey- In 1997, Hyundai opened a manufacturing plant in Turkey, located in Izmit, Kocaeli Province. The facility named Hyundai Assan Otomotiv was built as a 50-50% joint venture between the Hyundai Motor Company and the Kibar Holding of turkey, the first stage investment estimated at US \$180 million. The plant has an annual production capacity of 1,25,000 units and manufactures- Hyundai Accent, H-100, Starex, the Matrix and i20. In May 2013, Hyundai Turkey Izmit plant capacity increased up to 2,00,000 units with 470 million euro investment. The turkey plant manufactures the best-selling models of Hyundai i.e i10 and i20¹⁴.

EUROPE

Germany- Hyundai operates a Research and Development Centre in Frankfurt, Germany since 1994 which has been responsible for monitoring technology developments in Europe along with the designing and engineering cars for the European market. In 2003, Hyundai opened a new head office in Russelsheim with an investment of 50 million Euro. The site has become the new location for the R & D centre and for the World Rally Team of the company¹⁵.

¹² <http://chosunillbo/businessnews/japan>, Hyundai fails to conquer Japan

¹³ <https://www.hyundai.com/worldwide/en> , 'About Hyundai'

¹⁴ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with Turkey

¹⁵ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with Czech Republic

Czech Republic- In 2008, Hyundai opened its European plant in Nosovice, Czech Republic with an investment of over 1 billion Euros and over 2 years of construction. The plant manufactures Hyundai i30, ix20, ix35 for the European market and has an annual capacity of 3,50,000 cars.

Russia- Hyundai set up a manufacturing plant in Russia located at Taganrog in 2001 manufacturing Hyundai Accent, Sonata, Elantra and Santa Fe in the form of complete knock-down kit assembly. Since 2006, the factory started assembling the Hyundai Porter, County, Aero Town and the HD 500 commercial vehicles. In 2008, Hyundai started the construction of a new manufacturing plant in Saint Petersburg with a planned yearly capacity of 1,00,000 which later expanded to 2,00,000 units per year. Production started in January 2011 with two models: the Hyundai Solaris and the Kia Rio¹⁶.

AFRICA

Southern Africa- The assembly of Hyundai Accent, Sonata and Elantra models was undertaken in Botswana by the Motor Company of Botswana at their Gaborone plant since 1993 in the form of knock down kits. Almost all vehicles manufactured are exported across Botswana's border to South Africa where majority of the dealership are located¹⁷.

Egypt- Hyundai cars are manufactured in Egypt by the local manufacturer, the Ghabbour Group, which is located in Cairo. The plant offers a big range and offers sports models offered only for the Egypt market. Formerly, the company had assembled vehicles such as the Hyundai Verna¹⁸.

¹⁶ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with Russia

¹⁷ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with South Africa

¹⁸ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with Egypt

OCEANIA

Australia- Hyundai ranks No. 4 in the automobile sales in Australia since 2012 and the No 2 sales maker worldwide without any local plant/manufacturer¹⁹.

New Zealand- Hyundai entered the New Zealand auto market in 2011 and is a growing market within the country within 5 years with a growth trend of 27%- 40% till date²⁰.

2.1.2: Environmental Record of Hyundai Motor Group:

Hyundai Motors announced the beginning a 5 year project on 28th April 2008 to turn 50 km² of infertile grassland into a grassland by 2012 which was achieved at the beginning of 2012. This project was achieved with the help of the Korean Federation for Environmental Movement (KFEM)²¹. The project 'Green Zone' is located 660km north of Beijing. The goal of the project is focused towards ending the recurring dust storms in Beijing and to reduce desertification and protect the local ecosystem.

Hyundai Motors plans to give aid to Chevron Corporation to construct upto 6 hydrogen fueling stations in California including locations at the University of California- Davis and the Hyundai America Technical Center in Chino. Hyundai plans to provide a collection of 32 Tuscon fuel cell vehicles which are powered by UTC Fuel Cell power plants²².

¹⁹ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with Australia

²⁰ <https://www.hyundai.com/worldwide/en> , About Hyundai: Alliance with New Zealand

²¹ <http://www.koreatimes.co.kr>, Hyundai Motors begin 'Green Project' in China

²² https://en.wikipedia.org/wiki/Hyundai_Motor_Company, Environmental Record

2.1.3: Hyundai's venture in Motorsport

Hyundai entered motorsport by competing in the F2 class of World Rally Championship in 1998 and 1999. In September 1999, Hyundai released the Accent WRC, a world rally car based on Hyundai Accent. The World Rally Team debuted the car at the 2000 Swedish Rally and had their first top 10 ranking at that year's rally in Argentina when Alister Mc Rae and Kenneth Eriksson finished 7th and 8th respectively. Eriksson later placed 5th in New Zealand and 4th in Australia²³. Hyundai debut the Hyundai Accent WRC with improved reliability in 2001 but could not compete against the four big team i.e Ford, Mitsubishi, Peugeot and Subaru. Nonetheless, at the season- ending of Rally GB, the team achieved their best result with Mc Rae finishing 4th and Eriksson placed 6th.

Hyundai hired the four time champion Juha Kankkunen in 2002 along with Freddy Loix and Armin Schwarz and placed 5th in New Zealand and managed to edge out Skoda and Mitsubishi by one point in the battle for 4th place in the Manufacturerers' World Championship. In September 2003, Hyundai announced its withdrawal from WRC due to budget constraints. However, they made their comeback at the WRC in 2014 with the new Hyundai i20 driven by Neuville with his co-driver Nicolas Gilsoul. They placed 3rd in the Rally Guanajuato in Mexico in 2014. In 2016, Hyundai ranked 1st for the first time at the ADAC Rallye Deutschland²⁴.

²³ https://en.wikipedia.org/wiki/Hyundai_Motor_Company, *Hyundai Motorsport*

²⁴ <http://www.autosport.com>, Hyundai wins and losses in Motorsport: The rise of the modern race cars

2.1.4: Hyundai Motor Group: Strategies

Hyundai business offers perfect product that is a complement to the ever-evolving tastes and lifestyles. The business believes it has the best to offer to its customers driving pleasure that is different from the other brands dominating the automobile market.

Product Differentiation- Differentiation of products remain the main product positioning strategy. Hyundai cars are positioned as the most versatile, convenient, value added model vehicles for the target market. The models are promoted as one of the most economical for the generations to come. The firm relies to a great extent on the openness of the mechanics, for any critical information will truly boost new marketing alternatives (Parment, 2009). The firm, thus, leverage the competitive edge to achieve effective positioning. The major strategy of Hyundai is investing in marketing. This strategy develops as an ideal objective for product differentiation as well as brand image thus making it critical for the company to measure the level of awareness and response. The marketing strategies are based heavily on advertising, partnerships and strategy pyramids.

Price- The pricing strategy is designed to cover the expenses while earning reasonable profit which take into consideration the cost of substitutes available in the market. The pricing of Hyundai has made the brand one of the best automobile manufacturers in the world. Some of the cars belong to competitive pricing category while cars like the Hyundai Genesis belong to the premium pricing category. Hyundai adopts value based pricing since the value provided in each model of the car changes, the price of it increases. It provides numerous trade benefits as well to its dealers worldwide for promotion of the brand from time to time (Mooweon Rhee, 2003).

Promotion- Hyundai plays a very active part in display of its models in pavilions during collage festivals, exhibitions and malls across the world. Television advertising is used all over the world to promote and market the cars where in majority of the channels used comprise of sports channels. Radio is believed to have the widest coverage due to the wide exposure of Hyundai cars in both urban and rural areas. Print advertising, workshop seminars are also used for the promotion of the cars. The firm also has an official website which has numerous information about the mobile auto inspection services to the public. Internet and e-commerce consultancy is also provided in the website which plays a vital role in submitting the website to popular search engines to feature at the top of the search list.

Place- Hyundai Motor company uses different dealers, placed at different locations across all regions of the world from Asia to America, Europe, the Oceanic and Africa with hundreds of local plants set up to manufacture for export as well as for the sole purchase of the region only to create easy access for existing customers and potential customers to its wide range of products.

Partnerships- Hyundai auto makers develop strategic relationship with automobile associations, such as an alliance with certified mechanic inspectors, AAA among other partners as well as local Governments, financial organizations and manufacturing plants to produce the needs and requirements of the customers depending on the country that they belong to.

Mission- Hyundai Automobiles mission is to provide its customers with convenient, thorough and affordable passenger and luxury cars. Attraction of potential customers and retaining existing customers is the core value of the business. The company's aim is to exceed the expectations of customers.

Market Research- The firm carries out marketing research based on all regions of the world with objectives of

- Reducing customer acquisition costs by 8% per year
- Increasing repeat and referral of customers by 3% for every quarter
- Generate brand equity, quantified and measured by an increase in service requests based only on Hyundai Automobile products and auto inspectors' name.
- To decline the variable expenses linked with every inspection by 3% per year
- Maintenance of steady and positive growth all throughout each month of the year

Automobiles have revealed itself to be an essential part of human's way of life and adds value to survival by providing faster, cheaper and more convenient mobility for every passing day. The Hyundai Motor Company, along with its 32.8% owned subsidiary, Kia Motors, together comprise the Hyundai Motor Group, which is the world's fifth largest automaker based on annual vehicle sales in 2012. In 2008, Hyundai Motors was ranked the eighth largest automaker. Hyundai sold 4.4 million vehicles worldwide in 2002, and with Kia , total sales were 7.12 million²⁵. Hyundai is the fourth largest vehicle manufacturer in the world. Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan, South Korea, which has an annual production capacity of 1.6 million units. The company employs about 75,000 people worldwide. Hyundai vehicles are sold in 193 countries through some 5,000 dealerships and showrooms. Future years are predicted to show success in maximizing the brand value, through growth in market share whilst expanding sales capacity in existing and emerging economies.

²⁵ <https://www.hyundai.com/worldwide/en> , *About Hyundai: Partnership of Hyundai and Kia Motors*

2.2 Hyundai Motor India Limited

Hyundai Motor India Limited is a wholly owned subsidiary of Hyundai Motor Company headquartered in South Korea and is the second largest automobile manufacturer with 17% market share as of 2017 with \$5.5 billion turnover in India.

HMIL is a subsidiary of Hyundai Motor Group established on 6th May, 1996. The headquarter is located in Chennai, Tamil Nadu dealing in automobiles only and is headed by Y.K. Koo. After 1980, the Indian automobile sector saw a radical but historical change. With an intention to modernize the Indian Automobile Industry, Hyundai Motors India Limited was incorporated on 6th May 1996. During the entry of Hyundai, there were few automobile manufacturers in India like Maruti Udyog Limited, Daewoo Motors, Hindustan Motors, Mahindra & Mahindra and Tata Motors. HMIL's first car, the Hyundai Santro was launched on 23rd December 1998 and was a runaway success. Within a few months of its inception HMIL became the second largest automobile manufacturer and the largest automobile exporter in India. HMIL is a wholly owned subsidiary of Hyundai Company, South Korea. The company set up a research and development facility called Hyundai Motor India Engineering HMIE in the cyber city of Hyderabad²⁶.

As HMC's global export hub for compact cars, HMIL is the first automotive company in India to achieve the export of 10 lakh cars in just over a decade. HMIL currently exports cars to more than 87 countries across Europe, Africa, Middle East, Latin America, Asia and Australia. It has been the number one exporter of passenger cars of the country for 8 years in a row.

²⁶ https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited, 'History and Evolution of Hyundai'

To support its growth and expansion plans, HMIL currently has 475 strong dealer network and more than 1226 strong service points across India²⁷.

Hyundai Motors has been a trendsetter that comes with modern high tech style and design, bright modern interior and best in segment features. It has been adjudged the leading exporter of passenger cars and enjoys a market share of 48%. Some of the most popular brands of Hyundai are Eon, Santro, i10, i10 Grand, i20, Sonata, Accent, Verna and Santa Fe (Auto Portal, 2014). Hyundai Motor Group believes in core values like promoting corporate culture that is customer driven, embraces every opportunity as a challenge; create synergy by spreading togetherness, respecting the talents of people and global diversity of customs and culture.

Table 2.1: Hyundai Car Models manufactured in India

| Model | Price (approx) | Cubic Capacity | Mileage (kmpl) |
|---------------------------|---------------------------|-----------------------|---------------------------|
| Hyundai Santa Fe | 29.39 | 2199 | 14.66 |
| Hyundai Tucson | 18.99 | 1999 | 12.95 |
| Hyundai Elantra | 12.99 | 1999 | 14.62 |
| Hyundai Creta | 9.27 | 1591 | 15.29 |
| Hyundai Verna | 7.94 | 1582 | 19.08 |
| Hyundai i20 Active | 6.77 | 1197 | 17.19 |
| Hyundai Xcent | 5.44 | 1197 | 19.10 |
| Hyundai Elite i20 | 5.37 | 1936 | 22.54 |
| Hyundai Grand i10 | 4.58 | 1197 | 18.90 |
| Hyundai i10 | 4.38 | 1086 | 19.81 |
| Hyundai EON | 3.31 | 814 | 21.10 |

Source: Hyundai Motors India Ltd: Models manufactured
(https://www.Hyundai_Motor_India_Limited)

²⁷ https://www.Hyundai_Motor_India_Limited, 'History and Evolution of Hyundai'

2.2.1 Ventures of Hyundai Motors India Limited

The Indian car industry is one of the fastest growing industry and the seventh largest car industry in the world (Auto Portal, 2016). The products have been developed so as to meet the needs as well as expectations of the customers. Hyundai undertakes various ventures in the Indian Market to strive to be the best among other competing brands and have dominance in the automobile industry.

Manufacturing Facilities- HMIL has set up two manufacturing plants in India in Irungattukottai and Sriperumbudur in Chennai, Tamil Nadu. These manufacturing plants are considered to be one of the most advanced with quality and testing capabilities in the country. To keep up with the increase in demand, a new plant has also been initiated to be set up so that production can increase to 8,00,000 units per annum where in at present, the two plants production capacity is around 7,00,000 units per annum (Murlidar and Vishal, 2013).

The Hyundai i10 (discontinued in 2016) one of the best-selling across the world was exclusively manufactured by HMIL.

Research and Development Centre- Hyundai Motor India Engineering (HMIE) is a fully owned subsidiary of Hyundai Motor Company, South Korea located at Hyderabad, Telangana. HMIL established HMIE in 2006 and this centre has contributed towards the development of the of Hyundai's most popular models for the Indian market starting with the Hyundai Eon followed by the i-series and in SUV segments like Creta. Hyundai Motors have set up other research centers in USA, Germany, Japan, South Korea and China²⁸.

Global Quality Centre- Hyundai Motors has set up Indian Quality Centre (INQC) which is one of the five quality centers worldwide after the US, China, Europe and Middle East. INQC is located in Faridabad, Haryana for conducting durability study of existing car models and benchmark parts and systems for

²⁸ https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited, *Research and Development*

constant improvement. The mission of INQC is to ‘contribute in new car development from pilot stage to create quality product with zero defect’. The centre is also responsible for ensuring the top-level quality through an intense customer-oriented management system and undertakes regular customer feedback from customers for elimination of risks and drawbacks. The center also has an objective of studying the market conditions of India and other Asia Pacific regions to develop new cars and provide innovative strategies for continuous quality improvement and developments.

Exports- HMIL at present exports automobiles to over 92 countries across Africa, Middle East, Latin America, Australia and Asia. It has been the leading exporter of Automobiles in India for the past 10 consecutive years. In 2010, HMIL achieved the export record of 1 million units and has been awarded ‘Top Exporter of The Year’ for 10 years by the Engineering Export Promotion Council of India (EEPC). The highest export volume to date was 2,70,017 in 2009. HMIL is also the fourth largest car exporter worldwide following MSIL, Volkswagen and Nissan²⁹.

Brand Ambassador- HMIL has signed a contract with Bollywood actor Shah Rukh Khan as its brand ambassador for the Hyundai Xcent. In 1998, SRK shot his first TVC for the Hyundai Santro and in 2010, he won the “Brand Ambassador of the Year” for Hyundai i10 at the NDTV Profit Car and Bike Awards. SRK is also the promoter of the “Be the Better Guy” road safety campaign for Hyundai. In July 2017, Hyundai has extended the contract of SRK for another 2 years³⁰.

²⁹ https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited, *Exports of Hyundai*

³⁰ <https://www.indiatimes.com>, Hyundai India extends SRK contract for Brand Ambassador

2.2.2 Sales and Sales Performance of HMIL

HMIL has at present 475 dealers and more than 1300 service centers across India. HMIL operates its own dealerships known as Hyundai Motors Plaza in metro cities across India. HMIL has the second highest sales and service network in India after Maruti Suzuki

Table 2.2.: Hyundai Motors India Limited Annual Sales (2000-2017)

| Year | Domestic Sales | Exports | Total |
|------|----------------|----------|----------|
| 2000 | 82,896 | 3,823 | 86,719 |
| 2001 | 87,175 | 6,092 | 93,267 |
| 2002 | 1,20,806 | 8,245 | 1,11,051 |
| 2003 | 1,20,325 | 30,416 | 1,50,741 |
| 2004 | 1,39,759 | 75,871 | 2,15,630 |
| 2005 | 1,56,291 | 96,560 | 2,52,851 |
| 2006 | 1,86,174 | 1,13,339 | 2,29,513 |
| 2007 | 2,00,411 | 1,26,749 | 3,27,160 |
| 2008 | 2,45,397 | 2,43,919 | 4,89,316 |
| 2009 | 2,89,863 | 2,70,017 | 5,59,880 |
| 2010 | 3,56,717 | 2,47,102 | 6,03,819 |
| 2011 | 3,73,709 | 2,42,330 | 6,16,039 |
| 2012 | 3,91,276 | 2,50,005 | 6,41,281 |
| 2013 | 3,80,000 | 2,33,260 | 6,13,260 |
| 2014 | 4,10,000 | 1,91,221 | 6,01,221 |
| 2015 | 4,76,001 | 1,67,268 | 6,43,269 |
| 2016 | 5,00,537 | 1,61,517 | 6,62,054 |
| 2017 | 5,27,320 | 1,50,901 | 6,78,221 |

Source: Sales Of Hyundai (https://www.Hyundai_Motor_India_Limited)

HMIL, the second largest car manufacturer and the largest passenger car exporter of India has a cumulative sales of 6,78,221 units in 2017. Mr YK Koo, the CEO of HMIL commented that the sales of 2017 has surpassed the business

plan for the year with the growth of 5.4% of the newly launched Super Sedan Next Generation VERNA along with the i10 Grand, i20 Elite and Creta SUV³¹.

The positive momentum in both urban and rural India supported with excellent after sales service and low cost of ownership has led to the increase of customer confidence to become the most preferred and loved automobile brand in India.

Hyundai's holy trinity- the i10 Grand, i20 Elite and Creta has achieved total of 1.3 million sales in less than 3 years which has been recorded as the highest selling models of Hyundai in India.

2.3 Hyundai Motor Dealership in Mizoram

Zodin Hyundai

Zodin Hyundai was established on 3rd April 2001 by Mr. Thantluanga with its showroom located in Zarkawt and its servicing center in Kanaan Veng.

Zodin Hyundai was the first dealer of Hyundai motor cars and the 3rd passenger car brand to enter the Mizoram automobile market following Maruti Suzuki and Tata motors in Mizoram and secured a dealership license from the Hyundai Motors India Limited, Chennai after meeting the various requirements such as availability of showroom, space for servicing of the motor cars, storeroom for spares and accessories, location of showroom, credibility and financial standpoint. The dealership license was given on the 1st of May 2001 and their first sale was made on the 13th of May 2001. The dealership was started with a capital of Rs. 50 lakhs and a loan of Rs.2 crores³².

³¹ https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited, 'History and Evolution of Hyundai'

³² Personal Interview with Mr Thantluanga, Authorized dealer of Hyundai Motors

The dealership has sold over 10,000 motorcars over the past 15 years. In the year 2015, the dealership resigned due to certain complications with the manufacturers and new Hyundai dealer for the state was appointed. The dealership made their last sales on 28th of November 2015. Although the dealership has ended, they still operate the Service Center for Hyundai and also deal in spare parts and accessories in Kanaan Veng.

Table 2.3: Sales Record of Zodin Hyundai from 1st April 2011-28th November 2015

| Year | Sales during the year |
|--------------------------------|-----------------------|
| 1.4.2011-31.3.2012 | 446 |
| 1.4.2012-31.3.2013 | 458 |
| 1.4.2013-31.3.2014 | 324 |
| 1.4.2014-31.3.2015 | 253 |
| 1.4.2015-28.11.2015 | 106 |
| Total Sales for 5 years | 1587 |

Source: Sales record of Zodin Hyundai

CK Hyundai

CK Hyundai, the successor of Zodin Hyundai dealership was established by Mr. Joseph Lalchhanhima who is also the dealer of Vespa Scooters in Mizoram. The showroom is located in Bawngkawn, Lunglei Road. The dealership was established on March, 2014. The dealership became the sole dealer of Hyundai Motors from December 2015³³.

The dealership was given authorization by the HMIL to deal in Hyundai cars on 4rd September 2014 and the first sale was made on 10th May 2014. CK Hyundai started with a capital of Rs.45 lakhs and a loan of Rs.1.5 crores. The

³³ Personal Interview with Mr Joseph Lalchhanhima, Authorised dealer of Hyundai Motors

dealership is also well equipped after sales service station located in Falkland, Zemabawk, World Bank Road. The dealership has sold over 900 cars within the past 2 years.

Table 2.4: Sales Record of CK Hyundai from 10th May 2014- 31st March 2016

| Year | Sales |
|----------------------------|-------|
| 10.5.2014-31.3.2015 | 213 |
| 1.4.2015-31.3.2016 | 367 |
| Total Sales | 580 |

Source: Sales Record of CK Hyundai

Hyundai is an International Brand spreading across different continents of the world, making a name for itself everywhere with its up to the mark and competitive marketing strategies of pricing, product differentiation, promotion strategies and advanced research & development and accolades in the green environment initiatives be it reduction of dust storms and creation of grasslands as well as its venture to Motorsport and becoming one of the leading automobile manufacturers to have participated across the world.

Despite tough competition, HMIL has created a unique identity in the Indian automobile market. The growth of Hyundai has been driven by volume oriented revenues embedded with technological soundness, constant innovations and superior designs. The company has always fulfilled expectations by providing technologically advanced cars with simultaneous addition of features and increased value of money. Evaluation of the past performances and ventures truly provide a positive and thriving future in the Indian Automobile industry.

In Mizoram, Hyundai entered the market 17 years ago and has become one of the leading brand having been the highest tax payer over the past 3 years despite competing with 9 other automobile brands. From the trend of sales, it can be said that Hyundai will continue to thrive in the Mizoram auto market.

CHAPTER III

ANALYSIS AND INTERPRETATION

In this chapter, the analysis and interpretation of the data collected through questionnaire is presented regarding the differences of opinion before and after purchase of car attributes, identifying the factors of post purchase opinion of Hyundai cars based on the car attributes, the demography of Hyundai Car owners as well as the level of satisfaction towards the car and the dealerships available in Mizoram.

The data so collected also takes into consideration level of post purchase dissonance based on demographic profile and answer several research questions with regards to the relation between post purchase dissonance and usage and duration of intent of usage as well as the relation between complaint behaviour and evaluation of the car. Various statistical analysis such as factor analysis, Wilcoxon Signed Rank test, Pearson's Correlation are also used to analyse the primary data to find out certain research questions formulated.

3.1: Comparative Analysis of Pre-Purchase Opinion of Attributes of Cars and Actual Opinion after Purchase.

The tables under this analysis present whether or not there exists significant differences between the opinion of attributes before and after purchase in an attempt to find whether expectations meet the actual performance of Hyundai cars. Non-parametric test is used for the study since the pre-purchase opinion and post purchase opinion is taken from the same sample i.e the 170

respondents. The Wilcoxon Signed Ranks Test is used to conduct the non-parametric test on the dependent variables/attribute of cars. The test uses standard normal distributed Z-value to test significance, where in if $Z \geq 1.96$ (ignoring the signs) and $p \leq 0.05$, there is significant difference between the two variables compared under the study.

Table 3.1.1: Comparison of Pre-Purchase Opinion of Car Body Design and Observed Body Design

| Hyundai Body Design - Body Design | N | Mean Rank | Sum of Ranks |
|-----------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 69 ^a | 45.59 | 3145.50 |
| Positive Ranks | 27 ^b | 55.94 | 1510.50 |
| Ties | 74 ^c | | |
| Total | 170 | | |
| Z | -3.293^d | | |
| Asymp Sig (2-tailed) | .001 | | |

- a. Hyundai body design < Body design
- b. Hyundai body design > Body design
- c. Hyundai body design = Body design
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z = 3.293$ with $p = 0.01$ significance which implies that there is significant difference between the opinion of the respondents on body design of a car before purchase and after purchase ($p < 0.05$). As can be seen, the Z score is based on positive ranks which mean that the negative ranks are more and thus, the opinion actual Hyundai body design is significantly lower as compared to the opinion of its importance before purchase.

Table 3.1.2: Comparison of Pre-Purchase Opinion of Car Body Strength and Observed Body Strength

| Hyundai Body Strength - Body Strength | N | Mean Rank | Sum of Ranks |
|---------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 81 ^a | 50.62 | 4100.00 |
| Positive Ranks | 22 ^b | 57.09 | 1256.00 |
| Ties | 67 ^c | | |
| Total | 170 | | |
| Z | -5.119^d | | |
| Asymp Sig (2-tailed) | .000 | | |

a. Hyundai body strength < Body strength

b. Hyundai body strength > Body strength

c. Hyundai body strength = Body strength

d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=5.119$ with $p = 0.00$ which implies that there is significant difference in the opinion of a cars' body strength before purchase and the actual body strength of Hyundai cars ($p < 0.05$). Also, the Z score is based on positive ranks implying that the negative ranks are significantly more than the positive ranks. Thus, it can be said that the opinion of Hyundai body strength is slightly lower than what the respondents expected before purchase.

Table 3.1.3: Comparison of Pre-Purchase Opinion of Brand Popularity and observed Brand Popularity

| Hyundai Brand Popularity - Brand Popularity | N | Mean Rank | Sum of Ranks |
|---------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 62 ^a | 48.29 | 2994.00 |
| Positive | 40 ^b | 56.48 | 2259.00 |
| Ranks | | | |
| Ties | 68 ^c | | |
| Total | 170 | | |
| Z | -1.342^d | | |
| Asymp Sig (2-tailed) | .180 | | |

a. Hyundai brand popularity < Brand popularity

b. Hyundai brand popularity > Brand popularity

c. Hyundai brand popularity = Brand popularity

d. Based on positive ranks

Source: Own Findings

The table presents that $Z=1.342$ with $p = 0.180$, it can be seen that though the Z score is less than 1.96, the significance is greater than 0.05 which implies that there is no significant difference in the Pre-Purchase opinion of a cars' brand popularity and Hyundai cars' brand popularity. Z score is based on positive ranks showing that the negative ranks are more than the positive ranks. However, taking into consideration the sum of the ranks, it can be said that the pre and post purchase opinion is more or less the same.

Table 3.1.4: Comparison of Pre-Purchase Opinion of Car Colour and Observed Car Colour

| Hyundai Car Colour – Car Colour | N | Mean Rank | Sum of Ranks |
|---------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 64 ^a | 47.12 | 3015.50 |
| Positive | 31 ^b | 49.82 | 1544.50 |
| Ranks | | | |
| Ties | 75 ^c | | |
| Total | 170 | | |
| Z | -2.907^d | | |
| Asymp Sig (2-tailed) | .004 | | |

- a. Hyundai colour < Colour
- b. Hyundai colour > Colour
- c. Hyundai colour = Colour
- d. Based on Positive ranks

Source: Own Findings

The table above shows that $Z=2.907$ with $p = 0.004$ which implies that there is significant difference in the opinion of the importance of the colour of a car before purchase and the range of colour that are available in Hyundai cars ($p<0.05$). The Z score is based on positive ranks suggesting that the opinion after purchase is significantly lower than the opinion before purchase.

Table 3.1.5: Comparison of Pre-Purchase Opinion of Car Durability and Observed Durability

| Hyundai Durability- Durability | N | Mean Rank | Sum of Ranks |
|--------------------------------|--------------------------|-----------|--------------|
| Negative Ranks | 56 ^a | 44.33 | 2482.50 |
| Positive Ranks | 40 ^b | 54.34 | 2173.50 |
| Ties | 74 ^c | | |
| Total | 170 | | |
| Z | -.591^d | | |
| Asymp Sig (2-tailed) | .555 | | |

- a. Hyundai durability < Durability
- b. Hyundai durability > Durability
- c. Hyundai durability = Durability
- d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=0.591$ with $p = 0.555$, it can be seen that the Z score is less than 1.96 and significance < 0.05 which implies that there is no significant difference between the opinion of car durability and Hyundai car durability after purchase and usage. The table also presents that the difference between the sum of ranks of pre and post purchase opinion is very less suggesting that the opinion of durability before purchase is at the same level as the durability of Hyundai car after usage.

Table 3.1.6: Comparison of Pre-Purchase Opinion of Horse Power of Car and Observed Horse Power

| Hyundai Horse Power – Horse Power | N | Mean Rank | Sum of Ranks |
|-----------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 74 ^a | 47.91 | 3545.50 |
| Positive Ranks | 23 ^b | 52.50 | 1207.50 |
| Ties | 73 ^c | | |
| Total | 170 | | |
| Z | -4.507^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai horse power < Horse power
- b. Hyundai horse power > Horse power
- c. Hyundai horse power = Horse power
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=4.507$ with significance $=0.000$ which implies that there is significant difference in the opinion of horse power of a car before purchase and the horse power of Hyundai car after purchase and usage ($p<0.05$). Also, Z score is based on positive ranks inferring that the negative ranks are more. This shows that the opinion of Hyundai horse power is significantly lower than before purchase of such car.

Table 3.1.7: Comparison of Pre-Purchase Opinion Fuel Efficiency of Car and Observed Fuel Efficiency

| Hyundai Fuel Efficiency- Fuel Efficiency | N | Mean Rank | Sum of Ranks |
|------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 82 ^a | 58.90 | 4829.50 |
| Positive Ranks | 36 ^b | 60.88 | 2191.50 |
| Ties | 52 ^c | | |
| Total | 170 | | |
| Z | -3.687^d | | |
| Asymp Sig (2-tailed) | .000 | | |

a. Hyundai fuel efficiency < Fuel efficiency

b. Hyundai fuel efficiency > Fuel efficiency

c. Hyundai fuel efficiency = Fuel efficiency

d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=3.687$ with $p = 0.000$ which implies that there is significant difference in the opinion of a cars' fuel efficiency and the actual fuel efficiency of Hyundai cars ($p< 0.05$). Based on the number of positive ranks and negative ranks and ties it can be said that the opinion of a car's fuel efficiency is significantly lower than the actual fuel efficiency after purchase.

Table 3.1.8: Comparison of Pre-Purchase Opinion of Footbrake Life of Car and Observed Footbrake Life

| Hyundai Footbrake Life- Footbrake Life | N | Mean Rank | Sum of Ranks |
|----------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 80 ^a | 50.49 | 4039.50 |
| Positive Ranks | 27 ^b | 64.39 | 1738.50 |
| Ties | 63 ^c | | |
| Total | 170 | | |
| Z | -3.823^d | | |
| Asymp Sig (2-tailed) | .000 | | |

a. Hyundai footbrake life < Footbrake Life

- b. Hyundai footbrake life > Footbrake Life
- c. Hyundai footbrake life = Footbrake Life
- d. Based on Positive Ranks

Source: Own Findings

The table shows that $Z=3.823$ with $p = 0.000$ which implies that there is significant difference in the opinion of a cars' footbrake life before purchase and the actual footbrake power of Hyundai car after purchase and usage ($p<0.05$). Also, since Z score is based on positive ranks, it suggests that the majority of the responses are negative, which means the opinion before Pre-Purchase is higher than after purchase of the car.

Table 3.1.9: Comparison of Pre-Purchase Opinion of Footbrake Power of Car and Observed Footbrake Power

| Hyundai Footbrake Power – Footbrake Power | N | Mean Rank | Sum of Ranks |
|-------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 75 ^a | 57.73 | 4329.50 |
| Positive Ranks | 44 ^b | 63.88 | 2810.50 |
| Ties | 51 ^c | | |
| Total | 170 | | |
| Z | -2.152^d | | |
| Asymp Sig (2-tailed) | .031 | | |

- a. Hyundai footbrake power < Footbrake power
- b. Hyundai footbrake power > Footbrake power
- c. Hyundai footbrake power = Footbrake power
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=2.152$ with $p = 0.031$ where in the Z score is greater than 1.96 but $p> 0.05$ implying that there is significant difference in the respondents' opinion of footbrake power of a car and the actual footbrake power of Hyundai cars. As can be seen, Z score is based on positive ranks implying that the negative ranks are more, thus, the opinion before purchase is lower than the actual rating after purchase and usage but $sig > 0.05$ which means they are the opinions that are not significantly different.

Table 3.1.10: Comparison of Pre-Purchase Opinion of Gear of Car and Observed Gear

| Hyundai Gear - Gear | N | Mean Rank | Sum of Ranks |
|----------------------|---------------------|-----------|--------------|
| Negative Ranks | 66 ^a | 55.96 | 3693.50 |
| Positive Ranks | 40 ^b | 51.27 | 1977.50 |
| Ties | 64 ^c | | |
| Total | 170 | | |
| Z | -2.896 ^d | | |
| Asymp Sig (2-tailed) | .004 | | |

- a. Hyundai Gear < Gear
- b. Hyundai Gear > Gear
- c. Hyundai Gear = Gear
- d. Based on Positive ranks

Source: Own Findings

The table above shows that $Z=2.896$ with $p = 0.004$ implying that there is significant difference in the opinion of the gear of a car before purchase and the actual gear of Hyundai car ($p<0.05$). As can be seen from the mean rank, although the negative rank is higher, the difference is less, thus, it can be inferred that although the negative ranks are higher, there is only a small significant difference between pre and post purchase opinion of the particular attribute i.e. gear.

Table 3.1.11: Comparison of Pre-Purchase Opinion of Headlight Life and Observed Headlight Life

| Hyundai Headlight Life – Headlight Life | N | Mean Rank | Sum of Ranks |
|-----------------------------------------|---------------------|-----------|--------------|
| Negative Ranks | 61 ^a | 56.06 | 3419.50 |
| Positive Ranks | 46 ^b | 51.27 | 2358.50 |
| Ties | 63 ^c | | |
| Total | 170 | | |
| Z | -1.747 ^d | | |
| Asymp Sig (2-tailed) | .081 | | |

- a. Hyundai headlight life < Headlight life
- b. Hyundai headlight life > Headlight life
- c. Hyundai headlight life = Headlight life
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=1.747$ with $p = 0.081$, where in the Z score is less than 1.96 and $p>0.05$ which implies that there is no significant difference in the opinion of headlight life of a car and Hyundai car headlight after purchase. As can be seen from the mean ranks also, it can be said that the opinion of Hyundai headlight life and the opinion after purchase is more or less similar.

Table 3.1.12: Comparison of Pre- Purchase Opinion of Headlight Power and Observed Headlight Power

| Hyundai Headlight Power – Headlight Power | N | Mean Rank | Sum of Ranks |
|-------------------------------------------|--------------------------|-----------|--------------|
| Negative Ranks | 47 ^a | 47.62 | 2238.00 |
| Positive Ranks | 48 ^b | 48.38 | 2322.00 |
| Ties | 75 ^c | | |
| Total | 170 | | |
| Z | -.171^d | | |
| Asymp Sig (2-tailed) | .864 | | |

- a. Hyundai headlight power < Headlight power
- b. Hyundai headlight power > Headlight power
- c. Hyundai headlight power = Headlight power
- d. Based on Negative ranks

Source: Own Findings

The table shows that $Z=0.171$ with $p = 0.864$, where in the Z score is less than 1.96 and $p> 0.05$ which shows that there is significant difference in the opinion of a cars; headlight power before purchase and the actual headlight life of Hyundai car after purchase and usage. As can be seen, the Z score is based on negative results inferring that the number of positive ranks is more than the negative ranks. Thus, it can be said that the opinion before and after purchase of the attribute is the same.

Table 3.1.13: Comparison of Pre-Purchase Opinion of Height of Car and Observed Height

| Hyundai Height – Height | N | Mean Rank | Sum of Ranks |
|-----------------------------|--------------------------|-----------|--------------|
| Negative Ranks | 44 ^a | 45.57 | 2005.00 |
| Positive Ranks | 47 ^b | 46.40 | 2181.00 |
| Ties | 79 ^c | | |
| Total | 170 | | |
| Z | -.379^d | | |
| Asymp Sig (2-tailed) | .705 | | |

- a. Hyundai height < Height
- b. Hyundai height > Height
- c. Hyundai height = Height
- d. Based on Negative ranks

Source: Own Findings

The above table shows that $Z=0.379$ with $p = 0.705$, where in the Z score is less than 1.96. Also $p>0.05$, implying that there is no significant difference in the opinion of a cars’ height before purchase when compared with Hyundai car height after purchase and usage. The Z score is based on negative ranks which mean that the positive ranks outnumber the negative ranks. Thus, it can be said that the opinion before and after purchase is the same when it comes to Height of the car.

Table 3.1.14: Comparison of Pre-Purchase Opinion of Load Capacity of Car and Observed Load Capacity

| Hyundai Load Capacity – Load Capacity | N | Mean Rank | Sum of Ranks |
|---------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 56 ^a | 48.18 | 2698.00 |
| Positive Ranks | 41 ^b | 50.12 | 2055.00 |
| Ties | 73 ^c | | |
| Total | 170 | | |
| Z | -1.230^d | | |
| Asymp Sig (2-tailed) | .219 | | |

- a. Hyundai load capacity < Load capacity
- b. Hyundai load capacity > Load capacity
- c. Hyundai load capacity = Load capacity
- d. Based on Based on Positive ranks

Source: Own Findings

The table shows that $Z=1.230$ with $p = 0.219$, where in the Z score is less than 1.96 and $p > 0.05$ implying that there is significant difference in the opinion of the importance of a cars' load capacity before purchase and the actual load capacity of Hyundai cars. The Z score is based on positive ranks suggesting that the negative ranks out-weight the positive ranks which imply that the opinion before purchase is higher than after actual purchase when it comes to load capacity. However, the difference of ranks is relatively low.

Table 3.1.15: Comparison of Pre-Purchase Opinion of Maintenance Ease of Car and Observed Maintenance Ease

| Hyundai Maintenance Ease - Maintenance Ease | N | Mean Rank | Sum of Ranks |
|---------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 84 ^a | 57.17 | 4802.00 |
| Positive Ranks | 27 ^b | 52.37 | 1414.00 |
| Ties | 59 ^c | | |
| Total | 170 | | |
| Z | -5.269^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai maintenance ease < Maintenance ease
- b. Hyundai maintenance ease > Maintenance ease
- c. Hyundai maintenance ease = Maintenance ease
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=5.269$ with $p = 0.000$ which implies that there is significant difference between the opinion of maintenance ease of a car before purchase and the actual maintenance ease of Hyundai cars ($p < 0.05$). The Z score is based on positive ranks which suggest that negative ranks outnumber positive ranks. Thus, the opinion of maintenance ease before purchase is significantly higher than the actual evaluation of Hyundai maintenance ease.

Table 3.1.16: Comparison of Pre-Purchase Opinion of Maintenance Expenses of Car and Observed Maintenance Expenses

| Hyundai Maintenance Expenses – Maintenance Expenses | N | Mean Rank | Sum of Ranks |
|-----------------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 70 ^a | 49.00 | 3430.00 |
| Positive | 21 ^b | 36.00 | 756.00 |
| Ranks | | | |
| Ties | 79 ^c | | |
| Total | 170 | | |
| Z | -5.638^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai Maintenance expenses < Maintenance expenses
- b. Hyundai Maintenance expenses > Maintenance expenses
- c. Hyundai Maintenance expenses = Maintenance expenses
- d. Based on Positive ranks

Source: Own Findings

The table above shows $Z=5.638$ with $p = 0.000$ which implies that there is significant difference in the opinion of maintenance expenses of a car before purchase and of the maintenance expenses of Hyundai cars ($p<0.05$). Z score is based on positive ranks implying that the negative ranks are significantly more than the positive rank which is also observed from the sum of ranks. This shows that opinion before Pre-Purchase is significantly higher than the actual rating after purchase.

Table 3.1.17: Comparison of Pre-Purchase Opinion of Overall Functioning of Car and Observed Overall Functioning

| Hyundai Overall Functioning – Overall Functioning | N | Mean Rank | Sum of Ranks |
|---------------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 98 ^a | 60.20 | 5899.50 |
| Positive Ranks | 17 ^b | 45.32 | 770.50 |
| Ties | 55 ^c | | |
| Total | 170 | | |
| Z | -7.532^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai overall functioning < Overall functioning
- b. Hyundai overall functioning > Overall functioning
- c. Hyundai overall functioning = Overall functioning
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=7.532$ with $p = 0.000$ implying that there is significant difference in the opinion of importance of the overall functioning of a car before purchase and the overall functioning of Hyundai cars after purchase ($p<0.05$). It can also be seen that the Z score is based on positive ranks inferring that the positive ranks are lesser than the negative ranks. Thus, the opinion before purchase is significantly higher than the actual post purchase opinion of Hyundai car.

Table 3.1.18: Comparison of Pre-Purchase Opinion of Overall Look of Car and Observed Overall Look

| Hyundai Overall Look – Overall Look | N | Mean Rank | Sum of Ranks |
|-------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 77 ^a | 49.48 | 3810.00 |
| Positive | 23 ^b | 53.91 | 1240.00 |
| Ranks | | | |
| Ties | 70 ^c | | |
| Total | 170 | | |
| Z | -4.696^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai overall look < Overall look
- b. Hyundai overall look > Overall look
- c. Hyundai overall look = Overall look
- d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=4.696$ with $p = 0.000$ which implies that the responses before purchase and after purchase of Hyundai in terms of overall look of the car is significantly different ($p<0.05$). Taking into consideration the mean ranks and sum of ranks, it shows that the opinion before purchase is significantly higher than the opinion after purchase.

Table 3.1.19: Comparison of Pre-Purchase Opinion of Pick Up of Car and Observed Pick Up

| Hyundai Pick up – Pick up | N | Mean Rank | Sum of Ranks |
|-----------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 72 ^a | 62.12 | 4472.50 |
| Positive Ranks | 41 ^b | 48.01 | 1968.60 |
| Ties | 57 ^c | | |
| Total | 170 | | |
| Z | -3.792^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai pick up < Pick up
- b. Hyundai pick up > Pick up
- c. Hyundai pick up = Pick up
- d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=3.792$ with $p = 0.000$ which implies that there is significant difference between the opinion of importance of a cars' pick up and the actual pick up of Hyundai cars after purchase ($p<0.05$). Z score is based on positive ranks and also taking into consideration the mean ranks, it can be said that the opinion before purchase is significantly higher than the actual ranking after purchase.

Table 3.1.20: Comparison of Pre-Purchase Opinion of Price of Car and Observed Price

| Hyundai Car Price - Price | N | Mean Rank | Sum of Ranks |
|-----------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 78 ^a | 56.95 | 4442.00 |
| Positive Ranks | 30 ^b | 48.13 | 1444.00 |
| Ties | 62 ^c | | |
| Total | 170 | | |
| Z | -4.863^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai price < Price
- b. Hyundai price > Price
- c. Hyundai price = Price
- d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=4.863$ with $p = 0.000$ implying that there is significant difference in the opinion of the importance of Price of a car before making a purchase decision and the price of Hyundai cars ($p<0.05$). Also, taking into consideration the z score and the mean ranks, it can be said that the opinion before purchase is significantly higher than the opinion after purchase of Hyundai.

Table 3.1.21: Comparison of Pre-Purchase Opinion of Resale Value and Observed Resale Value

| Hyundai Resale Value – Resale Value | N | Mean Rank | Sum of Ranks |
|-------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 65 ^a | 59.69 | 3880.00 |
| Positive Ranks | 50 ^b | 55.80 | 2790.00 |
| Ties | 54 ^c | | |
| Total | 170 | | |
| Z | -1.587^d | | |
| Asymp Sig (2-tailed) | .113 | | |

a. Hyundai resale value < Resale value

b. Hyundai resale value > Resale value

c. Hyundai resale value = Resale value

d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=1.587$ with $p = 0.113$, where in the Z score is less than 1.96 and $p > 0.05$, so this infers that there is no significant difference in the opinion of the importance of resale value before purchase and the resale value of Hyundai cars. From the table, although the Z score is based on positive ranks, taking into consideration the level of significance and mean ranks, it can be said that the opinion before and after purchase are more or less the same.

Table 3.1.22: Comparison of Pre-Purchase Opinion of Riding Comfort of Car and Observed Riding Comfort

| Hyundai Riding Comfort - Riding Comfort | N | Mean Rank | Sum of Ranks |
|-----------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 79 ^a | 66.46 | 5250.50 |
| Positive Ranks | 44 ^b | 53.99 | 2375.50 |
| Ties | 47 ^c | | |
| Total | 170 | | |
| Z | -3.847^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai riding comfort < Riding comfort
- b. Hyundai riding comfort > Riding comfort
- c. Hyundai riding comfort = Riding comfort
- d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=3.847$ with $p = 0.000$, which implies that there is significant difference in the opinion of importance of riding comfort before purchase and the riding comfort of Hyundai cars after purchase and usage ($p<0.05$). The Z score is based on positive ranks implying that the negative ranks outnumber the positive ranks. It can be said that the opinion before purchase is relatively higher as compared to the opinion of the attribute after purchase.

Table 3.1.23: Comparison of Pre-Purchase Opinion of Spare Part Availability of Car and Observed Spare Part Availability

| Hyundai Spare Part Availability – Spare Part Availability | N | Mean Rank | Sum of Ranks |
|-----------------------------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 76 ^a | 53.25 | 4047.00 |
| Positive Ranks | 30 ^b | 54.13 | 1624.00 |
| Ties | 64 ^c | | |
| Total | 170 | | |
| Z | -4.039^d | | |
| Asymp Sig (2-tailed) | .000 | | |

- a. Hyundai spare part availability < Spare part availability
- b. Hyundai spare part availability > Spare part availability
- c. Hyundai spare part availability = Spare part availability
- d. Based on Positive ranks

Source: Own Findings

The table shows that $Z=4.039$ with $p = 0.000$, which infers that there is significant difference between the opinion of the importance of spare part availability and the availability of spare parts of Hyundai cars ($p<0.05$). Taking into consideration the mean rank of the positive and negative ranks, it can be said that the pre-purchase opinion is significantly higher than the post purchase opinion.

Table 3.1.24: Comparison of Pre-Purchase Opinion of Travel Comfort of Car and Observed Travel Comfort

| Hyundai Travel Comfort – Travel Comfort | N | Mean Rank | Sum of Ranks |
|-----------------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 92 ^a | 58.76 | 5405.50 |
| Positive Ranks | 25 ^b | 59.90 | 1497.50 |
| Ties | 53 ^c | | |
| Total | 170 | | |
| Z | -5.623^d | | |
| Asymp Sig (2-tailed) | .000 | | |

a. Hyundai travel comfort < Travel comfort

b. Hyundai travel comfort > Travel comfort

c. Hyundai travel comfort = Travel comfort

d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=5.623$ with $p = 0.000$ which infers that there is significant difference in the opinion of importance of travel comfort of cars before purchase and the travel comfort of Hyundai cars ($p<0.05$). Z score is based on positive ranks and also from the mean ranks where positive ranks < negative ranks, it can be said that the opinion before purchase is significantly higher than the post purchase opinion.

Table 3.1.25: Comparison of Pre-Purchase Opinion of Tyre Size of Car and Observed Tyre Size

| Hyundai Tyre Size – Tyre Size | N | Mean Rank | Sum of Ranks |
|-------------------------------|---------------------------|-----------|--------------|
| Negative Ranks | 64 ^a | 51.81 | 3316.00 |
| Positive Ranks | 43 ^b | 57.26 | 2462.00 |
| Ties | 63 ^c | | |
| Total | 170 | | |
| Z | -1.401^d | | |
| Asymp Sig (2-tailed) | .161 | | |

a. Hyundai tyre size < Tyre size

b. Hyundai tyre size > Tyre size

c. Hyundai tyre size = Tyre size

d. Based on Positive ranks

Source: Own Findings

The above table shows that $Z=1.401$ with $p = 0.161$, where in the Z score is less than 1.96 and $p > 0.05$ which infers that there is no significant difference in the opinion of the importance of tyre size before making purchase of a car and the actual tyre size of Hyundai cars after purchase and usage. The Z score is based on positive ranks which imply that the negative ranks out-weight the positive ranks. As such, it can be said that the Pre-Purchase opinion is significantly higher than after purchase of Hyundai cars.

3.2: Principal Component Analysis of Attributes of Hyundai Cars

An attempt is made to conduct Principal Component Analysis (PCA) on 25 attributes of Hyundai cars. A preliminary analysis to measure the sampling adequacy and correlation between the items to qualify the PCA was done and demonstrated in Table 3.2.1

Table 3.2.1: KMO and Bartlett’s Test- Attribute of Hyundai Car

| | | |
|------------------------------------------------------|-------------|--------------|
| Kaiser-Meyer-Olkin Measure of Sample Adequacy | | 0.669 |
| Approx. Chi- Square | | 1445.587 |
| Bartlett’s Test of Sphericity | df | 300 |
| | Sig. | .000 |

Source: Own Findings

Kaiser-Meyer-Olkin (KMO) verifies the sampling adequacy for the analysis where in KMO= .669 (which is considered adequate by standard). Bartlett’s test of Sphericity χ^2 (df 300) =1445.587, $p < 0.05$, indicates that correlation between the items are significantly large for PCA and factor analysis is appropriate.

On conducting factor analysis, criteria like communality, Eigenvalues, % of variance, cumulative % are considered.

The proportions of each variable’s variance that can be explained by the factors are represented as communalities, which is demonstrated in Table 3.2.2

Table 3.2.2: Communality of Attribute of Hyundai Car

| Attributes | Communality | Attributes | Communality |
|------------------|-------------|---------------------|-------------|
| Body Design | .635 | Maintenance | |
| Body Strength | .710 | Expenses | .717 |
| Brand Popularity | .691 | Overall Functioning | .703 |
| Color | .555 | Overall Look | .789 |
| Durability | .634 | Pick Up | .713 |
| Horse Power | .596 | Price | .570 |
| Fuel Efficiency | .429 | Resale Value | .499 |
| Footbrake Life | .604 | Riding Comfort | .476 |
| Footbrake Power | .782 | Spare Parts | |
| Gear | .753 | Availability | .706 |
| Headlight Life | .770 | Travel Comfort | .536 |
| Headlight Power | .736 | Tyre Size | .528 |
| Height | .705 | | |
| Load Capacity | .633 | | |
| Maintenance Ease | .336 | | |

Extraction Method: Principal Component Analysis

Source: Own Findings

The initial variance of each attribute is taken as 1. Variance indicates the average error between the mean and the observation made (Field, 2009). After extraction, an observation can be made stating that the factor analysis model significantly explains the variations in attributes – overall look, footbrake power. To be more precise, 78.9% of variations in Overall look of Hyundai cars and 77% of variations in the footbrake power is explained by the model. However, the lesser variations such as maintenance ease with 33.6% variation is also explained by the model.

An initial analysis is also done to run Eigenvalues. Eigenvalues indicate the variances of the factors. The analysis shows that there are 9 components with eigenvalues greater than 1 as shown in table 3.2.3. As per standard (Field, 2009), components with Eigenvalues greater than 1 should be considered for the factor analysis.

Table 3.2.3: Total Variance Explained- Attributes of Hyundai Car

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums Of Squared Loadings | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|-------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | % of Variance | Total |
| 1 | 6.397 | 25.588 | 25.588 | 6.397 | 25.588 | 25.588 | 13.445 | 3.361 |
| 2 | 1.721 | 6.885 | 32.474 | 1.721 | 6.885 | 32.474 | 10.119 | 2.530 |
| 3 | 1.564 | 6.254 | 38.728 | 1.564 | 6.254 | 38.728 | 8.606 | 2.152 |
| 4 | 1.311 | 5.243 | 43.971 | 1.311 | 5.243 | 43.971 | 7.632 | 1.908 |
| 5 | 1.264 | 5.057 | 49.027 | 1.264 | 5.057 | 49.027 | 6.594 | 1.648 |
| 6 | 1.195 | 4.779 | 53.806 | 1.195 | 4.779 | 53.806 | 5.743 | 1.436 |
| 7 | 1.130 | 4.518 | 58.325 | 1.130 | 4.518 | 58.325 | 5.196 | 1.299 |
| 8 | 1.090 | 4.359 | 62.684 | 1.090 | 4.359 | 62.684 | 5.085 | 1.271 |
| 9 | 1.052 | 4.209 | 66.893 | 1.052 | 4.209 | 66.893 | 4.474 | 1.118 |
| 10 | .886 | 3.543 | 70.436 | | | | | |
| 11 | .836 | 3.343 | 73.779 | | | | | |
| 12 | .833 | 3.331 | 77.110 | | | | | |
| 13 | .758 | 3.034 | 80.144 | | | | | |
| 14 | .678 | 2.712 | 82.856 | | | | | |
| 15 | .615 | 2.462 | 85.318 | | | | | |
| 16 | .577 | 2.307 | 87.626 | | | | | |
| 17 | .561 | 2.242 | 89.868 | | | | | |
| 18 | .437 | 1.746 | 91.615 | | | | | |
| 19 | .401 | 1.605 | 93.220 | | | | | |
| 20 | .383 | 1.530 | 94.751 | | | | | |
| 21 | .352 | 1.410 | 96.160 | | | | | |
| 22 | .300 | 1.200 | 97.361 | | | | | |
| 23 | .289 | 1.156 | 98.517 | | | | | |
| 24 | .225 | .900 | 99.417 | | | | | |
| 25 | .146 | .583 | 100.000 | | | | | |

Extraction Method: Principal Component Analysis

Source: Own Findings

The factors with eigenvalues > 1, are studied in detail and contributes to 66.893% of the cumulative variance of the study.

Rotated component matrix of the attributes of Hyundai cars to find the major factors contributing to opinion of Hyundai car attributes is presented in Table 3.2.4 where in factor loadings < 0.4 are eliminated and loadings under the same

attribute is eliminated selectively depending on the value (lesser value implies lesser significance)

Table 3.2.4: Pattern Matrix of the Hyundai Car Attributes

| Hyundai Car Attributes | Rotated Component Matrix ^a | | | | | | | | |
|-------------------------|---------------------------------------|------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Durability | .422 | | | | | .427 | | | |
| Horse Power | .405 | | | .445 | | | | | |
| Fuel Efficiency | .692 | | | | | | | | |
| Footbrake Life | .719 | | | | | | | | |
| Footbrake Power | .791 | | | | | | | | |
| Gear | .541 | | | | | | | | |
| Headlight Life | .585 | | | | | | | | |
| Headlight Power | .557 | | | | .439 | | | | |
| Height | | .760 | | | .782 | | | | |
| Pick Up | | .565 | | | | | | | |
| Riding Comfort | | .744 | | | | | | | |
| Spare Part Availability | | .646 | | | .439 | | | | |
| Travel comfort | | | .798 | | | | | | |
| Maintenance Expenses | | | .476 | | | | | | |
| Price | | | .491 | | | | | | |
| Resale Value | | | .708 | | | | | | |
| Overall Functioning | | | | .600 | | | | | |
| Body Design | | | | .776 | | | | | |
| Body Strength | | | | | | | | | |
| Maintenance Ease | | | | | | .712 | | | |
| Tyre Size | | | | | | .408 | | | |
| Brand Popularity | | | | | | | .639 | | |
| Load Capacity | | | | | | | .693 | | |
| Overall Look | | | | | | | | .852 | |
| Color | | | | | | | | | .873 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 15 iterations.

Source: Own Findings

From the component matrix, it can be seen that 9 factors are extracted and the loadings of more than 0.4 are taken into consideration.

Factor 1: Based on the factor loadings and 25.588% of variance (Eigen value), factor 1 clubs the most number of attributes- durability (0.422), horse power (0.405), fuel efficiency (0.692), footbrake life (0.719) and power (0.791), gear (0.541), headlight life (0.585) and headlight power (0.557). All the mentioned attributes comes under the ‘Performance’ factor of a car.

Factor 2: The second factor contributes to 6.885% of the variations, with attributes – pick up (0.760), riding comfort (0.565), spare part availability (0.744), travel comfort (0.646) whose factor loading > 0.5. This implies that the users of Hyundai cars are

accessibility conscious buyers who give importance to comfort and easy access to spare parts.

Factor 3: The third factor explains 6.254% of the variances. In this segment, four important attributes are explained- maintenance expenses (0.798), overall functioning (0.708), price (0.476) and resale value (0.491). These attributes reflect the monetary factor of Hyundai cars i.e costs associated with purchase and disposal as well as maintenance during usage.

Factor 4: The fourth factor amounts to 5.243% of the variances. In this factor, attributes- body design (0.600), body strength (0.776) and Horse Power (0.445) are highlighted.

The attributes are associated with technological factor since designing a cars' body strength and engine requires specialized applications and software and a handful of engineering. Thus, it can be said that Hyundai car owners are also technology conscious buyers to a considerable extent.

Factor 5: The fifth factor generated from the rotated component matrix explains 5.057% of variation. The factor includes i.e Hyundai car height (0.782), headlight power (0.439) and travel comfort (0.439). Height of a car suggests safety factor due to the fact that ground clearance is of prime importance for a state like Mizoram being a hilly region with hundreds of kms of unsurfaced and rough roads.

Factor 6: The sixth factor gives an explanation to the extent of 4.779% of variation. Attributes- durability (0.427), maintenance ease (0.712) and tyre size (0.408) are loaded under this factor. It can be said that these attributes imply security in terms of both monetary and non-monetary.

Factor 7: The seventh factor contributes 4.518% of variations. Under this factor, attributes- brand popularity (0.639) and load capacity (0.693) are included. The quality of the car is highlighted under this factor since branding as well as capacity of the car is taken into consideration.

Factor 8: The eight factor explains 4.359% of the variances. The factor has a loading of only a single attribute i.e overall look (0.852) but the value of the factor load is one of the highest among all the factor loads. This implies that the consumers give importance to the exterior of the car.

Factor 9: The ninth factor explains 4.209% of variations. The factor consist of a single attribute- color (0.873) but is considered significant to be a factor since the factor load is the highest among all the loads. This factor explains the choice aspect since color of a car is mainly based on the decision making of the buyer having had wide variations of color to choose from.

3.3: Relationship between Demography of Respondents and Post Purchase Dissonance

The tables below provide the relationship between post purchase dissonance and the demography of respondents' viz. gender, age, education level, marital status, number of family members and income level. The analysis tries to find whether or not the aforesaid affects post purchase dissonance and whether there is significant difference using the sig. level $p < 0.05$ using Pearson's Correlation.

Table 3.3.1: Correlation between Gender and Post Purchase Dissonance

| Correlation | Post Purchase Dissonance | Gender |
|------------------------------|--------------------------|--------|
| Pearson's Correlation | 1 | 0.130 |
| Sig. (2-tailed) | | 0.090 |
| N | 170 | |

Source: Own Findings

The table shows that there is no significant correlation between the post purchase dissonance and gender of the respondents since $p > 0.05$ implying that gender does not contribute to the post purchase dissonance of the respondents.

Table 3.3.2: Correlation between Age and Post Purchase Dissonance

| Correlation: | Post Purchase Dissonance | Age |
|------------------------------|--------------------------|---------|
| Pearson's Correlation | 1 | -0.170* |
| Sig. (2-tailed) | | 0.026 |
| N | 170 | |

*. Correlation is significant at the 0.05 level (2-tailed)

Source: Own Findings

The table shows that there is negative and significant correlation ($p < 0.05$) by Pearson's rank i.e $r = -0.170$ which implies that post purchase dissonance gradually decreases as the age of the respondents increases. It also infers that dissonance is more in the lower age groups as compared to the higher age groups.

Table 3.3.3: Correlation between Education and Post Purchase Dissonance

| Correlation: PPD and | Post Purchase Dissonance | Education |
|------------------------------|--------------------------|-----------|
| Pearson's Correlation | 1 | 0.101 |
| Sig. (2-tailed) | | 0.190 |
| N | 170 | |

Source: Own Findings

The table shows that there is no significant correlation between the education level and the level of post purchase dissonance since there is no significant difference $p > 0.05$. This implies that the level of educational qualification does not have an impact on dissonance after purchase.

Table 3.3.4: Correlation between Marital Status and Post Purchase Dissonance

| Correlation: PPD and | Post Purchase Dissonance | Marital Status |
|------------------------------|--------------------------|----------------|
| Pearson's Correlation | 1 | 0.048 |
| Sig. (2-tailed) | | 0.534 |
| N | 170 | |

Source: Own Findings

The table shows that $p = 0.534$ which is greater than 0.05 implying that there is no significant difference between post purchase dissonance and marital status of the respondents. This infers that whether the respondents are married does not contribute to the existence of dissonance after purchase.

Table 3.3.5: Correlation between Number of Family Members and Post Purchase Dissonance

| Correlation: PPD and | Post Purchase Dissonance | No. of Family Members |
|------------------------------|--------------------------|-----------------------|
| Pearson's Correlation | 1 | -0.44 |
| Sig. (2-tailed) | | .565 |
| N | 170 | |

Source: Own Findings

The table shows the correlation between the number of family members and post purchase dissonance. It can be seen that the significance level is greater

than 0.05 i.e $p= 0.565$ implying that the number of family members be it less or more does not contribute to the post purchase dissonance.

Table 3.3.6: Correlation between Income Level and Post Purchase Dissonance

| Correlation: PPD and | Post Purchase Dissonance | Income |
|------------------------------|--------------------------|----------|
| Pearson's Correlation | 1 | -0.254** |
| Sig. (2-tailed) | | 0.01 |
| N | 170 | |

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Own Findings

The table shows that there exist correlation between the level of income of the respondents and post purchase dissonance. There is significant difference between them i.e $p<0.01$ implying that the level of post purchase behaviour changes as the income level changes. There is a negative correlation of -0.254 implying that as the income level increases, the level of post purchase dissonance decreases. It can also be inferred that the more the income, the more stable the respondents, the lesser the dissonance after purchase.

3.4: Analysis of Post Purchase Behaviour model by Hawkins, Mothersbaugh and Mookerjee (Exhibit 1)

The tables below provide the answer to the research questions developed from the post purchase behaviour model taking into account the relation between post purchase dissonance and usage, the number of years of intention of use and the relation between complaint behaviour and the overall evaluation of the car.

Table 3.4.1: Relationship between Post Purchase Behaviour and Usage

| Relationship: PPD and Usage | | Usage | |
|-----------------------------|-----|-------------------------|-------|
| Spearman's rho | PPD | Correlation Coefficient | -.112 |
| | | Sig. (2-tailed) | .147 |
| | | N | 170 |

Source: Own Findings

Spearman’s rho is used to calculate the relationship and effect size between usage & post purchase dissonance.

There is a negative but insignificant (since $p < .05$) relationship between the number of years of usage and post purchase dissonance. Further, dissonance contributes 1.25% only towards the variation in usage implying that there is no dissonance even if the number of years of usage increases.

Table 3.4.2: Number of Years of Use and Estimated Disposal Time

| No of years already used | Frequency | Estimated disposal time | Frequency |
|--------------------------|-----------|-------------------------|-----------|
| 1 Year | 66 | 3-4 Years | 29 |
| 2-4 Years | 67 | 5-7 Years | 47 |
| 4-6 Years | 37 | 7-10 years | 55 |
| Total | 170 | Total | 170 |

Source: Own Findings

The table provides an overview of the number of years the car has already been in use and the estimated number of time for which the car will be disposed. The above table is presented to provide a clear view of the average number of years

for which the car is estimated to be used based on the data collected from 170 respondents. Table 3.4.3 shows the analysis.

Table 3.4.3: Average Estimated Disposal time based on No of Years already in Use

| | How long have you used the car? | When will you dispose the car? |
|----------------------------------|---------------------------------|--------------------------------|
| N Valid | 170 | 170 |
| Missing | 2 | 2 |
| Mean | 1.8294 | 2.3824 |
| Median | 1.7820 ^a | 2.4610 ^a |
| Mode | 2.00 | 3.00 |
| a. Calculated from grouped data. | | |

Source: Own Findings

Measures of Central Tendency - \bar{X} , Me and Mo are extracted to find the average number of years the respondents have used the car as well as the number of years after which they would dispose the car.

The table shows that majority of the respondents have used the car for 2-4 years and wish to dispose the car in 7-10 years implying that on an average, the Hyundai car users use their car for about 9-14 years.

Table 3.4.4: Relationship between Evaluation of Hyundai Car Dealership and Complaint Behaviour

| | Evaluation | Complaint |
|---------------------------|------------|-----------|
| No. of Respondents | 170 | 170 |
| Mean | 14.1412 | 2.000 |

Source: Own Findings

The above table shows the relation between Evaluation of the car dealership based on availability of spare parts, customer care, advertisements and promotions as well as after sales services and the complaint behaviour.

It can be seen that the mean of evaluation is 14.1412 taken on a scale of 1-20, 1= not satisfied and 20= Excellent. The response indicates the overall rating of the dealership is good and there is no complaint filed with the dealership whatsoever since the mean of complaint is 2 based on the nominal scale if measure i.e 1= Yes, I have filed a complaint and 2= No I have never filed a complaint.

OTHER FINDINGS-

3.5.: DEMOGRAPHIC PROFILE OF RESPONDENTS

The table presented gives an overview of the demographic profile of 170 respondents under study. The demographic variables include gender of the respondents and their age, their educational qualification as well as their occupation, the locality of the respondents for which localities are categorized on a region wise basis, the marital status of the respondents, the no of family members of each respondent and the level of income of the respondents per month.

Table 3.5.1: Demographic Profile of Respondents

| Demographic Variables | No of Respondents | Percentage | |
|--------------------------------|-------------------------|------------|-----|
| Gender | Male | 139 | 82% |
| | Female | 31 | 18% |
| Age | 18-22 | 2 | 1% |
| | 23-27 | 23 | 13% |
| | 28-32 | 25 | 15% |
| | 33-37 | 29 | 17% |
| | 38-42 | 22 | 13% |
| | 43-47 | 29 | 17% |
| | 48-52 | 14 | 8% |
| | 53 and above | 26 | 16% |
| Education Qualification | Class 12 and below | 20 | 11% |
| | Under Graduate | 74 | 44% |
| | Post Graduate and above | 76 | 45% |
| Occupation | Self Employed | 63 | 37% |
| | Private Employee | 62 | 36% |
| | Government Employee | 29 | 17% |
| | Others | 16 | 10% |
| Locality (Region-wise) | Aizawl North | 24 | 14% |
| | Aizawl South | 65 | 40% |
| | Aizawl East | 40 | 23% |
| | Aizawl West | 41 | 23% |
| Marital Status | Single | 43 | 25% |
| | Married | 113 | 66% |
| | Divorced | 8 | 5% |
| | Widowed | 6 | 4% |
| No of Family Members | Less Than 5 | 70 | 40% |
| | More Than 5 | 100 | 60% |
| Income (per month) | Below 20,000 | 17 | 10% |
| | 20,000-50,000 | 63 | 37% |
| | 50,000-80,000 | 56 | 33% |
| | 80,000 and above | 34 | 20% |

Source: Own Findings

Gender: From the above table, the respondents comprises of 82% men and 18% women.

It is clear that majority of Hyundai Car owners for the study are male. Out of 170 respondents, only 31 of the respondents are female

Age: The table shows that 17% of the respondents i.e between ages of 33-37 and 43-47 contribute to the majority of age group of Hyundai Car owners. They are followed by ages 53 and above contributing to 16% of the respondents. This age group is followed by the age group of 23-27 years of age. The forth majority contribution is between the ages of 23-27 years of age followed by people within the age group 48-52. The least no of respondents with 1 % belong to the age group of 18-22.

Educational Qualification: The table shows that majority of the respondents are post graduates and undergraduates contributing to 45% and 44% respectively. Only 11% of the respondents belong to the category of passing class 12.

Occupation: As seen from the table, majority of the respondents' i.e 37% are self-employed followed by private employees with 36%. 17% of the respondents are government employed.

Locality: The geography of the respondents is divided into regions. From the table, we can see that 40% of the respondents are from Aizawl South, followed by Aizawl East and West with 23%. 14% of the respondents are from Aizawl North Region.

From the above analysis, no such inference can be made since the data is collected based on purposive sampling. No such focus is given on the region where the respondents reside.

Marital Status: From the table it is observed that majority of the respondents are married i.e 66% followed by 25% of single respondents. 5% of the respondents are divorced and 4% are widowed.

No of Family Members: The table shows that majority of the respondents' i.e 60% of the respondents belong to a family of more than 5 members. 40% of the respondents belong to a family of less than 5 members.

Income Level: The table reveals that majority of Hyundai car owners have an income of Rs 20,000-50,000 i.e 37% followed by the income group of Rs. 50,000-80,000. The third income group of Hyundai car owners belong to Rs. 80,000 and above. The last income group belongs to Rs.20,000 and below.

3.6: RESPONDENTS AND THEIR HYUNDAI CARS

The tables based on the respondents and their Hyundai car presents the model of Hyundai car owned by the respondents, influencer of purchase, mode of purchase, duration of ownership of the car, estimated disposal of the car and respondents' opinion on whether they would purchase Hyundai cars again in the future.

Table 3.6.1: Respondents' Model of Hyundai Car

| Name of Model | No of Respondents | Percentage |
|--------------------|-------------------|------------|
| Hyundai i10 | 46 | 27% |
| Hyundai i10 Grand | 75 | 44% |
| Hyundai i20 Elite | 43 | 13% |
| Hyundai i20 Active | 26 | 16% |
| Total | 170 | 100% |

Source: Own Findings

The study takes into consideration the above four models of Hyundai car. We can see from the above table that the most popular model of the four is the Hyundai i10 Grand with 44% followed by Hyundai i10 with 27% of the respondents. The third most favoured of the i-series is the Hyundai i20 Active followed by the Hyundai i20 elite with 13%.

From the above analysis, it can be said that the most favoured model of the Hyundai i-series among the respondents is the Hyundai i10 Grand followed by the Hyundai i10 contributing to 71% of the respondents. This may be due to the fact that the i10 series are more affordable and launched 3 years prior to the i20 series.

Table 3.6.2: Influencer of Purchase

| Influencer | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Self | 98 | 57% |
| Spouse | 27 | 15% |
| Offspring | 14 | 8% |
| Other Family Members | 15 | 8% |
| Friends | 16 | 9% |
| Total | 170 | 100% |

Source: Own Findings

The above table shows that the 57% of the respondents purchase the car without the influence of anyone but their own preference. 15% of the respondents purchase the car from the influence of their spouses. 9% of the respondents are influenced by their friends and 8% of the customers are influenced by offspring and other family members respectively.

From the information gathered it can be said that the customers prefer the car on their own terms and perception since 57% out of 170 respondents stated that it is their own influence that led them to purchase Hyundai cars.

Table 3.6.3: Mode of Purchase

| Mode of Purchase | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Loan | 52 | 30% |
| Cash Down Payment | 118 | 70% |
| Total | 170 | 100% |

Source: Own Findings

From the above table it can be seen that 70% of the respondents purchase Hyundai car by paying the whole amount at one go. 30% of the respondents opt for paying for the car through loan.

It can be inferred that due to the affordability of Hyundai cars, customers are able to purchase the car by paying the entire amount at the time of purchase although 30% of the respondents opted to avail the bank service offered to purchase of the car through loan.

Table 3.6.4: Duration of Usage of Hyundai Car

| Duration of Usage | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| 1 year | 66 | 39% |
| 2-4 years | 67 | 39% |
| 4-6 years | 37 | 21% |
| Total | 170 | 100% |

Source: Own Findings

From the table, it can be seen that majority of the respondents have used the Hyundai car for 1-4 years with 39% of the respondents using the car for 1 year as well as 2-4 years. 21% of the respondents have used the car for 4-6 years.

From the analysis as well as from the information gathered, it can be said that majority of the respondent have not used the car for long since the Hyundai i-

Series models are relatively young in the market as compared to other Hyundai car brands such as Santro, Sonata, Verna etc.

Table 3.6.5: Estimated Disposal time for Car

| Estimated Disposal | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| 3-4 years | 29 | 18% |
| 5-7 years | 47 | 27% |
| 7 years and above | 94 | 55% |

Source: Own Findings

From the above table, 55% of the respondents wish to dispose their car after 7 years or more. 27% of the respondents wish to dispose their car after 5-7 years while 18% of the respondents wish to dispose their car after 3-4 years.

From the above analysis, it can be said that Hyundai cars are durable and that majority of the respondents wish to dispose of it only after using it for many years. This implies that the perception of the customers towards Hyundai car is fairly good.

Table 3.6.6: Prospective Future Purchase of Hyundai Car Brand

| Prospective Future Purchase | No of Respondents | Percentage |
|-----------------------------|-------------------|------------|
| Yes | 150 | 88% |
| No | 20 | 12% |
| Total | 170 | 100% |

Source: Own Findings

The table, it shows that 88% of the respondents prefer to purchase Hyundai car again even after disposal of the presently owned Hyundai car. On the other hand, 12% of the respondents preferred other brands after disposal of their Hyundai Car.

It can be implied that majority of the respondents are loyal to Hyundai brand and would wish to buy the car again which can also infer that Hyundai cars are

durable and reliable. Only 20 respondents out of 170 prefer to buy other brands of cars after disposal of their presently owned Hyundai Cars.

3.7: HYUNDAI CAR DEALERSHIP OPINION BY BUYERS

The tables below provide an insight on the respondents and their opinion on Hyundai dealers focusing more on the dealers in Mizoram i.e Zodin Hyundai and CK Hyundai. The questionnaire took into consideration the dealership from which the cars are purchased, frequency of filing of complaint, satisfaction of dealership in terms of spare part availability, customer care and services, advertisements and promotion as well as the level of satisfaction in after sales services.

Table 3.7.1: Dealership from which the Car is Purchased

| | No of Respondents | Percentage |
|-----------------------------------|-------------------|------------|
| Zodin Hyundai | 49 | 29% |
| CK Hyundai | 76 | 48% |
| Second Hand Car | 25 | 15% |
| Dealership outside Mizoram | 20 | 8% |
| | 170 | 100% |

Source: Own Findings

48% of the respondents purchased their car from CK Hyundai and 29% of them purchased the car from Zodin Hyundai. 15% of the respondents purchased secondhand cars and 8% of them purchased the car from dealers outside the state. From the above analysis, it can be said that majority of the respondents prefer CK Hyundai dealers who are the sole dealers of Hyundai at present for their purchase. Only a small amount of respondents purchased second hand car which reveals that most consumers prefer to buy cars that are not pre-owned.

Table 3.7.2: Filing of Complaint to Dealership

| Filing of Complaint | No of Respondents | Percentage |
|---------------------|-------------------|------------|
| Yes | 170 | 100% |
| No | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table show that all of the respondents have not yet filed any complaints about the dealership.

From the data collected, it can be said that all the customers are satisfied with the Hyundai dealers since not a single one of the 170 respondents have not filed any complaint with the dealership.

Table 3.7.3: Level of Satisfaction of Dealership in Customer Care and Service

| Customer Care and Service | No of Respondents | Percentage |
|---------------------------|-------------------|------------|
| Excellent | 20 | 12% |
| Good | 73 | 43% |
| Average | 70 | 41% |
| Below Average | 7 | 4% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the response of the level of satisfaction in customer care and service where in 43% of the respondents rated the dealership as ‘Good’, 43% of the respondents rated the dealership as ‘Average’, while 12% gave the rating ‘Excellent’ and 4% rated it as ‘Below Average’. It can be said that majority of the respondents are satisfied with the dealership in terms of customer service as 96 of the respondents out of 170 responded that the customer services provided to them is above average. It can also be said that the customer care and service is quite good since only 4% of the respondents rated it as below average and none of the respondents are not satisfied.

Table 3.7.4: Level of Satisfaction of Dealership in Spare part Availability

| Spare Part Availability | No of Respondents | Percentage |
|-------------------------|-------------------|------------|
| Excellent | 19 | 12% |
| Good | 85 | 50% |
| Average | 46 | 27% |
| Below Average | 18 | 10% |
| Not Satisfied | 2 | 1% |
| Total | 170 | 100% |

Source: Own Findings

The above table presents the level of satisfaction of dealership in spare part availability where in 50% of the respondents rated them as ‘Good’, 27% rated ‘Average’, 12% rated as ‘Excellent’, 10% rated ‘Below Average’ and only 1% are not satisfied.

The above analysis reveals that in terms of the level of satisfaction of the respondents in terms of spare part availability towards the dealership more than half of the respondents are satisfied and only 1% of them are not satisfied with the spare availability.

Table 3.7.5: Level of satisfaction of Dealership in Advertisement and Promotion

| Advertisement & Promotion | No of Respondents | Percentage |
|---------------------------|-------------------|------------|
| Excellent | 8 | 5% |
| Good | 64 | 38% |
| Average | 92 | 54% |
| Below Average | 6 | 3% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows that 54% of the respondents rated the promotion and ads of the dealership as Average, 38% of them rated them as good, 5% rated the dealership as excellent while only 3% of them rated as below average.

More than 50% of the respondents are satisfied with the advertisement and promotional avenues undertaken by the dealership. Only 6 of the respondents rated them as below average.

Table 3.7.6: Level of Satisfaction of Dealership in After Sales Service

| After Sales Service | No of Respondents | Percentage |
|---------------------|-------------------|------------|
| Excellent | 13 | 8 |
| Good | 67 | 39 |
| Average | 82 | 48 |
| Below Average | 6 | 4 |
| Not Satisfied | 2 | 1 |
| Total | 170 | 100% |

Source: Own Findings

The table shows that 82% of the respondents rated the after sales services of Hyundai dealers as ‘Average’ followed by 67% who rated it as ‘Good’. 8% of the respondents rated the dealership as Excellent while 4% rated it as below average and 2% are not satisfied with the aftersales service provided by the dealers.

More than 50% of the respondents are satisfied with the services after purchase however a number of respondents deviate towards the dealership not satisfactory.

3.8: PRE-PURCHASE OPINION ON ATTRIBUTES OF CAR

The table presents the opinion of the respondents on 25 attribute of cars before actual purchase. It presents their opinion ranging from strongly agree to strongly disagree about the attributes of car that they take into consideration before actually purchasing a car irrespective of the brand.

Table 3.8.1: Opinion of importance of Body Design of Car before purchase

| Body Design | No of Respondents | Percentage |
|-------------------|-------------------|------------|
| Strongly Agree | 73 | 42% |
| Agree | 74 | 43% |
| No Opinion | 16 | 9% |
| Disagree | 7 | 6% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of body design of a car that customers keep in mind before purchase. Majority of the respondents i.e 43% of the respondents agreed with the opinion followed by 42% who strongly agreed that body design forms the one of the basis of purchase decision. 9% of the respondents had no opinion while 6% of the respondents disagreed that body design plays a part in purchase decision.

The above analysis reveals that body design plays an important role in deciding to purchase a car. 85% of the respondents are of the opinion that body design plays an important part in deciding the purchase of the car. Only 7 respondents do not agree with the aforesaid opinion, so, which infers that body design impacts the decision of purchase for most of the consumers in the study.

Table 3.8.2: Opinion of importance of Body Strength of Car before purchase

| Body Strength | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 82 | 48% |
| Agree | 60 | 35% |
| No Opinion | 28 | 17% |
| Disagree | - | - |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of body strength of a car that customers keep in mind before purchase. Majority of the respondents' i.e 48% of the respondents strongly agreed with the opinion followed by 35% who agreed that body strength forms the one of the basis of purchase decision. 17% of the respondents had no opinion while none of the respondents disagreed that body strength plays a part in purchase decision.

From the analysis it is observed body strength of the car plays a major role in deciding the type and brand of car to be purchased. Near to 50% of the respondents strongly agreed upon the importance of body strength upon Pre-Purchase evaluation and decision making.

Table 3.8.3: Opinion of importance of Brand Popularity of Car before purchase

| Brand Popularity | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 41 | 24% |
| Agree | 74 | 43% |
| No Opinion | 41 | 24% |
| Disagree | 11 | 6% |
| Strongly Disagree | 3 | 3% |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of brand popularity of a car that customers' keep in mind before purchase. Majority of the respondents i.e 43% of the respondents agreed with the opinion followed by 24% who agreed that brand popularity forms the one of the basis of purchase decision as well as 24% had no opinion. 6% of the respondents disagreed while 3% of the respondents strongly disagreed that brand popularity plays a part in purchase decision.

From the above analysis, it can be said that there is a split opinion on the importance of the popularity of the brand of the car. Although 115 respondents give importance to the brand popularity, 55 respondents do not place any such importance on the brand of the car or its popularity.

Table 3.8.4: Opinion of importance of Colour of Car before purchase

| Colour of Car | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 91 | 53% |
| Agree | 57 | 33% |
| No Opinion | 20 | 12% |
| Disagree | 2 | 2% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of colour of a car that customers keep in mind before purchase. Majority of the respondents i.e 53% of the respondents strongly agreed with the opinion followed by 33% who agreed that colour of the car forms the one of the basis of purchase decision. 12% of the

respondents had no opinion while 2 of the respondents disagreed that colour of the car plays a part in purchase decision.

From the above analysis, it can be seen that more than 50% of the respondents' strongly agree that colour of the car is one of the major attribute of a car taken into consideration before purchase which implies that they choose a car based on the colour available. Only 2% disagree on its importance which further justifies the importance in the minds of the potential buyers.

Table 3.8.5: Opinion of importance of Durability of Car before purchase

| Durability | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 65 | 37% |
| Agree | 70 | 40% |
| No Opinion | 17 | 11% |
| Disagree | 18 | 12% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of durability of a car that customers keep in mind before purchase. Majority of the respondents i.e 40% of the respondents agreed with the opinion followed by 37% who strongly agreed that durability forms the one of the basis of purchase decision. 11% of the respondents had no opinion while 12% of the respondents disagreed that durability plays a part in purchase decision.

From the analysis, it can be said that majority of the respondents prefer to purchase a car which is durable and is able to be utilized for a long period of time. But, some of the respondents' opinion also reveal that they choose cars not based on the durability of the car.

Table 3.8.6: Opinion of importance of Engine (Horse power) of Car before purchase

| Engine (Horse Power) | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 86 | 51% |
| Agree | 69 | 41% |
| No Opinion | 11 | 6% |
| Disagree | 2 | 1% |
| Strongly Disagree | 2 | 1% |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of engine of a car that customers keep in mind before purchase. Majority of the respondents i.e 51% of the respondents strongly agreed with the opinion followed by 41% who agreed that the horse power forms the one of the basis of purchase decision. 6% of the respondents had no opinion while 1% of the respondents disagreed as well as strongly disagreed that the horse power plays a part in purchase decision. The analysis reveals that engine i.e horse power of the car plays an important role in purchase decision. This may be due to the fact that the state of Mizoram being a hilly region with many unsurfaced roads across the state requires more on the higher side when it comes to horse power of the car.

Table 3.8.7: Opinion of importance of Fuel Efficiency (mileage) of Car before purchase

| Fuel Efficiency (mileage) | No of Respondents | Percentage |
|---------------------------|-------------------|------------|
| Strongly Agree | 74 | 43% |
| Agree | 66 | 39% |
| No Opinion | 19 | 11% |
| Disagree | 11 | 7% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of mileage of a car that customers keep in mind before purchase. Majority of the respondents i.e 43% of the respondents strongly agreed with the opinion followed by 39% who agreed that the fuel efficiency forms the one of the basis of purchase decision. 11% of

the respondents had no opinion while 7% of the respondents disagreed that mileage of the car plays a part in purchase decision.

From the analysis, it can be seen that mileage plays an important role in purchase decision. The state of Mizoram frequently faces problems in terms of fuel supply since the state is not self-sufficient as well as due to the fact that it is a developing state, mileage plays an important role even in terms of cost efficiency.

Table 3.8.8: Opinion of importance of Foot Brake Life of Car before purchase

| Foot Brake Life | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 52 | 30% |
| Agree | 87 | 51% |
| No Opinion | 26 | 15% |
| Disagree | 5 | 4% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of foot brake life of a car that customers keep in mind before purchase. Majority of the respondents i.e 51% of the respondents agreed with the opinion followed by 30% who strongly agreed that foot brake life forms the one of the basis of purchase decision. 15% of the respondents had no opinion while 5% of the respondents disagreed that foot brake life of the car plays a part in purchase decision.

The above analysis shows that the attribute of a car i.e the foot brake life plays an important role in Pre-Purchase evaluation. More than 50% of the respondents gave importance to the foot brake upon deciding what car to purchase.

Table 3.8.9: Opinion of importance of Foot Brake Power of Car before purchase

| Foot Brake Power | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 61 | 36% |
| Agree | 57 | 33% |
| No Opinion | 43 | 25% |
| Disagree | 9 | 6% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of importance of foot brake power of a car that customers keep in mind before purchase. Majority of the respondents i.e 36% of the respondents strongly agreed with the opinion followed by 33% who agreed that foot brake power forms the one of the basis of purchase decision. 25% of the respondents had no opinion while 6% of the respondents disagreed that foot brake power of the car plays a part in purchase decision.

The analysis implies that foot brake power plays an important role in deciding what car to purchase among the respondents. More than 50% of the respondents give importance to the power of the foot brake implying that safety is the utmost important feature which can also justify the fact that majority of car owners are married with children.

Table 3.8.10: Opinion of importance of Gear of Car before purchase

| Gear | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 60 | 36% |
| Agree | 70 | 41% |
| No Opinion | 32 | 19% |
| Disagree | 6 | 3% |
| Strongly Disagree | 2 | 1% |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of foot gear of a car that customers keep in mind before purchase. Majority of the respondents i.e 41% of the respondents strongly agreed with the opinion followed by 36% who strongly agreed that gear of a car forms the one of the basis of purchase decision. 19% of the respondents had no opinion while 3% of the respondents disagreed and 1 % strongly disagreed that the gear of the car plays a part in purchase decision.

The analysis shows that the gear of the car plays an important role in the purchasing decision. It can be said that this importance stems from the state being a hilly region with nooks and crannies; gear of the car is of utmost importance.

Table 3.8.11: Opinion of importance of Head Light life of Car before purchase

| Head Light Life | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 50 | 30% |
| Agree | 76 | 43% |
| No Opinion | 34 | 19% |
| Disagree | 10 | 5% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of importance of headlight life of a car that customers keep in mind before purchase. Majority of the respondents i.e 43% of the respondents agreed with the opinion followed by 30% who strongly agreed that head light life of a car forms the one of the basis of purchase decision. 19% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the head light life of the car plays a part in purchase decision.

The analysis reveals that most of the respondents take into consideration the head light life of a car when deciding what car to purchase. Since head lights of cars are generally not as durable as compared to the other parts of a car, its life span is given great importance.

Table 3.8.12: Opinion of importance of Head Light Power of Car before purchase

| Head Life Power | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 31 | 18% |
| Agree | 82 | 48% |
| No Opinion | 46 | 27% |
| Disagree | 11 | 7% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of headlight power of a car that customers keep in mind before purchase. Majority of the respondents i.e 48% of

the respondents agreed with the opinion followed by 18% who strongly agreed that head light power of a car forms the one of the basis of purchase decision. 27% of the respondents had no opinion while 7% of the respondents disagreed and no one strongly disagreed that the head light power of the car plays a part in purchase decision.

From the above analysis, it can be inferred that the power of headlight as also an important attribute of purchase decision. More than 50% of the respondents agreed on the importance of the attribute. This implies that most car owners want safety and reliability in the car when it comes to headlight.

Table 3.8.13: Opinion of importance of Height of Car before purchase

| Height of Car | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 23 | 13% |
| Agree | 91 | 53% |
| No Opinion | 38 | 23% |
| Disagree | 18 | 11% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of height of a car that customers keep in mind before purchase. Majority of the respondents i.e 53% of the respondents agreed with the opinion followed by 13% who strongly agreed that height of a car forms the one of the basis of purchase decision. 23% of the respondents had no opinion while 11% of the respondents disagreed and no one strongly disagreed that the height of the car plays a part in purchase decision.

The above analysis shows that height of a car is also an important attribute of purchase decision since more than 60% of the respondents agreed upon it. This can infer that due to the state being hilly with many kilometers of unsurfaced roads, height has to be given importance especially when compared to buyers of cars who reside in plain areas.

Table 3.8.14: Opinion of importance of Load Capacity of Car before purchase

| Load Capacity | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 41 | 24% |
| Agree | 77 | 44% |
| No Opinion | 73 | 21% |
| Disagree | 15 | 11% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of importance of load capacity of a car that customers keep in mind before purchase. Majority of the respondents i.e 44% of the respondents agreed with the opinion followed by 24% who strongly agreed that height of a car forms the one of the basis of purchase decision. 21% of the respondents had no opinion while 11% of the respondents disagreed and no one strongly disagreed that the height of the car plays a part in purchase decision.

The analysis shows that the load capacity of a car plays an important role in the opinion of the respondents since more than 60% of the respondents agreed that it is an important attribute that has to be taken into consideration before purchase.

Table 3.8.15: Opinion of importance of Maintenance Ease of Car before purchase

| Maintenance Ease | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 60 | 35% |
| Agree | 76 | 45% |
| No Opinion | 31 | 18% |
| Disagree | 3 | 2% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of maintenance ease of a car that customers keep in mind before purchase. Majority of the respondents i.e 45% of the respondents agreed with the opinion followed by 35% who strongly agreed that maintenance of a car forms the one of the basis of purchase decision.

18% of the respondents had no opinion while 2% of the respondents disagreed and no one strongly disagreed that the maintenance ease of the car plays a part in purchase decision.

From the analysis, it is evident that ease of maintenance is also one of the attributes that majority of the respondents take into consideration while deciding the type or brand of car to be purchased. Since the sample consists only of private motor cars, we can say that family car purchase depends upon the ease of maintenance.

Table 3.8.16: Opinion of importance of Maintenance Expenses of Car before purchase

| Maintenance Expenses | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 60 | 35% |
| Agree | 76 | 44% |
| No Opinion | 31 | 18% |
| Disagree | 3 | 3% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of maintenance expenses of a car that customers keep in mind before purchase. Majority of the respondents i.e 44% of the respondents agreed with the opinion followed by 35% who strongly agreed that maintenance expenses of a car forms the one of the basis of purchase decision. 18% of the respondents had no opinion while 3% of the respondents disagreed and no one strongly disagreed that the maintenance expenses of the car play a part in purchase decision. Majority of the respondents are married with children, so, it can be implied that for people with family money spent on car has to be properly analyzed before purchase of a car. It is clear from the analysis that 79% of the respondents gave importance to the expenses spent on maintenance of car.

Table 3.8.17: Opinion of importance of Overall Functioning of Car before purchase

| Overall Functioning | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 72 | 42% |
| Agree | 75 | 45% |
| No Opinion | 21 | 12% |
| Disagree | 2 | 1% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of importance of overall functioning of a car that customers keep in mind before purchase. Majority of the respondents i.e 45% of the respondents agreed with the opinion followed by 42% who strongly agreed that the overall functioning of a car forms the one of the basis of purchase decision. 12% of the respondents had no opinion while 1% of the respondents disagreed and no one strongly disagreed that the overall functioning of the car plays a part in purchase decision.

The analysis shows that the overall functioning of a car is also a major attribute of purchase decision. This implies that the exterior of the car is not only given importance, even the interior functioning of the car is given huge importance. More than 80% of the respondents agreed on the opinion.

Table 3.8.18: Opinion of importance of Overall Look of Car before purchase

| Overall Look | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 62 | 36% |
| Agree | 83 | 48% |
| No Opinion | 18 | 11% |
| Disagree | 7 | 5% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of overall look of a car that customers keep in mind before purchase. Majority of the respondents i.e 48% of the respondents agreed with the opinion followed by 36% who strongly agreed

that the overall look of a car forms the one of the basis of purchase decision. 11% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the overall look of the car plays a part in purchase decision.

The analysis reveals that the exterior look of the car also plays a role in purchase decision. More than 70% of the respondents agreed that it is an important attribute. This reveals that not only is the functioning of a car important but also how it is visually presented.

Table 3.8.19: Opinion of importance of Pick Up of Car before purchase

| Pick Up | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 59 | 34% |
| Agree | 81 | 48% |
| No Opinion | 24 | 14% |
| Disagree | 6 | 4% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of pick up of a car that customers keep in mind before purchase. Majority of the respondents i.e 48% of the respondents agreed with the opinion followed by 34% who strongly agreed that the pick-up of a car forms the one of the basis of purchase decision. 14% of the respondents had no opinion while 4% of the respondents disagreed and no one strongly disagreed that the pick-up of the car plays a part in purchase decision.

Mizoram, being a hilly state requires good pick up, and this can be seen from the opinion of the respondents also. More than 70% of the respondents agreed that the pick-up is an important attribute of car purchase decision.

Table 3.8.20: Opinion of importance of Price of Car before purchase

| Price | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 52 | 30% |
| Agree | 87 | 51% |
| No Opinion | 24 | 14% |
| Disagree | 7 | 5% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of importance of price of a car that customers keep in mind before purchase. Majority of the respondents i.e 51% of the respondents agreed with the opinion followed by 30% who strongly agreed that the price of a car forms the one of the basis of purchase decision. 14% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the price of the car plays a part in purchase decision.

The analysis infers that price of the car is also an important attribute. This can be justified to the fact that majority of the respondents income is below Rs.80,000 which means spending habits have to be well planned when it come to the amount of money to be spend on the cars they are going to purchase.

Table 3.8.21: Opinion of importance of Resale Value of Car before purchase

| Resale Value | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 38 | 22% |
| Agree | 65 | 38% |
| No Opinion | 53 | 31% |
| Disagree | 14 | 9% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of resale of a car that customers keep in mind before purchase. Majority of the respondents i.e 38% of the respondents agreed with the opinion followed by 22% who strongly agreed that the resale value of a car forms the one of the basis of purchase decision. 31% of the respondents had no opinion while 9% of the respondents disagreed and no

one strongly disagreed that the resale value of the car plays a part in purchase decision.

Unlike other attributes, the resale value of car has the highest no opinion rating amongst all attributes which means it is one of the least considered attribute for purchase decision. Nonetheless, half of the respondents still consider the resale value of the car. Based on the literature review, we can also infer that most of consumer durables especially vehicles are utilized for a span of less than 10 years, so resale value is given importance.

Table 3.8.22: Opinion of importance of Riding Comfort of Car before purchase

| Riding Comfort | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 64 | 37% |
| Agree | 76 | 44% |
| No Opinion | 17 | 10% |
| Disagree | 13 | 9% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of riding comfort of a car that customers keep in mind before purchase. Majority of the respondents i.e 44% of the respondents agreed with the opinion followed by 37% who strongly agreed that the riding comfort of a car forms the one of the basis of purchase decision. 10% of the respondents had no opinion while 9% of the respondents disagreed and no one strongly disagreed that the riding comfort of the car plays a part in purchase decision.

Riding comfort may be said to be one of the most important attribute for every potential buyer of a car. Among the respondents, more than 70% of the respondents take into consideration the comfort of riding before actual purchase. We can infer that since majority of the respondents are married with a family of their own, comfort is given importance.

Table 3.8.23:Opinion of importance of Spare Part Availability of Car before purchase

| Spare Part Availability | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 59 | 34% |
| Agree | 80 | 47% |
| No Opinion | 23 | 14% |
| Disagree | 8 | 5% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of importance of spare part availability of a car that customers keep in mind before purchase. Majority of the respondents i.e 47% of the respondents agreed with the opinion followed by 34% who strongly agreed that the spare part availability of a car forms the one of the basis of purchase decision. 14% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the spare part availability of the car plays a part in purchase decision.

Mizoram, being a remote part of India with no direct producers of spare parts of any car brand has to order the spare parts from other states which sometimes take a long time. So, based on the above analysis we can clearly say that potential buyers take into consideration the easy availability of spare parts which can also imply a short order-delivery period.

Table 3.8.24: Opinion of importance of Travel Comfort of Car before purchase

| Travel Comfort | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Strongly Agree | 63 | 37% |
| Agree | 72 | 42% |
| No Opinion | 31 | 18% |
| Disagree | 4 | 3% |
| Strongly Disagree | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table above shows the opinion of importance of travel comfort of a car that customers keep in mind before purchase. Majority of the respondents i.e 42% of

the respondents agreed with the opinion followed by 37% who strongly agreed that the travel comfort of a car forms the one of the basis of purchase decision. 18% of the respondents had no opinion while 3% of the respondents disagreed and no one strongly disagreed that the travel comfort of the car plays a part in purchase decision.

From the analysis, it can be seen that more than half of the respondents take into consideration the travel comfort of the car before actually purchasing it. The state of Mizoram being a hilly region with long kilometers of unsurfaced roads especially in the remote and rural areas, there is a need for comfortable riding especially for long distance travel.

Table 3.8.25: Opinion of importance of Tyre Size of Car before purchase

| Tyre Size | No of Respondents | Percentage |
|--------------------------|--------------------------|-------------------|
| Strongly Agree | 37 | 22% |
| Agree | 64 | 38% |
| No Opinion | 50 | 29% |
| Disagree | 19 | 11% |
| Strongly Disagree | - | - |

Source: Own Findings

The table above shows the opinion of importance of tyre size of a car that customers keep in mind before purchase. Majority of the respondents i.e 38% of the respondents agreed with the opinion followed by 22% who strongly agreed that the tyre size of a car forms the one of the basis of purchase decision. 29% of the respondents had no opinion while 11% of the respondents disagreed and no one strongly disagreed that the tyre size of the car plays a part in purchase decision.

From the above analysis as well as from the previous ones, tyre size of a car is one of the least important on purchase decision. Since the study is based on passenger car and not HMTV, tyre size although more than 50% of the respondents take it into consideration before purchase, do not much play an important role as compared to other attributes.

3.9: POST PURCHASE OPINION ON ATTRIBUTE OF HYUNDAI CAR

The table below presents the opinion of the respondents' on 25 attribute of Hyundai Cars after they have purchased and utilized the car. It presents how the customers of Hyundai cars perceive the various attributes of the car which in a way shows their satisfaction or dissatisfaction towards Hyundai cars.

Table 3.9.1: Opinion of Hyundai Car Body Design after Purchase

| Hyundai Body Design | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 28 | 17% |
| Good | 119 | 70% |
| Average | 23 | 13% |
| Below Average | - | - |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car body design among the respondents after purchase. Majority of the respondents i.e 70% of the respondents rated it as 'Good' followed by 17% giving the rating 'Excellent'. 13% of the respondents rated it as 'Average' and none of the respondents rated it as below average or not satisfied with the body design.

The above analysis shows that more than 80% of the respondents are highly satisfied with the body design of Hyundai cars, implying that the body design of Hyundai cars are well above average in the minds of the consumers.

Table 3.9.2: Opinion of Hyundai Car Body Strength after Purchase

| Hyundai Body Strength | No of Respondents | Percentage |
|-----------------------|-------------------|------------|
| Excellent | 29 | 17% |
| Good | 108 | 63% |
| Average | 30 | 17% |
| Below Average | 3 | 3% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car body strength among the respondents after purchase. Majority of the respondents i.e 63% of the respondents rated it as ‘Good’ followed by 17% giving the rating ‘Excellent’. 17% of the respondents rated it as ‘Average’ and 3% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the body strength.

The analysis shows that in terms of body strength of Hyundai Cars, the buyers are satisfied with it as can be seen in the analysis where in more than 80% of the respondents gave a rating of above average. It can be implied that the strength of Hyundai Car is up to the mark in the minds of the buyers.

Table 3.9.3: Opinion of Hyundai Car Brand after purchase

| Hyundai Brand Popularity | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Excellent | 19 | 11% |
| Good | 95 | 56% |
| Average | 51 | 30% |
| Below Average | 5 | 3% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai brand among the respondents after purchase. 56% of the respondents rated it as ‘Good’ followed by 11% giving the rating ‘Excellent’. 30% of the respondents rated it as ‘Average’ and 3% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the popularity of Hyundai Brand.

The analysis implies that majority of the respondent are satisfied with the Hyundai brand. This shows that Hyundai cars are gaining popularity among the mizo people even though Hyundai cars have only been in the market within the state since 2001.

Table 3.9.4: Opinion of Hyundai Car Color after Purchase

| Hyundai Car Colour | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 39 | 23% |
| Good | 90 | 52% |
| Average | 39 | 23% |
| Below Average | 2 | 2% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car color among the respondents after purchase. 52% of the respondents rated it as ‘Good’ followed by 23% giving the rating ‘Excellent’. 23% of the respondents rated it as ‘Average’ and 2% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the Hyundai Car color. The analysis shows that the color of the Hyundai cars are given above average ratings by majority of the respondents which implies that they are fairly satisfied with the range of colour of Hyundai cars that are available in the market.

Table 3.9.5: Opinion of Hyundai Car Durability after Purchase

| Hyundai Durability | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 39 | 23% |
| Good | 90 | 53% |
| Average | 39 | 23% |
| Below Average | 2 | 1% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of Hyundai Car durability among the respondents after purchase. 53% of the respondents rated it as ‘Good’ followed by 23% giving the rating ‘Excellent’. 23% of the respondents rated it as ‘Average’ and 1% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the Hyundai car durability.

From the analysis, it can be seen that the durability of the car is satisfactory in the minds of the respondents. Only 1% rated the durability of the car as below average so, it can be said that Hyundai cars are relatively durable.

Table 3.9.6: Opinion of Hyundai Car Engine (Horse Power) after Purchase

| Hyundai Engine | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 49 | 29% |
| Good | 85 | 50% |
| Average | 31 | 18% |
| Below Average | 5 | 3% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car engine among the respondents after purchase. Majority of the respondents i.e 50% of the respondents rated it as ‘Good’ followed by 29% giving the rating ‘Excellent’. 18% of the respondents rated it as ‘Average’ and 3% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the engine.

The analysis shows that the engine of Hyundai cars is given a very good rating with more than 80% of the respondents’ opinion that it is above average. This implies that the engine of Hyundai are up to the mark in the opinion of the respondents.

Table 3.9.7: Opinion of Hyundai Car Fuel Efficiency (mileage) after Purchase

| Hyundai Fuel Efficiency | No of Respondents | Percentage |
|-------------------------|-------------------|------------|
| Excellent | 36 | 21% |
| Good | 83 | 49% |
| Average | 35 | 20% |
| Below Average | 13 | 8% |
| Not Satisfied | 3 | 2% |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of Hyundai Car mileage among the respondents after purchase. 49% of the respondents rated it as ‘Good’ followed by 21% giving the rating ‘Excellent’. 20% of the respondents rated it as ‘Average’ and 8% of the respondents rated it as ‘Below Average’ while 2% of the respondents gave the rating ‘Not Satisfied’ with the Hyundai car mileage.

The analysis shows that the fuel efficiency of Hyundai car is well above average since 90% of the respondents gave an above average rating. Thus, it can be inferred that due to the cost efficiency of Hyundai cars, the respondents have a good opinion on its mileage.

Table 3.9.8: Opinion of Hyundai Car Foot Brake Life after Purchase

| Hyundai Foot Brake Life | No of Respondents | Percentage |
|-------------------------|-------------------|------------|
| Excellent | 28 | 16% |
| Good | 80 | 47% |
| Average | 55 | 32% |
| Below Average | 6 | 5% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car foot brake life among the respondents after purchase. 47% of the respondents rated it as ‘Good’ followed by 32% giving the rating ‘Average’. 16% of the respondents rated it as ‘Excellent’ and 5% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the foot brake life.

The analysis implies that foot brake life of Hyundai car after purchase is well above average. It also implies that the owners are satisfied with this attribute of Hyundai although 5% of the respondents rated it as below average.

Table 3.9.9: Opinion of Hyundai Car Foot Brake Power after Purchase

| Hyundai Foot Brake Power | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Excellent | 31 | 18% |
| Good | 81 | 48% |
| Average | 54 | 32% |
| Below Average | 4 | 2% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car foot brake power among the respondents after purchase. 48% of the respondents rated it as ‘Good’ followed by 18% giving the rating ‘Excellent’. 32% of the respondents rated it as ‘Average’ and 2% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the Hyundai Car foot brake power after purchase.

The analysis reveals that the respondents are satisfied with the foot brake power of Hyundai car. This implies that Hyundai cars are satisfactory for the hilly state of Mizoram.

Table 3.9.10: Opinion of Hyundai Car Gear after Purchase

| Hyundai Car Gear | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 40 | 23% |
| Good | 73 | 43% |
| Average | 44 | 26% |
| Below Average | 11 | 6% |
| Not Satisfied | 3 | 2% |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car gear among the respondents after purchase. 43% of the respondents rated it as ‘Good’ followed by 26%

giving the rating ‘Average’. 23% of the respondents rated it as ‘Excellent’ and 6% of the respondents rated it as ‘Below Average’ while 2% of the respondents gave the rating ‘Not Satisfied’ with the Hyundai car gear.

From the analysis, it can be said that the Hyundai car gears are quite satisfactory in the opinion of the respondents which implies that the cars are suitable for the hilly region.

Table 3.9.11: Opinion of Hyundai Car Headlight Life after Purchase

| Hyundai Headlight Life | No of Respondents | Percentage |
|------------------------|-------------------|------------|
| Excellent | 31 | 18% |
| Good | 74 | 43% |
| Average | 63 | 37% |
| Below Average | 2 | 2% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of Hyundai Car headlight life among the respondents after purchase. 43% of the respondents rated it as ‘Good’ followed by 37% giving the rating ‘Average’. 18% of the respondents rated it as ‘Excellent’ and 2% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the headlight life of Hyundai Cars .

From the analysis, it can be seen that the head light life of Hyundai car is satisfactory since more than 50% of the respondents gave an above average rating. This implies that the Hyundai car headlights are durable in the opinion of the respondents.

Table 3.9.12: Opinion of Hyundai Car Headlight Power after Purchase

| Hyundai Headlight Power | No of Respondents | Percentage |
|-------------------------|-------------------|------------|
| Excellent | 37 | 18% |
| Good | 74 | 43% |
| Average | 63 | 37% |
| Below Average | 2 | 2% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of Hyundai Car headlight power among the respondents after purchase. 43% of the respondents rated it as ‘Good’ followed by 37% giving the rating ‘Average’. 18% of the respondents rated it as ‘Excellent’ and 2% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the headlight power of Hyundai cars.

From the analysis, it is evident that Hyundai car headlight power is up to the mark since more than 90% of the respondents’ opinion is above average.

Table 3.9.13: Opinion of Hyundai Car Height after Purchase

| Hyundai Car Height | No of Respondents | Percentage |
|--------------------|-------------------|------------|
| Excellent | 24 | 14% |
| Good | 83 | 49% |
| Average | 57 | 33% |
| Below Average | 6 | 4% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car height among the respondents after purchase. 49% of the respondents rated it as ‘Good’ followed by 33% giving the rating ‘Average’. 14% of the respondents rated it as ‘Excellent’ and 4% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the height of the car.

The analysis shows that the height of Hyundai cars is satisfactory since majority of the respondents gave an above average rating even though only 14% of the

respondents gave an ‘excellent’ rating. This implies that the height of the car is more or less compatible with the roads in Mizoram.

Table 3.9.14: Opinion of Hyundai Car Load Capacity after Purchase

| Hyundai Load Capacity | No of Respondents | Percentage |
|-----------------------|-------------------|------------|
| Excellent | 22 | 13% |
| Good | 87 | 51% |
| Average | 59 | 35% |
| Below Average | 2 | 1% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car load capacity among the respondents after purchase. 51% of the respondents rated it as ‘Good’ followed by 35% giving the rating ‘Average’. 13% of the respondents rated it as ‘Excellent’ and 1% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the load capacity of Hyundai cars.

From the analysis, it can be said that Hyundai cars have achieved their aim of creating family cars since most of the respondents are families with more than 5 members implying that they are satisfied with the load capacity.

Table 3.9.15: Opinion of Hyundai Car Maintenance Ease after Purchase

| Hyundai Maintenance Ease | No of Respondents | Percentage |
|--------------------------|-------------------|------------|
| Excellent | 24 | 14% |
| Good | 70 | 41% |
| Average | 62 | 36% |
| Below Average | 14 | 9% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car maintenance ease among the respondents after purchase. Majority of the respondents i.e 41% of the

respondents rated it as ‘Good’ followed by 36% giving the rating ‘Average’. 14% of the respondents rated it as ‘Excellent’ and 9% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the maintenance ease of Hyundai cars.

The analysis shows that the maintenance ease of Hyundai cars are somewhat average although there is lesser percentage of respondents giving ‘excellent’ ratings.

Table 3.9.16: Opinion of Hyundai Car Maintenance Expenses after Purchase

| Hyundai Maintenance Expenses | No of Respondents | Percentage |
|------------------------------|-------------------|------------|
| Excellent | 24 | 14% |
| Good | 87 | 51% |
| Average | 47 | 28% |
| Below Average | 12 | 7% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car maintenance expenses among the respondents after purchase. 51% of the respondents rated it as ‘Good’ followed by 28% giving the rating ‘Average’. 14% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the maintenance expenses of Hyundai cars .

From the analysis, it can be inferred that the expenses of maintenance are average although 7% of the respondents’ opinion is below average.

Table 3.9.17: Opinion of Hyundai Car Overall Functioning after Purchase

| Hyundai Overall Functioning | No of Respondents | Percentage |
|-----------------------------|-------------------|-------------|
| Excellent | 15 | 8% |
| Good | 89 | 52% |
| Average | 53 | 31% |
| Below Average | 11 | 7% |
| Not Satisfied | 2 | 2% |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car overall functioning among the respondents after purchase. 52% of the respondents rated it as ‘Good’ followed by 31% giving the rating ‘Average’. 8% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while 2% of the respondents gave the rating ‘Not Satisfied’ with the overall functioning of Hyundai cars. The analysis shows that there is mixed opinion in terms of overall function of Hyundai cars. A handful of the respondents gave a below average rating although majority of the respondents gave an above average rating. This implies that the overall function of the car is quite satisfactory.

Table 3.9.18: Opinion of Hyundai Car Overall Look after Purchase

| Hyundai Overall Look | No of Respondents | Percentage |
|----------------------|-------------------|-------------|
| Excellent | 22 | 13% |
| Good | 101 | 59% |
| Average | 39 | 23% |
| Below Average | 8 | 5% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car overall look among the respondents after purchase. Majority of the respondents i.e 59% of the respondents rated it as ‘Good’ followed by 23% giving the rating ‘Average’. 13% of the respondents rated it as ‘Excellent’ and 5% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the overall look of the car.

The above analysis shows that the exteriors of the car is also well above average since more than 90% of the respondents gave an above average rating.

Table 3.9.19: Opinion of Hyundai Car Pick Up after Purchase

| Hyundai Car Pick Up | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 29 | 17% |
| Good | 88 | 52% |
| Average | 48 | 28% |
| Below Average | 5 | 3% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of Hyundai Car pick up among the respondents after purchase. 52% of the respondents rated it as ‘Good’ followed by 28% giving the rating ‘Average’. 17% of the respondents rated it as ‘Excellent’ and 3% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the pick up of the car.

The analysis shows that the pick up of Hyundai car is well above average as is agreed upon by more than half of the respondents.

Table 3.9.20: Opinion of Hyundai Car Price after Purchase

| Hyundai Price | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 20 | 12% |
| Good | 84 | 49% |
| Average | 58 | 34% |
| Below Average | 8 | 5% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car price among the respondents after purchase. It can be seen that majority of the respondents i.e 49% of the respondents rated it as ‘Good’ followed by 34% giving the rating ‘Average’. 12% of the respondents rated it as ‘Excellent’ and 5% of the respondents rated

it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the price of Hyundai car.

The analysis shows that the Hyundai cars are quite affordable and reasonable since majority of the respondents are satisfied with its price range.

Table 3.9.21: Opinion of Hyundai Car Resale Value after Purchase

| Hyundai Resale Value | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 25 | 15% |
| Good | 63 | 37% |
| Average | 70 | 41% |
| Below Average | 12 | 7% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above shows the opinion of Hyundai Car resale value among the respondents after purchase. 41% of the respondents rated it as 'Average' followed by 37% giving the rating 'Good'. 15% of the respondents rated it as 'Excellent' and 7% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the resale value .

The analysis shows that the resale value is quite satisfactory in the opinion of the respondents since more than half of the respondents gave an average to above average rating.

Table 3.9.22: Opinion of Hyundai Car Riding Comfort after Purchase

| Hyundai Riding Comfort | No of Respondents | Percentage |
|------------------------|-------------------|------------|
| Excellent | 39 | 23% |
| Good | 68 | 40% |
| Average | 53 | 31% |
| Below Average | 10 | 6% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The table shows the opinion of Hyundai Car riding comfort among the respondents after purchase. 40% of the respondents rated it as ‘Good’ followed by 31% giving the rating ‘Average’. 23% of the respondents rated it as ‘Excellent’ and 6% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the riding comfort of Hyundai cars.

The analysis implies that Hyundai cars are comfortable to ride in since majority of the respondents gave an above average rating.

Table 3.9.23: Opinion of Hyundai Car Spare Part Availability after Purchase

| Hyundai Spare Part Availability | No of Respondents | Percentage |
|---------------------------------|-------------------|------------|
| Excellent | 24 | 14% |
| Good | 96 | 56% |
| Average | 39 | 23% |
| Below Average | 11 | 7% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car spare part availability among the respondents after purchase. 56% of the respondents rated it as ‘Good’ followed by 23% giving the rating ‘Average’. 14% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the spare part availability of the Hyundai cars.

From the analysis, it can be said that spare parts of Hyundai are easily available with the dealers in Mizoram since most of the respondents gave an above average rating. It implies that the order-delivery time period is short.

Table 3.9.24: Opinion of Hyundai Car Travel Comfort after Purchase

| Hyundai Travel Comfort | No of Respondents | Percentage |
|------------------------|-------------------|------------|
| Excellent | 29 | 17% |
| Good | 63 | 37% |
| Average | 62 | 37% |
| Below Average | 14 | 8% |
| Not Satisfied | 2 | 1% |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car travel comfort among the respondents after purchase. 37% of the respondents rated it as ‘Good’ and the same percentage of respondents i.e 37% 17% gave an ‘Average’ rating. 17% of the respondents rated it as ‘Excellent’ and 8% of the respondents rated it as ‘Below Average’ while 1% of the respondents gave the rating ‘Not Satisfied’ with the travel comfort of Hyundai cars.

In terms of riding comfort, the analysis shows that a few of the respondents are not satisfied with it. However, majority of the respondents still gave an average rating in terms of the comfort while using the car for travelling.

Table 3.9.25: Opinion of Hyundai Car Tyre Size after Purchase

| Hyundai Tyre Size | No of Respondents | Percentage |
|----------------------|-------------------|------------|
| Excellent | 14 | 8% |
| Good | 81 | 48% |
| Average | 63 | 37% |
| Below Average | 12 | 7% |
| Not Satisfied | - | - |
| Total | 170 | 100% |

Source: Own Findings

The above table shows the opinion of Hyundai Car tyre size among the respondents after purchase. 48% of the respondents rated it as ‘Good’ followed by 37% giving the rating ‘Average’. 8% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the Hyundai car tyre.

The analysis shows that the tyre size of the car is satisfactory since most of the respondents gave an above average rating and none of the respondents are dissatisfied with the tyre size.

3.10: POST PURCHASE DISSONANCE AMONG RESPONDENTS

The tables presented show whether or not the respondents’ experience dissonance after purchase. Their opinion on whether they have experienced a feeling of uncertainty and discomfort as well as regret of purchase and frequency of assessment of purchase is taken into consideration.

Table 3.10.1: Respondents’ experience of uncertainty and discomfort after usage of Hyundai Car

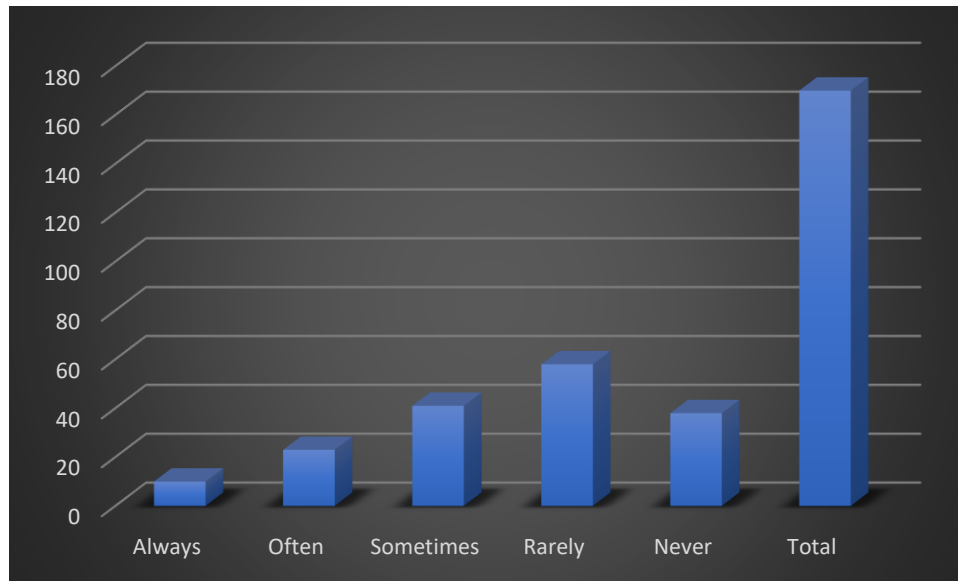
| Feeling of Dissonance | No of Respondents | Percentage |
|-----------------------|-------------------|------------|
| Always | 10 | 6% |
| Often | 23 | 13% |
| Sometimes | 41 | 24% |
| Rarely | 58 | 34% |
| Never | 38 | 23% |
| Total | 170 | 100 |

Source: Own Findings

The above table shows that when it comes to feeling of dissonance of purchase, 34% of the respondents rarely have the feeling, while 24% of the respondents sometimes feel uncertain about the purchase. 23% of the respondents never experience discomfort while 13% of the respondents often feel uncertain and 6% of the respondents always have a feeling of uncertainty and regret.

The analysis shows that there is a mix of all responses among the respondents. However, it can be inferred that majority of the respondents’ experiences a feeling of uncertainty and discomfort after purchase. This feeling may be due to the fact that the cars require huge investment in terms of money as well as maintenance.

Exhibit 3.1: Respondents' experience of uncertainty and discomfort after usage of Hyundai Car



Source: Own Findings

Table 3.10.2: Frequency of Assessment of Purchase(Is the purchase worth the money spent)

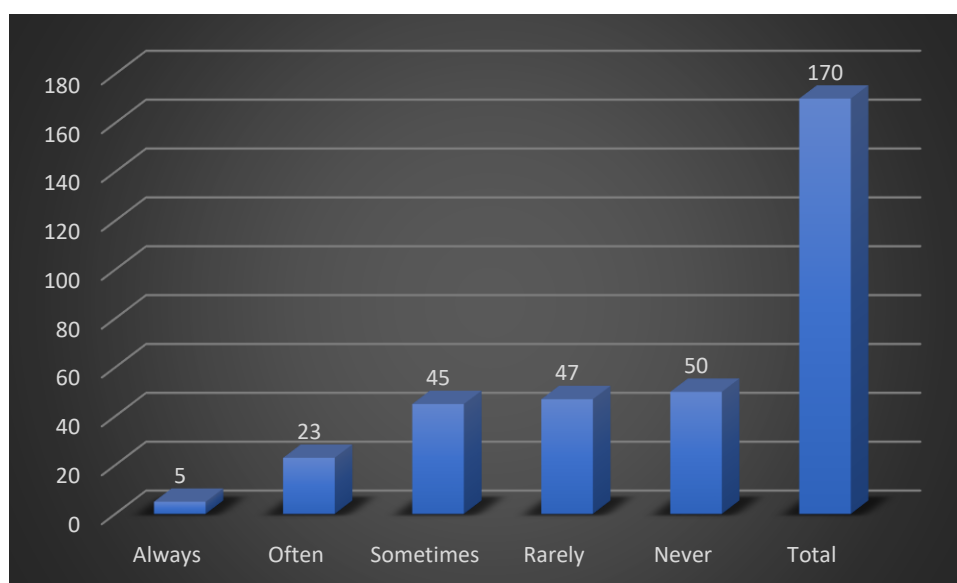
| Frequency of Assessment | No of Respondents | Percentage |
|-------------------------|-------------------|------------|
| Always | 5 | 3% |
| Often | 23 | 13% |
| Sometimes | 45 | 26% |
| Rarely | 47 | 27% |
| Never | 50 | 31% |
| Total | 170 | 100 |

Source: Own Findings

The above table show that 31% of the respondents never assess their purchase, followed by 27% of the respondents rarely assessing their purchase.26% of the respondents sometimes assess their purchase while 13% of the respondents often assess their purchase and lastly a mere 3% always assess their purchase.

From the analysis, it can be seen that there is a diverse response. However, it can be inferred that half of the respondents frequently assess whether their purchase is worth the money and the other 50% rarely assess their purchase. This implies that some consumers do face dissonance after purchase in terms of the money they spent.

Exhibit 3.2: Frequency of Assessment of Purchase



Source: Own Findings

Table 3.10.3: Regret of Purchase of Hyundai Car

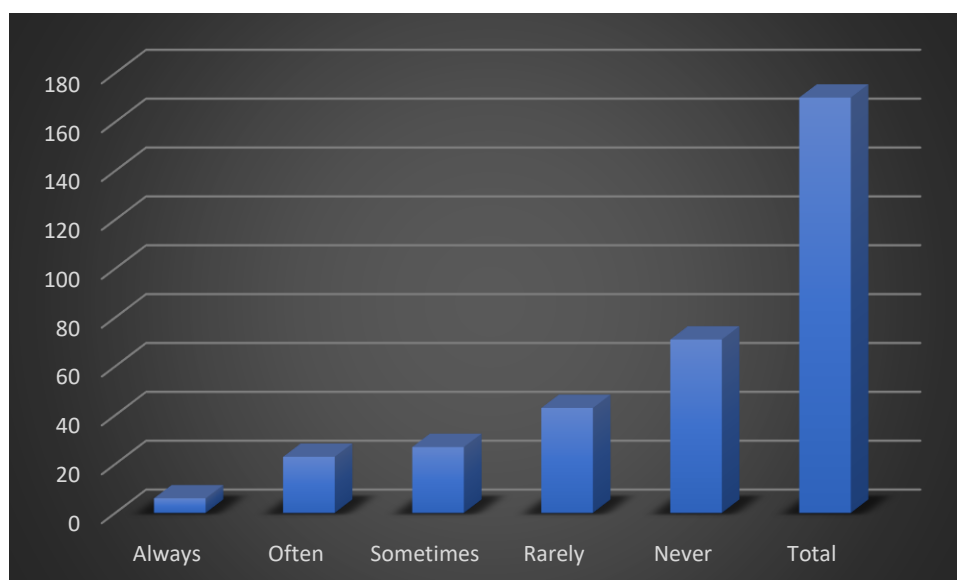
| Frequency of Regret | No of Respondents | Percentage |
|---------------------|-------------------|------------|
| Always | 6 | 3% |
| Often | 23 | 13% |
| Sometimes | 27 | 16% |
| Rarely | 43 | 25% |
| Never | 71 | 43% |
| Total | 170 | 100 |

Source: Own Findings

The above table shows that 43% of the respondents have never regretted their purchase followed by 25% who rarely regret their purchase. 16% of the respondent sometimes have regret about their purchase, 13% often do regret their purchase and 3% of them felt that they always regret their purchase.

The analysis presents whether the respondents regret their purchase of Hyundai car or not. The majority of the respondents rarely regret their purchase. However, some of the respondents regret their purchase which implies that while some are satisfied with their purchase of Hyundai car, there are some people who are not satisfied with it too.

Exhibit 3.3: Regret of Purchase of Hyundai Car



Source: Own Findings

The analysis shows that based on the comparison of pre and post purchase opinion of attributes, 16 of the attributes show that opinion before and after purchase is significantly different. The study reveals that Hyundai owners are performance-oriented buyers as well as consider the importance of the car features with respect to accessibility, value, technology, safety, security, quality, aesthetics and choice oriented. The study also shows that dissonance significantly correlates with age and income of the owners. Also, on comparing the existence of dissonance and the number of years of usage, there exist insignificant relationship and revealed that the average number of usage till disposal is about 9-14 years.

Dealership satisfaction is satisfactory although findings reveal that discrepancies do exist when it comes to availability of spare-parts, customer care as well as promotion of the brand.

CHAPTER IV

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

This chapter shows the summary of the findings from the analysis of data collected and the suggestions formulated based on the findings of the study. The chapter also presents the overall conclusion of the study based on the objectives of the research as well as research questions and other findings based on the demography of respondents, opinion of attributes before and after purchase, opinion of Hyundai dealers in Aizawl and the level of dissonance that exist among the respondents.

4.1: Findings

Based on the analysis of the primary data collected through questionnaire and relevant secondary data, the following are the findings of the study-

4.1.1: Findings on Comparative analysis of Pre-Purchase Opinion of Attributes of Cars and Opinion after Purchase

- There exists significant difference ($p < 0.05$) between the opinion of the respondents on body design of a car before purchase and their opinion of Hyundai car body design after purchase. As the Z score ($Z= 3.293$) is based on positive ranks, the negative ranks are more and thus, the opinion actual Hyundai body design is significantly lower as compared to the opinion of its importance before purchase.

- The Z score ($Z=5.119$ at $p= 0.00$) is based on positive ranks implying that the negative ranks are significantly more than the positive ranks upon comparison of opinion of body strength before and after purchase. Thus, it can be said that the opinion of Hyundai body strength is slightly lower than what the respondents expect before purchase.
- On comparison of opinion of a cars' brand popularity and the actual brand popularity of Hyundai it is found that $Z=1.342$ with $p = 0.180$, it can be seen that though the Z score is less than 1.96, the significance is greater than 0.05 which implies that there is no significant difference between the two. Z score is based on positive ranks showing that the negative ranks are more than the positive ranks. However, taking into consideration the sum of the ranks i.e Positive ranks = 2259 and Negative ranks= 2994, it can be said that the pre and post purchase opinion is more or less the same.
- The comparison of pre and post purchase opinion of colour of a car shows $Z=2.907$ with $p = 0.004$ which implies that there is significant difference in the opinion of the importance of the colour of a car before purchase and the range of colour that are available in Hyundai cars. The Z score is based on positive ranks suggesting that the opinion after purchase is significantly lower than the opinion before purchase.
- The pre and post purchase comparison based on durability shows that the Z score is less than 1.96 and significance is less than 0.05 which implies that there is no significant difference between the opinion of car durability and Hyundai car durability after purchase and usage. The sum of ranks of pre and post purchase opinion is very less suggesting that the opinion of durability before purchase is at the same level as the durability of Hyundai cars after usage.
- $Z=4.507$ with significance =0.000 is generated from the comparison of opinion of horse power before and after purchase which implies that there is significant difference in the opinion between the two. Z score is based on positive ranks inferring that the negative ranks are more. This shows that the opinion of Hyundai horse power is significantly lower than before purchase of such car.
- The comparison of pre and post purchase opinion of fuel efficiency shows $Z=3.687$ with $p = 0.00$ which implies that there is significant difference in the opinion of fuel efficiency and the actual fuel efficiency of Hyundai

cars. Based on the number of positive ranks and negative ranks and ties it can be said that the opinion of a car's fuel efficiency is significantly lower than the actual fuel efficiency after purchase.

- $Z=3.823$ with $p = 0.000$ is generated upon the comparing of pre and post purchase opinion of footbrake life which implies that there is significant difference in the opinion of a cars' footbrake life before purchase and the actual footbrake power of Hyundai car after purchase and usage. Also, Z score is based on positive ranks, it suggest that the majority of the responses are negative, which means the opinion before purchase is higher than after purchase of the car.
- The comparative analysis of the pre and post purchase opinion of footbrake power shows $Z=2.152$ with $p = 0.031$ where in the Z score is greater than 1.96 but the significance is greater than 0.05 implying that there is significant difference in the respondents' opinion. Z score is based on positive ranks implying that the negative ranks are more, thus, the opinion before purchase is lower than the actual rating after purchase and usage but $\text{sig} > 0.05$ which means they are the opinions are not significantly different.
- $Z=2.896$ with $p = 0.004$ is found on comparing the pre and post purchase opinion of gear of the car implying that there is significant difference. The mean rank reveals that although the negative rank is higher, the difference is less, there is only a small significant difference between pre and post purchase opinion of the particular attribute.
- Based on $Z=1.747$ with $p = 0.081$, where in the Z score is less than 1.96 and the level of significance is greater than 0.05 on comparing the pre and post purchase opinion of headlight life implying that there is no significant difference. From the mean ranks, it can be said that the opinion of Hyundai headlight life and the opinion after purchase is more or less similar.
- $Z=0.171$ with $p = 0.864$, where in the Z score is less than 1.96 and the level of significance greater than 0.05 is generated on the comparison of pre and post purchase opinion of headlight power implying that there is no significant difference between the two. The Z score is based on negative results inferring that the number of positive ranks is more than

the negative ranks. Thus, it can be said that the opinion before and after purchase of the attribute is the same.

- On comparing the pre and post purchase opinion of height of car, the level of significance (p) is greater than 0.05, implying that there is no significant difference in the opinion. Z score is based on negative ranks which mean that the positive ranks outnumber the negative ranks. Thus, it can be said that the opinion before and after purchase is the same when it comes to Height of the car.
- Comparison of pre and post purchase opinion of load capacity shows that $Z=1.230$ with $p = 0.219$, where Z score is less than 1.96 and the level of significance is greater than 0.05 implying that there is significant difference. The Z score is based on positive ranks suggesting that the negative ranks out-weight the positive ranks which imply that the opinion before purchase is higher than after actual purchase when it comes to load capacity. However, the difference of ranks is relatively low.
- $Z=5.269$ with $p = 0.00$ is generated from the comparison of pre and post purchase opinion of maintenance ease which implies that there is significant difference. Z score is based on positive ranks which suggest that negative ranks outnumber positive ranks. Thus, the opinion of maintenance ease before purchase is significantly higher than the actual evaluation of Hyundai maintenance ease.
- Based on $Z=5.638$ with $p = 0.00$ generated when pre and post purchase opinion of maintenance expenses is compared, there exist significant difference in the opinion. Z score is based on positive ranks implying that the negative ranks are significantly more than the positive ranks which is also seen from the sum of ranks. This shows that opinion before Pre-Purchase is higher than the actual rating after purchase.
- The comparison of opinion reveals that $Z=7.532$ with $p = 0.00$ implying that there is significant difference in importance of the overall functioning of a car before purchase and the overall functioning of Hyundai cars after purchase. Z score is based on positive ranks inferring that the positive ranks are lesser than the negative ranks. Thus, the opinion before purchase is significantly higher than the actual post purchase opinion of Hyundai car.

- $Z=4.696$ with $p = 0.000$ is generated from the comparison of pre and post purchase opinion on the overall look which implies that the responses are significantly different. Taking into consideration the mean ranks and sum of ranks, it shows that the opinion before purchase is significantly higher than the opinion after purchase.
- The comparison of pick-up based on pre and post purchase opinion reveals that $Z=3.792$ with $p = 0.00$ which implies that there is significant difference. Z score is based on positive ranks and taking into consideration the mean ranks, it can be said that the opinion before purchase is significantly higher than the actual ranking after purchase.
- $Z=4.863$ with $p = 0.000$ implies that there is significant difference in the opinion of the importance of price of a car before making purchase decision and the price of Hyundai cars. Also, taking into consideration the Z score and the mean ranks, it can be said that the opinion before purchase is significantly higher than the opinion after purchase of Hyundai.
- $Z=1.587$ with $p = 0.113$, where in the Z score is less than 1.96 and the level of significance > 0.05 implies that there is no significant difference in the opinion of the importance of resale value before purchase and the resale value of Hyundai cars. Although Z score is based on positive ranks, taking into consideration the level of significance and mean ranks, it can be said that the opinion before and after purchase are more or less the same.
- Based on the comparison of pre and post purchase opinion of riding comfort it is found that $Z=3.847$ with $p = 0.000$, which implies that there is significant difference. Z score is based on positive ranks implying that the negative ranks outnumber the positive ranks. It can be said that the opinion before purchase is relatively higher as compared to the opinion of the attribute after purchase.
- $Z=4.039$ with $p = 0.000$ is generated on comparison of pre and post purchase opinion of spare part availability which infers that there is significant difference between the opinion of the importance of spare part availability and the availability of spare parts of Hyundai cars. Taking into consideration the mean rank of the positive and negative ranks, it can be said that the Pre-Purchase opinion is significantly higher than the post purchase opinion.

- The comparison of pre and post purchase opinion shows that $Z=5.623$ with $p = 0.000$ which infers that there is significant difference in the aforesaid opinions. Z score is based on positive ranks and also from the mean ranks where positive ranks < negative ranks, it can be said that the opinion before purchase is significantly higher than the post purchase opinion.
- $Z=1.401$ with $p = 0.161$, where Z score is less than 1.96 and the significance level is greater than 0.05 is generated on comparing the pre and post purchase opinion which infers that there is no significant difference. Z score is based on positive ranks which show that the negative ranks out-weigh the positive ranks. Thus, it can be said that the Pre-Purchase opinion is significantly higher than after purchase of Hyundai cars.

4.1.2: Findings on Principal Component Analysis- Identification of Major Factors of Post Purchase Opinion of Hyundai Car Owners

From the Rotated Component Matrix, it can be seen that 9 factors are presented based with factor loadings greater than 0.4. Following provides the findings of the factor analysis of Hyundai car attributes

- **Factor 1-Performance Factor:** Based on the factor loadings and 25.588% of variance (Eigen value), factor 1 clubs the most number of attributes- durability (0.422), horse power (0.405), fuel efficiency (0.692), footbrake life (0.719) and power (0.791), gear (0.541), headlight life (0.585) and headlight power (0.557). All the mentioned attributes comes under the ‘Performance’ factor of a car. This implies that first and foremost the buyers of Hyundai cars are performance cautious buyers.
- **Factor 2- Accessibility Factor:** The second factor contributes to 6.885% of the variations, with attributes – pick up (0.760), riding comfort (0.565), spare part availability (0.744), travel comfort (0.646) whose factor loading > 0.5. This implies that the users of Hyundai cars are accessibility

conscious buyers who give importance to comfort and easy access to spare parts.

- **Factor 3- Value Factor:** The third factor explains 6.254% of the variances. In this segment, four important attributes are explained- maintenance expenses (0.798), overall functioning (0.708), price (0.476) and resale value (0.491). These attributes reflect the monetary factor of Hyundai cars i.e costs associated with purchase and disposal as well as maintenance during usage. This implies that the users of Hyundai cars are value conscious buyers.
- **Factor 4- Technology Factor:** The fourth factor amounts to 5.243% of the variances. In this factor, attributes- body design (0.600), body strength (0.776) and Horse Power (0.445) are highlighted. The attributes are associated with technological factor since designing a cars' body strength and engine requires specialized applications and software and a handful of engineering. Thus, it can be said that Hyundai car owners are also technology conscious buyers to a considerable extent.
- **Factor 5- Safety Factor:** The fifth factor generated from the rotated component matrix explains 5.057% of variation. The factor includes i.e Hyundai car height (0.782), headlight power (0.439) and travel comfort (0.439). Height of a car suggests safety factor due to the fact that ground clearance is of prime importance for a state like Mizoram being a hilly region with hundreds of kms of unsurfaced and rough roads. Therefore, the consumers under study can be said to be safety conscious buyers.
- **Factor 6- Security Factor:** The sixth factor gives an explanation to the extent of 4.779% of variation. Attributes- durability (0.427), maintenance ease (0.712) and tyre size (0.408) are loaded under this factor. It can be said that these attributes imply security in terms of both monetary and non-monetary. This infers that consumers are security conscious buyers.

- **Factor 7- Quality Factor:** The seventh factor contributes 4.518% of variations. Under this factor, attributes- brand popularity (0.639) and load capacity (0.693) are included. The quality of the car is highlighted under this factor since branding as well as capacity of the car is taken into consideration. Thus, it can be said that the consumers are quality conscious buyers.
- **Factor 8- Aesthetic Factor:** The eight factor explains 4.359% of the variances. The factor has a loading of only a single attribute i.e overall look (0.852) but the value of the factor load is one of the highest among all the factor loads. This implies that the consumers give importance to the exterior of the car. Thus, it can be said that the consumers are aesthetic conscious buyers.
- **Factor 9- Choice Factor:** The ninth factor explains 4.209% of variations. The factor consist of a single attribute- color (0.873) but is considered significant to be a factor since the factor load is the highest among all the loads. This factor explains the choice aspect since color of a car is mainly based on the decision making of the buyer having had wide variations of colour to choose from. Thus, it can be said that the consumers are infact choice oriented buyers.

4.1.3: Findings on the Relationship between Demography of Respondents and Post Purchase Dissonance

- There is no significant correlation between post purchase dissonance and gender of the respondents since $p > 0.05$ implying that gender does not contribute to the post purchase dissonance of the respondents.
- There exist negative and significant correlation ($p < 0.05$) correlation by Pearson's rank i.e -0.170 which implies that post purchase dissonance

gradually decreases as the age of the respondents increases. It also infers that dissonance is more in the lower age groups as compared to the higher age groups.

- No significant correlation exist found between the education level and the level of post purchase dissonance since there is no significant difference $p > 0.05$. This implies that the level of educational qualification does not have an impact on dissonance after purchase.
- $P = 0.534$ which is greater than 0.05 implying that there is no significant difference between post purchase dissonance and marital status of the respondents. This infers that whether the respondents are married or not does not play a part in the existence of dissonance after purchase.
- The correlation between the number of family members and post purchase dissonance is absent since the significance level is greater than 0.05 i.e $p = 0.565$ implying that the number of family members be it less or more does not contribute to the post purchase dissonance.
- There is correlation between the level of income of the respondents and post purchase dissonance. There is significant difference between them i.e $p = 0.001$ implying that the level of post purchase behaviour changes as the income level changes. There is a negative correlation of -0.254 implying that as the income level increases, the level of post purchase dissonance decreases. It can also be inferred that the more the income, the more stable the respondents, the lesser the dissonance after purchase.

4.1.4: Findings on Analysis of Post Purchase Behaviour Model by Hawkins, Mothersbaugh and Mookerji

- Spearman's rho is used to calculate the relationship and effect size between usage & post purchase dissonance. There is a negative but insignificant (since $p < .05$) relationship between the number of years of usage and post purchase dissonance. Further, dissonance contributes 1.25% only towards the variation in usage implying that there is no dissonance even if the number of years of usage increases.
- Measures of Central Tendency - \bar{X} , Me and Mo are extracted to find the average number of years the respondents have used the car as well as the number of years after which they would dispose the car. Majority of the respondents have used the car for 2-4 years and wish to dispose the car in 7-10 years implying that on an average, the Hyundai car users use their car for about 9-14 years.
- The relation between evaluation of the car dealership based on availability of spare parts, customer care, advertisements and promotions as well as after sales services and the complaint behaviour is done where in, the mean of evaluation is 14.1412 (taken on a scale of 1-20, 1= not satisfied and 20= Excellent). The response indicates the overall rating of the dealership is good and there is no complaint filed with the dealership whatsoever since mean of complaint = 2, based on the nominal scale if measure i.e '1= Yes, I have filed a complaint' and '2= No, I have never filed a complaint'.

4.1.5: Findings from the Demographic profile of Respondents

- 82% of the respondents are male and 18% are female. It is clear that majority of Hyundai Car owners for the study are male. Out of 170 respondents, only 31 of the respondents are female
- 17% of the respondents are between ages of 33-37 and 43-47 and contribute to the majority of age group of Hyundai Car owners. They are followed by ages 53 and above contributing to 16% of the respondents. This age group is followed by the age group of 23-27 years of age. The forth majority contribution is between the ages of 23-27 years of age followed by people within the age group 48-52. The least no of respondents with 1 % belong to the age group of 18-22.
- Majority of the respondents are post graduates and undergraduates contributing to 45% and 44% respectively. Only 11% of the respondents belong to the category of passing class 12.
- Majority of the respondents' i.e 37% are self-employed followed by private employees with 36%. 17% of the respondents are government employed.
- 40% of the respondents are from Aizawl South, followed by Aizawl East and West with 23%. 14% of the respondents are from Aizawl North Region. No such inference can be made since the data is collected based on purposive sampling. No such focus is given on the region where the respondents reside.
- Majority of the respondents are married i.e 66% followed by 25% of single respondents. 5% of the respondents are divorced and 4% are widowed.

- Majority of the respondents' i.e 60% of the respondents belong to a family of more than 5 members. 40% of the respondents belong to a family of less than 5 members.
- Majority of Hyundai car owners have an income of Rs 20,000-50,000 i.e 37% followed by the income group of Rs. 50,000-80,000. The third income group of Hyundai car owners belong to Rs. 80,000 and above. The last income group belongs to Rs.20,000 and below.

4.1.6: Findings on Respondents and their Hyundai Cars

- The Hyundai i10 Grand is the most popular among the respondents in the i-series with 44% followed by the Hyundai i10. The third most purchased by the respondents is the Hyundai i20 Active.
- 56% of the respondents purchased their Hyundai based off of their own preference followed by 15% being influenced by their spouses.
- Majority of the respondents' i.e 70% purchased their car through full down payment while only 40% of the respondents acquired their car through loan.
- 39% of the respondents have used their car for 1-4 years and for 1 year respectively followed by 21% having used the car for 4-6 years. This infers that Hyundai i-series having hit the market recently, the utilization period of the respondents is less.
- Majority of the respondents i.e 55% wish to dispose their car after 7 years or more implying that Hyundai cars have high utilization period and infers the durability of Hyundai.
- Out of 170 respondents, 150 of them preferred to purchase Hyundai car again implying that they are more or less satisfied with the brand.

4.1.7: Findings on Opinion of Hyundai Dealers by the Respondents

- 48% of the respondents purchased their Hyundai from the current Hyundai dealer in Mizoram i.e CK Hyundai and 15% of the respondents purchased their car from the previous dealer i.e Zodin Hyundai.
- None of the respondents have filed a complaint against the Hyundai dealerships implying that the services so provided are up to the mark in the minds of the respondents.
- 43% of the respondents rated the ‘Customer Care and Services’ of the dealers as ‘good’ as well as ‘average’ which reveals that the dealership provides a decent customer care and service to the car owners.
- Half of the respondents rated the ‘spare part availability’ of Hyundai cars is ‘good’ implying that there is less time lag between order and delivery period of spare parts as well as easy availability of instock spare parts.
- 54% of the respondents rated the advertisement and promotion avenues undertaken by Hyundai dealers as ‘good’ and only a mere 3% rated it as below ‘average’ implying that the customers are satisfied with the ads and promotions undertaken by the dealers.
- 82% of the respondents rated the after sales services of Hyundai dealers as ‘Average’ followed by 67% who rated it as ‘Good’. 8% of the respondents rated the dealership as Excellent while 4% rated it as below average and 2% are not satisfied with the aftersales service provided by the dealers.

4.1.4: Findings on Pre-purchase Opinion on Attributes of Cars

- Majority of the respondents i.e 43% of the respondents agreed with the opinion followed by 42% who strongly agreed that body design forms the one of the basis of purchase decision. 9% of the respondents had no opinion while 6% of the respondents disagreed that body design plays a part in purchase decision. 85% of the respondents are of the opinion that body design plays an important part in deciding the purchase of the car. Only 7 respondents do not agree with the aforesaid opinion implying that body design plays a part in purchase decision for most of the consumers under study.
- 48% of the respondents strongly agreed with the opinion followed by 35% who agreed that body strength forms the one of the basis of purchase decision. 17% of the respondents had no opinion while none of the respondents disagreed that body strength plays a part in purchase decision. Near to 50% of the respondents strongly agreed upon the importance of body strength upon Pre-Purchase evaluation and decision making.
- Majority of the respondents i.e 43% of the respondents agreed with the opinion followed by 24% who agreed that brand popularity forms the one of the basis of purchase decision as well as 24% had no opinion. 6% of the respondents disagreed while 3% of the respondents strongly disagreed that brand popularity plays a part in purchase decision. Although 115 respondents give importance to the brand popularity, 55 respondents do not place any such importance on the brand of the car or its popularity.
- 53% of the respondents strongly agreed with the opinion followed by 33% who agreed that colour of the car forms one of the basis of purchase decision. 12% of the respondents had no opinion while 2 of the respondents disagreed that colour of the car plays a part in purchase decision. It can be seen that more than 50% of the respondents' strongly

agree that colour of the car is one of the major attribute taken into consideration before purchase which implies that they choose a car based on the range of colour available.

- 40% of the respondents agreed with the opinion followed by 37% who strongly agreed that durability forms one of the basis of purchase decision. 11% of the respondents had no opinion while 12% of the respondents disagreed that durability plays a part in purchase decision. It can be said that majority of the respondents prefer to purchase a car which is durable and is utilized for a long period of time. However, some of the respondents' opinion also reveal that they choose cars not based on the durability of the car.
- Majority of the respondents i.e 51% of the respondents strongly agreed with the opinion followed by 41% who agreed that the horse power forms the one of the basis of purchase decision. 6% of the respondents had no opinion while 1% of the respondents disagreed as well as strongly disagreed that the horse power plays a part in purchase decision. It is revealed that engine i.e horse power of the car plays an important role in purchase decision. This may be due to the fact that the state of Mizoram being a hilly region with many unsurfaced roads throughout the state requires higher horse power.
- 43% of the respondents strongly agreed with the opinion followed by 39% who agreed that the fuel efficiency forms the one of the basis of purchase decision. 11% of the respondents had no opinion while 7% of the respondents disagreed that mileage of the car plays a part in purchase decision. The state of Mizoram frequently faces problems in terms of fuel supply since the state is not self-sufficient as well as due to the fact that it is a developing state, mileage plays an important role especially in terms of cost efficiency.

- Majority of the respondents i.e 51% of the respondents agreed with the opinion followed by 30% who strongly agreed that foot brake life forms the one of the basis of purchase decision. 15% of the respondents had no opinion while 5% of the respondents disagreed that foot brake life of the car plays a part in purchase decision.
- 36% of the respondents strongly agreed with the opinion followed by 33% who agreed that foot brake power forms the one of the basis of purchase decision. 25% of the respondents had no opinion while 6% of the respondents disagreed that foot brake power of the car plays a part in purchase decision. More than 50% of the respondents give importance to the power of the foot brake implying that safety is the utmost important feature which can also justify the fact that majority of car owners are married with children.
- 41% of the respondents strongly agreed with the opinion followed by 36% who strongly agreed that gear of a car forms the one of the basis of purchase decision. 19% of the respondents had no opinion while 3% of the respondents disagreed and 1 % strongly disagreed that the gear of the car plays a part in purchase decision. It can be said that this importance stems from the state being a hilly region with nooks and crannies, gear of the car is of utmost importance.
- 43% of the respondents agreed with the opinion followed by 30% who strongly agreed that headlight life of a car forms the one of the basis of purchase decision. 19% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the head light life of the car plays a part in purchase decision. Since head lights of cars are generally not as durable as compared to the other parts of a car, its life span is given great importance.

- Majority of the respondents i.e 48% of the respondents agreed with the opinion followed by 18% who strongly agreed that headlight power of a car forms the one of the basis of purchase decision. 27% of the respondents had no opinion while 7% of the respondents disagreed and no one strongly disagreed that the headlight power of the car plays a part in purchase decision. It can be inferred that the power of headlight is also an important attribute of purchase decision. More than 50% of the respondents agreed on the importance of the attribute. This implies that most car owners want safety and reliability in the car when it comes to headlight.
- Majority of the respondents i.e 53% of the respondents agreed with the opinion followed by 13% who strongly agreed that height of a car forms the one of the basis of purchase decision. 23% of the respondents had no opinion while 11% of the respondents disagreed and no one strongly disagreed that the height of the car plays a part in purchase decision. More than 60% of the respondents agreed upon its importance. This can infer that due to the state being hilly with many kilometers of unsurfaced roads, height has to be given importance especially when compared to buyers of cars who reside in plain areas.
- Majority of the respondents i.e 44% of the respondents agreed with the opinion followed by 24% who strongly agreed that height of a car forms the one of the basis of purchase decision. 21% of the respondents had no opinion while 11% of the respondents disagreed and no one strongly disagreed that the height of the car plays a part in purchase decision.
- Majority of the respondents i.e 45% of the respondents agreed with the opinion followed by 35% who strongly agreed that maintenance of a car forms the one of the basis of purchase decision. 18% of the respondents had no opinion while 2% of the respondents disagreed and no one strongly

disagreed that the maintenance ease of the car plays a part in purchase decision. It is evident that ease of maintenance is also one of the attributes that majority of the respondents take into consideration while deciding the model or brand of car to be purchased. Since the sample consists only of private motor cars, inferring that family car purchase depends upon the ease of maintenance.

- Majority of the respondents i.e 44% of the respondents agreed with the opinion followed by 35% who strongly agreed that maintenance expenses of a car form one of the basis of purchase decision. 18% of the respondents had no opinion while 3% of the respondents disagreed and no one strongly disagreed that the maintenance expenses of the car plays a part in purchase decision. Majority of the respondents are married with children, so, it can be implied that for people with families money spent on car has to be properly analyzed before purchase of a car.
- 45% of the respondents agreed with the opinion followed by 42% who strongly agreed that the overall functioning of a car forms the one of the basis of purchase decision. 12% of the respondents had no opinion while 1% of the respondents disagreed and no one strongly disagreed that the overall functioning of the car plays a part in purchase decision. The overall functioning of a car is also a major attribute of purchase decision. This implies that not only is the exterior of the car given importance, even the internal functioning of the car is given huge importance.
- 48% of the respondents agreed with the opinion followed by 36% who strongly agreed that the overall look of a car forms the one of the basis of purchase decision. 11% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the overall look of the car plays a part in purchase decision.

- 48% of the respondents agreed with the opinion followed by 34% who strongly agreed that the pick-up of a car forms the one of the basis of purchase decision. 14% of the respondents had no opinion while 4% of the respondents disagreed and no one strongly disagreed that the pick-up of the car plays a part in purchase decision. Mizoram, being a hilly state requires good pick up, and this can be seen from the opinion of the respondents also. More than 70% of the respondents agreed that the pick-up is an important attribute of car purchase decision.
- Majority of the respondents i.e 51% of the respondents agreed with the opinion followed by 30% who strongly agreed that the price of a car forms the one of the basis of purchase decision. 14% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the price of the car plays a part in purchase decision.
- 38% of the respondents agreed with the opinion followed by 22% who strongly agreed that the resale value of a car forms the one of the basis of purchase decision. 31% of the respondents had no opinion while 9% of the respondents disagreed and no one strongly disagreed that the resale value of the car plays a part in purchase decision. Unlike other attributes, the resale value of car has the highest no opinion rating amongst all attributes which means it is one of the least considered attribute for purchase decision.
- 44% of the respondents agreed with the opinion followed by 37% who strongly agreed that the riding comfort of a car forms the one of the basis of purchase decision. 10% of the respondents had no opinion while 9% of the respondents disagreed and no one strongly disagreed that the riding comfort of the car plays a part in purchase decision. Among the respondents, more than 70% of the respondents take into consideration the comfort of riding before actual purchase.

- Majority of the respondents i.e 47% of the respondents agreed with the opinion followed by 34% who strongly agreed that the spare part availability of a car forms the one of the basis of purchase decision. 14% of the respondents had no opinion while 5% of the respondents disagreed and no one strongly disagreed that the spare part availability of the car plays a part in purchase decision. Mizoram, being a remote part of India with no direct manufacturer of spare parts of any car brand has to order the spare parts from other states which sometimes take a long time.
- Majority of the respondents i.e 42% of the respondents agreed with the opinion followed by 37% who strongly agreed that the travel comfort of a car forms the one of the basis of purchase decision. 18% of the respondents had no opinion while 3% of the respondents disagreed and no one strongly disagreed that the travel comfort of the car plays a part in purchase decision. The state of Mizoram being a hilly region with long kilometers of un-surfaced roads especially in the remote and rural areas, there is a need for comfortable riding especially for long distance travel.
- 38% of the respondents agreed with the opinion followed by 22% who strongly agreed that the tyre size of a car forms the one of the basis of purchase decision. 29% of the respondents had no opinion while 11% of the respondents disagreed and no one strongly disagreed that the tyre size of the car plays a part in purchase decision. Since the study is based on passenger car and not HMTV, tyre size although more than 50% of the respondents take it into consideration before purchase, do not much play an important role as compared to other attributes.

4.1.9: Findings on Post Purchase Opinion of Attributes of Hyundai Cars

- Majority of the respondents i.e 70% of the respondents rated it as ‘Good’ followed by 17% giving the rating ‘Excellent’. 13% of the respondents rated it as ‘Average’ and none of the respondents rated it as below average or not satisfied with the body design. More than 80% of the respondents are highly satisfied with the body design of Hyundai cars. It can be implied that the body design of Hyundai cars are well above average in the minds of the consumers.
- 63% of the respondents rated it as ‘Good’ followed by 17% giving the rating ‘Excellent’. 17% of the respondents rated it as ‘Average’ and 3% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the body strength. In terms of body strength of Hyundai Cars, the buyers are satisfied with it as can be seen in the analysis where in more than 80% of the respondents giving a rating of above average. It can be implied that the strength of Hyundai Car is up to the mark in the minds of the buyers.
- Majority of the respondents i.e 56% of the respondents rated it as ‘Good’ followed by 11% giving the rating ‘Excellent’. 30% of the respondents rated it as ‘Average’ and 3% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the popularity of Hyundai Brand. The analysis implies that majority of the respondent are satisfied with the Hyundai brand. This shows that Hyundai cars are gaining popularity among the mizo people even though Hyundai entered the market since 2001 only.
- Majority of the respondents i.e 52% of the respondents rated it as ‘Good’ followed by 23% giving the rating ‘Excellent’. 23% of the respondents rated it as ‘Average’ and 2% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’

with the Hyundai Car colour. Colour of the Hyundai cars are given above average ratings by majority of the respondents which implies that they are fairly satisfied with the range of colour of Hyundai cars that are available in the market.

- 53% of the respondents rated it as 'Good' followed by 23% giving the rating 'Excellent'. 23% of the respondents rated it as 'Average' and 1% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the Hyundai car durability. Only 1% rated the durability of the car as below average so, it can be said that Hyundai cars are relatively durable.
- 50% of the respondents rated it as 'Good' followed by 29% giving the rating 'Excellent'. 18% of the respondents rated it as 'Average' and 3% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the engine. The engine of Hyundai cars is given a very good rating with more than 80% of the respondents' opinion that it is above average. This implies that the engine of Hyundai cars are up to the mark in the opinion of the respondents.
- 49% of the respondents rated it as 'Good' followed by 21% giving the rating 'Excellent'. 20% of the respondents rated it as 'Average' and 8% of the respondents rated it as 'Below Average' while 2% of the respondents gave the rating 'Not Satisfied' with the Hyundai car mileage. Fuel efficiency of Hyundai car is well above average since 90% of the respondents gave an above average rating. Thus, it can be inferred that due to the cost efficiency of Hyundai cars, the respondents have a good opinion on its mileage.
- Majority of the respondents i.e 47% of the respondents rated it as 'Good' followed by 32% giving the rating 'Average'. 16% of the respondents rated it as 'Excellent' and 5% of the respondents rated it as 'Below

Average' while none of the respondents gave the rating 'Not Satisfied'. Footbrake life of Hyundai car after purchase is well above average. It also implies that the owners are satisfied with this attribute of Hyundai although 5% of the respondents rated it as below average.

- 48% of the respondents rated it as 'Good' followed by 18% giving the rating 'Excellent'. 32% of the respondents rated it as 'Average' and 2% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the Hyundai Car footbrake power after purchase. The analysis reveals that the respondents are satisfied with the foot brake power of Hyundai car. This implies that Hyundai cars are satisfactory for the hilly state of Mizoram.
- 43% of the respondents rated it as 'Good' followed by 26% giving the rating 'Average'. 23% of the respondents rated it as 'Excellent' and 6% of the respondents rated it as 'Below Average' while 2% of the respondents gave the rating 'Not Satisfied' with the Hyundai car gear. It can be said that the Hyundai car gears are quite satisfactory in the opinion of the respondents which implies that the cars are suitable for the hilly region.
- 43% of the respondents rated it as 'Good' followed by 37% giving the rating 'Average'. 18% of the respondents rated it as 'Excellent' and 2% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the headlight life of Hyundai Cars. The data reveals that head light life of Hyundai car is satisfactory since more than 50% of the respondents gave an above average rating. This implies that the Hyundai car headlights are durable in the opinion of the respondents.
- 43% of the respondents rated it as 'Good' followed by 37% giving the rating 'Average'. 18% of the respondents rated it as 'Excellent' and 2%

of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the headlight power of Hyundai cars. It is evident that Hyundai car headlight power is up to the mark since more than 90% of the respondents' opinion is above average.

- Majority of the respondents i.e 49% of the respondents rated it as 'Good' followed by 33% giving the rating 'Average'. 14% of the respondents rated it as 'Excellent' and 4% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the height of the car. The analysis shows that the height of Hyundai car is satisfactory since majority of the respondents gave an above average rating even though only 14% of the respondents gave an 'excellent' rating. This implies that the height of the car is more or less compatible with the roads in Mizoram.
- 51% of the respondents rated it as 'Good' followed by 35% giving the rating 'Average'. 13% of the respondents rated it as 'Excellent' and 1% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the load capacity of Hyundai cars. It can be said that Hyundai cars have achieved their aim of creating family cars since most of the respondents are families with more than 5 members implying that they are satisfied with the load capacity.
- Majority of the respondents i.e 41% of the respondents rated it as 'Good' followed by 36% giving the rating 'Average'. 14% of the respondents rated it as 'Excellent' and 9% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the maintenance ease of Hyundai cars. The analysis shows that the maintenance ease of Hyundai cars are somewhat average although there is lesser percentage of respondents giving 'excellent' ratings.

- 51% of the respondents rated it as 'Good' followed by 28% giving the rating 'Average'. 14% of the respondents rated it as 'Excellent' and 7% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the maintenance expenses of Hyundai cars . It can be inferred that the expenses of maintenance are average although 7% of the respondents' opinion is below average.
- 52% of the respondents rated it as 'Good' followed by 31% giving the rating 'Average'. 8% of the respondents rated it as 'Excellent' and 7% of the respondents rated it as 'Below Average' while 2% of the respondents gave the rating 'Not Satisfied' with the overall functioning of Hyundai cars. The analysis shows that there is mixed opinion in terms of overall function of Hyundai cars. A handful of the respondents gave below average rating although majority of the respondents gave an above average rating. This implies that the overall function of the car is quite satisfactory.
- 59% of the respondents rated it as 'Good' followed by 23% giving the rating 'Average'. 13% of the respondents rated it as 'Excellent' and 5% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the overall look of the car. The analysis shows that the exteriors of the car is also well above average since more than 90% of the respondents gave an above average rating.
- 52% of the respondents rated it as 'Good' followed by 28% giving the rating 'Average'. 17% of the respondents rated it as 'Excellent' and 3% of the respondents rated it as 'Below Average' while none of the respondents gave the rating 'Not Satisfied' with the pick-up of the car.

The analysis shows that the pick-up of Hyundai car is well above average as is agreed upon by more than half of the respondents.

- Majority of the respondents i.e 49% of the respondents rated it as ‘Good’ followed by 34% giving the rating ‘Average’. 12% of the respondents rated it as ‘Excellent’ and 5% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the price of Hyundai car. The analysis shows that the Hyundai cars are quite affordable and reasonable since majority of the respondents are satisfied with its price range.
- Majority of the respondents i.e 41% of the respondents rated it as Average’ followed by 37% giving the rating ‘Good’. 15% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the resale value . The analysis shows that the resale value is quite satisfactory in the opinion of the respondents since more than half of the respondents gave an average to above average rating.
- 40% of the respondents rated it as ‘Good’ followed by 31% giving the rating ‘Average’. 23% of the respondents rated it as ‘Excellent’ and 6% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the riding comfort of Hyundai cars. The analysis implies that Hyundai cars are comfortable to ride in since majority of the respondents gave an above average rating.
- 56% of the respondents rated it as ‘Good’ followed by 23% giving the rating ‘Average’. 14% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the spare part availability of the Hyundai cars. From the analysis, it can be said that spare parts of Hyundai are easily available with the dealers in Mizoram since most of

the respondents gave an above average rating. It implies that the order-delivery time period is short.

- Majority of the respondents i.e 37% of the respondents rated it as ‘Good’ and the same percentage of respondents i.e 37% 17% gave an ‘Average’ rating. 17% of the respondents rated it as ‘Excellent’ and 8% of the respondents rated it as ‘Below Average’ while 1% of the respondents gave the rating ‘Not Satisfied’ with the travel comfort of Hyundai cars. In terms of riding comfort, the analysis shows that a few of the respondents are not satisfied with it. However, majority of the respondents still gave an average rating in terms of the comfort while using the car for travelling.
- 48% of the respondents rated it as ‘Good’ followed by 37% giving the rating ‘Average’. 8% of the respondents rated it as ‘Excellent’ and 7% of the respondents rated it as ‘Below Average’ while none of the respondents gave the rating ‘Not Satisfied’ with the Hyundai car tyre. The analysis shows that the tyre size of the car is satisfactory since most of the respondents gave an above average rating.

4.1.10: Findings on Post Purchase Dissonance among the Respondents

- When it comes to feeling of dissonance of purchase, 34% of the respondents rarely have the feeling, while 24% of the respondents sometimes feel uncertain about the purchase. 23% of the respondents never experience discomfort while 13% of the respondents often feel uncertain and 6% of the respondents always have a feeling of uncertainty and regret. The analysis shows that there is a mix of all responses among the respondents. However, it can be inferred that majority of the respondents’ experiences a feeling of uncertainty and discomfort after purchase. This feeling may be due to the fact that the cars require huge investment in terms of money as well as maintenance.

- 31% of the respondents never assess their purchase, followed by 27% of the respondents rarely assessing their purchase. 26% of the respondents sometimes assess their purchase while 13% of the respondents often assess their purchase and lastly a mere 3% always assess their purchase. Half of the respondents frequently assess whether their purchase is worth the money and the other 50% rarely assess their purchase. This implies that some consumers do face dissonance after purchase in terms of the money they spent.
- 43% of the respondents have never regretted their purchase followed by 25% who rarely regret their purchase. 16% of the respondent sometimes have regret about their purchase, 13% often do regret their purchase and 3% of them felt that they always regret their purchase. The analysis presents whether the respondents regret their purchase of Hyundai car or not. Majority of the respondents rarely regret their purchase. However, some of the respondents regret their purchase which implies that while some are satisfied with their purchase of Hyundai car, there are some people who are not satisfied with it too.

4.2: Suggestions

From the findings and observations of the study, the following are put forward to the manufacturers and dealers of Hyundai cars with specific focus on dealers residing in Aizawl:

- Manufactures should look into and upgrade attributes such as body design, body strength, durability, horse power, footbrake life, gear, price, ease of maintenance and riding comfort so as to achieve higher satisfaction level among its existing customers and also for gaining potential customers.
- Marketing strategies should give focus and importance on factors such as performance, accessibility, value, technology, safety and security, quality, aesthetics and availability of choice.
- Marketers should position Hyundai cars to higher income groups and older age groups (ages above 30) since dissonance is found to be significantly lesser among these demographic segments.
- Manufactures should develop strategies and give offers to make their products more attractive to lower income groups and the younger population by giving special concessions and discounts or manufacture cheaper cars than those that are manufactured at present as well as advanced features such as inbuilt gaming system, car TV etc to attract the young adult population.
- Dealership in Mizoram should improve on customer care and after sales services. Training should be imparted among the employees to treat not only potential buyers but window shoppers as potential customers and clarify their doubts as well as give detailed information about the cars willingly and politely.

- Dealers should have sufficient amount of stock of spare parts so that there is reduction of order-delivery time period to retain satisfied and happy customers at all times.
- Certain offers and reduction sale of spare-parts can be made during special occasions such as Christmas Sale so that the existing customers get special privileges not only at the time of purchase but also during their usage. This would very much reduce regret of purchase and continuous assessment of whether their purchase was worth the money they have spent.
- Dealers should take note of the average number of years the car owners intent on using the car so that they can retain such customers and gain brand loyalty for repeat purchase of the same brand. Based on the findings, the average number of years of usage ranges from 9=14 years.
- Manufactures should frequently conduct systematic market research to assess the dynamics in the market, the changes in behaviour of buyers and existing users so that they can increase the sales in the years to come.
- Test drives should be encouraged by the dealerships so that the potential buyers experience the features before purchase rather than only letting them experience it after purchase.
- Dealers should try to know their existing customers' opinion of the product as well as their preferences in order to build brand loyalty so that when new models are launched, the customers can be informed where in, if the new models have the features that they desire it can lead to repeat purchase.

4.3: Conclusion

Hyundai Motors having entered the Mizoram automobile sector 17 years ago in 2001 where in the first Hyundai Car sales was made on 13th May 2001 has greatly marked its existence being the highest tax payer of all the automobile dealers in the state. Hyundai Motors have greatly made a mark in the state especially in the city of Aizawl.

The study reveals that there exist significant differences towards how the customers view a cars' attributes and after the purchase of Hyundai car wherein the differences of opinion reveal to advance towards the expectations not meeting the actual performance on certain aspects of Hyundai car. However, it cannot be implied that there is dissatisfaction towards the Hyundai cars since only a fragment of the population of the study revealed to have regret of purchase and also due to the fact that there is no correlation between dissonance and the number of years for which the cars have been owned. Hyundai Motors have created a strong community of customers who focus on the performance factors like durability, headlight, footbrake etc. followed by the accessibility factors like travel comfort and riding comfort, easy availability of spare parts etc. Other such factors include value, technology, safety, security, aesthetics and choice which also in a way reveal the type of customers the company is having.

Hyundai Motors have paved the way of creating of an elite brand throughout the world and has also made a huge impact in the small North-Eastern state of Mizoram with the number of sales increasing year after year and has the potential to be the forerunner in the automobile sector in the future years.

ANNEXTURE

Questionnaire

PART I

1. Name : _____

2. Sex: Male Female

3. Age : _____

4. Education : Class 12 Graduate
 Post Graduate and above

5. Occupation : Self Employed Govt
Employee
 Others
Please specify _____

6. Locality : _____

7. Marital Status Single Married
 Divorced Widowed

8. No of family members: _____

9. Level of Income (per month) :
 Below 20,000 20,000-50,000
 50,000-80,000 Above 80,000

10. What model of Hyundai Motors did you purchase?

i10

i10 Grand

i20 Elite

i20 Active

11. Who influenced you to buy the car?

Self

Spouse

Offsprings

Friends

Other Family Members

12. How did you purchase the car?

Loan

Cash down Payment

PART II

1. Give your opinion (tick mark ✓) on the following attributes of a Car that you consider are important before your purchase.

| Sl. No | Attribute | Strongly Agree | Agree | No Opinion | Disagree | Strongly Disagree |
|--------|---------------------------|----------------|-------|------------|----------|-------------------|
| 1 | Body Design | | | | | |
| 2 | Body Strength | | | | | |
| 3 | Brand Popularity | | | | | |
| 4 | Colour | | | | | |
| 5 | Durability | | | | | |
| 6 | Engine (Horse Power) | | | | | |
| 7 | Fuel Efficiency (mileage) | | | | | |
| 8 | Foot Break Life | | | | | |
| 9 | Foot Break Power | | | | | |
| 10 | Gear | | | | | |

| | | | | | | |
|----|-------------------------|--|--|--|--|--|
| 11 | Head Light Life | | | | | |
| 12 | Head Light Power | | | | | |
| 13 | Height | | | | | |
| 14 | Load Capacity | | | | | |
| 15 | Maintenance Ease | | | | | |
| 16 | Maintenance Expenses | | | | | |
| 17 | Overall Functioning | | | | | |
| 18 | Overall Look | | | | | |
| 19 | Pick Up | | | | | |
| 20 | Price | | | | | |
| 21 | Resale Value | | | | | |
| 22 | Riding Comfort | | | | | |
| 23 | Spare Part Availability | | | | | |
| 24 | Travel Comfort | | | | | |
| 25 | Tyre Size | | | | | |

2. Give tick mark (✓) to your opinion of the following questions.

| Sl. No | | Always | Often | Sometimes | Rarely | Never |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|-----------|--------|-------|
| 1. | Post purchase dissonance is a distressing mental state (a feeling of uncertainty and discomfort). After purchase of your Hyundai car, did you experience any of these feelings? | | | | | |
| 2. | How often do you assess your purchase or think about your purchase? (eg. Is my purchase worth the money I spent) | | | | | |
| 3. | Do you regret having purchased the particular car model instead of some other model or brand? | | | | | |

PART III

1. How long have you used the motor car?

- 1 year 2-4
 years
 4-6 years

2. In how many years do you wish to dispose the car and purchase a new one?

- 3-4 years 5-7
 years
 7 years and above

3. In case you purchase a new car, would you purchase Hyundai Car again?

- Yes No

4. From which dealership did you purchase your car?

- Zodin Hyundai
 C.K Hyundai

If not,

- from private owner (Secondhand Car)
 Dealership outside Mizoram

5. Have you ever filed a complaint to the dealership about your car?

- Yes No

If yes, why _____

6. Mark your satisfaction opinion of Hyundai Dealers in Mizoram

| Sl.No | Features | Excellent | Good | Average | Below Average | Not Satisfied |
|-------|---------------------------------------|-----------|------|---------|---------------|---------------|
| 1 | Availability of Spare Parts | | | | | |
| 2 | Customer Care and Service | | | | | |
| 3 | Advertisements and Promotion of Brand | | | | | |
| 4 | After Sales Service | | | | | |

PART IV

Rate the following attributes of Hyundai Motors by providing tick mark (✓)

| Sl. No | Attribute | Excellent | Good | Average | Below Average | Not Satisfied |
|--------|---------------------------|-----------|------|---------|---------------|---------------|
| 1 | Body Design | | | | | |
| 2 | Body Strength | | | | | |
| 3 | Brand Popularity | | | | | |
| 4 | Colour | | | | | |
| 5 | Durability | | | | | |
| 6 | Engine (Horse Power) | | | | | |
| 7 | Fuel Efficiency (mileage) | | | | | |
| 8 | Foot Break Life | | | | | |
| 9 | Foot Break Power | | | | | |
| 10 | Gear | | | | | |
| 11 | Head Light Life | | | | | |
| 12 | Head Light Power | | | | | |
| 13 | Height | | | | | |
| 14 | Load Capacity | | | | | |
| 15 | Maintenance Ease | | | | | |
| 16 | Maintenance Expenses | | | | | |
| 17 | Overall Functioning | | | | | |
| 18 | Overall Look | | | | | |
| 19 | Pick Up | | | | | |
| 20 | Price | | | | | |
| 21 | Resale Value | | | | | |
| 22 | Riding Comfort | | | | | |
| 23 | Spare Part Availability | | | | | |
| 24 | Travel Comfort | | | | | |
| 25 | Tyre Size | | | | | |

REFERENCES

Arun, P. (2011), 'A Study of Consumer Behavior on Small Cars', *Institute of Finance and Management of Electronics*, Bangalore <http://www.scribd.com> accessed on 20th Oct 2016

Baskaran, A. & Krishnamurthi, K. (2016), 'A Study on Pre and Post Purchase Behaviour of Consumer Durable Goods in Kanchipuram District', *International Journal of World Research*, Vol.I, Issue XXXVI, pp 23-25 <http://www.scribd.com> accessed on 26th march 2017

Bhukya, R. & Singh, S. (2016), 'Factors Affecting Brand Preference towards choosing Retail Stores', *The IUP Journal of Brand Management* Volume XIII No 2, pp 76-82

Biischken, J. (2007), 'Determinants of Brand Advertising Efficiency: Evidence from the German Car Market', *Journal of Advertising*, 36(3), pp 52-60

Big Group (2014), 'Creating Brochures for the Hyundai Range'; <http://www.biggroup.co.uk/en/our-world/hyundai> accessed on 23rd March 2017

Blackwell, D. et al. (2006), 'Consumer Behavior', Cengage Learning India Private Limited

Casper, G. and Harry, J.P. (2008), 'Revealing Consumer Preferences by Observing Information Search', *Journal of Choice Marketing* 1(1), pp 20-24 <http://www.sciencedirect.com> accessed on 15th Nov 2016

Churchill & Suprenant (1999), 'An Investigation into the Determinants of Customer Satisfaction', *Journal of Marketing Research*, Vol XIX, Nov. 1999, pp 491-504

Cummings, WH & Venkatesan, M. (1976), 'Cognitive Dissonance and Consumer Behaviour: A Review of the Evidence', *Journal of Marketing Research*, Vol 13, No 3, pp 303-308 <http://www.ama.org/publications/pages> accessed on 30th March 2017

Dahiya, R. (2015), 'Cracking the Digital Code: A Study of Indian Car Market', *The IUP Journal of Marketing Management* Volume XIV no. 2, pp 26-38

Dastidar, G. (2016), 'An Investigation of Consumers' exploratory tendencies as motivators of their responsive behavior to deals', *IIMB Management Review* Volume 28 no. 2, pp. 84-86

Desai, S. and Purohit, D. (1993), '*Competiton in Durable Goods Market: The Strategic Consequences of Leasing and Selling*', Duke University, Durham, North Carolina

Desai, P. (2001), 'Quality Segmentation in Spatial Markets: When does Cannibalization affect Product Line Design?', *Journal of Marketing Science*, 20(3), pp 265-288

Dhar, R. and Simonson, I. (2003), 'The Effect of Forced Choice on Choice', *Journal of Marketing Research*, Vol II (3), pp 145-159

Dikshit, S. (2001), 'Passenger Car- Marketing gets a New Thrust', *The Hindu Survey of Indian Industry*, pp 240-242

Elliot, AJ. & Devine, PG. (1994), 'On Motivational Nature of Cognitive Dissonance: Dissonance as Psychological Discomfort', *Journal of Personality and Social Psychology*, Vol. 3, No 5, pp 34-45
<http://www.apa.org/pubs/journals/psp> accessed on 21st March 2017

Fern, E and Ye, K. (2003), 'A Temporal Dynamic Model of Spousal Family Purchase Decision Behaviour', *Journal of Marketing Research*, 40 (3), pp 266-280

Festinger, L. (1985), '*A Theory of Cognitive Dissonance*', Standford University Press, Standford, CA, pp 203-214

Government of Mizoram (2008), '*Statistical Handbook of Mizoram*', Directorate of Statistics and Economics

Government of Mizoram (2010), '*Statistical Handbook of Mizoram*', Directorate of Statistics and Economics

Government of Mizoram (2012), '*Statistical Handbook of Mizoram*', Directorate of Statistics and Economics

Government of Mizoram (2014), '*Compilation of District Wise Number of Vehicles for the Government and Non Government Vehicles*', Department of Transport

Government of Mizoram (2015), '*Compilation of District Wise Number of Vehicles for the Government and Non- Government Vehicles*', Department of Transport

Goyal, B. (1996), 'Buyer Behaviour of Tractor Owners- A Case Study of Farmers of Bathinada District', *Journal of Marketing*, Vol. XIV (10), pp 28-36

Gurleen, K. and Sukhmani (2011), 'A Study on Pre and Post Purchase Behaviour of various Car Brands in Punjab', *International Journal of Research in Marketing* Volume 1(2) <http://www.scribd.com> accessed on 28th Oct 2016

Hains, D. & Mookerjee, A. (2010), '*Consumer Behaviour: Building Marketing Strategy*', Tata McGraw Hill Education Private Limited

Halstead, d. (1989), 'Expectations and Disconfirmation Beliefs as Predictors of Consumer Satisfaction, Repurchase Intention and Complaining Behaviour: An Emperical Study', *Journal of Consumer Satisfaction/ Dissatisfaction and Complaining Behaviour*, Vol. 2, pp 17-21

Hasan, U. & Nasreen, R. (2014), 'The Emperical Study of Relationship between Post purchase Dissonane and Consumer Behaviour', *Journal of Marketing Management*, Vol 2, No 3, pp 65-77

<http://www.tandfonline.com> accessed on 21st March 2017

Hoffe, J. and Lane, K. (2003), 'Branding Cars in China', Mc Kinsey Publications, Special Edition (4), pp 13-16

Hyundai Motor Group (2014), 'About Hyundai',

<http://www.hyundaimotorgroup/AboutUs/Philosophy.hub> accessed on 23rd March 2017

Hyundai Motors India (2015), 'About Us',

<http://www.hyundai.co.india/aboutus/thinkyounowhyundai/history> accessed on 20th March 2017

Jayashree, C. (1997), 'Consumer Behaviour of Urban Working Women', Dept of Commerce, Osmania University, Hyderabad

Jain,P and Bhatt,M. (2004, '*Consumer Behaviour in Indian Context*', S Chand Limited Publications, pp 10-14

Kassarjan, HH. & Cohen, JB. (1965), 'Cognitive Dissonance and Consumer Behaviour', *California Management Review*, Vol. 8, No 1, pp 55-64
<http://www.cmr.berkeley.edu> accessed on 23rd March 2017

Khan, K.M. & Khan, M.N. 2002, 'Facets of Indian Advertising and Consumer Behavior : An Emperical Approach' , Kanishka Publishers.

Koller & Salzberger (2007), 'Cognitive Dissonance as a Relevant Construct throughout the Decision Making and Consumer Process', *Journal of Consumer Behaviour*, Vol.6, No 3, pp 217-220 <http://www.onlinelibrary.wiley.com>

Kotler,P. et al. (2012), 'Marketing Management: A South Asian Perspective' , Pearson Education, New Delhi

Krishnamurthy, A. (2016), 'Exploring the Formation of Consumer Expectations', *Journal of Consumer Behaviour*, Vol 14, No 1, pp 15-30
Laldinliana & Jyoti Kumar (2012), 'Consumer Behavior in A Tribal Economy of Northeast India: A Focus on Mizoram' , Akansha Publishing House

Lauden,L and Della,B (1999), '*Consumer Behaviour: Concepts and Applications*' , McGraw-Hill Publications, New York, pp 24-38

Laurent, G. and Kapferer, JN. (1990), 'Measuring Consumer Involvement Profiles', *Journal of Marketing Research*, Vol XXII (1), pp 41-53

Mazursky, D. (2000), 'The Effects of Time Delays on Consumer Use of Different Criteria for Product Purchase Decisions', *Journal of Business and Psychology*. 15(1), pp 166-179

Menon, B. and Raj, V.P. (2011), 'Conceptualization of Model for studying Consumer Purchase Behavior of Passenger Cars' , *International Journal of Research in Finance and Marketing* Volume 1(5), pp 85-102
<http://www.scribd.com> accessed on 28th Oct 2016

Mihaela, O. (2015), 'The Influence of The Integrated Marketing Communication on the Consumer Buying Behavior', *2nd Global Conference on Business Economics, Management and Tourism*, 30-31st October, Prague, Czech Republic
<http://www.sciencedirect.com> accessed on 20th Nov 2016

Modigliani, F. (1986), 'Life Cycle, Individual Thrift and the Wealth of Nations', *The American Economic Review*, Vol. 76(3), pp 297-312

Monga, G.S and Anand, S. (2003), 'Marketing Management', Deep and Deep Publications, pp 100

Mooweon, R. (2003), 'Hyundai Motor Company', *Leeland Stanford University Publications*, Vol IV, pp 34-38

Murlidhar, A and Vishal, S (2013) , 'Performance Evaluation of Hyundai Motor India Limited: An Overview', *International Journal of Marketing and Finance*, Vol 2, No 3, pp 115-120

Murtidhar and Rana,S. (2013), 'Performance Evaluation of Hyundai Motor India Limited: An Overview', *International Journal of Marketing, Financial Services and Management Research*, Vol.II, No.3, pp 114-120

Newman, J. & Werbel, A. (1984), 'Automobile Brand Loyalty', *Journal of Academy of Marketing Science*, Vol 2(4), pp 593-601

Oliver, R. (1987), 'An Investigation of the Interrelationship between Consumer (Dis) Satisfaction and Complaint Reports', *7th Annual Conference on Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, pp 218-222

Parker, V (1988), 'Consumer Beliefs, Attitudes and Brand Preferences', *Journal of Academy of Marketing Science*, Vol 2 (2), pp 357-366

Purohit, HC. (2004), 'Customer Satisfaction and Complaining Behaviour', Mittal Publications

Qualls, W. (1988), 'Changing Sex Roles: Its Impact Upon Family Decision Making', *Advances in Consumer Research*, Vol IX, pp 190

Ramaswamy, V.S (1997) , 'Marketing Management' , MacMillan India Ltd, pp 182-185

Saraswathi (2008), 'Consumer Satisfaction on Post-Sales Service with reference to Two Wheeler Automobile Industry', *The ICFAI Journal of Consumer Behaviour*, Vol III, No.2, pp 33-47

Sarwarde, W and Ambedkar, B (2011), 'Emerging Dimensions of Buyers Behaviour in Rural Areas', *Indian Journal of Marketing*, Vol XXXII, pp 13-16

Schiffman, L.G. and Kanuk, L.L. (1988), 'Consumer Behaviour', Prentice Hall Pvt Ltd, pp 6-10

Shankar, S.(2013), 'Different Car Body Types in India',
<https://www.cartrade.com/blog/2013/> accessed on 14th Oct 2016

Shekhar, V. (2007), 'Buying Two-Wheelers: A Changing Scenario', *The ICFAI Journal of Consumer Behaviour*, Vol. II, No 3, pp 52-57

Sinha, G. (2002), 'Product Mapping Analysis of Indian Automobile Industry', *Indian Journal of Marketing*, 32(8), pp 28-34

Sirgy, M. (1992), 'Self Concept in Consumer Behaviour Research', *Journal of Consumer Research*, Vol 9, pp 123-135

Sridharan, R and Dobhal, S. (1999), 'The New Price Warriors', *Journal of Business and Psychology*, pp 108-122

Srivastava, K. (1992), 'Effect of Disconfirmed Expectancy and Consumer Attributions- A Study of Durable Products', *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, Vol. 2, pp 98-106

Subadra, S. and Ganapathi, R. (2010), 'Consumer Perception and Behaviour: A Study with special reference to car owners in Namakal District', *Asia Pacific Journal of Research in Business Management* Volume1(3), pp 37-42
<http://www.scribd.com> accessed on 3rd Nov 2016

Sweeney, JC & Soutar, GN. (2000), 'Measuring Cognitive Dissonance: A Multi Dimensional Scale', *Journal of Philosophy and Marketing*, Vol.17, No 5, pp 369-385 <http://www.scribd.com> accessed on 23th March 2017

Tak, P. & Pareek, A. (2016), 'Consumer Attitude towards Luxury Brands: An Emperical Study', *The IUP Journal of Brand Management* Volume XIII no. 1, pp 8-14

Thinaiah, A. (2013), 'Product and Brand Strategies- A Study on Hyundai Motors', *IOSR Journal of Business and Management*, Vol.7, Issue 4, pp 35-41

Vedpuriswar, AV. (2007), 'Hyundai in India: Indian Automobile Industry', 1st Edition, ICFAI University Press, pp 195-216

Verma, D. (2006), 'Effect of Brand Image on Buyers' Perception of Product Quality', *NICE Journal of Business*, Vol 1, No. 1, pp 63-70

Verma, D. and Israney, H. (2000), 'Consumer Attitude Towards Advertisement Messages', *Journal of Marketing*, Vol XXX, pp 2-5

Vikram, S. (2014), 'Analysis of Research in Consumer Behavior of Automobile Passenger Car Customer' ,*International Journal of Scientific and Research Publications* Volume 4 Issue 2, pp 5-9 <http://www.ijsrp.org> accessed on 14th Oct 2016

Vyas, H. (2010), 'Consumer Purchase of Consumer Durables: A Factorial Study', *International Journal of Management and Strategy* Volume 1 no.1, pp 34-43 <http://www.sciencedirect.com> accessed on 20th Nov 2016

Widgery, R and McGaugh, J. (1993), 'Vehicle Message Appeals and The New Generation Woman', *Journal of Advertising Research*, 33 (5), pp 34-40

Wilkes, R. (1995), 'Household life- Cycle Stages, Transitions and Product Expenditures', *Journal of Consumer Research*, Vol.22 No 1, pp 28

Woodruff, R. and Jenkins, R. (1995), 'Modeling Consumer Satisfaction Process Using Experience Based Norms', *Journal of Marketing Research*, Vol XX, pp 296-302

Websites

About Hyundai: <https://www.hyundai.com/worldwide/en> accessed on 23rd

[November 2017](#)

About Hyundai: <https://www.hyundaiusa.com> accessed on 23rd November 2017

About Us: <http://www.hyundai.com/cn/zh> accessed on 23rd Nov 2017

Hyundai llega a Mexico: <https://www.hyundai.com.mx> accessed on 4th January 2018

Automobile Industry in NE States, India: <http://www.business.mapsofindia.com> accessed on 12th March 2017

History of Hyundai:

https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited accessed on 5th

[March 2018](#)

Regional Achievements:

https://en.wikipedia.org/wiki/Hyundai_Motor_Company accessed on 5th March 2018