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A Study on Brand Awareness and Customer Perception of Hyundai Automobiles with Reference to Lakshmi Hyundai, Hyderabad

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ABSTRACT: Brand awareness plays a crucial role in shaping customer perceptions and purchase decisions in the highly competitive automobile industry. This study examines the level of brand awareness, influencing factors, and customer perceptions toward Hyundai automobiles with specific reference to Lakshmi Hyundai, Hyderabad. Primary data were collected from 100 respondents using a structured questionnaire, while secondary data were sourced from journals, company reports, and prior studies. The research adopts a descriptive research design and employs percentage analysis and hypothesis testing using SPSS. Statistical tools such as Chi-square tests and descriptive statistics were applied to analyze the data. The findings reveal that brand name, service quality, and promotional activities significantly influence customer awareness and preference toward Hyundai automobiles. The study concludes that Hyundai enjoys strong brand awareness in the Hyderabad market, though enhanced promotional strategies and customer engagement initiatives can further strengthen its market position.

KEYWORDS: Brand Awareness, Customer Perception, Hyundai, Automobile Industry, SPSS Analysis

I. INTRODUCTION

In today's dynamic automobile market, brand awareness has emerged as a vital determinant of consumer choice and brand loyalty. Brand awareness refers to the extent to which consumers can recognize or recall a brand under different conditions. A strong brand not only differentiates a product from competitors but also creates trust and long-term customer relationships.

The Indian automobile industry has witnessed rapid growth due to rising income levels, urbanization, and technological advancements. Hyundai Motor India Limited has positioned itself as one of the leading automobile brands by offering quality vehicles, innovative features, and reliable after-sales service. Lakshmi Hyundai, a prominent dealer in Hyderabad, plays a significant role in promoting Hyundai vehicles and maintaining customer relationships.

Understanding customer awareness and perception toward Hyundai is essential for sustaining competitive advantage. This study attempts to analyze the factors influencing brand awareness and customer satisfaction toward Hyundai automobiles in Hyderabad.

II. REVIEW OF LITERATURE

Aaker (1996) emphasized that brand awareness is a foundational component of brand equity and directly influences consumer decision-making. Keller (2003) stated that high brand awareness increases the likelihood of brand inclusion in the consumer's consideration set.

Kumar and Raju (2013) found that brand name and perceived quality significantly impact customer preference in the automobile sector. Dutta (2014) highlighted that promotional strategies and word-of-mouth communication play a major role in enhancing brand awareness.



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Hafiz (2018) concluded that service quality and corporate image significantly influence brand awareness and customer loyalty. Zorai (2019) introduced the concept of brand origin recall accuracy, emphasizing the role of familiarity in strengthening brand recall.

The review indicates that although brand awareness has been widely studied, limited research exists focusing on dealer-level analysis of Hyundai brand awareness in the Hyderabad market, creating scope for the present study.

III. OBJECTIVES OF THE STUDY

1. To examine the level of brand awareness of Hyundai automobiles.
2. To identify factors influencing customer preference toward Hyundai.
3. To analyze customer perception of Hyundai's service quality.
4. To study the relationship between brand awareness and purchase decision.

IV. CONCEPTUAL MODEL

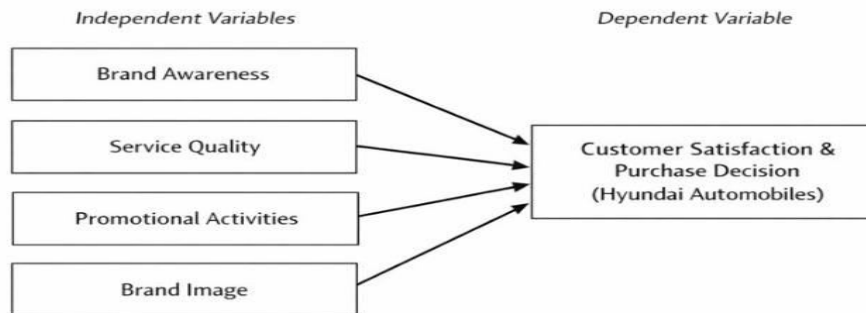


Figure1 Conceptual model

The conceptual model illustrates the theoretical framework developed for examining the factors influencing customer satisfaction and purchase decision toward Hyundai automobiles. The model clearly presents the cause-effect relationship between the study variables.

In the model, Brand Awareness, Service Quality, Promotional Activities, and Brand Image are identified as the independent variables. These variables represent the key marketing and perceptual factors that shape customer attitudes toward the Hyundai brand. Each independent variable is shown on the left side of the diagram, indicating its individual influence.

The dependent variable, namely Customer Satisfaction and Purchase Decision (Hyundai Automobiles), is positioned on the right side of the model. Directional arrows connect each independent variable to the dependent variable, signifying a direct and positive influence. This structure indicates that improvements in brand awareness, service quality, promotional effectiveness, and brand image are expected to enhance customer satisfaction and strengthen purchase decisions.

V. HYPOTHESES OF THE STUDY

H1: There is a significant relationship between brand awareness and customer purchase decision of Hyundai automobiles.

H2: Service quality has a significant influence on customer perception toward Hyundai automobiles.

H3: Promotional activities significantly influence brand awareness of Hyundai automobiles.

H4: Brand image has a significant impact on customer satisfaction toward Hyundai automobiles.



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VI. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design, as it aims to systematically describe the level of brand awareness and customer perception toward Hyundai automobiles. Descriptive research is appropriate for identifying relationships among variables such as brand awareness, service quality, promotional activities, and purchase decisions without manipulating the study environment.

Sampling Design

Population

The population for the study comprises customers who have purchased or used Hyundai automobiles in Hyderabad.

Sampling Technique

A non-probability quota sampling method was employed. This method was selected due to time constraints and ease of accessibility to respondents while ensuring representation across different customer groups.

Sample Size

A total of 100 respondents were selected for the study, which is considered adequate for descriptive and inferential statistical analysis in social science research.

Statistical Tools and Techniques

The collected data were coded and analyzed using **Statistical Package for Social Sciences (SPSS)**. The following tools were employed:

- Percentage analysis
- Descriptive statistics (Mean, Standard Deviation)
- Chi-Square Test for hypothesis testing
- Cross-tabulation for relationship analysis

A significance level of 5% ($\alpha = 0.05$) was adopted for hypothesis testing

VII. DATA ANALYSIS AND INTERPRETATION

H1: There is a significant relationship between brand awareness and customer purchase decision of Hyundai automobiles.

Table 1: Chi-Square Test

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.874	4	0.012
Likelihood Ratio	13.201	4	0.010
N of Valid Cases	100		

Interpretation

Since the p-value (0.012) is less than 0.05, the null hypothesis (H_{01}) is rejected. This indicates a significant relationship between brand awareness and customer purchase decision. Higher brand awareness leads to a stronger likelihood of purchasing Hyundai automobiles.

H2: Service quality significantly influences customer perception toward Hyundai automobiles.



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Table 2: Chi-Square Test

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.326	3	0.002
Likelihood Ratio	15.847	3	0.001
N of Valid Cases	100		

Interpretation

The significance value (0.002) is less than 0.05, hence the null hypothesis (H_{02}) is rejected. This confirms that service quality has a significant influence on customer perception toward Hyundai automobiles.

H3: Promotional activities significantly influence brand awareness of Hyundai automobiles.

Table 3: Chi-Square Test

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.457	3	0.015
Likelihood Ratio	10.982	3	0.012
N of Valid Cases	100		

Interpretation

As the p-value (0.015) is less than 0.05, the null hypothesis (H_{03}) is rejected. This result indicates that promotional activities significantly affect brand awareness of Hyundai automobiles.

H4: Brand image has a significant impact on customer satisfaction toward Hyundai automobiles.

Table 4: Chi-Square Test

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.942	4	0.001
Likelihood Ratio	19.406	4	0.001
N of Valid Cases	100		

Interpretation

Since the significance value (0.001) is below 0.05, the null hypothesis (H_{04}) is rejected. This demonstrates that brand image significantly influences customer satisfaction toward Hyundai automobiles.

VIII. CONCLUSION

The present study examined the level of brand awareness and customer perception toward Hyundai automobiles with specific reference to Lakshmi Hyundai, Hyderabad. The primary objective was to understand how key marketing and perceptual variables—brand awareness, service quality, promotional activities, and brand image—influence customer satisfaction and purchase decisions. The study was conducted using primary data collected from 100 respondents and analyzed through descriptive statistics and hypothesis testing using SPSS.

The findings reveal that Hyundai enjoys a high level of brand awareness among customers in the Hyderabad market. Most respondents were familiar with the brand and associated it with reliability, quality, and value for money. Brand awareness was found to play a significant role in influencing purchase decisions, confirming that customers tend to prefer well-known and trusted automobile brands. This highlights the importance of continuous brand-building efforts in a highly competitive automobile industry.

Service quality emerged as a critical determinant of customer perception and satisfaction. Prompt service delivery, employee communication, and after-sales support significantly influenced customers' overall experience with Hyundai. The hypothesis testing results confirmed a statistically significant relationship between service quality and customer perception, indicating that superior service standards strengthen brand loyalty and positive word-of-mouth communication.



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