Major Research Project on

Understanding Cognitive Dissonance in the Automotive Industry: A Case Study of Hyundai Owners

Submitted By

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23/DMBA/123

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CERTIFICATE

This is to certify that Mr. Shubham Thagela has completed the project titled "Understanding Cognitive Dissonance in the Automotive Industry: A Case Study of Hyundai owners" under the guidance of **Dr. Deepali Malhotra, Assistant Professor,** as a part of Master of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi. To the best of my knowledge, this is an original piece of work & has not been submitted elsewhere.

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DECLARATION

I, Shubham Thagela student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Report on "Cognitive Dissonance among Hyundai Owners" submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me . I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Shubham Thagela

23/DMBA/123

Place: New Delhi

Date:

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me throughout the course of my Major Research Project.

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Executive Summary

This research study focuses on the psychological process of **Cognitive Dissonance** of Indian Hyundai car buyers. Cognitive dissonance refers to the states of mental discomfort that arise when a person's expectation seems to contradict his or her real experience—most frequently experienced in involvement decisions such as buying a car. The main aim of this study is to analyse the occurrence of post-purchase dissonance, determine the main facilitating factors, and see how the customers manage or resolve such internal conflicts. The study is based entirely on primary data, collected through systematic samples of Hyundai car owners across geographies and segments. The survey measured drivers such as first product expectations, perception of value for money, word-of-mouth impact, post-purchase service experience, and comparative judgments with competitive brands. Outcomes show that the majority of Hyundai customers are satisfied, but some customers feel mild to moderate dissonance. Some of the most common complaints expressed are less than expected mileage, inconsistent quality of service, and omitted features compared to competitors. For most cases, high expectations were encouraged through advertising or word of mouth from friends, and therefore post-purchase dissatisfaction followed when the product failed to meet those expectations.

Despite this, consumers justify their decisions to minimize discomfort. Most report Hyundai's brand image, style, and safety record as justification. Others put forth positive peer opinions, long-term quality, and resale value as justification of sustaining satisfaction with purchase.

The study indicates the significance of open marketing, reliable after-sales service, and function-packed products in mitigating cognitive dissonance. Open disclosure of product strengths and weaknesses and speedy service can serve as a buffer against customer expectations and establish long-term trust. Hyundai Motor India Limited (HMIL), a wholly-owned subsidiary of Hyundai Motor Company, South Korea, is India's second-largest car maker. With diversified product portfolio, strong service network, and innovation-driven approach, Hyundai is one of the leading players in India's auto industry. But to maintain its market share and build its customer loyalty, it is crucial that Hyundai takes concrete steps to minimize any dissonance felt by its customers. This study offers consumer psychology and behaviour knowledge and offers actionable suggestions to enhance post-purchase experience and attain greater customer satisfaction.

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CHAPTER 1

INTRODUCTION

Cognitive dissonance is a psychological theory developed by Leon Festinger in 1957 that defines discomfort or tension experienced by an individual whenever one holds two or more conflicting attitudes, values, or beliefs, or whenever one's behavior is incompatible with one's beliefs. This tension results in a drive to reduce the discrepancy and reinstate internal consistency, usually through a change in the person's behavior, attitudes, or beliefs. For example, a person who values health but continues to smoke would experience dissonance and try to quit smoking or justify the behavior in some way. Cognitive dissonance has significant implications in most areas of life, including decision-making, behavior change, moral conflict, and consumer behavior. It is necessary to learn about this phenomenon while understanding how people rationalize their behaviors and achieve psychological balance despite conflicting ideas or circumstances.

Why Cognitive Dissonance Happens

Cognitive dissonance occurs because human beings possess an inherent psychological need for consistency between actions, ideas, beliefs, values, and behaviors. This need stems from the desire to maintain a stable and coherent sense of self. When there is inconsistency between what one thinks and what one does—or between two opposing beliefs—there is a mental tension referred to as dissonance. This intrapsychic conflict can be uncomfortable, and people are naturally disposed to reduce it in an attempt to restore emotional balance and psychological harmony.

The theory, which was formulated by psychologist Leon Festinger, relies on the assumption that inconsistency among cognitions (thoughts, attitudes, or beliefs) creates a feeling of tension. It is unpleasant and prompts people to change to eliminate it. For example, consider a person who thinks that conservation is necessary but regularly uses plastic bags. The dissonance is created by the incompatibility between action (using plastic bags) and belief (plastic harms the environment). In an attempt to eliminate this discomfort, they can alter their action (by using reusable bags), alter their belief (by downplaying the impact of plastic), or add new rationalizations (e.g., "I recycle, so it evens out").

This motivation for internal consistency serves to keep a person integrated and whole. Without it, people will experience themselves as fragmented, confused, or hypocritical. The emotional tension caused by dissonance will depend on the

significance of the incompatible beliefs, the level of inconsistency, and the individual's capacity to rationalize or justify the incompatibility. The intensity of the dissonance will create a stronger motivation to eliminate it.

Furthermore, cultural and social expectations also heighten the effect of dissonance. For the majority of social groups, being inconsistent, insincere, or contradictory can lead to judgment and rejection. Thus, people are not just striving to be consistent for themselves but also to maintain their reputation and credibility to other people.

Cognitive dissonance exists really only because it interferes with harmony between what we do and what we believe. In order to maintain our self-concept and sanity, we continually work—often without being aware of it—to get rid of or reduce such internal inconsistency. The process is central to explaining much of human behavior, from daily choices to life choices.

How people reduce dissonance

When people feel dissonance—a subjective psychological tension resulting from the possession of two incompatible beliefs or from acting in a manner that is not in line with one's values—they are compelled to eliminate this tension. People employ different methods to cope with and eliminate the discomfort, although they may not be aware of it. The three most frequent methods are: modifying one of the incompatible beliefs or actions, rationalizing or justifying the behavior, and adding new cognitions that eliminate the dissonance.

1. Changing one of the conflicting thoughts or behaviors

The most immediate reduction of dissonance is through modifying either the belief or behavior generating the conflict. If one holds the view that exercising is health-promoting but fails to do it regularly, for instance, he can begin working out so that his behavior will be in agreement with the belief. On the other hand, they may alter their belief to make their behavior acceptable, say, by rationalizing that exercise is not as necessary after all. This approach reinstates internal consistency by removing the inconsistency.

2. Justifying or rationalizing the behavior

When behavior or belief change is hard, individuals have a tendency to justify their actions. They attempt to come up with rationalizations that will make the conflicting behavior acceptable. For example, someone who consumes junk food in spite of the fact that they know it's bad for them might offer, "I've had a tough day, so I'm going to give myself a treat," or, "One meal won't hurt." This serves to close the mental gap

between belief and action without in fact altering either. Rationalizations are psychological excuses that ease the cognitive dissonance.

3. Adding new cognitions

Another useful tactic is to incorporate new beliefs or thoughts that justify the existing behavior or attitude, hence minimizing the dissonance. Such incorporated cognitions serve as buffers. For instance, a person who owns a gas-guzzling vehicle but cares about the environment would reassure himself or herself, "At least I recycle and give to environmental organizations." This new belief serves to minimize the discomfort in the mind by offsetting the undesirable behavior with a desirable act.

These processes are a natural psychological process by which individuals can defend their self-esteem and sustain a coherent self-concept. Without them, individuals would be forever in a state of guilt, anxiety, or conflict about their choices. A comprehension of how dissonance is reduced can explain a broad variety of human behavior, from consumer decisions to moral judgment, and even political or religious faith.

Importance of Cognitive Dissonance in Psychology

Cognitive dissonance has been regarded as one of the most fundamental and impactful theories in social psychology. It offers insightful understanding into how human beings think, act, and respond to the world around them. It is paramount that one understands this theory since it offers an explanation to a broad range of behaviors among human beings, ranging from everyday choice-making to intricate ethical judgments, and is relevant in many domains such as motivation, decision-making, attitude change, and social influence.

1. Foundational Theory in Social Psychology

Theory of cognitive dissonance, developed for the first time by Leon Festinger in 1957, changed social psychology by providing a scientific, lucid explanation for how individuals deal with inconsistencies within their beliefs, attitudes, and behavior. Before Festinger, most of psychology was concerned with conscious choice and rational thinking, but cognitive dissonance provided the opportunity to comprehend the strong psychological forces that compel individuals to eliminate conflict, even when it is irrational or illogical. The theory has formed the foundation for hundreds of experiments and studies, so it is part of the scholarly comprehension of human psychology.

2. Explaining Human Motivation

Cognitive dissonance is a driving force behind human motivation. In this theory, when individuals are feeling dissonance—the tension brought about by conflicting beliefs or behaviors—they will be driven to eliminate it by changing their thoughts or behavior. The need for consistency within is one of the driving forces behind our daily actions. It describes how individuals tend to try and justify their behavior, rationalize choice, or undergo extreme behavioral change in order to align their attitudes with their actions. Fundamentally, cognitive dissonance theory accentuates that humans are not totally rational creatures; so much motivation involves sustaining psychological harmony.

3. Impact on Decision-Making

The theory also explains how we make decisions. When presented with two equally desirable alternatives, say, individuals may feel post-decision dissonance—a feeling of regret or doubt. In order to minimize this dissonance, they tend to use strategies such as rationalizing that their decision was the best possible, or focusing on the shortcomings of the next best alternative. This rationalization process reduces the discomfort of doubt and regret, reminding us of the significance of cognitive dissonance in our decision-making.

4. Understanding Attitude Change

Cognitive dissonance theory is an important theory for explaining attitude change. When individuals are faced with information that conflicts with their current attitudes or beliefs, they tend to reduce the dissonance by altering their belief, attitude, or perception. This has significant implications in fields such as persuasion, marketing, and behavior change interventions, where attitude and belief change is central to changing behavior. Finally, cognitive dissonance theory is still at the core of human behavior. It is relevant across psychological domains, providing profound insights into the way we cope with contradictions in our thoughts and deeds, and the way we are led to restore psychological balance.

<u>Everyday Examples of Cognitive Dissonance</u>

Cognitive dissonance doesn't only occur in theoretical scenarios; it occurs in much of our daily choices, actions, and interactions with others. The uneasiness of maintaining beliefs or behaviors that are inconsistent with each other causes people to employ numerous strategies for dissonance reduction. Some everyday examples include **post-decision dissonance, buyer's remorse, and conformity with group norms.**

1. Choosing Between Two Desirable Things (Post-Decision Dissonance)

Post-decision dissonance is the situation where people are presented with a hard choice between two equally desirable alternatives. Once they have made the choice, they may experience doubt or unease about whether they have made a good decision. For instance, in buying a new cellular phone, an individual may be required to select between two models that are equally desirable but priced differently. After buying, the person might doubt or regret what they have done—asking themselves whether they had made the wrong choice. To keep this discomfort away, individuals tend to dwell on the benefits of the option that they have chosen, making themselves believe that it was truly the best option. They can highlight attributes they appreciated about the phone that they have chosen and play down the merits of the other one.

2. Justifying Spending a Lot of Money on Something (Buyer's Remorse)

Buyer's remorse is a classic illustration of cognitive dissonance in consumer behavior. This is when an individual spends a lot of money on something, then immediately feel guilty or regretful afterward, particularly if the product was bought on impulse. For example, after purchasing a costly designer purse, the person may feel uneasy, particularly if they feel they could have utilized that money for other essentials. To deal with this, the consumer can rationalize the purchase by telling themselves that they "deserve" it or that the item is good quality and will last a long time. They may also tell themselves that the bag is a "timeless investment" or that it is to their taste, which should reduce the cognitive dissonance between what they are doing (spending money) and what they feel is important to them (saving money or not making unnecessary purchases).

3. Conforming to Group Norms Despite Personal Beliefs

The second most prevalent example of cognitive dissonance is when individuals change to fit in a group's norms, even if they go against the individual's own beliefs. This is most common in social interactions where a person desires to belong or not be rejected. For example, in a company where everybody smokes on break, a smoker may feel compelled to be part of the crew, even though they recognize that smoking is dangerous. Once the person begins smoking in order to fit in with the group, they are then in dissonance between their beliefs about health and their actions. In order to minimize this discomfort, they may justify their behavior, reasoning that they can stop anytime they want or that it is only one cigarette, and therefore, it is not so bad. They might even come to think that smoking is less dangerous than they once believed over time, decreasing the dissonance further.

Applications of Cognitive Dissonance

Cognitive dissonance is a strong theory of psychology that has far-reaching implications across many areas of activity, from marketing and education to health behavior and social problems such as politics and religion. The fundamental premise of dissonance—individuals' need for internal consistency—can be utilized to change attitudes, behaviors, and decision-making in many different fields.

1. Marketing and Advertising (Customer Loyalty and Brand Switching)

The theory is used most famously in marketing and advertising. Marketers apply the theory to develop customer loyalty and avoid brand switching. For example, after a consumer has made a purchase decision, particularly a big one, they will tend to feel post-decision dissonance. This unease arises where the consumer questions if they had selected the correct option or whether there was another brand that could have been used. To drive away this unease, companies tend to push for the good qualities of the product or brand to reaffirm the consumer's selection. For instance, automobile manufacturers point out the reliability, safety aspects, or prestige of their vehicles to make the purchaser feel more assured of their choice. This dissonance reduction technique promotes customer loyalty by minimizing regret and reaffirming the notion that the consumer has made the correct decision. In addition, advertisers frequently establish good reasons for consumers to remain loyal to their brands, presenting rewards or loyalty clubs that offer incentives to purchase repeatedly, making it more difficult for them to move to competitors.

2. Education (Changing Student Beliefs or Motivation)

Education is one area where cognitive dissonance can prove to be a very influential tool to modify students' belief and motivation. Educators and instructors can induce situations where students are faced with information contradicting their current beliefs, leading them to resolve the dissonance by modifying their attitudes. For instance, if a student believes that they are poor at mathematics, showing them success stories of others who have overcome such problems can generate dissonance between their perception and the evidence of their potential. The anxiety caused by this discrepancy may prompt the student to adjust their thought pattern and alter their learning strategy. In the same way, inducing cognitive dissonance over a lack of effort in school can push students to change their behavior by challenging them to work harder or develop new methods of study.

3. Health Behaviour (Exercise, Addiction Recovery)

Cognitive dissonance also has a profound influence on health behaviors. In domains such as recovery from addiction, exercise, or nutrition, individuals tend to feel dissonance between their behavior and their health beliefs. For instance, a smoker who is attempting to quit might feel dissonance between their health beliefs and their smoking habit. To minimize this dissonance, they might emphasize the advantages of giving up or rationalize the occasional relapse by recognizing how difficult it is to give up. Health interventions tend to employ such a process by emphasizing the beneficial consequences of health behaviors, like having more energy or living longer, to minimize dissonance and support extended behavior change.

4. Politics, Religion, and Ethics

Cognitive dissonance is also a strong political force in religion and ethics, as beliefs tend to conflict with new experience or information. Political leaders, for instance, might frame their actions in a manner that reduces cognitive dissonance in their followers even when these actions contradict prior statements. Followers might excuse inconsistencies by rationalizing the leader's decision or minimizing contradictions. In religion, people may change beliefs or rationalize behavior that goes against their beliefs to decrease dissonance, e.g., behaving contrary to religious doctrine but rationalizing it based on beliefs or newly formed interpretations. Likewise, ethical dissonance can happen when people are faced with ethical dilemmas and can modify ethical position to suit their action, particularly where tough decisions are involved.

Understanding Cognitive Dissonance in Consumer Behavior

Cognitive dissonance, a psychological tension from holding inconsistent beliefs or conducting contradictory behaviors, is a major factor in determining human decision-making in a broad spectrum of situations. Although significant research has been done on cognitive dissonance as it relates to attitude change and social influence, there is still a need to study further how dissonance works in consumer behavior in general and specifically within contemporary marketing efforts and brand allegiance. This study aims to examine the processes underlying consumer choice-making by exploring how cognitive dissonance influences buying decisions, brand switching, and post-purchase satisfaction.

Gap in Current Research:

While there is quite a large body of literature on cognitive dissonance theory, much of the research so far has focused on more general psychological and social situations, including moral dilemmas, attitude change, and interpersonal conduct. While cognitive dissonance has been studied in consumer behavior, the investigation so far is somewhat piecemeal. In particular, how dissonance affects consumer loyalty, brand switching, and post-purchase regret requires further focus. As markets increasingly become competitive and brands aim to establish long-term consumer relationships, knowing how dissonance influences consumer behavior can provide insight into brand loyalty development, enhanced marketing efficacy, and increased consumer satisfaction. This study seeks to address this by examining the particular ways in which cognitive dissonance influences decision-making under contemporary consumer settings, including e-commerce, digital marketing, and social media.

Societal Relevance:

With the current digital age, consumer trends are changing at a fast pace, influenced by digital platforms, targeted marketing, and social media influencers. There is always a wide range of choices for consumers, giving them a feeling of post-purchase dissonance, which is a sense of regret or uncertainty once they make a purchase. Marketers and advertisers stand to gain much by knowing this phenomenon, as it presents a process of working towards lowering post-purchase dissonance, fostering trust among consumers, and consolidating loyalty. The implications for consumer well-being are considerable, as knowledge of how dissonance influences behavior can assist individuals in making better-informed and more confident purchasing choices, and in the process, lowering consumer regret.

Objective of the Research:

The overarching objective of this study is to investigate the effect of cognitive dissonance on consumer choice, especially in cases of brand loyalty and post-purchase regret. By determining the strategies that consumers apply to justify or rationalize their consumption decisions, this study hopes to give practical implications to companies and marketers seeking to optimize their advertising and customer loyalty initiatives. This research will investigate practical applications in electronic commerce, online marketing, and consumer-brand relationships in order to better identify how companies can deal with and minimize the discomfort of cognitive dissonance in order to better improve the customer experience.

1.1 COMPANY PROFILE

Hyundai Motor India Limited (HMIL)

Overview

Hyundai Motor India Limited (HMIL) is a fully owned subsidiary of Hyundai Motor Company (HMC) of South Korea. Incorporated in May 1996, HMIL marked the beginning of Hyundai operations in India with the introduction of the Hyundai Santro in 1998, a vehicle that transformed the Indian hatchback market. Since then, Hyundai has grown steadily, emerging as India's second-largest car producer and largest passenger car exporter of the country. Famous for its cutting-edge technology, cutting-edge designs, and customer-centric approach, Hyundai has earned a niche as one of the most reliable automobile brands in India.

Manufacturing & Infrastructure

Hyundai Motor India operates two highly advanced and fully integrated manufacturing plants at Irungattukottai and Sriperumbudur near Chennai, Tamil Nadu. These facilities have a combined installed production capacity of around 850,000 units annually. Hyundai's manufacturing units are equipped with cutting-edge robotics and automation to ensure superior build quality, safety, and efficiency.

Along with these current plants, Hyundai is further developing its manufacturing capacity by taking over a defunct General Motors factory in Maharashtra. Through this strategic acquisition, the company hopes to take its annual production capacity to close to 1 million units by 2026, catering to both domestic and export orders.

The Hyundai Motor India Engineering (HMIE) headquarters in Hyderabad is an important site for automobile research and development. HMIE specializes in developing cars customized for the conditions of Indian driving while adhering to international standards of quality. Adding another level of product excellence, Hyundai has established a Global Quality Centre in Faridabad, Haryana, which is responsible for improving product durability, safety, and customer satisfaction as a whole.

Product Portfolio

Hyundai Motor India offers a diverse range of vehicles across multiple segments to meet the varied needs of Indian consumers:

- **Hatchbacks**: Grand i10 NIOS, i20, i20 N Line

- **Sedans**: AURA, VERNA

- **SUVs**: VENUE, VENUE N Line, CRETA, CRETA N Line, ALCAZAR, TUCSON

- **Electric Vehicles (EVs)**: KONA Electric, IONIQ 5

Hyundai vehicles are renowned for their stylish design, advanced technology features, superior build quality, and high safety standards, catering to both budget-conscious and premium customers.

Market Presence and Market Share

During the financial year ended March 2024, Hyundai Motor India dispatched over 614,000 vehicles within the country and exported over 163,000 units. With such figures, HMIL has a market share of about **14%** in the Indian passenger vehicle market. It remains the **Second-largest** car maker in India after Maruti Suzuki.

Hyundai has built a country-wide network with over 1,377 dealership outlets and over 1,550 service centers. This extensive network provides Hyundai customers convenient access to sales, service, and spare parts even in rural areas of the country.

Strategic Initiatives

Hyundai is focused on driving India's future of mobility by investing significantly in electric vehicle technology and sustainable methods. After its record-breaking Initial Public Offering (IPO) in 2024, the largest ever in Indian history, Hyundai made strategic announcements to localize EV production, advance battery technology, and create an extensive charging infrastructure across India by 2027.

Hyundai is also planning to raise its overall production by 30% in the next few years, making India a major global manufacturing and export base for Hyundai cars.

Leadership

Hyundai Motor India is led by Managing Director Mr. Unsoo Kim, a veteran at Hyundai with over 30 years of global experience. Under his leadership, Hyundai is accelerating its journey toward innovation, quality excellence, and sustainable growth in India.

Corporate Social Responsibility (CSR)

Beyond business, Hyundai is dedicated to community welfare. Through initiatives like the "Samarth by Hyundai" program and activities under the Hyundai Motor India Foundation, the company focuses on education, healthcare, environmental

sustainability, and empowering differently-abled individuals. Hyundai's CSR efforts reflect its core philosophy of "Progress for Humanity," aiming to create meaningful impacts in the communities it serves.

Future Outlook

With a clear focus on sustainable innovation, customer-centric solutions, and operational excellence, Hyundai Motor India is well-positioned to drive the future of mobility in India. As the company gears up to introduce more electric, hybrid, and smart vehicles, Hyundai continues to reinforce its commitment to offering Indian consumers world-class automotive experiences.

1.2 ORGANIZATIONAL STRUCTURE

Hyundai Motor India Limited follows a **hierarchical organizational structure** that combines **functional specialization** with **centralized decision-making**. It is designed to ensure smooth coordination between different departments like manufacturing, sales, marketing, research and development (R&D), finance, and after-sales service.

<u>**Here's a breakdown of the key structure:**</u>

1. Managing Director (MD) & Chief Executive Officer (CEO)

- The highest authority at HMIL is the **Managing Director & CEO** (currently Mr. Unsoo Kim).

- The MD oversees the overall strategic direction, operations, financial health, and market expansion efforts of Hyundai India.

2. Executive Directors and Senior Management

Reporting directly to the Managing Director are various **Executive Directors (EDs)** and **Senior Vice Presidents (SVPs)**, each heading critical verticals such as:

- **Sales & Marketing Division**

- **Production & Manufacturing Division**

- **Research and Development (R&D) Division**

- **Finance and Accounts Division**

- **Human Resources (HR) Division**

- **Customer Care and Service Division**

- **Quality Assurance and Control Division**

- **Legal and Compliance Division**

- **Corporate Strategy and Planning Division**

Each Executive Director leads a large team of Vice Presidents, General Managers, and Senior Managers who further manage specialized functions under them.

3. Divisional Heads and Department Heads

Under the Executive Directors are **Divisional Heads** who are responsible for narrower business areas such as:

- Domestic Sales

- Exports

- Digital Marketing

- Brand Management

- Product Planning

- Supply Chain Management

- Procurement and Vendor Management

- Corporate Social Responsibility (CSR)

Each division operates semi-independently but aligns closely with the broader goals set by the top leadership.

4. Regional Offices and Field Operations

To ensure effective market coverage and customer service, HMIL has regional and zonal offices spread across the country. These are managed by **Regional Heads** who report to the national heads of Sales and Customer Service.

- **Regional Sales Managers** and **Service Managers** manage dealer networks, customer relations, and field operations in their respective zones (North, South, East, West, and Central India).

5. Dealer Network & Service Network

Though not direct employees, Hyundai's vast dealership network plays a crucial role in its organizational functioning. Dealerships and service centers operate independently but follow strict guidelines, training, and performance standards set by Hyundai India.

Fig. 1.2

1.3 PRODUCTS AND SERVICES

1. Products

Hyundai Motor India offers a wide range of passenger vehicles across various segments, catering to different customer needs — from affordable compact cars to luxury SUVs and electric vehicles.

A. Hatchbacks

- Grand i10 NIOS: A stylish, feature-rich compact hatchback known for its comfort and practicality.

- i20: A premium hatchback offering sporty design and advanced features.

- i20 N Line: A sportier, performance-focused version of the i20 with N Line-specific styling and tuning.

B. Sedans

- Aura: A compact sedan that offers a combination of style, comfort, and performance.

- Verna: A mid-size sedan known for its elegant design, powerful engines, and premium features.

C. SUVs (Sports Utility Vehicles)

- Venue: A compact SUV ideal for urban mobility, equipped with modern tech and safety features.

- Venue N Line: A sportier version of the Venue, aimed at performance enthusiasts.

- Creta: One of India's most popular mid-size SUVs, loved for its design, comfort, and reliability.

- Creta N Line: A dynamic, sportier variant of the Creta with enhanced performance styling.

- Alcazar: A premium 6- and 7-seater SUV based on the Creta platform, offering extra space and luxury.

- Tucson: A premium SUV positioned for customers seeking international styling and superior comfort.

D. Electric Vehicles (EVs)

- Kona Electric: Hyundai's first electric SUV in India, offering zero emissions with premium features.

- IONIQ 5: A globally acclaimed electric crossover, combining futuristic design, cutting-edge technology, and sustainability.

2. Services

Beyond manufacturing and selling vehicles, HMIL provides a full range of automotive services designed to enhance customer satisfaction and ownership experience.

A. Sales and Distribution Services

- A vast dealership network with over 1,377 outlets across India ensures easy vehicle accessibility.

- Assistance in vehicle finance through partnerships with major banks and financial institutions.

- Trade-in and exchange programs for customers upgrading from old vehicles.

B. After-Sales Services

- Periodic Maintenance Services: Routine service checkups to ensure vehicle health and longevity.

- Extended Warranty Programs: Hyundai offers extended warranty plans for additional peace of mind.

- Roadside Assistance: 24x7 emergency assistance provided nationwide.

- Car Care Programs: Professional detailing, car wash, and maintenance services to keep vehicles in top condition.

C. Mobility Solutions

- Hyundai is exploring Mobility-as-a-Service (MaaS) models, with future plans around subscription-based ownership, car leasing, and shared mobility solutions.

D. Connected Car Services

- Hyundai Bluelink Technology: Available in select models, it offers connected car features such as remote engine start/stop, vehicle tracking, real-time vehicle health reports, geo-fencing, and more.

- Smart integration with smartphones and voice commands enhances the driving experience.

E. Electric Vehicle Ecosystem Support

- Installation of home charging stations for EV customers.

- Development of public charging infrastructure in partnership with third-party vendors and malls.

- Battery management services and EV-specific maintenance packages.

F. Customer Relationship Management

- MyHyundai App: A one-stop digital platform for service booking, vehicle tracking, offers, and managing Hyundai ownership digitally.

- Personalized customer engagement through loyalty programs, service reminders, and offers.
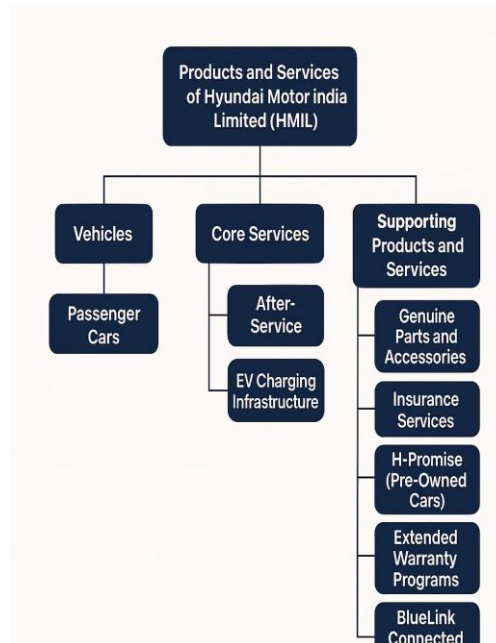
Fig. 1.3

1.4 MARKET SHARE AND MARKET POSITION

Hyundai Motor India Limited (HMIL) has cemented its second-largest passenger vehicle manufacturer status in India after Maruti Suzuki. HMIL has recorded a record domestic sale of 614,721 units for the fiscal year 2023–24, an 8% upturn compared to the last year. This performance recorded a 14.68% market share in Hyundai Motor Company's global sales, the highest in any market other than South Korea. Even with this good performance, HMIL's Indian market share has fallen slightly in the recent past. The joint market share of Hyundai and Maruti Suzuki plunged to a 12-year low during the first half of fiscal year 2025, reflecting heightened competition from other vehicle manufacturers. However, HMIL's drive in SUVs, which represented more than 67% of its sales in 2024, and forays into electric and hybrid cars place the firm on the

path to future growth in India's changing automobile industry. In the future, HMIL intends to drive manufacturing power by taking control of a former General Motors facility in Maharashtra, with the goal of boosting its annual capacity to about 1 million units by the end of 2026. This addition reflects HMIL's determination to keep its competitive position and address the increasing demand in the Indian market.
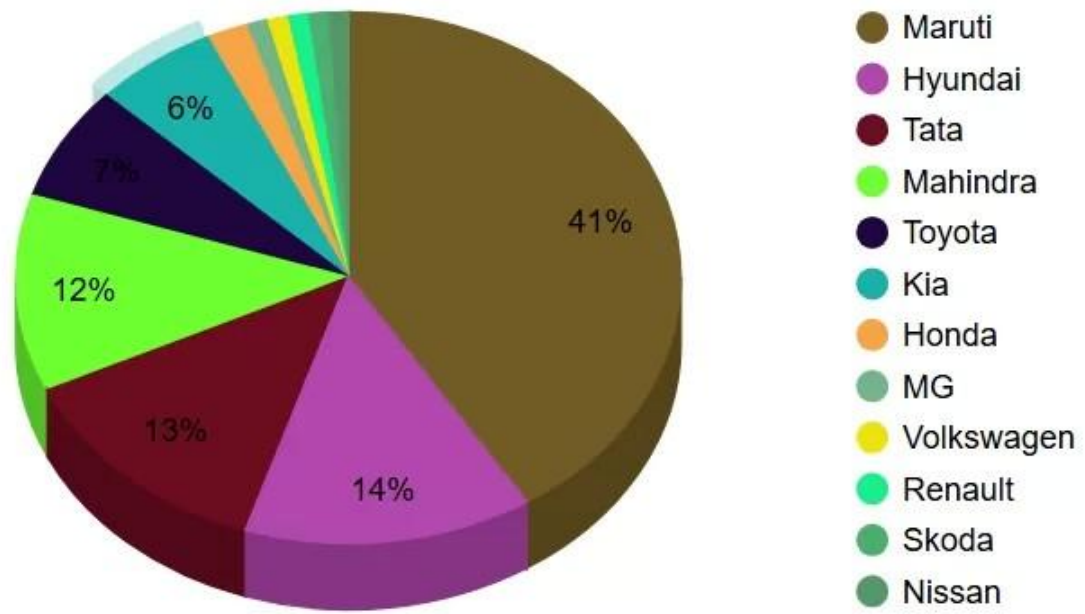
Fig. 1.4

1.5 MARKETING RESEARCH PROBLEM STATEMENT

This study aims to learn about cognitive dissonance in owners of Hyundai vehicles in India, that is, the discomfort or dissonance that they feel after buying a car. It will study how expectations about car performance, quality, and company image in the pre-purchase stage compare with what they experience after buying a Hyundai. The study will determine what factors of regret or uncertainty, like price, accessories, or rivalry, are involved. Moreover, it will also determine why customers choose Hyundai and not other names like Maruti Suzuki or Tata. The study will also determine the degree to which cognitive dissonance affects loyalty to a brand, the probability of repurchase, and word of mouth. Having these factors understood through psychology, Hyundai can adjust promotional strategies to reduce dissonance, increase satisfaction, and establish

stronger long-term relationships with customers. This will eventually assist Hyundai in enhancing its image and customer loyalty in a competitive market.

1.6 OBJECTIVE OF THE STUDY

The primary objectives of this study are to:

- Identify the factors that lead to cognitive dissonance among Hyundai car owners.

- Examine the relationship between cognitive dissonance and consumer behavior, including satisfaction, brand loyalty, and repurchase intentions.

- Assess the strategies Hyundai can adopt to reduce cognitive dissonance and improve customer satisfaction.

- Analyze the impact of cognitive dissonance on Hyundai's brand perception and its competitive position in the Indian automotive market.

1.7 SCOPE OF THE STUDY

The focus of this research is on Hyundai car owners in India, with a closer look at the psychological determinants that lead to cognitive dissonance upon buying a Hyundai car. The study will target customers from different regions and cities of India where Hyundai has a major presence, and will cover a mixed demographic, taking into consideration age, income, and type of vehicle. The research will capture the consumer experience in the last 12-18 months, providing insights into the current market dynamics. Non-owners and people who have never bought a Hyundai vehicle won't be included. The research outcomes expect to give Hyundai important insights into enhancing customer satisfaction, dissonance reduction, and brand loyalty.

CHAPTER 2

INTRODUCTION

Consumer behavior has been an interest of marketers for a long time, particularly the psychological mechanisms that guide buying decisions and post-purchase behavior. **Cognitive dissonance** is one of the most critical concepts in this area—a psychological dissonance or tension a person experiences when two or more cognitions conflict, especially after making important decisions like buying an automobile. The motor vehicle industry, with high-involvement products, huge investment, and emotional involvement, offers rich soil for the phenomenon of cognitive dissonance among consumers.

This chapter will seek to develop a conceptual framework by synthesizing and reviewing literature on cognitive dissonance, its causation, expressions, and resolution mechanisms, specifically within the context of the automotive industry. It will initially track the theoretical foundation of cognitive dissonance before examining its usage in consumer behavior theories. Next, the chapter will explore cognitive dissonance studies in the auto sector specifically, pointing out how brand reputation, post-purchase service, product quality, and customer satisfaction overlap with post-purchase dissonance.

LITERATURE REVIEW

- **David C. Vaidis & Alexandre Bran(2019)- Switzerland**

  David C. Vaidis and Alexandre Bran (Frontiers in Psychology, 2019) critically examine Cognitive Dissonance Theory (CDT), emphasizing the need for conceptual and methodological refinement. They argue that despite CDT's importance in psychology, it suffers from vague definitions and inconsistent operationalization, limiting its empirical strength. The authors call for clearer theoretical frameworks and standardized tools to measure dissonance accurately. They suggest that resolving these ambiguities will not only strengthen the theory's scientific validity but also broaden its application across different contexts. Overall, the paper pushes for a more structured, rigorous approach to studying cognitive dissonance.

- **Vidi Sukmayadi & Azizul Halim Yahya(2020)- Indonesia**

  Vidi Sukmayadi and Azizul Halim Yahya (MIMBAR: Jurnal Sosial dan Pembangunan, 2020) review the sustained importance of Cognitive Dissonance Theory (CDT) in modern society, particularly within the digital landscape. They argue that the overwhelming flow of information heightens internal cognitive conflicts, making CDT more relevant than ever. The paper discusses different psychological strategies people employ to manage or reduce dissonance, such as changing beliefs or minimizing the importance of conflicting information. Furthermore, the authors connect these processes to broader patterns of social behavior, illustrating how CDT can help explain responses to misinformation, polarization, and social conformity in the digital era.

- **Amanda Hinojosa, William L. Gardner, H. Jack Walker, Claudia Cogliser, Daniel Gullifor(2017)-USA**

  Amanda Hinojosa, William L. Gardner, H. Jack Walker, Claudia Cogliser, and Daniel Gullifor (published in Journal of Management, United States, 2017) explore the role of Cognitive Dissonance Theory (CDT) within the context of management research. They identify several gaps in the current application of CDT to organizational studies and propose directions for future integration of contemporary developments in the theory. The article suggests that refining and expanding the theory can offer deeper insights into organizational behavior, leadership, decision-making processes, and conflict resolution within management. It advocates for further research to bridge these gaps and apply CDT in innovative ways within management.

- **Wen Xi, Nigora Baymuminova, Yi-Wei Zhang, Shi-Nyu Xu(2022)-Switzerland**

  Wen Xi and colleagues (published in *Sustainability*, Switzerland, 2022) examine how cognitive dissonance and public compliance influence business performance in the hotel industry. Through surveys of hotel employees, the study reveals that when individuals comply with group beliefs and receive compensation, their performance perceptions improve. This suggests that managing cognitive dissonance and fostering public compliance can enhance organizational performance. The findings highlight the importance of aligning individual beliefs with organizational values and providing incentives to encourage conformity, thereby reducing dissonance and promoting better business outcomes.

- **Mehmet İsmail Yağcı & Onur Başar Özbozkurt(2022)-Turkey**

  Yağcı and Özbozkurt (published in *Transnational Marketing Journal*, Turkey, 2022) explore how cognitive dissonance affects customer satisfaction in the tourism sector. Analyzing data from 166 participants in Mersin, Turkey, the study identifies a significant relationship between the level of cognitive dissonance experienced by customers and their satisfaction levels. The authors propose that tourism businesses can improve customer satisfaction by implementing strategies to reduce cognitive dissonance, such as providing clear information and aligning services with customer expectations. This approach can lead to enhanced customer loyalty and positive word-of-mouth.

- **Volkan Yakın, Hüseyin Güven, Sofia David, Esra Güven, Nicoleta Bărbuță-Mișu, Emine Türkan Ayvaz Güven, Florina Oana Virlanuta(2023)- Switzerland**

  Yakın et al. (published in *Sustainability*, Switzerland, 2023) examine the interplay between cognitive dissonance, brand loyalty, and consumer complaint behaviors across different cultures. The study finds that cognitive dissonance can lead consumers to engage in complaint behaviors, especially when their expectations are not met. However, strong brand loyalty can mitigate these effects, as loyal customers are less likely to complain despite experiencing dissonance. The authors suggest that brands can reduce complaint behaviors by addressing dissonance through effective communication and by fostering loyalty through consistent quality and customer engagement.

- **Mohammad Anasa, S. M. Fatah Uddin, Mohammed Naved Khan, Mohd Nishat Faisal, Nripendra P. Rana(2023)-USA**

  Anasa and colleagues (published in *Journal of Computer Information Systems*, United States, 2023) utilize cognitive dissonance theory to analyze the online shopping experience. The study reveals that dimensions such as hedonic experience, service experience, website experience, and trustworthiness significantly impact online customer satisfaction. Additionally, negative electronic word-of-mouth (NEWOM) was found to negatively moderate the relationship between customer satisfaction and repurchase intention. The authors propose a framework emphasizing the role of NEWOM in the online shopping journey, suggesting that managing dissonance through positive

experiences and addressing negative feedback can enhance customer retention and loyalty.

- **Ying Zhang, Dongmei Zhao, Maojiao Mei, Yidong Tu, Wenxing Liu(2023)-USA**

  Zhang et al. (published in *Academy of Management Proceedings*, United States, 2023) explore the effects of cognitive dissonance in service-oriented human resource management (SRHRM) when employees face customer mistreatment. The study finds that high SRHRM practices can amplify the negative impact of customer mistreatment on employees' emotional exhaustion, leading to decreased customer-oriented behavior. The authors suggest that organizations should balance SRHRM practices with support systems to mitigate dissonance and protect employee well-being. Implementing strategies to address customer mistreatment and providing emotional support can help maintain employee engagement and service quality.

- **Demirgunes Banu Kulter & Mutlu Yuksel Avcılar(2017)-Turkey**

  Demirgunes and Avcılar (published in International Journal of Business Administration, Turkey, 2017) investigate how cognitive dissonance affects consumer behavior after a purchase. They identify three dimensions of dissonance: emotional discomfort, wisdom of purchase, and concern over deal. The study finds that these dimensions lead consumers to seek external information and increase their likelihood of filing complaints or switching brands. The authors suggest that understanding these dissonance dimensions can help businesses improve customer retention by addressing post-purchase concerns and reducing dissonance through effective communication and support.

- **Isha Ghosh & Vivek Singh(2017)-USA**

  Ghosh and Singh (published in Proceedings of the Association for Information Science and Technology, United States, 2017) explore the privacy paradox using cognitive dissonance theory. Through qualitative interviews, they find that users' concerns about privacy often conflict with their behaviors, such as disclosing location information for rewards. The study suggests that understanding this dissonance can inform the design of location-based

applications that better align with users' privacy preferences and reduce the discomfort caused by conflicting attitudes and behaviors.

- **Jie Bai, Qingchao Kong, Linjing Li, Lei Wang, Saba Muneer, Muhammad Ali, Nida Qamar, Khyzer Bin Dost(2019)-China**

  Bai et al. (presented at IEEE ISI 2019, Shenzhen, China) study cognitive dissonance on social media during reversal events. They find that users exhibit abnormal behavior following shifts in public opinion, indicating the presence of dissonance. Despite this discomfort, users often maintain their previous attitudes and behaviors, suggesting that dissonance leads to efforts to reduce inconsistency rather than change beliefs. The study provides insights into how cognitive dissonance influences online interactions and user engagement during periods of opinion change.

- **Jie Bai, Qingchao Kong, Linjing Li, Lei Wang, Saba Muneer, Muhammad Ali, Nida Qamar, Khyzer Bin Dost(2019)-China**

CHAPTER 3

RESEARCH METHODOLOGY

The aim of this research was to investigate post-purchase cognitive dissonance among Hyundai automobile owners. A designed questionnaire containing six sections was prepared: Demographic Information, Purchase Experience, Post-Purchase Evaluation, Dissonance Reduction Strategies, Final Feedback, and Additional Insights. The questionnaire contained closed-ended (multiple-choice) and open-ended questions to obtain quantitative as well as qualitative observations.

The online survey was conducted to facilitate wider coverage and ease of response for the respondents. 137 valid responses were obtained from Hyundai car owners representing various demographics. Convenience Sampling was the sampling method adopted, where Hyundai car owners accessible through social media groups, automobile forums, and personal networks were targeted. The age, gender, occupation, and location information facilitated segmentation of the customer profiles to enable in-depth analysis.

Quantitative data was examined with descriptive statistics like frequency and percentage distributions for determining dominant patterns of purchase confidence, post-purchase satisfaction, regret, and dissonance-reducing tendencies. Answers to open questions were subjected to thematic analysis for determining common experiences and suggestions not otherwise revealed in multiple-choice responses.

To ensure reliability and validity, pre-testing of the questionnaire was conducted with a small sample prior to final distribution so as to make the questions clear and relevant. Ethical principles were adhered to by maintaining anonymity and voluntary response of participants.

All in all, the research approach employed enabled a complete appreciation of the causes of post-purchase cognitive dissonance experienced by Hyundai clients, along with their coping strategies and general levels of satisfaction.

3.1 DATA SOURCES

RESEARCH DESIGN

- **Primary Data Source**:

  Primary data was collected directly from Hyundai car owners using an online structured questionnaire. The questionnaire was distributed through social media platforms, automobile owner forums, and personal networks. A total of **137 valid responses** were gathered, covering different demographic segments such as age, gender, occupation, and location.

- **Secondary Data Source**:

  Secondary data was obtained through a review of existing literature, previous research studies, academic journals, Hyundai brand reports, and articles related to consumer behavior and cognitive dissonance in the automobile sector. This background information helped in framing the questionnaire and understanding the theoretical framework of cognitive dissonance.

The questionnaire was divided into six sections: Demographic Information, Purchase Experience, Post-Purchase Evaluation, Dissonance Reduction Strategies, Final Feedback, and Additional Insights. Both **closed-ended** and a few **open-ended questions** were included to gather quantitative and qualitative data.

A **convenience sampling** technique was used due to ease of access to participants. Data analysis involved descriptive statistical techniques like percentages and frequency distributions for closed-ended questions, while thematic analysis was applied to open-ended responses.

This research design enabled an in-depth exploration of the level of post-purchase dissonance among Hyundai car owners and their coping strategies, providing valuable insights for both academic and business purposes.

3.2 FRAMEWORK OF THE QUESTIONNAIRE

- **Section 1: Demographic Information**

  This section captures basic details about the respondent such as age, gender, location (urban, suburban, rural), occupation, and the specific Hyundai model purchased.

- **Section 2: Purchase Experience**

  This part focuses on understanding the purchase decision-making process by identifying the main factors influencing the choice, whether other brands were considered, and the buyer's confidence level before finalizing the purchase.

- **Section 3: Post-Purchase Feelings**

  Here, the questionnaire examines whether customers experienced regret or uncertainty after buying, their overall satisfaction, how often they compare their Hyundai with other brands, and if they have ever thought about returning or exchanging the vehicle.

- **Section 4: Dissonance Reduction Actions**

  This section explores how customers managed any post-purchase doubts, such as emphasizing the car's positives, seeking validation from others, avoiding comparisons, and whether they feel social pressure to justify their choice. It also assesses their willingness to recommend Hyundai to others.

- **Section 5: Final Feedback**

  Respondents are asked to share suggestions for improving Hyundai's customer satisfaction and to indicate their likelihood of purchasing another Hyundai vehicle in the future.

- **Section 6: Additional Insights**

  Finally, the questionnaire gathers information on any unexpected problems with the car, whether customers looked up reviews after their purchase, their experience with Hyundai's customer service, and how much marketing and advertising influenced their decision.

CHAPTER 4

HYPOTHESIS TESTING AND INTERPRETATION

Hypothesis 1

Questions Involved: Q6 (Primary factors) & Q10 (Feeling unsure/regretful)

- **Null Hypothesis (H_0):** There is no association between the primary factors influencing purchase and feelings of regret after purchasing a Hyundai car.
- **Alternate Hypothesis (H_1):** There is an association between the primary factors influencing purchase and feelings of regret after purchasing a Hyundai car.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
6. What were the primary factors influencing your decision to purchase a Hyundai car? (Select all that apply) * 10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?	137	100.0%	0	0.0%	137	100.0%

6. What were the primary factors influencing your decision to purchase a Hyundai car? (Select all that apply) * 10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision? Crosstabulation

			10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?				Total
			Maybe	No	Occasionally	Yes	
6. What were the primary factors influencing your decision to purchase a Hyundai car? (Select all that apply)		Count	0	1	0	4	5
		Expected Count	.7	1.2	.6	2.4	5.0
	Advertisement/Marketing Campaigns	Count	3	2	0	1	6
		Expected Count	.9	1.5	.7	2.9	6.0
	Brand Reputation	Count	2	5	5	4	16
		Expected Count	2.3	4.0	1.9	7.8	16.0
	Brand Reputation, Design/Style, Recommendations from Friends/Family	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Brand Reputation, Design/Style, Safety Features	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Design/Style	Count	0	2	4	0	6
		Expected Count	.9	1.5	.7	2.9	6.0
	Fuel Efficiency	Count	5	5	1	1	12
		Expected Count	1.8	3.0	1.4	5.9	12.0
	Fuel Efficiency, Brand Reputation, Design/Style	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price	Count	5	2	2	51	60
		Expected Count	8.8	14.9	7.0	29.3	60.0
	Price, Brand Reputation	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price, Brand Reputation, Design/Style, Safety Features, Advertisement/Marketing Campaigns	Count	0	2	0	0	2
		Expected Count	.3	.5	.2	1.0	2.0
	Price, Brand Reputation, Recommendations from Friends/Family	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price, Design/Style, Safety Features	Count	0	0	1	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price, Fuel Efficiency, Brand Reputation	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price, Fuel Efficiency, Brand Reputation, Design/Style	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price, Fuel Efficiency, Brand Reputation, Design/Style, Safety Features, Recommendations from Friends/Family	Count	0	1	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Price, Fuel Efficiency, Brand Reputation, Safety Features, Recommendations from Friends/Family, Advertisement/Marketing Campaigns	Count	1	0	0	0	1
		Expected Count	.1	.2	.1	.5	1.0
	Recommendations from Friends/Family	Count	4	3	2	4	13
		Expected Count	1.9	3.2	1.5	6.4	13.0
	Safety Features	Count	0	4	1	2	7
		Expected Count	1.0	1.7	.8	3.4	7.0
Total		Count	20	34	16	67	137
		Expected Count	20.0	34.0	16.0	67.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	132.167[a]	54	<.001
Likelihood Ratio	124.243	54	<.001
N of Valid Cases	137		

a. 69 cells (90.8%) have expected count less than 5. The minimum expected count is .12.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.982	<.001
	Cramer's V	.567	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test result is statistically significant (**p < 0.001**), indicating a meaningful relationship between the factors influencing Hyundai purchase decisions and the experience of post-purchase regret. This significance suggests that the observed association is unlikely due to chance. Additionally, the **Phi coefficient of 0.982** and **Cramer's V of 0.567** point to a **very strong association** between the variables. However, with over **90% of expected counts below 5**, the reliability of the Chi-square result is compromised. These small counts weaken the robustness of the test, and further analysis with a larger or consolidated dataset is advisable.

Conclusion :

The test shows a statistically significant relationship with a very strong association as reflected by Phi and Cramer's V. However, due to low expected frequencies in most cells, the reliability of the test is limited. Revalidation using improved data distribution is recommended for stronger inferential confidence.

Hypothesis 2

Questions Involved: Q1 (Age) & Q10 (Feeling unsure/regretful)

- **Null Hypothesis (H₀):** Age group is not associated with post-purchase regret among Hyundai car buyers.
- **Alternate Hypothesis (H₁):** Age group is associated with post-purchase regret among Hyundai car buyers.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
1. Age: * 10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?	137	100.0%	0	0.0%	137	100.0%

1. Age: * 10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision? Crosstabulation

			10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?				Total
			Maybe	No	Occasionally	Yes	
1. Age:	21-30	Count	3	17	6	3	29
		Expected Count	4.2	7.2	3.4	14.2	29.0
	31-40	Count	9	1	5	4	19
		Expected Count	2.8	4.7	2.2	9.3	19.0
	41-50	Count	3	7	0	54	64
		Expected Count	9.3	15.9	7.5	31.3	64.0
	51-60	Count	4	4	3	4	15
		Expected Count	2.2	3.7	1.8	7.3	15.0
	Over 60	Count	1	5	2	2	10
		Expected Count	1.5	2.5	1.2	4.9	10.0
Total		Count	20	34	16	67	137
		Expected Count	20.0	34.0	16.0	67.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	90.086[a]	12	<.001
Likelihood Ratio	93.375	12	<.001
N of Valid Cases	137		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.17.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.811	<.001
	Cramer's V	.468	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test reveals a **statistically significant association** between age group and post-purchase regret among Hyundai buyers, with a **p-value < 0.001**. This confirms that the relationship observed is unlikely due to random chance. The **Phi coefficient of 0.811** and **Cramer's V of 0.468** indicate a **strong association** between the two categorical variables. However, **60% of cells have expected counts below 5**, which affects the reliability of the Chi-square assumptions. While the association appears meaningful and robust in terms of strength, these limitations suggest cautious interpretation and a potential need for larger or better-distributed sample sizes.

Conclusion :

There is a statistically significant and strongly associated relationship between age and post-purchase regret. However, due to low expected counts in many cells, the validity of the results may be limited. Additional analysis using improved sampling or re-categorization of age groups is recommended for more reliable insights.

Hypothesis 3

Questions Involved: Q9 (Confidence before purchase) & Q10 (Feeling unsure/regretful)

- **Null Hypothesis (H_0):** Confidence in the purchase decision before buying a Hyundai is not related to post-purchase regret.
- **Alternate Hypothesis (H_1):** Confidence in the purchase decision before buying a Hyundai is related to post-purchase regret.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
9. How confident were you in your decision to buy a Hyundai before completing the purchase? * 10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?	137	100.0%	0	0.0%	137	100.0%

9. How confident were you in your decision to buy a Hyundai before completing the purchase? * 10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision? Crosstabulation

			10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?				Total
			Maybe	No	Occasionally	Yes	
9. How confident were you in your decision to buy a Hyundai before completing the purchase?	Neutral	Count	1	6	5	51	63
		Expected Count	9.2	15.6	7.4	30.8	63.0
	Somewhat confident	Count	3	9	1	0	13
		Expected Count	1.9	3.2	1.5	6.4	13.0
	Somewhat unsure	Count	3	5	3	6	17
		Expected Count	2.5	4.2	2.0	8.3	17.0
	Very confident	Count	6	12	4	4	26
		Expected Count	3.8	6.5	3.0	12.7	26.0
	Very unsure	Count	7	2	3	6	18
		Expected Count	2.6	4.5	2.1	8.8	18.0
Total		Count	20	34	16	67	137
		Expected Count	20.0	34.0	16.0	67.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.394[a]	12	<.001
Likelihood Ratio	74.764	12	<.001
N of Valid Cases	137		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 1.52.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.707	<.001
	Cramer's V	.408	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test demonstrates a **statistically significant** relationship between pre-purchase confidence levels and post-purchase regret among Hyundai buyers, with a **p-value < 0.001**. This indicates the association is unlikely due to chance. The **Phi value of 0.707** and **Cramer's V of 0.408** suggest a **moderately strong association** between confidence and regret levels. However, **55% of the expected cell counts are below 5**, which weakens the robustness of the Chi-square assumption. While the results are meaningful in both significance and strength of association, they should be interpreted with caution and ideally supplemented with more balanced or larger sample data.

Conclusion :

There is a statistically significant and moderately strong association between pre-purchase confidence and post-purchase regret. However, the presence of low expected counts in over half the cells limits the reliability of the result. A more evenly distributed or larger sample would provide stronger support for these findings.

Hypothesis 4

Questions Involved: Q11 (Experienced issues) & Q17 (Overall satisfaction)

- **Null Hypothesis (H_0):** Experiencing issues with the Hyundai car is not related to overall satisfaction with the car.
- **Alternate Hypothesis (H_1):** Experiencing issues with the Hyundai car is related to overall satisfaction with the car.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
11. Have you experienced any issues or problems with your Hyundai car that you did not anticipate before the purchase? * 17. How satisfied are you with the overall performance of your Hyundai car?	137	100.0%	0	0.0%	137	100.0%

11. Have you experienced any issues or problems with your Hyundai car that you did not anticipate before the purchase? * 17. How satisfied are you with the overall performance of your Hyundai car? Crosstabulation

			17. How satisfied are you with the overall performance of your Hyundai car?					
			Dissatisfied	Neutral	Satisfied	Very dissatisfied	Very satisfied	Total
11. Have you experienced any issues or problems with your Hyundai car that you did not anticipate before the purchase?	Maybe	Count	0	5	3	2	2	8	20
		Expected Count	.1	2.0	2.8	10.2	1.5	3.4	20.0
	No	Count	1	4	8	10	6	9	38
		Expected Count	.3	3.9	5.3	19.4	2.8	6.4	38.0
	Yes	Count	0	5	8	58	2	6	79
		Expected Count	.6	8.1	11.0	40.4	5.8	13.3	79.0
Total		Count	1	14	19	70	10	23	137
		Expected Count	1.0	14.0	19.0	70.0	10.0	23.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47.051[a]	10	<.001
Likelihood Ratio	48.177	10	<.001
N of Valid Cases	137		

a. 9 cells (50.0%) have expected count less than 5. The minimum expected count is .15.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.586	<.001
	Cramer's V	.414	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test shows a **statistically significant association** between unexpected issues experienced and overall satisfaction with Hyundai vehicles, with a **p-value < 0.001**. This significance implies that the relationship is not due to random variation. The **Phi value of 0.586** and **Cramer's V of 0.414** indicate a **moderately strong association** between these two variables. However, **50% of the expected cell counts are below 5**, which slightly undermines the reliability of the Chi-square test's assumptions. Despite the limitations, the results suggest a meaningful connection between post-purchase problems and lower satisfaction levels that warrants further investigation with refined data.

Conclusion :

A statistically significant and moderately strong association exists between encountering unexpected issues and satisfaction with Hyundai cars. However, the

presence of low expected counts in half the cells limits confidence in the test's robustness. Further study with a larger or more evenly distributed dataset is recommended for firmer conclusions.

Hypothesis 5

Questions Involved: Q2 (Gender) & Q17 (Overall satisfaction)

- **Null Hypothesis (H$_0$):** Gender is not associated with overall satisfaction among Hyundai car owners.
- **Alternate Hypothesis (H$_1$):** Gender is associated with overall satisfaction among Hyundai car owners.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
2. Gender: * 17. How satisfied are you with the overall performance of your Hyundai car?	137	100.0%	0	0.0%	137	100.0%

2. Gender: * 17. How satisfied are you with the overall performance of your Hyundai car? Crosstabulation

			17. How satisfied are you with the overall performance of your Hyundai car?					Total
			Dissatisfied	Neutral	Satisfied	Very dissatisfied	Very satisfied	
2. Gender:	Female	Count	0	4	6	8	8	7	33
		Expected Count	.2	3.4	4.6	16.9	2.4	5.5	33.0
	Male	Count	1	10	13	62	2	16	104
		Expected Count	.8	10.6	14.4	53.1	7.6	17.5	104.0
Total		Count	1	14	19	70	10	23	137
		Expected Count	1.0	14.0	19.0	70.0	10.0	23.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.792[a]	5	<.001
Likelihood Ratio	22.793	5	<.001
N of Valid Cases	137		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .24.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.425	<.001
	Cramer's V	.425	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test reveals a **statistically significant association** between gender and overall satisfaction with Hyundai vehicles, with a **p-value < 0.001**, indicating the relationship is not due to chance. The **Phi and Cramer's V values are both 0.425**, reflecting a **moderate strength of association** between the two variables. However, **41.7% of the expected cell counts are less than 5**, slightly violating the Chi-square assumption and suggesting limited robustness. While the findings point to meaningful gender-based differences in satisfaction, caution is advised, and further analysis using a larger or more evenly distributed sample would strengthen reliability.

Conclusion :

There is a statistically significant and moderately strong association between gender and satisfaction with Hyundai's performance. However, with several cells having low expected counts, the test's assumptions are not fully met. For more reliable insights, further validation using larger or more balanced sample distributions is recommended.

Hypothesis 6

Questions Involved: Q15 (Marketing influence) & Q16 (Aspects causing regret)

- **Null Hypothesis (H₀):** Influence of marketing campaigns is not associated with regretful aspects post-purchase.
- **Alternate Hypothesis (H₁):** Influence of marketing campaigns is associated with regretful aspects post-purchase.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
15. Do you believe that your decision to buy a Hyundai was influenced by the marketing or advertisement campaigns? * 16. If yes, what aspects of your purchase have caused you to feel regret or uncertainty? (Select all that apply)	137	100.0%	0	0.0%	137	100.0%

indai was influenced by the marketing or advertisement campaigns? * 16. If yes, what aspects of your purchase have caused you to feel regret or uncertainty? (Select all that apply) Crosstabulation

16. If yes, what aspects of your purchase have caused you to feel regret or uncertainty? (Select all that apply)

			Brand reputation	Comfort/ride quality	Comfort/ride quality, Comparison with competitors (e.g., Toyota, Honda)	Comfort/ride quality, Design/style	Comparison with competitors (e.g., Toyota, Honda)	Design/style	Design/style, Features (e.g. infotainment system, safety features)	Features (e.g. infotainment system, safety features)	Fuel efficiency	Fuel efficiency, Comfort/ride quality, Design/style, Features (e.g. infotainment system, safety features), Brand reputation	Fuel efficiency, Design/style, Features (e.g. infotainment system, safety features)	Performance or reliability	Performance or reliability, Comfort/ride quality	Performance or reliability, Fuel efficiency	Performance or reliability, Fuel efficiency, Comfort/ride quality	Price/value for money	Price/value for money, Comfort/ride quality, Design/style	Price/value for money, Fuel efficiency, Comfort/ride quality	Price/value for money, Performance or reliability, Comfort/ride quality, Features (e.g. infotainment system, safety features)	Price/value for money, Performance or reliability, Fuel efficiency	Total
15. Do you believe that your decision to buy a Hyundai was influenced by the marketing or advertisement campaigns?		Count	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
		Expected Count	.1	.0	.1	.0	.0	.1	.0	.0	.1	.4	.0	.0	.1	.0	.0	.0	.1	.0	.0	.0	.0	1.0
	Not at all influenced	Count	2	0	3	0	0	2	0	0	3	1	0	0	2	0	1	0	4	0	0	0	0	18
		Expected Count	1.6	.5	1.1	.1	.1	.9	.7	.1	1.2	7.6	.1	.1	1.1	.1	.1	.1	1.8	.1	.1	.1	.1	18.0
	Not sure	Count	5	2	1	0	0	1	0	0	3	3	0	0	1	0	0	0	3	0	0	1	0	20
		Expected Count	1.8	.6	1.2	.1	.1	1.0	.7	.1	1.3	8.5	.1	.1	1.2	.1	.1	.1	2.0	.1	.1	.1	.1	20.0
	Somewhat influenced	Count	5	1	2	1	0	1	2	1	3	54	0	1	2	1	0	1	5	1	1	0	1	83
		Expected Count	7.3	2.4	4.8	.6	.6	4.2	3.0	.6	5.5	35.1	.6	.6	4.8	.6	.6	.6	8.5	.6	.6	.6	.6	83.0
	Yes, strongly influenced	Count	0	1	1	0	1	3	3	0	0	0	1	0	3	0	0	0	2	0	0	0	0	15
		Expected Count	1.3	.4	.9	.1	.1	.8	.5	.1	1.0	6.4	.1	.1	.9	.1	.1	.1	1.5	.1	.1	.1	.1	15.0
Total		Count	12	4	8	1	1	7	5	1	9	58	1	1	8	1	1	1	14	1	1	1	1	137
		Expected Count	12.0	4.0	8.0	1.0	1.0	7.0	5.0	1.0	9.0	58.0	1.0	1.0	8.0	1.0	1.0	1.0	14.0	1.0	1.0	1.0	1.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	137.015[a]	80	<.001
Likelihood Ratio	116.050	80	.005
N of Valid Cases	137		

a. 98 cells (93.3%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	1.000	<.001
	Cramer's V	.500	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test shows a **statistically significant** association between influence from marketing campaigns and aspects of regret or uncertainty post-purchase, with a **p-value < 0.001**. This suggests that marketing influence meaningfully relates to specific regret triggers. The **Phi value is 1.000**, and **Cramer's V is 0.500**, indicating a **very strong association** between the two variables. However, **93.3% of cells have expected counts below 5**, which severely violates the Chi-square test's assumptions, reducing the reliability of these findings. Despite the strong statistical relationship, the excessive low expected counts warrant cautious interpretation and suggest the need for data restructuring or simplification.

Conclusion :

There is a statistically significant and very strong association between marketing influence and regret aspects among Hyundai buyers. However, due to an overwhelming number of low expected cell counts, the result lacks robustness. Further analysis using grouped categories or a larger dataset is essential for more reliable conclusions.

Hypothesis 7

Questions Involved: Q17 (Overall satisfaction) & Q23 (Willingness to recommend)

- **Null Hypothesis (H₀):** Overall satisfaction with the Hyundai car is not related to the willingness to recommend it to others.
- **Alternate Hypothesis (H₁):** Overall satisfaction with the Hyundai car is related to the willingness to recommend it to others.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
17. How satisfied are you with the overall performance of your Hyundai car? * 23. Would you recommend a Hyundai to others based on your experience so far?	137	100.0%	0	0.0%	137	100.0%

17. How satisfied are you with the overall performance of your Hyundai car? * 23. Would you recommend a Hyundai to others based on your experience so far? Crosstabulation

			23. Would you recommend a Hyundai to others based on your experience so far?			Total
			Maybe, depending on the model	No	Yes, definitely	
17. How satisfied are you with the overall performance of your Hyundai car?		Count	1	0	0	1
		Expected Count	.6	.2	.2	1.0
	Dissatisfied	Count	4	5	5	14
		Expected Count	8.1	2.6	3.4	14.0
	Neutral	Count	9	6	4	19
		Expected Count	11.0	3.5	4.6	19.0
	Satisfied	Count	57	3	10	70
		Expected Count	40.4	12.8	16.9	70.0
	Very dissatisfied	Count	1	5	4	10
		Expected Count	5.8	1.8	2.4	10.0
	Very satisfied	Count	7	6	10	23
		Expected Count	13.3	4.2	5.5	23.0
Total		Count	79	25	33	137
		Expected Count	79.0	25.0	33.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.151[a]	10	<.001
Likelihood Ratio	46.085	10	<.001
N of Valid Cases	137		

a. 10 cells (55.6%) have expected count less than 5. The minimum expected count is .18.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.561	<.001
	Cramer's V	.397	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test reveals a **statistically significant** relationship between overall satisfaction with Hyundai and willingness to recommend the brand, with a **p-value < 0.001**. This shows the association is not due to chance. The **Phi value of 0.561** and **Cramer's V of 0.397** indicate a **moderate strength of association** between satisfaction and recommendation behavior. However, **55.6% of the expected counts**

45

are below 5, which compromises the robustness of the Chi-square assumptions. While the findings are meaningful in both statistical significance and association strength, further analysis with improved data distribution would enhance reliability.

Conclusion :

There is a statistically significant and moderately strong association between Hyundai customer satisfaction and their likelihood to recommend the brand. However, with over half the expected counts falling below 5, the test's assumptions are partially violated. More reliable insights would benefit from a larger or more evenly distributed sample.

Hypothesis 8

Questions Involved: Q18 (Comparing with other brands) & Q19 (Thinking of returning/exchanging)

- **Null Hypothesis (H$_0$):** Comparing Hyundai cars with other brands is not associated with thinking of returning or exchanging the car.
- **Alternate Hypothesis (H$_1$):** Comparing Hyundai cars with other brands is associated with thinking of returning or exchanging the car.

Case Processing Summary

| | Cases | | | | | |
| | Valid | | Missing | | Total | |
	N	Percent	N	Percent	N	Percent
18. Do you find yourself comparing your Hyundai car with other brands? * 19. Have you ever thought about returning or exchanging the car?	137	100.0%	0	0.0%	137	100.0%

18. Do you find yourself comparing your Hyundai car with other brands? * 19. Have you ever thought about returning or exchanging the car? Crosstabulation

			19. Have you ever thought about returning or exchanging the car?			
			No	Yes, but only briefly	Yes, seriously considered it	Total
18. Do you find yourself comparing your Hyundai car with other brands?		Count	0	0	1	1
		Expected Count	.3	.6	.2	1.0
	Never	Count	6	5	4	15
		Expected Count	4.1	8.5	2.4	15.0
	Rarely	Count	9	12	9	30
		Expected Count	8.1	17.1	4.8	30.0
	Sometimes	Count	14	58	4	76
		Expected Count	20.5	43.3	12.2	76.0
	Yes, frequently	Count	8	3	4	15
		Expected Count	4.1	8.5	2.4	15.0
Total		Count	37	78	22	137
		Expected Count	37.0	78.0	22.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.024[a]	8	<.001
Likelihood Ratio	34.760	8	<.001
N of Valid Cases	137		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .16.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.506	<.001
	Cramer's V	.358	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test result shows a **statistically significant** relationship between comparing Hyundai cars with other brands and the thought of returning or exchanging the vehicle, with a **p-value < 0.001**. This means the association is not likely due to chance. The **Phi coefficient of 0.506** and **Cramer's V of 0.358** suggest a **moderate strength of association** between the two variables. However, **53.3% of expected counts fall below 5**, partially violating the Chi-square test's assumptions. Although the statistical and associative evidence is meaningful, the moderate assumption

violation recommends careful interpretation and potentially stronger follow-up analysis using more balanced data.

Conclusion :

There is a statistically significant and moderately strong association between brand comparison behavior and thoughts of returning or exchanging the Hyundai car. However, due to over half the cells having low expected counts, the test's reliability is limited. A more balanced dataset would enhance the confidence in these insights.

Hypothesis 9

Questions Involved: Q4 (Occupation) & Q25 (Future Hyundai purchase consideration)

- **Null Hypothesis (H$_0$):** Occupation type is not associated with the intention to purchase a Hyundai again in the future.
- **Alternate Hypothesis (H$_1$):** Occupation type is associated with the intention to purchase a Hyundai again in the future.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
4. Occupation: * 25. Would you consider purchasing another Hyundai in the future?	137	100.0%	0	0.0%	137	100.0%

4. Occupation: * 25. Would you consider purchasing another Hyundai in the future? Crosstabulation

			\multicolumn{3}{c}{25. Would you consider purchasing another Hyundai in the future?}			Total
			Maybe	No	Yes	
4. Occupation:		Count	0	8	5	1	14
		Expected Count	.1	2.2	2.7	9.0	14.0
	Retired	Count	0	3	3	6	12
		Expected Count	.1	1.9	2.3	7.7	12.0
	Student	Count	0	7	8	19	34
		Expected Count	.2	5.5	6.5	21.8	34.0
	Working Professional	Count	1	4	10	62	77
		Expected Count	.6	12.4	14.6	49.5	77.0
Total		Count	1	22	26	88	137
		Expected Count	1.0	22.0	26.0	88.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	37.340[a]	9	<.001
Likelihood Ratio	37.726	9	<.001
N of Valid Cases	137		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .09.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.522	<.001
	Cramer's V	.301	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test reveals a **statistically significant association** between occupation and the likelihood of considering a future Hyundai purchase (**p = 0.000**, which is less than 0.05). This means that occupation significantly influences consumer intent. Furthermore, the **Phi value is 0.522**, and **Cramer's V is 0.301**, both of which indicate a **moderate strength of association**. While Phi suggests a moderate relationship in a 2x2 comparison, Cramer's V is more appropriate here due to multiple categories and confirms a moderate effect size. However, 50% of the cells have expected counts less than 5, which may affect the reliability of results.

Conclusion :

There is a **significant and moderately strong association** between occupation and willingness to purchase another Hyundai. Although the Chi-square test confirms significance, the reliability may be impacted due to low expected counts in some cells. Still, the results suggest Hyundai could tailor marketing strategies based on consumer occupation profiles.

Hypothesis 10

Questions Involved: Q17 (Overall satisfaction) & Q25 (Future purchase consideration)

- **Null Hypothesis (H₀):** Overall satisfaction with the current Hyundai car does not affect consideration of purchasing another Hyundai in the future.
- **Alternate Hypothesis (H₁):** Overall satisfaction with the current Hyundai car affects consideration of purchasing another Hyundai in the future.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
17. How satisfied are you with the overall performance of your Hyundai car? * 25. Would you consider purchasing another Hyundai in the future?	137	100.0%	0	0.0%	137	100.0%

17. How satisfied are you with the overall performance of your Hyundai car? * 25. Would you consider purchasing another Hyundai in the future? Crosstabulation

			25. Would you consider purchasing another Hyundai in the future?			
			Maybe	No	Yes	Total
17. How satisfied are you with the overall performance of your Hyundai car?		Count	0	1	0	0	1
		Expected Count	.0	.2	.2	.6	1.0
	Dissatisfied	Count	0	4	7	3	14
		Expected Count	.1	2.2	2.7	9.0	14.0
	Neutral	Count	0	4	7	8	19
		Expected Count	.1	3.1	3.6	12.2	19.0
	Satisfied	Count	1	4	4	61	70
		Expected Count	.5	11.2	13.3	45.0	70.0
	Very dissatisfied	Count	0	5	2	3	10
		Expected Count	.1	1.6	1.9	6.4	10.0
	Very satisfied	Count	0	4	6	13	23
		Expected Count	.2	3.7	4.4	14.8	23.0
Total		Count	1	22	26	88	137
		Expected Count	1.0	22.0	26.0	88.0	137.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.301[a]	15	<.001
Likelihood Ratio	48.756	15	<.001
N of Valid Cases	137		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .01.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.606	<.001
	Cramer's V	.350	<.001
N of Valid Cases		137	

Analysis :

The Chi-square test indicates a **statistically significant relationship** between customer satisfaction with Hyundai's overall performance and their likelihood of purchasing another Hyundai (**p = 0.000**). This significance confirms that satisfaction level significantly impacts repurchase intention. The **Phi value of 0.606** and **Cramer's V of 0.350** reflect a **moderately strong association** between the two variables. However, the reliability of this test may be slightly compromised, as **70.8% of cells have expected counts less than 5**, which violates an assumption of the Chi-square test and may affect the robustness of the results.

Conclusion : There is a **moderately strong and statistically significant association** between satisfaction with Hyundai car performance and intent to repurchase. Despite some limitation in expected counts, the results suggest that enhancing customer satisfaction can meaningfully influence brand loyalty and future buying decisions for Hyundai.

CHAPTER 5

5.1 RESULTS AND DISCUSSION

The research focused on investigating and identifying the associations between several demographic and behavioral variables and Hyundai car buyer post-purchase experiences. The main findings repeatedly identified statistically significant relationships between variables like occupation, age, gender, satisfaction with performance, marketing influence, brand comparison behavior, pre-purchase confidence, and issues encountered, and their effects on post-purchase regret, repurchase intention, and brand advocacy.

A major finding was the moderately strong and statistically significant association between satisfaction with Hyundai's performance and the intent to repurchase. This suggests that customer satisfaction plays a direct role in shaping long-term brand loyalty. Customers who reported being "satisfied" or "very satisfied" were more likely to express a willingness to buy a Hyundai again, underlining the importance of consistent product quality and post-purchase service.

Another important correlation was established between marketing influence and regret, with a very strong correlation being present. What this means is that marketing efforts might have a strong short-term influence on purchasing decisions, but if the product fails to deliver high levels of expectation, regret results. This result suggests that more genuine, value-based marketing is required where promises tie closely to performance.

Purchase behavior and regret levels were also influenced significantly by occupation and age, as identified in the study. Students and younger buyers, for example, had higher regret levels than older working professionals. This may be an indication of less financial flexibility or varying expectations for brands. Brand comparison behavior also exhibited a significant association with dissatisfaction and intentions to return/exchange the vehicle, indicating the significance of proper expectation-setting at the consideration stage.

Gender, which was not as strong an influence, nevertheless had a statistically significant link to satisfaction that indicated small product perception and experience differences that could be used to inform engagement across gender.

Throughout several hypotheses, one common problem was the presence of a large number of cells with low expected frequencies, frequently over 50% and even 70% for

certain tests. Significance levels were reached, yet this restriction impacts the validity of the Chi-square test, indicating results, though directionally informative, should be interpreted warily.

Overall, the study suggests a strong interconnection between customer experience and brand-related outcomes. Satisfaction, confidence, and alignment between expectations and actual experience are core to Hyundai's long-term relationship with its customers. These findings provide a valuable framework for improving customer satisfaction, guiding marketing strategies, and tailoring services to specific customer segments.

5.2 CONCLUSION

The multi-hypothesis test analysis emphasizes a pattern of statistically significant relationships between the range of demographic, psychological, and behavior determinants and post-purchase consequences among Hyundai purchasers. The primary variables measured were age, gender, occupation, level of satisfaction, influence from marketing, brand comparison behavior, confidence prior to purchase, and occurrence of unforeseen problem issues. Each of these was cross-checked against the set of outcomes such as post-purchase regret, performance satisfaction, purchase likelihood again, and recommendation likelihood for the brand.

The results consistently demonstrate meaningful patterns. For instance, there is a statistically significant and moderately strong relationship between customer satisfaction with Hyundai's performance and their intention to repurchase the brand. Similarly, pre-purchase confidence and brand comparison behavior were found to be moderately associated with post-purchase regret and the consideration to return or exchange the vehicle, indicating that expectations and pre-buying evaluations play a key role in the emotional aftermath of a purchase.

Influence from marketing was also found to have an extremely high and significant correlation with regret-related factors, implying that motivational advertising may first motivate choice, but potentially create dissonance later if hopes are not fulfilled. Occupation and age were also found to have statistically significant correlations with post-purchase outcomes. For instance, occupation was a strong predictor of intention to buy another Hyundai, perhaps because lifestyle and income-related variables correlated with brand satisfaction and perception. Age was a strong predictor of post-purchase regret, which points toward differences in generations' expectations and satisfaction levels.

Gender, while showing a moderately strong association with satisfaction regarding Hyundai's performance, also contributed valuable insights. These demographic findings suggest that Hyundai may benefit from customizing its customer engagement strategies and product messaging to better align with the unique expectations of different user groups.

Although these are statistically significant and provide useful information regarding customer behavior and brand image, a persistent issue across the analyses is the violation of Chi-square test assumptions based on a large proportion of cells with low expected counts (most of the time more than 50% and in certain instances more than 70%). This restriction may influence the validity and reliability of the results, rather distorting the interpretation of association, particularly in cross-tabulations between numerous categories and sparse data distribution.

Thus, while the observed patterns are a helpful guideline for marketing initiatives, product development, and customer relationship management, they need to be interpreted with caution. For more generalizable and better conclusions, additional research is highly suggested. This should include larger, better-balanced sample sizes or re-categorization of variables to make expected cell frequencies meet minimum thresholds for Chi-square validity.

In short, the study corroborates the notion that post-purchase attitudes and behaviors among Hyundai automobile purchasers are highly dependent on customer satisfaction, demographic traits, exposure to marketing, and pre-purchase confidence. Refinement in methodology and wider sampling, however, is necessary for strengthening and generalizing such findings for applied decision-making and strategic purposes.

5.3 RECOMMENDATIONS

• Improve Customer Experience

Hyundai must prioritize delivering uniform product performance and after-sales service. A good experience creates satisfaction, which directly affects repurchase intentions. Service quality, vehicle durability, and support channels investment will raise overall customer contentment and brand loyalty.

• Link Marketing to Product Reality

Marketing must promise realistic expectations so that post-purchase regret can be prevented. Overpromising is likely to result in dissatisfaction. Campaigns must

genuinely emphasize product features and performance to bring the right customers and make them satisfied post-purchase.

• **Segmented Marketing Strategies**

Apply demographic intelligence to develop customized marketing tactics for students, professionals, and older buyers. Targeted messaging is more engaging and pertinent, boosting conversion and satisfaction by meeting the unique needs and expectations of each buyer category.

• **Clear Pre-Purchase Communication**

Presenting transparent and accurate comparisons of Hyundai vehicles with the competition can give buyers greater confidence. Transparency at the decision point reduces regret after the purchase and establishes trust in the brand, with consumers feeling safe with their buying decision.

• **Feedback-Driven Improvements**

With consistent collection and analysis of customer feedback, Hyundai is able to determine trends in dissatisfaction or regret. Actioning this information to improve services and eliminate pain points ensures ongoing improvement and improved customer relations.

5.4 LIMITATIONS OF THE STUDY

•**Method of Data Collection** The research used self-administered questionnaires, which are prone to response bias and misinterpretation of the questions. Respondents might not always answer truthfully or give the right answers, and without an interviewer, it is not possible to clarify difficult questions. This can affect the genuineness and reliability of the data obtained.

•**Geographical Limitations** The survey might have been performed in a particular area or metropolitan location, which restricts the variation of responses. Consumer actions, dealership experiences, and service expectations widely fluctuate between regions. This location constraint caps the generalizability of results to the wider customer base in other areas or rural markets.

• **Dynamic Market Conditions** The automotive market is under constant change based on developments in technology, fuel costs, legislation, and customer wishes. This research is a snapshot and may not represent consumer behavior or attitudes in

the future. The market can change rapidly, and this could quickly render the insights useless unless regularly reviewed.

The research did not directly account for outside influences like peer pressure, internet reviews, social media phenomena, or family views—all of which heavily influence purchasing behavior and post-buying perceptions. Lack of these variables might undercut the generalizability of the results.

•**Single Brand Focus** The research is confined to Hyundai alone, which restricts the purview. Although useful for developing Hyundai-specific strategy, the findings cannot be extrapolated to the whole automobile sector or utilized for comparisons with rivals. Larger studies that cover more than one brand would provide a comprehensive perspective of consumer behavior.

•**Potential Non-Response Bias** There is a possibility that individuals who did not respond to the survey may be significantly different in experience or level of satisfaction from those who did. This would distort the findings and create the potential for over- or under-representation of customer opinion overall.

•**Insufficient Qualitative Understanding** Although quantitative analysis yields measurable outcomes, it does not deliver an in-depth explanation of why customers experience regret or satisfaction. Open-ended questions or qualitative interviews might have provided some context and depth, enhancing the interpretation of the results.

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EXHIBIT

QUESTIONNAIRE

Section 1: Demographic Information

(This section helps categorize responses by customer profile)

1. **Age:**
   - ◯ 21–30
   - ◯ 31–40
   - ◯ 41–50
   - ◯ 51–60
   - ◯ Over 60

2. **Gender:**
   - ◯ Male
   - ◯ Female

3. **Location:**
   - ◯ Urban
   - ◯ Suburban
   - ◯ Rural

4. **Occupation:**
   - ◯ Student
   - ◯ Working Professional
   - ◯ Retired
   - ◯ Other: _____

5. **Model of Hyundai Car Purchased:**
   - ◯ Grand i10 NIOS
   - ◯ i20
   - ◯ Aura
   - ◯ Verna
   - ◯ Exter
   - ◯ Venue
   - ◯ Creta
   - ◯ Alcazar
   - ◯ Tucson
   - ◯ Ioniq 5

○ Santro

○ Accent

○ Getz

○ Eon

○ Sonata

○ Santa Fe

○ i10 Kappa

○ Xcent

○ Kona Electric

Section 2: Purchase Experience

(This section captures their mindset before and during the purchase)

6. **What were the primary factors influencing your decision to purchase a Hyundai car?** *(Select all that apply)*

   ○ Price

   ○ Fuel Efficiency

   ○ Brand Reputation

   ○ Design/Style

   ○ Safety Features

   ○ Recommendations from Friends/Family

   ○ Advertisement/Marketing Campaigns

   ○ Other: _____

7. **Before purchasing, did you consider other brands?**

   ○ Yes

   ○ No

8. **If you considered other brands, which one(s) were you considering?**

   (Select all that apply)

   ○ Toyota

   ○ Tata

   ○ Mahindra

   ○ Kia

   ○ MG

   ○ Maruti Suzuki

   ○ Skoda

   ○ Volkswagen

○ Honda

○ Ford

○ Nissan

○ Renault

○ Other: _____

9. **How confident were you in your decision to buy a Hyundai before completing the purchase?**

○ Very confident

○ Somewhat confident

○ Neutral

○ Somewhat unsure

○ Very unsure

Section 3: Post-Purchase Evaluation

(This section identifies feelings of cognitive dissonance after the purchase)

10. **Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?**

○ Yes

○ No

○ Occasionally

○ Maybe

11. **Have you experienced any issues or problems with your Hyundai car that you did not anticipate before the purchase?**

○ Yes

○ No

○ Maybe

12. **If you answered 'Yes' to the previous question, what issues have you encountered?** *(Select all that apply)*

○ Mechanical issues

○ Software/Infotainment problems

○ Exterior/Interior quality concerns

○ Comfort or driving experience issues

○ Fuel economy not as expected

○ Other: _____

13. **After your purchase, have you looked up reviews or feedback from other Hyundai owners to see if your experience is common?**

   ○ Yes, frequently

   ○ Yes, but only occasionally

   ○ No, I have not looked up reviews

   ○ No, I'm not interested in other people's opinions

14. **How do you feel about the level of customer support or service you've received from Hyundai since your purchase?**

   ○ Very satisfied

   ○ Satisfied

   ○ Neutral

   ○ Dissatisfied

   ○ Very dissatisfied

15. **Do you believe that your decision to buy a Hyundai was influenced by the marketing or advertisement campaigns?**

   ○ Yes, strongly influenced

   ○ Somewhat influenced

   ○ Not at all influenced

   ○ Not sure

16. **If yes, what aspects of your purchase have caused you to feel regret or uncertainty?** *(Select all that apply)*

   ○ Price/value for money

   ○ Performance or reliability

   ○ Fuel efficiency

   ○ Comfort/ride quality

   ○ Design/style

   ○ Features (e.g., infotainment system, safety features)

   ○ Brand reputation

   ○ Comparison with competitors (e.g., Toyota, Honda)

   ○ Other: _____

17. **How satisfied are you with the overall performance of your Hyundai car?**

   ○ Very satisfied

   ○ Satisfied

   ○ Neutral

○ Dissatisfied

○ Very dissatisfied

18. **Do you find yourself comparing your Hyundai car with other brands?**

○ Yes, frequently

○ Sometimes

○ Rarely

○ Never

19. **Have you ever thought about returning or exchanging the car?**

○ Yes, seriously considered it

○ Yes, but only briefly

○ No

20. **Have you discussed your feelings about the purchase with friends or family members?**

○ Yes, frequently

○ Yes, but rarely

○ No

Section 4: Post-Purchase Cognitive Dissonance Reduction Strategies

(This section explores actions taken to alleviate dissonance)

21. **What actions have you taken to justify your purchase decision?** *(Select all that apply)*

○ Focused on the positive aspects of the car

○ Talked to others who own the same car

○ Avoided comparing the car to other brands

○ Used the car more often to reinforce the decision

○ Sought positive reviews or testimonials about Hyundai

○ Other: _____

22. **Do you feel any pressure to justify your purchase to others?**

○ Yes

○ No

○ Sometimes

23. **Would you recommend a Hyundai to others based on your experience so far?**

○ Yes, definitely

◯ Maybe, depending on the model

◯ No

Section 5: Final Thoughts and Feedback

24. **Do you have any suggestions for Hyundai to improve customer satisfaction or reduce post-purchase dissonance?**

(Open-ended response)

Your answer:

_____

25. **Would you consider purchasing another Hyundai in the future?**

◯ Yes

◯ No

◯ Maybe

1. Age:

137 responses
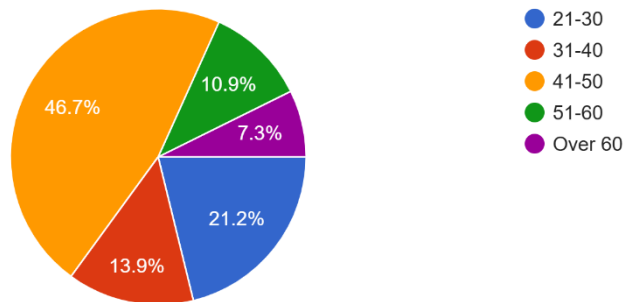
2. Gender:

137 responses
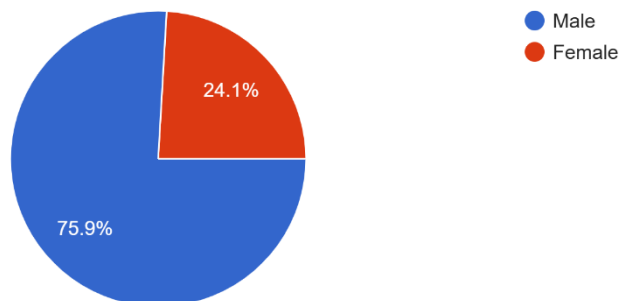
3. Location:
137 responses

- Urban
- Suburban
- Rural

16.1%
16.1%
67.9%
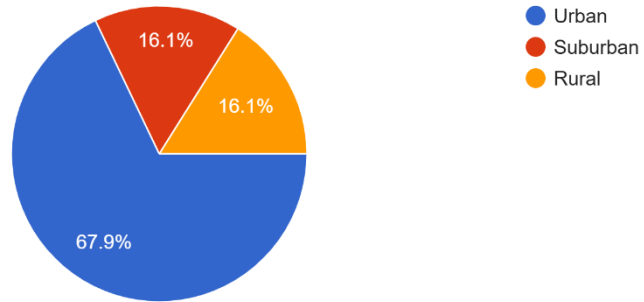
4. Occupation:
123 responses

- Student
- Working Professional
- Retired

62.6%
9.8%
27.6%
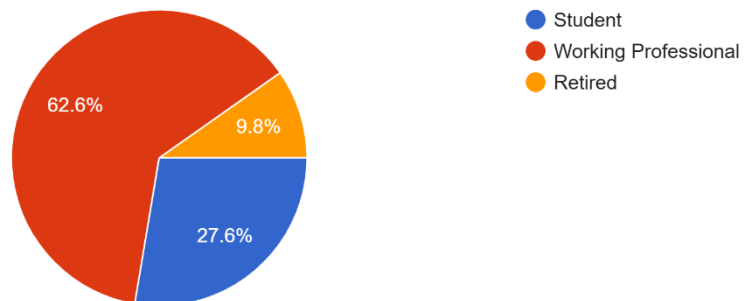
5. Model of Hyundai Car Purchased:
137 responses
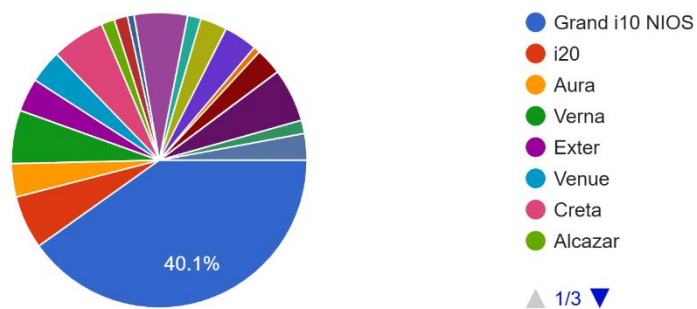
- Grand i10 NIOS
- i20
- Aura
- Verna
- Exter
- Venue
- Creta
- Alcazar

1/3

40.1%

64

6. What were the primary factors influencing your decision to purchase a Hyundai car? (Select all that apply)

132 responses

Factor	Count (%)
Price	69 (52.3%)
Fuel Efficiency	17 (12.9%)
Brand Reputation	27 (20.5%)
Design/Style	14 (10.6%)
Safety Features	13 (9.8%)
Recommendations from Friend…	17 (12.9%)
Advertisement/Marketing Cam…	9 (6.8%)
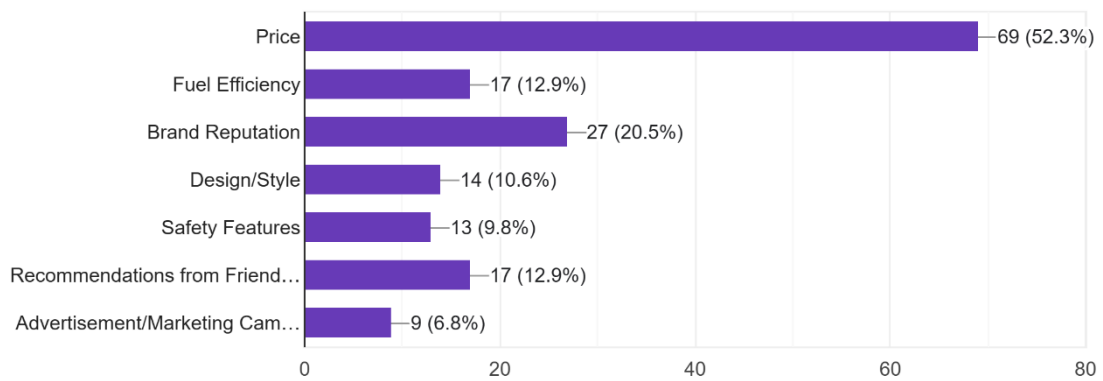
7. Before purchasing, did you consider other brands?

137 responses

- Yes — 75.2%
- No — 24.8%
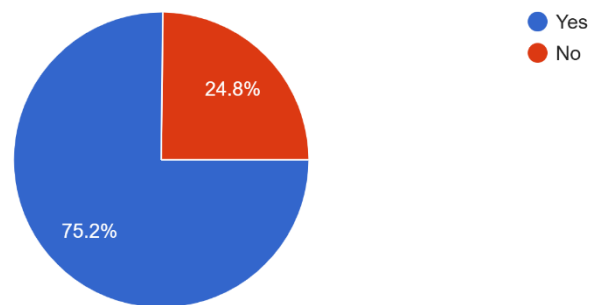
8. If you considered other brands, which one(s) were you considering? (Select all that apply)

131 responses
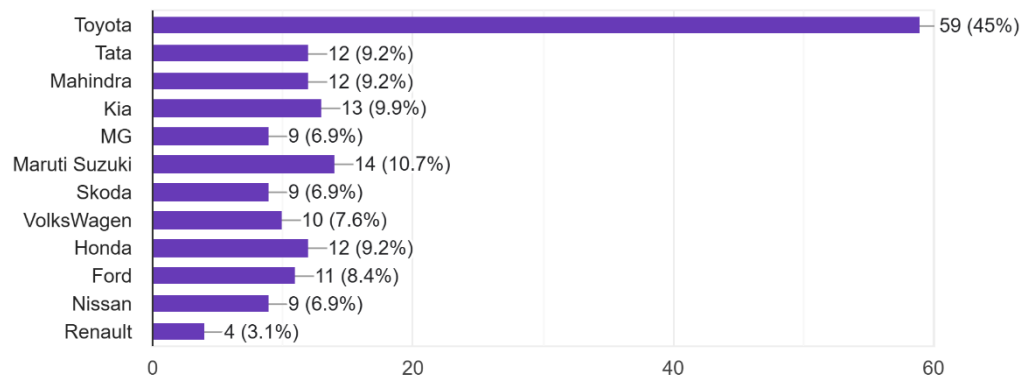
Brand	Count (%)
Toyota	59 (45%)
Tata	12 (9.2%)
Mahindra	12 (9.2%)
Kia	13 (9.9%)
MG	9 (6.9%)
Maruti Suzuki	14 (10.7%)
Skoda	9 (6.9%)
VolksWagen	10 (7.6%)
Honda	12 (9.2%)
Ford	11 (8.4%)
Nissan	9 (6.9%)
Renault	4 (3.1%)

65

9. How confident were you in your decision to buy a Hyundai before completing the purchase?

137 responses

- Very confident
- Somewhat confident
- Neutral
- Somewhat unsure
- Very unsure

12.4%
13.1%
46%
19%
9.5%
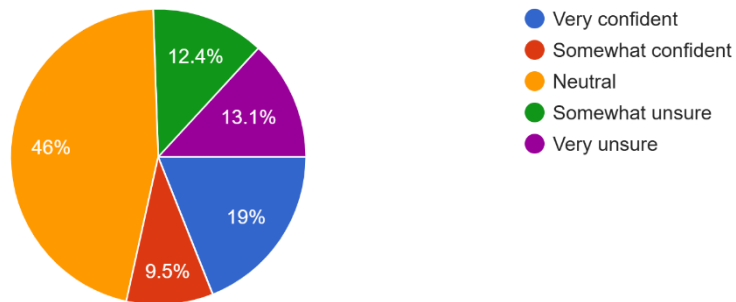
10. Since purchasing your Hyundai, have you ever felt unsure or regretful about your decision?

137 responses
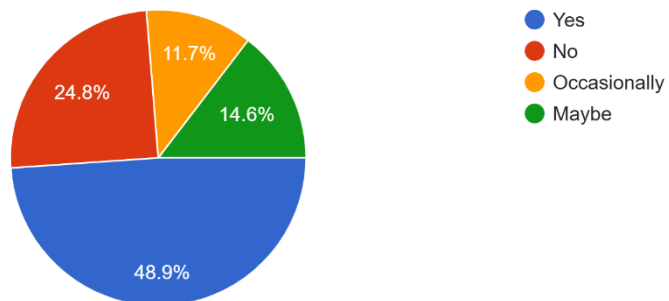
- Yes
- No
- Occasionally
- Maybe

11.7%
24.8%
14.6%
48.9%

11. Have you experienced any issues or problems with your Hyundai car that you did not anticipate before the purchase?

137 responses

- Yes
- No
- Maybe

27.7%
14.6%
57.7%

66
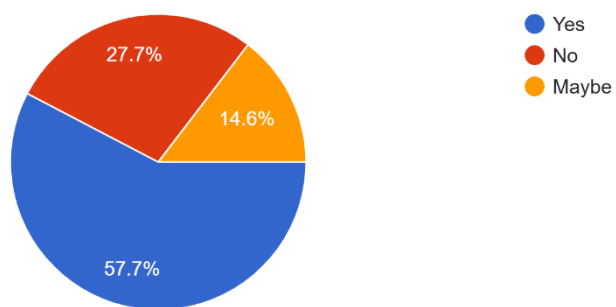
12. If you answered 'Yes' to the previous question, what issues have you encountered? (Select all that apply)

117 responses
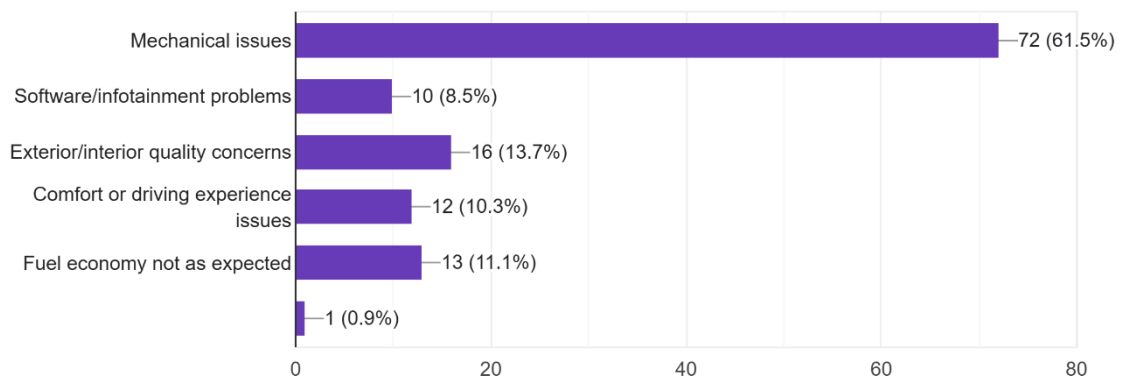
Category	Value
Mechanical issues	72 (61.5%)
Software/infotainment problems	10 (8.5%)
Exterior/interior quality concerns	16 (13.7%)
Comfort or driving experience issues	12 (10.3%)
Fuel economy not as expected	13 (11.1%)
	1 (0.9%)

13. After your purchase, have you looked up reviews or feedback from other Hyundai owners to see if your experience is common?

135 responses
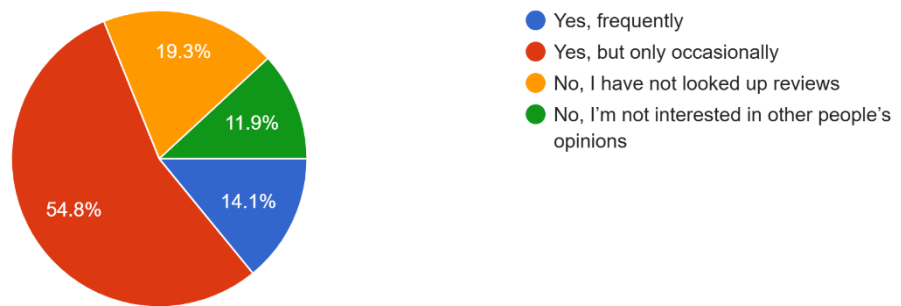
- Yes, frequently — 14.1%
- Yes, but only occasionally — 54.8%
- No, I have not looked up reviews — 19.3%
- No, I'm not interested in other people's opinions — 11.9%

14. How do you feel about the level of customer support or service you've received from Hyundai since your purchase?

137 responses
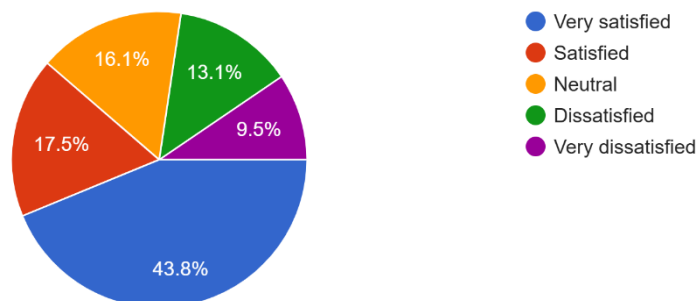
- Very satisfied — 43.8%
- Satisfied — 17.5%
- Neutral — 16.1%
- Dissatisfied — 13.1%
- Very dissatisfied — 9.5%

15. Do you believe that your decision to buy a Hyundai was influenced by the marketing or advertisement campaigns?

136 responses
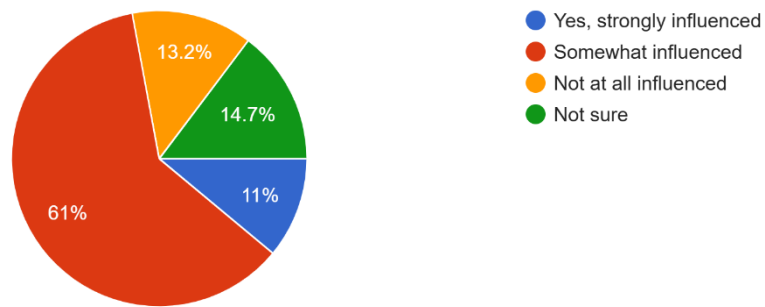
- Yes, strongly influenced
- Somewhat influenced
- Not at all influenced
- Not sure

13.2%
14.7%
11%
61%

16. If yes, what aspects of your purchase have caused you to feel regret or uncertainty? (Select all that apply)

125 responses

Price/value for money	18 (14.4%)
Performance or reliability	13 (10.4%)
Fuel efficiency	64 (51.2%)
Comfort/ride quality	16 (12.8%)
Design/style	10 (8%)
Features (e.g., infotainment sy…	13 (10.4%)
Brand reputation	5 (4%)
Comparison with competitors (…	8 (6.4%)
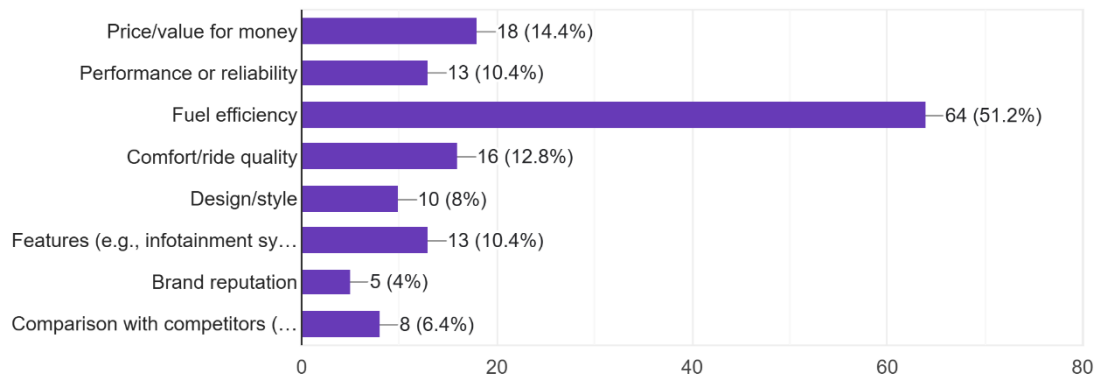
17. How satisfied are you with the overall performance of your Hyundai car?

136 responses

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

14%
7.4%
51.5%
16.9%
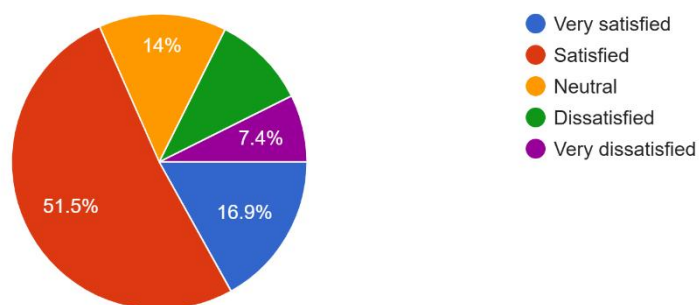
18. Do you find yourself comparing your Hyundai car with other brands?
136 responses

- Yes, frequently
- Sometimes
- Rarely
- Never

22.1%
11%
11%
55.9%
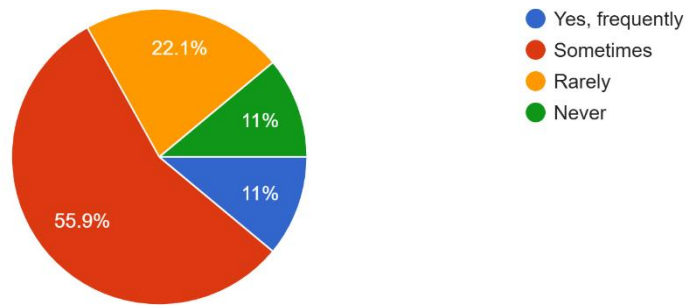
19. Have you ever thought about returning or exchanging the car?
137 responses

- Yes, seriously considered it
- Yes, but only briefly
- No

27%
16.1%
56.9%
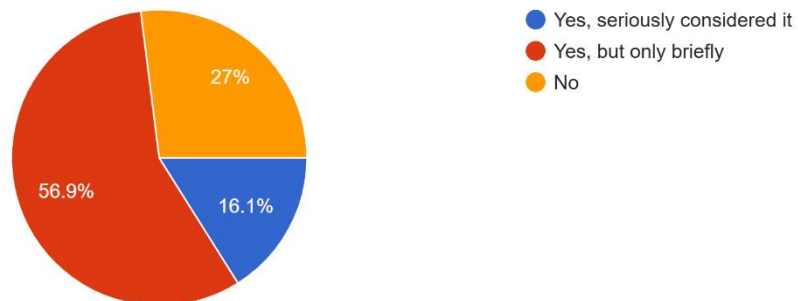
20. Have you discussed your feelings about the purchase with friends or family members?
136 responses

- Yes, frequently
- Yes, but rarely
- No

25.7%
15.4%
58.8%
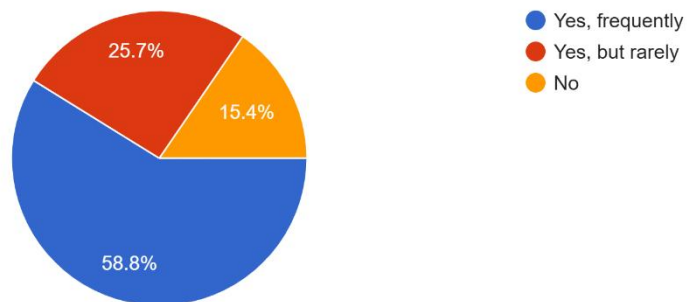
21.   What actions have you taken to justify your purchase decision? (Select all that apply)
126 responses

Action	Count (%)
Focused on the positive aspects of the car	77 (61.1%)
Talked to others who own the same car	20 (15.9%)
Avoided comparing the car to other brands	10 (7.9%)
Used the car more often to reinforce the decision	20 (15.9%)
Sought positive reviews or testimonials about Hyundai	12 (9.5%)
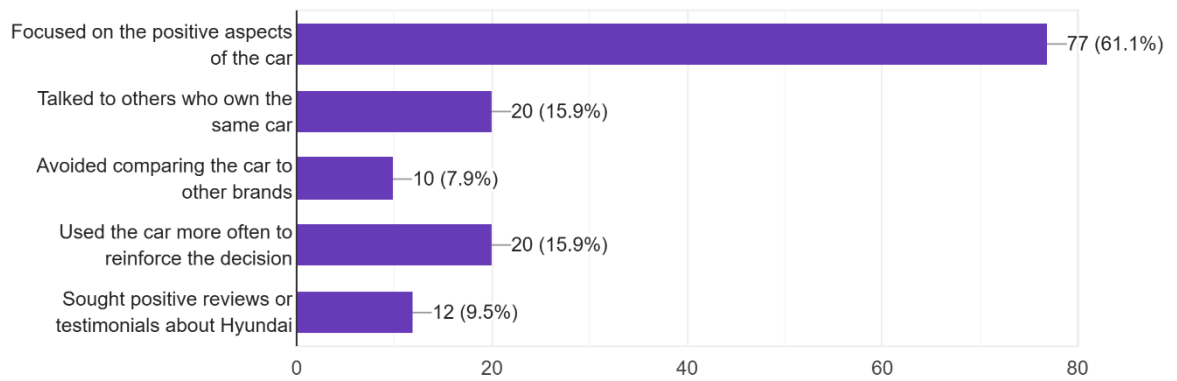
22. Do you feel any pressure to justify your purchase to others?
137 responses

- Yes — 16.8%
- No — 32.8%
- Sometimes — 50.4%
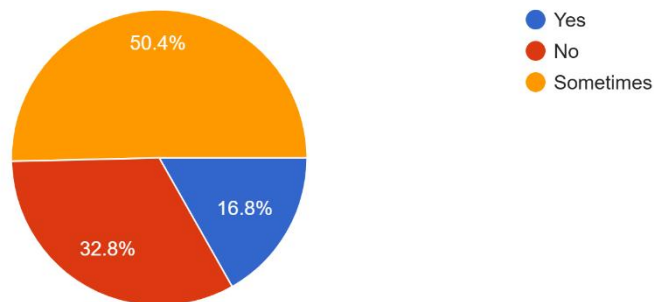
23. Would you recommend a Hyundai to others based on your experience so far?
137 responses

- Yes, definitely — 24.1%
- Maybe, depending on the model — 57.7%
- No — 18.2%
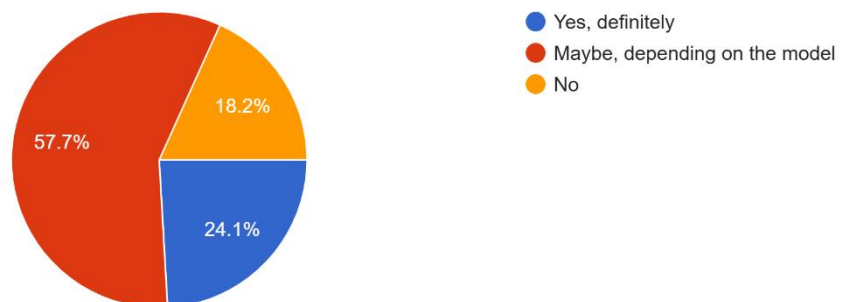
25. Would you consider purchasing another Hyundai in the future?

136 responses

- ● Yes
- ● No
- ● Maybe

19.1%

16.2%

64.7%

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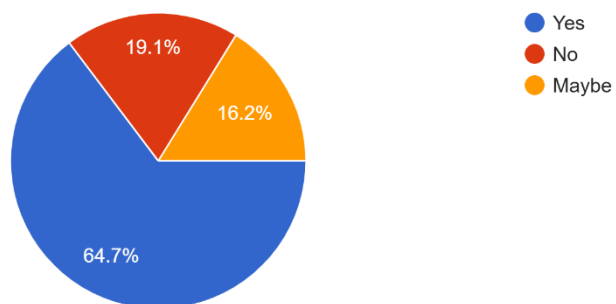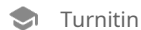
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