

## Hyundai customer satisfaction Measurement in field of sales and after sales service refer to Marketing mix factors in Iran

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**Abstract:** In current age, realization of market's competitive construction is a survival key and important factor for organizations success. Achieving this concept depends on management's awareness of customers comment and needs, assessment and utilization of marketing mix in order to achieve greater market share. Also firms know that, the after sales service has a great impact on customer's loyalty and purchase repeat. Therefore the services should have their satisfaction. This research is done by questionnaire and randomized sampling related to measuring customer's satisfaction of marketing mix factors in the terms of Hyundai distributor sales and after sales service. The researcher is eager to study and identify the marketing mix factors mix that have the greatest impact on attracting and retaining Hyundai customers, to identify, prioritize them and assist management in the field of marketing decisions. Therefore, in this research, sales and after sales services of Marketing mix factors are based on the 4p approach: Price, promotion, product (service) and place are determined. Sale Statistical test results show that the importance of price is greater than other factors and Product factor is more important than place and promotion. In the field of after sales service, product (service quality), has the greatest impact however the Price factor, has the least impact.

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### 1. Introduction

In the current market, success and failure of economical market depends on customer behavior. Customer is the one who is evaluating items such as price, quality, ect. He/she studied his/her needs and the extensive market and various goods that are acceptable, And according to the facilities and talent, are assessing the items such as price, quality, quality and ect; Then choose Finally.

This paper is about the aspect that could affect customer satisfaction refer to marketing mix in sales and after sales service in one of the companies that is specialized in car import. No countries industry could maintain its customers; otherwise give best value to them. This is the Philip Cutler sentence, as the father of marketing science and the person who explained the modern market status in the world very well. Maybe quality was one of the most important reasons for purchasing a product In previous time or the only reason. For instance goods such as General Electric Refrigerator, was bought by a customer and used for about 20 years and finally was changed. This

is the traditional pattern for purchasing, which has been replaced by a new pattern because of improvements in technology. There is not any exclusive market, and there are plenty of suppliers from around the world, which have tried using different kind of customer satisfaction procedure, to obtain more market share. In addition, also customers are not traditional markets customers and maybe we could call the current customers; the professional customers. Because they have to identify the market to have their favorite goods, from this part In our competitive world, the companies could be successful that are able to create more values for customers and According to Sergio Zymn's idea, offering more reasons to them in order to persuade them to purchase and have relationship in long term. Today's Customers prefer best quality in products, more services, and higher speed, compatible to their needs, more suitable prices and efficient guarantee.

Therefore, beside the profitability analysis, firm should study which needs of various customers could be fulfilled. The Companies that have accepted

the philosophy of marketing, or have recognized customer and society and put them as axis of operation are attempting to create and increase permanent value for customers. Several factors are efficient in customer value promotion such as; Quality, service, and speed of service and ect. One of the financial factors in the production is customer satisfaction that is related to receive value by the customer.

Customers compare values, that are offered by companies and finally they choose the best one. They may not declare the mentioned comparative process but definitely this comparison is created in their mind and when they are deiced to purchase a particular product from a company or shop, they concluded that its value' is higher than other existing products.

## 2. Methods

### 2-1 – Research Methodology

Current research is practical-descriptive research, with the survey approach that is analyzing Hyundai sales and after sales service marketing mix factors on customer satisfaction.

### 2-2- Data collecting Method

For collecting data in this research, various heuristic methods were used. These methods could be shared in two general parts:

1. Library methods (such as books and articles)
2. Non library methods (such as interviews with experts and distribute and analytic questionnaire).

### 2-3 - Research's technique

The usual approach for gathering data in this research is interview and questionnaires. An interview was applied to get customers view about the company's service before designing questionnaire form and questionnaire was applied for measurement of statistical persons sample about the research assumption. The distributed questionnaire has five-Likert item in 22 indexes and measures Customer satisfaction through marketing mix factors.

### 2-4 – Statistical population

Statistical population is consist of the people who purchase from Hyundai or had service from workshop.

### 2-5- Estimating sample size

According to research's qualitative variable and Statistical population size that is specified we used the following formula:

$$n = \frac{NZ_{\alpha/\gamma}^2 P \cdot q}{e^2 (N - 1) + Z_{\alpha/\gamma}^2 P q}$$

p = 50%

$$q = 50\%$$

$$e = 6\%$$

N: Customer's Average number per month

Statistical population in Hyundai dealer is customer's monthly average number and is equal to 1167 = 12/14000 => n=98: Number of questionnaire that should be received (according to above formula)

We distribute 150 questionnaires to Customers and 119 questionnaires from sales and 109 questionnaire from after sales service were received.

### 2-6 - Validity and reliability of research

In current research, Formal validity criterion was applied. Therefore primary questionnaire were offered to five judges (Hyundai dealer managers).For validity determination 16 experts of sales and after sales service have contribute and Keronbakh alpha coefficient was estimated by SPSS software.

## 3. Theory and concepts

### 3-1- Customer

In Market culture, the customer is a person, who has the ability and talent to purchases goods or services, this ability and talent are appeared simultaneously in person and the process of choosing and purchase is done. In this culture and view, customer is smart and intelligent person who is studying and analyzing about his needs very well and with evaluation and realizing his facilities and talent, would choose the best option.

### 3-2- Customers needs

According to the public view, need means lack of anything that occurred for human. In markets culture customers need is defined as below:

Any sense of lack that exists in customer and he or she attempts' to supply it by utilizing talent and ability. Refer to the extensive need concept it is complicated to classify it completely because:

1. The customers need is unlimited.
2. Maybe one need is essential for a customer, but that need is not important for another customer.

Therefore in identification and evaluation of customers need, customer behavior Due to its abilities and talents should be the base on work and study. In a competitive economy, all companies challenge in not only increasing their customers but is maintaining their pervious customers. Because the sales expense for the pervious customers is less than drawing new customer. Now we have to define that what is "customer satisfaction" and how is it identified and used? Satisfaction is positive sense that is created in every person after utilizing a product or service.

In current societies, product or service could be accepted by customer, which fulfils his expected

value. Customer would be happy of product or service if the quality of them is equal or more than what he/she expected. Having customer's satisfaction depends on 2 items:

1. On time delivery.
2. On time and correct response to customer's question.

When a customer is satisfied of a product or service, in addition of his /her loyalty he/she would motivate another person to be your new customer.

Therefore the organization would be successful, that teamwork and culture of having customer's satisfaction are their priority. The organization managers should believe that giving appropriate service to customers is one of the essential objectives of organization and it is so vital for them.

### 3-3- Customer expectations

Before purchasing the product, customer has expectations based on his/her intellectual imagination and intellectual imagination is created by last purchase experience and people who are closed to customer (colleges, close friends and relatives) and advertisements.

### 3-4- Customer satisfaction

One of the most important issues about quality improvement attitude which happened at the end of 20 century's last decade was customer's satisfaction assessment as one of the main requirements of quality management systems such as ISO 9000 and EFQM awards, including the Europeans quality management association in all associations and business firms. Also in Iran for the last decade by introduction of quality management models and tools such as total quality management system (TQM), EFQM and quality performance improvement approach that all of them were developed to meet customer demands, the issues like customer satisfaction and refer to their requirements have owned the special position.

With this description, performing the measuring and monitoring the customer satisfaction as one of the most important aspects of quality improvement, is one of the essential needs of current organizations.

Talking about conceptual measurements, such as customer's satisfaction, rate reminds a Valuable expression of Lord Kelvin: "When you can measure something and describe it numerically, it indicated your knowledge about that issue. But if you couldn't describe something quantitatively, your knowledge is not enough about it. Probably you have intelligence about some phenomenon, but you couldn't declare that you have knowledge about it!

Usually, the markets share is result of aggressive marketing strategy.

According to this approach, Good market share is affected by the level of advertisement, advertisement intelligence and other similar activities that are used to develop and capture the market. In addition, activities that are done for maintain current market share, Such as defensive strategies, Based on marketing investment in the field of current customers and keeping and maintaining them in a efficient procedure instead of obtaining new customers. The results of several organizations study and research indicates that the new customers cost observation is at least 50% compare to cost of maintaining the current customers. Rychheld and Ssr have studied the effect of dealing with loss of customers on benefit and identified the customer's value maintaining for most industries. These researches indicate that dealing with 5% of lost customers would earn 25%-85% annual income for supplier organizations (depends on the feature of organization). In general, having customer's satisfaction is main key for maintaining them; however we could improve the strength of customer's maintenance by giving more attention to them. Customer satisfaction will increase customers' period existence and Focusing on customer's satisfaction principle will reduce the consequences of dissatisfied customers highly. According to the survey of research association 90% of dissatisfied an organization's customers would never refer to organization In order to get service again and they choose the other competitors. Each of dissatisfied customers explained their problem for at least 9 people and 13% of them transferred the issue for 20 people. Therefore in a short time the number of dissatisfied customer would be increased and actually some of them are not even familiar with the name of the organization. It is clear that those people won't have even little desire to consume company's product or service. There is no doubt that in competitive market customers have a lot of options to select and this have high negative impact on Organization's brand and validity. Ultimately the price of loosing dissatisfied customers is more than it seems to be, because dissatisfied customer could talk to a lot of people and explain his/her dissatisfaction. According to Melinda Goddard's study, in current world with the development of communication tools and in particular expanding global Internet network, the customers Negative point of view are informed faster than before. Customers select suppliers which give them best sense of satisfaction refer to their payment, consciously or unconsciously. With consuming time for satisfying current Customers, organizations are taking a big step toward establishing a customer-oriented business.

Generally from satisfied customers are expected as below:

1. Long term loyalty
2. By transferring positive message to others (potential customers), motivate them to use companies product.
3. They increase their purchase share by having the products that would fulfil, their satisfaction sense in best manner.
4. Customer satisfaction = Customer expectations – customers realization of quality

By study customer behavior is proved that fulfilling customer satisfaction will gradually result in sense of loyalty and organizational confident by customer.

A loyal customer is not only committing the act of purchase for many times but actually he/she is also working on advertisement and introduction of organization's products to other people such as relatives, friends and ect. So customer could improve the organization's profitability and image. Regarding to this tissue Simon as a management science theorist says: "When an organization is successful to attract a new customer, customer's satisfaction is the beginning point of the long term relationship between organization and customer". Cramer in one of his writings believes organization success and customer satisfaction are kind of concepts that have very close relationship with each other.

Discovering the relation between customer satisfaction and customer loyalty is still an interesting topic for researchers. In general the rate of correlation between customer's satisfaction and customer loyalty is deeply affected by conditions of competitive market.

### 3-5- Organization's benefits for customer

Customer's benefits in return of their payment are:

#### 3-5-1- The main benefit

The main benefit is the main reason of purchase by customer. For example the reason to purchase glasses is good vision and also reason for buying a overcoat is getting warm in winter.

Because of The speed of technology changes and expansion of communications and benchmarking possibility the similarity between the products are increasing daily, therefore the distance between competitors in a particular range of customers is getting close day after day.

#### 3-5-2- The additional benefit

The additional benefit means profits and facilities that are earned by customer with purchasing a product. For example by purchasing glasses benefits such as lightness, style, and beauty are earned. And by

purchasing a winter overcoat advantages such as comfort and fashion are expected.

One of the most important feathers of additional benefit is supportive services that are given to the customers before, during, and after sales. Therefore the companies are eager to increase guarantee services and support time service of their products.

## 4. Discussions:

### Significant relationship between marketing mix factors and customer satisfaction

#### 4-1 - The process of customer satisfaction

In short items the Customer satisfaction attraction process, are as follow:

1. Identifying customer expectation
2. Designing products and services refer to customer needs and expectations
3. Production and delivery
4. Customer expectations management
5. Customer satisfaction measurement
6. Customer complaints management

#### 4-2 - Marketing Mix

Marketing mix is one of the important concepts of modern marketing that could be defined as below:

The collection of controllable variables that company is mixing them for its required reaction in the target market. This mixture is composing of any kind of action that company could do for its products and for affecting the demand. Marketing mix factors could be collected in four groups of variables that are known as 4p: 1.Product, 2.price, 3.place (place and distribution channel), and 4.promotion advertisement and sales promotion), that each of them involves several activities.

#### 4-2-1 – product

What is product? Anything in the market that are offered for attracting people's attention, ownership, utilizing or consuming are called product. Thus, generally product includes everything that composed of physical goods, services, people, places, organizations and beliefs. Totally product is a collection of benefits. It means anything that customer gets from it such as: psychological, social, physical or chemical aspects. The Consumer considers the product as collection of benefits that fulfills his/her requests and needs. When we talking about the product is means combination of goods and services that company offers to customers. These sub collections are: car delivery conditions, diversity, and car's model, after sales service and...

In this research, product means car or services that are offered to customers by authorized representatives.

#### 4-2-2 - Distribution

Distribution is another aspect of marketing mix. Distribution is related to goods and services delivery to customers. Designing a distributed system requires two types of decisions: 1. strategic decision (layers between producer and customer) 2. Tactical decisions (such as management policies, interest rates and discount rates). However in modeling literature only one of these factors is intensified but the interaction of two factors is seen. A lot of countries are now trying to change their patterns of their distribution channel supervision. In Japan, a distributed system has changed essentially and it is directed to retail.

Current theories in the distribution system, indicates, the places that have stronger retailers, the supervision on channels is better and also the supervision system will be changed. The research indicates, although there are historical and a lot of differences between the Western and Japanese distribution system, each environment channels react similarly against changes in power construction.

While we are talking about distribution, it means we are discussing about the activities that are done by company to give the customers product or service access. Its sub collection include: the number of representatives, their availability, the access to networks information and... .

The distribution in this research means all sales and after sales companies representatives around the country.

#### 4-2-3 - Promotion

Another factor of the marketing mix is promotion, that is includes four sub collections.

Recently there is a method among the consuming products industrialists that they are omitting sales promotions and offering their goods with lower prices daily.

When we talking about promotion, it means the activities that are done by company to transfer good information about the value and utility of product to customers, so they could select the best option in particular industry refer to their view. Its sub collection include: advertisement, public relations, promoting sale, personal selling and direct marketing. In this research the promotion is all companies activities in field of transferring information about companies' representative's sales and after sale service and making the customers more intelligent about them.

#### 4-2-4 - Price

Price is amounting of benefit that consumer pay's for having or using product or service. When we discuss about price, it means that is paid for product.

Its sub collection include: car prices, installment, discount, wage, and... .

In this research price means, financial or nonfinancial payment (payment and time) done by companies customers to sale and sale after service representatives.

### 5. The study and identification the most important influential factors to attract customer satisfaction in Hyundai dealer

#### 5-1- Hyundai dealer company

Hyundai dealer Company began its activity in 2006 with import of five Hyundai cars, such as, Azra, Sonata, Tucson, Santafe and Coupe and after three years continued his business by introducing Genesis, Ix55 and I30. Assan Motor Company has considerable market and offering extensive services according to Hyundai Company standard to its customers.

#### 5-2 - Problem expression and research's necessity

As described in the above paragraphs service and product management in one the new issues of management that is considered in recent decades. With appearing competition between institutions, they study different ways for their revitalization and the perform innovations to attract more customers. Offering qualified service or product, are one of the best solution for customer satisfaction. They only associations could offer this kind of product or service stably that have comprehensive attitude and commitment to the customers. Today consideration on customer and customer ordination is secret of trade and industrial world. The thought is successor key power for the determined companies and the slogan is "Customer First" and it's the way to achieve competition now.

The researches indicate that offering service delivery and product with quality is vital issue for organization. Increase in customer maintain number even 5 percent could raise the profit 25 to 30 percent and a Business that could reduce 5 percent the rate of its lost customer ,final net value would have 75 percent of increase. If managers offer service or product more than customer expectation and they consider this procedure a part of organization culture, they will earn more benefit compare to managers that only financial benefit is their priority. The success secret of practical customer orientation concept lies in organizations success. This new strategy IS based on problem solving and customer problem through identification of his/ her apparent and hidden needs in present and future. Since customer satisfaction will result in frequent purchases with strong possibility this concept is essential for market.

#### 5-2-1 - Research's Problem expression

Recognition and prediction customers needs, are very important for commercial companies. It is clear that the customer is essential and vital for

organization (for commercial organizations) existence and growth. The Studying and Recognition indicators of customer satisfaction and customer satisfaction measurement, is very important because customer satisfaction level is determinant for organizations success or failure. If organization performance is lower than the customers' expectations, they would ignore organization will fail. Refer to the surveys, companies that have high levels of customer satisfaction are always stronger, and more successful in long term. In current global economy customers determine the existence of companies and companies could not be apathetic against expectations and requests.

#### 5-2-2 - The importance and necessity of research

Essential Consideration to customer as the only source for promoting quality and service development, compatible to customers' needs should be permanent have priority Hyundai dealer affairs. Studying Customer satisfaction indexes for countries organization especially Hyundai dealer company is very important.

### 5-3 - Research objective expression General objectives

#### 5-3-1-Major objective

The main objective of this research is study the relation between marketing mix factors and customer satisfaction.

#### 5-3-2- Minor objective

Other miner objective in this research is followed which include:

1. Studying the Relationship between price and customer satisfaction
2. Studying the Relationship between product and customer satisfaction
3. Studying the Relationship between the promotion and customer satisfaction.
4. Studying the Relationship between the company and improve customer satisfaction.

#### 5-4- Research assumption

Among the marketing mix factors which factor has the most effective role in Hyundai Customer in Iran? Among the marketing mix it seems price has most effect on drawing Customer satisfaction.

Other cases may include the following factors are:

1. The Factor of price compare to product
2. The Factor of price compare to distribution (place)
3. The Factor of price compare to promotion

### 6. The effective factors on marketing mix elements in Hyundai dealer in Iran

According to the explanations about research validity and reliability, also the explanations mentioned in the paragraph 8-10, the indexes considered for each of marketing mix factors that are

related to sales and after sales service in Assan Motor Company are as below:

#### 6-1 - Sale indexes

The related indexes in sale according to marketing mix factors in Assan Motor Company include:

Table 1 - The related indexes in sales according to marketing mix factors within Assan Motor Company

Index	Marketing mix factors
Products diversification	Product
Products quality	
Special car's color that are considered by to customer	
Product design and appearance	Distribution
The ability to access sale representatives (geographical distribution)	
On time Delivery	Price
Cars Price	
Sale Condition	Promotion
Create awareness and inform customers about the status of sales representatives	
Create awareness and inform customers about the product	
Employees enthusiasm to meet customer	
Customer Relation (CRM)	

#### 6-2 - After sales service indexes

The related indexes in after sales service indexes according to marketing mix factors within Assan Motor Company include:

Table 2 - The related indexes in after sales services according to marketing mix factors within Assan Motor Company

Index	Marketing mix factors
After sales services quality	Product / Service
Guarantee conditions	
On time Delivery	Distribution
The ability to access after sales services representatives (geographical distribution)	
Services Price	Price
Spare parts Price	
Create awareness and inform customers about the status of after sales services representatives	Promotion
Create awareness and inform customers about the after sales services	
Employees enthusiasm to meet customer	
Customer Relation (CRM)	

### 7. The marketing mix factors impact on customers satisfaction in Assan Motor Company

Defining mentioned indexes in tables (1 and 2), the results and calculations performed a bout Assan Motor Customer in field of sales and after sales services are as below:

#### 7-1- The marketing mix factors impact on sales customer's satisfaction

The results within sales are visible in Table 3:

**Table 3** - The marketing mix factors impact on sales customer's satisfaction

The indexes Average Points	The marketing mix factors impact on sales customer's satisfaction					Marketing mix factors
	Very low	Low	Average	Much	Extreme	
0.71	2	11	35.5	47.5	33	Product
0.68	5.5	8.25	33.5	39.7	32	Distribution
0.77	1.2	2.5	26	44.5	44.75	Price
0.66	5.5	10.5	37	33	33	Promotion

**7-2- The marketing mix factors impact on after sales services customer's satisfaction**

The results within after sales services are visible in Table 4:

**Table 4** - The marketing mix factors impact on after sales services customer's satisfaction

The indexes Average Points	The marketing mix factors impact on sales customer's satisfaction					Marketing mix factors
	Very low	Low	Average	Much	Extreme	
0.804	0	0.75	4.25	42.5	61.5	Product
0.799	0	1	5.5	41.5	61	Distribution
0.742	0	0.5	14	53.5	41	Price
0.777	0	1.5	7.5	46.5	53.5	Promotion

**7. Result****The research results in Assan Motor Company**

The indexes comparisons in sales department indicates that price and product are effective than other indexes. Thus the effectiveness of these factors according to table 3 is as below:

1. Price
2. Product
3. Distribution
4. Promotion

In the field of after sales service, most effective factor is product and in this part product means after sales service. Finally the effectiveness of marketing mix factors in term of of after sales service on satisfaction, according to Table 4, are:

1. Product
2. Distribution
3. Promotion
4. Price

As we mentioned in the field the sales, price and the product have most important role, these result seems reasonable because decision making in purchase is one of the most complicated decisions, therefore

products quality will have essential role. However refer to competitive environment and technology improvement, products quality and their competitive advantages are so close with each other. In these conditions, the price and especially Payment conditions have the main role. Two other factors however have effective role in customer satisfaction but they have less effectiveness than product and price. In the field of after sales service, product and place (distribution) have priority because, in this part the most important factor is product or service that is offered to customer and The next important factor is place or the access to representation.

**8. Conclusions:****Suggestions based on results**

According to the results of the research, the following suggestions are offered for use in Assan Motor Company:

**9-1 - The product study**

Studying product factor indicate that this factor has an effective role in customer satisfaction. The aspect of product factor could be as below:

1. Offer best after-sales service
2. Short waiting time for receiving car
3. Considering The customer views about the product (quality, price diversification, ...)
4. Cars model diversification
5. Appropriate condition for the car
6. On time delivery
7. Informing customers about the products and organization facilities (parking lot, free call, coffee shop, etc.)

Also is suggested that delivery time should be reduced and customer view about the product quality and price have to be considered.

**9-2 - The promotion study**

Same as other marketing mix factor, promotion study has an effective role about the customer satisfaction. The most important elements for this factor are as below:

1. Employees' behavior while offering service to customers
2. accountability to customers inquiries
3. Easy communication between customers and employees who are in change
4. On time employees presence at work
5. Appropriate advertisement for product sales
6. Stable laws, regulations, guidelines and administrative procedures in car sales
7. Active presence in exhibitions and giving complete information about the products.
8. Guidance through pitching signs and tableau in company for people's access to related department.

Therefore is suggested to Assan Motor Company in order to increase customer satisfaction, employees' behavior and dialogs with costumers should be reformed and suitable. To improve employees' behavior, the special training programs should be performed for them during their work.

### 9-3 - The distribution study

Same as other marketing mix factors, distribution has considerable role in customers' satisfaction. The most effective elements for this factor are as below:

1. The ability to access sale representatives (geographical distribution)
2. Appropriate place for representatives
3. Representatives activity time in holidays
4. Appropriate place for delivery (The number of stores, arrangement, etc.)

In order to improve customer access comfort and Representatives activity time in holidays and weekend contributes customer request for better service.

### 9-4 - The price study

As we figured out the price has most impact on customers' satisfaction and that improves its important role. Prices element could be mentioned as below:

1. Appropriate Car prices
2. Ability to pay in installments condition
3. Wage installment sales facilities
4. Awarding special discounts

Finally in this part is advised to Assan Motor Company in order to get better customers' satisfaction they should recognize all social and economics part of country and adjust the price and payment conditions with those factors.

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