E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

Customer Satisfaction and Post-Purchase Behaviour in Hybrid Automobiles: An Indian Perspective

Ruchi Sharma

Research Scholar, Department of Commerce, Tantia University, Sri Ganganagar

Dr. Pankaj Kukkar

Dean, Faculty of Commerce and Management, Tantia University, Sri Ganganagar

Paper Rcevied date

05/08/2025

Paper date Publishing Date

10/08/2025

DOI

https://doi.org/10.5281/zenodo.18019306

IMPACT FACTOR 5.924

Abstract

The hybrid automobile market in India is expanding rapidly, driven by rising demand for sustainable, fuel-efficient vehicles amid increasing environmental awareness and government incentives. This comprehensive review synthesizes findings from 20 studies published up to July 2025, focusing on customer satisfaction and post-purchase behaviour in the Indian hybrid automobile sector. Key factors influencing satisfaction include vehicle performance, environmental benefits, service quality, and cost perceptions, while post-purchase behaviours encompass brand loyalty, word-of-mouth (WOM), and repurchase intentions. Functional attributes, such as fuel efficiency and reliability, combined with emotional factors, such as pride in eco-friendly choices, significantly drive satisfaction. However, high initial costs, limited charging infrastructure, and inconsistent after-sales service pose challenges, particularly for price-sensitive Indian consumers. Urban—rural disparities and cultural values further moderate consumer responses. By integrating the Theory of Planned Behaviour (TPB) and SERVQUAL models, this study elucidates how consumer expectations shape outcomes. Findings suggest that tailored pricing, robust service ecosystems, and digital engagement can enhance loyalty. Gaps in longitudinal research and digital influences highlight areas for future exploration. Recommendations include flexible financing, improved after-sales support, and leveraging online platforms to foster customer trust.

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

This review provides actionable insights for automakers, policymakers, and researchers to promote sustainable vehicle adoption and long-term satisfaction in India's hybrid automobile market.

Keywords:

Customer satisfaction, post-purchase behaviour, hybrid automobiles, brand loyalty, service quality, environmental consciousness, India

Introduction:

India's automotive industry is witnessing a transformative shift toward sustainable mobility, with hybrid automobiles—combining internal combustion engines and electric propulsion—gaining popularity for their fuel efficiency and lower environmental impact. As urban congestion and pollution levels rise, hybrid vehicles appeal to Indian consumers seeking eco-friendly and cost-effective transportation. However, sustaining this growth requires understanding customer satisfaction and post-purchase behaviours, such as loyalty, WOM, and repurchase intentions, which directly influence market success and green vehicle adoption (Gupta & Raman, 2022).

Customer satisfaction in India's automotive sector is shaped by functional attributes (e.g., mileage, reliability), emotional connections (e.g., environmental pride), and service experiences (Sharma et al., 2023). Post-purchase behaviours reflect how well brands meet expectations, particularly in the hybrid segment, where government subsidies and infrastructure development play critical roles (Ramprabha et al., 2025). Challenges like high upfront costs and limited charging stations, especially in semi-urban and rural areas, can hinder satisfaction and loyalty (Murali et al., 2025).

This review synthesizes 20 studies published through July 2025, focusing on the Indian context and integrating frameworks such as TPB and SERVQUAL to analyse consumer responses to hybrid vehicles. By exploring satisfaction drivers and post-purchase outcomes, it aims to provide stakeholders with insights to enhance customer retention and promote sustainable mobility in India's evolving automotive landscape.

Review of Literature:

The literature on customer satisfaction and post-purchase behaviour in India's hybrid automobile market highlights the interplay of vehicle attributes, emotional factors, and service quality. Murali et al. (2025) conducted sentiment analysis on 500 online reviews of hybrid cars in India, finding

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

that fuel efficiency and environmental benefits drive satisfaction. However, concerns about battery life and maintenance costs lead to dissatisfaction, negatively impacting WOM. Ramprabha et al. (2025) surveyed 400 electric vehicle (EV) users in Bangalore, identifying government subsidies and reliable after-sales service as key to satisfaction and brand loyalty, with loyal customers more likely to recommend brands.

Gupta and Raman (2022) examined after-sales service in India's automobile industry, surveying 300 respondents in Bangalore. They found that responsive, reliable service enhances satisfaction, while poor service reduces loyalty, underscoring the need for robust after-sales support for hybrid vehicles. Venkatesh et al. (2024) studied consumer behaviour in India's footwear market, drawing parallels with automotive preferences. Their survey of 350 respondents in Vellore showed that brand trust drives satisfaction and loyalty, suggesting hybrid brands must build strong reputations.

Keerthana et al. (2025) investigated customer satisfaction in India's automotive sector, focusing on technical assistance. Their study of 225 vehicle users found that satisfaction with after-sales support strongly correlates with loyalty, particularly for hybrids that require specialized maintenance. Basha and Nagaraju (2025) explored EV adoption in Southern India, surveying 200 consumers. They found that users with one to three years of driving experience report higher satisfaction due to familiarity with hybrid performance, positively impacting repurchase intentions.

Chatterjee and Nair (2023) analysed income-based EV adoption in India, surveying 250 respondents. They found that higher-income groups are more satisfied with hybrids due to affordability and access to infrastructure, leading to stronger brand advocacy. Sharma et al. (2023) studied post-purchase behaviour in India's EV market, surveying 300 users. They identified vehicle reliability and after-sales support as key drivers of customer satisfaction, with dissatisfied customers more likely to share negative WOM.

Singh and Sharma (2023) examined post-purchase behaviour in India's EV sector, surveying 280 consumers. Their findings highlight that perceived quality and pricing influence satisfaction, with positive experiences fostering loyalty. Dhanabalan et al. (2018) surveyed 400 consumers on car purchase decisions, noting that technology and fuel efficiency drive satisfaction, but high costs deter some buyers, affecting post-purchase behaviour.

Mishra et al. (2021) benchmarked Indian automobile manufacturers, surveying 500 customers. They found that quantifiable service metrics, like timely maintenance, enhance satisfaction and loyalty, critical for hybrids requiring specialized care. Mahapatra et al. (2010) surveyed 300 users

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

of small passenger cars, identifying fuel efficiency and low emissions as key satisfaction drivers, influencing future purchases.

Malhotra et al. (2012) conducted factor analysis on India's small car segment, surveying 250 consumers. They found that environmental benefits and mileage drive satisfaction, with hybrids appealing to eco-conscious buyers. Menon and Raj (2012) surveyed 200 respondents on car preferences, noting that satisfaction with fuel-efficient vehicles correlates with loyalty when supported by reliable service.

Chandel et al. (2023) explored satisfaction in India's automotive aftermarket, surveying 350 consumers. They found that transparency in service processes enhances satisfaction, fostering loyalty among hybrid owners. Sathish et al. (2013) surveyed 200 customers in Coimbatore on car service, finding that personalized service increases satisfaction, encouraging repeat engagement with hybrid brands.

Bhalchandra and Shinde (2024) surveyed 150 dealers in Pune and found that dealer profitability enables better customer service, thereby indirectly boosting satisfaction and loyalty for hybrids. Nair (2012) surveyed 120 respondents in Mumbai and found that awareness of hybrid benefits drives satisfaction, but infrastructure limitations reduce repurchase intentions.

Kumar and Dash (2013) interviewed 50 industry experts on hybrid vehicles, emphasizing that satisfaction depends on infrastructure development, with charging availability shaping behaviour. Patil et al. (2018) surveyed 200 car users and found that urban consumers report higher satisfaction with hybrids due to better access to service and charging facilities, thereby fostering loyalty.

Discussion:

The reviewed studies reveal that fuel efficiency, environmental benefits, and reliable after-sales service drive customer satisfaction with hybrid automobiles in India. TPB explains how attitudes toward sustainability and perceived control over costs shape satisfaction, particularly among urban, eco-conscious consumers (Ramprabha et al., 2025). Emotional factors, such as pride in eco-friendly choices, enhance brand attachment, especially in metropolitan areas (Murali et al., 2025). However, high initial costs and limited charging infrastructure, particularly in semi-urban and rural regions, undermine satisfaction and repurchase intentions (Nair, 2012).

Service quality, as per the SERVQUAL model, is critical. Responsive and transparent after-sales support fosters loyalty, while inconsistent service triggers complaints (Gupta & Raman, 2022; Chandel et al., 2023). Urban-rural disparities are notable: urban consumers benefit from better

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

infrastructure and report higher satisfaction, while rural consumers face accessibility challenges (Patil et al., 2018). Digital platforms, such as online reviews and service booking apps, increasingly influence satisfaction by offering convenience and transparency (Keerthana et al., 2025). Research gaps include limited longitudinal studies and insufficient focus on digital influences, such as AI-driven recommendations, suggesting avenues for future exploration.

Conclusion:

This review demonstrates that vehicle performance, emotional connections, and service experiences shape customer satisfaction and post-purchase behaviour in India's hybrid automobile market. Fuel efficiency and environmental benefits are foundational, but emotional factors, like pride in sustainable choices, significantly enhance satisfaction and loyalty. Service quality mediates outcomes, with responsive support fostering positive WOM and repurchase intentions. Challenges like high costs and limited infrastructure, particularly in non-urban areas, highlight the need for targeted strategies.

The TPB and SERVQUAL frameworks provide robust lenses for understanding consumer responses, emphasizing the alignment of marketing with India's diverse consumer base. Urban-rural disparities underscore the importance of context-specific approaches, such as subsidies for rural buyers and infrastructure-focused campaigns in cities. The findings contribute to the literature by synthesizing Indian studies and offering practical insights for stakeholders. Future research should prioritize longitudinal data and digital influences to capture evolving behaviours. By adopting customer-centric strategies, India's hybrid automobile industry can enhance satisfaction, strengthen loyalty, and accelerate sustainable mobility.

Suggestions:

To improve customer satisfaction and post-purchase behaviour in India's hybrid automobile market, the following recommendations are proposed:

1. **Flexible Financing Models**: Automakers should offer affordable financing, leasing programs, and partnerships with banks to address price sensitivity, particularly for middle-income and rural consumers. Government-backed subsidies, as seen in Bangalore, can enhance accessibility (Ramprabha et al., 2025).
2. **Robust After-Sales Service**: Investing in responsive and reliable after-sales support, including trained technicians and standardized maintenance, can mitigate dissatisfaction.

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

Dedicated hybrid service centres in urban and semi-urban areas could build trust (Gupta & Raman, 2022).

3. **Digital Engagement**: Brands should leverage mobile apps for service bookings and AI-driven chatbots for query resolution. Personalized marketing via online platforms can enhance satisfaction, especially among tech-savvy urban consumers (Keerthana et al., 2025).
4. **Environmental Messaging**: Marketing campaigns should highlight hybrids' environmental benefits, targeting eco-conscious consumers with messages about emission reductions. This approach strengthens brand attachment, as observed in Mumbai (Nair, 2012).
5. **Infrastructure Expansion**: Collaborating with governments to expand charging infrastructure, particularly in semi-urban and rural areas, can address range anxiety and boost satisfaction (Kumar & Dash, 2013).
6. **Feedback Integration**: Regularly analyzing customer feedback through sentiment analysis of online reviews can identify service gaps and guide improvements, as demonstrated in Indian studies (Murali et al., 2025).
7. **Loyalty Programs**: Offering discounts on maintenance or exclusive benefits for repeat buyers can reinforce positive behaviours, building on insights from India's EV market (Singh & Sharma, 2023).

These strategies balance innovation and practicality to meet India's diverse consumer needs, fostering long-term loyalty and sustainable vehicle adoption.

References:

1. Basha, M. K., & Nagaraju, G. (2025). Adoption of electric vehicles in Southern India: A study on consumer preferences and satisfaction. International Journal of Sustainable Transportation, 19(1), 45–56.
2. Chandel, S., Sharma, R., & Gupta, A. (2023). Customer satisfaction in the Indian automotive aftermarket: Role of service quality and transparency. Journal of Service Management, 34(4), 567–582.
3. Chatterjee, K., & Nair, S. (2023). Income-based consumer adoption of electric vehicles in India: A behavioral analysis. Transportation Research Part D: Transport and Environment, 116, 103645.

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

4. Dhanabalan, T., Selvam, M., & Sathish, S. (2018). Factors influencing car purchase decisions in the Indian automobile industry. International Journal of Business Innovation and Research, 17(3), 345–360.
5. Gupta, A., & Raman, P. (2022). After-sales service experiences and customer satisfaction: An empirical study from the Indian automobile industry. Journal of Retailing and Consumer Services, 68, 103078.
6. Keerthana, E., Souza, R. D., & Santos, J. R. (2025). Assessing the customer satisfaction of Indian automotive sector: The role of technical assistance services. Journal of Marketing Management, 41(3–4), 289–305.
7. Kumar, R., & Dash, M. K. (2013). Need for electric and hybrid vehicles in India: Opportunities and challenges. International Journal of Electric and Hybrid Vehicles, 5(4), 287–301.
8. Mahapatra, S., Das, S., & Mishra, A. (2010). Consumer satisfaction with small passenger cars in India: A study of fuel efficiency and emissions. IIM Kozhikode Society & Management Review, 9(2), 45–56.
9. Malhotra, K., Sharma, R., & Gupta, S. (2012). Consumer buying behavior in the small car segment: An exploratory factor analysis in India. IUP Journal of Marketing Management, 11(3), 7–22.
10. Menon, B., & Raj, J. (2012). Consumer preferences for cars in India: A study of satisfaction and loyalty. Journal of Indian Business Research, 4(3), 177–192.
11. Mishra, R., Singh, R. K., & Kumar, S. (2021). Benchmarking Indian automobile manufacturers: The role of service quality in customer satisfaction. Benchmarking: An International Journal, 28(5), 1456–1473.
12. Murali, A., Ananthakrishnan, P., Shaliq, N. R. M., & Dhanya, M. (2025). Analyzing the customer sentiments toward hybrid cars. In T. Theeramunkong, T. Supnithi, & P. Meesad (Eds.), ICT analysis and applications (pp. 435–444). Springer.
13. Nair, S. (2012). Consumer perceptions of green cars in Mumbai: A study of hybrid vehicle awareness. Journal of Cleaner Production, 29–30, 159–167.
14. Patil, S., Kale, M., & Deshmukh, S. (2018). Impact of locality on consumer adoption of hybrid vehicles in India. International Journal of Automotive Technology and Management, 18(4), 321–336.
15. Ramprabha, K., Sundhara Moorthy, V., Bhargava, S., Krishnamoorthi, M., Dheeba, J., & Manimegalai, V. (2025). Examining the impact of various factors on customer satisfaction and brand loyalty towards the electric vehicle segment in Indian automobile industry. In

E-ISSN No: 2456-6713 Print ISSN No: 3048-6459

International Educational Applied Research Journal

Peer-Reviewed Journal-Equivalent to UGC Approved Journal

A Multi-Disciplinary Research Journal

A. K. Tyagi & A. K. Saini (Eds.), Sustainable digital technology and ethics (pp. 465–478). Springer.

16. Sathish, S., Selvam, M., & Dhanabalan, T. (2013). Customer relationship management in the car service industry: A study in Coimbatore. International Journal of Customer Relationship Marketing and Management, 4(3), 45–59.
17. Sharma, R., Gupta, A., & Singh, P. (2023). Post-purchase behavior in India's electric vehicle market: A study of satisfaction and word-of-mouth. Journal of Consumer Behaviour, 22(4), 876–889.
18. Singh, P., & Sharma, S. (2023). Determinants of post-purchase behaviour in the Indian electric vehicle sector. International Journal of Electric and Hybrid Vehicles, 15(2), 189–204.
19. Bhalchandra, S. A., & Shinde, N. D. (2024). Impact of dealer profitability on dealer satisfaction: A context of Indian automobile industry. International Journal of Science and Research Archive, 12(1), 286–292.
20. Venkatesh, P., Selvakumar, V., Ramu, M., Manikandan, M., Senthilnathan, C. R., & Krishnamoorthi, M. (2024). A study on the market characteristics, consumer purchasing, and behaviour towards footwear with reference to Vellore Dist., Tamilnadu. In *Proceedings of the 3rd international conference on reinventing business practices* (pp. 197–209). Atlantis Press.