



A STUDY ON CONSUMER SATISFACTION OF KIA CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mr.A.David¹, Mr.S.Barathkumar²

¹Assistant Professor, Department of Commerce with Professional Accounting,
 Dr.N.G.P Arts and Science College, Coimbatore

²181PA110, Department of Commerce with Professional Accounting,
 Dr.N.G.P Arts and Science College, Coimbatore

ABSTRACT

The purpose of the paper is to study the consumer satisfaction towards Kia cars .100 samples were taken in Coimbatore city. Both Primary data and Secondary data were used in the research. Percentage analysis, Chi-square analysis and Weighted average analysis were used as a data analysis tools. People consider maintenance and style as the influencing factor to buy the cars. People are highly satisfied with the maintenance and cost. Poor fuel economy is the problem faced by the respondents.

KEY WORDS: Chi-square analysis, fuel economy.

1. INTRODUCTION

Hyundai's sister brand Kia Motors entered the Indian market with the introduction of the Seltos SUV in August 2019. The Seltos' success was followed by the launch of the Carnival MPV at the 2020 Auto Expo, and the Sonet sub-4m SUV that was launched a few months back. As far as sales are concerned Kia Motors is currently the fourth best-selling car manufacturer in the Indian market, with a market share of 7.3 per cent.

2. STATEMENT OF THE PROBLEM

What are the features of the brand quality?

What are the factors determining the brand quality?

3. OBJECTIVES OF THE STUDY

- To know the study the socio-economic characteristics of respondents.
- To find out the factors influencing the choose of kia car.
- To study about the satisfaction level of the customers of kia car.
- To study the problems faced by customer in kia car.
- To offer suggestions based on findings of the study.

4. RESEARCH METHODOLOGY

Source of data	Primary and Secondary data
Sampling technique	Convenient sampling
Sample size	100 respondents
Tools and technique	Simple percentage analysis, Likert scale analysis, Rank analysis

5. STATISTICAL TOOLS

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

6. REVIEW OF LITERATURE

The department of Economic and marketing research of M/s Hindustan Motors Ltd, Calcutta (2019)¹ conducted s study on "The automobile industry in India" and reported that the first motor car was imported into India in 1898, and for nearly 30



years no attempt was made even to carry out. Till 1948, the assembly of motor vehicle was not undertaken in India.

Mary C. Gilly., et al., (2019)² in a article entitles, “Past purchase consumer processes and the complaining consumers” ,attempts to incorporate both of these post purchase grievances by examining

the attitude and behaviour of complaining consumers. 521 consumers who complained to a major oil company, out of a stratified random sample of 964 complaints, were taken as the suspects of the study. Stratified study tools such as simple percentage, chi-square test and spearman Rank Correlation were used to analyse data.

7. TABLE

Prompted To Buy Kia

S.No	Prompted to buy KIA	Number of Respondents	Percentage (%)
1	Brand image	20	20
2	Service	15	16
3	Maintenance	38	38
4	Price	13	13
5	Promotion	14	14
	Total	100	100

INTERPRETATION

The above table shows that 20% of the respondents say promotion to buy KIA is Brand image, 15% of the respondents say promotion to buy KIA is Service, 38% of the respondents say promotion to buy KIA is Maintenance, 13% of the respondents say promotion to buy KIA is Price and 14% of the respondents say promotion to buy KIA is Promotion.

INFERENCE

Here mostly 38% of the respondents say promotion to buy KIA is Maintenance.

8. FINDINGS

- Here mostly 44% of the respondents age is 21-30 years.
- Here majority 54% of the respondents were Male.
- Here majority 53% of the respondents were Unmarried.
- Here mostly 37% of the respondents education level is Diploma level.
- Here mostly 33% of the respondents were Self employed.
- Here mostly 44% of the respondents income is Rs 20,000-40,000.
- Here majority 58% of the respondents were from Joint family.
- Here mostly 35% of the respondents have 5 to 6 members in their family.
- Here mostly 36% of the respondents owning KIA i20.
- Here mostly 44% of the respondents aware about about KIA car through Television Advertisement.

- Here majority 51% of the respondents say sales executive attitude is Very Good.
- Here mostly 37% of the respondents say delivery time offered by KIA dealers is Two to three Week.
- Here mostly 30% of the respondents says their decision influenced by Dealer
- Here majority 78% of the respondents says car price is reasonable.
- Here majority 65% of the respondents feel KIA car is Moderate.
- Here mostly 44% of the respondents say oromption to buy KIA is Maintenance.
- Here mostly 34% of the respondents feel Comfortable during KIA car driving .
- Here mostly 49% of the respondents were satisfactory with service provided by KIA dealers.
- Here majority 52% of the respondents service their car from Authorized dealer.
- Here majority 61% of the respondents say there is available of spare parts.
- Here majority 57% of the respondents say handling complaint is Good.
- Here majority 65% of the respondents were information about the free service.
- Here majority 79% of the respondents complaints noted and attended.
- Here majority 59% of the respondents were fully satisfied with the seating capacity.

9. SUGGESTIONS

- After conducting the survey and knowing the market, I realized that, the company



should keep in mind the need of young generation.

- Company should improve the promotion strategy of product. Company should improve the promotion strategy of Add-on services. It will be beneficial for the company to make the warehouse near to the showroom and there should be roof facility, adequate security facility in the ware house.
- The Company should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly. Company should improve/upgrades its employee's product knowledge, market situation, and its competitor's knowledge by giving proper training to employee.
- Company should upgrade or innovate its new product. The Company should not only concentrate on the customer satisfaction but also the company led to monitor their competitor's performance in there are as of operations.
- The Company should make changes according to the other competitors & according to the customer's expectations.

2. <http://www.KIA.co.in/mediacentre/trusted-brands-2012-List.aspx>
3. <http://www.KIACarindia.com/about/KIAInIndia.aspx>
<http://money.rediff.com/companies/KIA-cars-Company-Ltd/10540010>

10. CONCLUSION

It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. A car needs to improve some parts of products specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity.

Customer satisfaction index is a good tool to make improvements in the products and services of the company. And therefore should utilize carefully & kept as confidential as possible.

11. REFERENCES

1. Gupta, S.P. "Statistical Method", Surthan Chand & Son Educational Publisher, New Delhi, 2007.
2. Kotharic.R. "Research methodology", K.K. Gopal for new age International (P) Ltd., New Delhi 2004.
3. Philip Kotler, "marketing management" New Delhi: Prentice Hall of India (P) Ltd., 1998.
4. Pillai, R.S.N & Bahavathi, "Modern Marketing", Sulthan Chand & Sons, New Delhi, 2007.
5. Rajan Nair "Marketing", New Delhi: Sulthan Chand & Sons, 1987.

ONLINE REFERENCES

1. <http://en.wikipedia.org/wiki/KIACarsr>