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

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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?

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

<table>
<thead>
<tr>
<th>Source of data</th>
<th>Primary and Secondary data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling technique</td>
<td>Convenient sampling</td>
</tr>
<tr>
<td>Sample size</td>
<td>100 respondents</td>
</tr>
<tr>
<td>Tools and technique</td>
<td>Simple percentage analysis, Likert scale analysis, Rank analysis</td>
</tr>
</tbody>
</table>

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 a 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) 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

<table>
<thead>
<tr>
<th>Prompted To Buy Kia</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brand image</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Service</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Maintenance</td>
<td>38</td>
</tr>
<tr>
<td>4</td>
<td>Price</td>
<td>13</td>
</tr>
<tr>
<td>5</td>
<td>Promotion</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

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.

INFERENCES

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

8. FINDINGS

- Here mostly 44% of the respondents say their car is Very Good.
- Here majority 51% of the respondents say their car price is reasonable.
- Here majority 65% of the respondents feel KIA car is Moderate.
- Here mostly 44% of the respondents say their car price is reasonable.
- Here majority 58% of the respondents were from Joint family.
- Here majority 57% of the respondents say handling complaint is Good.
- Here majority 57% of the respondents say complaints noted and attended.
- Here majority 79% of the respondents were fully satisfied with the seating capacity.
- Here majority 65% of the respondents were satisfied with service provided by KIA dealers.
- Here majority 52% of the respondents service their car from Authorized dealer.
- Here majority 61% of the respondents says their car is Good.
- Here majority 79% of the respondents were satisfied with the seating capacity.
- Here majority 30% of the respondents says their decision influenced by Dealer
- Here majority 57% of the respondents say their car is Moderate.
- Here mostly 44% of the respondents say their car is Good.
- Here majority 79% of the respondents were satisfied with the seating capacity.
- 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 warehouse.

- 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.

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


ONLINE REFERENCES