Customer Satisfaction Towards Kia Motors With Special Reference To Coimbatore City.

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ABSTRACT:

Due to changing market trends, consumer tastes, and technology breakthroughs, the automotive industry is one of the most competitive and dynamic sectors of the global economy. Kia Motors Corporation is a well-known and creative automaker that distinguishes out among the major participants in this changing market. Customers' preferences and satisfaction with Kia Motors in Coimbatore City are examined in this study. Both primary and secondary data will be used, a random sampling method is used for collecting questionnaires from 150 respondents. Majority of the respondents are purchasing KIA SELTOS and they are highly satisfied with the performance of the car.

Keywords: Kia Motors, Customer satisfaction, KIA SELTOS

INTRODUCTION:

Customers are the backbone of any company. Without them, a firm cannot expand or endure. When they are absent, an organization lacks a mission or business. Customers play a major role in a business's success. Therefore, a marketer must have a thorough understanding of buyers and their behavior in order to attempt to meet their requirements and desires. Kia formerly known as Kyungsung Precision Industry and KIA Motors Corporation is a South Korean multinational automobile manufacturer headquartered in Seoul, South Korea. Kia SONET and SELTOS are the top selling cars in the mid-range segment which are available in the market. Whereas CARENS types of cars are the future generation cars which will be available in the following years and the upcoming EV type of cars are also coming to the market in a low-range to mid-range segment at a low price which will affect the other Ev cars which are already available in the market.

REVIEW OF LITERATURE

David (2021)Data from 100 participants was gathered for the study from primary and secondary sources. Chi-square analysis, weighted average analysis, and percentage analysis were used to examine the data. The findings demonstrated that while buying a car, individuals give priority to style and maintenance, and they expressed great satisfaction with Kia cars' cost and upkeep. However, one issue that the respondents

mentioned was poor fuel economy. Chandrasekara (2016) One of the most popular modes of transportation for the upper and middle classes is the motor car. Prior to the industrial revolution, only a small percentage of the wealthy owned cars, but as middle-class incomes increased, people began to purchase cars for more than just social status; they now see them as necessities. Dev (2023) The results show that price, social impact, logo image, and product capabilities are the most important factors influencing purchasing decisions. The results of this analysis have significant ramifications for Mahindra & Mahindra since they may utilize the information to better understand the requirements and potential of their target market and adjust their advertising tactics accordingly. Mounika (2022) Consumer behavior models are essential to contemporary empirical industrial organizations. The focus of the current study is on the crucial characteristics that will encourage buyers to purchase the vehicle. SUVs are currently the most popular vehicles on the market. Customers are supposed to choose the large car based on their expectations or features. The study is carried out for certain brands and customers.

OBJECTIVES OF THE STUDY

1. To measure the satisfaction level of customers with respect to kia motors
2. To identify the problems faced by users of kia Cars.

METHODOLOGY OF THE STUDY

The study is designed in an analytical manner. The study is founded on primary data collected from 150 customers in Coimbatore city. Random sampling technique has been used to select the sample respondents. The study relies on both primary and secondary sources of data. The data stood collected with the help of a questionnaire

LIMITATIONS OF THE STUDY

Due to lack of time this study was limited to 150 respondents only. The study was conducted in Coimbatore city so the findings of this study are not applicable for rural and urban customers.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.1 Percentage Analysis

Factors	Variables	Frequency	Percentage
Gender	Male	82	54.7
	Female	68	45.3
	Total	**150**	**100**
Age Group	Below 25 years	26	17.3
	26-30 years	47	31.3
	31-40 years	32	21.3
	Above 40 years	45	30.0
	Total	**150**	**100**
Occupational status	Government	30	20.0
	Private employee	59	39.3

	Business	44	29.3
	Agricultural/farming	17	11.3
	Total	**150**	**100**
Monthly income	Below Rs.100000	22	14.7
	Rs.100001-250000	26	17.3
	Rs.2500001-350000	45	30.0
	Above Rs.350000	57	38.0
	Total	**150**	**100**
kia model	KIA SONET	48	32.0
	KIA SELTOS	38	25.3
	KIA EV6	30	20.0
	KIA CARENS	14	9.3
	KIA CARNIVAL	20	13.3
	Total	**150**	**100.0**
Important Elements	Save fuel	44	29.3
	Design &	52	34.7
	Product & quality	36	24.0
	Safety & reliability	18	12.0
	Total	**150**	**100**
Problems	Communication & servicing	48	33.0
	Maintenance issues	48	31.0
	Availability of spare	34	22.7
	Higher fuel	20	13.3
	Total	**150**	**100**
Overall performance of your kia car	Excellent	70	46.7
	Very good	30	20.0
	Good	44	29.3
	Fair	6	4.0
	Total	**150**	**100**

Source: Primary Data

TABLE 1.2 CHI-SQUARE TEST

CROSSTAB

Age group *how would you rate the overall performance of your kia car

AGE GROUP		VERY LIKELY	LIKELY	NEUTRAL	UNLIKELY	TOTAL
BELOW 25YRS	Count	11	6	8	1	26
	Expected	12.1	5.2	7.6	1.0	26.0
26-30YRS	Count	23	10	14	0	47
	Expected	21.9	9.4	13.8	1.9	47.0
31-40YRS	Count	19	4	7	2	32
	Expected	14.9	6.4	9.4	1.3	32.0
40 YRS	Count	17	10	15	3	45
	Expected	21.0	9.0	13.2	1.8	45.0
TOTAL	Count	70	30	44	6	150
	Expected	70.0	30.0	44.0	6.0	150.0

Source: Primary Data

CHI-SQUARE TESTS

	VALUE	DF	ASYMPTOTIC SIGNIFICANCE(2 SIDED)
Pearson Chi-Square	7.160	9	.620
Likelihood Ratio	8.990	9	.438
Linear-by-Linear Association	.612	1	.434
N of Valid Cases	150		

a 4 cells (25.0%) have expected count less than 5. The minimum expected count is 1

INTERPRETATION:

It is noted from the above table that the pearson chi-square at 9 DF i.e., degree of freedom. The value is 7.160 and the sig value shows .620 which is above 0.05 at 95% confidence level. The sig value is above 0.05 we cannot accept the alternative hypothesis. Hence, we can conclude there is no significant association between age group and overall performance of the kia motors.

FINDINGS:

1. 54.7% of the respondents are male, majority of the respondents comes under age group of 26-30,39.3 % of the respondents are private employees and their monthly income falls under above Rs 35000. 25 5 of the respondents are using KIA SELTOS, Design & personality is the major element for buying Kia cars 33% of the respondents facing problems in Communication & service,46.7 % of the respondents are highly satisfied with the performance

2. There is no significant association between age group and overall performance of the kia motors.

CONCLUSION:

KIA Motors has strong consumer base and a great brand image in the automative industry. The company's business operations, including its product portfolio, distribution channels, marketing strategies and financial performance, were analysis using a mixed-methods approach, combining qualitative and quantitative data collection and analysis methodsThe KIA SELTOS is a fast-selling vehicle, and its customers are so happy with its performance that they are willing to suggest it to others.

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