



## A STUDY ON CUSTOMER SATISFACTION OF THE KIA MOTORS IN MADURAI CITY

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### ABSTRACT:

India's automotive sector is growing significantly. People are becoming more inclined to buy luxury items like cars, diamonds, etc. when their per capita income rises. It's time to start serving clients at any point and at any level that suits their needs. Businesses are coming up with a lot of strategies to please their clients, and one of them is the "Customer Satisfaction Survey," which provides the customer happiness quotient. Customer behavior after a purchase is used to gauge customer happiness. Customers are content when their expectations are met by the perceived value of the goods and services; nevertheless, they are not satisfied when the perceived value of the goods and services falls short of their expectations.

### KEYWORDS:

**LUXURY THINGS, CUSTOMER SATISFACTION SURVEY, INDIAN MARKET, ROAD BLOCKS AND CHALLENGES.**

### 1.1 INTRODUCTION

Consumers are the foundation of any business. A business cannot grow or survive without them. An organization lacks a mission or business when they are not present. A company's goal in business is to fulfill the needs and desires of its customers. The success of a business is largely dependent on its customers. Therefore, in order to try to satisfy customers' demands and wants, a marketer needs to have a complete grasp of customers and their behavior. Customer satisfaction is an assessment of a service after it has been purchased. Success in the cutthroat corporate world of today requires retaining clients. Price war and margin will only work in your favor up to a point.

### 1.2 STATEMENT OF THE PROBLEM

Late in 2012, Kia Motor was compelled to acknowledge that it had overstated the mileage claims it had made to the US Environmental Protection Agency. In addition, the company had to lower all of its fuel efficiency claims in the US by roughly 3% and compensate past car buyers.

When driving or parking, an electrical short could cause a large overcurrent in the ABS modules, raising the possibility of an engine compartment fire. Hyundai intends to advise the owner to replace the ABS module fuse by taking their car to the closest dealer. Kia continues to work on the solution.

### 1.3 REVIEW OF LITERATURE

**Wenjing Shang and Neal H. Hooker (2006)** in their working paper use survey data to determine consumer

preferences among a set of four alternative road labels which report such plant level performance scores. The authors study the product label reports of food producers' hygiene performance and explore consumer preferences for the 'right' amount of information and how to present this information. The authors carried out the study to verify the following hypotheses In terms of presentation format, consumers prefer number system than other visual or verbal systems.

### 1.4 OBJECTIVES OF THE STUDY

- ✓ To find out factors that delight customers.
- ✓ To find out customer's expectation from Kia Motors.
- ✓ To find out the problems faced by customers.
- ✓ To know customers opinion about Kia Motors.

### 1.5 RESEARCH METHODOLOGY

It is a systematic approach to solve research problem. A good research work requires a class scientific methodology because only through the application of correct methodology and appropriate tool of data collection, a well-founded conclusion can be drawn on the phenomenon under consideration.

### 1.6 SAMPLE DESIGN

Research design is an arrangement of condition for collections, analysis of data in a manner that aims to combine relevance to the research purpose with economy

in procedure fundamental to success of any research project is sound research design. Research design is descriptive in nature. Research design is a search for knowledge to identify the situation as it is. Convenience sampling method is adapted for this study.

**1.7 DATA ANALYSIS**

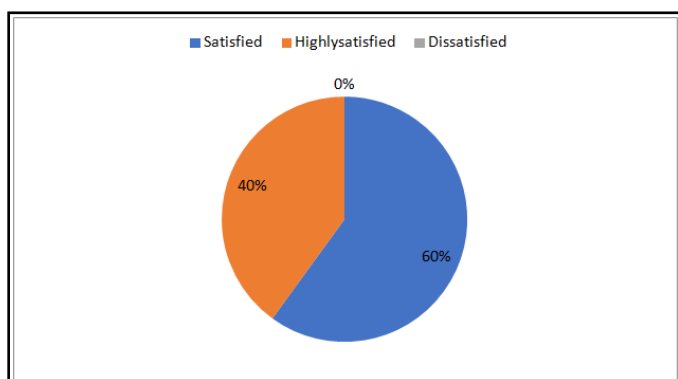
**TABLE 1**  
**SATISFACTION LEVEL ON INFORMATION PROVIDED**

SOURCES	NO. OF RESPONDENTS	PERCENTAGE
Satisfied	30	60
Highly satisfied	20	40
Dissatisfied	0	0
Total	50	100

Source: Primary Data

Table 1 show that 40%of customers are satisfied with the level of information provided and 60%customers are highly satisfied.

**CHART 1**  
**SATISFACTION LEVEL ON INFORMATION PROVIDED**



**TABLE 2**  
**OPINION ABOUT PRICE LEVEL**

ATTRIBUTES	NO. OF RESPONDENTS	PERCENTAGES
High level	4	8
Medium	44	88
Low	2	4
Total	50	100

Source: Primary Data

From the above table 2 shows that 8% customers are high level opinion about price level, 88% customers are medium level and 4% are low level opinion about price level.

**TABLE 3**

**OPINION ABOUT AVAILABILITY OF SPARE PARTS**

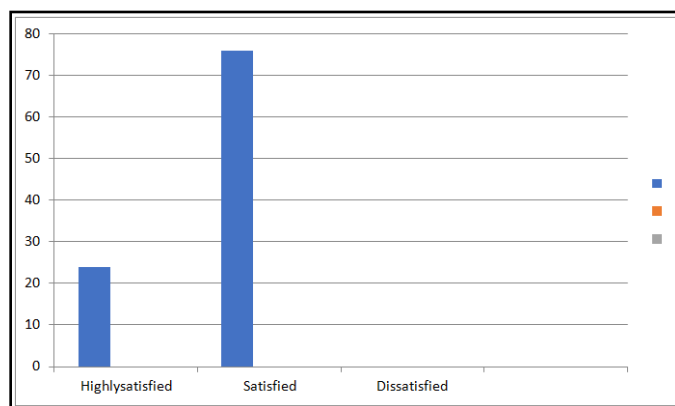
ATTRIBUTES	NO. OF EMPLOYEES	PERCENTAGE
Highly satisfied	12	24
Satisfied	38	76
Dissatisfied	0	0
Total	50	100

Source: Primary Data

From the above table 3 shows that 24% of customers are highly satisfied with opinion about availability of spare parts and 76% are satisfied with this.

**CHART 3**

**OPINION ABOUT AVAILABILITY OF SPARE PARTS**



**1.8 FINDINGS**

- 60% of the respondents are satisfied with the information provided.
- Among the sample majority has opinion that price level is medium.
- All the customers are satisfied with the availability of spare parts.

**1.9 CONCLUSION**

Kia. Motors are an outstanding firm well known for their services and products they sell. They are one of the leading sellers of Bajaj two - wheelers. A satisfied and efficient work force is the strength of the firm. The firm concentrates on the welfare of the employees. The goodwill earned by the firm through the years has been a major factor in its growth. Even though the firm has bright future, the management should face new challenges and utilizes it properly for the future development of the firm. The organizational study conducted in kia motors, Madurai enabled us to get hands-on—experience of the customers with kia. Motors, to known their satisfaction regarding the products, service and the marketing functions. The data is collected through questionnaire analysis and interpretations are done by using pie-charts and diagrams. The major finding of the study reveals than the majority of the customers are satisfied with kia Motors and Bajaj two-wheelers.

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