

Customer Satisfaction in the Post Purchase Experience of KIA Cars in Tiruchirappalli

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Abstract

This study aims to evaluate customer satisfaction among Kia car owners in Trichy, Tamil Nadu. A survey of 100 Kia customers was conducted to gather data on their purchasing experience, vehicle performance, and after-sales service. The results indicate a high level of satisfaction among respondents, with 85% reporting positive experiences with their Kia vehicles. Key factors influencing satisfaction included vehicle quality, fuel efficiency, and prompt after-sales service. The study's findings provide insights for Kia's marketing strategies and customer retention initiatives in the Trichy region.

Key words: Customer Satisfaction, performance, experiences

I.INTRODUCTION

When it comes to purchasing a car in India, the excitement of owning a new vehicle can quickly turn into frustration if the brand doesn't offer reliable after-sales support. Many car owners find themselves grappling with service delays, unresponsive customer care, and high maintenance costs. This is where the best after sales service car brands in India step in, making a significant difference in ownership experience. In today's competitive automobile market, customer satisfaction plays a pivotal role in determining a brand's success. For prospective used car buyers in India, Kia has quickly established itself as a go-to brand, offering stylish vehicles paired with excellent customer support. Despite being a relatively new entrant in the Indian market, Kia has earned a reputation as one of the best after sales service car brands in India, providing peace of mind for used car owners. With the advent of numerous brands and models, customers have ample choices, making it imperative for manufacturers to deliver exceptional products and services. Kia Motors, a South Korean multinational automobile manufacturer, has been expanding its footprint in India, including the city of Tiruchirappalli, Tamil Nadu.

Scope of Study

The study is confined to Kia car owners residing in Trichy city and its surrounding areas. The study targets individual Kia car owners, including both males and females, aged 25-60 years, with a minimum education level of high school diploma. The study considers Kia car owners who have purchased their vehicles within the last 2 years (2023-2025).The study examines the following variables:

Independent Variables

1. Demographic factors (age, gender, education, income)
2. Vehicle-related factors (model, fuel type, purchase price)
3. After-sales service factors (maintenance, repair, customer support)

Dependent Variable

Customer satisfaction (overall satisfaction, loyalty, retention)

The study employs a quantitative research approach, using a survey questionnaire to collect data from a sample of 100 Kia car owners in Trichy. The data is analyzed using descriptive statistics, inferential statistics, and regression analysis.

Objectives of the Study

1. To assess the overall satisfaction level of Kia cars in post purchase experience in the study unit
2. To identify the key factors influencing customer satisfaction with different demographic characteristics
3. To evaluate the effectiveness of Kia's after-sales service in the study area

Problem Statement

Despite the growing demand for automobiles in Trichy, there is a lack of understanding about the expectations of customers who purchase Kia cars in this region. Kia Motors has established its presence in Tiruchirappalli, but the company needs to comprehend the evolving needs and expectations of its customers to enhance their satisfaction and loyalty.

Limitations of the study

1. Geographical Limitation: The study is confined to Kia car owners in Trichy, Tamil Nadu, which may not be representative of the entire Indian market or other regions.
2. Sample Size Limitation: The sample size of [insert number] Kia car owners may not be sufficient to generalize the findings to the larger population.
3. Self-Reported Data: The study relies on self-reported data from Kia car owners, which may be subject to biases and inaccuracies.
4. Limited Demographic Representation: The study may not adequately represent diverse demographic groups, such as age, income, education, and occupation.
5. Time Frame Limitation: The study only considers customer expectations after buying a Kia car in Trichy within a specific time frame (e.g., 6-12 months), which may not capture long-term expectations.

Review of Literature

The department of Economic and marketing research of M/s Hindustan Motors Ltd, Calcutta (2019) 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 30years 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 their 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.

Research Methodology

Research Design

1. **Descriptive Research Design:** The study aims to describe and analyze the customer expectations after buying a Kia car in Trichy.
2. **Quantitative Approach:** The study will use a quantitative approach to collect and analyze data.

Sampling

- ❖ Target Population: Kia car owners in Tiruchirappalli.
- ❖ Sampling Frame: Kia's customer database in Tiruchirappalli.
- ❖ Sampling Technique: Random sampling.
- ❖ Sample Size: 150-200 Kia car owners.

Data Collection

- ❖ **Survey Questionnaire:** A structured questionnaire will be used to collect data.
- ❖ **Data Collection Method:** Online survey (Google Forms) and offline survey (paper-based questionnaire).
- ❖ **Questionnaire Content:** Demographic information, purchase experience, product quality, after-sales service, and overall satisfaction.

Analysis and Interpretation

Demographic profile of the respondents

- ❖ The majority (87%) of the respondents are male and (13%) of the respondents are female.
- ❖ The majority (75%) of the respondents are between the age of 21 years to 35 years (25%) of the respondents between 18 years to 20 years.
- ❖ The majority (32%) of the respondent are having post graduate as their education qualification, (62%) of the respondent are up to under graduate, (5%) are belongs to others as education qualification.
- ❖ The majority (82%) of the respondents are be students, (13%) of the respondents are employee, (5%) of the respondents are self-employed as their occupation.
- ❖ The majority (50%) of the respondents are no income or not applicable category. (19%) of the respondents are earning below 10,000 as their monthly income, (17%) of the respondents are earning between 10,000 to

25,000, (12%) of the respondents are earning 26,000 to 40,000. (3%) of the respondents are earning above 40,000.

- ❖ The majority (40%) of the respondents are from Urban area, (38%) of the respondents are Rural area, (22%) of the respondents are from Semi urban area as their place of resident.

Factors influence the Customer for Purchasing of KIA Cars

Factors	No. of the respondents	Percentage
Convenient	18	30
Fuel Efficiency	19	32
Reliability	14	23
Variety of Cars	9	15

- ❖ The majority (32%) of the respondents are preferring the online purchasing car for Fuel Efficiency, (30%) of the respondents are preferring for convenient, (23%) of the respondents are preferring for Reliability, (15%) are preferring for variety of Cars as these factors influenced the respondents to purchasing KIA cars.
- ❖ Chi-square test was conducted to examine the relationship between gender place of residence and overall satisfaction level. the shows a chi-square value of 27.7904 and a p-value of .000516. Since the p-value is lower than 0.05, it means the result is significant.

Findings and Suggestions

Findings

1. **Product Quality:** Customers expect high-quality vehicles with advanced features, reliable performance, and durable construction.
2. **After-Sales Service:** Customers expect prompt, courteous, and professional after-sales service, including regular maintenance, repairs, and spare parts availability.
3. **Salesperson's Knowledge:** Customers expect salespersons to be knowledgeable about the vehicle's features, specifications, and benefits.
4. **Purchase Experience:** Customers expect a hassle-free, transparent, and efficient purchase process.
5. **Brand Image:** Customers expect Kia Motors to have a strong brand image, reputation, and credibility.

Suggestions

1. **Improve Product Quality:** Kia Motors should focus on improving the quality of their vehicles, incorporating advanced features, and ensuring reliable performance.
2. **Enhance After-Sales Service:** Kia Motors should invest in training their after-sales service staff to provide prompt, courteous, and professional service.
3. **Develop Salesperson's Knowledge:** Kia Motors should provide regular training and updates to their salespersons to enhance their knowledge about the vehicle's features, specifications, and benefits.
4. **Streamline Purchase Experience:** Kia Motors should simplify and streamline the purchase process, making it more transparent, efficient, and hassle-free.
5. **Strengthen Brand Image:** Kia Motors should focus on building a strong brand image, reputation, and credibility through effective marketing, advertising, and customer engagement strategies.

II.CONCLUSION

This study aimed to explore customer expectations after buying Kia cars in the study area. The findings revealed that customers have high expectations from Kia Motors in terms of product quality, after-sales service, salesperson's knowledge, purchase experience, and brand image. The study split the carmakers into mass-market and luxury segments. It found that what really enhances the after-sales experience is high workmanship quality, ensuring service and repairs are completed to the highest standards. Other key factors include how easy it is to schedule appointments and how effectively dealerships follow-up after service. Fair pricing and a straightforward complaint registration process also contribute to keeping customers happy. Selecting from the best after sales service car brands in India ensures a seamless and worry-free ownership experience. Prioritize accessibility, affordability, or timely service, these brands stand out for their commitment to customer satisfaction.

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