

**“STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS
THEIR EXPECTATIONS WITH SPECIAL REFERENCE TO KUMAR KIA
MOTORS” KALABURAGI**

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Internship Training Certificate of Completion

This is to certify that SHABANABASAVA student of MBA (MARKETING & FINANCE - CE)

has successfully completed inplant training from 17.04.23 to 27.05.23 in our organization. We wish

you a successful career growth ahead. We hereby certify that the above student has followed all the rules and

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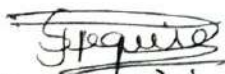

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This is to certify that **SHARANABASAVA** bearing USN **4AL21BA069** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION LEVEL TOWARDS THEIR EXPECTATIONS WITH SPECIAL REFERENCE TO KUMAR KIA MOTORS KALABURAGI"** is prepared by him under the guidance of **Mrs. Priya Sequeira, Senior Assistant Professor, PG Department of Business Administration** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.



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DECLARATION

I, SHARANABASAVA, hereby declare that the Project report entitled "Study on customer preference and satisfaction level towards their expectations with special Reference to Kumar kia motors" Kalaburagi, prepared by me under the guidance of Priya Sequirea, faculty of M.B.A Department, Alvas institute of engineering and technology and external assistance by (Robinson R.S, Marketing Manager, Kumar Kia Motors).

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 01-04-2023



Signature of the Student:

ACKNOWLEDGEMENT

I am truly grateful to my external guide Robinson R S, Marketing manager in, Kumar KIA motors., and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last, but not least, I want to express my deep appreciation to my parents for their unstinted support

PLACE: - MOODBIDRI

DATE: - 1-9-2023

Table of content

SL. No	content	Page Number
Executive summary		
Chapter-1	INTRODUCTION	
	Industry profile and company profile	1-3
	Infrastructure facilities	4
	Competator's Information	4
	SWOT Analysis	5
	Future growth and prospects	5
	Financial statement	6-7
Chapter-2	CONCEPTUAL BACKGROUND AND LITERATURE REVIE	
	Theoretical background of the study	8
	Literature review	8-23
Chapter-3	RESEARCH DESIGN	
	Statement of the problem	24
	Need for the study	24
	Objectives of the study	24
	Scope of the study	25
	Research methodology	25
	Hypothesis	26
	Limitation	26
Chapter-4	ANALYSIS AND INTERPRETATION	27-49
Chapter-5	FINDINGS, CONCLUSION AND SUGGESTIONS	
	Summary of findings	50
	Conclusion and suggestion	51
	Recommendation	52
	Bibliography	53-56
	Annexure	57-63

List of Tables

Table No.	Particulars	Page No.
Table 4.1	Customer Satisfaction Levels Across Different Factors	27
Table 4.2	Age-wise Segmentation of Customers	30
Table 4.3	Gender-wise Segmentation of Customers	30
Table 4.4	Income-wise Segmentation of Customers	31
Table 4.5	Occupation-wise Classification of Customers	32
Table 4.6	How Customers Know About KIA Motors	33
Table 4.7	Customers' Preferences to Buy a KIA Motors	33
Table 4.8	Satisfaction with Price of the KIA Motor	34
Table 4.9	Range of Products Offered by KIA Motors	35
Table 4.10	Brand of Vehicle Customers Prefer	36
Table 4.11	Transmission Preference of Customers	37
Table 4.12	Customers' Usage of KIA Motors Products	37
Table 4.13	Customer Awareness of KIA Motors Advertisement	38
Table 4.14	Effectiveness of KIA Motors' Advertising	39
Table 4.15	Satisfaction with KIA Motors' Post-Sales Services	40
Table 4.16	Satisfaction with Quality of Product	40
Table 4.17	Satisfaction with Brand Image of the Product	41
Table 4.18	Satisfaction with Skill of Service Person	42
Table 4.19	Time Taken for Scheduled Servicing	43
Table 4.20	Satisfaction Level Regarding Delivery Period	43
Table 4.21	Satisfaction Level Regarding Offers Given	44
Table 4.22	Performance-wise Satisfaction Level	45
Table 4.23	Cleanliness and Maintenance at KIA Motors Showroom	46
Table 4.24	Overall Ambiance and Atmosphere of Showroom	46
Table 4.25	Overall Infrastructure of KIA Motors Showroom	47
Table 4.26	Overall Satisfaction Level	48

List of Graph

Graph No	Particulars	Page No
Graph 4.1	Customer Satisfaction Levels Across Different Factors	28
Graph 4.2	Age-wise Segmentation of Customers	30
Graph 4.3	Gender-wise Segmentation of Customers	31
Graph 4.4	Income-wise Segmentation of Customers	31
Graph 4.5	Occupation-wise Classification of Customers	32
Graph 4.6	How Customers Know About KIA Motors	33
Graph 4.7	Customers' Preferences to Buy a KIA Motors	34
Graph 4.8	Satisfaction with Price of the KIA Motor	35
Graph 4.9	Range of Products Offered by KIA Motors	35
Graph 4.10	Brand of Vehicle Customers Prefer	36
Graph 4.11	Transmission Preference of Customers	37
Graph 4.12	Customers' Usage of KIA Motors Products	38
Graph 4.13	Customer Awareness of KIA Motors Advertisement	38
Graph 4.14	Effectiveness of KIA Motors' Advertising	39
Graph 4.15	Satisfaction with KIA Motors' Post-Sales Services	40
Graph 4.16	Satisfaction with Quality of Product	41
Graph 4.17	Satisfaction with Brand Image of the Product	41
Graph 4.18	Satisfaction with Skill of Service Person	42
Graph 4.19	Time Taken for Scheduled Servicing	43
Graph 4.20	Satisfaction Level Regarding Delivery Period	44
Graph 4.21	Satisfaction Level Regarding Offers Given	44
Graph 4.22	Performance-wise Satisfaction Level	45
Graph 4.23	Cleanliness & Maintenance at KIA Motors Showroom	46
Graph 4.24	Overall Ambiance and Atmosphere of Showroom	47
Graph 4.25	Overall Infrastructure of KIA Motors Showroom	48
Graph 4.26	Overall Satisfaction Level	48

Executive Summary

This project report presents an in-depth exploration of customer preferences and satisfaction levels, focusing specifically on Kumar KIA Motors situated in Kalaburagi. The report's inception involves an all-encompassing portrayal of the automotive industry, charting its historical progression and its contemporary role as a worldwide entity recognized for innovation, technological advancement, and a wide array of product offerings. Kumar KIA Motors emerges as a prominent entity within this dynamic landscape, renowned for its commitment to delivering exceptional quality and inspiring experiences to its customers. With a clear vision to become an admired and innovative car manufacturer, the company's mission centres on establishing a leadership position in the Indian automotive sector through the provision of world-class vehicles and exceptional customer service.

The research's core findings stem from a customer survey, unveiling a high degree of advertisement awareness, effective advertising strategies, and commendable levels of customer satisfaction regarding post-sales services and product quality. Additionally, customers exhibit contentment with the brand's image, the proficiency of service personnel, and the efficiency of delivery processes.

The project culminates in a set of strategically sound suggestions aimed at elevating the customer experience and augmenting the brand's market presence. These recommendations include diversifying the product portfolio to accommodate a broader customer spectrum, enhancing dealership facilities to foster a more immersive customer journey, optimizing service processes for seamless experiences, embracing continuous technological innovation, nurturing proactive customer engagement initiatives, and amplifying the brand's commitment to sustainability.