



A Comprehensive Analysis of Customer Satisfaction and After-Sales Service Quality at Shivaay Kia.

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Abstract

Through effective branding and marketing tactics, KIA Motors has solidified its position in the fast-expanding Indian vehicle industry. This study looks at how sales performance and customer satisfaction are impacted by KIA's advertising, promotions, and after-sales services. Using data from 100 respondents and a descriptive quantitative approach, the results demonstrate that brand endorsements and digital promotions have a major impact on consumer awareness and purchasing decisions. Coordination between the marketing and sales teams and after-sales support are still lacking, though. The study comes to the conclusion that while KIA's marketing initiatives

successfully increase sales and brand recognition, long-term competitiveness depends on enhancing customer retention and service quality.

Key Words

Marketing Strategies, Customer Retention, Digital Marketing, Automobile Industry, KIA Motors, Sales Performance, Customer Satisfaction, Consumer Behavior, and Brand Perception.

Introduction

Technological developments, changing consumer preferences, and heightened competition have all had a significant impact on the Indian auto sector. By fusing local market knowledge with international design standards, KIA Motors has rapidly grown into a formidable rival since joining the Indian market in 2019. With the support of internet marketing, celebrity endorsements, and emotionally charged branding under the motto "Movement that Inspires," KIA was able to establish a premium yet approachable brand image thanks to models like the Seltos, Sonet, and Carens.

Effective marketing in a cutthroat industry, however, needs to guarantee client pleasure, loyalty, and consistent service quality in addition to visibility and sales growth. Even though KIA's marketing initiatives are well known, there are still issues in coordinating promotional tactics with dealership experiences and post-purchase support. In order to provide insight into how marketing efficacy contributes to long-term brand success in the Indian automotive market, this study looks at how KIA's marketing and sales techniques affect consumer awareness, purchase decisions, and post-purchase satisfaction.

Review Of Literature

According to research, customer-focused tactics, strong branding, and clear communication are essential for marketing success in the automotive industry (Kotler & Keller, 2016; Aaker, 2014). Consumer awareness and purchasing decisions are now significantly influenced by digital marketing, particularly social media and influencer advertising (Singh & Pandey, 2021). Effective after-sales assistance immediately increases customer happiness and loyalty; therefore, service quality is also essential (Parasuraman et al., 1988; Gounaris et al., 2007). This implies that maintaining sales and retention for KIA requires both effective marketing and reliable service.

Objectives

This study aims to provide a focused examination of KIA's marketing and sales practices in the Indian context. The specific objectives are:

- To evaluate the effectiveness of KIA's marketing strategies in influencing consumer purchase decisions.

- To analyze the relationship between sales performance and marketing initiatives at KIA.
- To identify customer satisfaction and retention levels influenced by KIA's sales and post-sales services.

Research Methodology

How successfully a business satisfies consumer needs in comparison to its rivals is referred to as marketing effectiveness (Kotler & Keller, 2016). Clear message, emotional appeal, and brand equity all have a significant impact on consumer decisions in the automotive industry (Aaker, 2014; Keller, 2003). Establishing a reliable and aspirational image is crucial for companies such as KIA. Additionally, studies emphasize how crucial it is to maintain high service quality and match marketing with sales. While integrated marketing and sales efforts increase customer satisfaction (Baines et al., 2019), consistent after-sales service increases loyalty and repeat purchases (Parasuraman et al., 1988; Gounaris et al., 2007). This approach aids in evaluating how KIA's service and marketing tactics affect consumer perception, sales, and retention in the Indian market.

a. Nature and Research Design.

This study uses a descriptive quantitative approach to measure and describe the links between marketing strategies, sales results, and customer happiness. The descriptive approach allows the researcher to summarise the present state of marketing effectiveness at KIA and quantify respondents' perceptions through structured survey data.

b. Population and Sample.

The study population includes both existing and future KIA consumers in India. The primary data was collected using a convenience sample of 100 respondents. The sample size was chosen to provide preliminary quantitative insight suitable for a descriptive study and to allow for simple percentage-based analysis of each questionnaire item.

c. Sampling Technique.

Due to accessibility and time constraints, we used a non-probability convenience sampling strategy. Respondents were chosen from urban and semi-urban areas with exposure to KIA marketing (for example, showroom visitors, social media followers, and researcher acquaintances). While convenience sampling reduces the generalizability of findings, it is appropriate for exploratory descriptive research and detecting early trends.

d. Data Collection Instrument.

A structured questionnaire based on the goals of the study and the literature review was used to collect primary data. There were five sections on the questionnaire:

Section A: Customer history and demographic information.

Section B: Marketing Effectiveness (promotional effectiveness, media impact, and awareness).

Section C: Sales-Marketing Alignment (excellent communication, lead generating, and coordination).

Section D: Customer satisfaction (sales experience, employee conduct, post-purchase assistance, and referrals).

Section E: Requests for further proposals are open-ended. Multiple choice, Likert-type linear scales (1–5), and brief paragraph responses for qualitative feedback were among the question options. To verify timeliness and clarity, the questionnaire was pretested on a small convenience sample ($n = 10$).

e. Data Collection Procedure.

Surveys were administered online (Google Forms distributed via social media and messaging apps). Data collection took place over a defined period, during which responses were monitored and checked for completeness.

f. Data Analysis Methods

The quantitative data was analyzed using descriptive statistics, such as frequencies, percentages, and mean scores; the findings were displayed in tables for ease of understanding. When applicable, cross-tabulations were used, and the results were supported by a thematic evaluation of the open-ended replies. By creating questionnaire items based on well-established literature and honing them through a pilot test, content and face validity were guaranteed.

g. Limitations of Methodology

The use of convenience sampling reduces the external validity and generalizability of results. Self-reported assessments may be affected by social desirability and recollection bias. The sample size of 100 gives useful descriptive information but hinders further inferential analysis. These limitations are identified and addressed in the paper's discussion and limitations sections.

Company Profile: Shivaay KIA Pvt. Ltd.

Shivaay KIA Pvt. Ltd. is KIA Motors India's authorized dealership and sales division, operating under the Hyundai Motor Group banner. Shivaay KIA was founded to meet the expanding demand for automobiles in India's western area. It has established a strong local presence via its commitment to quality service, innovative marketing tactics, and customer-centric approach. The dealership sells a wide variety of KIA automobiles, including popular models like the Seltos, Sonet, Carens, and EV6, all of which are designed to fulfill the varying needs of customers in various categories.

a. Operations and Market Position.

Shivaay KIA is a full-service dealership providing vehicle sales, financing, servicing, and spare parts under one roof, following KIA's global quality standards. The dealership emphasizes transparent processes, personalized

service, and strong customer relationships. Its sales performance has steadily improved through attractive promotional offers, clear communication, and active local marketing efforts.

b. Marketing and Sales Strategy.

The dealership's marketing strategy mixes traditional advertising (print, outdoor, and showroom displays) with digital promotion, such as targeted social media campaigns, influencer partnerships, and search engine marketing. These measures increase visibility among potential clients, particularly younger groups. Regular attendance at auto expos, community test drives, and customer engagement activities has helped the dealership's brand recognition in its operational region. Promotional techniques like as exchange offers, EMI help, and limited-time discounts are used to increase inquiries and conversions.

c. Customer Support and After-Sales Operations.

Customer experience is the foundation of Shivaay KIA's operational philosophy. The organization has a specialized Customer Relationship Management (CRM) department that manages comments, complaints, and satisfaction tracking. It also organizes frequent service camps and free check-up campaigns to assure customer happiness after the purchase. Trained technicians and service advisers ensure that the quality of vehicle maintenance and customer interaction is consistent with KIA's brand promise of dependability and care.

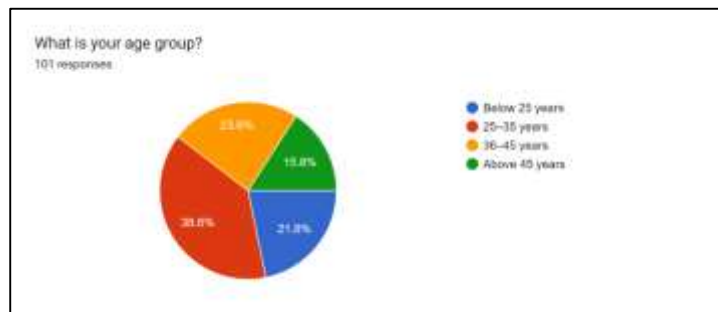
d. Relevant to the Study.

Shivaay KIA Pvt. Ltd. provides an excellent setting for investigating sales and marketing performance at the dealership level. The company's ongoing efforts to blend corporate marketing strategy with localized customer interaction provide a useful case study for learning how dealership-based marketing initiatives impact consumer behavior, sales performance, and customer loyalty. The findings of this study will contribute to both academic understanding and management applications in dealership marketing effectiveness in the Indian automobile business.

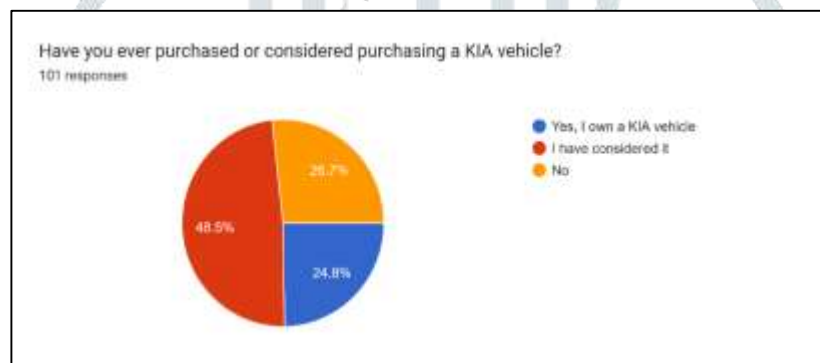
Data Analysis and Interpretation.

This section includes the analysis and interpretation of data acquired from 100 respondents who completed a structured questionnaire given to Shivaay KIA Pvt. Ltd. customers and prospective buyers. The findings are analyzed utilizing percentage approaches and categorized based on the research objectives. Tables and recommended charts are supplied to help readers understand how customers perceive KIA's marketing efficacy, sales coordination, and post-sales satisfaction.

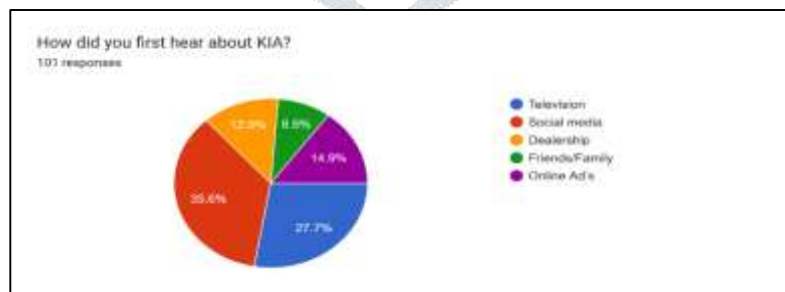
Basic Information



Interpretation- According to the data, the majority of respondents (38.6%) are between the ages of 25 and 35, with 36 and 45 accounting for 23.8%. This demonstrates that the majority of KIA's present and potential customers are young and middle-aged, with solid salaries and an active automobile buying history.

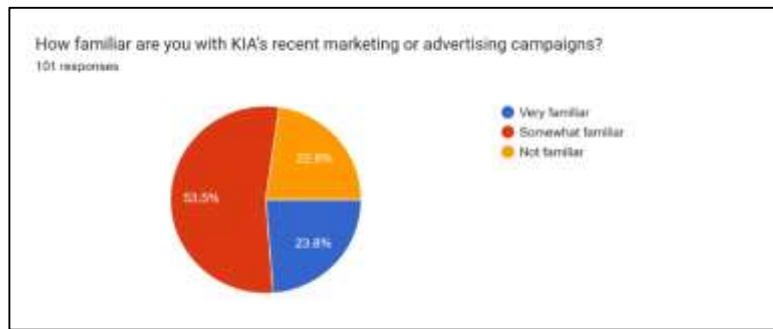


Interpretation- According to the research, 48.5% of respondents had contemplated acquiring a KIA vehicle, with 24.8% actually owning one. This suggests that KIA has successfully generated significant brand interest, with a total of 73.3% of respondents engaging directly with the brand.



Interpretation- Most respondents (35.6%) learned about KIA from social media, followed by television (27.7%). This emphasizes the importance of internet marketing as KIA's most effective communication channel for brand awareness.

Objective 1: To evaluate the effectiveness of KIA's marketing strategies in influencing consumer purchase decisions



Interpretation- More than half of those polled (53.5%) said they were "somewhat familiar" with KIA's recent marketing initiatives. This implies that KIA's advertising methods have gained widespread attention, but there is still space to improve audience engagement and recall.

Findings

Based on the study of data received from 100 respondents at Shivaay KIA Pvt. Ltd., some major results have been established regarding the success of sales and marketing strategies:

- **High Marketing Awareness:** The majority of respondents are familiar with KIA's marketing campaigns, indicating successful communication and excellent brand recall.
- **Digital Platform Dominance:** With 41% influence, social media outperformed traditional platforms such as television and billboards. This demonstrates the change to digital interaction.
- **Advertisement and Promotion Effectiveness:** More than half of respondents said commercials and promotions have a substantial impact on their purchasing decisions.
- **Positive Sales-Marketing Coordination:** The study showed strong collaboration between marketing and sales teams, however some respondents reported inconsistent follow-up and targeting.
- **Effective Lead Generation Initiatives:** Shivaay KIA Pvt. Ltd. found that test drive events and referral programs were the most effective lead-generation methods, highlighting the value of experience marketing.
- **Customer Service Quality:** Most clients were satisfied with the buying procedure and staff professionalism.
- **Improving After-Sales Service:** Despite excellent customer satisfaction during the purchase process, there is room for improvement in responsiveness and consistency.
- **Customer Retention and Loyalty:** The majority of customers expressed a propensity to repurchase and suggest KIA vehicles, indicating strong brand loyalty and favorable dealership experiences.

Suggestions or recommendations.

The following recommendations are put out to increase Shivaay KIA Pvt. Ltd.'s sales and marketing efficacy in light of the findings: 1. To draw in younger customers, bolster digital marketing using influencer collaborations, social media advertisements, and SEO. 2. Enhance post-purchase assistance by providing staff with frequent communication and responsiveness training. 3. To more effectively target marketing campaigns, use consumer data analytics. 4. Put in place an integrated CRM system to match sales follow-ups with marketing leads. 5. Use consumer events, test drives, and referral programs to boost local engagement.

Limitations of the Study.

Every study has its limits, and this one is no exception. The primary restrictions are:

- **Sample Size:** With only 100 respondents, the survey may not accurately represent all KIA customers or potential buyers in India.
- **Sampling Method:** Convenience sampling was adopted due to time and access constraints, potentially introducing bias in the findings.
- **Geographical Scope:** The study was limited to Shivaay KIA Pvt. Ltd. in a certain region. Results may vary in other places with various client demographics.
- **Subjective Responses:** Data reflects client ideas and impressions, which may differ based on personal experiences and expectations.
- **Limited Variables:** The study concentrates on marketing and sales success, but does not consider larger aspects like economic conditions or rival performance.

Despite these constraints, the study gives useful insights into real-world marketing performance at the dealership level, as well as actionable recommendations for improvement.

Conclusion

The study, "A Comprehensive Study on Sales and Marketing Effectiveness at KIA" — with a special focus on Shivaay KIA Pvt. Ltd. — concludes that marketing has a significant impact on sales performance and customer satisfaction in the automobile sector. The dealership's integrated

marketing communication, customer involvement, and promotional efforts have all helped to boost brand visibility and sales conversion.

The findings show that KIA's marketing methods, notably its use of digital platforms and promotional offers, have effectively influenced purchase decisions and increased customer involvement. Overall, marketing and sales

divisions work well together, resulting in good lead creation and follow-up. However, after-sales service is still an issue that needs to be addressed in order to increase long-term consumer loyalty.

Overall, the study found that Shivaay KIA Pvt. Ltd.'s marketing performance is directly and positively related to sales results and customer happiness. Continuous development in post-sales service, campaign targeting, and internal coordination will help KIA increase dealership performance and maintain its competitive advantage in the Indian vehicle industry.

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