TO STUDY ON BUSINESS PROSPECTORS AND OPERATORS OF KIA MOTORS

Guide Name Mrs.M.Sneha, Assistant professor, Department of Commerce with Computer Applications ,Sri Krishna Adithya College of Arts and Science ,Coimbatore.
Student Name. Mr.J. Sachin, Student of B.Com CA, Sri Krishna Adithya College of Arts and Science, Coimbatore.

CHAPTER I

1.1 INTRODUCTION:

Kia Motors Corporation, founded in 1944 in South Korea, has emerged as a significant player in the global automotive industry. Originally a manufacturer of bicycles, Kia gradually transitioned to producing motorcycles and cars. Today, Kia is recognized as a leading global automobile manufacturer with a strong market presence in over 190 countries. The company is a subsidiary of the Hyundai Motor Group, one of the largest automotive groups in the world. Kia Motors is known for its commitment to innovation, design excellence, and sustainability. This study aims to provide an in-depth exploration of Kia Motors' business prospects and operations, focusing on the company's strategies, market positioning, growth opportunities, and the challenges it faces in an increasingly competitive automotive market.The automotive industry is undergoing a profound transformation. Advances in electric vehicle (EV) technology, increasing consumer demand for environmentally friendly alternatives, and the integration of autonomous driving technologies are reshaping the landscape. Furthermore, global economic fluctuations, shifts in consumer preferences, and regulatory pressures are creating both challenges and opportunities for car manufacturers worldwide. Kia Motors, having recognized these trends, has strategically aligned itself to become a key player in the future of mobility. This study will analyze Kia's response to these industry-wide changes,

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evaluating how its business operations are adapting to new market demands and technological advancements.

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In addition to EVs, Kia is exploring innovations in autonomous driving technology. Through partnerships with tech companies and the development of in-house capabilities, the company is actively working on integrating autonomous driving features into its vehicles. These include advanced driver assistance systems (ADAS), lane-keeping assist, adaptive cruise control, and self-parking capabilities.

1.2   STATEMENT OF PROBLEMS:

- Intense Competition: How does Kia Motors differentiate itself from competitors in the crowded automotive market.
- Technological Disruption: How is Kia Motors adapting to the shift towards electric vehicles, autonomous driving, and connectivity.
- Supply Chain Disruptions: What strategies can Kia Motors employ to mitigate supply chain risks and ensure seamless operations.
- There is a need to evaluate customer satisfaction levels with Kia's product offerings, including vehicles' quality, design, technology, and overall brand experience.
- examine the effectiveness of Kia's after-sales services, including customer support, maintenance, and warranty offerings, as these are critical to customer satisfaction and retention.

1.3 OBJECTIVES:

- To analyse Kia Motors' current business prospects and operations.
- To investigate the impact of global market trends on Kia's business prospects.
- To evaluate Kia's human resource management and employee engagement Strategies.

1.4 SCOPE OF THE STUDY:

- To maintain harmonious relation between employees and consumer.

- To safeguard the interest of consumer to satisfy them.

- To avoid the consumer conflicts and want to satisfy their expectation.

- Developing consumer relation in a society.

1.5 RESEARCH METHOOLOY:

Research methodology is a way to systematically solve the problem. The research methodology, which follows is the backbone of the study. This methodology includes the following research details

- Source of data

- Period of study

- Area of the study

- Tools for analysis

- Sample size

1.5.1 SOURCE OF DATA:

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- **Primary Data**: The primary data was collected freshly and thus it was original in character. They offer much greater accuracy and reliability. The data was collected from the respondents through questionnaires.

- **Secondary Data**: Secondary data consist of the data obtained through internet, news articles, journals and reports etc. The data be used to gather general information about a study on consumer satisfaction towards Hyundai motors in Coimbatore city. Secondary research is a small part of the project as not much available through external sources.

1.5.2 PERIOD OF STUDY:

- The period of study is from 2024 to 2025

1.5.3 AREA OF THE STUDY:

- The area chosen for the study's Coimbatore city

1.5.4 TOOLS FOR ANALYSIS:

- Percentage Analysis

- Likert scale analysis

- Rank scale analysis

- Chi-square test

1.6 LIMITATIONS OF THE STUDY:

- **Sample size**: The study's sample size may not be representative of the entire Hyundai motors customer base in Coimbatore city.

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- **Time Frame**: The study's finding may not be applicable to future market trends or changes in customer preferences.

- **Competitor Comparison**: The study only compares Hyundai motors with a limited number of competitors, and may not capture the entire competitive landscape.

- **Generalizability**: The study's findings may not be generalizable to other industries, companies or contexts.

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CHAPTER II

2.1 REVIEW OF LITERATURE:

- **Ameya Telang** (A study on the Performance of KIA Motors in India) – 2021
- **Asima Majhi** (Research Methodology Assignment – KIA Motors) – 2022. This study brings out the statergy of their advertizing and sales performance and various attributes of their product and brand perference.
- **Prashanna Joshi** (Internship Report on KIA Motors Nepal) – 2023. This Report Submitted in Partial Fulfilment of the Requirements for Cooperative Education, Faculty of Business Administration Academic Semester 2 on 2023 Siam University.
- **Prof. Prabahan puzari**, Ayush Kumar, Ankit Arya (Business Prospects and Operations of KIA motors) – 2023. The findings of the research project provide insights into KIA Motors' current business operations and future prospects.
- **Sujit Kumar Giri**: (2021). This report shown us how Kia Motor Corp entered in India's automobile market, to establish the brand focus on more volumes and market share rather than on profits.
- **S. BHUVANESWARI & Dr. S. THANGAMAYAN**, PERFORMANCE OF AUTOMOBILE INDUSTRY IN INDIA – A CASE STUDY OF TAMILNADU, xIlkogretim Online - Elementary Education Online, 5/2021, ISSN Number - 2814-2817, Vol 20, Issue 5.
- **Mr.A.David & Mr.S.Barathkumar**, A STUDY ON CONSUMER SATISFACTION OF KIA CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY, EPRA International Journal of Multidisciplinary Research (IJMR), Peer Reviewed Journal, August 2021, ISSN (Online): 2455-3662, Volume: 7, Issue: 8.

- **E.Idoko , E.S.Obe & J.U.Agber**, Operation of Single Phase Induction Motor with two Identical Stator Windings, American Journal of Engineering Research (AJER), 2016, e-ISSN: 2320-0847, Volume-5, Issue-6.

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CHAPTER III

3.1 ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools used are

- Percentage Analysis
- Chi square
- Rank Analysis

1.PERCENTAGE ANALYSIS:

A Percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 which facilities relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the same size.

Formula:

SIMPLE PERCENTAGE=NO OF RESPONDENT/SAMLPE SIZE*100

2.RANK SCALE ANALYSIS

Analysis of ranks involves two steps. First, observations are assigned rank scores, usually from smallest to largest the largest values given the largest ranks. Then, test statistics are calculated using rank scores.

3.LIKERT SCALE ANALYSIS

The Likert scale is a standard classification format for studies. The respondents provide their opinion data about the quality of a product/service from high to low or better to worse using two, four, five, or seven levels.

CHAPTER IV

4.1FINDINGS AND SUGGESTIONS

I.FINDINGS

- Most (68%) of the respondents are belong to the age of 18-20
- Majority (64%) of the respondents are belong to the male
- Highest off (64%) of the respondents are belong to the students
- Most off (39%) of the respondents are belong to the Frequently
- Highest off (28%) of the respondents are belong to the satisfied
- Majority (31%) of the respondents are belong to the good efforts to promote diversity, equity, and inclusion in the workplace
- Most (34%) of the respondents are belong to the good of feel with Kia's mission and vision
- Most off (28%) of the respondents are belong to the positively of the global market trends mentioned earlier will affect Kia's business operation
- Majority (28%) of the respondents are belong to the Increasing use of renewable energy
- Most (28%) of the respondents are belong to the Electrification of vehicles
- Majority (34%) of the respondents are belong to the Fifty largest veichele manufacture…
- Most off (39%) of the respondents are belong to the Growing demand for eco-friendly vehicles…
- Highest off (39%) of the respondents are belong to the Growing demand for eco-friendly vehicles…
- Majority (31%) of the respondents are belong to the customer of role/position
- Most (79%) of the respondents are belong to the yes about the brand kia motors
- Highest off (37%) of the respondents are belong to the sedans in the kia brand
- Most off (37%) of the respondents are belong to the sedans of the brand you will prefer

II. FINDINGS FROM RANK SCALE ANALYSIS

The above table ranked 1 for customer service and ranked 4 for customer service.

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III. FINDINGS FROM LIKERT SCALE

The likert scale value is (4.1.8) shows that the respondents are belong to the positively for the rating of kia motos.

4.2 SUGGESTIONS

- Expand electric and hybrid vehicle offerings.
- Enhance safety features (ADAS) across all models.
- Invest in connected car technology (e.g., Blue Link).
- Target younger audiences with digital-focused campaigns.
- Promote eco-friendly initiatives and electric models.
- Engage with local communities and influencers.
- Increase service center presence in rural areas.
- Improve website and mobile app with virtual showrooms.
- Introduce loyalty programs with maintenance discounts.
- Offer flexible financing options (e.g., zero-interest loans).
- Maintain competitive pricing without compromising quality.
- Use more recycled materials in manufacturing.
- Set and communicate progress toward carbon-neutral goals.

4.3 CONCLUSION

Kia Motors has strategically positioned itself as a dynamic force in the global automotive industry, demonstrating resilience and adaptability in a rapidly evolving market. The company's commitment to innovation is evident in its ambitious plans to expand its electric vehicle (EV) lineup, aiming to sell 1.6 million EVs annually by 2030. This initiative includes the development of a more compact and affordable EV model, targeting a price point below $31,000, to attract a broader consumer base. In emerging markets such as India, Kia has made significant inroads by investing in manufacturing

facilities and expanding its sales network. The establishment of a production facility in Andhra Pradesh, India, with an annual capacity of 350,000 units, underscores Kia's dedication to meeting the demands of the fifth-largest automotive market.

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KIA Motors Corporation" on Wikipedia: https://en.wikipedia.org/wiki/Kia_Motors .