

# An Evaluation of Customer Satisfaction about Kia Motors in Mumbai City

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**Abstract:** *Businesses worldwide acknowledge that the consumer holds supreme authority. An understanding of the motivations and methods behind consumer product consumption enables marketers to enhance current products, identify market demands for new items, and effectively entice consumers to make purchases.*

*Consumer behavior examines the decision-making process of individuals when allocating their resources towards the purchase of goods and services. This encompasses the aspects of what, why, when, where, and how frequently individuals make purchases, how they assess the purchased item afterwards, and the influence of this evaluation on future buying decisions*

**Keywords:** customer satisfaction, purchase decision