A Study On Consumer Satisfaction Towards After Sales Services

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Abstract: The objective of the study was to find out customer expectation regarding after sales services at Kataria automobiles and to know whether existing buyers would advise their friends and relative to by Maruti Suzuki car from Kataria. The survey research design was employed; study was carried out with a sample of Bardoli region. A questionnaire was used as the data collection method, all questions were structure and close ended. The sample size of hundred (100) after sales service customers responded the questionnaires. Data was analyzed using frequency distribution (percentage), and T- test (one-sample t test). The study concludes that as the company have many employees to look after all the customer and take care of the entire thing regarding their services and they want that the customer should be satisfied so that they will come to the again.

Keywords: Expectation, Employed, Structure.

1. Introduction

After sales service is one of the important factor that influence customer satisfaction in case of durable goods. After sales service is needed to prevent dissatisfaction, frustration and ill will among present customers against the product and its manufacturers.

Consumer satisfaction is related to the human activity directed at satisfying human wants through the exchange of goods and satisfying the customers and their needs. Satisfying the customers occupies a most important position in business management. Customer satisfaction plays a crucial role as it deals with customers and their needs. The major task of organization is to satisfy customers by meeting their needs and wants. The essence of organization is the customers and not the product shall be the heart of the entire business system. It emphasizes on consumer oriented business. Policies and programs, which are formulated to serve efficiently the customers demand.

Customer satisfaction is a term frequently used in marketing and Measure of how products and service supplied by a company meet or surpass customer expectation.

Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. The services that are Upholding up by the Maruti Suzuki tradition of providing the ‘best in class ‘service support to customers. Our service departments boast of state-of-the-art workshop infrastructure, trained and experienced technical and an efficient customer handling process thereby providing a speedy and efficient service to our customers.

2. Review of literature


To study the customer satisfaction towards after sales services of the selected unit. The research was based on primary data and secondary data sample are randomly selected. The analyzed data was presented using descriptive statistics from the study after sales services is an important aspect of marketing of durable products. Customer satisfaction level of influenced not only quality of actual product delivered but also by quality of after sales service offered by company dealer.

Ramesh sardar (2012): brand preference of passenger cars in Aurangabad district.

On his article “brand preference of passenger cars in Aurangabad district “detailed that the analysis of marketing, a consumer behavior and brand preference of passenger car is carried out in Aurangabad district of Maharashtra state. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions. The article illustrates the analyses and interpretation of data. My understanding and finding is that of the study which may be for general public as even the manufacturers and dealers can understand the dimensions reflecting brand preference of passenger cars and impact of all these factors on customer satisfaction.


This paper examines the interaction between perceived service performance and national cultural characteristics in the formation of customer satisfaction for three types of after sales service contact modes. The result suggests that, in contrast to the traditional face to face service encounter, the perceived quality satisfaction relationship is particularly moderated by national culture in case of after sales service contact mode mediated by technology.

Studied about the discoveries on the factors affecting customer satisfaction in after sales service. It helps to extend the understanding on the Factors that may exist and it’s in fluency towards customer satisfaction, an important element in retaining a profitable business relationship with the customer. After-sales service which is a part of customer relationship management helps to enhance a customer loyalty. To date, there have been very minimum studies that were conducted by taking into consideration the after-sales service in business organizations particularly the electronic industry in Malaysia. Therefore, from the data presented in this study, it can be expected that the findings can benefit both industrial and academician by giving a new source of ideas and information. To investigate the effects of delivery on customer satisfaction, to investigate the effects of installation on customer satisfaction and to investigate the effects of warranty on customer satisfaction.

J. Jelly Joseph and Theath (2007): Customer Relationship Management in Passenger car industry

Their study” customer relationship management in passenger car industry “argues that after-sales services not only help in firms coming close to the customer and build credibility for their service and commitment towards the customer but also help improve mouth publicity and good will generated from such customer-oriented efforts. It also reveals that the firms improve their market share and interact with customer to maintain relationship. A customer acquisition and relations have become the most important terms in sales.

Kotare et. al. (2010): service quality level of typical automobile dealership in an Indian city.

Measured current service quality level of a typical automobile dealership in an Indian city. The study was conducted using are representative survey of respondents, owners of one of the popular brand vehicles. In this paper, satisfaction/dissatisfaction of the customer have been measure during standard statistical tools, and an attempt has been made to find out reasons of dissatisfaction by applying root cause analysis. Current performance of the service center was not found up to mark and results of the study show that delay in delivery is the most critical reason responsible for dissatisfaction or poor service quality level.

3. Methodology

The objective of the research paper is to find out customer expectation regarding after sales services at Kataria automobiles and to know whether existing buyers would advise their friends and relative to by Maruti Suzuki car from Kataria. Primary data has been collected through structured questionaires. Convenience technique was used to collect the sample.

4. Data analysis

Q.1 How frequently you get your vehicle services?

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>At certain kms</td>
<td>38</td>
<td>38.0</td>
</tr>
<tr>
<td>At certain period of time</td>
<td>33</td>
<td>33.0</td>
</tr>
<tr>
<td>Unless the problem arises</td>
<td>29</td>
<td>29.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Interpretation:**

From the above table we find that 38% respondents get their vehicle serviced at certain kms, 33% respondent get their vehicle serviced at certain period of time, and 29% of respondents get vehicle serviced unless the problem arise from the Kataria automobiles.

Q.2 Rating of customer satisfaction towards Kataria automobiles?

H0: courtesy & friendliness during delivery is the rating which is not mostly liked by the customer satisfaction towards Kataria automobile.

H0: facility provided to you is the rating which is not mostly liked by the customer satisfaction towards Kataria automobile.

H0: paying attention towards your suggestion and complaint is the rating which is not mostly liked by the customer satisfaction towards Kataria automobile.

H0: availability of spare parts at particular time is the rating which is not mostly liked by the customer satisfaction towards Kataria automobile.

H0: 24x7 breakdown assistance is the rating which is not mostly liked by the customer satisfaction towards Kataria automobile.

<table>
<thead>
<tr>
<th>Factors</th>
<th>t-test</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy &amp; friendliness during delivery</td>
<td>.000</td>
<td>Fail to accept</td>
</tr>
<tr>
<td>Facility provided to you</td>
<td>.000</td>
<td>Fail to accept</td>
</tr>
<tr>
<td>Paying attention towards your suggestion and complaint</td>
<td>.000</td>
<td>Fail to accept</td>
</tr>
<tr>
<td>Availability of spare parts at particular time</td>
<td>.000</td>
<td>Fail to accept</td>
</tr>
<tr>
<td>24x7 breakdown assistance</td>
<td>.000</td>
<td>Fail to accept</td>
</tr>
</tbody>
</table>

5. Findings

From the study it is found that most of the respondents frequently get their vehicle serviced at certain Kilometers. Respondents have almost rated all the factors that are mostly liked by them. The customer satisfaction towards Kataria
automobile is positive. From this study it can be found that respondents have mostly rated courtesy & friendliness during delivery factor and paying attention towards your suggestion and complaint. From this study it can be found that except the 24X7 breakdown assistance factor other all the factors are satisfied by the customers towards the Kataria automobile.

6. Conclusion

The study was conducted with an objective to find out the customer satisfaction after sales services at Kataria automobiles.

As the company have many employees to look after all the customer and take care of the entire thing regarding their services and they want that the customer should be satisfied so that they will come to the again.

For Kataria customer is at center they think if the customers are not satisfied their business is nothing.

Customers are satisfied and they recommend others to get service from the Kataria automobiles.

References