
A study on customer satisfaction towards the after sales services in the context of automobiles in chennai

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Abstract: In the automobile industry after sale service plays an important role whether it is before buying a product or after buying a product. The main reason of this study is to determine the impact of Customer Satisfaction on after sales services in the context of Automobiles in Chennai and to know about the factors which influences customer satisfaction. The data is collected on probability basis from 71 respondents and is analysed with the SPSS tool. The collected data were classified, tabulated and analysed with statistical tools Frequency analysis, Mean analysis, Independent t Test, One-way Anova and Regression analysis. The results showed that the majority of the respondents were male and of age between 21-30 years who use a car or bike. It is found that Speed of Service and Cost of Service of after sales service is significant on the Customers

Keywords: Customer, Speed of Service, Cost of service, global competitiveness, Customer Satisfaction, Customer loyalty, Innovation.

INTRODUCTION

The automobile industry, after-sales service plays an important role whether it is before buying a product or after buying the product. One of the necessary evaluation criteria for customer satisfaction is availability of after-sales service. In today's situation, after-sales service quality can be measured by administering a customer satisfaction survey. There is no doubt that customer satisfaction is one of the essential objectives of any business not for its survival alone but its sustenance. Unfortunately, this is not easy to be achieved in reality due to intense competition and customer complexity. Customers have been spoiled with so many options to choose from which makes it difficult to meet their expectations. Customer satisfaction without quality enhancement features which are valued by the customers cannot be achieved. Quality appreciation from the customers via service encounters and post-purchase evaluations if not satisfied will make customer satisfaction a mirage. Customers have gone beyond features and functionality of a product/service to what will delight them. Service quality, though basic, has become an essential part of any service provider through its product/service offering to its target market in which the automobile industry is no exception where customers are more interested in better after-sales services for value for money. The model of the dealership network, for example, today not only includes the classic '3S' - offering 'Sales, Service, and Spares' in an attractive showroom format, but also are becoming pronounced in smaller satellite setups. It is no secret that after-sales services are now an important part of the automobile companies' marketing strategy due to its benefits and rewards both in the short and long term to an organisation.

Our research idea is based on the rich knowledge acquired by our peer teams across the university. (V. Narayanan, Kannan, and Sreekumar 2009; Anil K. Danda, S, and Chinnaswami 2009; Venugopalan et al. 2014; Anil Kumar Danda and Ravi 2011; Prasanna, Subbarao, and Gutmann 2011; Panchal, Jeevanandan, and Subramanian 2019; Rajeshkumar et al. 2019; Dua et al. 2019; Ezhilarasan, Apoorva, and Ashok Vardhan 2019; Ramesh et al. 2016; Krishnan and Chary 2015; Prasanna Neelakantan et al. 2013; Vinod Narayanan et al. 2012; Ramadurai et al. 2019; Ramakrishnan, Dhanalakshmi, and Subramanian 2019; P. Neelakantan et al. 2011; Prasanna Neelakantan and Sharma 2015; A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar 2020; Priya S et al. 2009; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al. 2018)

Currently we are working on After Sale Service of Automobiles. This paper attempts to study the effect of after sale services in the satisfaction of customers in the Automobile industry.

REVIEW OF LITERATURE

(Poudel 2019) in his study of Buying Behaviour of Consumers in the Small Car Market in Pune and sample size was 100. Descriptive research plan was adopted in this study. Descriptive statistics tools were used for the data

analysis. The analysis shows that demographic factors such as gender, age, education, income and status influenced consumers indirectly for purchase of small cars.

(Yadav and Joseph 2017) studied the impact of Online Advertisements on Buying Decisions towards the Passenger Car Industry. The questionnaire was circulated in the UAE. Sample size was 53 respondents. Cross tabulation and Data reduction techniques adopted the analysis of primary data. From the dimension reduction analysis, it can be concluded that the company websites give the most correct information concerning different car models to the customers in UAE.

(Xu, Blankson, and Prybutok 2017) said they studied about "A Study of Consumer Preferences & Attitude towards Passenger Cars of Maruti Suzuki & Hyundai Motors in Marathwada Region of Maharashtra." Descriptive research plan was used in the study. Convenient sampling technique was adopted for selecting the respondents. The primary data was collected through a structured questionnaire.

(Emeka and Ogba 2015) said in his study on Perception of Indians regarding Comfort Level in Different Car-Sizes and convenience sampling technique was used. Sample size was 61 respondents. Statistical techniques such as Scaling Technique, Scatter Diagram and Regression analysis were used. The study found that expected earlier that there might be a higher score with respect to the size of car but it was not so in this study.

(Malhotra, Nandi, and Mukherjee 2012) studied "Purchase Decision of Indian Consumers: The Factors of Attraction While Purchasing Car." The research was done in northern states comprising Haryana, Himachal Pradesh, Delhi Punjab and Chandigarh. Sample size was 250. Kruskal-Wallis tool was adopted for analysis of primary data. The study found that safety, shape, features, looks, interior image, presales and post sales policies have compelled the buyer to choose and buy the car.

(Nataraj and Nagaraja 2012) studied about "A Study on Buying Behaviour of Car Owners in Coimbatore District." Descriptive research plan was adopted. Descriptive statistics and Chi square test were used in this study. The consumers were having influence in the price is a main factor to buy the car. The consumers were having the least influence in the fuel economy and driving comfort factors for the purchase of the car.

(Jahanshahi et al. 2011) studied about "Consumer Behaviour for Small Cars: An Empirical Study." The study was conducted in Jaipur and Jodhpur. Sample size was 100. Convenience sampling technique was used for primary data collection. The research identified that price is the major factor in choice of car. A safety measure in a car is the lightest preferred criteria. At the same time companies must give attention to warranty, after sale services, fuel efficiency and availability of accessories

(Voss, Godfrey, and Seiders 2010) in her study on Buying Decision Influencers for Passenger Car Segment in New Delhi and the data was collected from 191 car users. Convenience sampling technique was adopted for primary data collection. Descriptive statistics was used for the analysis of primary data. The study found that the association between the respondents' age and the main influencer in buying a passenger car.

(Saraswathi 2008) researched the "effect of brand equity on consumer purchasing behaviour on cars," the research focuses on brands acting very important role in car sales, not only to attract but also to keep the customers. The research concluded that perceived quality and brand awareness influence the brand loyalty. Also brand association and brand loyalty influence the customers' attitudes towards brand.

(Wang Jian-ling et al. 2008) in his research that "consumer preferences of car owners are highlighted on various consumer purchase behaviour patterns of passenger car owners in Kerala." The research found that customer focus is a main differentiator in the passenger car manufacturing industry; the customers except for personalized cares after sales and service with the manufacturing industry. The study also shows that for the peer group and youths are the most influencing factor, of their car purchase decision passenger car.

(Koskela 2002) studied "Customer preferences and attitudes towards Maruti cars in Pollachi taluk." Contribution of the study highlighted on customer preferences, expectation, attitude and satisfaction regarding Maruti cars. The authors found that Omni, Zen, Maruti 800, and Wagon are popular models of Maruti Suzuki.

(Furse, Punj, and Stewart 1984) studied about "Influence of Brand Name on Consumer Decision Making Process- an Empirical Study on Car Buyers." Simple random sampling was adopted for primary data collection. Sample size was 100 customers of Chittagong, Bangladesh. Descriptive statistics was employed to analyze the primary data. The study found that branded cars are extremely famous among the people since consumers' belief the brand name.

DATA ANALYSIS AND INTERPRETATION:

The following are the Demographic profile of the customers:

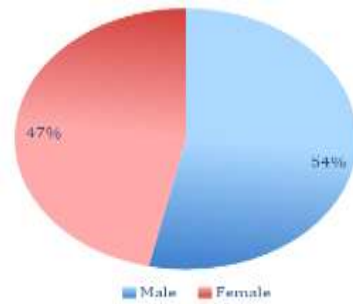


Fig.1: Gender

Interpretation: Figure 1 shows the frequency analysis of Gender. From the table, it is clear that the majority of the respondents are female respondents (53%) and Male are (47%).

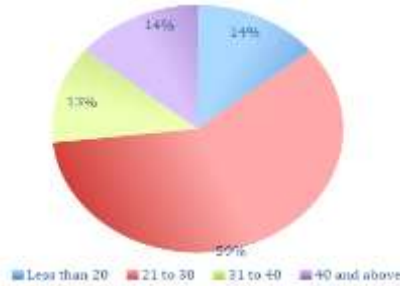


Fig.2: Age

Interpretation: Figure 2 shows the frequency analysis of age. It is clear from the table that majority of the respondents are those whose age is less than 20(14.1%), followed by the age which lies between 21-30 (59.2%), followed by the age group 31- 40(12.7%) and more than 40 is (14.1%). It is inferred from the table that majority of respondents are from the age 21 - 30 years.

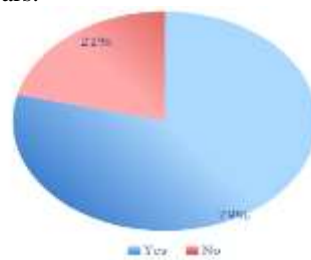


Fig.3: Possession of License

Interpretation: Figure 3 shows the frequency analysis of possession of license. From the table it is clear that majority of the respondents are Yes (79%) and No respondents are (21%).It is inferred from the table that majority of respondents say Yes for possession of license.

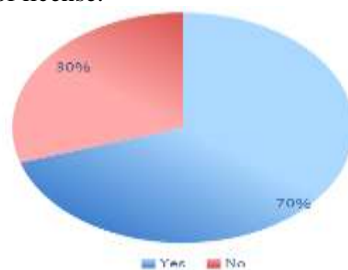


Fig.4: Service Visits within last one year

Interpretation: Figure 4 shows the frequency analysis of Service Visit Within Last One Year. From the table it is clear that majority of the respondents are yes (70%) and no respondents are (30 %). It is inferred from the table that majority of respondents say Yes for Service Visit Within Last One Year.

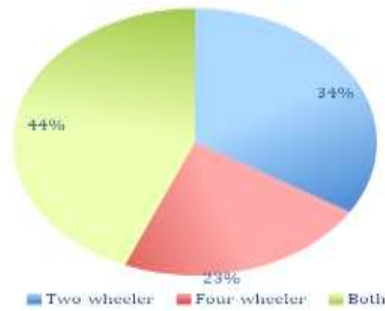


Fig.5: Type of Vehicle

Interpretation: Figure 5 shows the frequency analysis of types of vehicle. It is clear from the table that majority of respondents are both (44%) and followed by two wheeler (34%) and followed by four wheeler (22%) It is inferred from the table that majority of the respondents are both.

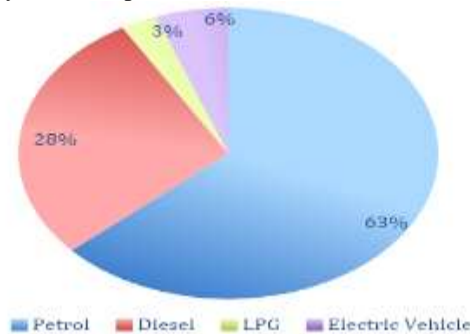


Fig.6: Fuel Type

Interpretation: Figure 6 shows the frequency analysis of fuel types. It is clear from the table that majority of the respondents are those whose petrol (63%), followed by the diesel (28%), followed by the electric vehicle (6%) and LPG is (3%). Followed by the employee, It is inferred from the table that majority of respondents are from the petrol.

Table 1: Mean Analysis of Perception of After Sales Service and customer Satisfaction

S. No	Factors of Quality of Service	Mean	Rank
1	I believe the service centres consists of skilled and experienced technicians (Skilled technician)	3.80	1
2	I believe that the service provided by the service centre are highly effective (Highly effective)	3.69	2
3	The service centre is highly automated (Highly Automated)	3.56	3
4	I believe the technicians are experienced. (Experience)	3.52	4
Responsiveness of Service centres			
1	I am satisfied with the complaint handling system of the service centre (complaint handling)	3.49	1
2	I am satisfied with the staff response of the service centre (satisfaction)	3.38	2
Factors of Speed of the Service			
1	The service centres informed me at relevant time of servicing (time of service)	3.79	1
2	I feel easy contacting the Service department to make an appointment (easy to communicate)	3.58	2
3	My vehicle used to be ready for collection at the agreed time. (on time delivery)	3.39	3
Factors of Cost of the services			
1	The price offered on the on-road service support are reasonable.(reasonable service)	3.56	1
2	There is various mode of payment available after service delivery at the service centre. (cash, credit, cards, cheque)	3.51	2
3	The service centre provides Various schemes on service. (schemes)	3.45	3
4	Discount facility is as per my satisfaction. (discount)	3.31	4
5	The cost for the service is affordable (cheap)	3.27	5
Factors of Customer Satisfaction			
1	I am satisfied with its responsiveness of service centres. (responsiveness)	3.55	1
2	I am satisfied with the cost of services. (cost of service)	3.55	2
3	I am overall satisfied with the Quality of after sales service provided by the service centres.	3.54	3

	(quality of after sales service)		
4	Speed of services is satisfactory. (speed)	3.39	4
5	Quality of services is as per my expectation (expectation)	3.35	5

The mean score and rank displayed in analysis has been found that variable “Quality of Service” includes highest mean score of (3.80) followed by service provided by the service centre are highly effective (3.69). “system of the service centre” includes the highest mean score of (3.49) followed by staff response of the service centre (3.38), All the mean scores lie between 3to4. It concludes that employees are agreeing towards all the mentioned factors. “Time of serving” includes the highest mean score of (3.79) and on time delivery (3.39). It concludes that employees are agreeing towards all the mentioned factors.

Table 2: Demographic Profile and Perception of After Sales Service

Component			
S. no	QUALITY OF SERVICE	GENDER	MARITAL STATUS
		T-value	T-value
1.	Skilled technician	.340	2.669
2.	Highly effective	2.171	.224
3.	Highly automated	.166	.658
4.	Experience	.230	1.453
RESPONSIVENESS OF SERVICE CENTRES			
5.	Complaint handling	.394	.082**
6.	Satisfaction	.319	1.861
SPEED OF THE SERVICES			
7.	Time of service	1.185	1.093
8.	Easy to communicate	1.072	.468
9.	On time delivery	.444	1.947
COST OF THE SERVICES			
10.	Reasonable service	0.378	.186
11.	Cash, credit, cards and cheque	.995	.692
12.	Schemes	0.178	.957
13.	Discount	1.122	1.057
14.	Cheap	0.645	.786
CUSTOMER SATISFACTION			
15.	Responsiveness	.547	.514
16.	Cost of service	.241	1.536
17.	Quality of after sales	.220	.948
18.	Speed	1.193	1.661
19.	Expectation	.152	2.377

**5 % level of significance

***1 % level of significance

Table 2. Shows the significance value of the independent sample t test. There should be less than 0.05 for accepting the alternative hypothesis. In this case the majority of variables are lesser than 0.05. Hence there is a significant difference between male and female with customer satisfaction. There should be less than 0.05 for accepting the alternative hypothesis. In these cases the majority of variables are greater than 0.05. Hence there is no significant difference between married and unmarried respondents with respect to customer satisfaction.

Anova

Table 3: Demographic profile and customer satisfaction of after sale service

Component						
S.no	QUALITY OF SERVICES	AGE	EDUCATIONAL	TYPE OF	TYPE OF	
			QUALIFICATION	VEHICLE	FUEL	
		F-value	F-value	F-value	F-value	
1.	Skilled technician	.326	.440	1.163	1.358	
2.	Highly effective	.949	.089**	.331	.610	
3.	Highly automated	1.449	1.472	4.386	.167	
4.	Experience	4.606	.307	.292	.849	

RESPONSIVENESS OF SERVICE CENTRES					
5.	Complaint handling	.163	1.005	1.163	1.358
6.	Satisfaction	2.814	3.438	.331	.610
SPEED OF THE SERVICES					
7.	Time of service	.536	1.015	.440	1.561
8.	Easy to communicate	.789	.114	.934	.541
9.	On time delivery	.976	1.583	1.466	.831
COST OF THE SERVICES					
10.	Reasonable service	.552	.182	.554	1.804
11.	Cash, credit, cards and cheque	.350	.077**	.009***	.345
12.	Schemes	1.762	1.149	1.408	2.083
13.	Discount	1.631	1.196	1.211	.979
14.	Cheap	2.577	3.449	.093**	1.437
CUSTOMER SATISFACTION					
15.	Responsiveness	1.083	1.412	.890	1.836
16.	Cost of service	1.928	1.962	.364	2.440
17.	Quality of after sales	1.735	.344	.669	2.498
18.	Speed	1.953	.405	.722	.721
19.	Expectation	1.592	2.137	.312	.386

**5 % level of significance

*** 1 % level of significance

Table 3, shows the significance value of ANOVA. Here the value should be less than 0.05 for accepting the alternative hypothesis. In this case the majority of variables are greater than 0.05. Hence there is no significant difference between Age Levels with respect to Customer satisfaction. Here the value should be less than 0.05 for accepting the alternative hypothesis. In this case the majority of variables are greater than 0.05. Hence there is no significant difference between Education of respondents with respect to Customer satisfaction, there is no significant difference between types of vehicle with respect to Customer satisfaction. Here the value should be less than 0.05 for accepting the alternative hypothesis. In this case the majority of variables are greater than 0.05. Hence there is no significant difference between types of fuel level of respondents with respect to Customer satisfaction.

Regression Analysis:

Table 4:

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.347	4	4.587	21.744	.000
	Residual	13.922	66	0.211		
	Total	32.269	70			

Table 5:

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.254	.363			.487
	QUALITY OF SERVICE	.120	.106	.121	.487	.259
	RESPONSE OF SERVICE	.135	.089	.166	.259	.131
	SPEED OF SERVICE	.308	.089	.325	.131	.001***
	COST OF SERVICE	.358	.099	.353	.001	.001***

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant) Cost of service, Speed of Service, Quality of Service, Response of Service

R is the correlation, its value is 0.754 and R square is degree of determination, its value is 0.569. The degree of determination shows the extent to which Quality of Service, Response of Service, Speed of Service and Cost of Service influences the Customer Satisfaction. Here the Customer Satisfaction is determined to an extent of 56.9 % by Quality of Service, Response of Service, Speed of Service and Cost of Service. Table shows the values of beta and the significant value. It is clear that variables such as Speed of Service and Cost of Service have the

significant value of less than 0.05. It is inferred from the table that the Speed of Service and Cost of Service variable is influencing the Customer Satisfaction.

CONCLUSION

This study highlighted the factors that automotive industries need to consider in enhancing a firm's capabilities and competitive position. The results indicated that the hypothesis of the five factors is supported. This study has provided an enhanced understanding on how organizations increase customer satisfaction and customer loyalty. Moreover, the results show that there is a positive relationship between satisfaction and loyalty that means increase or decrease the level of satisfaction that influences loyalty towards the automobile industry. Customer satisfaction and loyalty are the elements of long-term business growth and profitability. Customer satisfaction and loyalty are one of the most popular research topics among service providers as it is important to provide quality products and services for customer satisfaction. Loyal customers mostly fall under the category of customers who have frequently used the services provided and satisfied with the services. This suggests that better quality of products and services tends to increase customers loyalty. Companies depend on customers and customers are aware of the services provided and there is a direct link between perceived quality, customer satisfaction and loyalty. Customer satisfaction increases their loyalty but there are also many satisfied customers who are not loyal to that particular brand and therefore paying attention to satisfaction and loyalty at the same time.

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