



A STUDY ON CONSUMER SATISFACTION AFTER SALES SERVICE

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ABSTRACT

The objective behind conducting the research is to study "A study on consumer satisfaction after sales service in Maruti Suzuki (Kataria)." For this research has used descriptive research design. The sampling technique used is the non-probability, convince sampling method. Research study is also based on primary data. Researchers make this survey of 100 customers of the company in Chikhli and researcher has asked question to them and satisfaction level of the people with the company.

Introduction

An individual or business that purchases the goods or services produced by a business is known as customer. The customer is the end goal of businesses. A party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers. Satisfaction level means that you are satisfied of what you have achieve. Customer Satisfaction is a measure of how products and services supplied by company meet or surpass customer expectations. Customer satisfaction is essentially a judgment levied by the customer after the service has been procured and consumed. It is basically a customer's "fulfilment" response. This response may include over fulfilment or under fulfilment. Customer satisfaction refers to the emotional response that people feel after making a purchase from a company. The more positive the level of customer satisfaction, the more likely the purchaser is to come back and buy again and to recommend that company to others who are looking for what the seller has to offer. Satisfaction of buyer depends on the product or service performance in relation to buyers' expectations. In general, satisfaction is a person's feelings of pleasure or disappointment, resulting from comparing products perceived performance in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Marketers have discovered that it is generally more profitable to maintain existing customers than to replace them with new customers.

Literature Review

1. Dr. P. Kannan Paulraj Ms. A. Dhana Bowrna (2019) "Customer preferences v/s satisfaction towards two-wheelers: An exploration study". The objectives of the study have to analyse customer preferences towards Suzuki two wheelers and identify customer satisfaction level and to find the factors that influencing customer satisfaction among Suzuki two wheelers and also to measure customer opinion towards after sales service offered by VSMS Suzuki. The research design used for this study is descriptive in nature.

2. Rajesh Amonkar (2016) done a study on "Customer Satisfaction towards after Sale Service". The main objective of the study was to study the customer satisfaction towards after sales service of the selected unit. The research was based on primary data and secondary data sample are randomly selected. The sample size is 100. The conclusion is after sale service is an important aspect of marketing of durable products. Customer satisfaction level is influenced not only by quality of actual product delivered but also by quality of after sales service offered by dealer.

3. M.S Prachi Jain, Dr. Vijita S. Agrawal. This study was conducted to review Service Quality Models. As in today's globalised world, service quality has become an area of utmost important for practioners, managers & researcher. The main objective of this paper is to critically review and asses the value of various service quality models & to identify the linkage between them. It is done on the basis of an in-depth analysis of literature. Also, it attempts to study various service quality models and their applications. It is secondary data as it is taken from other literature. This paper provides a valuable insight of different model of service quality & it is noted that there has been considerable change in expectation of customer over a period of time.

4. Dr. N. Nagaraja (2012) done a study on "Customer satisfaction in automobiles industry an Indian online buyer's perspective of car manufactures website". The main objective of the study is the analysis of the customer attitudes towards internet-based car manufacture's website. The methodology used was regression method. The conclusion is automotive companies will need to stay focused on evolving consumer attitudes online. As with web the

issues are 16 dynamic and it is still too early to determine their ultimate impact on the automobile industry.

5. Minwir Al-Shammari & Ahmad Samer Kanina (2014) have done a study on Service quality & its relationship with customer satisfaction & loyalty in a Saudi Arabian Automobile Company. The present research attempts to address the issue of service quality in Saudi Service Industry with focus from customer viewpoint. Main objective of the study is to measure the gap between the expected & actual perceived service quality, to measure the level of customer satisfaction & loyalty & to examine relationship between them. In this study cluster sampling method & co-relation co-efficient method. Questionnaire is the form of data collection. It is understood from the study that to retain an existing customer & let him purchase again in future, it is important that their expectation is met not only to minimum standard but beyond required.

Objectives:

The aim of the research is to study the following objectives:

- To measure the current satisfaction level of consumers towards automobiles.
 - To measure the awareness level of people towards after sales service
- Research methodology

Research Methodology

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 100 consumers. various tools like cross-tabulation, chi-square etc. were used. all of the analysis is done through SPSS software.

Hypothesis Development

H0: - There is no significant relationship between occupation and customer satisfaction after sales service about Kataria automobiles.

H1: - There is a significant relationship between occupation and customer satisfaction after sales service about Kataria automobiles.

Data Analysis:

Demographic profile

Frequency

Variable	Frequency	Percentage
Gender:		
Male	80	80.0
female	20	20.0
Age:		
21-40	43	43.0
41-55	40	40.0
>55	17	17.0
Occupation:		
Business man	17	17.0
Job/services	41	41.0
Professional student	1	1.0
Farmers	35	35.0
Housewife	6	6.0
Annual income:		
<3lakh	14	14.0
3lakh-5lakh	40	40.0
5lakh-7lakh	34	34.0
>7lakh	12	12.0
Education:		
Below 10 th	11	11.0
HSC	24	24.0
SSC	11	11.0
Graduate	40	40.0
Post-Graduate	14	14.0

Interpretation:

From the above table, it can be interpreted that out of 100 respondents 80% are male and 20% are female. From the above table it can be interpreted that out of 100 respondents none of them under 20 age group, above 55 age group there is 17%, 21-40 age group there is 43% and 41-55 age group there is 40%. From the above table it can be interpreted that out of 100 respondents are divided in different occupation that 17% are belong from business men, 35% are belong from farmers, 6% are belong from house wife, 41% are belong from job/services, 1% are student. From the above table it can be interpreted that out of 100 respondents 14% people have less than 300000 incomes, 40% people have 3 lakhs to 5 lakh income, 34% people have 5 lakhs to 7 lakh income, 12% people have more than 7 lakh income. From the above table it can be interpreted that out of 100 respondents that 11% respondents are below 10th, 40% respondents are graduated, 24% respondents are completed hsc, 14% respondents are post graduated, 11% respondents are completed ssc.

Test applied**Chi-square Method****Do service centre consists of skilled and experienced technicians**

Crosstab							
		Do service centre consists of skilled and experienced technicians					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Occupation	Business Men	5	6	6	0	0	17
	Job/Services	10	14	15	1	1	41
	Professional Student	1	0	0	0	0	1
	Farmers	3	11	18	3	0	35
	Housewife	2	1	3	0	0	6
Total		21	32	42	4	1	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.857 ^a	16	.609
Likelihood Ratio	14.723	16	.545
Linear-by-Linear Association	3.167	1	.075
N of Valid Cases	100		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.

Service centre is highly automated

Crosstab						
Count						
		Service centre is highly automated				Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	
Occupation	Business Men	4	11	2	0	17
	Job/Services	9	15	14	3	41
	Professional Student	1	0	0	0	1
	Farmers	3	10	17	5	35
	Housewife	0	3	3	0	6
Total		17	39	36	8	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.755 ^a	12	.054
Likelihood Ratio	22.589	12	.031
Linear-by-Linear Association	9.141	1	.002
N of Valid Cases	100		
a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .08.			

Interpretation:

The above table show that the p-value is more than 0.05 so the null hypothesis is accepted i.e.: there is a significant relationship between occupation and do service consist of skilled and experienced technicians. The above table it's also shows that the p-value is more than 0.05 so the null hypothesis is accepted i.e.: there is a significant relationship between occupation and service centre is highly automated

Conclusion:

To recapitulate, it is being seen from the details that the Kataria automobiles is the oldest and known firm in the market of automobiles and looks after the satisfaction of the customers which includes updating of vehicle mobiles and the services provided after sales. Moreover, the company's staffs also put their best effort in representing the firm and maintain a good legacy of the firm. Hence, they provide a good range of service in terms of vehicles, service, tools and technologies they are the very good competition for the else other firms.

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