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A Study on Customer Satisfaction towards after Sales Services Provided by Kataria Automobiles

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Abstract

A project is one of the highly effective means of learning and acquiring worldwide knowledge. It generates a connected effort by students to acquire in depth knowledge on a subject and present the same in systematic manner. The objective behind preparing the report has been mentioned in brief and the main objective is "To study the satisfaction of customers towards after sales service provided by Kataria Automobiles, Vapi". For this study researcher has used descriptive research design. Because Descriptive studies are undertaken when researcher is interested in knowing the characteristics of certain group such as age, sex, education, level or income, a descriptive study may be necessary other cases when a descriptive study could be taken up are when he interested in know the proportion manner, making projections of a certain things, or more variables. The sampling technique used is the non-probability, convenience sampling method. Research study is also based on primary data. Researcher makes the survey of 104 respondents who are customers of Kataria automobiles and researcher has asked question to them and filled up questionnaire from them. The factors which are very important for the customers is/are quality of cleaning, modern technologies and equipment's used, behavior of service staff, facilities provided at customer lounge and on-time delivery.

Introduction

According to Business Dictionary the term 'customer' is defined as "a party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers. A customer (sometimes known as a client, buyer or a purchaser) is the physical recipient of goods or services, or a product, or an idea, obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration. But there are many varied explanations and definitions so far as "Customer" is concerned. The meaning and definition of 'Satisfaction' is a very crucial phenomenon for customers as well as organizations who are selling products and services. 'Satisfaction' ensures the validity of value of the price paid by the customer for the product/ services and for the organizations it is the factor which decides the fate of the organization, hence long-term sustenance of the business. Now that the two distinctive definitions have been framed on 'customer' and 'satisfaction'. Good after sales service helps improve firms long-term brand image and brand loyalty. Offering after sales service can help to convince consumers to trust the firm and buy the service in the first place. Sales affected by word-of-mouth recommendation. Good after sales service can make difference. Providing good after-sales service shows your customers you want to build a long-term relationship with them, earn their loyalty and keep their business.

Literature review

Marcel van barrelen*et al.* **(2001)** studied on "Customer evaluations of after sales service contact modes: An empirical analysis of national culture's consequences". The main objective of the study was that the technologies advances extend the after-sales service portfolio from traditional service encounter to voice and bit-based service. The research data was collected by primary data. The conclusion was examined the moderating effect of national culture on the perceived service quality customer satisfaction relationship for three after sales service contact modes.

Irini D. Rigopoulou*et al.* **(2008)** studied on "After sales service quality as an antecedent of customer Satisfaction". The main objective of the study was to investigate the effect after sale services of customer satisfaction as well as on their behavior intentions namely repurchase intention and word of mouth. The research data was collected by primary data. The conclusion was after sale service quality affect satisfaction which in turn affects behavioral intentions.

Minwir Al-Shammari and Ahmad SamerKanina (2014) have done a study on Service quality & its relationship with customer satisfaction & loyalty in a Saudi Arabian Automobile Company. The present research attempted to address the issue of service quality in Saudi Service Industry with focus from customer viewpoint. Main objective of the study was 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 was collected in the form of data collection method. It was understood from the study that to retain an existing customer & let him purchase again in future, it was important that their expectation was met not only to minimum standard but beyond required.

Kah-Hin Chai and Yi Ding (2009) investigated the possible spillover effects of customer satisfaction from product manufacturer to service provider, and vice versa. The survey provided result of empirical evidence for the presence of spillover effects of quality and customer satisfactions in the mobile phone industry. This finding suggested that research on the ways in which quality affected customer satisfaction and loyalty should consider the influence of partnering firms and suppliers, rather than only examine the relationship within the same organization. This was particularly relevant in settings where the simultaneous presence of physical product and the service are needed. In the mobile phone industry, handset manufacturers and network operators need to consider whom they partner, depending whether they were likely receiving or giving party of the spillover effects. Moreover, these effects are moderated by a product image gap between the handset and network operator.

Mohammed *et al.* (2009) explained after-sales service is the provision of services to customers before, during and after a purchase. It was one of the organizational processes which companies perform in considering the growing competition of the market and for attracting entrepreneurial opportunities for increasing profitability and better access to the market, as well as increasing the customer satisfaction level. It had been mostly used to describe services that were provided to the customer after the products had been delivered.

Objective

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

- To study the satisfaction of customers towards after sales service provided by Kataria Automobiles.

- To analyze the quality of service provided by Kataria Automobiles.

- To know the behaviors of staffs at the service center.

Research Methodology

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 104 customers. 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 age and ease of booking a service appointment for your car.

H1: There is significant relationship between age and ease of booking a service appointment for your car.

Findings of the study

Demographic profile

Variable	Frequency	Percentage
Gender:		
Male	97	93.3
female	7	6.7
Age:		
18-24	18	17.3
25-34	44	42.3
35-44	24	23.1
Above 44	18	17.3
Education:		
SSC	2	1.9
HSC	20	19.2
Under -Graduate	39	37.5
Post-Graduate	43	41.3
Income:		
Below 50000	26	25.5
50,001-1,00,000	26	25.5
1,00,001-2,00,000	28	26.9
Above 2,00,000	24	23.1

In this above table, 93.3% are males and 6.7% are females. From the above table, respondents from 18-24 age group are 17.3%, 25-34 are 42.3%, 35-44 are 23.1 and Above 44 are 17.3. From the above table, respondents from SSC are 1.9%, HSC are 19.2%, Under graduate are 37.5% and Post graduate are

41.35%. From the above table, respondents from below 50,000 income group are 25%, 50,001- 1,00,000 are 25%, 1,00,001-2,00,000 are 26.9 and above 2,000,000 are 23.1%.

Data Analysis

Chi Square Test Age * [Ease of booking a service appointment for your car]

Chi-Square Tests			
	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	4.624[a]	9	.866
Likelihood Ratio	4.262	9	.893
Linear-by-Linear Association	.432	1	.511
N of Valid Cases	104		

Age * [Behavior of the service staffs at the workshop]

Chi-Square Tests			
	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	19.677[a]	12	.073
Likelihood Ratio	21.419	12	.045
Linear-by-Linear Association	3.768	1	.052
N of Valid Cases	104		

From this above table, the significance value is 0.866 which is greater than 0.05, so null hypothesis is accepted so there is no significance relationship between age and ease of booking a service appointment for your car. From this above table, the significance value is 0.073 which is greater than 0.05, so null hypothesis is accepted so there is no significance relationship between age and behavior of the service staffs at the workshop.

Conclusion

After a brief analysis and study on the topic "A study on customer satisfaction towards after sale services at Kataria Automobiles, I have come to the conclusion that

- Overall, most of the customers are satisfied with the after sales services of Kataria Automobiles.

- The quality of service provided by Kataria Automobiles is impressive as most of the customer found it satisfactory.

- The behaviors of service staff towards customers are also found satisfactory as they are polite and gentle with the customers.

- Most of the customers are satisfied with the modern technologies and equipment used by Kataria Automobiles for providing service to their customers.

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