



A STUDY TO UNDERSTAND CUSTOMER PERCEPTION ON AFTER SALES SERVICES OF FOUR WHEELERS EXPLORATORY STUDY

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Abstract

Increasing competition due to globalization, increasing demands of the customer are changing the dynamics of running the business. It's not enough to meet the customer expectations and satisfying their needs, but to delight them by providing extra services which add value to the overall organization. In this paper researcher is in search for finding the level of satisfaction of customer and to know the expectations of customers regarding the after sales services of Maruti Suzuki in Pune city. For the purpose of research, researcher has used primary and secondary sources of data. This data has been analyzed by using analysis tools. The expected results will help the organization to know its strengths and weakness, to serve the customer in better way and to delight the customer.

Key words: Customer satisfaction, Customer Delight,



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Introduction

The main purpose of this research study is to identify customer's response towards Maruti Suzuki, after sale service (post sale). It's becoming more and more important to meet the customer's expectations to be the market leader. With the increasing competition due to globalization, liberalization and privatization, it becomes difficult to sustain on the pinnacle of market. Nothing is enough to meet the customer expectation but organizations need to exceed the customer expectations by changing the strategies like developing new technology, new products and new services that add value to the customer's experience.

Customer satisfaction is defined in many ways; some of them are as follows:

“Customer satisfaction is equivalent to making sure that product and service performance meets customer expectations”.

“Customer satisfaction is the perception of the customer that the outcome of a business transaction is equal to or greater than his/her expectation”

“Customer satisfaction occurs when acquisition of products and/or services provides a minimum negative departure from expectations when compared with other acquisitions. Gaining high levels of customer satisfaction is very important to a business because satisfaction customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business”.

From the definition we can say that customer satisfaction is to provide whatever customer wants are. But to be competitive organizations have to do more than just satisfying the customer needs and wants to achieve customer delight which is possible by providing value added services. In this paper researcher tried to study the customer satisfaction levels of Maruti Suzuki.

Review of Literature

N.Ratna Kishor (2013): author said that with its present infrastructure and capital, Maruti should take the initiative to introduce new models according to the choice of the customers at regular intervals which will pave the way to be No.1 Company throughout in India in the near future. Maruti paves the way to customers in all walks of life to buy the car with many models to choose. This paper imbibes that study about the performance, perception, satisfaction level of the owners of Maruti B Segment Cars. Maruti has its own share of market in the town of Hyderabad for its ‘B’ Segment cars. Inspire of the competition from Hyundai’s Santro, Tata’s Indica and Maruti has its own share of market. Author suggested that 80% of the customers are going for bank loan to buy a car, therefore company’s management can strive for having a better relationship with all the leading banks providing car loan like conducting frequent meeting with them, creating promotional package deals for those plans etc. Author also suggested that more customers prefer the Maruti because of its moderate price only. Therefore, the management has to fully concentrate on the price forever in the end aspect.

Ms.M. Shanthini Devi., & .Arunpriya, M. (2013): mentioned a study on customer satisfaction, the key to success of automobile industry lies not only in having good designed vehicles but also in being able to provide the customer with the level of service they desire. Satisfaction is crucial concern for both customers and organizations. The customers have a good preference towards TATA Nano vehicle. They are mainly motivated by price of the car. The popularity of the brand also, one of the factors urged the customers for their purchase decision. Customer satisfaction is about relationships between the customer and product or service and the provider of a product or service. High customer satisfaction ratings are widely believed to be the best indicator of company’s future profit. Satisfaction can be broadly

characterized as a post-purchase evaluation of product quality given pre-purchase expectation. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction is also based on the customer's experience of both contacts with the organization and personal outcomes.

Kavita Dua and Savita (2013): Researcher had study on "A Study of Customer Satisfaction with Reference to Tata Motor Passenger Vehicles" her say that Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be underdetermined. Now a day it has become very important factor for each organization to enhance the level of customer satisfaction. The overall study reveals that It was found that the customer are mostly satisfied with price , design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service. In case of level of customer satisfaction, It was found that the customer are mostly satisfied with price ,design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service. Finding pertaining to most influencing show that most influencing factor for customer satisfaction in case of Tata Motors were price, mileage and interior space. At the end finding pertaining to competitive position show that customer preferred Maruti in comparison to Tata Motors but mostly customers are loyal with Tata Motors.

Veldandi Ramchander Rao, R.Veerin Kumar (2012): revealed study on "Customer satisfaction towards Tata Motors – A Study on Passenger cars in Warangal district of Andhra Pradesh". Researcher had study with the objectives of the customer satisfaction with the usage of vehicles, after sale service, key area of strength, pricing affects, service and quality. They concluded from the study that majority of customers are satisfied with the safety, dealer service, customer relationship and availability of spares etc. All of the customers are regularly taking the preventive maintenance and among them the more percentage of the customers are going to the company's authorized workshops rather than the road side mechanics. More than half of the customers are satisfied with the dealer services whereas the same amount of the customers are satisfied with the company services. It has been understood that half of the customers are utilized the financial services providing by the company and among them the half of the vehicle owners who brought their vehicles in finance are satisfied with the financial services of the company.

Need of the study:

As we all know automotive sector is challenging industry, by providing the different services to their regular customers they can build the customer relationship and increase their business. Also to study the period from when they are using their products in Pune City and features offered by them like comfort, safety, space, maintenance, offers and extended warranty and brand loyalty. The researcher wants to know the current services provided by Maruti Suzuki.

Scope of the Study:

Understanding customer satisfaction is challenging task. Many researchers have attempted to study the determinants of the customer satisfaction which enable the marketers to chalk out suitable strategies to sustain in the ever increasing world of fierce competition. The findings of this study will be helpful in understanding the exploratory tendencies of the customers while making the purchase decision.

In the present study the researcher has decided to study customer satisfaction regarding after sales services of the owners Maruti Suzuki in Pune City, Maharashtra.

The Research Problems:

How and why after sales service quality parameters influence customer satisfaction and What kind of the role does customer satisfaction play between after sales service quality and value added services offerings.

Define the problem chosen for investigation such as:-

- (a) Analysis of after sales-services
- (b) Analysis the level of customer satisfaction.

The research work attempts to check find whether there is a relationship between after sales service quality attributes and overall customer satisfaction. Finally, the study estimates the relationship between customer satisfaction, customer retention and customer loyalty.

Objectives of the Study:

- To study and understand the level of customer satisfaction amongst the owners of Maruti Suzuki in the city of Pune.
- To analyze the opinion of customers about after sales services provided by service centers of Maruti Suzuki in the city of Pune.

Research Design

- **Data sources:** - The researcher has collected secondary data and primary data. Primary data consists of the data which is collected via interaction with the customer. For this

purpose extensive questionnaires had been prepared and this was then filled through questionnaires. Interviews of pune city distributors' automobile dealers and customers' .Secondary data have also been used.

- **Research instruments:-** The researcher has used research Instruments in collecting primary data:

a) **Questionnaires:** - A questionnaire consists of questions presented to respondents for their answers. Because of its flexibility, the questionnaire is by far the most common Instrument used to collect primary data. The study requirement primary data was collected by using questionnaire as a research tool with employed five point Likert scaled questions, multiple choice rating questions.

b) **Contact methods:** - The subjects were contacted through Personal interview ,since this is the most versatile method wherein, the interviewer can ask more questions and record additional observations about the respondent

- **Sampling design**

- **Population and sample size:**

The researcher will study for the Customer satisfaction towards after sales services provided by Maruti Suzuki service centers in Pune city. Three hundred customers were taken as a sample out of which according to the researcher represented the population adequately.

- **Sampling unit:** - The researcher must define the target population that will be sampled.

- **Sample size:** - Appropriate sample size is 5 units selected in Pune City

- **Sampling procedure:** -

In this study area sampling method was adopted (Probability Sampling) the required number of customers were not selected according to area sampling procedure but the required number of sample (sample size) 300 were selected.

Finding & Interpretation

Interpretation means explaining and finding the meaning of data. Since the explanation of data without analysis is very difficult or impossible, interpreting the results achieved after analysis is necessary and it enables a researcher to reach truths and the use of its results. As per analysis it is find out that majority of customers lies in the category of 20-30 years of age group with 94%, majority of the respondents' belong to male category with 94%, 60% of customers annual income lies in the category of below 500000 income, majority of the respondents says that the performance of the Maruti service is good, the researcher has using questionnaire as a research tool with five point Likert scaled questions. Out of total sampled

respondents, 2% of the respondents highly dissatisfied, 4% of the respondents dissatisfied, 27.6% of the respondents are neutral, 60% of the respondents satisfied and 6.4% of the respondents strongly satisfied about the flexibility to accommodate the customer’s visit for service/Repair as per customer’s convenience.

Hypothesizes of the Study:

Hypothesis:

H0: Customers are not satisfied with after-sales service of Maruti Suzuki.

H1: Customers are satisfied with after-sales service of Maruti Suzuki.

Justification of hypothesis:

Researcher has observed during the data collection that customer satisfaction for Maruti Suzuki is a key factor in formulating the promotional plans. As dealers are trained by the Maruti Suzuki in such a way that should start thinking that the satisfied customers will probably talk to others about their good experiences. This fact has become more important in the world where customers started posting their opinions on the face book.

| One-Sample Test | | | | | | | |
|--|--------|----|-----------------|-----------------|---|--------|--|
| Test Value = 0 | | | | | | | |
| | T | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | | |
| | | | | | Lower | Upper | |
| Satisfied with Maruti's Service | 32.721 | 49 | 0 | 4.02 | 3.7731 | 4.2669 | |
| Workshop on remainder for due date of vehicle Servicing | 29.786 | 49 | 0 | 3.84 | 3.5809 | 4.0991 | |
| Handle customer complaints directly and immediately | 29.516 | 49 | 0 | 3.7 | 3.4481 | 3.9519 | |
| service advisors understanding about vehicle problem. | 34.34 | 49 | 0 | 3.8 | 3.5776 | 4.0224 | |
| Explanation of work done & charges for Service/repair at the time of delivery of the vehicle | 27.961 | 49 | 0 | 3.64 | 3.3784 | 3.9016 | |
| Service center are provide vehicle pick and drop facility at the time of vehicle servicing | 30.049 | 49 | 0 | 3.98 | 3.7138 | 4.2462 | |
| Availability of skilled staff at workshop | 34.871 | 49 | 0 | 3.86 | 3.6376 | 4.0824 | |

| | | | | | | |
|--|--------|----|---|------|--------|--------|
| The Comfort of waiting area.(including seating, amenities, refreshments) | 28.695 | 49 | 0 | 3.74 | 3.4781 | 4.0019 |
| Availability of various modes of payment options for vehicle servicing | 33.362 | 49 | 0 | 3.76 | 3.5335 | 3.9865 |
| Your satisfaction on getting all the work done right in one visit. | 28.695 | 49 | 0 | 3.74 | 3.4781 | 4.0019 |
| The communication media (telephone, SMS) used to arrange your visit to workshop | 35.224 | 49 | 0 | 3.74 | 3.5266 | 3.9534 |
| The transportation provided for dropping and picking you from nearest convenient location. | 33.754 | 49 | 0 | 3.82 | 3.5926 | 4.0474 |
| Workshop provides the servicing/ Repairing facility on holiday /weekends | 34.954 | 49 | 0 | 3.9 | 3.6758 | 4.1242 |
| Vehicle is given back after servicing on estimated time given by Service advisor | 30.545 | 49 | 0 | 3.84 | 3.5874 | 4.0926 |
| The Actual time required Service/repair of your vehicle | 34.34 | 49 | 0 | 3.8 | 3.5776 | 4.0224 |

Inference:

Since, p (i.e. 0.000) < 0.01, therefore the null hypothesis is rejected and alternative hypothesis is accepted, from this result researcher can analyze that there is association between customer satisfaction and after sales service. There is evidence of strong positive relation between customer satisfaction and after sales service.

Suggestions:-

Based on this study, the researcher suggests the following measures

- i. The company can give a reminder to the customer for vehicle service through Telephone / Auto SMS facility, and develop a system of pickup and drop for sending the vehicles to the workshop.
- ii. Time to resolve customer complaints should be minimized and an attempt should be made to resolve it on the same day
- iii. As far as after sales service is concerned, Maruti Suzuki service center should give discounts on spare parts and accessories, after sales for a period of a year or two to

stimulate and delight the customers. For critical cases, alternate vehicle facility can be provided to the customer.

- iv. Online pick up facility for vehicle service operations and skillful Service advisor and Technician can add to this.
- v. The company can think of giving different service benefits and offerings according to the various customers as per their segments.
- vi. Maruti Suzuki services center should provide good after sales service and also maintain good relations with customers so as to develop goodwill and create a customer-friendly image.

Conclusion:

The research thus performed to assess the level of customer satisfaction on the services provided at the service centers for Maruti Suzuki owners in Pune city, wherein 3 service centers were taken as a sample which according to the researcher, represented the population adequately. The research revealed that services provided by Maruti Suzuki Service centre or workshops to the customers are highly satisfactory.

Following is the gist of points appreciated by the customers:

- i) The understanding level of service staff at the servicing of vehicle problem
- ii) Response given by service staff at the service center.
- iii) Billing system provided by the service center and the multiple modes of bill payment services available to them.
- iv) The servicing center of the vehicle could be performed either on the holiday or on weekends.
- v) The skill sets of the staff at the workshop.
- vi) An appropriate stock of the spare parts that may be required for servicing the vehicle.
- vii) Quick service

Overall, the customers are highly satisfied with the service quality of after sales services and the level of customer satisfaction amongst the owners of Maruti Suzuki in the city of Pune.

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