

A Study on Consumer Attitude towards After Sales Service at Varun Motors Pvt Ltd.

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Abstract: *In today's competitive business landscape, prioritizing customer satisfaction and retention is paramount for sustained success. This abstract highlights the significance of after-sales service management in fostering customer loyalty and brand advocacy. By promptly addressing customer queries, providing efficient delivery, installation, and warranty services, and ensuring timely resolution of claims, businesses can enhance customer satisfaction and cultivate long-term relationships. Collaboration across departments, including Marketing, Finance, Operations, and Human Resources, is essential for aligning strategies with the company's mission and vision. Research indicates that robust after-sales service positively influences customer attitudes toward products, offering valuable insights for manufacturers to enhance product development. This abstract underscores the importance of integrating customer insights into all facets of business operations to drive growth and build a strong brand reputation.*

Keywords: customer satisfaction, after-sales service, customer loyalty, brand advocacy, cross-departmental collaboration

1. Introduction

According to Philip Kotler "Marketing is a social process where individuals and groups get what they need and want by creating and exchanging products and the value of others". Sales executives work with how organizations and individuals can better manage their exchange activities to generate income for themselves and others. Nowadays customers are available, they are not just looking for products but looking for something else! Marketing is the process that starts with the customer and ends with the customer. The customer has become a primary focus, and all marketing strategies revolve around him. Previously the manufacturer manufactured the product and sold it to the customer without value after the sale. But the market has changed completely now, depending on the customer needs for services designed and offered. In this competitive market consumers are becoming increasingly aware, not only of the products purchased first but also of the quality of the product and its continuous performance. A reseller is a set of business operations that add value to products and services that consumers are selling for personal or family use. Hypermarkets are large automation departments that sell a mix of products and offer depth to a mix of food and non-food products. This type of store has anywhere from 100,000 to 300,000 Feet. The hyper and high-end markets include meat, fresh produce, milk, and baked goods, as well as shelf space used in canned and packaged materials as well as various non-food items such as kitchenware, household cleaners, pharmacy products, and household goods. Some supermarkets also sell some of the most common household products, such as alcohol (when allowed), medicine, and clothing, and some stores sell a wide variety of entertainment. The growth of Indian supermarkets in recent years has been very gratifying to me. With the economic liberalization and the opening of the Indian market to foreign investment, the growth of the Indian economy was severely hampered. Indian supermarkets often sell groceries and household goods electronics. After-sales service is a marketing strategy designed to create a product image that ultimately results in Brand's credibility. This paper focuses on the analysis of customer status for service after the sale.

To conduct a comparative study, four top markets were selected in the city of Mysore. They are Big Bazaar, More, Fair, and Easy World. Purpose of the study aims to confirm the following objectives.

Need for the study

- The present study is to attempt towards examining the attitude towards after-sales services of "Varun Motors Pvt Ltd."
- To identify the consumers' influence by their attitude towards after-sales service to maintain present customers and to create new customers.
- To investigate the customer satisfaction towards service quality through feedback.
- To find the relationship towards the delivery of the product and steps taken for warranty and guaranty towards service.

Scope of the study

- This study will guide me to understand customer preferences and their needs expected towards after-sales services.
- This study will not only guide me as a student but also, I can suggest Varun motors Pvt Ltd., to improve their service quality and standards.

2. Research Methodology:

Objectives of the study

- To identify consumer behavior towards after-sales service.
- To differentiate the analysis of after-sales service in Varun Motors Pvt Ltd.
- To reach the options of consumers on major issues related to after-sales service.
- To examine and measure to improve after-sales service.
- Random sampling techniques and used simple percentage

Sources of Data

The present study is based on both primary and secondary data. However primary data will be used for analysis.

• **Primary data:**

The sources of the primary data for the present study to be collected through the personal interviews using research instrument as close - ended questionnaire. Data will be obtained from different public and private organizations in Hyderabad city through the structured interview schedule.

• **Secondary data:**

The secondary data includes data to be collected from journals, periodicals such as magazines, business newspapers, and from subject related books. Industry and company profile will be collected from different public and private sector organizations by their company records and various books on marketing practices and related theories.

Size of the research:

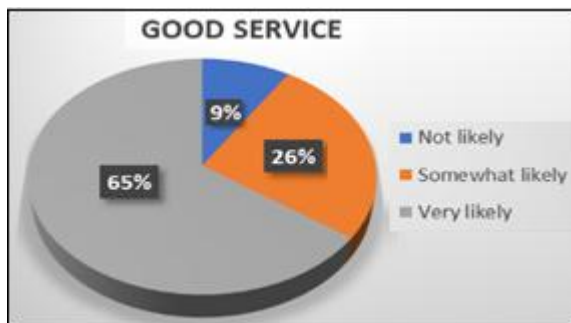
Size of the research conducted is 100

Data has been collected through: Data as been collected through “Google Forms”.

Statistical tools used: Random sampling techniques and used simple percentage

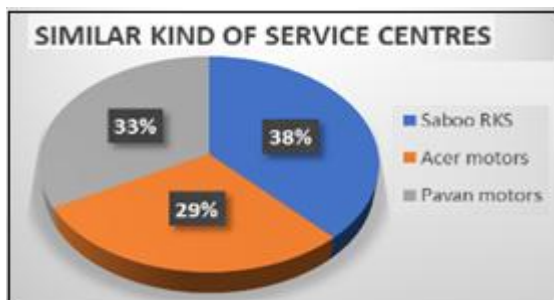
3. Data Analysis and Interpretation

1) How likely do the consumers continue with the company when services are good?



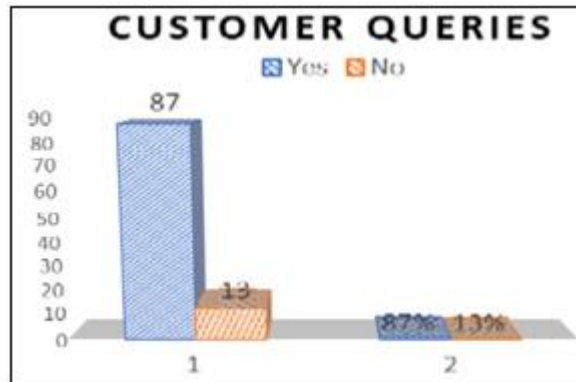
Interpretation: From the above table, it is observed that 65% services are good then the customers will continue with the company, 26% of customers answered somewhat likely and only 9% answered not likely. So, this shows that most of the customers will be attached to the company for a long period.

2) Which service center is providing a similar kind of service like this?



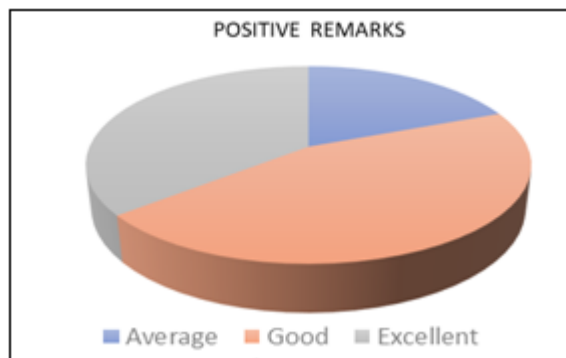
Interpretation: 29% support Acer motors and 33% support Pavan motors. It shows that almost all three companies provide similar services as Varun motors.

3) The experience of the customers, are their queries promptly attended? Graph: 3



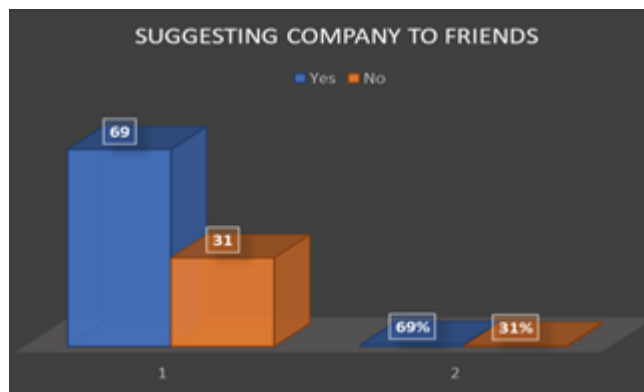
Interpretation: 87% of consumers have supported that their queries are promptly attended by the company and only 13% have said no that their queries are not attended as per requirements.

4) What are the positive remarks you get from consumer attitude?



Interpretation: As per the above table,, 45% have given good and only 19% given an average answer. This shows that most of them have a good opinion about the company.

5) Will you prefer your friends or peers about the company for certain purchases?



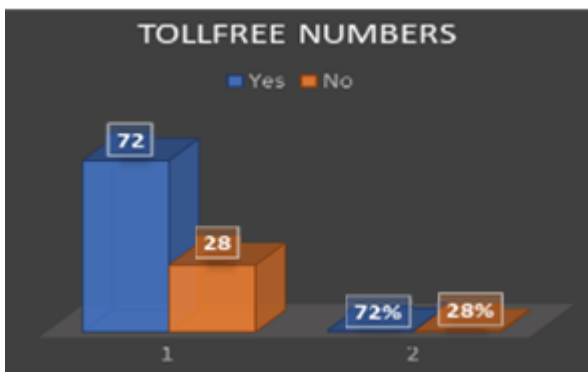
Interpretation: This says that most of them will prefer this service center.

6) Which promotional tools can influence a customer for purchasing from Varun motors?



Interpretation: As per the survey automobiles from Varun motors, 39% support sales promotion, and only 16% support direct marketing.

7) Can we study the attitudes of the customers through toll - free numbers? Graph: 7



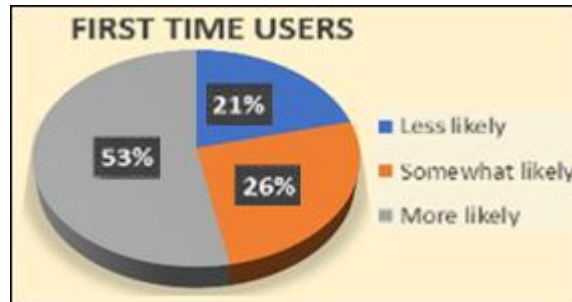
Interpretation: From the above bar chart through toll - free numbers and 28% of the people opposed it. So it is observed that more people have given positives for the survey.

8) If anyone asks about the services given by Varun motors what will be your suggestion?



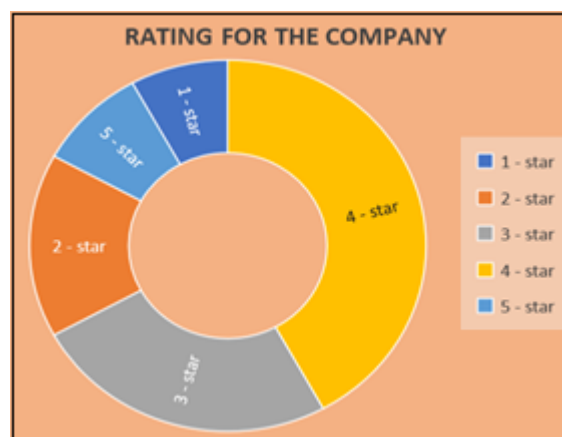
Interpretation: From the above pie chart 28% answered as average and 7% answered as bad. So this says that more people have a positive impression of the company.

9) How often the first - time users are visiting the company for re - purchases?



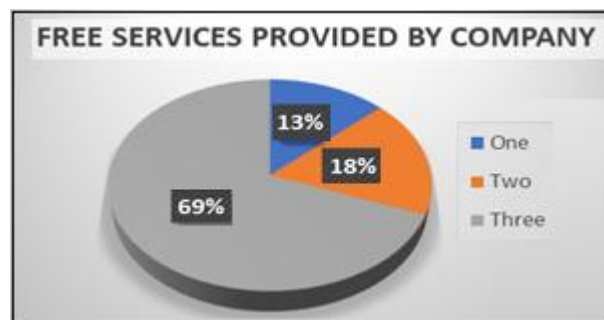
Interpretation: This above table 26% are somewhat likely and 21% are more likely supported. This confirms that closely half of the first time users visit for purchasing the second time.

10) What is the rating for this company as per consumer attitudes?



Interpretation: In the above table, Varun motors, 42% gave 4 stars, 25% gave 3 stars, 16% gave 2 stars & 8% gave a 1 - star rating. We can confirm that most of the people have given 4 ratings to the company.

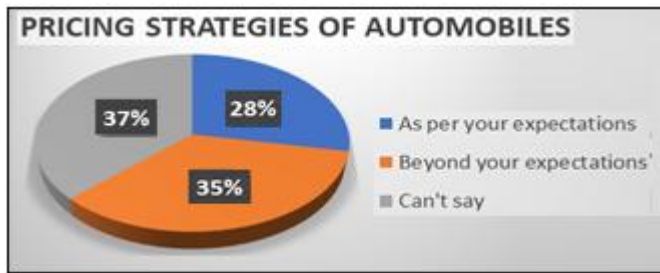
11) How many free services does this organization provide for any car?



Interpretation: The above pie diagram shows that 69% of the people said that this service center provides three free services, So as per this, it can be seen that nearly 70 percent of the people have supported that the company provides 3 free services.

12) Pricing strategies of these automobiles are?

customer's needs and desires which can be developed by manufacturers to improve their products.



Interpretation: From the above pie diagram we can know that 28% of the people say that pricing strategies of these automobiles are as per expectations, 35% say as beyond expectations and 37% answered can't say.

4. Findings

- The survey reveals that Varun motors are the main service centers for Maruthi Suzuki cars.
- It also opens that most of the consumers have a positive attitude towards the company.
- One of the main things about these motors is that it provides customers with an amazing credit facility.
- The other matter is that the pricing strategies of the company are as per the affordability of the buyers of the cars.
- It also is revealed that there are many models available but the most preferred model is swift.

5. Suggestions

- It can be suggested that the company needs to expand more branches all over the country.
- We can also suggest that repair charges & replacement charges have to be decreased by the company.
- The company has to use more new techniques in influencing the customers.
- It has to implement more ideas to dominate the competitors.

6. Conclusion

Customers are the assets of all businesses. Marketing professionals should try their best to convince their customers to come back to their organization. In the current context, good word of mouth plays a vital role in developing brands as well as products. The company needs to adopt good after - sales service management to improve its performance customer efficiency. This can help integrate customer insights and build a stronger force in delivery, installation, and warranty. The company should not delay the claim made by the customer and try to fulfill its promises either repair or replacement of new product. After - sales service plays a huge role in customer and customer satisfaction maintenance. It makes loyal customers. All departments must be Marketing, Finance, Jobs, and Human Resource collectively to achieve the mission, vision, and goals of the company. Studies have shown that customers have a positive attitude according to after - sales service for white goods. This study gave the potential to know the