

Customer Satisfaction Towards After Sales Service: A Case Study Analysis

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Abstract: *Customer satisfaction is a strategic goal of any organisation: since a satisfied customer is the core concern of any organisation, they pay close attention to the factors that influence customers' satisfaction. After sales service is one of the important factor that influence customer satisfaction in case of durable goods. After sales service is needed to prevent dissatisfaction, frustration and ill will among present customers against the product and its manufacturers. This study entitled Customer Satisfaction towards After Sales Service is a micro level study attempting to focus on After Sales Service in automobile industry in Goa. This study basically focuses on after sales service offered by "Alcon Hyundai". This study has considered different aspects of after sales service that has impact on customer satisfaction. In this paper a field survey has been conducted to study customer satisfaction regarding different aspects of after sales service offered by "Alcon Hyundai" Service Centre, Goa. The data required for study is collected through a structural questionnaire. It includes opinion of customers on procedure of taking appointment, time consumption for servicing, opinion about service staff, cost of servicing etc.*

Keywords: Customer satisfaction, After Sales Service, Automobile

1. Introduction

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 (Oliver, 1997).

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 (Philip Kotler, 2003).

Marketers have discovered that it is generally more profitable to maintain existing customers than to replace them with new customers. Retaining current customers required that they be satisfied with their purchase and use of the product. Therefore, customers' satisfaction is a major concern of marketers.

2. Factors determining Customer Satisfaction

Customer satisfaction could be related to various business aspects like marketing, product manufacturing, technological and engineering aspects of products & services, marketer's capability to commit on deadlines, cost, quality and performance of product, response to customers problems, post delivery services, complaint management etc.

The above factors could be widely classified under two categories. The first category is regarding engineering & technological aspects of product and service, quality, cost and performance of the product and service. The second category depends on the behavior of senior managers and other employees and all other functional activities like customer response, maintenance services, complaint management etc.

It is practically impossible for the marketer to provide all the above features. There are always some positive as well as negative features in product and service which will influence level of customer satisfaction. The final opinion is the sum of overall experiences which a customer percept.

3. After Sales Service

Almost all consumer durable goods need post sales servicing .After sales service is an important aspect of a marketing transaction. Such service covers repairs, spare parts and smooth maintenance at lower charges after the product has been sold and being used. The need for such services arises to prevent dissatisfaction, frustration and ill will among customers against the manufacturer's product (Memoria C. B, Suri R. k & MemoriaSatish, 2006).

Market Research emphasizes the importance of After sales service for marketing of costly and durable goods. If company provides prompt and effective after sales service than the buyer takes decision to purchase that product. After

Sales Service is common for costly and durable goods such as electrical appliances, refrigerators, coolers, TV sets, computers, Washing machines, Automobiles and other costly domestic appliances.

In today's competitive market, manufacturers should consider After sales service as an important variable of Product-Mix. Company which provides prompt and efficient After sales service will have upper hand over its competitors. Better service will create company's image and reputation. Prompt After sales service gives word of mouth publicity.

4. Literature Survey

Puja Waliemann, Jha Manish (2015), in their research study on " The quality of services and their impact on Customer Satisfaction in the Telecom Sector with reference to Mobile service Providers", assesses the satisfaction level of the consumers encompassing the quality of the technical services, quality and operational aspects of gadgets. The analysis in this paper throws light on the consumption behavior of mobile phone users in Karnal and Panipat. It covers aspects like usage pattern of mobile phone services, assessment of level of satisfaction, preferences for various attributes and facilities of gadgets and so forth. The finding of research shows that prime focus of the mobile service providers must be on improving the quality of services provided by them. More effective Network connectivity, additional offers and tariff plans are the main features that influence customer's decision of choosing service provider.

Tapan Panda K and Das Satyabrat.(2014), in their research paper on, "The role of tangibility in service quality and its Impact on External customer satisfaction: A Comparative study of Hospital and Hospitality Sectors", focuses on how tangibles affect the external customer satisfaction. Tangibles are the 'visible' aspects of the service that are employed by businesses to improve external customer satisfaction. The hospitality industry employs trained people to increase empathy and improve the quality and promptness of service, thereby improving external customer satisfaction. This study identifies tangible elements of services such as physical facilities, equipments and people, physical presentation that affect customer satisfaction for both Hospital and Hospitality industry. In conclusion it was observed that tangibility, assurance and responsiveness are the key influencers in generating customer satisfaction for Hospital and Hospitality. Since services are inherently intangible, it is important for managers to tangibilize with physical facilities and system.

Identification of Research Problem

From the above literature survey it is understood that no specific research study has been undertaken in the area of Customer Satisfaction towards after Sales Service in Automobile industry in Goa. In this regard, the present study is a pioneer in nature.

5. Research Methodology

For the present study the following research methodology has been adopted.

Research Objectives

The main research objective of the study is to analyse the customer satisfaction towards After Sales Service, However, the specific objectives are:

- 1) To study the "After Sales Service" in automobile industry in Goa
- 2) To study the customer satisfaction towards After Sales Service of the selected unit.

To study the above objectives the entire state of Goa is considered as universe. A sample of one automobile unit is selected and studied, i.e. Alcon Hyundai showroom & service at Porvorim -Goa. To analyse the customer satisfaction a sample of fifty customers from Bicholim and Bardez Taluka were selected and studied.

6. Case Study Analysis

There are three Hyundai workshops/ service centres located in Goa. One of Hyundai service centre located at Verna (South Goa). Two service centres located in North Goa, namely; 'Goa Hyundai' which is located at Caranzalem, Panajim and 'Alcon Hyundai' located at Porvorim, Bardez, Goa.

Customers Feedback

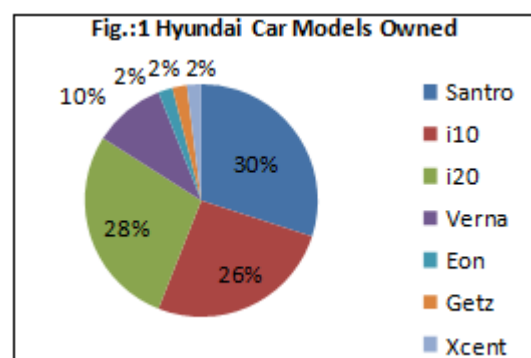
Customers' feedback in relation to After Sales Service is important for any automobile company. Customers' feedback will help to identify the weaknesses and the ways to overcome weaknesses. It will help the company in improving its services.

Alcon Hyundai also collects service feedback from their customers. They give the customers "service quality feedback card", which contains various types of services provided by Alcon Hyundai to its customers and request the customers to rate and express their satisfaction level on various services provided by them.

Analysis of customer's opinion

I] Hyundai Car Models Owned

Alcon Hyundai offer different models of Hyundai car. These models include santro xing, eon, xcent, getz, i10, i20, verna and elantra .following pie diagram indicates car model possessed by customers/respondents



Source: Drawn from primary data

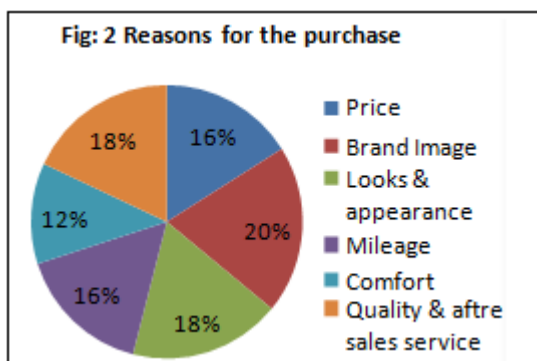
From the above pie diagram one can infer that

- 30% of the selected Alcon Hyundai customers possess Santro Xing.
- 26% of the respondents have bought i10.
- 28% of the Hyundai customers possess i20.
- 10% of the respondent possess Verna car.
- 02% each of the respondents possess Eon, Getz and Xcent.

II] Reasons for the purchase of Hyundai car

While buying any car, customer takes into consideration different factors. These factors are price, brand image, looks/appearance, mileage, comfort, quality and after sales service.

Following pie diagram indicates reasons for the purchase of Hyundai car by the respondents.



Source: Drawn from primary data

The above pie diagram reveals that;

- 16 % of the respondents gave importance for price at the time of purchase.
- 20 % of the customers gave importance to brand image of Hyundai.
- 18% of the respondents said that they preferred Hyundai because of looks and appearance.
- 16% of the respondents gave importance to mileage.
- Only 12% of the respondents felt that comfort is important.
- 18% of the respondents gave more importance to quality and after sales service while buying Hyundai car.

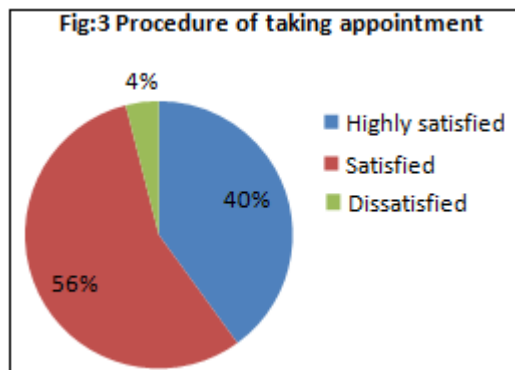
III] Satisfaction level of respondents(Alcon Hyundai customers)

After sales service is one of the important point to be considered by customer while purchasing any consumer durable product; It is very important in relation to four wheelers.

The opinion of respondents (Alcon Hyundai customers) in relation to different aspects of after sales service is as follows.

A.Procedure of taking appointment

Following pie diagram indicates the satisfaction level of Hyundai customers regarding the procedure of taking appointment for car servicing.



Source: Drawn from primary data

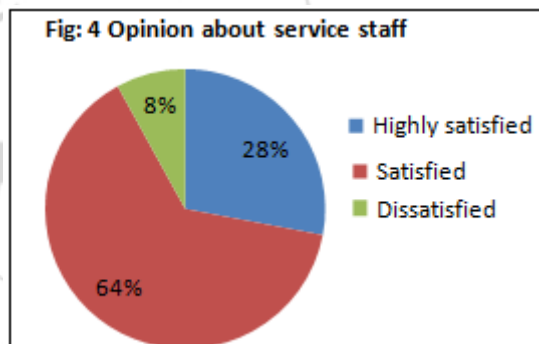
The above pie diagram shows that:

- 40 % of the respondents are highly satisfied about procedure of taking appointment
- 56 % of the AlconHyundai customers are satisfied.
- Only 04 % of the respondents are dissatisfied.

B. Opinion of customers about service staff

Behaviour of staff or employees is also an important aspect of after sales service. Courtesy and positive attitude of staff influence customer's opinion about after sales service.

Following pie diagram indicates satisfaction level of respondents in relation to behaviour of staff of Alcon Hyundai service workshop.



Source: Drawn from primary data

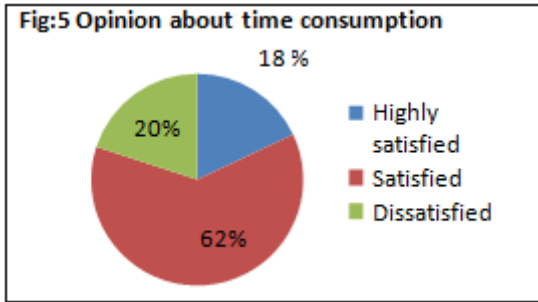
Above pie diagram indicates that:

- 28% of respondents are highly satisfied with behaviour of staff.
- 64% of the respondents /Alcon Hyundai customers are satisfied with staff behaviour.
- Only 8% of the respondents said that they are dissatisfied.

C .Opinion about time consumption

Prompt after sales service is very important for all consumer durables. Timely delivery of car, servicing /repairing is very important aspect of after sales service.

Following pie diagram indicates satisfaction level of Hyundai customers in relation to time consumption for servicing /repairing.



Source: Drawn from primary data

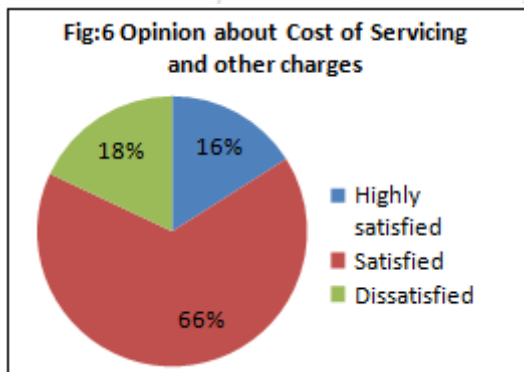
It can be interpreted from the above diagram, that

- Only 18 % of the respondents are happy with time consumption for servicing their car.
- 62 % of the respondents are satisfied with time taken for servicing/repairing of their car.
- 20 % of the respondents are not satisfied .They feel that car is not delivered in time after servicing/repair.

D.Opinion about Cost of servicing and other charges

In case of consumer durable goods, after sales service includes free service for repairs and replacement of defective parts during guarantee period and thereafter services are provided at reasonable charges.

Following pie diagram indicates opinion of respondents about cost of servicing and other charges.



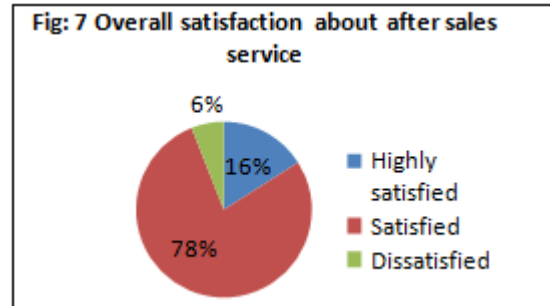
Source: Drawn from the primary data

Above pie diagram indicates:

- 16% of respondents are highly satisfied with service charges. They feel that service charges are low.
- 66% of customers of Alcon Hyundai are satisfied and find that cost of service is reasonable.
- 18% of respondents said that they are not satisfied with service charges, as they are high.

E .Overall satisfaction about after sales service

Following pie diagram indicates the opinion of customers regarding after sales service offered by Alcon Hyundai workshop.



Source: Drawn from the primary data

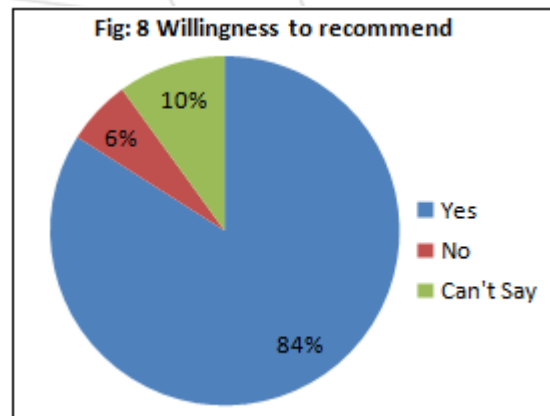
The above pie diagram indicates that;

- 16% of the respondents said that they are highly satisfied with the after sales service offered by Alcon Hyundai
- 78% of respondents are satisfied with after sales service.
- Only 06% of Alcon Hyundai customers are not satisfied with after sales service.

IV] Willingness to recommend

It is said that when a customer is fully satisfied about the performance of any product, he will recommend that product/brand to others. In other words the satisfied customer gives free words of mouth publicity for the product.

Following pie diagram indicates willingness of Alcon customers to recommend Alcon Hyundai car to others.



Source: Drawn from primary data

From the above pie diagram it can be inferred that:

- 84% of selected Alcon Hyundai customers will recommend Hyundai car to their friends and relatives
- 06% said that they will not recommend Hyundai car to others.
- 10% of customers said that they can't give any opinion.

7. Conclusions

Based on the study conducted on the topic, "Customer satisfaction Towards After Sales Service -A case study Analysis" The following conclusions are drawn;

- After sales 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 company/dealer.
- Alcon Hyundai is an authorized dealer of Hyundai Motor India Limited in Goa. Alcon Hyundai collects feedback from their customers after repair or servicing of Hyundai

car. Alcon Hyundai is keen to get feedback on service experience from their customers.

- It is observed that Alcon Hyundai is focussing on improving their after sales service. They collect feedback on time taken in workshop to attend customer, time taken for servicing/repairing, charges of repairing or service, and overall experience of customers about after sales service.
- Alcon Hyundai also issue owner's manual and service booklet to customers at the time of purchase of car. The booklet includes information about warranty policy, Emergency Instructions, vehicle maintenance requirements, free service coupons and other information.
- Alcon Hyundai workshops also contact their customers to remind them about dates of free service. They also remind customers regarding regular servicing, after warranty period. They also contact their customers when they organize free or paid check-up camp for cars in their workshop.
- It is observed that 96% of selected Alcon Hyundai customers have no complaints about procedure of taking appointment for servicing or repair of car.
- Satisfaction level of customers in relation to after sales service also depend on interaction of customers with the workshop staff/employees. Only 8% of Alcon Hyundai customers are not happy with the behaviour of Staff. It means majority of Hyundai customers are satisfied with staff behaviour.
- Prompt after sales service is important for any vehicle. Service workshop should ensure that car is ready and delivered at the date and time promised by service advisor.
- Service charges and other cost of repairing /servicing are important factors that influence satisfaction level of customers. Alcon Hyundai workshop gives estimate of car servicing & repairing to their customers. There is only 18% of the Alcon Hyundai customers who are not satisfied with service & repair charges. They feel that repairs and service charges are high.
- It is good to notice that the majority of Alcon Hyundai customers are satisfied with after sales service offered by Alcon Hyundai workshop. 78% of selected customers are satisfied and 16% of customers are highly satisfied. It means only 6 % of customers are not satisfied with the after sales service of Alcon Hyundai. Majority (84%) of Alcon Hyundai selected customers have expressed their willingness to recommend Hyundai car to their friends and relatives.

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