

# A Study on Customer Satisfaction After Sales Services with Reference to Maruti Suzuki in Guntur

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**ABSTRACT** - From the non technological period to the highly sophisticated self guided automobile that is produced, we have covered lot of distance. The opportunities in the automobile industry in India are attracting big manufacturers with big wallet and encouraging them to invest heavily on infrastructure, R & D and marketing. The automobile industry contributes significantly to the Indian economy. To attract and retain the customers the dealers are forced to attract the customers by offering discounts as the revenue for the dealers comes through sale of the vehicles. Hence, customer satisfaction becomes an important aspect of the automobile dealers resulting in increased sales leading to higher income for the dealers and manufacturers. The satisfied customer increases the sale of the manufacturers by speaking well through word of mouth. The objective of this paper is to evaluate the consumer's perception and their satisfaction in relation to after sales services provided and to assess consumer's acceptability of after sales services conditions by Maruti Suzuki. A structured questionnaire was designed to collect the responses. The study conclude that majority of customers are fulfilled with the services.

**Keywords:** Awareness, Customer Preference, Satisfaction,

## I. INTRODUCTION

In the present internet age, the Indian customers moved to the global markets and offerings of the manufacturers. The Indian customer expects the similar quality/product and services. The broad range of brands from the various companies with minimal change in the description within the similar price brand encouraged the customers to be switchers. The automobile companies are facing the biggest challenge of selling and retaining the customers without compromising on offering outstanding services. Thanks to the Government for their support in inclination of the automobile sector. With the entry of different players into market there is a need to concentrate on economical service network to survive in the competitive market with regard to range of the products, quality and service. Every year the new vehicles have to be sold, serviced and maintained. Also, the automobile manufacturers have to concentrate on how to sell new vehicle, servicing and maintaining the same. So far quality used to be the important factor to satisfy and retain the customers. The performance of any

auto producer with reference to its customer depends on its strong distribution network

## II. LITERATURE REVIEW

Different research articles in the recent past emphasized the association between customer satisfaction and service quality. (Bitner, 1990; Bolton, Drew 1991; Parasuraman, Zeithaml, Berry, 1985). Observed value of the service is an important competitive force and basic forecaster of customer satisfaction, trustworthiness towards the brand and economic performance. (McDougall and Levesque 2000; Cronin, Brady, Hult, 2000; Anderson et al., 1994; Dodds et al., 1991; Zeithaml, 1988). The organization after selling the vehicle has to concentrate on providing qualitative after sales service. They should not feel that it is wasting time and resources in satisfying the customers. The primary objective of designing the system for customers is to experience the service as offered by the manufacturer through which it leads to economic gain. (Parasuraman, Zeithaml, Berry, 1985; Greising, 1994; Rust, Zahorik, Keiningham, 1995).

Service is not similar to the product manufactured by the firm. Service quality requires the involvement of employees and understanding how the employees are offering the service. (Lehtinen, Lehtinen, 1982; Bhatti, Waris, Zaheer, Rehman, 2011). Rigopoulou, I. D et al., (2008) revealed that after sales service quality has an effect on customer satisfaction, which in turn influence behavioral intents. The increase or decrease of market share of the company depends on its service quality and customer perception towards it. (Anderson, Zeithaml, 1984; Buzzell, Gale, 1987). Customer satisfaction is very essential for the survival of any company. The objective is to think beyond and concentrate on improving consumer loyalty by maximizing customer's perception regarding the service quality (Hu, Jay, Thanika, 2009). In present competitive world offering qualitative service is important factor of success for which the employees have to play a key role. (Dawkins, Reichheld, 1990; Parasuraman, Zeithaml, Berry, 1985; Reichheld, Sasser, 1990; Bhatti et al., 2011b). Customer satisfaction helps the organization to retain the customers. Good customer retention percentage increases the sales turnover and productivity. (Choudhary et al., 2011). Raddats (2011) quoted customers demand a comprehensive solution package ranging from certain product a specific service package. (O, S.A, & P.O, 2013). Hussain, N., Bhatti, W. A., & Jilani, A. (2011) results show that all chosen independent variables (V1: Core service or service product V2: Human element of service delivery V3: Systemization of service delivery: Non-human element V4: Tangibles of service (service escapes) V5: Social responsibilities) perform appreciably excluding V1: Core service or service product that is relatively less significant but has no harmful impact on customers satisfaction. Shaharudin et al. (2009) worked on the influence of delivery time, installation and assurance on customer satisfaction and in his investigation the outcome of coefficient of delivery and assurance are 0.355 and 0.392 that shows the straight relation of both autonomous variables on customer satisfaction. Goffin and New (2001) observed that after sales service enhance the value derived by the customers over the complete product life cycle. Kurata and Nam (2010) and Ahn and Sohn (2009) stated that after sales services can build sustainable relationship

with customers and contribute immensely to customer satisfaction by providing various services during the entire phase of a product life cycle, the manufacturer can promise the smooth performance of the product leading to customer satisfaction. Rajesh Amonkar (2016) study reveals that majority of Alcon Hyundai customers are satisfied with after sales service offered by the workshop. Nivethika, V. and Yoganathan, Duwaraka (2015) examined the research problem of whether after sales service have an impact on customer satisfaction in LG electronics products in Sri Lanka and his findings exposed that there is a constructive and considerable impact of after sales service on customer satisfaction. Zeinab Maghsoudlou, Z., Mehrani, H., & Azma, F (2014) study too revealed that there is positive correlation between after sales service and customer satisfaction. Pandu Rangarao, J (2013) stated that customers are satisfied with the services provided by Maruti.

### OBJECTIVES OF THE STUDY

- To evaluate the consumer's perception and their satisfaction in relation to after sales services provided to them by Maruti Suzuki.
- To assess consumers acceptability of after sales services conditions.

### III. METHODOLOGY

The present research mainly depends upon both primary and secondary sources of data. The secondary data is gathered from Articles, PhD Thesis, company reports and websites. The population of the study includes individuals who used after sales service of Maruti Suzuki. Primary data was collected using a structured questionnaire and the sample chosen is 100. To analyze the data graphs were used and percentages were calculated. To collect the information from respondent's the sampling method used is simple random sampling.

### IV. DATA ANALYSIS & INTERPRETATION

**Composite Table of Customer satisfaction on after sales service of Maruti Suzuki**

ATTRIBUTES	PERCENTAGE OF RESPONSES	
<b>Required tools and techniques for servicing</b>		
Strongly Agree	31	
Agree	25	
Neither Agree nor Disagree	18	
<b>Sufficient Spare Parts</b>		
Strongly Agree	32	
Agree	28	
Neither Agree nor Disagree	25	
<b>Servicing Charges</b>		
Very High	60	
High	28	
Economical	8	
<b>Delivery as per Schedule</b>		
Expensive	4	
Moderate	43	
Economical	53	
<b>Delivery as per Schedule</b>		
Always	50	
Most of the times	25	
Some times	20	
<b>Distance of Service Station</b>		
1-3 km	50	
3-6 km	30	
6-10 km	20	
<b>On road break down service</b>		
Excellent	39	
Good	57	
Poor	4	
<b>Problems with service station</b>		
Yes	5	
No	95	
<b>Dealers attitude towards customers</b>		
Workers Manager	Moderate	18
	High	77
	Very high	5
Service Advisor	Moderate	13
	High	77
	Very high	10
Service Supervisor	Moderate	16
	High	73
	Very high	11
Technicians	Moderate	8

	High	81
	Very high	11
<b>Helpful if service station is kept open on Sundays</b>		
Yes		92
No		8
<b>Suggest the best working time for the service station</b>		
10:00 AM to 06:00PM		60
09:00AM to 07:00PM		20
08:00AM to 07:00PM		19
08:00AM to 06:00PM		1
<b>Satisfied with the overall service provided by the service centers</b>		
Strongly Agree		26
Agree		71
Neither Agree nor Disagree		2

## V. FINDINGS

- ❖ 71% of the respondents are happy with the overall service given by Maruti dealer. Company collects opinion of customer on time taken to attend the complaint, also time taken for service/repair, amount charged for repair or service, and on the whole the experience of customers regarding after sales service.
- ❖ 77% of respondents are satisfied with the behavior of workers manager, service advisor. Customers stated that the technical knowledge of the personnel is up to the mark and they were able to settle the problem within time.
- ❖ 92% of customers are with positive opinion if Sunday car servicing is provided.
- ❖ 57% of respondents are satisfied with on road break down service.
- ❖ Only 50% of the respondents are satisfied with delivery of vehicle after servicing.

## VI. SUGGESTIONS

Various businesses use after sales service strategy to improve sales; build customer relationships which contribute towards the growth of profits. Providing better after sales service will influence the customer positively and he keeps on coming back to the same service centre and also they will refer to others. In this regard, the following suggestions are presented:

- Majorly the amount that is charged for service and also cost of repairing are the most significant factors that influence the satisfaction level of customers. In this study customers felt that repair and service charges are high and suggested to decrease the labor charges
- Customers informed to update with latest equipment to reduce servicing time s
- Majority of the customers asked to adjust servicing and repair timings as per the requirements.
- On road breakdown service can be improved.
- Customers requested the staff of Maruti Suzuki to focus on delivery of cars as per schedule given.

## VII. CONCLUSION

A customer who has a superior understanding with the concerned merchant may perhaps use the similar brand yet again whereas the consumer who experience troubles with a particular brand might not utilize the same in next time. The central activity of any business is to attract and maintain consumers. For this motive improving quality is important for existing customer and also for attracting novel customers. Maruti Suzuki has a healthier customer satisfaction ranking. Customer's satisfaction towards organization constructs long term relationship & strong value in them. The firm has been flourishing in filling individual requirements of consumers. Hence, customers have expressed their eagerness to suggest Maruti Suzuki to their friends and relatives. In this research only one brand has been chosen to analyze the impact of after sales services on customer satisfaction whereas further study can focus on multiple brands.

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