

# **A STUDY ON CUSTOMER SATISFACTION ABOUT AFTER SALES AND SERVICE PROVIDED BY SRI KALPANA MOTORS PRIVATE LTD**

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## **ABSTRACT**

In India, many companies entered the field of vehicle and market their services under various schemes. In turn the users of bikes regardless of age, sex, income are always on the increase but in practice the customers using on brand of bike are not permanent and they simply changes the bikes from one to another model according to their convenience and performance of bikes. Hence the present study on Customer satisfaction about after Sales and Service towards the use of Yamaha bikes with special reference to ParamathiVelurTaluk

## **INTRODUCTION**

Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. Thus, business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull. The topic “Customer satisfaction after Sales & Service” is chosen to study the service provided by Sri Kalpanaa Motors who are the dealers of SriKalpanaa Motors in the city of ParamathiVelur. This project deals with how by Sri KalpanaaMotorsdefines its consumer and uses its resources in the best way to attract and satisfy their needs and wants competitively and profitably. Here satisfying customers limited only till the service is provided after the sales, but

### **The Organizational Consumer**

The organizational consumer includes profit and not profit business, government, agencies and institutions manufacture companies must buy the raw materials and other components needed to manufacture and sell their own. Product service companies must buy the equipment necessary to render the services they sell government agencies must buy the office products needed to operate their agencies institutions must buy the materials they to maintain themselves and populations.

## Consumer Behavior

The need for customer service is not starting, and the means for bringing about the relatively well known, Nevertheless too many business seem to accept the need and mean in theory but in practice they continue to deliver poor service. Retail stores whose owners are also managers tend to fare much better than chains that employees minimum – wage employees who doesn't care a what about helping customers.

A frequent customer of one company received a bill for merchandise he and returned. Company personnel not only ignored his repeated explanations but treated him as though he was a liar and a cheat. He viewed never or return and told his family and friends, who supported him by not enjoying in any business with the company. Here are 3 ways to improving the organization customer service.

Owner and managers must realize they lose a great deal of money by allowing poorly trained employees with surly personalities to represent them.

Skills can be thought. The right personality must be friend to being with hiring the cheapest employee rather than the best is more costly in the long run.

Remember your employees are your company's most important marketing and advertising tools. How they treat customers will determines whether customer returns, and what kind of word – of mouth they will spread about the company. Good service will bring the customer back. Superior service will be customers something to tell their family and friends.

## The role of consumer research

Consumer research is the methodology used to study consumer behaviour. Given the fact that there are two major theoretical perspectives consuming the study of consumer behaviour it is not surprising to conduct research studies that can be generalized to larger populations. The researcher done by interpretive on the other hand tends to be qualitative and based on small samples although they tend to view each consumption situation us unique and non replicable interpretive seek to find common pattern of operative value meanings, and behaviour across consumptions situations.

## Problem of the Study

In today's competitive world customer plays an important role in every business is to satisfy its existing customers and attract a new customer which is also known as acquiring customers.

Based on the above statement and have decided to take up my academic project on “A STUDY ON CUSTOMER SATISFACTION ABOUT AFTER SALES AND SERVICE “ of Yamaha at Sri Kalpanaa Motors, ParamathiVelur.

**NEED OF THE STUDY:**

The need of the study is to analyze the customer satisfaction after sales and service and full in the gaps if any which in turn can improve the service to the customer of Sri Kalpanaa Motors, ParamathiVelur

**Objectives of the Study**

- To know the after sales service perception of customers.
- To ascertain the satisfaction level & its influencers.
- To measure the impact of after sales service on future sales.
- To know the perception of customer regarding the charge and (rate) offered by the service center.
- To know the perception of customers on after sales service charge.
- To know the suggestion from customer's to improve the service center.

**Scope of the Study**

- This study will help me to understand customers, preference and their needs expected from the business owners. This study will not only help me as a student but it also assists ParamathiVelur to improve their service standard.
- This study axists Sri Kalpanaa Motors ParamathiVelur to improve their service standard.

**Research Methodology****Research design**

A research design is a arrangement of conduction's for collection for analysis of data in a manner that aims to combine relevance to the success of the research purpose with economy in procedure. Fundamental to the success of any research project is the sound research design. A research design is purely and simply the framework and for the study that guides the collection and analysis of data. It is a blue print that is followed in completing a study.

Simple percentage refers to special kind of ratio used in making comparisons between two or more series of data.

Simple percentage=Number of Respondents/ Total Number of Respondents

**Types of Research Design**

1. Exploratory research design.
2. Descriptive research design.

### 3. Experimental research design

#### Sample Population

A sample is simply a subset of the population. The concept of sample arises from the inability of the researchers to test all the individuals in a given population. The sample must be representative of the population from which it was drawn and it must have good size to warrant statistical analysis.

The main function of the sample is to allow the researchers to conduct the study to individuals from the population so that the results of their study can be used to derive conclusions that will apply to the entire population. It is much like a give-and-take process. The population “gives” the sample, and then it “takes” conclusions from the results obtained from the sample

#### Statistical tools

Tolls used for this study is,

- Simple percentage Analysis.
- Chi -Square Test

#### Limitations of the Study

- The responses given by the respondents may not be true.
- The respondents may be careless in responding to the questionnaire.
- The respondents may be illiterate.
- This study limits to the geographical area of ParamathiVelur.

#### FINDINGS

- 36 per cent of the respondents belongs to below25 years of age group.
- 42 per cent of the respondents belongs to Rs.5001 to Rs.7000 family income per month.
- 48 per cent of the respondents are in the status of Employees.
- 36 per cent of the respondents are having Yamaha Ray Z.
- 40 per cent of the respondents are opined that the location of the dealer is Convenience.
- 53 per cent of the respondents are opined that they are intimated service due date in time.
- 50 per cent of the respondents are opined that the time taken to attend the customer is Good.
- 30 per cent of the respondents are opined that the cleanliness of the service centre is good.

- 60 per cent of the respondents are opined that the respondents queries understand is good.
- The data collected from the study show that the majority (76.0 %) of the respondents have Mechanic. And also (63.5%) of the respondents are friends & Relatives.
- The data collected from the study show that the majority (50. 5%) of the respondents are price & quality. And also (35.5 %) of the respondents are agree.
- The data collected from the study show that the majority (34.0%) of the respondents are satisfied. And also (38.5 %) of the respondents are Highly satisfied.
- The data collected from the study show that the majorities (55%) of the respondents are highly looking for mileage, (45%) of the respondents are very highly preferred for Brand.
  
- The data collected from the study show that the majority (77%) of the respondents are highly satisfied for safety,
- The data collected from the study show that the majority (17.0 %) of the respondents have given rank 4 towards safety. And also (76.0%) of respondents are very good.
- Majority of respondents have bought YAMAHA FOR ITS MILEAGE.
- 74% of the respondents are highly satisfied with co-operation of the agency in selecting and maintain the bike
- 50 per cent of the respondents are opined better service.
- 41 per cent of the respondents are opined convenience in the delivery time.
- 44 per cent of the respondents are opined that the collecting reasonable charges in fair.
- 50 per cent of the respondents are satisfied in spare parts available.
- 60 per cent of the respondents' service department satisfaction is average.
- 34 per cent of the respondents are opined quick issues of reimbursement and also claim and settlements procedures.
- 42per cent of the respondents are opined staff cooperation is fair.
- 32 per cent of the respondents are opined service satisfaction is fair.
- 44 per cent of the respondents are opined that the service charges fair.

## SUGGESTIONS

- From the observation it is identified that the number of service people working in the company is very much low. Hence it is suggested that more number of service people may be appointed.
- The advisor in the front-office should be taking more care to attend to the customers without delays.
- Among the two wheelers, the cost of Yamaha two wheelers is very high and hence the cost be reduced. Otherwise, it is difficult to be in the market competition.
- The dealer can concentrate to make all spare parts of Yamaha easily available.
- The company can improve the service at cash counter to avoid customer waiting for long time to pay cash.

## CONCLUSION

- There is no doubt in the fact that the hard work and indigenous plan borne the best possible fruit to the Yamaha Company by earning the title “India’s largest two-wheeler manufacturers”.
- Still it has to do something enigmatic to produce a vehicle with a price to fit the lower class citizens of our country, who can only just do window-shopping now, but dare not enter the show room because of its price, which is always superior to the other brand of vehicles in the country.
- The entry of other two wheelers may push Yamaha Company to another corner. So, the Yamaha Company ought to think differently to face its future competitors.
- Yamaha motor company two-wheeler vehicles are highly moving vehicles when comparing with other two-wheelers. The consumer satisfaction of Yamaha is favorable because of its brand name and design features.
- Even though there are a number of two-wheelers being marketed, the satisfaction of Yamahavehicles is in peak than the of other company vehicles.
- The prevailing market condition of Yamahamotor company is successful.

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