Customers Perception of After Sales Service at Dyuthi Motors Pvt Ltd Mysuru

A Comparative Study on Running Repairs and Paid Services

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Abstract: The automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, customer service can be considered an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages. The most company focuses on only selling the product to their customers but the after sales services is also important to retain potential customers by fulfilling the customer's perception and satisfaction and relationship with customers and brand image towards Dyuthi Motors Pvt Ltd Mysuru. In order to fulfill the objective of the study descriptive cross-sectional design seems to be deemed appropriate. A structured questionnaire is administrated to extract the information from the respondents. The data is further subjected to this analysis by using statistical tools, percentage, and graph. The sample 200 respondents have been approached stratified random for extracting the information. The study is done only those who come for service of their vehicles at Dyuthi Motors Pvt. Ltd. Mysuru. From the study on the topic is found that by comparing the running repairs and paid service, the running repairs have significant but for paid service did not significant. The majority of running repairs have good perception, satisfaction, and relationship with customers and brand image of the company. The study on customer's perception towards Dyuthi Motors Pvt Ltd Mysuru gets us to the conclusion that satisfied customers become loyal customers and they will make publicity of the company. So that it build the brand image of the company.

Index words: automobile industry, customer perception, customer satisfaction, relationship with customers and Brand image.

I. INTRODUCTION

Any service business cannot stay alive in this greatly modest surroundings until satisfies its consumers by providing actual sales service. The active sales service is the service related to customer perceptions and service industry by satisfying the needs of customers. The perception of after-sales service is related to profitability, costs, customer's satisfaction, retention.

Almost all consumer automobile 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 against the manufacturer's product

In today's competitive market, manufacturers should consider after sales services as an important variable of product mix. The company which provides prompt and efficient after-sales services will have upper hand over its competitors. Better service will create the company image and reputations. Prompt after sales services gives word of mouth publicity. The after-sale services can only show be effective in building long-term relationships if they are designed to fulfill customers'

II. NEED OF THE STUDY

- The study is mainly undertaken to identify the customer satisfaction towards customer perception of after-sales service. Better after sales service will help the organization to be more effective and quality services will help to increase the profits and grow in the market.
- This study will also help to analyze the employee behavior when providing customer perception of after-sales service while attending the customer queries complaints.

III. OBJECTIVE OF THE STUDY

- To assess the customer perception about pricing, quality and on-time delivery of services with respect to after-sales service provided by Dyuthi Motors Pvt. Ltd in Mysuru.
- To measure the level of customer satisfaction with respect to after-sales service provided by Dyuthi Motors Pvt. Ltd in Mysuru.
- To assess the customer perception about the relationship with customers with respect to after-sales service in Dyuthi Motors Pvt. Ltd in Mysuru.
- To understand whether there is any relationship with customers to build the brand image of Dyuthi Motors Pvt. Ltd Mysuru.

IV. SCOPE OF THE STUDY

- The study is limited to the customers of Dyuthi Motors Pvt. Ltd Mysuru. The customers include who own Chevrolet vehicles.
- This study will help us to understand customers' preferences, needs and their expectation from the Dyuthi Motors Pvt. Ltd Mysuru.

V. DATA COLLECTION METHOD

The data will be collected from various sources for a successful project or various data will be collected for a successful project.
Primary data and secondary data
Primary data sources

- By structured questionnaire
- By personal interview with employees and customers.

Secondary data sources
- Journals.
- Through internet support
- Articles
- Books

VI. METHODOLOGY

In this research, the research design adopted for the study is descriptive and causal in nature.

Research design
- The descriptive single cross-sectional design is used for the study and data are collected through Questionnaire method and personal interview to the employees and customers.
- The causal asymmetrical design is used to data are used to bring out the cause and effect relationships in variables.

Sample design

This study is based on the pilot testing and probability sampling, sample technique used in Stratified random sampling technique.

Sample frame

Customers who came for their vehicle to be service from January 2nd to March 10th at Dyuthi Motors Pvt. Ltd. Mysuru.

Sample size

For this study, I have selected a sample size of 200 those who come for service of their vehicles the at Dyuthi Motors Pvt. Ltd. Mysuru.

VII. LITERATURE REVIEW

Asghar Afshar Jahanshahi 7 (2011) [1] "in this research, the author addresses the following questions that are becoming increasingly important to managers in automotive industries: is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables? The automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, customer service can be considered an innate, element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages.

Ashok Kumar Mishra, 2014[2] Customer reliability is basic for any business whether it bargain the thing or organizations in light of the way that if the buyer is fulfilled then they make the repeats and tell distinctive individuals like their sidekicks, localities, relatives et cetera. Purchaser reliability is a basic perspective in light of the way that a more lifted measure of satisfaction can pass on various fulfilments. The customers satisfying includes the business organization key position. Customer unwaveringness has an imperative and essential influence as it oversees customers and their needs. The genuine job of affiliation is to gratify consumers by tending to their requirements and necessities. A consumer is the ruler and has the benefit to peruse an immense combination of promoting. In today's market, all business creates the major individual around. Nowadays marketplace is a more customer arranged in the sense all the commercial processes turn everywhere sustaining the consumer by tending to their requirements through operative organization there is a to a great degree exceptional contention in the auto field as to satisfaction. After deals benefit assumes an imperative part in consumer loyalty. The after-deal administration is vital in light of the fact that it guarantees that clients are happy with their buys and in the event of any trouble introducing, on the other hand, setting up hardware, they can get offer assistance. A glad client will be faithful and will promote your organization for the incredible administration they got hence stay with the making deals. With this review, we will get some answers concerning the client fulfillment level (identified with after deals administration) of RAMGARHIA AUTOMOBILES, JHARKHAND.

Kindle essay Mustofa, 2011[3], to be successful, associations must investigate the necessities and needs of their customers. Customers fulfillment is critical on the grounds that many explores have demonstrated that consumer loyalty has a useful outcome on association's gainfulness. Not just the item they buy can fulfill customers, additionally by the administration they got from the association. The central objective of this audit is to evaluate either after arrangement benefits that are offered to customers not long after the business compose affect buyer unwaveringness and responsibility in the auto business. The strategies of examination utilized as a part of this review are graphic (recurrence, rate, and mean) and inferential investigation (relapse relationship and Chi-square test). Consumer loyalty coefficient methods were used to measure and evaluate the connections

between consumer loyalty and client necessities as allocated in Kano's model. Comes about show that found after deal organizations (bolster, spare parts supply, telephone advantage, ensure, auto washing, and documentation organizations) has an effect on buyer faithfulness what's more, trustworthiness, and after arrangement advantage execution and duty has a positive relationship. What's more trademark associations give same after arrangement advantage in a different way, and the way their offer the advantage for their customer has a tremendous distinction on the usage of clients.

Tabitha, Wanjiru Murthi, 2013[4] to be successful, associations must investigate the necessities and needs of their customers. Customer's fulfillment is authoritative in light of the fact that numerous analysts have demonstrated that it positively affects association's productivity. Consumer loyalty cannot exclusively be gotten from the item obtained additionally from the after deal administrations offered by the association. The fundamental target of this study was to survey whether after deal administrations offered to clients soon after the business organizations to have an impact on consumer loyalty and unwaveringness in the car business. Information was gathered from 235 after deal benefits clients utilizing surveys, 3 after deal benefit expert facilitators, 3 foremen and 1 after deal benefit supervisor at Toyota Kenya, General Engines, DT Dobie, Simba Yearling furthermore, Cooper Engines Partnership individually through the meeting. The methods of examination utilized as a part of this review are spellbinding and relapse investigation. Consumer loyalty coefficient formulae were used to gauge and measure the relationship between consumer loyalty and client prerequisites as delineated in Kano's model.

VIII. LIMITATION OF THE STUDY
- Due to the time limitation of the project, there

- Maybe a chance of some information left.
- The information for doing the project is collected from the consumer of specific area finding is limited to Dyuthi Motors Pvt. Ltd.
- Responses to the questionnaire as per respondent understanding, which may differ from respondent to respondent.
- The analysis used is as per my knowledge of the concerned subject.

IX. DATA ANALYSIS & INTERPRETATION

H1: Here it is a substantial change among running repairs as well as paid services respondents in their perception of pricing, quality, and on-time delivery.

Group Statistics

	Gp	N	Mean	Std. Deviation	Std. Error Mean	t-value	p-value
pricing_ per	Running rep	92	85.9291	10.16179	1.05944		
	Paid service	108	76.9136	9.53437	.91745		
quality_ per	Running rep	92	86.3847	5.22738	.54499	6.466	0.000
	Paid service	107	80.6542	8.58048	.82951	5.576	.000
On time _ per	Running rep	92	84.1665	7.70639	.80345	2.765	.006
	Paid service	108	80.5556	10.30682	.99177		
tot_ perception	Running rep	92	84.0548	4.71098	.49115	5.234	.000
	Paid service	107	79.4185	7.28540	.70431		

INTERPRETATION:

Pricing of the services: In pricing perception customers availing running repairs had a mean pricing percentage of 85.93 as against 76.91% of paid service customers. The mean difference found to 9.01% which is found to be significant. T-value of 6.46 is found to be significant at 0.00 level. In other words, customers availing running repairs had higher perception regarding pricing of the services than customer availing in paid services.

Quality of the services: In Quality perception customers availing running repairs had a mean percentage of 86.387 as against 80.65% of paid service customers. The mean difference found to 5.65% which is found to be significant. T-value of 5.73 is found to be significant at 0.00 level. In other words, customers availing running repairs had higher perception regarding Quality of the services than customer availing in paid services.

On time delivery: In On time delivery perception customers availing running repairs had a mean percentage of 84.166 as against 80.55% of paid service customers. The mean difference found to 3.61% which is found to be significant. T-value of 3.61 is found to be significant at 0.06 level. In other words, customers availing running repairs had higher perception regarding on-time delivery of the services than customer availing in paid services.

H2: There is a significant difference between running repairs and paid services respondents in their satisfaction with pricing, quality, and on-time delivery.

GROUP STATISTICS

	Gp	N	Mean	Std. Deviation	Std. Error Mean	t-value	p-value
sat_ price	Running repairs	92	83.8813	9.22657	.96194		
	Paid service	108	80.0000	13.94247	1.34161	2.278	.024
sat_ quality	Running repairs	92	87.1712	7.50354	.78230		
	Paid service	108	84.2593	11.61724	1.11787	2.065	.040
sat_ on time	Running repairs	92	87.3256	7.96221	.83012		
	Paid service	108	82.0334	13.33313	1.28298	3.334	.001
tot_ satisfaction	Running rep	92	85.8907	7.16095	.74658	3.278	.001
	Paid service	108	82.0370	9.13534	.87905		

INTERPRETATION:

Pricing of the services: In pricing of the services, the satisfaction of customers availing of running repairs had a mean pricing percentage of 83.88 as against 80.00% of paid service customers. The mean difference found to 3.88% which is found to be significant. T-value of 2.78 is found to be significant at 0.00 level. In other words, customers availing running repairs had higher satisfaction regarding pricing of the services than customer availing in paid services.

Quality of the services: In Quality of the services, the customers availing running repairs had a mean percentage of 87.1712 as against 84.2593 % of paid service customers. The mean difference found to 2.5% which is found to be significant. T-value of 2.065 is found to be significant at 0.00 level. In other words, customers availing running repairs had higher satisfaction regarding Quality of the services than customer availing in paid services.

On time delivery: In On time delivery of the services, the customers availing running repairs had a mean percentage of 87.32 as against 82.033% of paid service customers. The mean difference found to 3.61% which is found to be significant. T-value of 3.334 is found to be significant at 0.06 level. In other words, customers availing running repairs had higher satisfaction regarding on-time delivery of the services than customer availing in paid services.

H3: Here it is a substantial change among running repairs as well as paid services respondents in the perception about the relationship with customers.

Group Statistics

	Gp	N	Mean	Std. Deviation	Std. Error Mean	t-value	p-value
rel_per	Rurrning rep	92	86.8997	3.79200	.39534	5.873	.000
	Paid service	108	82.5000	6.27448	.60376		

INTERPRETATION:

In Relationship with customers, the perception of customers availing of running repairs had a mean percentage of 86.899 as against 82.50% of paid service customers. The mean difference found to 3.61% which is found to be significant. T-value of 5.873 is found to be significant at 0.00 level. In other words, customers availing running repairs had higher perception regarding the relationship with customers than customer availing in paid services.

H4: There is a significant difference between running repairs and paid services respondents in the perception of the brand image.

Group Statistics

	Gp	N	Mean	Std. Deviation	Std. Error Mean	t-value	p-value
Brand image	Running rep	92	85.2899	8.64653	.90146	3.055	.003
	Paid service	108	81.6667	8.10753	.78015		

INTERPRETATION:

In the brand image, the perception of customers availing of running repairs had a mean percentage of 85.2899 as against 81.65% of paid service customers. The mean difference found to 4.61% which is found to be significant. T-value of 3.055 is found to be significant at 0.03 level. In other words, customers availing running repairs had higher perception regarding brand image than customer availing in paid services.

H5: There is a relationship between pricing, quality, and on-time delivery with reference to perception and satisfaction.

Table:

It shows the correlation relationship between customer perceptions among satisfaction of pricing of the service, quality of the service and on-time delivery and perception of the relationship with customers.

Factors	Factors	Correlation coefficient	p-value
perception of pricing	perception of Quality service	0.316	0.000
perception of pricing	Perception of On time delivery	0.230	0.001
perception of pricing	Total perception	0.540	0.000
Perception of quality of the services	Perception of the pricing	0.316	0.000
Perception of quality of the services	Perception of on-time delivery	0.378	0.000
Perception of quality of the services	Total perception	0.673	0.000
Perception of on-time delivery	Perception of pricing	0.230	0.001
Perception of on-time delivery	Perception of quality of the services	0.378	0.000
Perception of on-time delivery	Total perception	0.749	0.000
Perception of relationship with customers	Perception of pricing	0.404	0.000
Perception of relationship with	Perception of quality of the services	0.516	0.000

customers			
Perception of relationship with customers	Perception of on-time delivery	0.354	0.000
Perception of relationship with customers	Total perception	0.537	0.000
Satisfaction of pricing	Perception of pricing	0.508	0.000
Satisfaction of pricing	Perception of quality of the services	0.316	0.000
Satisfaction of pricing	Perception of on-time delivery	0.254	0.000
Satisfaction of pricing	Total perception	0.500	0.000
Satisfaction of quality of the services	Perception of pricing	0.253	0.000
Satisfaction of quality of the services	Perception of quality of the services	0.566	0.000
Satisfaction of quality of the services	Perception of on-time delivery	0.269	0.000
Satisfaction of quality of the services	Total perception	0.468	0.000
Satisfaction of on-time delivery	Perception of pricing	0.241	0.001
Satisfaction of on-time delivery	Perception of quality of the services	0.324	0.000
Satisfaction of on-time delivery	Perception of on-time delivery	0.587	0.000
Satisfaction of on time delivery	Total perception	0.496	0.000
Total satisfaction	Perception of pricing	0.427	0.000
Total satisfaction	Perception of quality of the services	0.546	0.000
Total satisfaction	Perception of on-time delivery	0.546	0.000
Total satisfaction	Total perception	0.656	0.000
Brand image	Perception of pricing	0.203	0.004
Brand image	Perception of quality of the services	0.169	0.017
Brand image	Perception of on-time delivery	0.154	0.030
Brand image	Total perception	0.206	0.003

Table:

It shows the correlation relationship between customer perceptions among satisfaction of pricing of the service, quality of the service and on-time delivery and perception of the relationship with customers and brand image.

Factors	Factors	Correlation coefficient	p-value
Perception of pricing	Perception of relationship with customers	0.404	0.000
Perception of pricing	Satisfaction of pricing	0.508	0.000
Perception of pricing	Satisfaction of quality of the services	0.253	0.000
Perception of pricing	Satisfaction on time delivery	0.241	0.001
Perception of pricing	Total satisfaction	0.427	0.000
Perception of quality of the services	Perception of relationship with the customer	0.516	0.000
Perception of quality of the services	Satisfaction of pricing	0.316	0.000
Perception of quality of the services	Satisfaction of quality of the services	0.566	0.000
Perception of quality of	Satisfaction on time	0.324	0.000

the services	delivery		
Perception of quality of the services	Total satisfaction	0.546	0.000
Perception of on-time delivery	Perception of relationship with customers	0.354	0.000
Perception of on-time delivery	Satisfaction of pricing	0.254	0.000
Perception of on-time delivery	Satisfaction of quality of the services	0.269	0.000
Perception of on-time delivery	Satisfaction on time delivery	0.587	0.000
Perception of on-time delivery	Total satisfaction	0.454	0.000
Total perception	Perception of relationship with the customer	0.537	0.000
Total perception	Satisfaction of pricing	0.500	0.000
Total perception	Satisfaction of quality of the services	0.468	0.000
Total perception	Satisfaction on time delivery	0.496	0.000
Total perception	Total satisfaction	0.656	0.000
Perception of relationship with customers	Satisfaction of pricing	0.281	0.000
Perception of relationship with customers	Satisfaction of quality of the services	0.265	0.000
Perception of relationship with customers	Satisfaction on time delivery	0.216	0.002
Perception of relationship with customers	Total satisfaction	0.368	0.000
Satisfaction of pricing	Total satisfaction	0.666	0.000
Satisfaction of pricing	Satisfaction of quality of the services	0.286	0.000
Satisfaction of pricing	Satisfaction on time delivery	0.182	0.010
Satisfaction of quality of the services	Total satisfaction	0.672	0.000
Satisfaction of quality of the services	Satisfaction on time delivery	0.330	0.000
Satisfaction of on time delivery	Total satisfaction	0.653	0.000
Brand image	Perception of relationship with customers	0.378	0.000
Brand image	Satisfaction of pricing	0.155	0.029
Brand image	Satisfaction of quality of the services	0.114	0.109
Brand image	Satisfaction on time delivery	0.046	0.522
Brand image	Total satisfaction	0.153	0.030

Factors	Factors	Correlation Coefficient	p-value
Pricing perception	Brand image	0.203	0.004
Quality of service perception	Brand image	0.169	0.017
On time delivery perception	Brand image	0.154	0.030
Total perception	Brand image	0.206	0.003
Relationship with customers perception	Brand image	0.378	0.000
Pricing satisfaction	Brand image	0.155	0.029
Quality of service satisfaction	Brand image	0.114	0.109
On time delivery satisfaction	Brand image	0.046	0.522
Total satisfaction	Brand image	0.153	0.030

INTERPRETATION:

Above table indications that there is an association with purchaser perception, fulfillment of pricing of the services, quality of the services, on-time delivery, the perception of the relationship with customers and brand image are correlated with these factors which are significant at 0.01 level. In other words, there is a relationship between perception of pricing of the services, quality of the services, on time delivery, relationship with customers and satisfaction of pricing of the services, on-time delivery, quality of the services and brand image.

X. FINDINGS, SUGGESTIONS, AND CONCLUSIONS
FINDINGS
Customer Perception

➢ In pricing perception customers availing running repairs had a mean pricing percentage of 85.93 as against 76.91% of paid service customers. The mean difference found to 9.01% which is found to be significant. Therefore the customers availing running repairs had higher perception regarding pricing of the services than customer availing in paid services.

➢ Quality perception customers availing running repairs had a mean percentage of 86.387 as against 80.65% of paid service customers. The mean difference found to 5.65% which is found to be significant. Therefore the customers availing running repairs had higher perception regarding Quality of the services than customer availing in paid services.

➢ On time delivery perception customers availing running repairs had a mean percentage of 84.166 as against 80.55% of paid service customers. The mean difference found to 3.61% which is found to be significant that the customers availing running repairs had higher perception regarding on-time delivery of the services than customer availing in paid services.

Customer satisfaction

• In pricing of the services, the satisfaction of customers availing of running repairs had a mean pricing percentage of 85.93 as against 76.91% of paid service customers. The mean difference found to 9.01% which is found to be significant that the customers availing running repairs had higher satisfaction regarding pricing of the services than customer availing in paid services.

• In Quality of the services, the customers availing running repairs had a mean percentage of 86.387 as against 80.65% of paid service customers. The mean difference found to 5.65% which is found to be significant that the customers availing running repairs had higher satisfaction regarding Quality of the services than customer availing in paid services.

• On time delivery of the services, the customers availing running repairs had a mean percentage of 84.166 as against 80.55% of paid service customers. The mean difference found to 3.61% which is found to be significant. Therefore the customers availing running repairs had higher satisfaction regarding on-time delivery of the services than customer availing in paid services.

Perception about the relationship with customers and Brand image

➢ In Relationship with customers, the perception of customers availing of running repairs had a mean percentage of 86.899 as against 82.50% of paid service customers. The mean difference found to 3.61% which is found to be significant that the customers availing running repairs had higher perception regarding the relationship with customers than customer availing in paid services.

➢ In the brand image, the perception of customers availing of running repairs had a mean percentage of 85.2899 as against 81.65% of paid service customers. The mean difference found to 4.61% which is found to be significant that the customers availing running repairs had higher perception regarding brand image than customer availing in paid services.

➢ A relationship exists between customer perceptions among satisfaction in the pricing of the services, quality of the services and on-time delivery; perception of the relationship with customers and brand image are correlated with these factors which are significant at 0.01 level.

SUGGESTIONS

For each individual have a difference in opinion as they are different in culture, belief, knowledge, and experience.
As a result, found that the company expectations and customer perception very differently. The company should improve on its pricing of the services and quality of the services. It is also suggested that the company should give importance and attention to building relationships with customers.
The scope of the running repairs has to improve in the quality of the services and on time delivery.

CONCLUSIONS

From the study, I conclude that customers perception of after-sales services is very important for the success or failure of the company, consumers are the lifeblood of every organization whether it is a small company or large company.
In automobile industry have to be more conscious about after sales services because the customers will be the asset of the company, therefore, the company has to satisfy the customers, good relationship with customers and to build brand image. From that satisfied customers will be speaking a person about the product and the company.
From the study on the topic is found that by comparing the running repairs and paid service, the running repairs have significant but for paid service did not significant. The majority of running repairs have good perception, satisfaction, and relationship with customers and brand image of the company.
The company runs because of customers. Satisfied customers become loyal customers and they will make publicity for the company. So that it build the brand image of the company.

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