



# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON DIMENSIONS OF AFTER SALES SERVICE QUALITIES ON CUSTOMER SATISFACTION

**USHA S**

Research Scholar, Department of Commerce, Maharaja's college  
University of Mysore, Mysuru,  
Karnataka, India.

**Dr. R THIMMARAYAPPA**

Professor, Department of Commerce, Maharaja's College  
University of Mysore, Mysuru,  
Karnataka, India

### ABSTRACT

After sales services being the most prominent source of word-of-mouth promotion for consumer goods is discussed quite often among the marketers as well as the consumers. It generates loyal customers and customer loyalty leads to customer satisfaction and revenue generation for the company. A satisfied and happy customer brings more individuals and eventually more revenues for the organization. The after sales services forms customer value concept that motivates the customers buy what creates the most value for them. It has also been defined as an emotional bond created between a customer and supplier in the long run.

The proposed study is designed to the sales services and consumer satisfaction of kitchen appliances in Mysore city. The statistical tools like descriptive statistics, frequency and % analysis are used to analyze after sales services consumer satisfaction. The data is based on primary survey conducted during the year 2022 July-September.

**KEYWORDS:** After Sales Service, Consumer Durables, Service Quality Dimensions, Customer Satisfaction

## INTRODUCTION

After sales service is a source of differentiation and revenue generation where the profit margins are often higher than those obtained with the product sales. It may generate three times the turnover of the original purchase during a given product life cycle. The customer needs have been increasing over the past decade which has progressively encompassed other services such as product installation, commissioning, training, documentation, spare parts supply and logistics, product upgrading and medications, software patches, warranty schemes, phone support etc. (Tore and Uday 2003). In the context of global competition and decreasing profits from product sales, the after sales-service activities constitute a relevant profit source as well as a key differentiator for manufacturing companies and. The profit generated by after sales service is often higher than the one obtained with sales and the service market can be four/five times larger than the market for products.

After sales service has been used to the most to describe the services that are provided to the customers after the products have been delivered. After sales service is one of the constant connections that customers have with a brand influencing customer satisfaction and loyalty. After sales service is a way which allows a continuous improvement of product design and quality.

The perception of after sales service is a source of competitive advantage and business opportunity as well as it adds to the Customer value chain. It requires a shift from a traditional product-centric view in which after sales is considered as a necessary evil to a customer-centric view. After sales service is being treated as one among several supplementary service elements provided by the service providing companies. After sales service are mostly seen as operative activities of some or all members of the distribution chain with relevance to tangible goods. After sales service is a key revenue generator in certain categories. A default and free basic after sales service play an important role in attracting more customer attention in a market with severe brand competition.

Most household goods will soon become part of the Internet of Things (IoT). The IoT is a global infrastructure for the information society. It enables the virtual and physical interconnection of 'things most of them will constitute the category of kitchen appliances.

## REVIEW OF LITRETURE

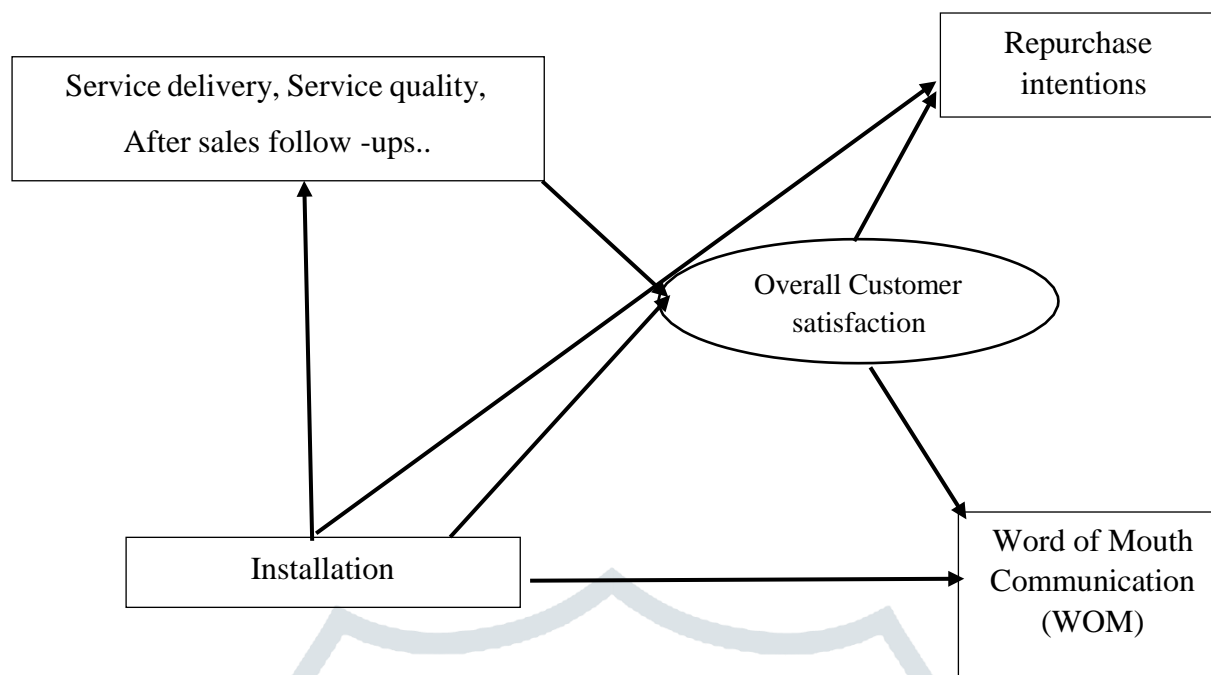
**Alireza Fazlzadeh et.al (2011)** discussed the impact of after sales service satisfaction on customer satisfaction. It is observed that the role of service quality and its several parameters are the critical determinants of customer satisfaction. It is argued that after-sales services appear to be exceptionally significant to the overall “product-mixture” provided by retail companies, since they affect both the customers’ satisfaction and their Behavioral intentions. Aftersales service and the delivery of service quality should be viewed as the mirror image reflections of customer satisfaction. Aftersales service carries the foot prints of employment and revenue generation in the context of internal customers of the organisation.

**Vijayalakshmi (2013)** analysed the impact of consumer buying behaviour in decision making process in the purchase of decision electronic home appliances. Consumers or the customers are the assets of the organisations ,needs to be given due importance in the larger interst of developing sustainable business organisations. The research study is based on the concept of black box model demonstrates how stimuli, consumer characteristics, decision processes and a consumer response interrelates. The stimuli can be illustrious between interpersonal stimuli or intrapersonal stimuli ,which may result in purchase intentions as well as consumer reactions after purchase.

**Beena John Jiby et.al (2016)** analysed the relationship between customer satisfaction and loyalty in online shopping. During the present times and context of lifestyle changes Onlineshopping is an important revolution of internet retail marketing. The study is focussed on two concepts of post purchase evaltions : customer satisfaction and customer loyalty.From the studyit is found that positive post purchase evaltions can build strong relationship between customersatisfaction and customer loyalty. It is presented that preference towards online shopping is increasing in India. With the advent of internet and high-end phones consumers can shop anytime, anywhere, and anything with ease.

**Dharmaraj (2017)** conducted a study on consumer buying behavior towards durable products in Arni , Thiruvannamali, Tamilnaadu. It is observed that The Indian consumer durables industry has witnessed sea changes in its retail marketing strategies. With India being the second fastest growing economy having a huge consumer data base. The rapid economic growth is increasing and enhancing employment and business opportunities and in turn increasing disposable incomes. Middle class, defined as households with disposable incomes from Rs.200000 to Rs.1000000 per annum comprises about 50 million people roughly 5% of the population at present.

**Anannya Boruah et.al (2021)** conducted a study on the Development of Post-Purchase Consumer Regret Scale in Case of Online Purchase of White Goods, Brown Goods and Consumer Electronics in Assam, India.It is observed that the post purchase regret is a negative emotion which can be detrimental and result in negative consequences for both consumers and marketer. In the context of developing marketing strategies and analysis of marketing mix Post-Purchase Consumer Regret (PPCR) scale plays a vital role. In the case of online purchase of online purchase of white goods, brown goods and consumer electronics and to identify specific groups of consumers who require special attention to the post purchase evaluation.



From the study it is found that there is strong positive relationship between Overall Customer satisfaction and Word of Mouth Communication (Regression co-efficient = 0.75).

### Research Gap

The earlier research studies focused on several aspects of consumer satisfaction with respect to the consumer durables, whether white or brown goods. But due to the fast pace of changing in the market dynamics, digitalisation and innovative product developments, the research is more of digital impact than the differentiation such as white or brown. The present study attempts to address the service quality dimensions and customer satisfaction, confined to the geographical boundary limits of Mysore (Tier 2 city) in Karnataka. The time period of the research study is within the duration of 2022-23 financial year.

### OBJECTIVES OF THE STUDY

1. To study the demographic features of the consumers of prestige and pigeon brands of consumer durables
2. To examine an integrated after sales services offered by prestige and pigeon brands of consumer durables.
3. To analyze the customer satisfaction with respect to quality of after sales service.

### RESEARCH METHODOLOGY

The study is based on descriptive method of research, where the kitchen appliances of two brands Prestige and Pigeon are considered. The consumer goods like Mixers, Grinders, ovens, Electric rice cooker, Water filters and blenders are considered for the study. Convenient method of sampling is used to collect the data by using questionnaire survey method. The sample size is limited to 106 respondents. The statistical techniques like descriptive statistics, frequency and % analysis are used to verify the stated objectives

**DATA INTERPRETATION AND ANALYSIS**

**SECTION -A**

Demographic features of the consumers of prestige and pigeon brands of consumer durables.

**Table 1: Gender wise classification of Respondents**

Gender	F	%
Male	38	35.8
Female	68	64.2
Total	106	100.0

**Table 2: Age Group of 2 Respondents**

Age	F	%
15-25 years	11	10.4
25-35 years	19	17.9
35-45 years	64	60.4
45-55 years	12	11.3
Total	106	100.0

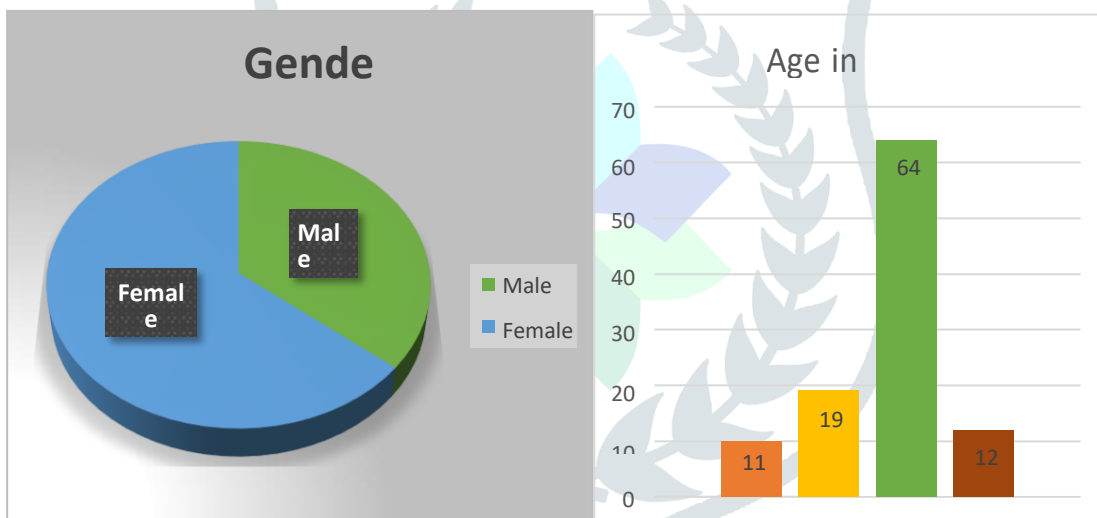


Fig 1

Fig 2

Table 3: No. of Accessibility of Service Centre

The service centers are accessible		
Brand	No.	%
Prestige	47	44.3
Pigeon	3	2.8
Both	56	52.8
Total	106	100.0

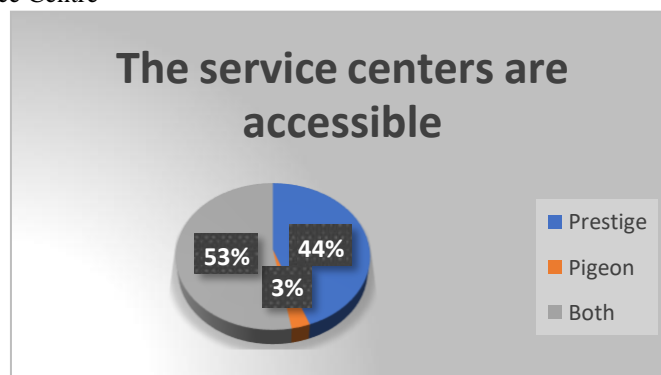


Fig :3

**Table 4: Products Purchased from Prestige**

Products Purchased from Prestige	F	%
----------------------------------	---	---

Mixer	23	21.7
Electric stove	12	11.3
stove Mixer	7	6.6
Electric rice cooker	12	11.3
Blender	7	6.6
Rice cookers, pan, stove, pots	3	2.8
Mixer, stove, Cooker	1	.9
Cooker	6	5.7
Blender, microwave oven	4	3.8
mixer electric stove	1	.9
Electric rice cooker, Water filter, gas stove	8	7.5
Mixer, blender, pan	22	20.8
Total	106	100.0

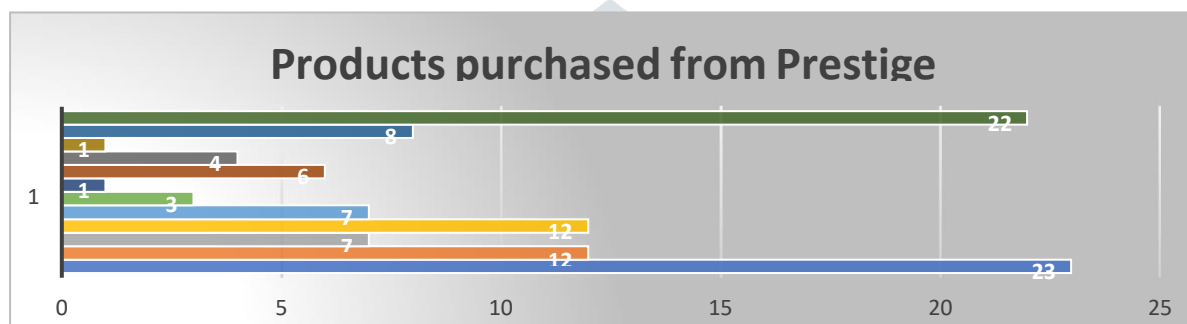


Fig 4

Table 5: Products Purchased from Pigeon

Products purchased from Pigeon	F	%
Mixer	38	35.8
Electric stove	15	14.2
Stove Mixer	7	6.6
Electric rice cooker	1	.9
Blender	1	.9
Cooker	9	8.5
Mixer, blender, pan	35	33.0
Total	106	100.0

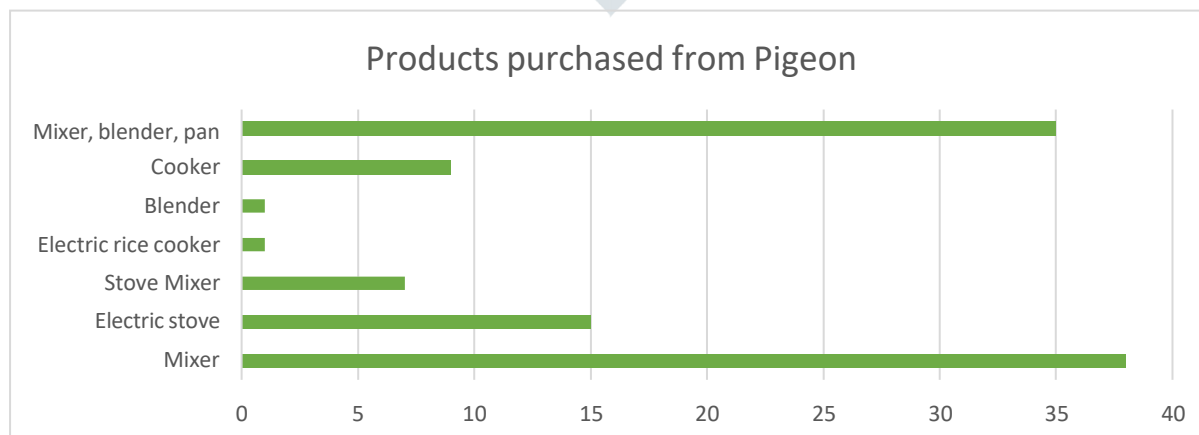


Fig 5

Section – A comprising of 5 tables and the respective charts indicate the demographic profile of the respondents. From the demographic profile it is found that

- The female buyers prefer more (64%) than the male consumers with respect to the consumer buying behavior of kitchen appliances.
- Majority of the consumers, who buy kitchen appliances are with in the category of 35-45 years (60.4%), followed by 25-35 years (17.9%) and 15-25 years (10.4%) respectively.
- With regard to the preference of retail outlets of Prestige and Pigeon, it is observed that customers prefer both (52.8%) for shopping preferences, however prestige retail outlets are more preferred more than Pigeon.
- Considering the Products purchased from Prestige retail outlets, Mixer (21.7%) tops the list followed by Mixer, blender, pan together (20.8%), Electric stove, Electric rice cooker (11.3%) respectively.
- Considering the Products purchased from Pigeon retail outlets, Mixer (35.8%) tops the list followed by Mixer, blender, pan together (33%), Electric stove (14.2%) respectively.

**Section -B**

Objective 2: To examine an integrated after sales services offered by prestige and pigeon brands of consumer durables.

Section -B is dedicated to examine an integrated after sales services offered by prestige and pigeon brands of consumer durables with simple descriptive statistical techniques such as frequency and % analysis.

**Table 6: Accurate Information at Service Centers**

Accurate information is available at service centers	F	%
Prestige	46	43.4
Pigeon	3	2.8
Both	57	53.8
Total	106	100.0

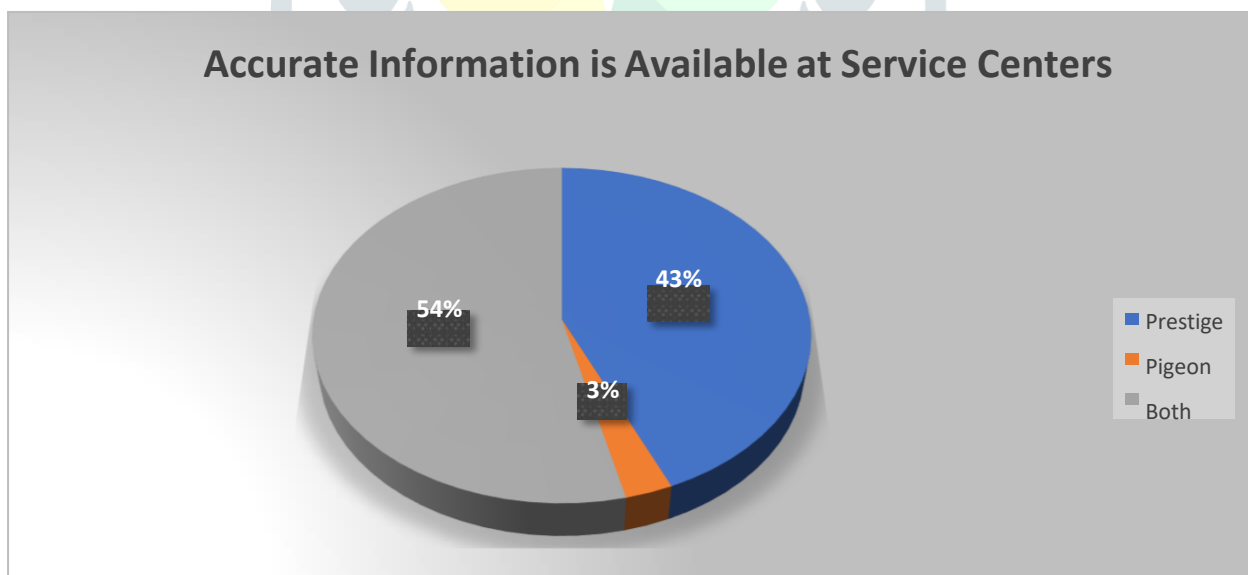


Fig 6



Table 6 attempts to examine the fact that Accurate information is available at service centers of prestige and Pigeon. Accurate information is available at service centers of both (54%) prestige and Pigeon. On standalone basis Prestige (43%) service centers provide Accurate information is available.

**Table 7: Service Centers are Easily Accessible**

The service centers are easily accessible	F	%
Prestige	47	44.3
Pigeon	3	2.8
Both	56	52.8
Total	106	100.0

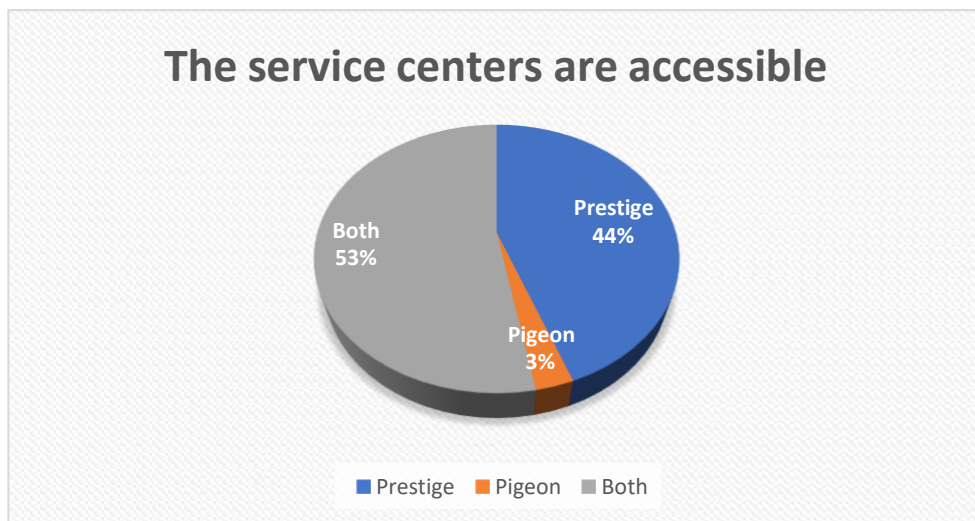


Fig 7

Table 7 attempts to examine the fact that the service centers are accessible or not, at service centers of prestige and Pigeon. From the study, it is found that service centers are easily accessible at both (52.8%) prestige and Pigeon. On standalone basis Prestige (44.3%) service centers are easily accessible.

**Section-C**

Objective 3: To analyze the customer satisfaction with respect to quality of after sales service

Section-C is dedicated to analyze the service quality dimensions and consumer satisfaction of the brands Pigeon and Prestige.

**Table 8: Services are Provided as Promised and they are Proven to be Trustworthy**

Services are provided as promised & they are proven to be trustworthy	F	%
---	---	---



Prestige	51	48.1
Pigeon	3	2.8
Both	52	49.1
Total	106	100.0

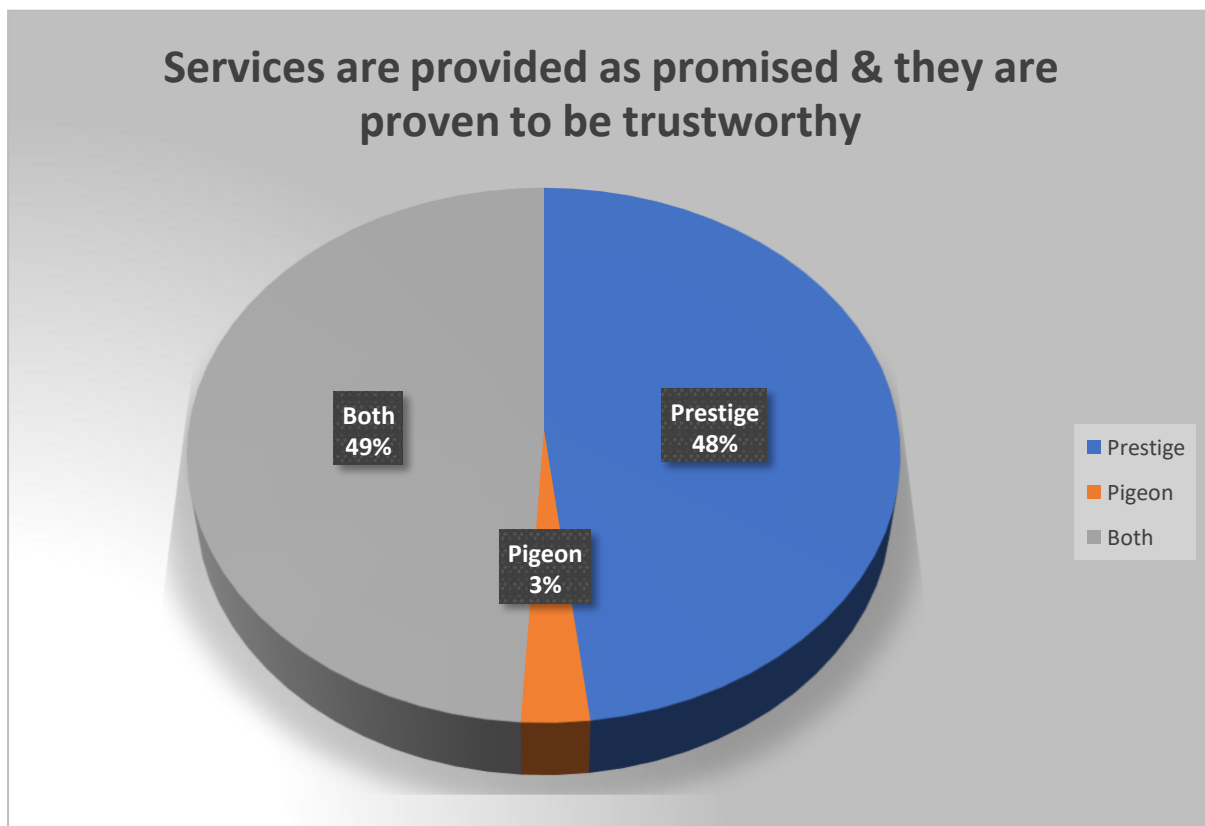


Fig 8

Table 8 attempts to examine the fact that Services are provided as promised & they are proven to be trustworthy, at service centers of prestige and Pigeon. From the study it is found that service centers are easily accessible at both (52.8%) prestige and Pigeon. On standalone basis Prestige (44.3%) service centers are easily accessible.

**Table 9: Service Calla are Handled Efficiently**

Service calls are handled efficiently	F	%
Prestige	49	46.2
Pigeon	6	5.7
Both	51	48.1
Total	106	100.0

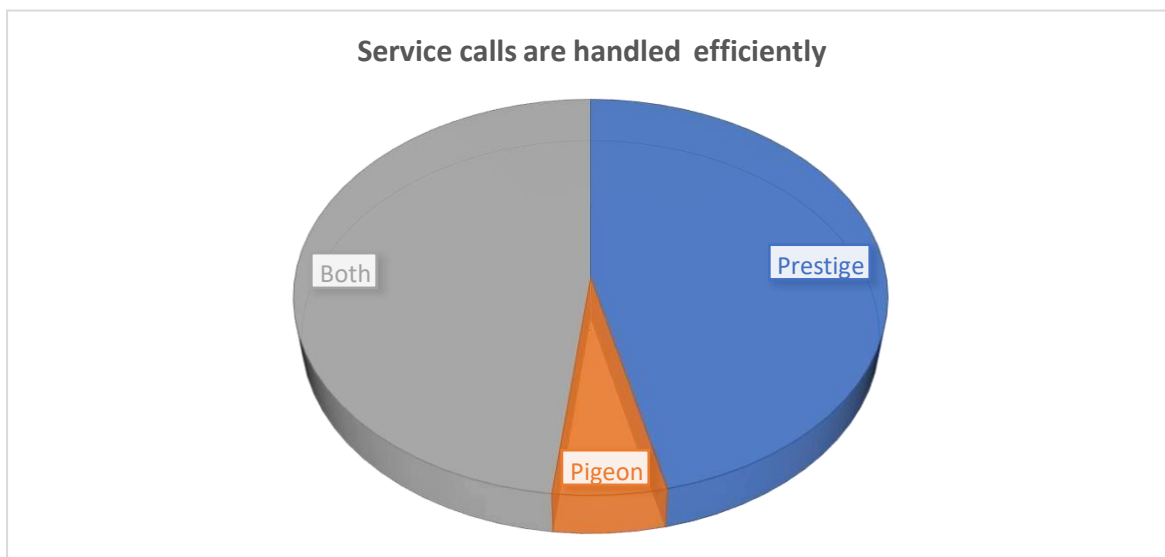


Fig 9 Table 9 attempts to examine the fact that the Service calls are handled efficiently at service centers of prestige and Pigeon. From the study it is found that Service calls are handled efficiently at both (48.1%) prestige and Pigeon. On standalone basis Prestige (46.2%) Service calls are handled efficiently.

**Table 10: The Complaint is resolved within given time**

The complaint is resolved within given time	F	%
Prestige	49	46.2
Pigeon	57	53.8
Both	106	100
Total	106	100

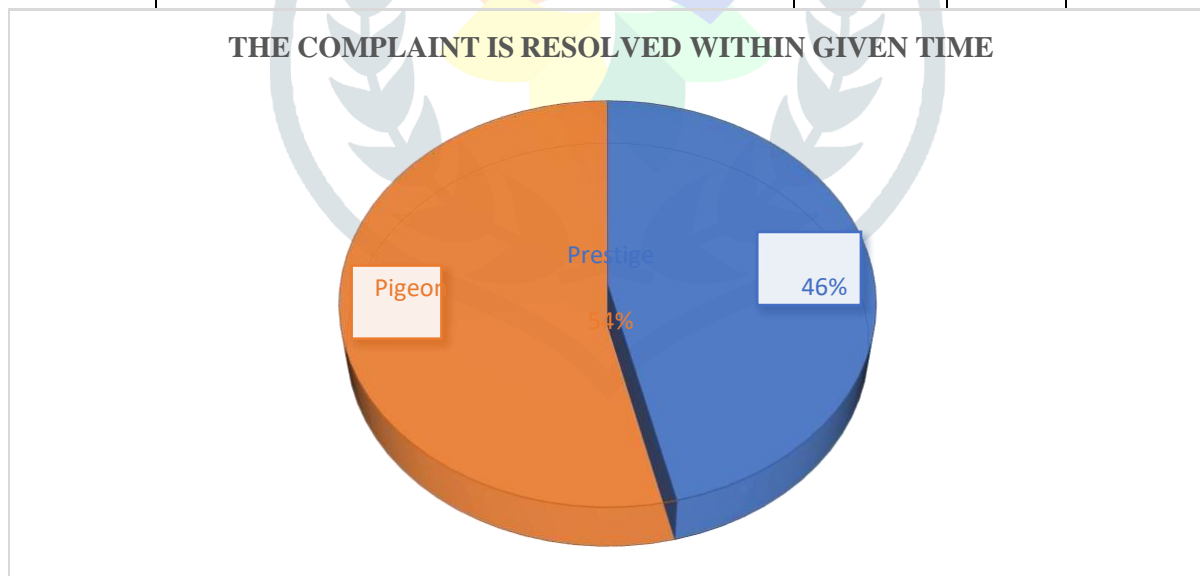
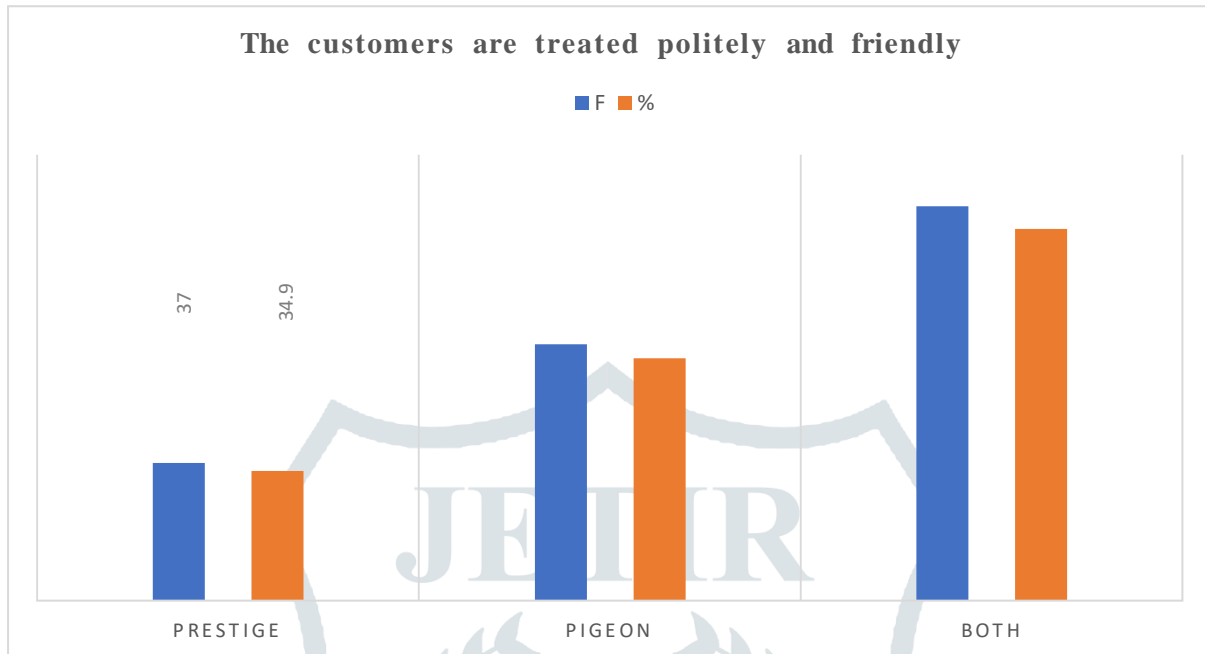


Fig 10 Table 10 attempts to examine the fact that the complaint is resolved within given time at service centers of prestige and Pigeon. From the study it is found that both the service centers are equally good at resolving the complaints in time.

**Table 11: The Customers are treated politely and friendly**

The customers are treated politely and friendly	F	%
---	---	---

Prestige	37	34.9
Pigeon	69	65.1
Both	106	100



## RESULTS AND FINDINGS:

Prestige and Pigeon are the major players in the kitchen appliances market. They are providing strategic quality services to accomplish the goals of customer satisfaction and customer retention the service centers are functioning as promised.

## CONCLUSION

The present research paper is dedicated towards the understanding of consumer satisfaction of kitchen appliances at Prestige and Pigeon retail outlet /branded showrooms and its respective authorized service centers. Both retail outlets are doing fine in delivering the consumer satisfaction and service quality, but slightly over-raided by Prestige brand. In the present context and geographical confinement of Mysore city Prestige brand is considered as the best brand. However, the pigeon brand is not lagging behind the competition. The demographic profile highlights that there are only three exclusive service centers of Pigeon retail outlets and Prestige is found to have 47 exclusive service centers, creating a kind of competitive advantage for Prestige brand in the Mysore city. Therefore, it is recommended to increase more numbers retail outlets / exclusive service centers for pigeon brand.

## REFERENCES

- Alireza Fazlzadeh, Fatemeh Bagherzadeh, Pegah Mohamadi. (2011). How after-sales service quality dimensions affect customer satisfaction. *African Journal of Business Management*, 7658-7664.
- Anannya Boruah, Sinmoy Goswami. (2021). Development of Post-Purchase Consumer Regret Scale in Case of Online Purchase of White Goods, Brown Goods and Consumer Electronics in Assam, India. *ICFAI*.
- Beena John Jiby, Pragadeeswaran. (2016). A STUDY ON RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND LOYALTY IN ONLINE SHOPPING. *International Journal of Current Research*.
- Dharmaraj. (2017). A Study on Consumer Buying Behaviour towards Durable Products in Arni, Thiruvannamali District, TN. *Shanlax International Journal of Commerce*.
- Vijayalakshmi. (2013). An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study. *Elixir Journal of Management*.

