JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

AFTER SALES SERVICE OF TWO-WHEELER BRAND AND CUSTOMER SATISFACTION IN GORAKHPUR CITY

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Abstract: This study looks at consumer satisfaction with two-wheeler after-sale services in Gorakhpur district. The researcher employed a number of metrics to determine consumer satisfaction with regard to the after-sale servicing of two-wheeler. The term "after-sale service" describes a number of procedures used to ensure customers are happy with the company's goods and services. For customers to promote a positive brand image, their desires and expectations must be met. Customer expectations are heavily influenced by individual assessment. The customer's experience influences both interactions with the business and the individual results of their satisfaction.

Keywords: After sales service, Customer Satisfaction, Two-wheeler, Automobile

INTRODUCTION

India is a rapidly expanding automotive market with one of the biggest automotive industries globally. With rising production and sales of passenger automobiles, commercial vehicles, and two-wheelers, the Indian automobile market expanded quickly. Due to the quick expansion of two-wheeler manufacturers like Bajaj, Hero, and TVS, India now has one of the biggest two-wheeler markets worldwide. The introduction of new, appealing models at competitive pricing, design advancements created with the viewpoint of youth, and utilization of cutting-edge technology are all major contributors to the success of the automobile industry.

In the automobile industry, after-sales service is an essential part of the customer journey. It's important for keeping customer happy, encouraging loyalty, and making sure businesses succeed in the long run, **Rajni, Gupta., Sreedhara, Raman. (2022)**. In a highly competitive marketplace, providing excellent after-sales support can help a business stand out from the competition. Customer happiness, financial performance, brand reputation, operational efficiency, customer retention, employee morale, competitive advantage, and long-term business sustainability are all significantly impacted by providing high-quality after-sales support.

REVIEW OF LITERATURE

Leong, Choi Meng & Cheah, Jun-Hwa & Ting, Hiram & Lim, Rodney & Ariffin, Adlin & Jean, Lim. (2024) in their study examined the variables impacting customer retention with a focus on the authorized automobile after-sales service industry, highlighting the significance of consumer happiness and satisfaction as mediators. They found that improving client engagement, utilitarian and hedonistic experiences, satisfaction and delight

mediation, and value anticipation are all impacted by better after-sales service in the automotive industry. These factors ultimately affect customer satisfaction and retention.

Didit, Haryadi., Haerofiatna, Haerofiatna., Abdul, Wahid, Alfarizi. (2022), they identified that customer loyalty was found to be positively impacted by after-sales care, suggesting that consumers are more likely to show brand loyalty when they receive excellent after-sales care. The study also found a strong correlation between support after the sale and customer satisfaction, indicating that consumer satisfaction levels are directly impacted by after-sale service quality.

According to **Justine, Roy, O., Balinado., Yogi, Tri, Prasetyo., Michael, N., Young., Satria, Fadil, Persada., Bobby, Ardiansyah, Miraja., Anak, Agung, Ngurah, Perwira, Redi. (2021)** study, businesses may increase customer happiness, develop loyalty, and establish high levels of consumer trust by emphasizing reliability and empathy in their service delivery. This will ultimately provide them a competitive edge in the market.

William, Robert., P., Rahul., R. (2020), their primary goal of the study was to evaluate how customer satisfaction affected Chennai's auto industry's after-sales services. Aim was also to pinpoint the main elements affecting customers' happiness. In study, a sizable percentage of respondents were men, mostly between the ages of 21 and 30, and most of them had either a car or a bike. Significant elements that determine customer satisfaction include the cost of after-sales services and the speed at which they are provided. This suggests that improving customer satisfaction levels is mostly dependent on good and affordable after-sales services.

The conventional vehicle routing problem usually ignores customer happiness in favor of lowering the total distance traveled or the total amount of time spent traveling. Nevertheless, this study presents a methodology that takes customer happiness into account when solving after-sales delivery routing issues, changing the focus from merely saving time or distance to also taking into account the needs of the customer as well, **Qian, Feng., Qiuhong, Zhao. (2019).**

OBJECTIVES OF THE STUDY

1. To comprehend the respondents' demographic structure.
2. To evaluate respondents' views on Two-Wheeler after-sale service.
3. To evaluate how satisfied customers are with Two-Wheeler' after-sale services.

HYPOTHESIS

The degree of satisfaction with the after-sale service of two-wheelers in the research area is not significantly different based on gender.

METHODOLOGY

Both primary and secondary data form the basis of the investigation. Primary data were gathered using a well-structured questionnaire. A sample size of 380 proper filled questionnaires were taken into consideration. The random sampling technique was used to choose the samples. The Chi-square test was another tool used in the study to assess the value's dependability. The necessary secondary data were gathered from books, periodicals, and journals that were extremely pertinent to the study's subject.

LIMITATIONS OF STUDY

The research was constrained by the following:

1. The study is limited to the city of Gorakhpur.
2. Percentage shown in demographic data is in round figures.
3. The study is limited to Two-Wheelers after-sale services alone.
4. Customers who visit authorized service center are only considered as respondents.

Respondent Demographic Profile

Respondent Profile		Classification	In percentage (%)
Gender	Male	258	68%
	Female	122	32%
Age (in years)	18-27	112	29%
	27-36	102	27%
	36-45	94	25%
	45 and above	72	19%
Education	Up to 10 th	114	30%
	12^{th}	106	28%
	Bachelor Degree	84	22%
	Master/Other	76	20%
Occupation	Student	125	33%
	Farmer	74	19%
	Employee	102	27%
	Business Person	79	21%
Monthly Income (Rs.)	Up to 25,000	126	33%
	25,000-50,000	118	31%
	50,000-75,000	92	24%
	75,000 and Above	44	12%

The respondents' demographic and socioeconomic status are shown in the table. It demonstrates unequivocally that, of 380 samples, the majority of respondents (258) were male, and the remaining respondents (122) were female. According to the table, of the 380 samples, 29% of the respondents were between the ages of 18 and 27, 27% were between the ages of 27 and 36, and 25% were in the age between 36 to 45 and remaining 19% were 45 or over the age of forty five. 30% of the sample has educational attainment up to 10^{th} standard, while 20% of the respondents hold a degree of master or other. Of the 380 samples, 33 percent of the respondents were students, 19 are farmers and 27 % are employee personnel, reaming 21 percent fell into the business person category. It may be deduced that 126 respondents had incomes up to Rs. 25,000, 118 respondents had incomes between Rs. 25,000 and Rs. 50,000, and 44 respondents had incomes over Rs. 75,000.

Frequency of Services

	No. of Respondent	Percentage
Less than 3 month	112	30%
Less than 6 month	127	33%
Once in a year	68	18%
Whenever situation warrants	73	19%
Total	380	100%

The frequency of service provided by the respondents is clearly displayed in the table. It can be inferred that 19% of the respondents believed that they should visit service whenever situation warrants, 30% who said that they service their two-wheelers once every three months, and 33% who said they serviced their vehicles in less than six months 18% of respondents said they visit for service once in a year.

Company properly remind you for services

	No. of Respondent	Percentage (%)
Yes	128	34%
No	252	66%
Total	380	100%

In the above table, it is clearly shown that majority i.e. 66 % respondent said company do not properly remind for the services.

Satisfaction level towards after sales service

	No of Respondent	In percentage (%)
Strongly Dissatisfied	72	19%
Dissatisfied	98	26%
Neutral	65	17%
Satisfied	90	24%
Strongly Satisfied	55	14%
Total	380	100%

Satisfaction level among the respondents are shown in above table. 19 % and 26% are strongly dissatisfied and dissatisfied respectively. It was found that 17% of the respondent were neutral. 24% were satisfied while 14% were strongly satisfied with the service provided by company.

HYPOTHESIS TESTING

	Satisfaction Level					Total
	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied	
Male	47	71	39	66	35	258
Female	25	27	26	24	20	122
Total	72	98	65	90	55	380

Observed

Expected

	Satisfaction Level					Total
	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied	
Male	48.88	66.54	44.13	61.11	37.34	258
Female	23.12	31.46	20.87	28.89	17.66	122
Total	72	98	65	90	55	380

Chi-square Test Calculation

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
47	48.88	1.88	3.5344	0.0723
25	23.12	1.88	3.5344	0.1529
71	66.54	4.46	19.8916	0.2989
27	31.46	4.46	19.8916	0.6323
39	44.13	5.13	26.3169	0.5963
26	20.87	5.13	26.3169	1.2610
66	61.11	4.89	23.9121	0.3912
24	28.89	4.89	23.9121	0.8277
35	37.34	2.34	5.4756	0.1466
20	17.66	2.34	5.4756	0.3101
				$\Sigma (O-E)^2/E=4.54$

Degree of Freedom = (r-1) (c-1)
(2-1) (5-1)
1×4= 4

Computed value of $\chi 2=4.54$
At a 5% of significance level with degree of freedom 4, $\chi 2$ = 9.488 (Table Value)

with four (4) degrees of freedom, the $\chi 2$ table at the 5% level of significance is 9.488. 4.54 is the computed value of $\chi 2$, which is less than the number in the table. We accept the null hypothesis. Therefore, there is no significant difference between the gender-based categorization and the level of satisfaction with the after-sale service for two-wheelers within the research region.

FINDINGS:

- It is evident that, of 380 samples, the majority of respondents 258 were male, and the remaining respondents 122 were female.
- The majority of respondents (33%) were student and 27% of respondents were employee.
- Of the respondents, 66% said that the company do not properly remind for services. 33%
- Majority of respondents said that they service their two-wheelers once in every six months.
- 26% of respondent are dissatisfied with the service, while 19% are strongly dissatisfied.
- 24% of the respondents were found satisfied while 14% were strongly satisfied with service of two-wheeler.

SUGGESTIONS:

- The bulk of customers felt that the company's post-service was substandard in comparison to other services, despite the fact that the service provided by company should be beneficial to them. Thus, the business needs to pay attention to the two-wheeler's service quality. Company need to train their servicing staffs to meet the expectation of customers.
- The business should urge the automobile to be serviced by calling or sending an SMS to inquire about proper service remainders and vehicle conditions.

CONCLUSION

The purpose of this study was to determine customer satisfaction with the after-sale servicing of two-wheelers in the city of Gorakhpur. The purpose of the 380 sample respondents' choice was to ascertain consumer satisfaction. The majority of consumers felt the after-sale service quality was only partially satisfactory. Thus, a few recommendations were made at the end of the study to raise the level of customer satisfaction and service quality for the two-wheelers in the research region.

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