

Post Purchase Customer Satisfaction on the Different Car Batteries A Study of Warangal

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Abstract

The present research study measures the post purchase customer satisfaction on the different car batteries. Different batteries companies have entered into the market to satisfy the needs of the customers. From them, this study is mainly based on Car batteries industries limited to know the satisfaction of customers. The study surveyed 100 users' opinions. On the basis of findings it is evident with the most of the respondents opined that they are moderately satisfied of getting the post purchases services on the car batteries.

Keywords: Customer Satisfaction, Services, Car Batteries, India

Introduction

A highly satisfied customer stays brand loyal for longer time & buys more products as the company introduces new products and upgrades existing products. A brand loyal customer talks favorably about the company and its products, and costs less to serve than new customers because transactions are routine. Customer satisfaction depends on a product's perceived performance developing value to a beneficiary's expectation. If the product performance falls short of the beneficiaries expectations the beneficiary dissatisfied if the performance match the expected beneficiary satisfied. If the performance exceeds expectations the beneficiary is delighted. Outstanding marketing companies go out of their way to keep their customers satisfied. Customer's satisfaction makes repeat access and they tell others about their good experience with the product the key is to match customer's expectations with companies' performance. Smart companies aim to delight customer by providing only what they can deliver than delivering more than they promise. When it comes in the field of service sector like telecommunication services, customer satisfaction is the core indicator to achieve success. If customers are satisfied with the given services to them they can continue the consumption of that company otherwise they immediately switch to alternate service provider to satisfy their desires.

In modern times, the business organizations are adopting new techniques and methods for the growth of the business. The organizations are giving better services to their customers to face challenges posed by the competitors. For every business, it is not only important to retain the present customers but also to attract the new customers. So there is a need to ascertain the customers use regarding the services provided by key organizations. This survey is done with the own emphasis upon customer satisfaction for car batteries after sale service in the city of Warangal. This survey is done by the means of the questionnaire which helps to know the satisfaction of customers about car batteries after sale service.

Review of Literature

Customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date (Johnson and Fornell 1991). This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories, including telecommunications services (Fornell 1992; Fornell et al. 1996). As an overall evaluation that is built up over time, satisfaction typically mediates the effects of product quality, service quality, and price or payment equity on loyalty (Bolton and Lemon 1999; Fornell et al. 1996). It also contains a significant affective component, which is created through repeated product or service usage (Oliver 1999). In a service context, overall satisfaction is similar to overall evaluations of service quality. Compared with more episode-based or transaction-specific measures of performance, overall evaluations are more likely to influence the customer behaviors that help a firm, such as positive word of mouth and repurchase (Boulding et al. 1993). Historically, satisfaction has been used to explain loyalty as behavioral intentions (e.g., the likelihood of repurchasing and recommending). However, Verhoef (2003) argues that longitudinal data that combine survey measures with subsequent behavior should be used to establish a causal

relationship between perceptions and behavior. For example, Bolton (1998) finds a positive effect of overall customer satisfaction on the duration of the relationship for cellular phone customers, and Bolton and Lemon (1999) show a positive effect of overall satisfaction on customer usage of telecommunications subscription services. In a large-scale study of automotive customers, Mittal and Kamakura (2001) show a strong, albeit nonlinear, effect of customer satisfaction on repurchase behavior, such that the functional form relating satisfaction to repurchase is marginally increasing. They also find large differences in the satisfaction–retention relationship across customer characteristics. On the basis of these studies, we expect customer satisfaction to have a significant influence on customer retention that varies across customers.

Objectives of The Study

The objectives of the study are as follows.

1. To study the “Customer Satisfaction” amongst the users of “Car Batteries”.
2. To assess the after sale service provided by the dealer.
3. To make suggestions for improvement of their products & services from the customer's point of view based on this research to fulfill customer's needs.

Need and Importance of The Study

Different batteries companies have entered into the market to satisfy the needs of the customers. The customers are facing different problems and those problems they are not in a position to report directly to dealers and to the company. So, to know and bring before the company this survey has been carried out in order to determine various problems faced by the customers to meet their concern needs.

Research Methodology

Primary data is collected by administering a questionnaire to the chosen sample. Secondary data is collected from organization Manuals, Journals, News papers, Books, and available. For the purpose of the study a sample of 100 respondents was taken. The study is conducted in the Warangal District. Stratified sampling technique is used to evaluate the data. Finally, the collected data, tabulated, evaluated, analysed and interpreted.

Limitations of The Study

1. The survey is conducted in Warangal only.
2. As the sample size is 100, the data may not be accurate.
3. As the sample is insignificant to the total population.

Data Analysis and Interpretation

Table 1. Awareness of various Brands of Car Batteries

S. No	Options	No. of Respondents	% of Respondents
1	Yes	76	76
2	No	24	24
Total		100	100

Source: Compiled from questionnaire

Interpretation:

According to the revealed data, 76 per cent of the respondents are aware of the various brands of car batteries and 24 per cent of the respondents are unaware of all the forms of car batteries. The study expressed that the majority of

respondents are aware only about the well known brands available in the market. The unaware respondents stated that due to lack of advertising and promotions of the product they are unaware about some brands.

Table 2. Factors Motivating the Buying Behaviour of the Customers

S.No	Options	No. of Respondents	% of Respondents
1	Price	08	08
2	Brand name	28	28
3	Reliability	32	32
4	Service offered	20	20
5	Warrantee	12	12
Total		100	100

Source: Compiled from questionnaire

Interpretation:

According to data, it is evident that 8 per cent of the customers are purchasing the products according to the Price while 28 per cent of the respondents were motivated by the Brand Name whereas 32 per cent of the respondents are purchasing because of the reliability while 20 per cent of the customers are motivated by services offered, and 12 per cent of the respondents are purchasing according to the warranty. The mix response of the respondents shows that they are not keen in only one aspect (like price or warrantee) to purchase the car batteries. They look several features to purchase it.

Table 3. Reliability of the Product and Services offered

S.No	Options	No. of Respondents	% of Respondents
1	Excellent	30	30
2	Good	57	57
3	Fair	03	03
4	Bad	10	10
Total	100	100	

Source: Compiled from questionnaire

Interpretation:

From the available data it is observed that 30 per cent of the respondents viewed that the reliability of the car batteries are excellent while 67 per cent of them expressed it good. Whereas only 3 per cent of the respondents viewed it is a fair. However, 10 per cent of the respondents are unhappy with the reliability of the product and services which are being offered. These respondents may be dissatisfied with the local brands available in the market.

Table 4. Durability of the Product and Services offered

S.No	Options	No. of Respondents	% of Respondents
1	Excellent	30	30
2	Good	55	55
3	Fair	06	06
4	Bad	09	09
Total		100	100

Source: Compiled from questionnaire

Interpretation:

From the above data it is clear that 30 per cent of the respondents viewed that the durability of the car batteries is Excellent. Further, 64 per cent of the respondents viewed that the durability is good and 6 per cent of the respondents said it as a fair. However, only 09 per cent of the respondents have given the negative reply to this question. This may be because Car batteries are specially designed to suit the vehicles requirements making full use of Car's expertise, technological superiority and field experience. The task is not completed as per their opinion.

Table 5. Service Centre's Used by the Customers

S.No	Options	No. of Respondents	% of Respondents
1	Serviced by the authorized dealer	94	94
2	Serviced by local mechanic	06	06
Total		100	100

Source: Compiled from questionnaire

Interpretation:

It is observed that 94 per cent of the users get their battery serviced at authorized service centers while only 6 per cent of them get their battery serviced at local mechanic. This shows the satisfaction level of customers on the services provided by the industries. It is evident by the study that almost all the respondents prefer to use the services of service center for repairs and maintenance.

Table 6. Response of the Personnel at the Service Centers

S.No	Options	No. of Respondents	% of Respondents
1	Excellent	21	21
2	Good	70	70
3	Fair	06	06
4	Bad	03	03
Total		100	100

Source: Compiled from questionnaire

Interpretation:

From the collected data it is evident that 21 per cent of respondents who availed the service from the service centers felt that the response of the personnel was excellent. Whereas 70 per cent of respondents felt that the response was good. Further 6 per cent of them felt that the response was fair. However, only 3 per cent of them felt that the response was bad. From the study it is clear that the personnel of car batteries industries are very devoted in catering to the need of the customers.

Table 7. Maintenance of the Batteries

S.No	Options	No. of Respondents	% of Respondents
1	Service on time	88	88
2	Negligent	12	12
Total		100	100

Source: Compiled from questionnaire

Interpretation:

From the given data it is evident 88 per cent of users got their battery serviced on time as prescribed by the manufacturer while 12 per cent of them were negligent. This negligence may be due to over work load, communication gap, technical defects etc.

Table 8. Perceived Quality of Service

S.No	Options	No. of Respondents	% of Respondents
1	Excellent	15	15
2	Good	82	82
3	Bad	03	03
	Total	100	100

Source: Compiled from questionnaire

Interpretation:

Accordingly 15 per cent of the users perceived that the services provided by the industries are excellent. 82 per cent of the users perceived that the service to be good. However, 3 per cent of the users perceived that service is bad. It indicates that the quality of service is acceptable.

Table 9. Degree of Satisfaction

S.NO	Options	No. of Respondents	% of Respondents
1	Satisfied	88	88
2	Dissatisfied	12	12
	Total	100	100

Source: Compiled from questionnaire

Interpretation:

As per the analysis overwhelming respondents i.e., 88 per cent to the total customers stated that they are satisfied with the product which the product and services offered by the car batteries industries. However, only 12 per cent of the respondents expressed dissonance about the product and services which they have received. They felt that there is a need for further improvement and development.

Recommendations

The following are the recommendations of the study:

1. Customer response is the key element of customer satisfaction. If the customers fail to receive the response from the service centers then it may leads to the dissonance. The management should be strict and prompt while attending to the customer grievances.
2. The quality of the services needs to be improved in terms of reliability and durability of the services offered.
3. Negligence from the dealers, service centers or service providers may create dissatisfaction to the customers. Therefore, customers problems should be considered properly and try to reach to their expectations.
4. The company has to organize frequent service camps for the customers of the replacement market as this brings the customers becoming loyal to the firm.

Conclusion

Customer satisfaction and care has always been the focus of any industry. The service personnel at the service centers of car batteries industries are very dynamic. They are always prepared to offer their services as soon as the customer drops in. They do not keep their customers waiting for long. The prompt service offered by firms through its company network has been the attribute of its service network. Maintenance of the battery as prescribed by the manufacturer is the key to good performance of the battery. So, the companies insist the users to get their battery serviced on time. It is the user who has to ensure maintenance for the efficient performance of his battery.

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