

A COMPARITIVE STUDY ON PRE AND POST SALES SERVICE IN SHRIRAJ TVS, TRICHY CITY



Marketing

KEYWORDS: Pre and Post Sales Service, Shriraj TVS, Trichy

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ABSTRACT

Pre and Post sales service is a highly personal assessment that is greatly influenced by individual expectations. This sales service tells how a customer feels about his satisfaction level in Shri Raj TVS. The outcomes of this project would give the Organization a clear understanding about the customer feedback as well as their satisfaction level and also to understand what the problems faced at Pre and Post sales service. With the help of this study report the organization come to know the customer feedback and make improvements in the required area. To be successful, organizations must look into the needs and wants of their customers. Pre and Post sales service is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service.

The sample size of the Research Project is 105 and this is a random sample size which was taken from the customers of Shri raj TVS by Questionnaire as well as interaction in local language and result of the research project is most of the customers are satisfied about this Sales service in Shri raj TVS.

INTRODUCTION

Pre and Post sales service is a highly personal assessment that is greatly influenced by individual expectations. This sales service tells how a customer feels about his satisfaction level in Shri Raj TVS. The outcomes of this project would give the Organization a clear understanding about the customer feedback as well as their satisfaction level and also to understand what the problems faced at Pre and Post sales service. The project report focuses on customer satisfaction, pre-sale, post-sale services, of Shriraj TVS motors, a two wheeler showroom in Trichy city.

OBJECTIVES OF THE STUDY

- 1) To study the Pre sales service performance
- 2) To study the Post sales service performance
- 3) To know the area of improvement

REVIEW OF LITERATURE

Cardozo's (1965) initial study of customer effort, expectations and satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition.

(Oliver, 1980) It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience.

(Sandada 2013) Customer satisfaction has therefore become an important measure of the behaviour of consumers and a key indicator of business performance.

STATEMENT OF THE PROBLEM

Through this project, the sales and operation manager want to know the post sales service performance and to analyse the satisfaction level by the feedback of the customers. To know the quality of service and improvement to be made in the service provided by Shri raj TVS.

SCOPE OF THE STUDY

To understand the satisfaction level of the customer regarding the Pre and Post Sales Service provided by Shriraj TVS, to understand what are the customer requirement and improvement required by them in service.

RESEARCH DESIGN: Research is under taken with the idea to know about the Pre and Post Sales Service in Shri raj TVS

SAMPLE TECHNIQUE: The Sampling technique adapted for the study is Simple Random Sampling

SAMPLE SIZE: The Size of Sample taken for this study is 105

METHOD OF DATA COLLECTION: The researcher has collected the primary data through the Questionnaire. The Questionnaire was distributed directly by the researcher to the customers of Shri raj TVS and those who cannot understand English was personally interacted in local language

TOOLS FOR ANALYSIS: Simple percentage analysis is used for Data analysis and Interpretation, Paired t test for Pre and Post Sales Comparison.

LIMITATIONS OF THE STUDY:

- During the period of data collection the management is not permitting me to collect data from their customers because of their reputation
- Some of the Customers has been not co-operative because they are not Interested in giving their Suggestions

DATA ANALYSIS AND INTERPRETATION

Objective - 1

Time Spend by Salesperson to explain about the vehicle

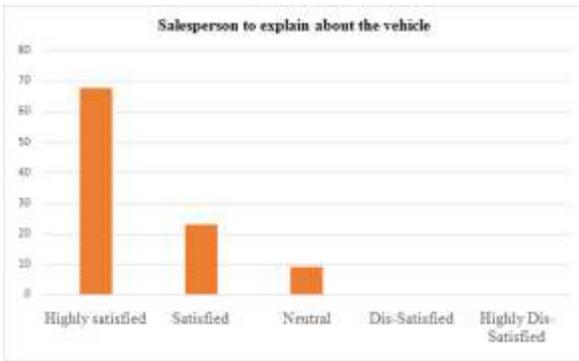
Table 1:

Salesperson	No. of responds	Percentage
Highly satisfied	71	68
Satisfied	24	23
Neutral	10	9
Dis-Satisfied	0	0
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation:

From the above chart 68% of the respondents are highly satisfied on time spend by salesperson to explain about the vehicle and 23% are satisfied then 9% are neutral and no respondents Dis-satisfied and highly Dis-satisfied

Fig. 1:



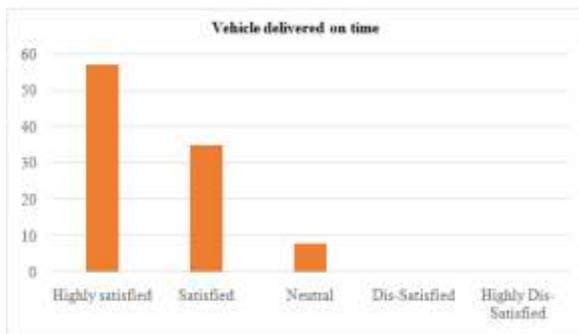
Objective - 1
Vehicle delivered on time

Table 2:

Vehicle delivery	No. of respondents	Percentage
Highly satisfied	60	57
Satisfied	37	35
Neutral	8	8
Dis-Satisfied	0	0
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation
From the above chart 57% of the respondents are highly satisfied on vehicle delivered on time and 35% are satisfied then 8% are neutral and no respondents Dis-satisfied and highly Dis-satisfied

Fig. 2:



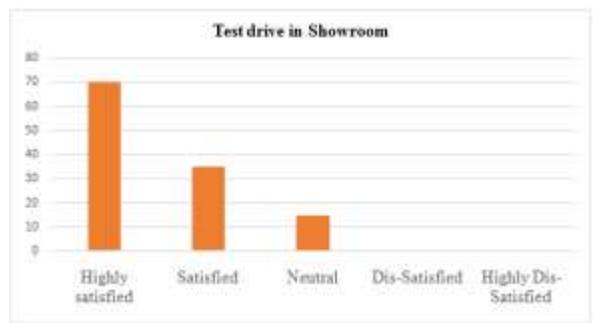
Objective - 1
Test drive in Showroom

Table 3:

Test drive	No. of respondents	Percentage
Highly satisfied	71	70
Satisfied	37	35
Neutral	13	15
Dis-Satisfied	0	0
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation
From the above chart 70% of the respondents are highly satisfied on Test drive in showroom and 35% are satisfied then 15% are neutral and no respondents Dis-satisfied and highly Dis-satisfied

Fig. 3:



Objective - 1
Services in Shirraj TVS

Table 4:

Services	No. of respondents	Percentage
Highly satisfied	36	34
Satisfied	29	28
Neutral	31	29
Dis-satisfied	9	9
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation
From the above chart 34% of the respondents are highly satisfied on Services in Shirraj TVS and 28% are satisfied then 29% are neutral then 9% are Dis-satisfied and no respondents are highly Dis-satisfied

Fig. 4:



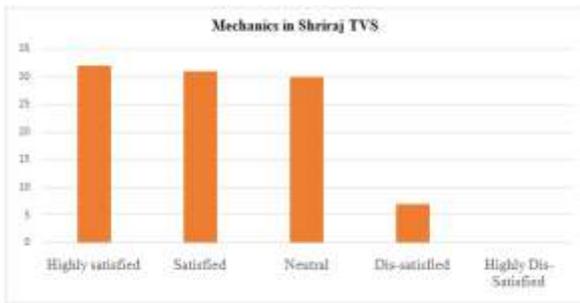
Objective - 1
Mechanics in Shirraj TVS

Table 5:

Mechanics	No. of respondents	Percentage
Highly satisfied	34	32
Satisfied	33	31
Neutral	31	30
Dis-satisfied	7	7
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation:
From the above chart 32% of the respondents are highly satisfied on Mechanics in Shirraj TVS and 31% are satisfied then 30% are neutral then 7% are Dis-satisfied and no respondents are highly Dis-satisfied

Fig. 5:



Objective - 1

Labour charge in Shirraj TVS

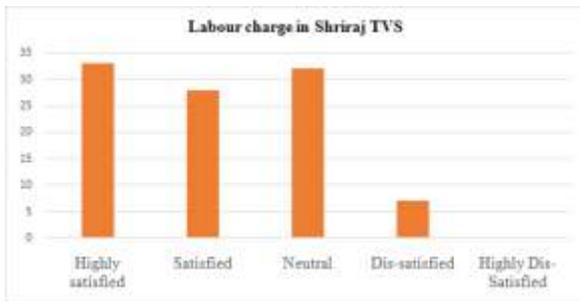
Table 6:

labour charge	No. of respondents	Percentage
Highly satisfied	35	33
Satisfied	30	28
Neutral	33	32
Dis-satisfied	7	7
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation

From the above chart 33% of the respondents are highly satisfied onlabour charge in Shirraj TVS and 28% are satisfied then 32% are neutral then 7% are Dis-satisfied and no respondents are highly Dis-satisfied

Fig. 6:



Objective - 1

Price in motor spares

Table 7:

Price of spares	No. of respondents	Percentage
Highly satisfied	36	34
Satisfied	28	26
Neutral	29	28
Dis-satisfied	12	12
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation

From the above chart 33% of the respondents are highly satisfied onPrice in motor sparesand 26% are satisfied then 28% are neutral then 12% are Dis-satisfied and no respondents are highly Dis-satisfied

Fig. 7:



Objective - 1

Avail of Spares

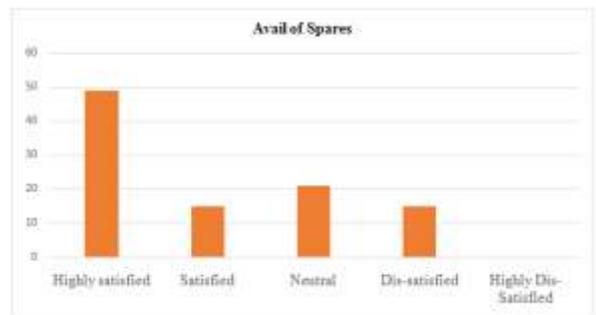
Table 8:

Avail of spares	No. of respondents	Percentage
Highly satisfied	51	49
Satisfied	16	15
Neutral	22	21
Dis-satisfied	16	15
Highly Dis-Satisfied	0	0
Total	105	100

Interpretation

From the above chart 49% of the respondents are highly satisfied onavail of sparesand 15% are satisfied then 21% are neutral then 15% are Dis-satisfied and no respondents are highly Dis-satisfied

Fig. 8:



Objective - 1

Quality of Spares

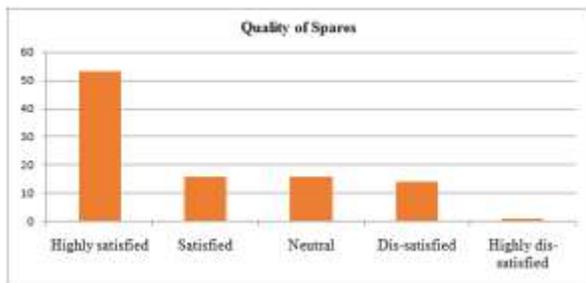
Table 9:

Quality of spares	No. of respondents	Percentage
Highly satisfied	54	53
Satisfied	17	16
Neutral	17	16
Dis-satisfied	15	14
Highly dis-satisfied	2	1
Total	105	100

Interpretation

From the above chart 53% of the respondents are satisfied on Quality of spares and 16% are highly satisfied then 16% are neutral then 14% are Dis-satisfied and 1% is highly Dis-satisfied.

Fig. 9:



COMPARISON BETWEEN PRE AND POST SALES SERVICES USING PAIRED T-TEST

Customer	Pre-Sales score	Post-Sales score	Difference
1	37	41	4
2	28	32	4
3	29	30	1
4	29	31	2
5	31	28	-3
6	34	39	5
7	35	38	3
8	36	38	2
9	36	32	-4
10	37	39	2
11	34	35	1
12	37	36	-1
13	36	38	2
14	30	37	7
15	32	32	0
16	33	37	4
17	40	46	6
18	41	44	3
19	38	42	4
20	42	41	-1

Calculating the mean and standard deviation of the differences

$\bar{x} = 2.05$ and $sd = 2.837$

Therefore, $SE(\bar{x}) = sd/\sqrt{n} = 2.837/\sqrt{20} = 0.634$

So, $t = 2.05/0.634 = 3.231$

Looking this up in tables gives $p = 0.004$. Therefore, there is strong evidence that, on average, the module does lead to improvements.

CONCLUSION

Pre and Post sales service is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. So, from the Percentage analysis and t-test method the services of the organization is average and they have to improve in certain areas to meet their goals.

REFERENCE

1) "Customer Satisfaction is Worthless, Customer Loyalty is Priceless" by Jeffery Gitomer | 2) Measuring Up! by Anne Miner