



MEASURING CUSTOMER LOYALTY FOR AFTER SALES SERVICE OF CARS

Management

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ABSTRACT

The purpose of this paper is to analyze the service quality factors influencing customer satisfaction and loyalty in Economy, Premium and Super Premium car segments with reference to after sales service of cars. The conceptual framework describes the influence of Responsiveness, Assurance, Tangibility, Empathy and Reliability to customer satisfaction and customer loyalty among different car segments. The respondents were from Coimbatore city, Tamilnadu, India. The sampling method used for data collection was convenient sampling. 80 respondents were questioned through structured questionnaire. The data were interpreted using tools like factor analysis and regression analysis. The researcher has concluded that the discrimination was found in services of Economy car segments over Premium and Super Premium segments.

KEYWORDS:

Service Quality, After Sales service, Car Segments

1. INTRODUCTION

A sale is the first step to increasing your sales, not the last. Providing good after-sales service shows your customers you want to build a long-term relationship with them, earn their loyalty and keep their business. Many successful businesses use after-sales service strategies to consolidate sales, build customer relationships and grow their profits. Providing after-sales service keeps your customers coming back to you and encourages them to refer your business to others.

After-sales service includes what you do at the point of sale, including your customer service and selling techniques. It also includes how you follow up after the customer has left, such as providing follow-up contact and effectively dealing with complaints.

After sales service refers to various processes which make sure customers are satisfied with the products and services of the organization. The needs and demands of the customers must be fulfilled for them to spread a positive word of mouth. In the current scenario, positive word of mouth plays an important role in promoting brands and products. After sales service makes sure products and services meet or surpass the expectations of the customers. After sales service includes various activities to find out whether the customer is happy with the products or not? After sales service is a crucial aspect of sales management and must not be ignored. For the purpose of this paper, the definition of after sales services according as "all activities geared towards maintaining the quality and reliability of the car carried out after the customer had taken delivery with goal of ensuring customer satisfaction which can lead to customer loyalty in retention of after sales services. Since the research works focuses only on the term "after sales service among car segment in Coimbatore region"

In comparison of similar industries it's considered that higher customer satisfaction leads to customer loyalty at least in a long run.

2. BACKGROUND OF THE STUDY

In this market competition demand corporations to continuously seek means to gain customer loyalty. However, although corporations are realizing the value of keeping customers loyal, no one knows for sure how to do it. Corporations measure customer satisfaction, and hope that if the satisfaction, and hope that if the satisfaction scores are good, the customer. Moreover, due to the fact that customer expectations are constantly increasing, corporations are now required to go beyond their primary need of satisfying the customers, to exceed their expectations. Corporations therefore have to shift their customer focus from purely satisfying customers to create loyalty and trust through mutually beneficial, long-term relationships. Measure customer satisfaction, and hope that if the satisfaction scores are good, the customers will stay with the firm.

But the truth is that even satisfied customers leave for the temptation of

competitor's offers. Loyal customers bring several advantages.

3. OBJECTIVES

- To identify the factors influencing the customer loyalty on after sales service among various car segments in Coimbatore.
- To compare different segments of cars towards customer loyalty.
- To identify different factors influencing service quality.
- To explore the influence of demographic variables among different car segments with respect to customer loyalty.
- To provide the suggestions for improvement in service quality in after sale service.

4. REVIEW OF LITERATURE

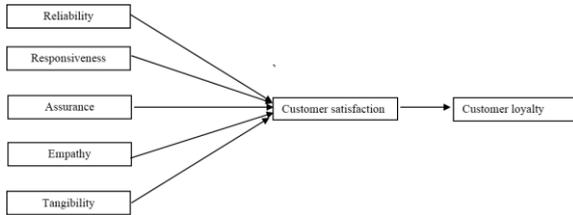
Service quality and corporate image are major factors in determining the satisfaction. (Dr. Muhammad Sabbir Rahman, 2012). Internal processes support the delivery of top quality public services using SERVQUAL dimensions (Reliability, Tangibility, Responsiveness, Assurance, and Empathy). Key relationship is being determined by service dimensions and service quality (Prabha Ramseook-Munhurrn, 2010).

Continuous improvement in service quality was necessary to increase customer satisfaction, loyalty, retention, market share and profitability (Minwir Al-Shammari, Ahmad Samer Kanina, 2014). Service quality and factors which affect customer satisfaction in Automobile service industries (Mohammad Javed, Dr.Parul Gupta, Dr.Vishal Saxena, 2015). Maximizing the quality and easy navigation of website in order to retain a loyal customer in manufacturer's website (Dr.N.Nagaraja, 2012).

The quality and services of Product increases the satisfaction level of customer (Padiri Usha, Dr.Kalyan Nallabala, 2014). The most effective way to maintain customer loyalty and customer satisfaction is consistent service quality that decreases the cost of attracting new customers and increase sales and market share (Hossein Vazifehdust and Sahel Farokhian, 2013). Empirical work relates the business performance (Customer Satisfaction) and productivity and return on investments (Eugene W.Anderson, Claes Fornell, Roland T.Rust, 1997).

The Customer satisfaction and perceived value were also indirectly related to loyalty through commitment (Pin Luarn, Hsin-Hui Lin, 2003). The linkages between relationship marketing and customer loyalty by using customer satisfaction and customer trust as the intervening variables (Mohamad Rizan, Ari Warokka, Dewi Listyawati, 2014). customer loyalty is more dependent upon Customer satisfaction in comparison of customer retention (Mohammad Majid Mehmood Bagram, Shahzad Khan, 2012).

5. CONCEPTUAL FRAMEWORK



6. RESEARCH METHODOLOGY

Research Type	Quantitative research
Research design	Descriptive cross sectional research
Data Type	Primary Data
Secondary source	Reference material, books & e-books, website.
Data collection method	Survey method, personal visit
Sampling method & Sample Size	Convenient Sampling & 80
Sampling location	Coimbatore, Tamilnadu, India
Data collection Instrument	Structured questionnaire