Customer Satisfaction Analysis in Four Wheeler Service Centre: A Review

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Abstract –The Indian Auto Industry is one of the largest in the world. The industry accounts for 7.1 per cent of the country's Gross Domestic Product (GDP).India are also a prominent auto exporter and have strong export growth expectations for the near future. The increment and decrement in the no. of customer is totally depend on customer satisfaction. In the present time there is a lot of competition in the market so there is a need to be conscious about customer satisfaction. This paper deals with the review on customer satisfaction and its effect on automobile industries. At the present time each and every industry try to provide better services and quality of product as well as some additional features in their product which give additional importance in the market. Here we are talking about the four wheeler automobile service industries in which there are some gaps in between perceived and expected service and this thing directly affect the customer satisfaction, its market and brand value. Customer satisfaction is very important term in each and every industry.. The expectation of the customer is that in a less time the service centre provides the best service but due to some gaps this things is not possible. In the further study we will try to analyze the best service centre which will benefit the customer's need by applying different methods and techniques.

Keywords- Customer Satisfaction, Service Quality, Analysis of data.

INTRODUCTION

In the automotive industry its always depended on innovation to develop today's super advanced vehicles. These four innovations are revolutionizing the automotive customers' experience. More than ever, today's vehicle industry is looking beyond the creation of faster and more efficient cars. While these characteristics remain important, automotive companies are trying to find ways to improve the customer experience, making sure that their clients remain loyal to their brands, coming back when it's time to change their cars with newer models.Customer satisfaction is defined as the percentage of total customers who are using the product and experience the quality of service of their service centre and they feel happy or satisfy. Service Quality is an achievement in customer service and reflects at each service encounter. Customers form service expectations from past experiences, word of mouth and advertisement. In general, Customers compare perceived service with expected service in which if the former falls short of the latter the customers are disappointed. The measures of service quality obtained through consumer surveys have become a widely used business performance measurement tool. This is because service quality is related to profitability, costs, customer satisfaction and retention. Any service industry cannot survive in this highly competitive environment until it satisfies its customers by providing good quality service. The service quality is the service related to customer expectations and service industry by satisfying the needs of customers. In services it is the customer who defines the quality and human side of service is key to deliver quality. The measures of service quality obtained through consumer surveys have become a widely used business performance measurement tool. This is because service quality is related to costs, profitability, customer satisfaction and customer retention. The customers of Indian automotive Industry are well aware about the latest product in the market and expect the same levels of service quality in the products.

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In the market wide range of models and variants are available with some small changes and additional features of different brands but of almost same price and this thing encourages the customer to switch from one brand to another.

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II- LITERATURE REVIEW

Prasanna Mohan Raj (2013): studied the factors influencing customers brand preference of the economy segment SUV's and MUV's. Data collection was made through direct interaction and customer intercept survey using questionnaire. Descriptive analysis was used to transform data into understand format and factor analysis was used for identification of factors influencing customer preference. In light of study findings, the preference of a given brand can be explained in terms of six factors namely Product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand. There is need for marketers to take these factors into consideration when crafting product innovations in the SUV segment of Automobile market.

Jhanshahi, A.A. et al. (2011): stated that the automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, Customer service cans be considered as an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after purchase and hence they conducted a research to find the Relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry The population of the study is all of the Tata Indicia car owners in Pune. Hypotheses of the study will be analyzed using regression and ANOVA. Results of the study show that there are high positive correlations between the constructs of customer service and product quality with customer satisfaction and loyalty.

Datsomor, H.K. (2012) : Adopted the SERVQUAL service quality model with its five dimensions(tangibles, reliability, responsiveness, assurance and empathy) to measure customer's perception of service quality and to investigate its effect on their loyalty. A self-completion questionnaire with a total of 45 closed questions and 2 open ended questions was developed to gather field data from 5 Toyota Ghana branches nationwide. All of the items were measured by using a five Point Liker-type response scale. SPSS software was used to carry out reliability test, descriptive analysis (frequency and percentage distributions), correlation coefficient tests and regression model analysis on the data obtained.
Responses to the open ended questions were also studied and this study affirms that each of the dimensions of service quality has positive impact on customer loyalty.

Shuqin, W. and Gang, L. (2012): conducted an empirical study on the relationship between after sales service qualities in China Automobile sector and they found that fairness, empathy, reliability and convenience have significant positive impact on customer satisfaction while responsiveness doesn't have a significant impact on customer satisfaction and at the same time satisfaction has a significant positive impact on trust and trust has a significant positive impact on commitment.

They also found satisfaction and commitment both have significant positive impact on relationship value but trust cannot impact relationship value directly.

Nikhil Monga,Bhuvender Chaudhary, Saurabh Tripathi (2012) : this research attempts to answer some of the questions regarding brand personality of selected cars in India by conducting the market research. This personality sketching will help in knowing what a customer (or a potential customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Similarly, the idea of measuring the customer satisfaction will serve the same purpose of determining the customer perception. Thus, by measuring the willingness of exciting users of a car to recommend it to others will help the car manufacturers to check out the entire customer Buying Behavior. The study shows that brand perception is something which starts building up before a car is purchased and goes on with its use and is reflected in the recommendations. The customer makes to his acquaintances for the same car. Also it is seen that the customer might not be using the car still he holds the perceptions about it. Brand personality of a car is enforced by the sellers in the mindsets of the customers and customers react to it by forming their perception about the car and this reflects in the overall brand image of the car. So brand image and brand personality complement each other and the brand perception.

III- METHODOLOGY

In order to answer the core of the research problem customer satisfaction index among Multi brand car service centre across Nagpur, the information from the customer perspective play an important role. Quantitative data collection methods were used to obtain all the necessary data needed for answering the core research questions and problems of the research. Attributes have been used for all brand car service centre across Nagpur to measure customer satisfaction index. In order to make the study more useful and informative descriptive statistics have been applied. Weightage is given for the desired attributes:

1) **Service Initiation:**There are multiple requirement tied to either the date of admission into the Program, meaning the day a person is admitted or Enrolled for service and the date of service meaning the first day of services were provided.

2) **Service Advisor: A** service advisor typically works in a car dealership and the liaisonbetween the customer and service technicians working in the garage.

3) **Service Quality: Service** quality measures how well a service is delivered compared to customer expectations. Businesses that meet **or** extend expectations are considered to have a high service quality.

The customer satisfaction index represents the overall satisfaction of customer towards dealer, usually as a percentage. Plotting this satisfaction index of the customer against different dealers show exactly how well the dealer is accomplishing the task of customer satisfaction over a period of time.

1) **Visit to Several Service Centre: By** visiting to several Service centre at Nagpur We are collecting a data On the basis of their type of Service being given to Customers.

2) **Parameters For Full filling Customer Satisfaction::** Different parameters will be taken for Analyzing the best service Being Given to the Customers From different Service centre at Nagpur .

3) **Design the Feedback Form on the basis of given Parameter From Several Service Centre :**A Feedback Form will be designed for the Type of service and the Format of service Treated with the Customers which may include their NATURE , BHEAVIOUR ,ATTITUDE ,HANDLING THE PROBLEMS OF CUSTOMERS**.**

4) **Hypothetical data Analysis: At** End Hypothetical Data which is collected will be analyzed.

IV-CONCLUSION

As Our Indian Nationalist Leader "MAHATMA GANDHI" has Said Some Words about CUSTOMERS that" A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favour by giving us the opportunity to do so."So it is the main responsibility of service industries to improve customer satisfaction and quality of service which is beneficial to enhance the no. of new customers. When the service industries provide the best

in class service than there is no need to expand money on promotions and advertisement because a satisfied customer directly promote the brand of particular product and this is directly the word to mouth communication or promotion and it will be the most effective for particular service industry. The study will bring to light the relevance of maintaining quality as a means of offering satisfaction to four wheeler vehicle owners during the active period of use of the vehicle. The four wheeler automobile service industries will be better equipped to take decisions on the right investments to improve on quality of service and eventually on customer satisfaction.

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