

## Consumer Attitude Towards After Sales Service

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**Abstract:** According to Philip Kotler “Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”.

Marketing management deals with how organizations and people can better manage their exchange activities to produce income for themselves and satisfaction for others. Now a days customers are deal oriented, they do not want just products but they expect something more.

Marketing is a process which starts with customer and ends with customer. The customer has become the main focus and all the marketing strategies revolve around him. Previously the manufacturer used to make a product and they sold it to the customer without any importance to after sales-service. But the market has totally changed now the services are designed and provided based on the customer needs.

In this competitive market consumers have become increasingly conscious, not only about the products purchased but also about the product quality and its sustained performance. As a result of which more and more companies are strengthening their after sales service department. This helps them to ensure that customers are happy even after they have purchased the product.

After sale service is a marketing strategy designed to create brand image which ultimately results in Brand loyalty. This paper focuses on an analysis of customer attitude towards after sales services. In order to make a comparative study, four super markets established in Mysore city were selected. They are Big Bazaar, More, Loyal World and Easy Day.

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### I. Introduction

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The Indian retail industry has over 12 million outlets, which is the largest number of retail outlets in the world. Retailing in India is receiving global recognition. Retailing according to concise Oxford English dictionary, is the sale of goods to public for use or consumption. Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use.

Hypermarkets are large self service departments selling a mix of products and offer a depth in product mix which includes food and non food items. This kind of stores having an area from 1,00,000 to 3,00,000 Sq feet. The hyper market and super markets typically comprises meat, fresh produce, dairy, and baked goods aisles, along with shelf space reserved for canned and packaged goods as well as for various non-food items such as kitchenware, household cleaners, pharmacy products and pet supplies. Some supermarkets also sell a variety of other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothes, and some stores sell a much wider range entertainment. The growth of Supermarkets of India in recent years has been quite heartening. With the economic liberalization and opening up of Indian markets to foreign investments, the Indian economic growth was catapulted significantly. The Indian supermarkets mainly retail food items and household goods electronic devices.

After sale service is a marketing strategy designed to create brand image which ultimately results in Brand loyalty. This paper focuses on an analysis of customer attitude towards an after sale service. In order to make a comparative study, four super markets established in Mysore city were selected. They are Big Bazaar, More, Loyal World and Easy Day.

**Objective Of The Study**

The study aims at verifying the following objectives

1. To study the customer behavior towards after sale services.
2. To make comparative analysis of after sale services in selected organizations.
3. To elicit the opinions of consumers on various issues relating to after sale service, and
4. To suggest in the light of enquiry, suitable measures to improve after sale services.

**II. Methodology**

The information relating to the study has been gathered from both primary sources and secondary sources. An opinion poll was conducted and opinions were collected from as many as 100 respondents. Random sampling was used to select respondents, 25 consumers of each supermarket were selected at random and their opinions on various issues were pooled. The opinions of consumers were rated on a four point scale. Simple percentages were used to analyze the data. Apart from the primary sources information from secondary sources were also collected. Information from various journals, books and articles was collected. Information was also collected from browsing.

**Consumer Attitude Towards After Sale Services an Analysis**

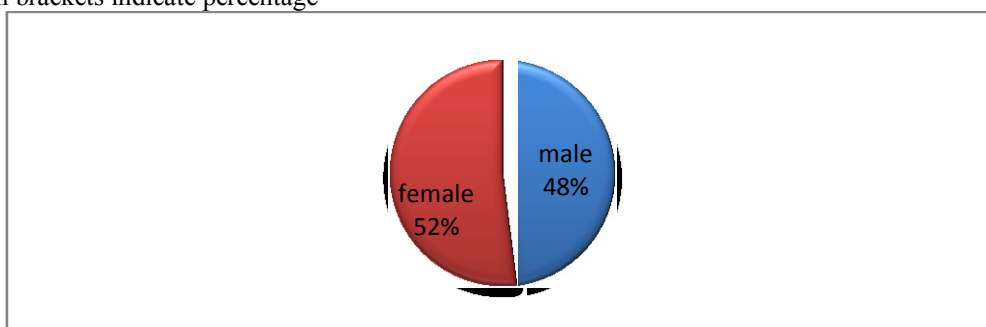
After sale service is one of the important weapon in the hands of marketers to create consumer loyalty. A survey of 100 consumers in four super markets in Mysore city was conducted to study the consumer attitude towards after sale service. The sample respondents and their percentage according to gender is presented in the following table.

**Table 1. Distribution of Gender wise respondents and their percentage**

Markets	Male	Female	total
Big Bazar	12 (12%)	13 (13%)	25 (25%)
More	12 (12%)	13 (13%)	25 (25%)
Loyal World	12 (12%)	13 (13%)	25 (25%)
Easy Day	12 (12%)	13 (13%)	25 (25%)
<b>total</b>	<b>48</b> <b>(48%)</b>	<b>52</b> <b>(52%)</b>	<b>100</b>

Source: Survey data

Figures in brackets indicate percentage



In all 48 male customers and 52 female customers were selected and their opinions are elicited on various issues like their experience, behavior of staff, quality of product packing, defects of products, attending queries, timely attending to after sale service and overall experience.

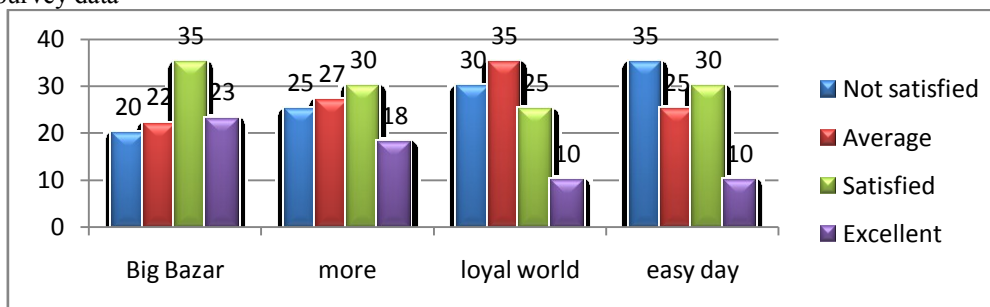
**Experience about availability of branded products**

The satisfaction level of consumer experience about availability of branded products in these markets is presented in following table.

**Table 2. Satisfaction Level of Customers (In Percentage)**

	Big Bazaar	More	Loyal World	Easy Day
Not satisfied	20	25	30	35
Average	22	27	35	25
Satisfied	35	30	25	30
Excellent	23	18	10	10
Total	100	100	100	100

Source: Survey data



From the above table and graph, it is evidenced that as many as 58% customers are satisfied (satisfied and excellent) about the availability of branded products in Big Bazaar, it is 48% in More, 35% in Loyal World, 40% in respect of Easy Day.

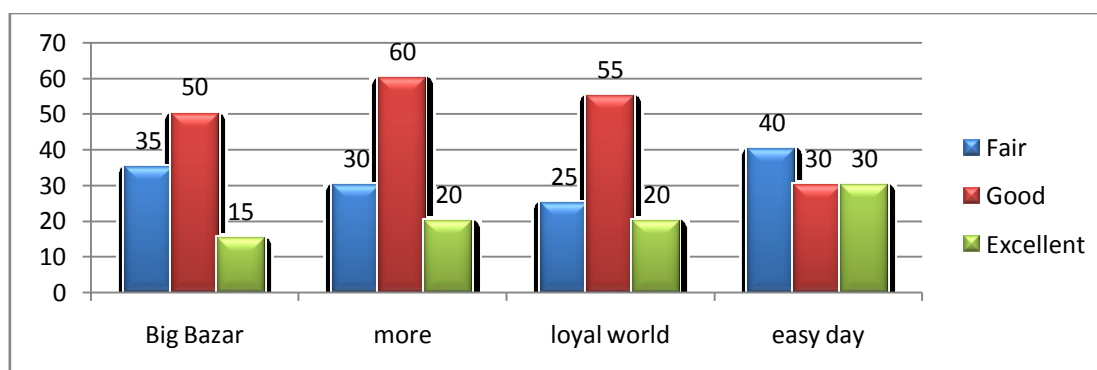
**Behavior of The Staff**

The data relating to staff co-operation, courteous behavior and politeness is depicted in following table.

**Table No 3. Opinion Of Customers About Behaviour Of Staff (In Percentage)**

	Big Bazaar	More	Loyal World	Easy Day
Fair	35	30	25	40
Good	50	60	55	30
Excellent	15	20	20	30
Total	100	100	100	100

Source: Survey data



The above table and chart shows that staff co-operation while enquiring about products in Malls. Consumers' satisfaction level in Big Bazaar was 65% (both good & excellent), More 80%, Loyal World 75% and Easy Day 60%.

Most of the customers in all the shopping Malls were satisfied with the behavior of the staff. It is evident from the above table that the staff were more co-operative, courteous and polite.

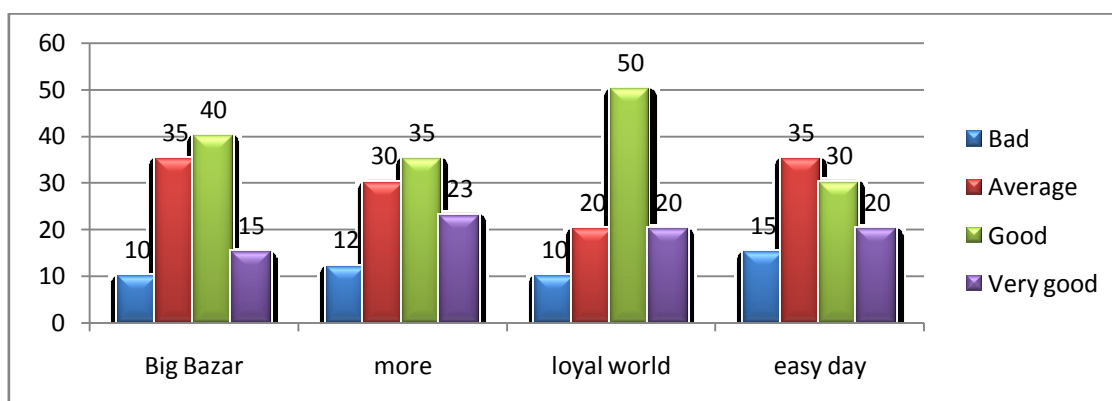
**Quality of product package**

Packaging is another important service that attracts the consumers attention. The satisfaction level of consumers about quality of the packing at the time of delivery of product is summarized in the following table.

**Table No 4. Quality of Product Package (In Percentage)**

	Big Bazaar	more	loyal world	easy day
Bad	10	12	10	15
Average	35	30	20	35
Good	40	35	50	30
Very good	15	23	20	20
Total	100	100	100	100

Source: Survey data



The figures in the above table and chart reveal the perception level of customers about quality of packaging at the time of delivery in four shopping centers. While majority of customers felt good about packaging, yet sizable number of customers were not satisfied with quality of packaging at the time of delivery (Big Bazaar 10%, More 12%,Loyal world 10% and Easy Day 15%) .

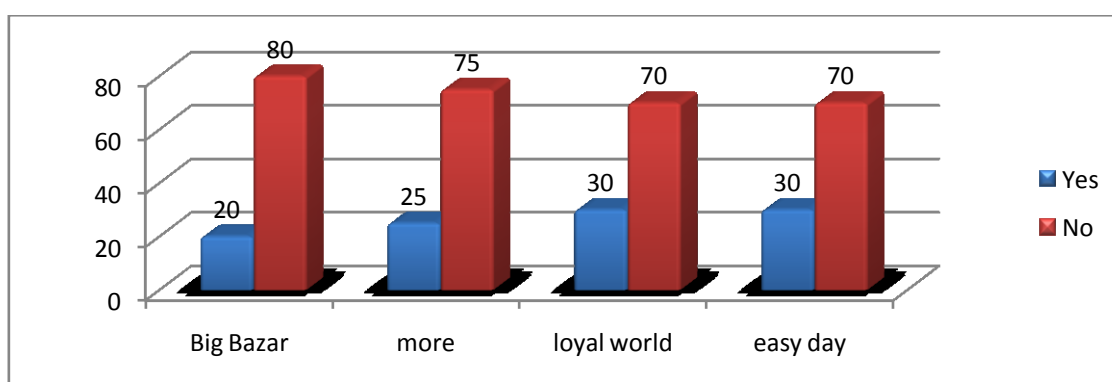
**Purchase of defective products**

The following table depicts the percentage of defective products purchased in the shopping Malls.

**Table No 5. Customers Purchasing Defective Products (In Percentage)**

	Big Bazaar	More	Loyal World	Easy Day
Yes	20	25	30	30
No	80	75	70	70
Total	100	100	100	100

Source: Survey data



The percentage figures for purchase of non-defective products were Big Bazaar 80%, More 75%,Loyal world 70% and Easy Day 70%. The percentage of defective products were Big Bazaar 20%, More 25%,Loyal world 30% and Easy Day 30%.

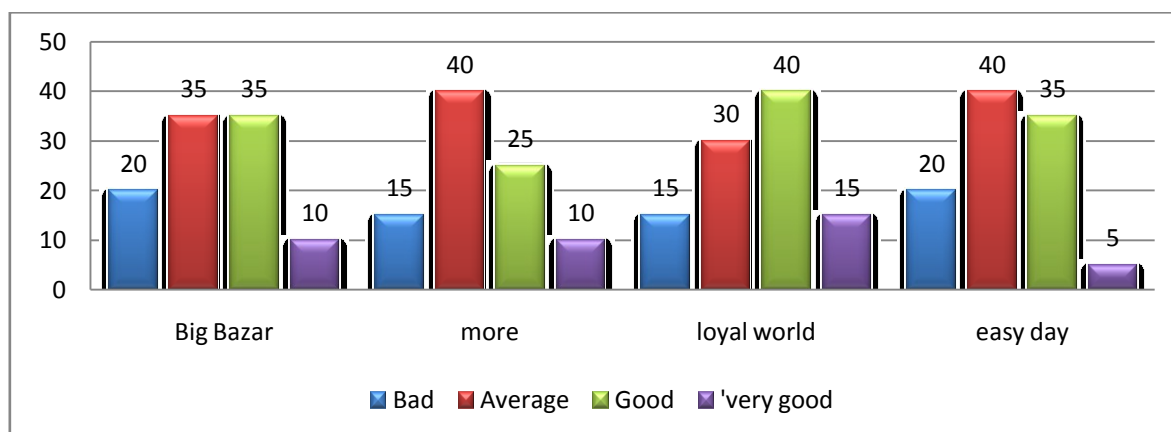
**Attending queries of customers**

The experience of the customers, whether their queries are promptly attended or not? was analyzed in the following table.

**Table No 6. Opinion of customers about resolving queries promptly (In Percentage)**

	Big Bazaar	more	loyal world	easy day
Bad	20	15	15	20
Average	35	40	30	40
Good	35	25	40	35
'very good	10	10	15	5
Total	100	100	100	100

Source: Survey data



The customers were having varied experience as to the prompt resolving of queries of customers. Most of the customers fall under the category of “average” and “good”. However there were some customers who had bad experience in resolving their queries.

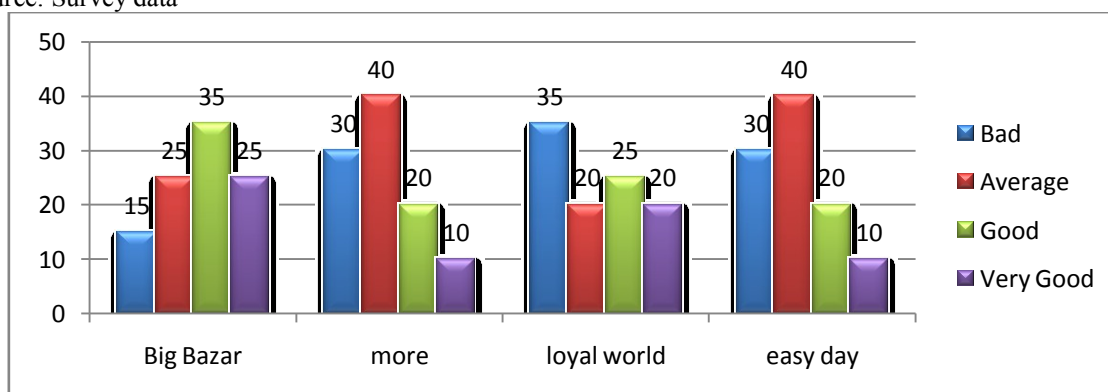
**Delivery of after sale services within the time frame**

Delivery of after sale services within the time frame is another indicator of customer satisfaction. Consumer’s response towards after sale services were presented in the following table.

**Table No 7.Opinion Of Customers about delivery of after sale services. (In Percentage)**

	Big Bazaar	more	loyal world	easy day
Bad	15	30	35	30
Average	25	40	20	40
Good	35	20	25	20
Very Good	25	10	20	10
Total	100	100	100	100

Source: Survey data



The figures indicates a negative position as for as delivery of after sale services to customers. As much as large numbers of customers feel bad (30%,35%,40%) about the delivery after sale services in More, Loyal World and Easy Day shops respectively. The customers of Big Bazaar perceive that the services are good (35%) is an exception.

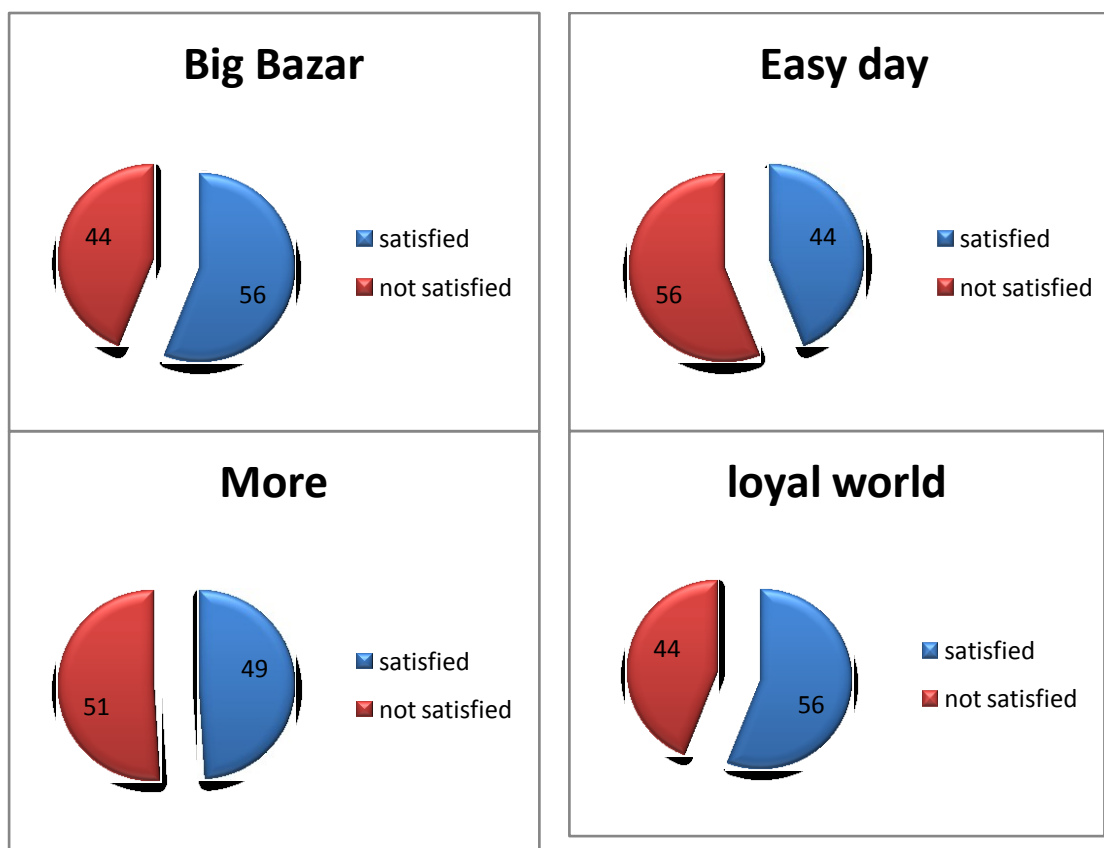
**Over all experience**

The overall experience of the customers was presented in following table

**Table No 8. Satisfaction Level of Customers (In Percentage)**

	Big Bazaar	more	loyal world	easy day
<b>satisfied</b>	56	49	56	44
<b>not satisfied</b>	44	51	44	56
<b>Total</b>	100	100	100	100

Source: Survey data



As per above pie-chart shows

- 56% of customers of Big Bazaar satisfied with all sorts of experience.
- 49% Of More customers satisfied.
- 56 % of loyal world customers satisfied with over all experience.
- 44 % of Easy Day customers satisfied in Mysore city.

The overall experience of the customers reveals an interesting story. The statistics indicate that the majority customers of Big Bazaar and Loyal World were satisfied while the majority customers of More and Easy day were not satisfied with the service. It can be seen that there is no much difference between satisfaction level and dissatisfaction level in all the markets.

The survey has covered many issues relating to after sale services offered by the shopping Malls under study. It evident that many factors influence the consumers attitude towards after sale services and their subsequent shopping and buying decisions. The following suggestions are offered for improved after sale services.

**III. Suggestions**

1. Educating the customers using different channels of advertising to make the customers aware about is very much needed.
2. The requirements of the customers is to be checked at very regular interval of time to satisfy the customers with the new requirements in the service offered and to improve the services. The sales force or technical force must meet the customers at frequent intervals, so that the customer queries are attended to on time.
3. Provision of latest and reliable services is another important device to gain customer confidence. The companies must innovate new services, design them properly and deliver them within the time frame.

4. It is necessary to build young sales force. These sales force must be given proper training so as to equip them to deliver better services.
5. While interacting with many respondents, they complain that these retail outlets very commonly charge for the carry bags. This again needs relook towards supply of carry bags free of charge in order to enhance the quality of delivery of services.
6. The situation is like competitive pressure V/S consumers satisfaction. The companies are, now a days facing challenges of competitive pressure and achieving consumers satisfaction. Probably the delivery of better and innovative customer services (both before and after sale) is the only remedy to resolve these challenges.

#### IV. Conclusion

Based on the study, it is evident that the three significant factors involved in after-sales service are delivery, installation and warranty. It can be seen that customers rely upon the prompt delivery of the products, the installation response to be according to specification and requirements, and with the assurance of good quality products that are guaranteed for a certain period of time.

It is important that the company to adopt a good after-sales service management to enhance the effectiveness and efficiency to serve the customer. For example, by implementing extensive customer relationship management (CRM) with sophisticated software and analytical tools. This can help to integrate customer information and build stronger capabilities in delivery, installation and warranty.

The company should not delay the claim made by a customer and try to fulfill its promises either by repairing or replacing with a new product. Finally, continuous improvement is required through integrated functional activities in order to provide high quality services which in turn can lead to customers' high satisfaction and confidence. All departments be it Marketing, Finance, Operations and Human Resource must work together to achieve the *mission, vision and objectives* of the company.

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