

A STUDY ON CUSTOMER SATISFACTION TOWARDS POST SALES SERVICE IN HONDA MOTORS - WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Customer satisfaction is defined as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals". The scope of this study focuses on the potential customer satisfaction of Honda motors, Coimbatore city. To study the level of satisfaction towards the services provided by Honda motors. The data was limited to the customers of Coimbatore city only.

Key word: CustomerSatisfaction, Sales, Service, Honda services

INTRODUCTION

Customer satisfaction is defined as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals". Satisfaction is a subjective concept and a crucial concern for both customers and organizations, and thus difficult to determine. It depends on several factors and varies from person-to-person and product-to-product. The importance of customer satisfaction in strategy development cannot be easily determined.

STATEMENT OF PROBLEM

The various car companies have attempted to differentiate their products and to build brand loyalty on the basis of post-sales service offered by them and their dealers in terms of strong dealer network accessible all over India, technically qualified staff, and a number of free post-sales services offered to the customers. Hence, the primary objective of this research is to study the effect of post-sales services of cars in building a customer loyalty at the entry level provided by car manufacturers since customer satisfaction after and before sales has become an important factor for all the four-wheeler companies.

SCOPE OF STUDY

The scope of this study focuses on the potential customer satisfaction of Honda motors, Coimbatore city. Based on the previous research, this study helps to identify the satisfactory level of customer's post-sales service and the overall satisfaction, which will be helpful for the management to identify the performance of the sales personnel and the service advisors. This study also helps to determine the association between the variables among the customers.

OBJECTIVES

- To know about the problems faced by the customers.
- To study the level of satisfaction towards the services provided by Honda motors.

LIMITATIONS OF THE STUDY:

The limitations of the study are as follows.

- The data was collected through structured and closed-end questionnaire.
- The accuracy of the information depending upon the respondents' views and opinions, which may hold good for time being and may vary in future.
- The data was limited to the customers of Coimbatore city only.

REVIEW OF LITERATURE

Singh (2011) revealed a study on " An empirical review of the product and customer satisfaction of Tata commercial vehicles" to find out the quality of service, performance of Tata motors and to know the consumer perception towards Tata motors with the sample size of 100 customers and used the statistical techniques tables, bar charts etc. This study concluded that consumer prefer the Tata commercial vehicles due to its better quality, brand image, easy availability of service stations, spare part quality etc.

Lohana and sharma (2012) conducted a study on "customer satisfaction towards Hyundai cars in Nanded city" with the objectives is to identify the customer preferences and parameter about the Hyundai cars. They have taken the sample of 60. They concluded from the study that 50% customers are satisfied with the overall performance of their vehicle. The customers are satisfied with the fuel efficiency, brand image, post-sales service and economy in purchase etc.

TABLE 1
PROBLEMS FACED BY
RESPONDENTS IN HONDA MOTORS

Problems	No. of Respondents (N=455)	Proportionate Percentage
Poor Insurance Approval (Lack of guidance for maintaining)	200	100
Proper guidance for maintaining car	16	8.00
Inconvenience of working day or week end services	57	28.50
No intimation after the completion of the service	68	34.00
High costs of spare parts	51	25.50
Unavailability or duplicate spare parts	63	31.50

Source: Primary Data

Interpretation:

From the above table, it is inferred that 100% (proportionate percentage) of the respondents faced the problems in poor insurance approval, 8% (proportionate percentage) of the respondents faced the problems in proper guidance for monitoring car, 28.50% of the respondents faced the problems in inconvenience of working day or weekend services, 25.50% of the respondents faced the problems in the high cost of spare parts, and 31.50% of the respondents faced the problems in the unavailability/duplicate spare parts.

TABLE 2

CUSTOMERS' LEVEL OF SATISFACTION TOWARDS THE SERVICES OFFERED IN HONDA SERVICE STATION

Parameters	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Sum	Mean	Rank
Staff availability	111 (55.50)	57 (28.50)	27 (13.50)	4 (2.00)	1 (0.50)	873	4.37	1
Response of the service personnel	62 (31.00)	96 (48.00)	37 (18.50)	5 (2.50)	0 (0.00)	815	4.08	2
Cost of spare parts	34 (17.00)	88 (44.00)	51 (25.50)	23 (11.50)	4 (2.00)	725	3.63	14
Intimation after the completion of the service	38 (19.00)	100 (50.00)	46 (23.00)	15 (7.50)	1 (0.50)	759	3.80	10
Facilities in waiting room	54 (27.00)	78 (39.00)	55 (27.50)	10 (5.00)	3 (1.50)	770	3.85	7
Time involved in completing service	37 (18.50)	99 (49.50)	53 (26.50)	10 (5.00)	1 (0.50)	761	3.81	8
Quality of spare parts	51 (25.50)	97 (48.50)	37 (18.50)	13 (6.50)	2 (1.00)	782	3.91	4
Quality of work phone	37 (18.50)	108 (54.00)	48 (24.00)	7 (3.50)	0 (0.00)	775	3.88	6
Home delivery of the car after service done	60 (30.00)	87 (43.50)	31 (15.50)	20 (10.00)	2 (1.00)	783	3.92	3
Spare parts availability	43 (21.50)	82 (41.00)	55 (27.50)	16 (8.00)	4 (2.00)	744	3.72	12
Billing facilities	52 (26.00)	84 (42.00)	41 (20.50)	19 (9.50)	4 (2.00)	761	3.81	8
24 hours facility	36 (18.00)	91 (45.50)	49 (24.50)	21 (10.50)	3 (1.50)	736	3.68	13
Availability of skilled mechanics	42 (21.00)	114 (57.00)	28 (14.00)	14 (7.00)	2 (1.00)	780	3.90	5
Special offers provided	32 (16.00)	83 (41.50)	59 (29.50)	21 (10.50)	5 (2.50)	716	3.58	15

Prompt delivery after service	38 (19.00)	106 (53.00)	39 (19.50)	12 (6.00)	5 (2.50)	760	3.80	10
Response to feedback after service	29 (14.50)	84 (42.00)	62 (31.00)	17 (8.50)	8 (4.00)	709	3.55	15

Source: Primary Data

Values in parenthesis are in Per Cent

From the above table it has been inferred that out of 200 respondents 55.50% are highly satisfied with staff availability and their mean rank is 4.37; 48% of the respondents are satisfied with response of the service personnel and their mean rank is 4.08; 44% of the respondents are satisfied with cost of spare parts and their mean rank is 3.63; 50 % are satisfied with intimation after the completion of the service and their mean rank is 3.80; 39% of the respondents are satisfied with facilities in waiting room and their mean rank is 3.85; 49.50% of the respondents are satisfied with are satisfied with time involved in completing service and their mean rank is 3.81; 48.50% of the respondents are satisfied with are satisfied with quality of spare parts and their rank is 3.91; 54% of the respondents are satisfied with are satisfied with quality of work done and their mean rank is 3.88; 43.50% of the respondents are satisfied with home delivery of the car after service and their mean rank is 3.92; 41% of the respondents are satisfied with spare parts availability and their mean rank is 3.72; 42% of the respondents are satisfied with billing facilities and their mean rank is 3.81; 45.50% of the respondents are satisfied with 24 hour facility and their mean rank is 3.68; 57% of the respondents are satisfied with availability of skilled mechanics and their mean rank is 3.90; 41.50% of the respondents are satisfied with special offers provided and their mean value is 3.58; 53 % of the respondents are satisfied with prompt delivery after service and their mean rank is 3.80; 42% of the respondents are satisfied with response to feedback after service and their mean rank is 3.55.

FINDINGS

- The respondents are highly satisfied with availability of staff which has highest mean value 4.37.
- There exists difference between in proper guidance for maintaining of car, duplicate spare parts. Hence hypothesis stands rejected.

Findings of Weighted arithmetic mean:

- The respondents are highly aware of home delivery of their car after service has the highest mean value which is 3.19.
- The respondents are also aware of the various services provided by the service station has mean value of 3.03.
- The respondents are highly satisfied with availability of staff which has highest mean value 4.37.
- The respondents are also satisfied with Response of the service personnel which has mean value of 4.08.

SUGGESTIONS

- High cost of spare parts should be minimized by increasing productivity.
- Delay in billing facilities should be minimized.
- Feedback from the respondents has to be analyzed with proper care.
- Unavailability of spare parts has to be sorted out.
- Awareness programs has to be conducted through social media to know about the facilities offered by Honda service station.
- Rapid insurance approval may lead in higher recommendation for service station.

CONCLUSION

The survey reveals that the expectation scale of customer after sale service is rising high. With the release of high value cars with the latest technology and luxury features, the customer's expectations from the dealers is also increasing in terms of service facilitation and upgraded infrastructure. A dealer has to continuously raise his standards for customer satisfaction. Honda customers are highly satisfied in overall

performance by the showroom but still there is some lag in actual process like service time and working hours of the center.

Most of the customers feel that the capacity of service rendered to the customer can still be improved like making the convenient arrangements for the customers to make them loyal to the brand. The companies can benefit from the fact of knowing how customers perceive the service quality and knowing the way of how to measure customer satisfaction. The dealership can use the specific data obtained from the measurement of overall customer satisfaction in their strategies and plan.

