

“A STUDY ON RELATION BETWEEN EFFECTIVE AFTER SALES SERVICE AND CUSTOMER OVERALL SATISFACTION AT TATA MOTOR’S WITH SPECIAL REFERENCE TO RAMGARHIA AUTOMOBILES RAMGARH CANTT, JHARKHAND”

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ABSTRACT

Customer satisfaction is very important for any business whether it sale the product or services because if the customer is satisfied then they make the repeat purchases and tell other persons like their friends, neighborhoods, family members etc. Customer satisfaction is an important aspect because a higher level of satisfaction can deliver many satisfactions. Satisfying the customers occupies a most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organization is to satisfy customers by meeting their needs and wants. A customer is the king and has the right to choose from a large variety of offering. He is the main person around which all business evolves.

Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service there is a very tough competition in the automobile field regarding customer satisfaction. After sales service plays an important role in customer satisfaction. After-sale service is important because it helps to ensure that customers are satisfied with their purchases and in case of any difficulty installing or setting up equipment, they can receive help. A happy customer will be loyal and will advertise your company for the great service they received thus keep the company making sales. With this study we will find out about the customer satisfaction level (related to after sales service) of RAMGARHIA AUTOMOBILES, JHARKHAND.

KEYWORDS: Customer Satisfaction, Design, Safety, Mileage, Interior Space

INTRODUCTION

Satisfaction is a subjective concept and crucial concern for both customers and organisations, thus difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be easily determined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. Customer satisfaction, a term is used in marketing, it's a measure how product and service supplied by the company meet or surpass customer expectation. Customer satisfaction according to ISO 9000, users opinion about the degree to which its meets its requirements. Customer satisfaction is a measure of post purchase behaviour of the customers.

If customer expectations meet with the perceived value of goods and service then customer is satisfied but if the perceived value of goods and service is less than the customer expectations than customer is dissatisfied and if the perceived value exceeded the expected value of the goods and service than the customer is delighted.

ABOUT TATA MOTORS

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 1,65,654 corers (USD 32.5 billion) in 2011-12. It is the leader in commercial vehicles in each segment, and among the top in passenger vehicles with winning products in the compact, midsize car and utility vehicle segments.

It is also the world's fourth largest truck and bus manufacturer. Over 7.5 million Tata vehicles ply on Indian roads, since the first rolled out in 1954. The company's manufacturing base in India is spread across Jamshedpur (Jharkhand), Pune (Maharashtra), Lucknow (Uttar Pradesh), Pantnagar (Uttarakhand), Sanand (Gujarat) and Dharwad (Karnataka).

Tata Motors is also expanding its international footprint, established through exports since 1961. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, South East Asia, South Asia, South America, CIS and Russia. It has franchisee/joint venture assembly operations in Bangladesh, Ukraine, and Senegal.

It was Tata Motors, which launched the first indigenously developed Light Commercial Vehicle in 1986. In 2005, Tata Motors created a new segment by launching the Tata Ace, India's first indigenously developed mini-truck. In 2009, the company launched its globally benchmarked Prima range of trucks and in 2012 the Ultra range of international standard light commercial vehicles.

Table 1

Category		Commercial Vehicles*	Passenger Vehicles#	Total
	2009-10	582,933	1,900,704	2,483,637
Industry Sales (Numbers)	2010-11	742,091	2,466,814	3,208,905
	Growth (%)	27.3	29.8	29.2
	2009-10	373,842	260,020	633,862
Company Sales (Numbers)	2010-11	458,828	319,712	778,540
	Growth (%)	22.7	23.0	22.8
Company Market Share (%)	2009-10	64.1	13.7	25.5
	2010-11	61.8	13.0	24.3

OBJECTIVE OF THE STUDY

The study have been under taken to analyze the customer satisfaction towards all the variant of Tata motors Ramgarh (JHARKHAND) with special reference to RAMGARHIA AUTOMOBILES, the other objective are :-

- To study the after sales service provided by TATA MOTORS.
- To knows if the customers are satisfied with overall after sales service of TATA MOTORS.
- To study the relation between effective after sales service.

RESEARCH METHODOLOGY

The section will discuss about the research plan and sampling plan used in the study. The following table can be taken as a guideline for preparing this section :-

Table 2

Research Plan	
Research Design	DISCRIPTIVE
Sources of data collection	Primary and secondary data
Research Technique Used	Questionnaire, interview
Sample location	TATA MOTORS RAMGARH CANTT
Sampling Plan	Simple Random
Sample size	100
Sample unit	Customer of Tata motors

METHOD OF DATA COLLECTION

Questionnaire

A Questionnaire consists of a number of questions printed or typed in a definite order on a form. Questionnaire is mailed to respondents who are expected to read & understand the questions & write down the reply in the space meant for purpose in questionnaire itself. Questionnaire contains simple & straight forward questions for the respondents.

Survey

Survey is concerned with describing, recording, analyzing & interpreting conditions that either existed or exist. Surveys are example of field research.

Sample Unit

Sample is the representative unit of the population. It is neither feasible nor desirable to cover entire population so; the sample size is taken 100.

SOURCE OF DATA

Primary Data

The methods of collecting primary data are as follows

- Observation
- Interview
- Telephonic Interview
- Questionnaires

Secondary Data

The various sources of secondary data are as follows:

- Bibliographies
- Directories
- Newspaper
- Journals
- Websites

- Television

The secondary data like information of existing customers, information about company's profile product line and sales figure has been taken from company's website.

DATA ANALYSIS

- After Sales Service Provided in Showroom are Satisfactory

Table 3

Option	Response	Response	Response(%)
A	Strongly agree	26	26%
B	Agree	66	66%
C	Neutral	06	6%
D	Disagree	02	2%
E	Strongly disagree	00	0%
Total		100	100%

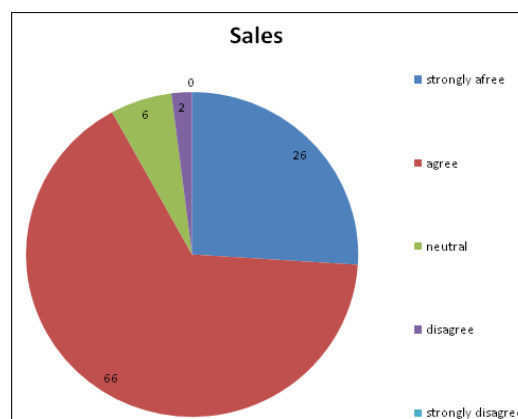


Figure 1

Interpretation

As per the samples collected regarding the as the satisfaction level of customers in showroom it has been identified that 26% of customer are strongly agree,66% of customer are agree,6% of customer are neutral and rest of customer are disagree.

- Staffs are Available in Timely Manner

Table 4

Option	Response	Response	Percentage of Response
A	Strongly agree	26	26%
B	Agree	60	60%
C	Neutral	8	8%
D	Disagree	4	4%
E	Strongly disagree	2	2%
Total		100	100%

From the samples collected about the staff are available in showroom at their reporting time 26% of customers are strongly agree,60% of customer are agree,8% of customers are neutral for this,4% of customer are disagree and 2% of customer are strongly disagree.

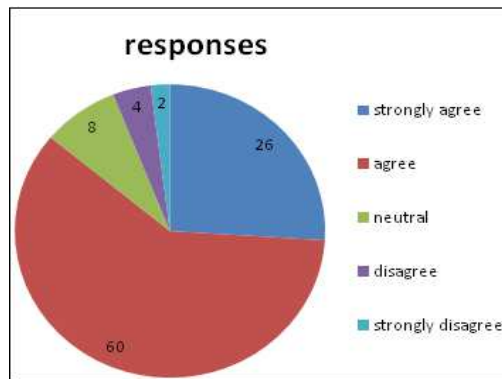


Figure 2

- Staff are Waited You for Longer Time to Wait for the Finish of Vehicle Servicing

Table 5

Option	Response	Response	Percentage of Response
A	Strongly agree	12	12%
B	Agree	20	20%
C	Neutral	30	30%
D	Disagree	32	32%
E	Strongly disagree	6	6%
Total		100	100%

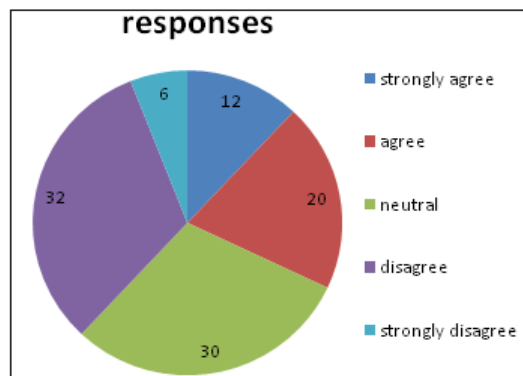


Figure 3

Interpretation

From the samples collected about the staff are waited customers for longer time to finish there vehicle servicing it has been found that 12% of customer are strongly agree, 20% of customer are agree, 30% of customer are neutral, 32% of customer are disagree and the rest of the customers are strongly disagree.

- Staffs are Friendly and Cheerful Throughout

Table 6

Option	Response	Response	Percentage of Response
A	Strongly agree	6	6%
B	Agree	26	26%
C	Neutral	60	60%
D	Disagree	4	4%
E	Strongly disagree	4	4%
Total		100	100%

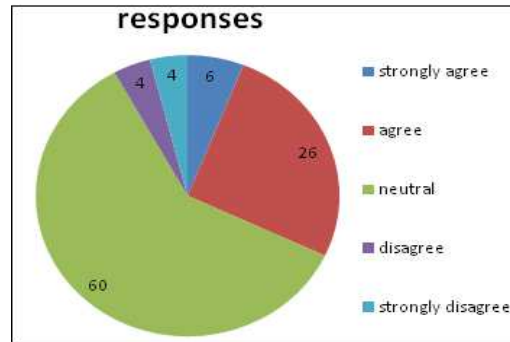


Figure 4

Interpretation

From the samples collected about the staff behave friendly and cheerful to their customers it has been found that 6% Of customer are strongly agree, 26% of customer are agree, 60% of customer are neutral, 4% of customer are disagree and the rest of the customers are strongly disagree.

- **Is Servicing Cost Charged are Reasonable and Affordable**

Table 7

Option	Response	Response	Response(%)
A	Strongly agree	6	6%
B	Agree	42	42%
C	Neutral	48	48%
D	Disagree	4	4%
E	Strongly disagree	0	0%
Total		100	100%

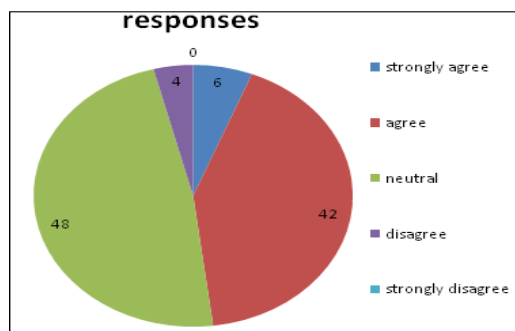


Figure 5

Interpretation

From the samples collected about the services cost charged to customers are reasonable and affordable it has been found that 6% Of customer are strongly agree, 42% of customer are agree 48% of customer are neutral and rest of 4% customer are disagree.

- **Staff Greeted You and Offered to Help You**

Table 8

Option	Response	Response	Percentage of Response
A	Strongly agree	10	10%
B	Agree	44	44%

Table 8: Contd.,

C	Neutral	44	44%
D	Disagree	2	2%
E	Strongly disagree	0	0%
Total		100	100%

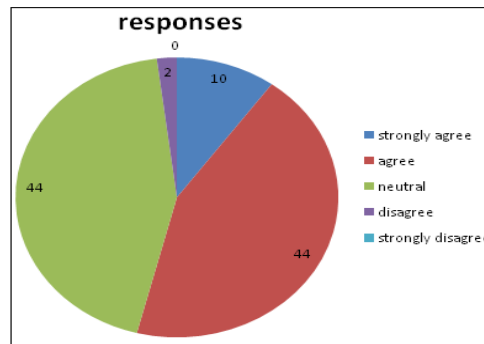


Figure 6

Interpretation

From the samples collected about the staff greeted the customers and offered them to help it has been identified that 10% Of customer are strongly agree, 44% of customer are agree, 44% of customer are neutral and rest of 2% customer are disagree.

- **Problem in Vehicle are Efficiently Rectified**

Table 9

Option	Response	Response	Percentage of Response
A	Strongly agree	14	14%
B	Agree	34	34%
C	Neutral	44	44%
D	Disagree	8	8%
E	Strongly disagree	0	0%
Total		100	100%

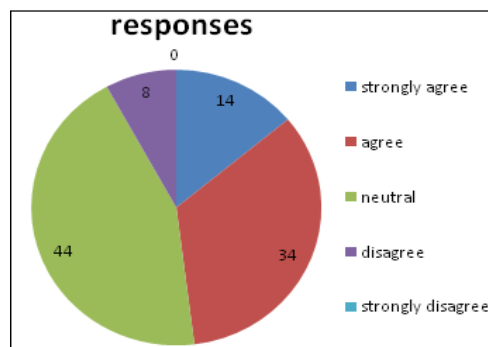


Figure 7

Interpretation

From the samples collected about the problem in vehicle are efficiently rectified by staff in showroom help it has been identified that 14% Of customer are strongly agree, 34% of customer are agree, 44% of customer are neutral and rest of customer are disagree.

- **Staff Showed Knowledge of the Product/Service**

Table 10

Option	Response	Response	Percentage of Response
A	Strongly agree	8	8%
B	Agree	40	40%
C	Neutral	44	44%
D	Disagree	8	8%
E	Strongly disagree	0	0%
Total		100	100%

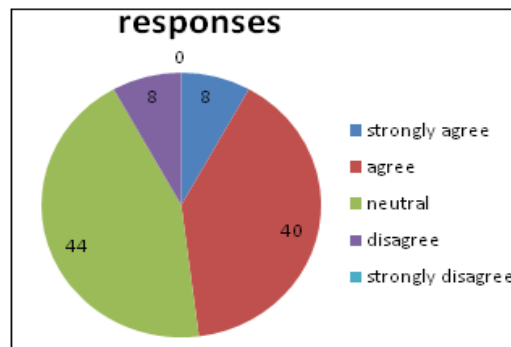


Figure 8

As per the samples collected regarding the Staff showed knowledge of the product/service to their customers it has been identified that 8% Of customer are strongly agree, 40% of customer are agree, 44% of customer are neutral and rest of customer are disagree.

- **Staff Answered Your Question**

Table 11

Option	Response	Response	Percentage of Response
A	Strongly agree	12	12%
B	Agree	42	42%
C	Neutral	38	38%
D	Disagree	8	8%
E	Strongly disagree	0	0%
Total		100	100%

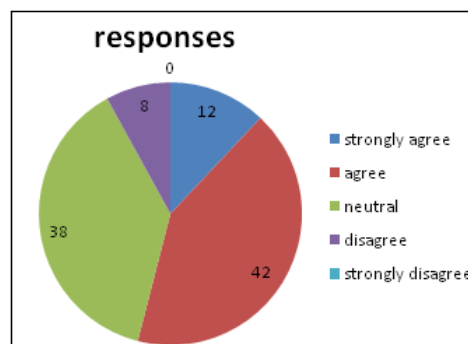


Figure 9

Interpretation

As per the samples collected regarding the Staff answered the question asked by customers during the servicing of

their vehicle it has been identified that 12% Of customer are strongly agree, 42% of customer are agree, 38% of customer are neutral and rest of customer are disagree.

- **Proper Facilities are Provided to Vehicle Owner in the Waiting Room**

Table 12

Option	Response	Response	Percentage of Response
A	Strongly agree	20	20%
B	Agree	48	48%
C	Neutral	28	28%
D	Disagree	2	2%
E	Strongly disagree	2	2%
Total		100	100%

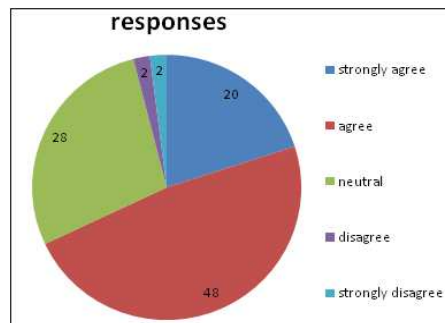


Figure 10

Interpretation

As per the samples collected regarding the facilities provided to vehicle owner in the waiting room vehicle it has been identified that 20% Of customer are strongly agree, 48% of customer are agree, 28% of customer are neutral, 2% of customer are disagree and 2% of customer are strongly disagree.

- **Overall Satisfaction Level towards the Tata Motors Products**

Table 13

Option	Response	Response	Percentage of Response
A	Strongly agree	52	52%
B	Agree	30	30%
C	Neutral	12	12%
D	Disagree	6	6%
E	Strongly disagree	0	0%
Total		100	100%

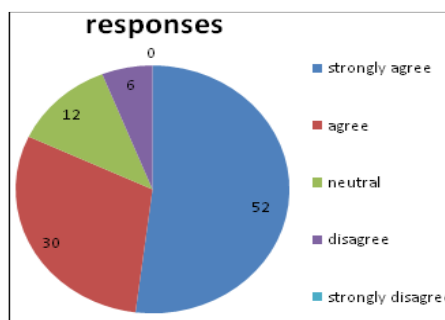


Figure 11

Interpretation

As per the samples collected regarding the overall satisfaction regarding the purchase of the TATA product it has been clearly identified that 52% Of customer are strongly agree, 30% of customer are agree, 12% of customer are neutral and rest of customer are disagree.

CONCLUSIONS

From the study, it is observed that mostly, Tata customers purchased car on loan and using them for personal purpose. It is also seen that mostly people are recommends to their friends and relatives who have car, to adopt preventive maintenance of car from authorised dealer only once it completes one year and up to five years. In terms of level of customer satisfaction, it was found that the customer are mostly satisfied with price, design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service. Finding also indicates that the most influencing factor for customer satisfaction in case of Tata Motors were price, mileage and interior space. Talking of competitiveness among cars is concern it is seen that customer mostly prefers Maruti car as more loyal than Tata Motors.

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