Role of Customer Satisfaction in Automobile Service Sector

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Abstract
The automobile industry today is the most lucrative industry. High quality in service sector is important for competitiveness of service industry. Service Quality is an essential matter for business in both public and private sectors. In order to improve satisfaction of customers’ problems related services must be solved first, as customers are much concerned about after sales service. Satisfying customers is mainly belonging to identify their needs and demands to achieve targets. This paper aims to know about the quality in automobile service sector, importance of customers’ satisfaction and strategies that can help to enhance quality service.

Keywords: -Customer satisfaction, Quality, importance, its strategies.

1. Introduction
Service quality is an important part for any service provider in any type of industries where customer plays an imperative role. The service sector is being changed revolutionary, which affects the way of living and work. New services are continually being launched to satisfy our existing and potential needs. Service organizations are motley wide in size. The service sector produces intangible goods and more exact services instead of goods. As per the U.S. Census Bureau, it is contained different administration enterprises including warehousing and truck transportation administrations; information sector administrations; commodities, securities and other investment administrations like professional, specialized/technical and scientific administrations; waste administrations; medicinal services and social help administrations; and expressions, entertainment and recreation administrations. Most of the person uses vehicle either two wheeler or four wheeler and they expect better service and better quality of their vehicle in different terms such as mileage, comfort, performance etc. The increment and decrement in the number of customer is depending on customer satisfaction. There is a need to be conscious about customer satisfaction, because of lot of competition in the market. For marketing of the product the term customer satisfaction is used. Customers are much concerned about after sales service. It is the important key parameter to know the customer expectation for a particular product of brand. Consumer satisfaction is characterized as the rate of aggregate clients who are utilizing the item and experience the nature of service focus and they feel glad or fulfil furthermore to satisfy their necessities and prerequisite in time. There are a few reasons why clients must be given quality service. Most critical of them are: Industry has turned out to be competitive to the point that clients now have assortment of choices, if the client is lost, it can be greatly hard to win back the individual and most clients don't grumble when they encounter issues. These clients just have a dread of coming up short and take their business somewhere else. With the point of maintaining long term associations with their clients, numerous organizations have changed their key centre to stress on client retention. Saving their long term client connections requires that these organizations both measure and suitably modify the nature of their client's services. Subsequently estimation and change in the present administration quality level are important to organizations whose incomes in entire or part from administration conveyance. Securing abnormal state of the customer fulfilment is essential for a business because the fulfilled clients are well on the way to be solid to utilize a wide scope of administration offered by an organization.
2. Literature Review

Some related studies are as followed:

Vikram Shende (2014) studied consumer buying behaviour towards passenger car segment in India. The objective of this study was the identification of factors influencing customer’s preference for particular segment of cars such as small & hatch back segment, Sedan class segment, SUV & MUV Segment and Luxury Car segment. Proper understanding of consumer buying behaviour will help the marketer to succeed in the market. Scenario of stagnancy in sales and cultivate future demand for automobile car market was also attempted in this study.

Praveen S, Devendra S. Verma, (2014) worked to get QFD model to improve service quality using customer needs priorities in a 5-star hotel of Indore. In the research customer satisfaction and importance degree of each need was investigated using survey method.

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 a significant positive impact on relationship value but trust cannot impact relationship value directly.

Nataraj, S. and Dr.N. Nagaraja (2012) studied on Customer Satisfaction in Automobile Industry – An Indian Online Buyers’ Perspective of Car Manufacturers’ Websites. It analysed consumer attitudes towards Internet-based car manufacturers’ websites. The aim was to obtain a theoretically and empirically grounded initial reference position, to examine and interpret the role played by changes in the variables representing consumer preferences and shifts in these preferences, and thus helps the car manufacturers learn in depth the ways to enhance customer satisfaction. Finding showed that the two independent variables significantly affect the satisfaction of Indian car buyers on the Internet.

3. Importance of Customer Satisfaction

3.1 Consumer Intentions and loyalty

Loyalty can be defined as a favourable evaluation that is held with sufficient strength and stability to promote a repeatedly favourable response towards a product or a store. According to Kumar and Shah (2004), consumer loyalty seems to be based on a collection of factors. The first is trust. Second, the transaction or association must have a positive supposed value superior than that supplied by competitor. Third, if marketers put together on the first two factors, they may be able to create a level of positive client expressive attachment. Bowen and Chen (2001) verified the nonlinear and asymmetric relationship between customer satisfaction and customer loyalty. When satisfaction increased above a threshold, purchase loyalty went up rapidly and when satisfaction dropped below a threshold level, purchase loyalty decreased equally rapidly. Mittal et al., (1999) discussed the relationship between satisfaction and loyalty changes over time. However, the relationship between satisfaction and loyalty is expected to be dependent on the quality of the product and services. Thus loyalty and satisfaction are essential and also help how a customer will make a purchase in the future.

3.2 Point of Differentiation

In a cut-throat market where businesses try to win for clients; client satisfaction is seen as a key differentiator. Businesses who succeed in this cut-throat environment are the ones that make client satisfaction a key element of their business scheme. Client satisfaction help you keep a finger on the pulse of your existing clients, it can also act as a point of discrimination for new clients.

3.3 Customer Lifetime Value

Satisfaction acting important role in how much revenue a buyergenerate for the company. Successful businesses recognize the significance of client lifetime value (CLV). If you increase CLV, you increase the returns on your marketing dollar. Client lifetime value is a beneficiary of high client satisfaction and good client retention.
3.4 Customer Retention
Retention is directly tied to loyalty. Satisfaction keeps clients coming back for more and doing business with you in the opportunity. They’re more likely to stick with your brand longer and ultimately turn into the kind of advocate that will help to extend the word for you, thereby earning you more clients down the road.

3.5 Measurement of Satisfaction
There’s a strong association between satisfaction and replicate company. Keeping new clients happy will increase the likelihood of them buying from you again while poor client service on your part then lower the probability of them coming back.

3.6 Clearly knowing the expectations of costumers
This is very important to know clearly that what customers are expecting from your product, and assuring that these expectations are communicated systematically overall touch points.

4. Tactics for Improvement in Customer Satisfaction
No one care about the significance of keeping clients satisfied. In a small business it is very evident if clients are disappointed. People complain openly to the proprietor. The position is very different in a large corporation. Clients are dealt with by many different persons. There are multiple touch points for any single client which could cause disappointment – the sales demonstration, the client service team, the delivery person, the finance department etc. The managers of the corporation unquestionably have hundreds of clients, maybe scattered around the world, and the only way they can identify for sure how satisfied they are is by carrying out a review. This brings with it a number of possible struggles and the review itself is the least of these. Measuring client agreement is easy compared to the task of implementing improvements. There are some strategy to increase client satisfaction are:

- Treating customers like as boss
- Pointed on measuring customer treat satisfaction
- Make customer loyalty to increase customer satisfaction
- Avoid making these customer memory mistakes
- Set customer expectations early
- Learn how to follow your customers the right way
- Email is the best channel to increase customer satisfaction
- Understand the importance of customer satisfaction

4. Conclusion
From the above discussions it can be concluded that the customer satisfaction is most important part of any automobile service sector. Thus main job of service industry to improve client satisfaction and quality of service which is helpful to improve the number of new clients. The aim of study is to bring light in the relevance of maintaining quality as a means of offering customers satisfaction toward automobile services sector.

References:

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