DECLARATION

I hereby declare that the work reported in this thesis entitled customer satisfaction towards the after sales service in automobile industry in Kathmandu submitted to the faculty of management, Tribhuvan University, Kathmandu is an original piece of work under the supervision of Mr. Shankar Kumar Rawat , Faculty member, Navodit College, Kathmandu, and is submitted in partial fulfillment of the requirements for the award of degree of Bachelor of Business Studies(BBS). This project report has been submitted to any other university or institution for award of any degree or diploma.

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ACKNOWLWDGEMENTS

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ABBREVIATION

CRM   Customer relationship management

DOTM   Department of Transport Management

NADA   National Automobile Dealers Association

WTO   World Tourism Organization

B.B.S   Bachelor of Business Study

Ltd   Limited

TU   Tribhuvan University

CHAPTER-1

INTRODUCTION

1.1 Background of the study

Nepal has a diversified geographical structure and automobile industry has been slowly growing as an important aspect of Nepalese market. As Nepal is landlocked by India on three sides and China to the north, most of the automobiles are imported from India. As for the automobile's history in Nepal, Ranaprime minister Juddha Shamsher introduced vehicle for the first time in 1901. According to the data of the Department of Transport Management (DOTM), around 3, 539,518 automobiles were registered in Nepal in between Fiscal Years (FY) 1989/90 and FY 2018/19 (Government of Nepal / Ministry of Physical Infrastructure and Transport 2019). As per the data of the census and economic center in Nepal (CEIC), the maximum units of automobiles sold between 2005 to 2017 was 9,300 units while it was just 1,400 units in 2005. With growing affordability and disposable income of Nepalese especially due to remittance and real estate business, the demand for automobiles is growing in the country (Department of transport management, 2019).

Though there is increasing trend of the automobile's market in the Nepal, it is a very competitive market for automobile dealers to attract potential loyal buyers to their company. According to National Automobile Dealers Association (NADA) of Nepal, more than twenty various brands of automobile dealers are present in Nepal. However, in comparison to other nations, Nepalese market is very small as the total area of the country is only 1,47,181 sq. km. and the market in Nepal is dispersed too. In such circumstances, where businesses compete for customers, customer satisfaction is seen as a key business strategy to attract and retain customers. It is well established that satisfied customers are key to higher economic returns which in turn leads to greater customer loyalty (Yi 1990,70)

After sales services play a vital role in customer satisfaction and customer retention (Juneja 2019). Aftersales service is the phenomenon of producing attractive services for the clients to let them reuse the products and services of an organization, which benefits the service providers and creates satisfaction to the service users (Sharma 2019). After sales services for automobile industry consist of follow up services after sales of automobiles including the services for maintenance and repair (Bloemer & Lemmink 1992). After sales services

1

generates loyal customers, make them believe in the brand and usethe service for a longer period (Juneja 2019). Satisfied clients speak good about the company, its products and its services. After sales services are very important for promoting sales. Customersatisfaction and after sales services are the most important factors that affect the automobile industry (Ulle, Patil, Varma, Aparna, Kumar & Murthy 2018,5)

Keeping one´s clients satisfied with one´s company proves out to be very helpful during the after-sale services. After sales services exists to facilitate that all the expectations of the clients are being met properly. Consequently, most of the commercial companies are not conscious of the after-sales service features and their effect on the purchaser satisfaction (Shaharudin, Yusof, Elias & Mansor 2009). Failing to comprehend the significance of the factors may lead to a devastating and threatening professional relationship. Dissatisfied clients will turn to available competitors who can provide quality after-sales services. Therefore, it is important to study customers satisfaction towards after sales services in automobiles industry.

1.1.1 Profile of the organization

Automobile industry is a sole industry that has posted a consistently aggressive growth rate in the past one decade. Automobile dealers say that the sector is witnessing an annual growth of 15-20% except in fiscal years 2010-11 & 2011-12, the bubble burst in the real estate sector , Some traders also say that with stability in the growth rate and business, the auto sector has gain maturity.

However, according to Golehna, the percentage of personal cars amounts to more 0.6% of the country's population and the penetration of two-wheelers stand at just 6%. Thus, he beliefs that auto sector is an important sector for the development of the country & Nepal need more vehicles to properly growth.

1.2 Statement Of Problem

In the developing countries like Nepal, after sales services in automobile industry plays an important role in terms of satisfaction of the customer but these area is highly neglected around the worldwide . The present research will fill the knowledge gap and investigate the customer satisfaction on the after sales services in the context of automobile in Nepal. Thus, the study basically answers the following questions: a) What were the socio-demographic characteristics of automobiles users? b) What was the level of customer satisfaction with after sales services in automobile industry?

To date, there have been very little literature have been undertaken in the issues of customer satisfactionon after Sales Service in automobile industry in Nepal. In this regard, the present research is one of the pioneer studies in the field. Therefore, from the data reported in this study, it could be expected that the results could benefit both researchers and automobile industry by giving a new source of concepts and information. The findings from the study could be utilized by the concerned authorities engaged in automobile industry, right from the manufacturers to retailers to develop an attractive and quality after sales services to attain customer satisfaction in order to attract and retain customers, which consequentlyupsurge the automobile business in developing countries such as Nepal.

Based on the review of available literature, customer satisfaction was considered as a dependent variable while socio-demographic variables, economic variables and after sales service components were taken as independent variables. The listed independent variables for the study included socio-demographic variables (age, sex, occupation and education level), economic variables (income level, status of ownership, type of vehicle and usage of vehicles) and after sales service components (quality of services, responsiveness of service centers, speed of services and cost of services). The dependent variable is customer satisfaction (level of customer satisfaction).

This study has been divided into six chapters. They are Introduction, Objectives of the study, Literature review, Research methodology, Findings and Analysis, Suggestions and Conclusions. The introduction provides the overview of the automobile industry in the context of Nepal and comprises general background of after sales service and its effect on customer satisfaction. In addition, it includes research problems with research questions, the rationale of conduction of the study, and then describes the objectives of the study and

the general outlines of the report. The literature review consists up concepts and theory regarding the research area. Similarly, it includes review of articles related to the study. Research methodology provides the basic outline of the study and serves as a roadmap for the study to attain the set objectives. It includes research design, population, statistical analysis, data collection tools and techniques, sample size calculation and sampling, data analysis and data management. Findings are presented in the form of graphs, tables and figures. According to set the objectives, collected data were statistically analyzed and results were produced. These results were presented under this heading in the form of tables, appropriate graphs and valid figures. It encompasses of the summary of the study and its objectives and provides the results based on the research objectives along with the recommendations.

Customer satisfaction is defined as the measurement that determines how happy customers are with the products or services. Surveys regarding the customer satisfaction helps a company to improve quality, provide good service and change the product. The conceptual framework describes the factors or variables that impacts on major customer satisfaction from buying process to after sales process.

There are three components as listed below which has a major impact on customer satisfaction.

1. After sales service components

2. Economic Variable

3. Socio demographic Variable

After sales components such as Quality of service, Responsiveness of service centers, Speed of service and Cost of service shows the operative performance categories that plays an important role in customer satisfaction. Likewise, Economic variables such as Income level, Status of ownership, Type of vehicle, Usage of vehicle shows the purchasing power of the customer that as a major impact on customer satisfaction. Whereas Socio demographic variable such as Age, Sex, Occupation and Education level indicates the buying decision of the customer making a major impact on customer satisfaction.

1.3 Objectives of The Study

- To describe the socio-demographic characteristics of participants
- To determine level of customer satisfaction on after sales services in automobile industry

1.4 Rationale of the Study

Although this research was carried out with the best possible accuracy, there were some assumption that had to be made. The following are the various assumption made.

- All respondents were students of customer of automobile service center. We did try to include the customer of other service center it seems to be more time consuming to find the customer of Automobile.
- The research problem is a very vast one, but we have narrowed everything and just covered the main topics.
- The findings and results are based on limited population.
- Lack of sufficient data on the internet.

1.5 LITERATURE REVIEW

1.5.1 Review of literature

Endnote software, Google scholar, abstracts from restrictive databases and other available databases were used to search the related articles using the key words such as after-Sales Service, automobile, customer satisfaction and satisfaction level. Moreover, literature search was continued with the search of articles in the reference list of selected articles.

1.5.2 Empirical Review

The empirical review shows the relationship of customer satisfaction to the other factors which are given below :

Authors	Methodology	Objectives	Findings implication
Rajagopal saravanan, KSP Rao , 2007	Data collection : Self – issue questionnaire	Improve the quality of products and services to achieve	Measurement of service quality from the customer's

		customer satisfaction.	perspective.
Hermann, lan xia, at all , 2007	Journal of product and brand management	It seeks to examine specific factors that influence fairness perceptions including price perception and consumer vulnerability.	The influence of price fairness on customer satisfaction.
Sao, Singh, Dixit, at all , 2017	A structured questionnaire survey is used to collect data from 299 respondent who own a car.	To investigate the interrelationship and the impact of service quality. Productivity and the factors that enhance consumer satisfaction in car's dealers workshop and to examine the 'relationship between these factors and demographics.	Quality, productivity and customer satisfaction in service operations.
Waluya , Iqbal, at all , 2019	The method of data collection is using primary data from 200 respondents , who are automobile customer, through questionnaire , direct observation of the object under study and literature review.	To test the level of significance of product quality and brand image to the purchase decisions, mediated by customer satisfaction.	Automobile industry should manage its brand images as the most important factor influencing purchasing decision. Mediated by customer satisfaction , brand image also ;is the greatest factor influencing the purchasing decision.
Rajni Gupta , 2022	The researcher	This study examined	Contrary to earlier

	collected data from 400 automobile users in Bangalore.	customer satisfaction with after-sales service experiences in automobile sector. It performs about the employee behavior , service lead time, service quality, service process, experience and service costs.	research. The primary contribution of the current study is to expand a model that illustrate how different after-sales service interaction affect customer satisfaction.
Seigyoung Auh and Michael D. Johnson, 2021	Data collected from survey of 200 respondent	It performs as the harmonious relationship between the satisfaction and loyalty.	An increase in the impact of satisfaction on loyalty at a relatively high level of satisfaction which subsequently decreases. Or levels off, at an extreme level of satisfaction.
Ernest Emeka Izogo , 1997	A quantitative approach was employed. Using 32 items , seven-point likert-scale questionnaire administered to 384 participants with 55.99 percent usable respondent rate.	This study is to explore the dimensional structure of the SERVQUAL scale within non-western service setting as well as the impact of service quality dimensions on customer satisfaction and loyalty.	The outcome from the study was the reduction of the 32 items to 26 scale items with 0.929 total score. Further outcomes show that service quality dimensions are significant predictors of customer satisfaction and loyalty with the

			commitment dimension accounting for highest degree of this impact.
Mahapatra, kumar at all , 1992	Data collected from the respondent in Dehradun city who are actually using the car.	This study is to explore the performance of different attributes in automobiles in the giving satisfaction to the consumers by comparing the same performance with the performance of the product attributes when it was brand new and how these performance satisfaction affecting consumers future purchase decision.	It has been observed that product performance significantly influencing the consumers future purchase decision. The product attributes such as pollution, ignition. Battery performance and pickup ,are highly ;influencing the consumers future purchase decision.
Panwar . Nepal at all , 2021	The research is carried out through a mixed method of research approach comprising of a survey of 300 auto companies in india,	To present existence comprehensive analysis of state of implementation of benchmarking.	Benchmarking as a tool to compare product attributes, quality attributes, operations . and processes.
Tawan Vigripat , Peng Chan, 2015	This research is a pilot study to test the model, reliability and validity. Data were	It perform as a test the model to describe to which customer repurchase intention	Try to improve their service by improving the equipment and train their staff. They

	collected in Bangkok , Thailand. The respondent who answered the questionnaire are using the car and service from their brand dealer.	and recommendation are influenced by customer perception of service quality , product quality, value and customer satisfaction.	also have to develop their information technology and data base to record the historical service and to remind themselves to contract the customer to come to the service,
Vikash Mittal , Wagner A. kamakura. 1992	They apply this methodology tom a large national sample of automobile customers served by a network of dealerships across the United State.	Satisfaction data can improve management's ability to implement programs aimed at enhancing service quality. It helps to identify areas of high service responsiveness, that is . areas in which overall satisfaction is low but customers are highly responsive to improve on service quality.	Investigate the extent to which factors related to the physical and psychological landscape explain the importance that people in different regions place on dealership service and vehicle quality.
Jalilvand, Samiei, 2010	Measurement items are adapted from existing scales found in the marketing literature. Academic colleagues reviewed the items for face	Advances in Information technology and emergence of online social network sites have changed the way information is	The paper outlines ways to promote a brand effectively through online customer communities, as well as general tips for

	validity and reliability. Then scales are evaluated for reliability, convergent validity, and discriminate validity using data collected in a survey of Iran khodro's prospective customers of Iran.	transmitted . this phenomenon impacts consumers as this easily accessible information could greatly affect the consumption decision.	website and forum moderators for facilitating such presentation in a manner useful to the members of their online communities.
Vickey at all , 2001	The research model is shown in fig. 1 integrated information technology and supply chain integration (the core constituents of an integrative supply chain strategy) are model as antecedents of customer service and financial.	It synchronize the requirement of the final customer with the flow of materials and information along the supply chain in order to reach a balance between high customer service and cost.	This research proposed and tested a model of direct and indirect relationship involving four constructs: integration information technologies, supply chain integration, customer service performance and financial performance.

1.5.3 Customer satisfaction

Satisfied customers determine long-term success of business, and the link between customer satisfaction and customer behavior has been well documented in marketing literature. High consumer satisfaction leads to greater customer loyalty. Increased customer satisfaction leads to decreased customer complaints and increased customer loyalty (Fornell & wernerfelt 1988). Satisfaction is caused when results meets the level of expectations or it is higher while dissatisfaction exists when output of the services is lower than consumer expectations. Simply stated, customer satisfaction can also be defined as

satisfaction based on an outcome or a process. To sum up, customer satisfaction is imperative to all commercial businesses because of its impact on repeat purchases and recommendations through word- of-mouth. Satisfaction is not a universal phenomenon, and not everyone reaches the same level of satisfaction out of use of same goods or service. Customers have various needs, objectives and experiences that influence their expectations. It is significant to understand customer needs and objectives that correspond to different kinds of satisfaction. This requires segmenting the service, because no service can offer everyone the same degree of satisfaction.

1.5.4 After Sales Service

Historically, after sales service was viewed as the supporting strategy by the most manufacturing companies and it was left in the responsibility of the retailer, dealer or agent (Wilson, Bostrom & Lundin1999,385). After-sales service consists of activities organized by business companies after the purchasing stage and is a part of Customer relationship management (CRM), which comprises creating and keeping profitable client relationships by dealing with all aspects of gaining, maintaining and growing customers (Kotler & Armstrong 2010). After-sales service are the results happening after the consumer buys the product and devoted to support the buyer in the use of the item.

After-sales services strategies are one of the driving forces in the automobile industry. The complex nature of clients due to technological development in terms of information availability on product and related services has become a significant part of any agenda of acquiring an automobile irrespective of the geographical location. In order to describe the after sales service characteristics frantically, a study done in china selected twelve factors such as costs, convenience, responsiveness, waiting time, maintenance quality and etc. (Jian-Ling, Si-Feng, Yuan-Qi & Nai-Ming 2008).

a. Cost of Services

Basically, the customer satisfaction is determined by factors such as products/services quality, perceived value and price. Price is a deciding factor for customers when selecting products or services. When customers believe that the product's price is reasonable, the purchase behavior tends to be repeated. In contrast, if customers think that a certain product or services is worse than its costs, they will not repeat purchase behavior. The study done by (Lele1997, 144) developed an after-sales service model, which explored the costs customers absorb when their facilities fail. He presented a framework to identify the

most cost-effective service strategies for numerous customer segments and decided how these strategiescould affect equipment design.

b. Service quality

In today's world of intense competition, selling products only is not enough. The Management should focus on quality after sales service to enhance customer satisfaction. To hold and please a customer to greater degree, it is necessary that after sales service quality should be high. Service quality focuses on gaining customer loyalty through enhancing customer's perception about the company. Service quality is a multi-dimensional phenomenon (Cronin Jr & Taylor 1992, 60). The perceived quality of after sales services can be taken as an additional variable. After sales service quality is a significant part for any service providers in any type of industries where the customer plays a central role. The quality of the service determines the company global delivery system for the both product and related services, and consequently, it influences the future purchasing behavior.

c. Responsiveness

Employees responsiveness was one of the elements of after sales service, which could be judged and have a physical impact on the after sales service and plays a vital role on the good-will of the organizationand upsurge the credibility of the organization and boost the trust and confidence of the client (Hussain,Bhatt & Jilani 2011,6).

d. Speed of services

Customers wish for personalized service and speedy resolutions to their problems. For companies, speed in customer service, would mean valuing and respecting customers. If a company is always there and ready with service and solutions, customers would gravitate towards it (Newman 2017, 1). Clients barely have patience today. Thus, for customers, satisfied service would mean efficiency, knowledge, and immediacy. Not only accuracy but also fast service is critical too for customer satisfaction (Newman 2017, 2). With so fast-moving a life, especially business, clients seek corporations that can give them what they want fast.

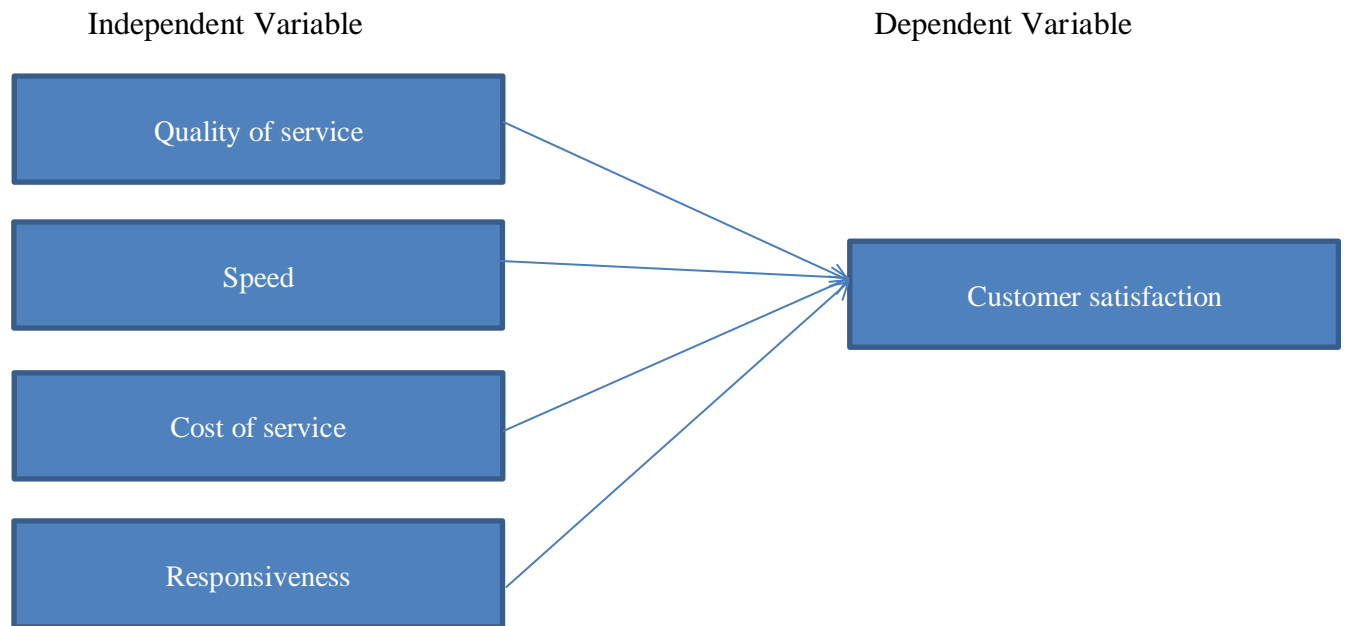**1.5.5 Customer satisfaction towards after sales services**

After-sales service provides a model in competitive market and influence customers satisfaction. According to (Jones & Sasser 1995, 88), four basic factors affect customer satisfaction. They were the basic elements of the product or service, basic support services, a retrieval process for encountering bad experiences and unusual service. There were numerous definitions of the key elements of the services, but this one was regarded appropriate in the context of care or after sales services. Customer satisfaction could be affected by various business factors such as marketing, product manufacturing, technological and engineering aspects of products & services, marketer's capability to commit on deadlines (Speed of services), cost, quality and performance of product, response to customers problems (Responsiveness to Service) and other after sales services. Customer satisfaction leads to increased quality of products and its related after sales service, especially in the context of automobile industry. The level of customer satisfaction is influenced not only by quantity of product sold but also by the quality of after sales service given by an organization.

1.5.6 Literature gap

In fact, automobile industry is one of the top-most industries for many countries. In case of Nepal, to the best of knowledge based on available literatures, there has not been much research conducted in the area of customer satisfaction on after sale service. The individual brands present in Nepal have been conducting the satisfaction research for their own internal purpose. However, the holistic scenario of satisfaction level in terms of after sales service of automobile market is still unknown. Hence, the study measures the level of customer satisfaction towards the after sales services in the context of automobiles in Nepal.

1.6 Conceptual Framework

The conceptual framework is used in a research paper to explain the key concepts or variable and the relationships between them that need to be studied. There were two variable used in i.e dependent variable and independent variable. It shows the relationship between the independent and dependent variable.

Independent Variable   Dependent Variable

It clearly shows that the relationship between the dependent and independent variable. The independent variable are quality of service, speed, cost of service and responsiveness. The dependent variable is customer satisfaction towards the after sales service in the automobile industry.

1.7 RESEARCH METHODOLOGY

This part of the research describes the method used and the calculation of the appropriate sample size for the study. The objective of this research was to describe the customer satisfaction towards the after sales services in the context of automobiles in Nepal.

1.7.1 Research design

The research was descriptive research. The study type was quantitative. The study participants were users of two-wheeler vehicles, four-wheeler vehicles and users of both kinds of vehicles in Nepal. The users of two-wheelers, four-wheelers or both kinds of vehicles were only included for the study if they had a driving license. Moreover, the users of automobile were excluded for those users who had not gone to a servicing center of their vehicles, at least once in the past one year and for those users whocould not listen, read and write questionnaires.

Most importantly, convenience non-probability sampling technique was used due to the unavailability of sample frame. A total 120 questionnaires were filled up. However, only 100 responses were complete and meaningful. Therefore, only 100 responses were considered for analysis.

1.7.2 Population and Sampling

Population is a group of individual, objects or items from which samples are taken for measurement. Sampling frame is a complete list of all the cases in the population from which the sample would be drowned. The population of all users of automobile is 21805 among them 100 respondent are taken as sample. Sample size is refers to the subgroup or part of a larger population. In research, we used convenient sample.

1.7.3 Data Collection Procedure

Instrument was the self-administered questionnaire containing close-ended questions. The scale was pretested amongst a sample of thirty (10%) users of automobiles and modified accordingly. Personal and web survey methods were used for data collection. In the personal method, the researcher researched through field visit , questionnaires were sent to respondents through mail and social media. We were used of 60 male and 40 female respondent for the survey. The age group from below 20 to above 50 as taken for

respondent of the survey.

1.7.4 Data Analysis Tools

There were used of various tools in identify the customer satisfaction towards the after sales service of automobile. The data was collected through social networking sites i.e facebook and e-mail. The data were collected through primary and secondary sources. The data were analysis by quantitative method. There were used of mathematical tools, bar diagram, pie-chart and MS word.

1.7.5 Reliability and Validity

The questionnaire had multiple choice questions, ranking questions and five-point Likert scale questions.Likert scale, named after its developer - Rennis Likert, is widely used rating scale that needs the participant to state a degree of agreement or disagreement with each of a series of statement starting by1=strongly disagree to 5=strongly agree. All the construct were tested for reliability using cronbach's alpha. Almost all the construct have alpha above 0.7 which are acceptable except responsiveness and assurance. We tested the validity of the service quality construct only by testing the correlation between over all scores from 22 items in SERVQUAL and the overall score (1 to 10) that the respondents perceived from their dealer service.

1.8 Limitation Of the study

The research report has been prepared on the best possible way. However, while preparing this report, the researchers have faced certain limitation and constraints. These limitation are listed as following :

- This study is based on the data available from the questionnaire filled by the customers available at a certain period of time only.
- Limited time period
- Only a limited number of samples were selected for the study, as all of them were not filled properly.
- Some samples may not be a true representation
- Some of the customers didn't want to be disturbed. So, they were not willing to fill the questionnaire

1.10 Organization of the Study

This study has been organized in three chapters:introduction, result and analysis of data summary & conclusion. A brief detail of each chapter has been defined below. This study has been organized in three chapters: introduction, result and analysis of data

The first chapter deals with the subject matter of the study consisting of general background of the study, profile of organization, objectives of the study , rationale of the study, Review of the literature, research methodology, limitation of the study & organization of the study itself.

The second chapter is concentrated upon data presentation and analysis and major findings.

The third chapter is concerned with the summary of the study. Various summary and conclusion for improving the future performance have been drawn from the study.

CHAPTER-2
RESULT AND ANALYSIS

2.1 Presentation of Data and Analysis

After completion of data collection by Center Point Auto Trading and Shristi Traders, all information was gathered, edited, coded and entered into Excel by the representative of the author in Nepal in her close supervision. The author validated the process and the data before analysis. Univariate analyses such as percentage and mean calculation were done to report the characteristics. Altogether 100 were successfully interviewed, yielding a response rate of 96%.

Age of respondent

0.049 0.037037037

0.222

0.321

0.37037037

- <20
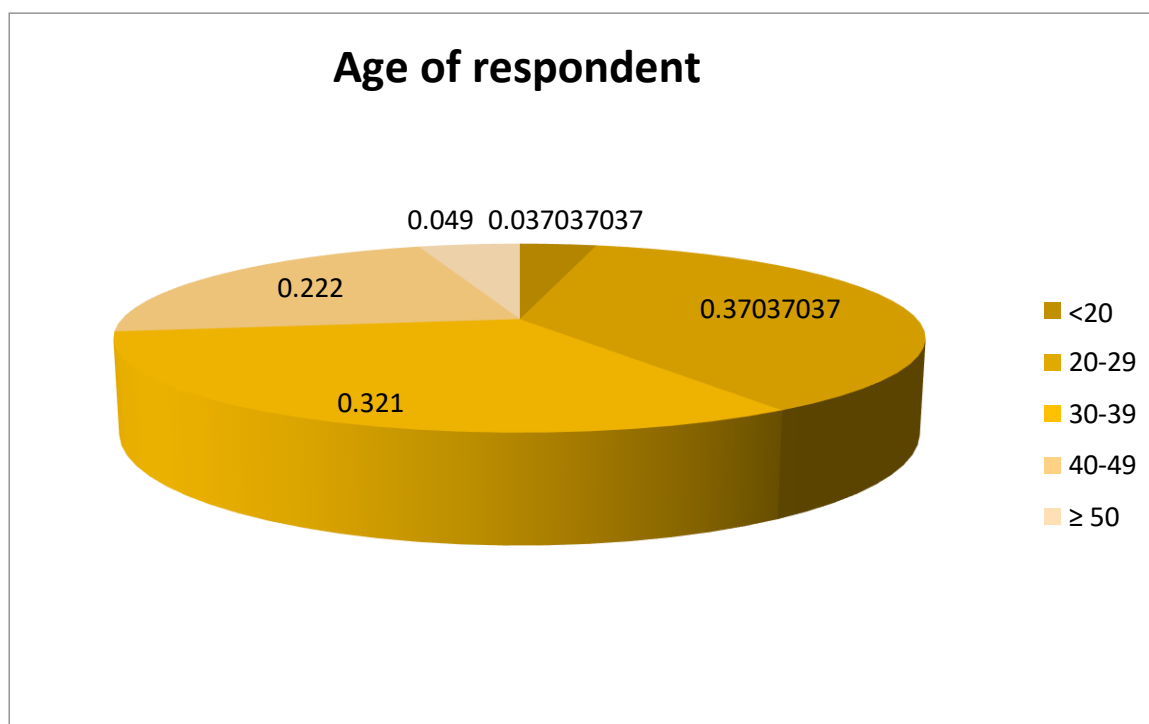- 20-29
- 30-39
- 40-49
- ≥ 50

FIGURE 1. Age of respondent (n=100)

Figure 1 shows the age group of the respondents of the survey who had filled the questionnaire. The first question in the form was age group, where the following options were given like below 20, 20-29, 30- 39, 40-49 and over 50. According to the survey result, more than one-third of the participating automobile users were from 20-29 age group (37%) and 30-39 age group (32%) respectively. A minority of the participants was under 20 years of age (4%) and more than 50 years (5%). In Nepal, one gets a driving

license when s/he turns 18. On the other hand, a minority of people more than 50 years of age only drive an automobile. In such circumstances, it is acceptable to have a larger proportion of people aged between 20 to 50 years using automobile.
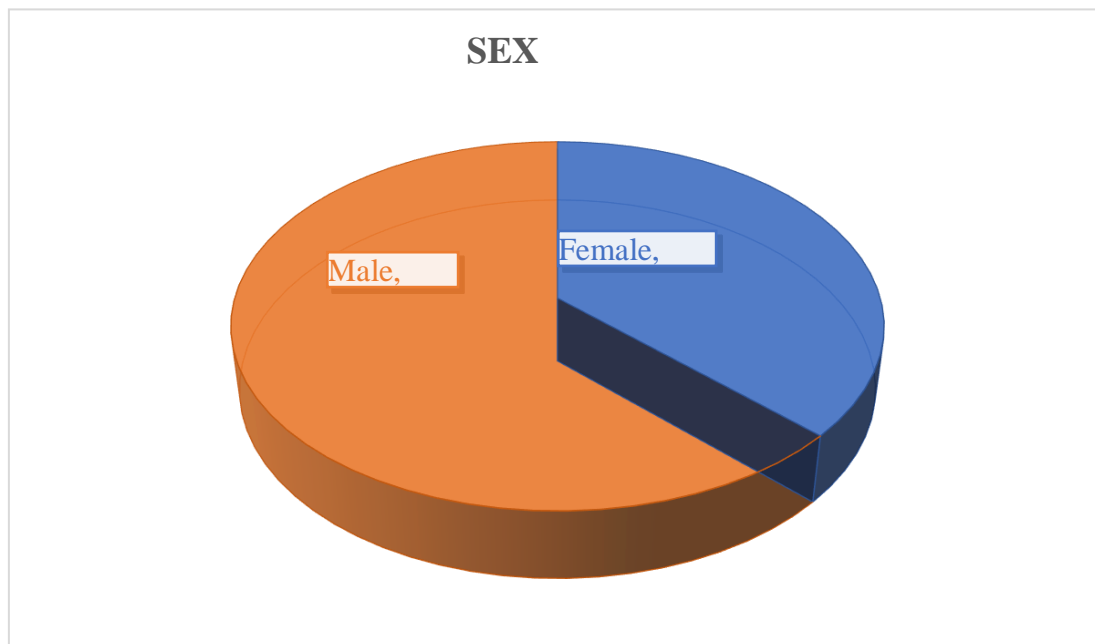

FIGURE 2. Sex distribution of participants (n=100)

Figure 2 shows the percentage of males and females that participated in the survey. In the questionnaire, there were two options to choose from, i.e., 'Male' and 'Female'. The proportion of male respondents was higher than that of female. In the above figure 2, it can be observed that around two-thirds (63%) of the participants were male. It was in accordance with the cultural scenario of a developing country such as Nepal where male dominated society prevailed attributed to the fact that more males owed automobiles based on their financial status.
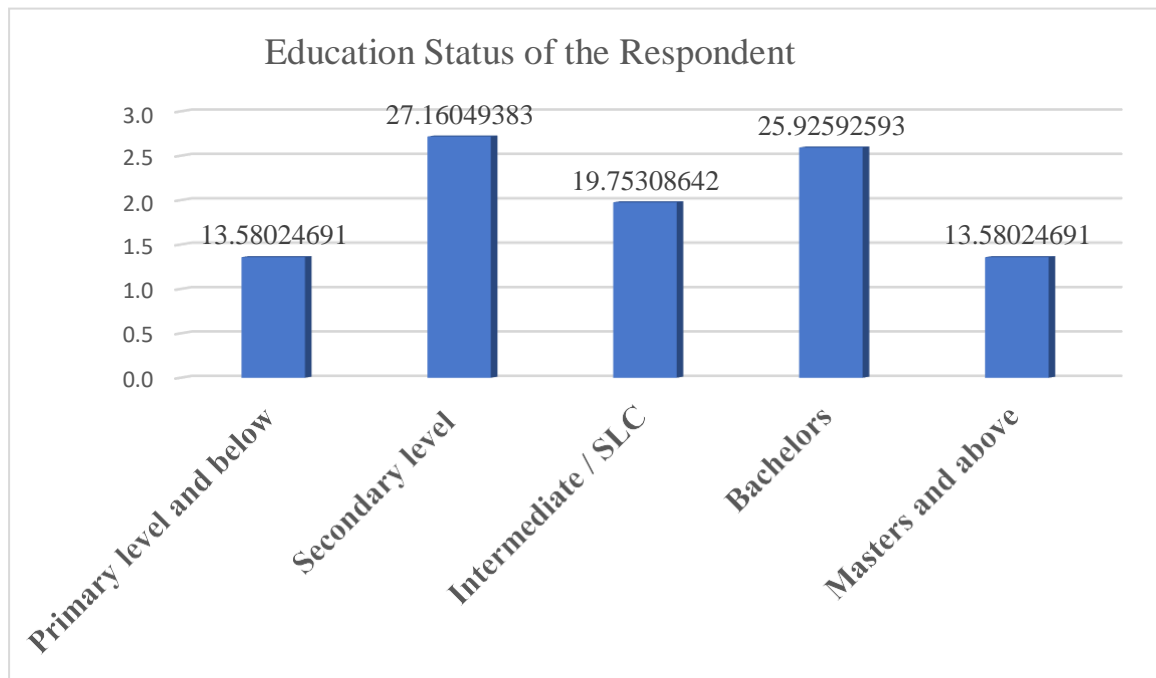
FIGURE 3. Educational status of participants (n=100)

Figure 3 describes the third primary question of the survey where participants were asked to choose their educational status. The majority of participating automobile users (27%) had passed secondary level only in the context of Nepal while one-fourth of them completed bachelor level qualification. About 14% of respondents had master´s and above educational level and primary level and below education respectively.

FIGURE 4. Occupational status of respondents (n=100)
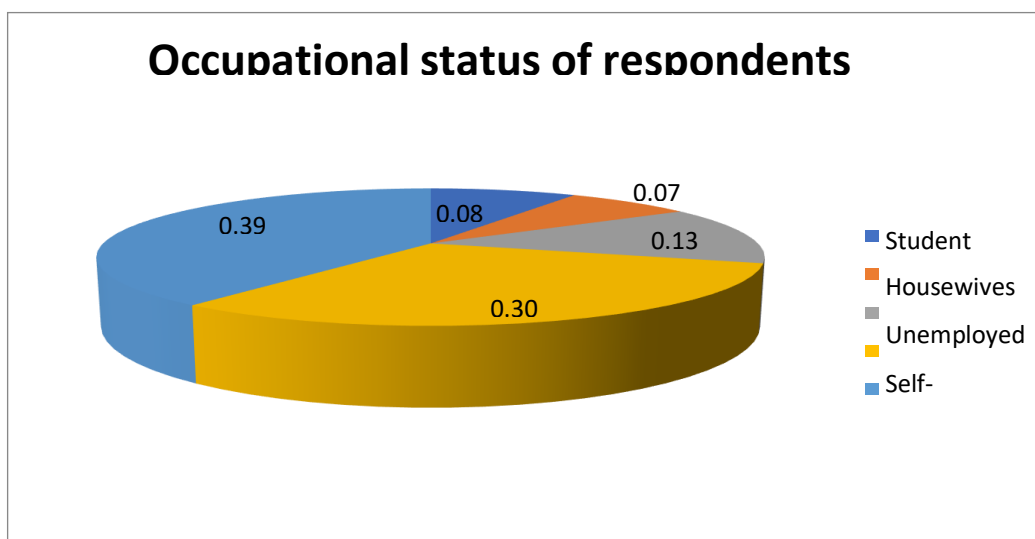
Another question for the participants was about their occupational status. The options given were students, housewives, unemployed, self-employed and employed. From the figure 4, it can be seen thattwo-fifths (40%) were employed while a minority (7%) of them was housewives. The figure 4 shows that a majority of those using automobiles are either self-employed or employed.

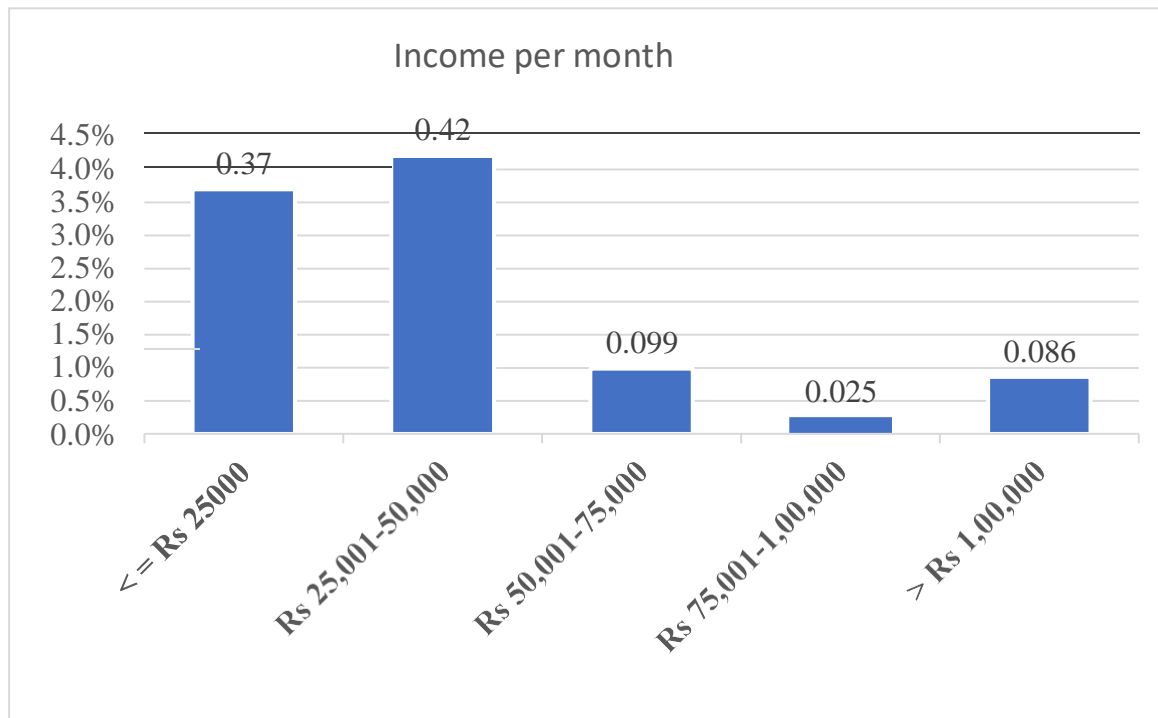**FIGURE 5. Income per month of the participants (n=100)**

The next question in the survey was about income per month of the participants. In the survey of 100 participants, the majority of the respondents (42%) earned between twenty-five thousand and fifty thousand, followed by the proportion (one-third) that earned less or equal to twenty-five thousand. Theminority of them earned more than fifty thousand.

FIGURE 6. Type of vehicles (n=100)

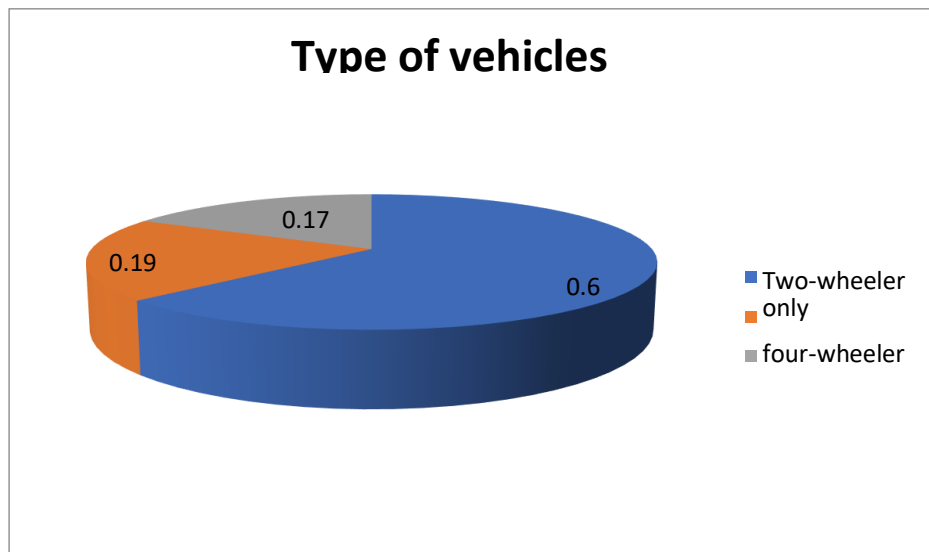Figure 6 displays that more than three-fifths (63%) of the respondents had a two-wheeler only while theminority of them (17%) had both two-wheeler and four-wheeler vehicles.
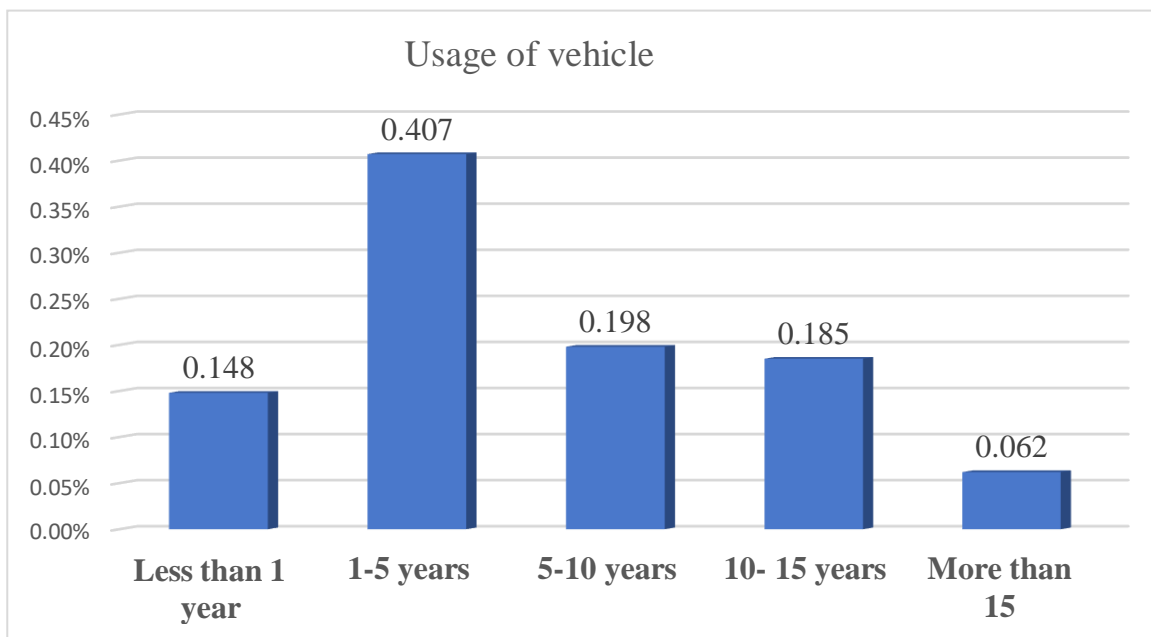

FIGURE 7. Usage of vehicle (n=100)

Another important question in the survey was about the duration of usage of vehicles. Most respondents (41%) used their vehicle for 1-5 years while only 6% of them used their vehicle for more than 15 years(FIGURE 7).

TABLE 1.Average scores of each dimension and aggregate scores of satisfactions (n=100)

S.N.	Dimensions	Average Score
1	Quality of services is as per my expectation	3.39
2	I am satisfied with its responsiveness of service centers.	3.65
3	Speed of services is satisfactory.	3.02
4	I am satisfied with the cost of services.	2.02
	Aggregate scores	3.02

The categories of the overall satisfaction towards after sales services consists up overall satisfaction regarding quality of services, responsiveness of service centers, speed of the services and cost of the services. Average scores were calculated for each dimension. Among the four dimensions, the one withthe highest score was the satisfaction toward the responsiveness of service centers during after sales service, which was 3.65 points, indicating that the users were satisfied with the responsiveness of service centers. The following was the satisfaction regarding the quality of services and Speed of the services, which were 3.39 points and 3.02 points respectively; showing satisfactory level of after sales service. The dimension with the lowest score was the satisfaction toward cost of the services, which was 2.02 points, indicating that it was the weakest dimension regarding customer satisfaction towards after sales services. In aggregate, the score was 3.02 points pointing that the level of satisfaction towards the after sales services was around average. The detailed results are shown in table 1.
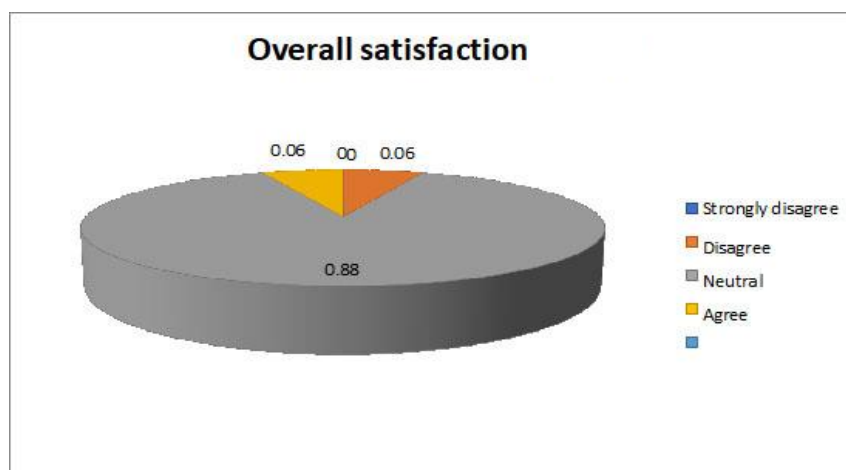
FIGURE9. Overall satisfaction (n=100)

The last question for participating in the survey was to rate their level of satisfaction from 1 to 5 where 1 stood for strongly disagree and 5 stood for strongly agree. According to the figure 9, none of participants rated 1 and 5 for their satisfaction for after-sales service. Similarly, 6% of users rated 2 and 4 for their satisfaction for after-sales service respectively. About 88% responded 3, that is, neutral for their satisfaction for after-sales service. The concerned authorities should still work hard for the development of after sales services in automobile sector of Nepal.

2.2 Analysis of Result

Main objective of the study is to identify the condition of after sales service of automobiles i.e (two wheelers and four wheelers) . Identify the brand awareness of brand and to identify the promotional tools adopted by trader. The research is mainly focused on consumer point of view. So, the following findings were drawn from researchers.

- The level of satisfaction after sales service is in good condition
- Most of the respondents were graduated and job holders with average income level
- While buying respondents always gives preferences to service features and facilities more than price
- Respondents buying decision regarding to automobile services are highly affected by more reliable and comfortable.
- Condition of automobile, proprietor response have positive response towards the advertising of automobile
- Most of the respondents have noticed all of the ad campaigns
- Large numbers of users of automobile's are male
- Among all promotional alternatives, advertising is most powerful tool to create brand awareness of automobile industry

2.3 Major Findings

The Nepal automobile report provides a complete perspective on the trends shaping the Nepal automobile market. The Nepal automotive market is slowly shifting towards a service oriented model with new players focusing extensively on customer experience and consumer data. Transition in automotive markets are providing opportunities for

some parts while other components face stiff decline over the forecast.

Companies across the value chain are forced to adapt to market changes to sustain revenue and profit. New vehicles must be aligned with the current states of technology and consumer preferences.

The future value proposition for automotive market in Nepal to 2025 is detailed in the research work. It also provides imperatives for gaining market share in Nepal automobile industry. It presents detailed insights and forecasts of passenger cars light commercial vehicles and heavy commercial vehicles.

Chapter -3

SUMMARY AND CONCLUSION

3.1 Summary

As for recommendation, it is imperative that the company adopts a good after–sales services such as acceptable quality of services, prompt responsiveness of service centers, accelerated speed of the services and reasonable cost of the services to enhance the effectiveness and efficiency to satisfy the customer. Moreover, as the customers were comparatively less satisfied with cost of the services. The companies such as Center Point Auto Trading and Shristi Traders should focused on determining their cost of services and furthermore the most noticeable part for the customer was the responsiveness of the service centers to impact the customer satisfaction during after sales service. Most importantly, more studies on customer satisfaction on after-sale services should be conducted in future with a larger sample size and more rigorous research design and methods.

A descriptive cross-sectional and quantitative study was done to describe the customer satisfaction towards the after sales services in the context of automobiles in Nepal. A total of 100 automobile users were included in the study. The variables considered in the study were age group, sex, occupation, education level, income level, the status of ownership, the type of vehicle, the usage of vehicles and four the dimensions of after sales services. Regarding the background variables, more than one-third of the participating automobile users were from 20-29 age groups. Around two-third of participants were male and majority of participating automobile users had passed secondary level. Moreover, two-fifths of automobile users were employed. More than three-fifths of the respondents had a two-wheeler and more than one-third used their vehicle for 1-5 years. The findings of the study showed that the level of satisfaction towards the after sales services was around average. Among the four dimensions of after sales service, the customers were mostly satisfied towards the responsiveness of service centers during after sales service while that with the lowest score was the satisfaction toward cost of the service.

3.2 Conclusion

The main lesson the researchers learned from this research is that the existing condition of service station is good. The service center which can be termed as a hospital for automobiles is providing the proper treatment to its patients. Data shows that the most of the customer are satisfied with the service of service station. Also, the service center is trying to do their best to provide the effective services. The company are creating friendly environment to provide the quality services by providing the various types of services.

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Questionnaire

"CUSTOMER SATISFACTION AFTER SALES SERVICES IN AUTOMOBILE INDUSTRY IN KATHMANDU"

Dear Respondents,

We are an undergraduate student currently studying BBS (Bachelor in Business Studies) and a part of our course. The following questionnaire is an integral of the Graduate Research Project for the completion of my studies. The research is performed with an objective to assess the customer satisfaction on the after sales services in the context of automobiles in Nepal. The title of the study is " CUSTOMER SATISFACTION AFTER SALES SERVICES IN AUTOMOBILE INDUSTRY IN KATHMANDU ". For any reasons, you are free to quit the participation at any time. Your input is valuable for my research. Hence, kindly fill up the answers carefully. I assure you that all the information shall be kept confidential.

Section I: General Information

Name: ………………………………………………		Sex: Male …… / Female ……	
Age: …………... Yrs	License: Yes …. / No …	Read/write: Yes …. / No ….	Gone servicing center in last one year: Yes …. / No ….
Please tick one for each criteria group.			
Q1. Age group	Q2. Education	Q3. Occupation	Q4. Income (per month)
<20	Primary level and below	Student	Less than 25,000
20-29	Secondary level	Housewife	25,001-50,000
30-39	SLC / Intermediate	Un-employed	50,001-75,000

40-49		Bachelors		Self-employed		75,001-100,000	
≥ 50		Masters and above		Employed		More than 100.000	

Q5. Type of vehicle

- Two-wheeler only

- Four-wheeler only

- Both

Q6. I have using the vehicles for

- Less than 1 year
- 1-5 years
- 5-10 years
- 10-15 years
- More than 15 years

Section Il: This section examines various factors for after sales service satisfaction of customer ofautomobile.

1= Strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5= strongly agree

S.N.	Factors	1	2	3	4	5
A	**Quality of services**					
1	I believe the service centers consists of skilled and experienced technicians					
2	The service center is highly automated.					
3	I believe that the service provided by the service center are highly effective.					

4	I believe the technicians are experienced.					

B	**Responsiveness of service centers**					
1	I am satisfied with the complaint handling system of the service center.					
2	I am satisfied with the staff response of the service center.					
C	**Speed of the services**					
1	I feel easy contacting the Service department to make an appointment.					
2	My vehicle used to be ready for collection at the agreed time. (on time delivery)					
3	The service centers informed me at relevant time of servicing					
D	**Cost of the services**					
1	The cost for the service is affordable					
2	Discount facility is as per my satisfaction.					
3	The service center provides Various schemes on service					
4	There is various mode of payment available after service delivery at the service center. (cash, credit, cards, cheque)					
5	The price offered on the on-road service support are reasonable.					
0	**Customer satisfaction**					
1	Quality of services is as per my expectation					
2	I am satisfied with its responsiveness of service centers.					
3	Speed of services is satisfactory.					
4	I am satisfied with the cost of services.					
	I am overall satisfied with the quality of after sales service provided by the service centers.					