“**IMPACT OF AFTER SALES SERVICE ON CUSTOMER SATISFACTION LEVEL IN AUTOMOBILE INDUSTRY**”

**Research Proposal**

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1. **INTRODUCTION**

**1.1 Background**

The Automobile sector have become a very rapid growing sector of Pakistan where every individual is now more consider the motor vehicle as a luxurious item to have. Currently two types of players are in the market, some are manufacturing locally and others are importing from Japan and other countries. A number of imported vehicles in Pakistan are increasing day by day this is because people find more varieties in imported vehicles, but some are still using the local manufacturing vehicles due to the reason that they find easiness in maintenance and replacement of any part from local manufacturers and assemblers. The hybrid cars are new and updated technology in automobile sectors they have lower carbon dioxide emissions, use less gasoline, and release less exhaust into the air. (Ahmed & Sanatullah, 2011)

The Japanese automobile industry is being transmitted and controlled by Pakistan Automobile Association (PAMA), and there are four key players in this industry, they are Suzuki, Honda, Indus engines, and Dewan Farooq engines. Those industries have hired almost 150000 to 200000 workers passively doing sale and purchase of such imported vehicles from Japan. In 2001, the automobile industry has started to grow rapidly with the increasing pace of globalization, and production increases from 45000 vehicles to 300000 vehicles in 2016 and there will be an increase in growth in the year 2017.(Zaidi, 2013)

In the mid of this residency Pakistan uses foreign made cars from different countries of new cross breed auto engineering like Toyota Prius, Aqua, BB, Honda Insight, Honda Accord, Honda civic and so on, which are computerized cars, and are imported without any supported equipment for tuning purpose, without services supported spare material and also not having any hybrid technology. This creates a disaster in the structure of the automobile industry of Pakistan. Branded cars are relatively very cheap in price with attractive features and performances attract most of the customers with zero accommodation of after sales services.(Alexander, 2015)

The offer of utilized autos and different vehicles to different nations is still productive because of the generally minimal effort and great state of the vehicles being acquired. Helping components to the practicality of such fare incorporate Japan's strict engine vehicle reviews and high devaluation which make such vehicles worth almost following two years, and strict natural insurance regulations that make vehicle transfer exceptionally exorbitant in Japan. The criticalness of after bargains administration has been distinguished by solid products producers. Firms offering merchandise study which are fundamentally serving after agreements administrations. In developing nations more accentuate put on after deals administrations, on the grounds that after bargains benefit not just demonstrating preference and aides in brand recommendations additionally helps essentially in benefit era. Clients are exceptionally touchy in their buy choice, particularly in strong merchandise. The intention to lead this study is to assess the effect of after deals benefits on buyer purchasing conduct in car industry of Pakistan. (DAWN, 2013)

**1.2 The Problem**

Customers are depressed by discouraging after sales services of service center, so there is a need to study how deeply this particular issue of unsatisfied after sales services caused customers to think otherwise

**1.2.1 Purpose**

The purpose of the study is to identify the impact of after sale service offered by the local automobile industry and the imported car dealers on customer satisfaction level.

**1.3 Research Questions**

This study aims to find the answer of below following questions with respect to customer service satisfaction.

* How can the availability of spare parts make consumers decision change?
* The Impact of Quality technical workshops and trained mechanics on customer to the services?
* Factors that influence the customer’s satisfaction level with regards to service provision to them in a respectful manner?

**1.4 Research Objective**

The main objective of this study indicates the following:

* To analyze the impact on consumer satisfaction services through easy availability of spare parts.
* To determine the Impact of Quality Technical workshop, equipment’s and trained mechanics in order to enhance the trust level of the customer to the services.
* The sub objective of this research is to determine the behavior of service provider which impacts on customer satisfaction level.

**1.5 Justification**

The research will provide deep insight to the Automobiles Company, imported car dealers, readers and customers to find relevant answers regarding the significance of after sales services that should be provided to the customers in order to maximize customer satisfaction level.

**1.6 Limitations**

As our research is an academic project which is bound to be completed within a particular period of time that carries some limitations which are following:

* Time factor is the biggest limitation for the study to conduct given with a very short period of time to complete the research project.
* The survey consists on sampling method; it doesn’t disclose the character and insights of the respected customers.
* Thesample is diversified in the sense that sample are of different customers of different car user.

**1.7 Scope**

This study is useful for only the consumers of the automobiles and the imported car dealers in order to provide maximum customer satisfaction level with respect to after sales service.

**1.8 Assumption**

The study is limited to Karachi only because of financial constraints and time barriers, we have assumed that our targeted audience will provide enough and relevant data that will assist us in assessing our gathered data in order to analyze it.

**1.8 Definition of Key Terms**

**Respectful Services** (Attitude of the Customer Manager)

Respectful and positive attitude towards the customer is on the most important and can be complex component of the customer service or it can be said that respect is satisfactory customer service. Respect is attitude that customer always expects form the service providers for product or service they pay for.

**Quality of Work**

Work quality is the element that can be gauged by the performance of the employee the way by which value is created for the customer for the desired good or services, in our case the expertise of the mechanic’s to fixing the vehicles can be considered work quality

**Customer Satisfaction Level**

The term is widely used in the business world as the key to influence profitability of their business. It measures that how well a company has been successful in meeting the customer expectation by their offerings i.e. product and services.

**Timely Services**

All those services offered by the provider the customer is the one who wants to choose time. The on time availability is on the fundamental elements that defines the worth in service industries. So providing on time services to customers is very much important.

**Availability of Spare Parts**

Spare parts for the machine is another critical thing as the user never knows what part of the machine can be broke and required on urgently as the whole mechanism cannot work until all the piece are on the right place acting actively. On time availability of the spare parts can become crucial.

**Chapter 2: RESEARCH METHODOLOGY:**

**2.1 Research Design**

The aim of this research study is to determine the satisfaction level of local and imported car user regarding after sales services provided by automobile industry, further also evaluate the impact of service quality and easy availability of spare parts on customer satisfaction. Quantitative method will be used to examine the impact of after sales services by automobile industry on customer satisfaction. This method is appropriate because the primary objective of the study was to describe possible relationship and correlation between variables

The research design we have selected is based on deductive approach in which we have tested the existing theory, whereas the philosophy that we have followed in the research designs positivism because the research is purely quantitative. The time horizon is cross-sectional. The strategy formulated is mono method.

Primary data will be collected through Questionnaires directly from the mature car user customer, based on the Karachi residents with the desired range of demographic characteristics (e.g. Gender, Age, and Car user), previous after sales service experience levels and product-related knowledge who aware and used these services.

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**2.2 Procedure**

* As the study is purely quantitative so predominantly used data collection technique will be questionnaire that will generate statistics and numeric data for data evaluation.
* The date will be collected through questionnaire from the targeted audience.
* Target Audience will be the educated personals/working classes who have cars.
* Questionnaire will be distributed in universities, offices and near petrol pumps.
* Data will be analyzed in order to check the impact of after sales services on customer satisfaction level in automobile industry.

**2.3 Population**

The Age group of 25 or above and working/educated class will be targeted who are the automobiles consumer located in Karachi.

The reason we have selected this specific population for our researches working/educated class respondents will provide meaningful information.

**2.4 Sample and Sampling Method**

Data samples will be collected through questionnaire and the samples will be distributed in order to collect responses from 200 respondents, considering the multi-variant analysis, we will test 5 variables, where we will have a sample size of 40. By implementing multi-variant analysis format, we will conduct 200 samples based on non-probability convenience &self-selection.

5\*40=200 samples

**2.5 Variables**

All the variables settled below have been used to test the hypotheses of our study.

**2.5.1 Hypothesis**

H1: Easy availability of spare parts has a significant effect on CSL.

H2: Work Quality has a significant effect on CSL.

H3: On time services has a significant effect on CSL.

H4: Respectful services have a significant effect on CSL.

H5: Easy availability of spare parts has a significant co-relation with CSL.

H6: Work Quality has a significant co-relation with CSL.

H7: Timely Services has a significant co-relation with CSL.

H8: Respectful services have a significant co-relation with CSL.

**2.6 Data Collection**

Primary data will be collected through questionnaire. Questionnaire include5 questions of each variable in order to obtain data from every aspect of the model. Likert scale questions will be used.

Secondary data will be extracted from previous researches.

**2.7 Software Employed**

We would be using SPSS for our research.

**2.8 Plan of Analysis**

1. **Frequency distribution**

This table shows the frequency of heterogeneous results in a sample. The table will contain the frequency manifestation of values within the specific group.

1. **Correlation**

The statistical assessment of Co-relation shows the proportion of two of more variables that responses/fluctuates together.

1. **Mean**

It measures the central tendency, in order to find the representative “middle” values in the group of data. This can be formulated as

1. **Standard Deviation**

It is used to convey the descriptive statistics in order to provide a summarize mass of data

**2.8 Validity & Reliability**

Validity and reliability will be tested through questionnaire. Since its not been adopted yet.

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