

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS AFTER SALES, SERVICE AT SRIRAM BAJAJ SHOWROOM AT RASIPURAM

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Abstract - This study focuses on the organizational performance and customer satisfaction of Bajaj Auto. The main objective of the study is to understand the company's services, product quality, employee performance, and customer satisfaction level. Data were collected through questionnaires and customer feedback methods. The study analyzes important factors such as product quality, service satisfaction, pricing, and staff behavior.

Introduction of the study

The Indian automobile industry, particularly the two-wheeler segment, has experienced remarkable growth over the years due to rapid urbanization, increasing income levels, and the rising demand for economical and convenient modes of transportation. Two-wheelers have become an essential part of daily life for a large section of the population, especially in developing regions where affordability and fuel efficiency are key considerations.

Among the major players in this industry, Bajaj Auto has carved a strong reputation by offering a wide range of motorcycles and scooters that cater to different segments of customers. The company is known for its innovation, performance-oriented vehicles, and cost-effective solutions.

In today's highly competitive business environment, organizations are not only focused on attracting new customers but also on retaining existing ones. Customer retention has become a crucial factor for long-term success, and one of the most important determinants of customer retention is customer satisfaction.

STATEMENT OF THE PROBLEM

In today's competitive automobile market, customer satisfaction has become essential for business success and long-term customer retention. While the sale of vehicles is important, the quality of after-sales services such as

maintenance, servicing, customer support, and complaint handling plays a major role in shaping customer perception.

At the Sriram Bajaj showroom, which is associated with financial services like Shriram Finance, customers expect prompt, reliable, and efficient after-sales support. However, in reality, customers may face certain challenges such as delay in service, lack of proper communication, inadequate follow-up, and unsatisfactory handling of complaints.

These issues can create dissatisfaction among customers and may affect their trust and loyalty towards the showroom. Additionally, without a proper evaluation system, it becomes difficult for the management to identify the gaps between customer expectations and the actual services provided.

Therefore, the problem addressed in this study is to assess the level of customer satisfaction towards after-sales services at the Sriram Bajaj showroom, identify the key factors influencing satisfaction, and suggest measures to improve service quality and enhance overall customer experience.

The problem of this study is to examine the level of customer satisfaction towards after-sales services at Sriram Bajaj showroom, as customers may face issues such as service delays, high maintenance costs, and inconsistent service quality, which can affect their overall satisfaction and loyalty.

In the competitive two-wheeler market, after-sales service plays a vital role in influencing customer satisfaction and repeat purchases. Although Sriram Bajaj showroom provides various after-sales services such as maintenance and repairs, customers may not always be fully satisfied due to factors like delayed service delivery, lack of effective communication, unavailability of spare parts, and variation in service quality.

OBJECTIVES

Primary Objective

- To analyze the level of customer satisfaction towards after-sales service at Sriram Bajaj Showroom.

Secondary Objective

- To identify the factors influencing customer satisfaction in after-sales service.
- To evaluate the quality of services provided by Bajaj Auto authorized showroom.
- To study customer perception regarding service staff behaviour and professionalism.
- To analyse the time taken for servicing and its impact on customer satisfaction.
- To examine the availability and cost of spare parts.

Scope of the Study:

The present study focuses on analyzing the level of customer satisfaction towards after-sales service at Sriram Bajaj Showroom. The scope of the study is centered on customers who have purchased two-wheelers and have utilized the after-sales services provided by the showroom. It aims to understand customer opinions, expectations, and experiences regarding the services offered after the purchase of vehicles.

The study covers various important dimensions of after-sales service such as quality of service, behavior and attitude of service staff, promptness and timeliness in service delivery, cost of servicing, and availability of spare parts. It also includes an evaluation of how effectively customer complaints are handled and the level of satisfaction with the overall service experience. These factors play a significant role in determining customer loyalty and retention in the competitive automobile industry.

Further, the study attempts to assess customer perception of the service practices followed by the authorized dealer of Bajaj Auto. It provides insights into whether the services meet customer expectations and identifies the gap between expected and actual service quality. The study also explores customer willingness to revisit the showroom for future services and their likelihood of recommending the service center to others.

Limitations of the study:

- The study is limited to Sriram Bajaj Showroom only and cannot be generalized to other showrooms.
- The findings may not apply to all dealers of Bajaj Auto in different locations.
- The sample size is limited due to time and resource constraints.
- The study is based on customer responses, which may be biased or inaccurate.

- The data collected reflects opinions only during a specific period.
- Customer satisfaction may change over time due to service improvements or changes.

RESEARCH METHODOLOGY:

This study adopts a descriptive research design to analyze customer satisfaction towards after-sales services at Sriram Bajaj showroom. Both primary and secondary data have been used for the study. Primary data was collected directly from customers through a structured questionnaire, while secondary data was gathered from company records, websites, journals, and previous studies.

A convenience sampling method was used to select 100 respondents from the Rasipuram area. The collected data was analyzed using simple statistical tools such as percentage analysis, tables, and charts to interpret the findings effectively. The study aims to evaluate customer satisfaction levels, identify issues faced by customers, and provide suitable suggestions for improving after-sales services.

Research Design

This study uses a descriptive research design to understand customer satisfaction towards after-sales services at Sriram Bajaj showroom. Descriptive research helps in explaining the current situation based on customer opinions and experiences.

- The study focuses on after-sales services of Sriram Bajaj showroom.
- It is used to measure the level of customer satisfaction.
- Data is collected directly from customers through a questionnaire.
- The study is limited to the Rasipuram area and a specific time period.
- Customer feedback is used for analysis and interpretation.

Descriptive research design helps to clearly identify customer satisfaction levels, service quality, and issues faced by customers.

Nature of Research

This study is a combination of different types of research

- **Applied research**

The nature of this research is applied in nature. It focuses on a real-life problem related to customer satisfaction towards after-sales services at Sriram Bajaj showroom.

- **Quantitative Aspect**

The study also follows a quantitative approach, where numerical data is collected from customers through structured questionnaires

Source of Data

a) **Primary data**

Data collected first-hand by researcher

Methods used:

- Questionnaires
- Interviews
- Surveys
- Observation

Collecting customer feedback from Sriram Bajaj showroom customers

a) **Secondary Data**

Data collected from existing sources

Sources include:

- Books
- Journals
- Websites
- Company records
- Reports
- Newspapers

Bajaj company reports, showroom sales records

Sampling Design

Sampling design is the method used to select a representative group of respondents from the total population for collecting data.

- **Population**

The population refers to the entire group of people from which data is collected.

Customers visiting Sriram Bajaj showroom.

- **Sample Size**

The sample size is the number of respondents selected for the study.

100 customers

- **Sampling Technique**

The method used to select sample respondents.

Common types:

- Simple Random Sampling

- Convenient Sampling
- Stratified Sampling
- Convenience Sampling

- **Sampling Method Used**

In this study, Convenience Sampling method is used.

Respondents are selected based on their availability and willingness to respond.

- **Sampling Area**

The study is conducted in:

- Sriram Bajaj showroom, Rasipuram

Data Collection Instrument

Data collection instruments are the tools used to gather information for the research project. The main instruments used in this study are:

- **Questionnaire**

A questionnaire is a structured set of questions used to collect data from respondents. It is the most commonly used instrument in this study. The questionnaire includes both open-ended and close-ended questions to understand customer satisfaction towards after-sales services.

- **Interview Schedule**

An interview schedule is a list of questions asked directly to respondents. In this study, interviews may be conducted with customers and showroom staff to collect detailed information.

- **Observation Method**

Observation method involves directly observing the behavior of customers in the showroom. This helps in understanding customer reactions and service quality without direct questioning.

• **Checklist**

A checklist is used to verify whether specific services or facilities are available in the showroom. It helps in systematic data collection.

Tools For Data Analysis

After collecting data, it is analyzed using statistical tools:

a) Percentage Analysis

Percentage analysis is a statistical tool used to express data in terms of percentages. It helps to convert raw data into a simple and understandable form by showing each value as a part of 100.

It is widely used in research projects to clearly present the distribution of responses from respondents.

Purpose:

- To simplify large and complex data into an easy form
- To show data in terms of parts per hundred for better understanding
- To compare different groups or categories easily
- To present survey results in a clear and meaningful way
- To help in drawing conclusions from collected data

Formula:

$$\text{Percentage} = (\text{Value} / \text{Total}) \times 100$$

Example from your data:

Out of 100 customers,

75 customers are satisfied with after-sales service.
Calculation:

$$\begin{aligned} \text{Percentage} &= (75 / 100) \times 100 \\ &= 75\% \end{aligned}$$

Interpretation (Customer Satisfaction – After Sales Service)

From the above analysis, it is found that out of 100 customers, 75% of the customers are satisfied with the after-sales service provided by Sriram Bajaj Showroom. This shows that the majority of customers are happy with the service quality.

DATA ANALYSIS AND INTERPRETATION

Age of Respondents

Age Group	No.of Respondents	Percentage
Below 25	20	20%
25-35	35	35%
35-45	25	25%
Above 45	20	20%
Total	100	100%

Response	Respondent	Percentage
Excellent	20	20%
Good	45	45%
Average	22	22%
Poor	10	10%
Very Poor	3	3%

Interpretation:

Majority (35%) of respondents belong to 25–35 years.

SERVICE QUALITY SATISFACTION

Interpretation

The table shows that 25% of respondents are strongly satisfied and 40% are satisfied with the service. About 20% of respondents are neutral, while 10% are dissatisfied and 5% are strongly dissatisfied.

SPARE PARTS AVAILABILITY

Interpretation:

The table shows that 20% of respondents rated spare parts availability as excellent and 45% as good. About 22% of respondents considered it average, while 10% rated it as poor and 3% as very poor.

SERVICE COST SATISFACTION

Response	Respondent	Percentage
Highly Satisfied	15	15%
Satisfied	35	35%
Neutral	30	30%
Dissatisfied	15	15%
Highly Dissatisfied	5	5%

Interpretation:

The table shows that 15% of respondents are highly satisfied and 35% are satisfied with the service cost. About 30% of respondents are neutral, while 15% are dissatisfied and 5% are highly dissatisfied.

COMPLAINT HANDLING

Response	Respondent	Percentage
Excellent	25	25%
Good	40	40%
Average	20	20%
Poor	10	10%
Very poor	5	5%

Interpretation:

The table shows that 18% of respondents consider the service charges as highly reasonable and 42% as reasonable. About 25% of respondents are neutral, while 10% feel the charges are unreasonable and 5% feel they are highly unreasonable.

FINDINGS:

1. Customers are Satisfied with After Sale and Service

Majority of the customers expressed satisfaction towards the after-sale and service activities provided by Sriram Bajaj Showroom.

- Customers are satisfied with the quality of vehicle servicing and maintenance support.
- Most respondents agreed that the showroom provides timely and effective service.

Finding:

Customer satisfaction towards after-sale and service activities is positive and satisfactory.

2. Service Quality Influences Customer Satisfaction

- Customers stated that service quality is one of the major factors influencing satisfaction.
- Proper servicing and customer handling improve customer trust and loyalty.
- Good service quality encourages customers to revisit the showroom.

Finding:

- Service quality plays an important role in increasing customer satisfaction.

Staff Behaviour and Communication are Effective

- Respondents expressed positive opinions regarding staff behaviour and communication.
- Employees provide proper guidance regarding vehicle servicing and maintenance.
- Customers are satisfied with employee interaction and support.

Finding:

- Effective communication and staff support improve customer satisfaction level.

Timely Service Improves Customer Experience

- Most customers agreed that timely service delivery increases satisfaction.
- Regular maintenance support helps customers maintain trust in the showroom.
- Customers prefer quick response during servicing.

Finding:

- Timely service and regular support positively influence customer experience.

Waiting Time Needs Improvement

- Some respondents expressed dissatisfaction regarding waiting time during servicing.

SUGGESTION:

- Improve the quality of after-sale and service activities.
- Reduce waiting time during vehicle servicing.
- Maintain effective communication with customers.
- Collect customer feedback regularly for service improvement.
- Provide quick response to customer complaints and queries.
- Improve follow-up service and maintenance reminders.
- Ensure availability of genuine spare parts.
- Conduct regular employee training programs.
- Strengthen customer relationship and support activities.
- Focus on improving overall customer satisfaction and loyalty

CONCLUSION

The study on “Customer Satisfaction towards After Sale and Service at Sriram Bajaj Showroom” concludes that the majority of customers are satisfied with the after-sale services provided by the showroom. The analysis revealed that service quality, timely response, staff behaviour, and effective customer handling are the major factors influencing customer satisfaction.

The study also identified that proper maintenance support and good communication improve customer trust and loyalty towards the organization. Customers expressed positive opinions regarding vehicle servicing and support activities provided by the showroom. However, reducing waiting time and improving follow-up service can further enhance customer satisfaction.

The Chi-square test analysis proved that there is a significant relationship between customer satisfaction and gender. The findings clearly show that effective after-sale service activities help in improving customer retention, organizational reputation, and overall business growth.

Overall, the study concludes that Sriram Bajaj Showroom provides satisfactory after-sale and service support to customers and continuous improvement in service quality will help the organization achieve higher customer satisfaction and loyalty.