

## A study on customers' satisfaction towards the service performance of the compact car dealers at pre and post purchase stage with reference to Coimbatore City

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### Abstract

Customer is the one who uses the products and services and judges the quality of those products and services. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." The importance of customer satisfaction diminishes when a firm has increased bargaining power. There arises the need for assessing the market through a systematic market research program. Car industry is not exempted from such need. The small passenger car market has reached a stage which nobody would have dreamt of few years back. The small car industry in India is fast adapting to the changing times. Hence this study aims to study the customers' satisfaction towards the small car marketers' performance and service in all aspects of buying process.

**Keywords:** customer satisfaction, car industry, small car marketers

### Introduction

Consumer Satisfaction is the only scale that measures the success of any service provider. Satisfied Customers can more than often increase organizations income and more likely to purchase more services from the organisation and tend to be loyal towards them. It requires tremendous amount of marketing efforts for a manufacturer to keep and grow their market share in this scenario, by adopting quite innovative features and value added services, which are very attractive to the customers. Automotive service providers such as automotive dealers are primarily required to be focused to provide good service quality which should exceed customer expectations and should result in 100 per cent satisfaction of the customers. Companies are adopting new methods to see, if small families using the two wheelers, can be converted into the car buyers. Due to the economic boom, higher income levels and the growing purchasing power of the Indian urban populace, cars have transformed into a necessitated ingredient for Indian middle class families. The small car market in India is witnessing the maximum activity and is all set for more exciting times ahead, with more players from India and abroad too.

### Need for the study

Customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations. If the product's performance falls short of the customer's expectations, the buyer is dissatisfied. If performance matches expectations, the buyer is satisfied. If performance exceeds expectations, the buyer is delighted. This suits not only the performance of the Product and its attributes but also the services provided to their customers at the various stages of their purchase. So it is a must one for the compact car manufacturers to study their customers satisfaction

regarding their sales dealers performance both at their Pre-Purchase and Post-Purchase stage.

### Scope of the study

It is a well-known fact that nowadays there is a necessity of purchasing a car among individuals to make their life comfort. Consumer preference cannot be exactly predicted but can be done to a certain extent with the help of consumer research activity. It is essential for any seller (online or offline) to know something about their customers satisfaction towards them and their services and who are best at tracking consumer behaviours can retain its customers. Hence, there is a remarkable scope to investigate the customers' expectations towards the performance of their salesmen or sales consultant, dealers and service man and their behaviour in the showroom while Pre and Post purchase of car. The study is restricted to Coimbatore City.

### Objectives of the study

1. To study the opinion of the customers towards the performance of the compact car dealers during their purchase process at the dealers point.
2. To know whether the customers are satisfied with the service and performance of compact car dealers after sales.

### Research design

The data for the study has been collected from Coimbatore city on convenience sampling method. Field survey was conducted to collect the primary data from 720 respondents through the Questionnaire method with a set of predetermined questions. The respondents of this study are the users of various compact brand cars such as Santro, i20, Eon, Grand i10, Wagon R, Swift, Alto 800, Zen, Suzuki A-Star, Ritz, Punto Evo, Palio, Jazz, Brio, Amaze, Indica, Vista, Figo, Polo, Micra, Etios Liva, Vibe and Pulse.

**Review of literature**

Suriya and *et al* (2015) <sup>[1]</sup>. in their study on Service Quality and Customer Satisfaction towards Tata Indicaat vst motors in Cuddalore concluded that majority of the customers are expecting to reduce the service rate and minimize the customer waiting time on both arrival and delivery of service. If these areas are improved systematically there is no doubt that customer will receive more satisfaction and the future of this company will be glorious in the field of automobile.

Sundar and *et al* (2014) <sup>[2]</sup> made a study among the customers of Mahindra Car Dealer to estimate the customer satisfaction level on the after sale service of the motor dealers in Thanjavur district. Some of the factors which fall within the preview of after sale service include Price, quality of service, service admins attention in the service area. They found that Price offered and Time of delivery of cars was perfect and well satisfied by the customers and thus organisation need to maintain these facilities to attract customers.

**Analysis and interpretation**

**Table 1:** Personal profile of the respondents

S. No	Particulars		No of Respondents	Percentage
1	Gender	Male	522	72.50
		Female	198	27.50
		Total	720	100
2	Age	17-30Years	425	59.03
		31-40 Years	180	25.00
		41-50 Years	77	10.69
		51-60 Years	29	4.03
		61-70 Above	9	1.25
		Total	720	100
3	Educational Qualification	School Education	136	18.89
		Collegiate education	519	72.08
		Illiterate	65	9.03
		Total	720	100
4	Occupational Status	Business / Profession	274	38.06
		Government Employee	109	15.14
		Private Employee	253	35.14
		Agriculture	74	10.28
		Others	10	1.39
		Total	720	100

Source: Primary data

While analyzing the personal profile of the respondents, from the above table it is clear that from the 720 respondents surveyed, 72.50 % of the respondents are male and 27.50% of the respondents are female and 59.03% of the respondents are in the age group of 17- 30 years, 25% of the respondents are in the age group of 31-40 years, 10.69% of the respondents are in the age group of 41-50 years and 4.03% of the respondents are in the age group of 51-60 years and 1.25 % of the respondents are in the age group of 60 years and above, 18.89% of the respondents have school education, 72.08% of the respondents have collegiate education, and 9.03% of the respondents are

illiterate, 38.06% of the respondents are professionals or doing their own business, 35.14% are private employees, 15.14% are government employee, 10.28% are agriculturist 1.39 % are students and house wives and others.

It can be inferred from Table 1that the majority (72.50%) of the respondents are male, majority (59.03%) of the respondents are in the age group of 17- 30 years, and majority (72.08%) of the respondents are having Collegiate Education and most (38.06%) of the respondents are professionals or doing their own business.

**Table 2:** Customers' opinion on mode of contact with the dealers while purchase

S. No	Variable	No. of Respondents	Percentage
1.	In Person	406	56.39
2.	By Telephone	202	28.06
3.	Via Internet	66	9.17
4.	Through retailer	27	3.75
5.	Others	19	2.64
	Total	720	100

Source: Primary Data

From the above table it has been inferred that out of 720 respondents surveyed, 56.39 per cent of respondents had contacted their dealer in persons. Followed by, 28.06 per cent of respondent have said that theyhad contact the dealers through telephone and 9.17 per cent of respondents have said that they contact dealers via internet. Batch of 3.75 per cent of

respondent have said that they contact sales representative through car retailer and 2.64 per cent of respondent have said that they contact dealer through others contact persons. It has been observed 56.39 per cent of respondents had contacted their dealer in persons.

**Table 3:** Customers’ experience of contacting the dealer through telephone

S. No.	Variable	No. of Respondents	Percentage
1.	Over Enunciated	94	13.06
2.	Lacked the Relevant Knowledge	86	11.94
3.	Left on Hold	34	4.72
4.	Had to Repeat Yourself Multiple Times	27	3.75
5.	Had to Confer with Other Colleagues	302	41.94
6.	No Problems Experienced	177	24.58
	Total	720	100

Source: Primary Data

From the above table it has been inferred that out of 720 respondents surveyed, 41.94 per cent of respondents have told that the dealers had to confer with other colleagues while contacting the dealers in the showroom. Followed by 24.58 per cent of respondents have said that they faced no problems with the sales representative through telephone or cell phone. Similarly 13.06 per cent respondents have said that the sales persons were enunciated, when they contacted them through phone and 11.94 per cent of respondents said that the sales representatives lacked the relevant knowledge about car or

customers care. Batch of 4.72 per cent of respondents have said that the consumer care executive at the dealer end left on hold the call made by them. Batch of 3.75 per cent of the respondents have said that they had to repeat them many times in phone what they intended to enquire them.

From the above data discussion it has been observed that 41.94 per cent of respondents have told that the person who attended the call had conferred with other colleagues while contacting the dealer in the showroom.

**Table 4:** Customers’ opinion on nature of responses they got as soon as they entered dealer’s showroom

S. No.	Variable	No. of Respondents	Percentage
1.	Immediately	299	41.53
2.	Within 5 minutes	218	30.28
3.	5-10 minutes	64	8.89
4.	10-20 minutes	45	6.25
5.	More than 20 minutes	94	13.06
	Total	720	100

Source: Primary Data

The table indicates that, 41.53 per cent of respondents have said that the sales person responded to their entry immediately as they entered the showroom. Subsequently it has been observed that, 30.28 per cent of respondents have said that the sales person attended five minutes after they entered the showroom and 13.06 per cent of respondents have said that it took more than twenty minutes for the sales person to respond to their entry. Batch of 8.89 per cent of respondents have said

that their sales person attended them five or ten minutes after they entered the showroom and remaining 6.25 per cent of respondents have said it took ten or twenty minutes to get the sales persons attention.

From the above data discussion it has been observed that, 41.53 per cent of the respondents have said that the sales person responded to their entry immediately as they entered the showroom.

**Table 5:** Customers level of satisfaction towards the sales consultant by the dealer

Particulars	Highly Satisfaction	Satisfaction	Neutral	Dis Satisfaction	Highly Dissatisfaction	Sum	Mean	Rank
Knowledge of Vehicles	303 (42.08)	316 (43.89)	96 (13.33)	3 (0.42)	2 (0.28)	3075	4.27	1
Purchase Support	145 (20.14)	440 (61.11)	135 (18.75)	0 (0.00)	0 (0.00)	2890	4.01	9
Thorough Explanation of the options Available	195 (27.08)	335 (46.53)	183 (25.42)	7 (0.97)	0 (0.00)	2878	4.00	12
Friendly and Professional Treatment	179 (24.86)	339 (47.08)	148 (20.56)	52 (7.22)	2 (0.28)	2801	3.89	16
Fulfilment of all Commitments Made During the Purchase Negotiations	201 (27.92)	351 (48.75)	146 (20.28)	8 (1.11)	14 (1.94)	2877	4.00	12
Discussions of Payment Options	209 (29.03)	345 (47.92)	152 (21.11)	14 (1.94)	0 (0.00)	2909	4.04	8
Explanation of the Paperwork and Documents	206 (28.61)	334 (46.39)	167 (23.19)	10 (1.39)	3 (0.42)	2890	4.01	9
Explanation of Warranty and Maintenance Schedule	197 (27.36)	371 (51.53)	139 (19.31)	13 (1.81)	0 (0.00)	2912	4.04	7
Explanation of tax and Insurance Details	214 (29.72)	321 (44.58)	160 (22.22)	24 (3.33)	1 (0.14)	2883	4.00	12
Cleanliness and Preparation of Vehicle for Sales	212 (29.44)	324 (45.00)	160 (22.22)	13 (1.81)	11 (1.53)	2873	3.99	15

Manner in which Vehicle was Handed over to you	253 (35.14)	312 (43.33)	136 (18.89)	19 (2.64)	0 (0.00)	2959	4.11	4
Listing of the Assembling Works Carried out by them	204 (28.33)	365 (50.69)	134 (18.61)	17 (2.36)	0 (0.00)	2916	4.05	6
Proper Explanation of Services Rendered	218 (30.28)	329 (45.69)	139 (19.31)	33 (4.58)	1 (0.14)	2890	4.01	9
On Time Delivery of Vehicle	214 (29.72)	393 (54.58)	90 (12.50)	21 (2.92)	2 (0.28)	2956	4.11	4
After Sales Services	254 (35.28)	339 (47.08)	108 (15.00)	9 (1.25)	10 (1.39)	2978	4.14	3
Other Services	254 (35.28)	358 (49.72)	98 (13.61)	8 (1.11)	2 (0.28)	3014	4.19	2

Source: Primary Data

The above table discusses about the consumers’ level of satisfaction towards sales consultant by the dealers in knowledge of vehicle. It is ranked in first place with the mean score of 4.27. Followed by the respondents’ have said about the sales consultant and the dealers in other services and buyers discusses on the customers level of satisfaction with the sales representatives behaviour i.e., after sales, correct time delivery manner in which Vehicle was Handed of the customers are satisfied with the sales representatives. These variables are rated in the third and fourth place with the mean score 4.14 and 4.11). Batch of respondents have said that the listing of the Assembling works carried and explanation of warranty and maintenance schedule in sales persons services. These variables are rated in sixth and seventh place with the mean score of 4.05 and 4.04 respectively. Batch of respondents have said that they discussions of payment, Purchase Support, explanation of services rendered and explanation of the paperwork and documents. These variables are rated in the eight and nine place with the mean score 4.40

and 4.01 respectively. The sample populations’ level of satisfaction towards sales person’s consultant like: Fulfilment of all Commitments Made During the Purchase Negotiations, Explanation of the options Available, Explanation of tax and Insurance Details, Cleanliness and Preparation of Vehicle for Sales and Friendly and Professional Treatment sales persons services. These variables are ranked in twelve to sixteen places with the mean score 4.00, 3.99 and 3.89 respectively. Thus it has been clearly concluded that majority of 4.27 mean score of customers’ level of satisfaction towards sales consultant by the dealers in knowledge of vehicle. Factor analysis technique has been applied to find the underlying dimension (factors) that exists in the sixteen variables relating to the level of satisfaction towards the sales consultant. In order to provide a more parsimonious interpretation of the results, 16-item scale was then Factor analyzed using the Principal Component method with Varimax rotation.

Table 6: Rotated component matrix level of satisfaction towards the sales consultant

Variables	Level of Satisfaction				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
X1- Knowledge of vehicles	-	-	-	-	.845
X2- Purchase Support	-	-	-	-	.613
X3- Thorough explanation of the options available	-	-	-	.709	-
X4- Friendly and professional treatment	-	-	-	.766	-
X5- Fulfilment of all commitments made during the purchase negotiations	-	.664	-	-	-
X6- Discussions of Payment options	.671	-	-	-	-
X7- Explanation of the paperwork and documents	.664	-	-	-	-
X8- Explanation of Warranty and Maintenance schedule	-	-	-	-	-
X9- Explanation of Tax and Insurance details	-	.709	-	-	-
X10- Cleanliness and preparation of vehicle for sales	-	.562	-	-	-
X11- Manner in which vehicle was handed over to you	.623	-	-	-	-
X12- Listing of the assembling works carried out by them	.568	-	-	-	-
X13- Proper Explanation of services rendered	-	-	-	-	-
X14- On time delivery of vehicle	-	-	.732	-	-
X15- After Sales Services	-	.531	.605	-	-
X16- Other Services	-	-	.753	-	-
Eigen value	5.11	1.56	1.36	0.98	0.88
% of Variance	31.94	9.76	8.49	6.13	5.51
Cumulative	31.94	41.70	50.19	56.31	61.82

Level of Significance: 5 per cent

Five factors extracted together account for 61.82 percent of the total variance (information contained in the original 16 variables). This is pretty good, because we are able to economize on the number of variables (from 16 researcher have reduced them to five underlying factors), while the data

lost only about 39 percent of the information content (61 percent is retained by the five factors extracted out of the 16 original variables). Five factors were identified as being maximum percentage variance accounted. The variable X<sub>6</sub>, X<sub>7</sub>, X<sub>11</sub> and X<sub>12</sub> is grouped

as factor I and it accounts for 31.94 per cent of the total variance. The variables X<sub>5</sub>, X<sub>9</sub>, X<sub>10</sub> and X<sub>15</sub> constitute the factor II and it accounts for 9.76per cent of the total variance. The variable X<sub>14</sub>, X<sub>15</sub> and X<sub>16</sub> constitute the factor III and it

accounts for 8.49per cent of the total variance. The variable X<sub>3</sub> and X<sub>4</sub>constitute the factor IV and it accounts for 6.13per cent of the total variance. The variable X<sub>1</sub> and X<sub>2</sub> constitute the factor V and it accounts for 5.51per cent of the total variance.

**Table 7:** summary of rotation factor analysis and reliability test level of satisfaction towards the sales consultant

Factors	Factor Interpretation	Variables included in the factors	Cronbach's Alpha
F <sub>1</sub>	Highly Satisfied	Discussions of Payment options, Explanation of the paperwork and documents, Manner in which vehicle was handed over to you and Listing of the assembling works carried out by them	.866
F <sub>2</sub>	Satisfied	Fulfilment of all commitments made during the purchase negotiations, Explanation of Tax and Insurance details, Cleanliness and preparation of vehicle for sales and After Sales Services	.837
F <sub>3</sub>	Neutral	On time delivery of vehicle, After Sales Services and Other Services	.782
F <sub>4</sub>	Dissatisfied	Thorough explanation of the options available and Friendly and professional treatment	.752
F <sub>5</sub>	Highly Dissatisfied	Knowledge of vehicles and Purchase Support	.732

Source: Computed From Primary Data

Factor analysis was used to find out the association between the levels of satisfaction towards the sales consultant. The Cronbach's reliability values (.866, .837, .782, .752 and .732)

indicate significant correlation in association between the levels of satisfaction towards the sales consultant.

**Table 8:** customers level of satisfaction towards sales representatives services at the dealers point

Particulars	Highly Satisfaction	Satisfaction	Neutral	Dis satisfaction	Highly Dissatisfaction	Sum	Mean	Rank
Potential to Identify the Problem Quickly	302 (41.94)	305 (42.36)	113 (15.69)	0 (0.00)	0 (0.00)	3069	4.26	1
Ability to Handle the Queries Professionally	127 (17.64)	434 (60.28)	157 (21.81)	2 (0.28)	0 (0.00)	2846	3.95	12
Tendency to Understand The Cause of the Problem	192 (26.67)	285 (39.58)	238 (33.06)	5 (0.69)	0 (0.00)	2824	3.92	13
Appears Knowledgeable and Competent about the Subject	174 (24.17)	306 (42.50)	168 (23.33)	72 (10.00)	0 (0.00)	2742	3.81	15
Time taken to Address the Queries	182 (25.28)	321 (44.58)	158 (21.94)	30 (4.17)	29 (4.03)	2757	3.83	14
Alertness and Attentiveness in Listening the Problem	195 (27.08)	328 (45.56)	184 (25.56)	13 (1.81)	0 (0.00)	2865	3.98	11
Empathy/Responsiveness	205 (28.47)	332 (46.11)	176 (24.44)	7 (0.97)	0 (0.00)	2895	4.02	7
Courteousness and Patience in Response	213 (29.58)	318 (44.17)	170 (23.61)	18 (2.50)	1 (0.14)	2884	4.01	9
Friendliness and Enthusiastic in Approach	229 (31.81)	320 (44.44)	135 (18.75)	35 (4.86)	1 (0.14)	2901	4.03	6
Perceived Fairness of the Repair Facility and its Personnel	215 (29.86)	344 (47.78)	126 (17.50)	13 (1.81)	22 (3.06)	2877	4.00	10
Ability to Understand the Customer Needs	243 (33.75)	319 (44.31)	136 (18.89)	21 (2.92)	1 (0.14)	2942	4.09	3
Knowledge and Experience of Service Mechanics/ Advisors	217 (30.14)	360 (50.00)	120 (16.67)	18 (2.50)	5 (0.69)	2926	4.06	4
Spare Part Replacement During Breakage and Accidents	224 (31.11)	324 (45.00)	147 (20.42)	25 (3.47)	0 (0.00)	2907	4.04	5
Information about the Free Service offered by the Company from time to time	219 (30.42)	338 (46.94)	121 (16.81)	42 (5.83)	0 (0.00)	2894	4.02	7
Overall Customer Care	255 (35.42)	351 (48.75)	79 (10.97)	16 (2.22)	19 (2.64)	2967	4.12	2

Source: Primary Data

The elaborate data presented in the above table discusses on the customers level of satisfaction with the sales representatives behaviour i.e., after sales. It has been inferred that majority of the customers are satisfied with the sales representatives' ability to quickly identify the problems mentioned by the customers. This variable is rated in the first place with the mean score of 4.26. The sample population are

observed to be thoroughly satisfied with the sales persons services, their ability to the understand the customers' needs and mechanical service experiences and advises offered and ability to replacement of spare at the time of accidents; these variables are rated in the second, third, fourth and fifth places with the high mean score of 4.12, 4.09, 4.06 and 4.04, respectively. The sample populations' level of satisfaction

towards sales persons qualities like: customer friendliness, passing of company related information, being responsive, courteousness and patience showed in answering to the customers' response and fairness showed by the sales persons in offering repair services, are rated in the sixth to tenth places, with the moderate mean score of 4.03, 4.02, 4.01 and 4.00. Further, it has been inferred that the sample customers' level of satisfaction towards sales persons service rendering qualities like: alertness and attentiveness in listening the problem, ability to handle the queries professionally, tendency to understand the cause of the problem, time taken to address the queries and appears to be knowledgeable and competent about the subject in the eleventh to fifteen places, with the

lowest mean score 3.98, 3.95, 3.92, 3.83 and 3.81, respectively.

The study found that majority of the customers is satisfied with the sales representatives' ability to quickly identify the problems mentioned by the customers.

Factor analysis technique has been applied to find the underlying dimension (factors) that exists in the fifteen variables relating to the level of satisfaction towards customer service representative regarding solving queries/ problems after sales.

In order to provide a more parsimonious interpretation of the results, 15-item scale was then Factor analyzed using the Principal Component method with Varimax rotation.

**Table 9:** Rotated component matrix level of satisfaction towards customer service representative regarding solving queries/ problems after sales

Variables	Level of Satisfaction				
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
X1- Potential to identify the problem quickly	-	-	-	-	.857
X2- Ability to handle the queries professionally	-	-	-	-	.772
X3- Tendency to understand the cause of the problem	-	.720	-	-	-
X4- Appears knowledgeable and competent about the subject	-	.804	-	-	-
X5- Time took to address the queries	-	.647	-	-	-
X6- Alertness and attentiveness in listening the problem	-	-	-	-	-
X7- Empathy/Responsiveness	-	-	.636	-	-
X8- Courteousness and Patience in response	-	-	.793	-	-
X9- Friendliness and Enthusiastic in approach	-	-	.609	-	-
X10- Perceived fairness of the repair facility and its personnel	-	-	.506	-	-
X11- Ability to understand the customer needs	-	-	-	.794	-
X12- Knowledge and experience of service mechanics/ advisors	-	-	-	.682	-
X13- Spare part replacement during breakage and accidents	.702	-	-	-	-
X14- Information about the free service offered by the company from time to time	.760	-	-	-	-
X15- Overall Customer Care	.755	-	-	-	-
Eigen value	4.62	1.63	1.35	1.16	0.95
% of Variance	30.78	10.90	9.01	7.74	6.33
Cumulative	30.78	41.67	50.68	58.43	64.76

Level of Significance: 5 per cent

Five factors extracted together account for 64.76 percent of the total variance (information contained in the original 15 variables). This is pretty good, because we are able to economize on the number of variables (from 15 researcher have reduced them to five underlying factors), while the data lost only about 36 percent of the information content (64 percent is retained by the five factors extracted out of the 15 original variables).

Five factors were identified as being maximum percentage variance accounted. The variables X<sub>13</sub>, X<sub>14</sub> and X<sub>15</sub>is grouped

as factor I and it accounts for 30.78per cent of the total variance. The variables X<sub>3</sub>, X<sub>4</sub> and X<sub>5</sub> constitute the factor II and it accounts for 10.90per cent of the total variance. The variables X<sub>7</sub>, X<sub>8</sub>, X<sub>9</sub> and X<sub>10</sub> constitute the factor III and it accounts for 9.01per cent of the total variance. The variables X<sub>11</sub> and X<sub>12</sub>constitute the factor IV and it accounts for 7.74per cent of the total variance. The variables X<sub>1</sub> and X<sub>2</sub> constitute the factor V and it accounts for 6.33per cent of the total variance.

**Table 10:** Summary of rotation factor analysis and reliability test level of satisfaction towards customer service representative regarding solving queries/ problems after sales

Factors	Factor Interpretation	Variables included in the factors	Cronbach's Alpha
F <sub>1</sub>	Highly Satisfied	Spare part replacement during breakage and accidents, Information about the free service offered by the company from time to time and Overall Customer Care	.859
F <sub>2</sub>	Satisfied	Tendency to understand the cause of the problem, Appears knowledgeable and competent about the subject and Time took to address the queries	.836
F <sub>3</sub>	Neutral	Empathy/Responsiveness, Courteousness and Patience in response, Friendliness and Enthusiastic in approach and Perceived fairness of the repair facility and its personnel	.724
F <sub>4</sub>	Dissatisfied	Ability to understand the customer needs and Knowledge and experience of service mechanics/ advisors	.665
F <sub>5</sub>	Highly Dissatisfied	Potential to identify the problem quickly and Ability to handle the queries professionally	.624

Source: Computed From Primary Data

Factor analysis was used to find out the association between the levels of satisfaction towards customer service representative regarding solving queries/ problems after sales. The Cronbach's reliability values (.859, .836, .724, .665 and .624) indicate significant correlation in association between the levels of satisfaction towards customer service representative regarding solving queries/ problems after sales.

### **Suggestions and Conclusion**

The huge growth potential for small car manufacturers, as both domestic and international manufacturers is presented with great challenges and opportunities in the near future. It is always a recognized concept that car dealer service quality is an important aspect influencing customer satisfaction. A customer who has a good experience with the concerned dealer may probably use the same dealer again while the customer who experiences problems with a dealer may not use the same dealer next time. In order to retain the existing customers and for attracting new users there is a need to keep on improving service delivery efficiency of the dealers. Customer satisfaction, however, can only come when automakers and their dealership partners readjust their focus. Yes, making good cars will always be important, but that alone won't cut it in crowded markets where several manufacturers make quality, innovative, well-designed vehicles of all sizes and styles. Creating a good experience opens the door to a long-lasting brand connection with buyers, who will go from that first car to a second while referring their friends and family. All in all, improving the customer experience could increase annual sales by as much as 20 percent within a country.

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