CUSTOMER SATISFACTION ON RETAIL AUTOMOBILE BATTERY

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ABSTRACT

The main purpose of this research is to study about consumer satisfaction. The study looks into the numeric brand preference and it's various attributes like quality and policies to analyse satisfaction of consumers, to enhance its resources in the best way to respond to consumers' needs and wants and also to enhance the products distribution. It's to analyse the problems consumers face and to rectify them in the best possible ways so as to improve customer retention and attract new consumers to increase sales of the products. The focus of the study is based on the consumers satisfaction in the city of Port Blair, using a sample size of 120 consumers was taken into consideration. The study to find satisfaction among consumers provides results that are relevant, reliable, and valid and have predictive financial capability. Customer satisfaction research should be done with greatest care. Measuring customer satisfaction must be a continuously, consistent, timely, accurate and reliable process. This is where a new customer satisfaction approach becomes a powerful strategic business development tool for organisation.

Keywords: consumer, satisfaction, increase in sales, powerful, business development.

INTRODUCTION

This project entitled "CUSTOMER SATISFACTION ON RETAIL AUTOMOBILE BATTERY" is chosen to study the services provided by "AFSAL TRADERS," who are the dealers of EXIDE batteries in the city of Port Blair.

The project deals with how AFSAL TRADERS defines its consumers and uses it resources in the best way to attract and satisfy their needs and wants.

STATEMENT OF PROBLEM

- Afsal Traders one of the leading battery outlets in Port Blair, established in the year 1997, delivering to its customers in and around Port Blair and its neighbouring districts. For the past years it has been into active sales of automobile batteries, but in recent times, the sales were dismal due to dissatisfaction among customers.
- Demand for a particular battery could be fulfilled only after placing a prior order for the same.
- Covid impact on inventory & stock.
- The customer has to wait for a period of days for his demands to be fulfilled.
- Customers usually have no predefined knowledge about the desired product this makes them more likely to fall prey to malpractices. E.g. (selling different products than desired or another variant) which might not be efficient in the long run.
- Lack of proper knowledge on usage, maintenance, aftersales of batteries.
- Lack of access to transportation to transportation.
- Lack of manpower resources.
- Very few / no accessibility to stranded vehicles (e.g. loyal customers)
- Delay in shipment directly affects consumers.

OBJECTIVES OF THE STUDY

Primary Objective:

- To study the effect of consumer satisfaction on automobile battery business.

Secondary Objective:

- To analyse perceptions & expectations of consumers in retail automobile battery business.
- To examine the satisfaction level of the consumers on automobile batteries.
- To study the perception & expectation of consumers towards the service quality at Afsal Traders [EXIDE BATTERIES].

NEED FOR THE STUDY

The study aims to prioritise consumer satisfaction in all terms
- Product quality.
- Price of the product.
- Services offered.
- Time.
- Perseverance.
- Loyalty towards the consumer.

For a healthy consumer retailer relationship, it's necessary for the consumer to be happy and satisfied with the products offered, also speaking of quality, Exide batteries are no doubt superior in quality. In case of faulty products if any or warranty issues it's important to resolve the same in an understanding way so as to benefit both the consumer and the retailer. As for the impact of covid-19 transportation facilities are reduced in our distant islands which in-turn led to reduced stocks in the inventory and of course unhappy consumers. This study also focuses on the problems of the consumer and how to resolve them effectively and efficiently in the given time.

SCOPE OF THE STUDY

- The study focuses on finding out the complaint's consumers face with respect to the products, services and behavioural responses of the company staff. It also discusses the management of the same and the steps taken to rectify and resolve the consumer's complaints efficiently in the given time or provide alternatives.

LIMITATIONS OF THE STUDY

- The study is restricted only to the consumers of Exide batteries.
- The study is restricted only to the consumers of AFSAL TRADERS.
- The study doesn't cover a vast area and a large population.
- Not all consumers were eager to give their feedback.

REVIEW OF LITERATURE

D. Arthi & K. Malar Mathi (2013): Customer playing the three distinct roles of user, payer and buyer differ in their intention towards buying a product, some purchase for need, while some purchase for the want of status, status seeking consumers are those who give much importance to the non-functional attributes of the product. The research paper has indicated consumer has buy four wheelers for increasing the income and to show their status.

Rakesh Kumar (2013): The term consumer behavior is defined as the behavior that consumer display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. This paper we analysis the buying behavior of consumer towards four wheelers Industries. And how the consumer has preferences specific brand, quality products, good services and so on.

Thangasamy & Dr. Gautam Patikar (2014): The consumers aim at attaining optimum consumer surplus, be it durables or non- durables, while making such purchases to satisfy their wants. In this paper researcher has study about buying behavior of consumer, the behavior of consumer not same for any locality. The Behavior of consumer are depending on their income, standard of living, size of family there are factors influence of consumer buying behavior.

Prof. Madhavi Dhole, (2013): The automobile sector is a key player in the global and Indian economy. In this paper the author has given information about the history of automobile sector and they also inform how the Indian market are developing & increasing by financial way so the consumer purchasing power has increasing.

Vikram Shende (2014): The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and availability of easy finance are the main drivers of high-volume car segments. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, whereas main driver for car purchase is disposable income. Now-a-days competition is increasing as every company tries to improve their product and try to capture the market.

RESEARCH METHODOLOGY

Research Design:

- In this study descriptive design is used.

Population:

- The study is about consumer satisfaction in the retail automobile battery business.
- The population studied includes the new and existing consumers of AFSAL TRADERS

Sample Size:

- Sample size of 120 consumers that include both new as well as existing customers of AFSAL TRADERS.

Sampling Design:

- The method of sampling adopted to conduct surveys is the Convenience Sampling Method. The area of research concentrated upon is the customers of AFSAL TRADERS.

Sources of Data:

- The primary data for this study is collected through questionnaires consisting of multiple-choice questions.
- The secondary data is collected by referring to websites, journals, articles and research papers.

Period of Study:

- The period of study is carried out from December 2020 to February 2021 which is three months of study.

Structure of Questionnaire:

- Multiple choice questions and Likert's scale questions.

Analytical Tools:

- Percentage Analysis.
- Correlation.
- ANOVA.
- Independent T.test.

DATA ANALYSIS AND INTERPRETATION

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between improvement and value of products and service.

H1 (Alternate Hypothesis): There is a significant difference between improvement and value of products and service.

Table Showing Correlation of improvement and value of products and services

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Inprovement	3.58	1.449	123
Value	3.45	1.444	123

Correlations

		Inprovement	Value
Inprovement	Pearson Correlation	1	.365**
	Sig. (2-tailed)		<.001
	N	123	123
Value	Pearson Correlation	.365**	1
	Sig. (2-tailed)	<.001	
	N	123	123

**. Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is <0.001 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between improvement and value of products and service.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between age and transportation.

H1 (Alternate Hypothesis): There is a significant difference between age and transportation.

Table Showing ANOVA of age and transportation

Descriptives

Transportation

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
"	1	1.00	.	.	.	.	1	1
18-20 years	4	2.75	.500	.250	1.95	3.55	2	3
20-30 years	97	2.97	.174	.018	2.93	3.00	2	3
30-40 years	4	3.00	.000	.000	3.00	3.00	3	3
above 40 yrs	17	2.94	.243	.059	2.82	3.07	2	3
Total	123	2.94	.266	.024	2.90	2.99	1	3

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Transportation	Based on Mean	4.818	3	118	.003
	Based on Median	1.682	3	118	.175
	Based on Median and with adjusted df	1.682	3	63.901	.180
	Based on trimmed mean	4.237	3	118	.007

ANOVA

Transportation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.003	4	1.001	25.682	<.001
Within Groups	4.598	118	.039		
Total	8.602	122			

Inference

The p-value is 0.001 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between age and transportation.

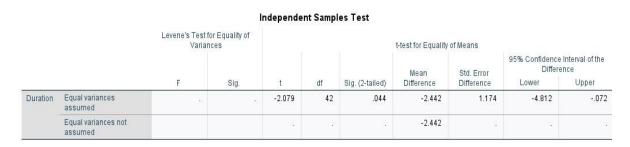### T-TEST

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between service and duration.

H1 (Alternate Hypothesis): There is a significant difference between service and duration.

Table Showing T-Test of service and duration

T-Test

Group Statistics

Service		N	Mean	Std. Deviation	Std. Error Mean
Duration	1	1	1.00	.	.
	EXPECTED PRICED	43	3.44	1.161	.177

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Duration	Equal variances assumed	.	.	-2.079	42	.044	-2.442	1.174	-4.812	-.072
	Equal variances not assumed			.	.	.	-2.442	.	.	.

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval Lower	Upper
Duration	Cohen's d	1.161	-2.103	-4.124	-.059
	Hedges' correction	1.182	-2.066	-4.050	-.058
	Glass's delta	1.161	-2.103	-4.124	-.059

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

Inference:

The p-value is -0.072 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between service and duration.

FINDINGS

- It is found that 62.50% of the majority respondents are between 20 to 30 years of age.
- It is found that 83.89% of the majority respondents are males.
- It is found that 49.15% of the majority respondents use Exide batteries for 4-Wheelers.
- It is found that 34.74% of the majority respondents are customers of AFSAL TRADERS for more than 3 years.
- It is found that 64.40% of the majority respondents are satisfied in terms of price and value.
- It is found that 32.20% of the majority respondents say the product quality is Excellent.
- It is found that 33.91% of the majority respondents say the product should be improved.
- It is found that 74.57% of the majority respondents rate the services provided by AFSAL TRADERS are excellent.

SUGGESTIONS

- As a result of this certain suggestions are put forth by the consumers in order to improve satisfaction levels.
- Many consumers suggested keeping the workstation open on Sundays.
- Many consumers suggested making available transportation facilities within a radius of 5 km.
- Many consumers suggested improvement in the staff's behaviour.
- Many consumers suggested timely delivery of the batteries.
- More incentives and preferences to loyal consumers.
- More reliable help in relation to warranty issues.

- Understanding the needs of the consumer, their queries and patiently answering their questions helps a lot in improving consumer satisfaction.

CONCLUSION

The above study concluded that improving the concern of transportation facilities and reducing the waiting time period plays a major role in terms of customer satisfaction. The study also focuses on the concern of reduction of stocks in the inventory due to the current prevailing situation of covid pandemic. The study also shows satisfactory response of consumers towards quality and price of batteries and the services provided by Afsal Traders. The consumer doesn't have any major complaints with reference to Exide batteries. Hence it can be concluded that certain efforts from the service centre may seem helpful in resolving the consumer queries and will therefore help to build a healthy and loyal retailer-consumer relationship.

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