

A STUDY OF CUSTOMER SATISFACTION ON RETAIL AUTOMOBILE BATTERY

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

AMAL FAIZ

Registration Number: 39410007



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE & TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC|12B status by UGC | Approved by AICTE

JEPPIAAR NAGAR RAJIV, GANDHI SALAI, CHENNAI- 600119

APRIL 2021

SATHYABAMA

INSTITUTE OF SCIENCE & TECHNOLOGY

(DEEMED TO BE UNIVERSITY)



Accredited with "A" grade by NAAC, | 12B Status by UGC | Approved by AICTE
Jeppiar Nagar, Rajiv Gandhi Salai, CHENNAI- 600119 www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of AMAL FAIZ 39410007 who has done the project entitled "**A study of Customer Satisfaction on Retail Automobile Battery Business**" under my supervision from December 2020 to February 2021.

Dr. BHUVANESHWARI.G

Internal Guide

Dr. BHUVANESHWARI.G, M.B.A., Ph.D.

Dean - School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **AMAL FAIZ 39410007** hereby declare that the Project Report entitled “**A study of Customer Satisfaction on Retail Automobile Battery Business**” done by me under the guidance of **Dr. BHUVANESHWARI.G** (Internal Guide) and _____ (**External Guide**) at **AFSAL TRADERS (EXIDE DEALERS)** PortBlair is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere gratitude to the **Board of Management of SATHYABAMA** for their kind encouragement in doing the project and completing it successfully. I am very grateful to them.

I also convey my sincerest thanks to **Dr. BHUVANESWARI. G**, MBA, Ph.D., Dean, School of Business Administration and **Dr. PALANI. A** Head, School of Business Administration for providing me with all the necessary support, and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. BHUVANESWARI. G**, MBA, Ph.D., for her valuable guidance, suggestions, and constant encouragement, paved the way for successful completion of my project work.

I wish to express my thanks to all Teaching & Non- Teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

AMAL FAIZ

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.

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

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1	INTRODUCTION	1-9
	1.1 INTRODUCTION ABOUT STUDY	1
	1.2 STATEMENT OF PROBLEM	1
	1.3 OBJECTIVES OF STUDY	2
	1.4 NEED FOR THE STUDY	2
	1.5 SCOPE OF THE STUDY	3
	1.6 LIMITATIONS OF THE STUDY	3
	1.7 INDUSTRY PROFILE	4
	1.8 COMPANY PROFILE	9
2	REVIEW OF LITERATURE	10-30
3	RESEARCH METHODOLOGY	31-34
	3.1 STATEMENT OF PROBLEM	31
	3.2 NEED OF THE STUDY	31
	3.3 SCOPE OF THE STUDY	32
	3.4 OBJECTIVE OF THE STUDY	32
	3.5 RESEARCH DESIGN	33
	3.6 POPULATION	33
	3.7 SAMPLE SIZE	33
	3.8 SAMPLING DESIGN	33
	3.9 SOURCES	33

	3.10 PERIOD OF STUDY	34
	3.11 STRUCTURE OF QUESTIONNAIRE	34
	3.12 ANALYTICAL TOOLS	34
	3.13 LIMITATIONS OF THE STUDY	34
4.	DATA ANALYSIS AND INTERPRETATION	35-68
	4.1 PERCENTAGE ANALYSIS	35
	4.2 CORRELATION	63
	4.3 ONE WAY ANOVA	65
	4.4 T-test	67
5.	FINDINGS SUGGESTIONS AND CONCLUSION	69-72
	5.1 FINDINGS	69
	5.2 SUGGESTIONS	71
	5.3 CONCLUSION	72
	REFERENCES	73-81
	APPENDIX- I (QUESTIONNAIRE)	82-89
	APPENDIX- II (ARTICLE)	90-106

TABLE NO	PARTICULARS	PAGE NUMBER
4.1.1	Gender	35
4.1.2	Staff's ability to resolve issue	36
4.1.3	Improvement in services	36
4.1.4	Gender	37
4.1.5	Customer Relations and short- term goals	38
4.1.6	Value of money and the product	39
4.1.7	Type of vehicles	40
4.1.8	Reminder calls for service	40
4.1.9	Staff's behaviour towards service	41
4.1.10	Time period classification	42
4.1.11	Enhanced services	43
4.1.12	Staff's response	44
4.1.13	Satisfaction in terms of price & value	45
4.1.14	Satisfaction in terms of battery quality	46
4.1.15	Exide products over others	48
4.1.16	Product quality	48
4.1.17	Service station open on Sundays	50
4.1.18	Recommendation and referrals	51
4.1.19	Product improvement in terms of quality	51
4.1.20	Service and price charge	53
4.1.21	Future purchases	53

LIST OF TABLES

4.1.22	Response in terms of services offered	54
4.1.23	Time lag to receive the battery	56
4.1.24	Loyalty staff's customised solutions and best features	57
4.1.25	Problems during battery purchase	59
4.1.26	Valuable features	60
4.1.27	Staff approach	61

4.2.1	Gender and assistance of customer and employees	62
4.2.2	Improvement and value of products and services	63
4.2.3	Age & transportation	64
4.2.4	Feedback and response one-way ANOVA	65
4.2.5	Service and duration T-test	66
4.2.6	Service and purpose T-test	67

LIST OF CHARTS

CHART NO	PARTICULARS	PAGENO
4.1.1	Gender	35
4.1.2	Staff's ability to resolve problems	36
4.1.3	Improvement in services	37
4.1.4	Gender	38
4.1.5	Customer relations & short-term goals	38
4.1.6	Value of money of the product	39
4.1.7	Types of vehicle	40
4.1.8	Reminder calls for services	41
4.1.9	Staff's behaviour towards problems	42
4.1.10	Time period classification	43
4.1.11	Enhanced services	44
4.1.12	Staff's response	45
4.1.13	Satisfaction in terms of price and value	46
4.1.14	Satisfaction in terms of battery quality	47
4.1.15	Exide products over others	48
4.1.16	Product quality	49
4.1.17	Service station open on Sundays	50
4.1.18	Recommendation and referrals	51
4.1.19	Product improvement in terms of quality	52
4.1.20	Service and price charges	53

4.1.21	Purchase in future	54
4.1.22	Response in terms of service	55
4.1.23	Time lag to receive battery	56
4.1.24	Loyalty, staff's customised solutions	58
4.1.25	Problems during battery purchase	59
4.1.26	Valuable features	60
4.1.27	Staff's approach	61

CHAPTER-1 INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Customer satisfaction is related to the human activity directed at satisfying human wants, through the exchange of goods and services. Satisfying the customer occupies the most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organisation is to satisfy customers by meeting their needs and wants. The essence of organisation is the customer and not the product, it emphasizes on customer-oriented business. Policies and programs are formulated to serve efficiently the customers demand. "CUSTOMER is the king and has the right to choose from a large variety of offerings."

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 its resources in the best way to attract and satisfy their needs and wants.

1.2 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.

1.2.1 Product Availability:

- 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

1.2.2 Product Knowledge:

- 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.

1.2.3 Transportation:

- 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.

1.3 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].

1.4 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.

1.5 SCOPE OF THE STUDY

- The study focuses on finding out the complaint's consumers face with respect to the products, services and behavioral 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.

1.6 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.

1.7 INDUSTRY PROFILE:

Exide Industries Limited is an Indian storage battery producing company and a life insurance company headquartered in Kolkata, India. It is the largest manufacturer of automotive and industrial lead-acid batteries in India and fourth largest in the world.^[4] It has plants in India and Sri Lanka and dealership networks in 46 countries spanning across 5 continents. Exide also has four major lead-acid battery recycling facilities – two of which are in the United States, and Spain and Portugal each have one as well. The company claims that 99 percent of lead processed through these facilities is recycled.

HISTORY: This company was incorporated as Associated Battery Makers (Eastern) Ltd., on 31 January 1953 under the Companies Act, 1913 to purchase all or any of the assets of the business of manufacturers, buyers and sellers of and dealers in and repairers of electrical and chemical appliances and goods carried on by the Chloride Electrical Storage Company (India) Ltd., in India, since 1916 with a view thereto to enter into and carry into effect (either with or without modification) an agreement which had already been prepared and was expressed to be made between the Chloride Electric Storage Co. (India) Ltd. on the one part and the company on the other part. The name of the company was changed to Chloride India Ltd. on 2 August 1972. The name of the company was again changed to Chloride Industries Ltd. vide fresh Certificate of Incorporation dated 12 October 1988. The company was further changed to Exide Industries Ltd. on 25 August 1995.

Relationship between Exide Industries and Exide Technologies:

Chloride Electrical Storage Co. Ltd. (CESCO) was the United Kingdom-based division of the United States-based Electric Storage Battery Company (ESBC), a predecessor to today's Exide Technologies. In 1947, ESBC was forced to sell off CESCO following the decisions of a United States district court, and CESCO held the "Exide" trademark in the UK, and later sold batteries under the Exide name in India. In 1991, CESCO's successor, Chloride Group plc, fully divested its trademark in India and battery manufacturing operations to its current management

In 1997, Exide Industries filed a lawsuit against Exide Technologies of the United States when the latter tried entering the Indian market, and both companies entered a prolonged legal battle that was heard by the, which led to a 2012 verdict that Exide Industries was the legal owner of the Exide trademark in India.

An appeal was filed and in 2017, it was ruled that while Exide Industries was the trademark owner in India, Exide Technologies held the goodwill of the "Exide" name and both companies had a legitimate claim to use of the name in the Indian market. A further appeal from the Indian company that went to the led to a stay of the verdict, however, there was a restraining order on the use of the "Exide" name from the American company until the final verdict. Both parties settled in 2017, with an out of court settlement from Exide Industries to Exide Technologies, terms being that Exide Technologies waives any rights to the "Exide" trademark in India in perpetuity.

RESEARCH AND DEVELOPMENT:

R&D work is carried out on various facets of lead-acid battery technology, which include development of new products for applications such as Automotive, Motorbike, VRLA, Telecom, UPS, Railways, Defence, etc. primarily to make the product range internationally competitive. In addition, the R&D is engaged in projects embracing process technology aimed at - improving the product quality & consistency, production efficiency and material utilization. Furthermore, R&D programmes include improvement and indigenisation of materials such as metals, alloys, plastics, etc. R&D emphasis is on studying and improving the environmental aspects associated with the manufacturing process.

INFRASTRUCTURE AND LABORATORIES:

Exide R&D centre is also equipped with a Tool-Room, CAD facilities, material testing and laboratories having equipment for testing of the raw materials and components used for manufacture of batteries. These include optical emission Spectrometer,

Particle Size Analyzer, Porosimeter, Image Analyzer Workstation, Profile Projector, Universal Tensile testing machine, etc.

FUNCTIONAL AREAS:

- Battery Design & Development
- Process Development
- Tool Design & Development
- Alloy Development
- Development of Plastic Components
- Hard Rubber / Soft Rubber Components Development
- Analytical Services
- Battery Testing & Quality Assurance
- Environmental Health Monitoring
- Lithium Ion battery development

MAJOR DEVELOPMENTAL WORK:

- Automotive & tractor batteries as per Indian standards to suit tropical conditions
- Japanese range of automotive and motorbike batteries
- DIN range of automotive batteries suited to vehicles of European origin
- Development of submarine batteries
- Development of special type of poly-ethylene separators for varying applications
- Valve Regulated Lead Acid (VRLA) batteries for telecommunication & railway applications
- Motive Power Batteries for fork-lift trucks & golf carts
- High energy density battery for electric vehicles
- Plant batteries for power stations
- Furthermore, long-life, maintenance-free batteries for cars have also been developed which are presently being marketed under the brand name Exide Eternity

- Also, a new heavy duty, MHD range of batteries have been developed and introduced for the entire commercial range of vehicles. Batteries were also developed for CNG/LPG powered three-wheelers and golf carts
- A range of batteries for industrial application including new batteries for telecom, solar, traction and small VRLA for UPS system was also developed

MAJOR RESEARCH PROJECTS

- Development of lead-based alloy for battery grids
- Development of a variety of maintenance free batteries for automotive and motorbike applications
- Development of recombination type maintenance free batteries (VRLA)
- Development of ultra-low maintenance batteries / cells for solar applications
- Development of special batteries for electric vehicle applications.

BRANDS OF EXIDE:

- SF SONIC
- CHLORIDE
- JUPITER
- CONREX
- DYNEX
- CHAMPION
- LITTLE CHAMP
- BOSS
- Hart
- RsIB BATTER
- RsBOSS
- RsMREAD

- RsXP
- RsT25

1.8 COMPANY PROFILE

INTRODUCTION:

Afsal Traders, established in 1996, 41.M. A Road, P.O. Haddo, Phoenix bay in the city of Port Blair, Andaman. The company is the sole distributor of EXIDE Industries Ltd. It's Exide dealer since 1998, deals in all kinds of Exide products like automotive and industrial batteries, Inverters, UPS etc. Owned by Mr. K.H. Abdul Manaf, this company owns staff in numbers about 20.

The company is also a member of Andaman Chamber of Commerce Industries (ACCI).

MISSION STATEMENT:

- Provide high quality and affordable products to consumers.
- Create and cultivate long term relationships with clients and consumers.
- Immediate response to the queries and complaints of the consumers.
- Achieve complete customer loyalty and satisfaction.
- Keep a check on our services and ensure regular improvement.

VISION:

The vision here at Afsal Traders is to establish satisfactory relations with clients

and consumers in terms of the services provided, products offered. Our staff responds immediately when approached by a consumer and tries their best to either rectify the problem or find an alternative solution to the same.

MISSION:

At Afsal Traders each and every staff is a member of the company, all of them work in harmony to achieve our desired goal. With the expectations they perform their duties with full potential. Our objective being a commitment to ensure complete consumer satisfaction by delivering highest quality standards of products and services. Consumer satisfaction is our main motto. Improvement in innovative and cost-effective techniques will help us reach our desired targets.

CHAPTER- 2. REVIEW OF LITERATURE

- Key to the mass adoption of electric vehicles is the establishment of a sufficient battery service infrastructure network on the basis of customer behaviour and psychology. Motivated by EV service infrastructure network design under the battery leasing/electric car sharing service business models, we present an electric vehicle battery service network design problem considering a customer's satisfaction related to "range anxiety" and "loss anxiety". The problem is formulated as a linear integer programming model under deterministic and fuzzy scenarios. A Tabu Search heuristic combined with GRASP is proposed to efficiently solve the problem. Finally, we conduct parametric analysis on real-world road networks.
- Designing and developing an effective marketing mix is an important issue for marketing planners who wish to achieve a sustainable competitive advantage particularly in the field of durable consumption goods with a seasonal supply and demand. Hence, to enjoy a coherent and dynamic mix, it would be an effective strategy to decide on the evaluation of every component of the marketing mix and to study the ways these components will interact to respond to the environmental changes. The main purpose of this paper is to determine the share and value of each of the underlying variables in the marketing mix in accordance with the marketing goals and strategies of a firm. The review of earlier studies indicates that the marketing mix component such as competitor's price, competitor's quality, competition intensity, sales forecast, and customers' satisfaction level have been mainly stochastic, dynamic, vague, imprecise, qualitative or intangible that require approaches coherent with the innate nature of these variables. However, in most of the current models, the issue of designing a mix with structured approach and in a time-series framework has been handled without paying enough attention to the data nature and humane judgments, and the impact of the input variables on output variables.
- As part of the increasing efforts toward the prevention and control of motor vehicle pollution, the Chinese government has practiced a range of

policies to stimulate the purchase and use of battery electric vehicles (BEVs). Zhejiang Province, a key province in China, has proactively implemented and monitored an environmental protection plan. This study aims to contribute toward streamlining marketing and planning activities to introduce strategic policies that stimulate the purchase and use of BEVs. This study considers the nature of human behaviour by extending the theory of planned behaviour model to identify its predictors, as well as its non-linear relationship with customers' purchase intention. To better understand the predictors, a substantial literature review was given to validate the hypotheses. A quantitative study using 382 surveys completed by customers in Zhejiang Province was conducted by integrating a structural equation model (SEM) and a neural network (NN). The initial analysis results from the SEM revealed five factors that have impacted the customers' purchase intention of BEVs. In the second phase, the normalized importance among those five significant predictors was ranked using the NN. The findings have provided theoretical implications to scholars and academics, and managerial implications to enterprises, and are also helpful for decision makers to implement appropriate policies to promote the purchase intention of BEVs, thereby improving the air quality.

- A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery

Amy K. Smith, Ruth N. Bolton Customers often react strongly to service failures, so it is critical that an organization's recovery efforts be equally strong and effective. In this article, the authors develop a model of customer satisfaction with service failure/recovery encounters based on an exchange framework that integrates concepts from both the consumer satisfaction and social justice literature, using principles of resource exchange, mental accounting, and prospect theory. The research employs a mixed-design experiment, conducted using a survey method, in which customers evaluate various failure/recovery scenarios and complete a questionnaire with respect to an organization they recently had patronized.

- User satisfaction with battery electric vehicles; Battery electric vehicles

(BEVs) have been promoted by the government over the last several years, driven by public concern over pollutant emissions from internal combustion engines. However, the conditions related to driving BEVs are not yet satisfactory for many BEV users, as evident from sluggish market growth compared with general market forecasts. Thus, a fundamental aspect of diagnosing the current conditions of BEV operation is to evaluate BEV user satisfaction. This study establishes hypothetical links between potential factors and BEV user satisfaction, and between BEV use satisfaction and intention to repurchase and recommend. The outcomes of PLS-SEM suggest that seven relations out of nine hypothetical links were statistically significant. In particular, it is noticeable that the intention for cost-saving during operation is a key factor for BEV user satisfaction and that user satisfaction with range and charging has a positive effect on the overall satisfaction of BEV users. Furthermore, those who are satisfied with BEVs have the intention to repurchase and recommend BEVs to others. Because this study was conducted based on actual experience of BEV users, the findings could enhance understanding of the BEV driving environment and, thus, pave the way to provision of better service for BEV users.

- This study explores the links of implementing customer-centric green supply chain management (GSCM) with its antecedent factors (i.e. customer pressure) and performance outcomes (i.e. operational performance and customer satisfaction). Data for this study were obtained through a survey of 126 automobile manufacturers. Results suggest that customer pressure has a positive effect on the implementation of customer-centric GSCM, which, in turn, leads to multiple operational performance improvements (i.e. flexibility, delivery, quality and cost). While production flexibility and cost appear to have no significant impact on customer satisfaction, product quality and delivery are significantly and positively associated with customer satisfaction. On the practical front, this paper provides guidelines for managers in implementing customer-centric GSCM to respond to customer pressures and improve firm performance, and for policy-makers to encourage partner-focused GSCM efforts in environmental policy. Copyright © 2014

John Wiley & Sons, Ltd and ERP Environment.

- **D. ARTHI & K. MALAR MATHI (Oct 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 nonfunctional attributes of the product such as beauty, attractiveness, brand, social comparison, prestige etc than the functional attribute. A common means of transport is bought by people not only for the transportation purpose, it is also bought for comfort, convenience, fun, prestige/status. The research paper has indicated consumers have bought four wheelers for increasing the income and to show their status.
- **Rakesh Kumar (December 2013):** The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. Consumer behaviour is the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Due to the increase in income level and easy finance being provided by all the financial institutes, the four wheelers sales have been significantly increased. This paper analyzes the buying behavior of consumers towards four wheelers Industries. And how the consumer has preferences for specific brands, 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. For this reason, the marketers do continually rely on research studies about the dynamic consumer behaviour to position their product planning and development strategies to meet the requirements efficiently. This complex consumer buying behaviour does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world. In this paper a researcher has studied the buying behavior of consumers, the behavior of consumers is not the same for any locality. The Behavior of consumers depends on their income, standard of living, size of family and there are factors that influence consumer buying behavior.

- **Ratan Binodini Amiya Priyadarsini (May 2013):**As India's economy continues to grow at a rapid pace, the automobile industry will be a key beneficiary. This is widely true across automotive markets—from those serving customers with four-wheelers to those offering commercial vehicles. The main factors behind such growth are the increasing affluence of the average consumer, overall GDP growth, the arrival of ultra-low-cost cars, and the increasing maturity of Indian original equipment manufacturers (OEMs). However, India's path to mass motorization will be very different from that of developed countries; it must first develop the new technologies, business models, and government policies that will pave the way to increased automobile penetration. The automotive sector is one of the core industries of the Indian economy, whose prospect is reflective of the economic resilience of the country. This research paper gives the information for how the automobile sector has grown up in this city due to increasing the GDP rate in the city.
- **Dr. H. S. Adithya (Jan 2013):**Automobile Industry is one of the fastest growing sectors in our country. Cars were once considered as a luxury and now it has become a necessity. They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent. The introduction of small cars is a classic example for this. Today's consumer has plenty of options available to him. We are in a consumer market where the marketers do not merely satisfy a need but try to achieve consumer delight. The decision to purchase a car is not a one man decision. The purchase is normally influenced by many including their own perceptions and behaviour. The author has clearly defined in this paper perception of consumers towards car owners and their behavior of purchasing decisions. Every consumer's decision is different so they analyze and then give their opinion. Prof. Elizabeth Chacko, Ms. Punnya Selvaraj (2014):The Automobile Industry is growing and if compared the sales and production of four wheelers is more. Also if we compare the four wheeler models like cars which can be driven by females were least in the market because the market was male dominant. Now there is drastic change. Earlier cars which can be driven by females were only Maruti 800, all others like Tata Sumo, Bolero, Ambassador etc.

In this new era we can see segments for small four wheeler cars quite large. This research paper has the most innovative, authors are analyzing only female consumer Pattern and how they drive new cars and also the purchasing pattern of their brand, Services, quality, mileage etc.

- **Prof. Madhavi Dhole, (June 2013):** The automobile sector is a key player in the global and Indian economy. Indian automobile industry embarked on a new journey in 1991 with delicensing of the sector and subsequent opening up for 100 percent FDI through automatic route. In India, the automobile industry provides direct employment to about 5 lakh persons. In this paper the author has given information about the history of the automobile sector and they also inform how the Indian market is developing & increasing by financial way so the consumer purchasing power has increased. K.P Najimudeen and Dr. N. Panchanatham (December 2014): India's automobile industry is one of the key drivers that boost the economic growth of the country. Spurred by rapid economic growth, personal vehicle ownership in India is increasing at a fast pace. The relative popularity of the various vehicle segments by size and price are also undergoing marked changes. A fast-paced shift towards private motorized transport is a substantial change, especially in a country where motorized and non- motorized informal transport serves the majority of the trips, along with public transport in bigger cities. The research paper has given knowledge about the automobile sector and how it was small and not that much developed and now it's too much growth and also getting perpetual succession.
- **Vikram Shende (February 2014):** The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sectors and availability of easy finance are the main drivers of high volume car segments. Further competition is heating up with a host of new players coming in and global brands like Porsche, Bentley, and Ferrari all set to venture in Indian market. All segments in Indian Car industry were studied and found that buyers have different priority behaviors in each segment, where as the main driver for car purchase is disposable income. Nowadays competition has too much increasing due to

this every company will try to capture the market and develop their business, similarly four wheelers sectors are increasing due to easy finance available, different-different attractive schemes have come so consumers can easily afford the four wheelers.

- **M.C. VIJAYAKANTH URS, A N SANTOSH KUMAR, A.N. HARI RAO (May, 2013)** Automobile Industry has played a major role in the Indian economy during the last decade. With the Indian market opening its wings to MNCs, the competition has become severe in terms of product quality and service. This has brought forward the focus on customer satisfaction especially at the dealer level. Companies now are becoming more responsive, they offer a better product and keep improving it through Total Quality Management technique. Dealers are core part of this; they are not just selling the four wheelers to the customer but also providing after sale services. When the dealers are giving good services or quality for any product then consumers are satisfied. Consumers are an important part of the market with them and not any product will be sold in the market.
- **Dr. M. Prasanna Mohan Raj, (January 2013):**The heterogeneous behaviour of consumers towards the choice of various brands in a particular segment can be explained by the influence of various factors underlying their decisions and its brand equity. The objective of this study is the identification and study of factors influencing customers' brand preferences of the economy segment SUVs and MUVs as well as brand equity as a function of product choice. This paper has indicated how the customers prefer the particular brand. For example there are people who select specific brands in four wheelers like Maruti or TATA, so people can purchase cars which they really like. Brand factors are core part for customer point of view.
- **Dr.G.Shyamala,Vinayak Ghosh (DEC2012):**The automotive industry in India is one of the largest in the world and it is one of the fastest growing industries globally. Its passenger car and commercial vehicle segment is the sixth largest in the world. Indian small car market is increasing by leaps and bounds.The indigenous market for small cars now occupies a substantial share of around 70%of the annual car production in India which is about one million. Almost all automobiles in India are competing with

each other in terms of design, innovation, pricing and technology. The following paper is an attempt to study the satisfaction level of customers who own small cars. The research covers the areas of Aundh, Pashan, Baner in Pune, Maharashtra. The author has informed in this paper about the small car and consumer satisfaction regarding this for example Maruti alto, maruti 800, Chevrolet Beat. The small car buys only the small family, they are satisfied to purchase a small car with good mileage and services.

- **Gupta Bhuwan, Agarwal Nisha (2013):** The Indian Automobile Industry has got an incredible market potential. With the growth of population and change in their pattern of lifestyle as a result of urbanization, there has been a rapid increase in demand for Indian automobiles. The purpose of this chapter is to survey the growth of the Automobile Industry in India and their role in economic development and to bring out the profile of the study area. In recent days India is witnessing a change in consumerism. The market is now mainly consumer driver
- A study of customer satisfaction with respect to TATA MOTORS passenger vehicles, by Kavita Dua & Savita: Satisfaction is crucial concern and customers and organisations, satisfaction is a subjective concept and therefore difficult to determine, it depends on many factors, and various forms, person to person and product to product. The importance of customer satisfaction is strategy development for customer and market oriented cant be under determined. Nowadays it has become a very important factor for each and every organisation to enhance the level of customer satisfaction.
- Key to the mass adoption of electric vehicles is the establishment of a sufficient battery service infrastructure network on the basis of customer behavior and psychology. Motivated by EV service infrastructure network design under the battery leasing/electric car sharing service business models, we present an electric vehicle battery service network design problem considering a customer's satisfaction related to "range anxiety" and "loss anxiety". The problem is formulated as a linear integer programming model under deterministic and fuzzy scenarios. A Tabu Search heuristic combined with GRASP is proposed to efficiently solve the

problem. Finally, we conduct parametric analysis on real-world road networks.

- Many customer satisfaction studies have concluded that there is a significant relationship between customer satisfaction and loyalty, but this finding has been questioned in that most of the studies focus on measuring the cognitive component of customer satisfaction. This study includes the cognitive component, but focuses on the affective component. It explores the role of emotions in satisfaction, and then compares the predictive ability of the cognitive and affective elements. Key findings are that both positive and negative emotions, and the cognitive component of satisfaction correlate with loyalty. Regression analysis indicates that the affective component serves as a better predictor of customer loyalty than the cognitive component. Further, the best predictor of both overall loyalty and the most reliable dimension of loyalty, positive word of mouth, is positive emotions. The theoretical and practical implications of these findings are discussed.
- Along with variables like the service process, perceived service value and customer satisfaction, job satisfaction of service employees plays a vital role in customer evaluation of service results. However, there has been little in-depth research into the nature of this relation, in particular in the context of B2B relations. In the sphere of an organization providing financial intermediation services to the banking sector and on the basis of a literature review, hypotheses are developed which establish the mediator role of service value and the moderator role of job satisfaction of service employees when delimiting customer satisfaction. Reliability and validity analysis give satisfactory results and our conclusions establish firstly that service encounter directly and significantly affects perceived service value which is the final antecedent to customer satisfaction and secondly, that the level of employment satisfaction moderates its effect on service value.
- We provide a mathematical framework for assessing the value of customer satisfaction. The framework enables managers to determine which customer satisfaction elements have the greatest impact, and how much money should be spent to improve particular customer satisfaction

elements. This makes it possible to hold customer satisfaction programs accountable, in the way that other business programs are held accountable, by forcing them to demonstrate their benefits with respect to bottom-line profitability. We use an individual-level model of loyalty and retention, and then build up to market share by aggregation. We demonstrate the application of our approach in a pilot study of a city's retail banking market.

- Investigates the behavioural consequences of customer satisfaction. More specifically, the authors examine the impact of customer satisfaction on customers' behavioural responses. The results support the notion of direct effects of customer satisfaction on three criterion variables (decision to stay with the existing service provider, engagement in word-of-mouth communications, and intentions to switch service providers). Implications for practice, study limitations, and directions for future research are discussed.
- Offering online personalized recommendation services helps improve customer satisfaction. Conventionally, a recommendation system is considered as a success if clients purchase the recommended products. However, the act of purchasing itself does not guarantee satisfaction and a truly successful recommendation system should be one that maximizes the customer's after-use gratification. By employing an innovative associative classification method, we are able to predict a customer's ultimate pleasure. Based on the customer's characteristics, a product will be recommended to the potential buyer if our model predicts his/her satisfaction level will be high.
- | |
|--|
| Self-generated validity research has demonstrated that responding to |
|--|

 survey questions changes subsequently measured judgments and behavior. We examine the scope and persistence of the effect of measuring satisfaction on customer behavior over time. In a field experiment conducted in a financial services setting, we hypothesize and find that measuring satisfaction (a) changes one-time purchase behavior, (b) changes relational customer behaviors (likelihood of defection, aggregate product use, and profitability), and (c) results in effects that increase for months afterward and persist even a year later. These results

raise questions concerning the design, interpretation, and ethics in the conduct of applied marketing research studies.

- This research investigates the antecedents and consequences of customer satisfaction. We develop a model to link explicitly the antecedents and consequences of satisfaction in a utility-oriented framework. We estimate and test the model against alternative hypotheses from the satisfaction literature. In the process, a unique database is analyzed: a nationally representative survey of 22,300 customers of a variety of major products and services in Sweden in 1989–1990. Several well-known experimental findings of satisfaction research are tested in a field setting of national scope. For example, we find that satisfaction is best specified as a function of perceived quality and “disconfirmation”—the extent to which perceived quality fails to match pre-purchase expectations. Surprisingly, expectations do not directly affect satisfaction, as is often suggested in the satisfaction literature. In addition, we find quality which falls short of expectations has a greater impact on satisfaction and repurchase intentions than quality which exceeds expectations. Moreover, we find that disconfirmation is more likely to occur when quality is easy to evaluate. Finally, in terms of systematic variation across firms, we find the elasticity of repurchase intentions with respect to satisfaction to be lower for firms that provide high satisfaction. This implies a long-run reputation effect insulating firms which consistently provide high satisfaction.
- The American Customer Satisfaction Index (ACSI) model, developed in 1996, used a multiple indicator approach to measure overall customer satisfaction. The authors of the present non-experimental, exploratory study adopted the ACSI model to examine and explore the relationships among electronic service quality, customer expectations, perceived value, customer satisfaction, and customer loyalty for consumer electronics e-tailers. The study adopted quota and snowball sampling. A total of 276 valid responses were collected from an online survey, and the data was analyzed using structural equation modeling (SEM). Of the eight hypotheses in this study, six were supported and two were not. Findings indicated that perceived value and customer satisfaction were two

significant variables that mediated the relationships between electronic service quality and customer loyalty. Moreover, this study found that electronic service quality had no direct effect on customer satisfaction, but had indirect positive effects on customer satisfaction for consumer electronics e-tailers. In terms of practical implications, managers of consumer electronics e-tailers could formulate a competitive strategy based on the modified ACSI model to retain current customers and to enhance customer relationship management (CRM). The study also includes a discussion of limitations and recommendations for future research

- This research investigates the antecedents and consequences of customer satisfaction. We develop a model to link explicitly the antecedents and consequences of satisfaction in a utility-oriented framework. We estimate and test the model against alternative hypotheses from the satisfaction literature. In the process, a unique database is analyzed: a nationally representative survey of 22,300 customers of a variety of major products and services in Sweden in 1989–1990. Several well-known experimental findings of satisfaction research are tested in a field setting of national scope. For example, we find that satisfaction is best specified as a function of perceived quality and “disconfirmation”—the extent to which perceived quality fails to match pre-purchase expectations. Surprisingly, expectations do not directly affect satisfaction, as is often suggested in the satisfaction literature. In addition, we find quality which falls short of expectations has a greater impact on satisfaction and repurchase intentions than quality which exceeds expectations. Moreover, we find that disconfirmation is more likely to occur when quality is easy to evaluate. Finally, in terms of systematic variation across firms, we find the elasticity of repurchase intentions with respect to satisfaction to be lower for firms that provide high satisfaction. This implies a long-run reputation effect insulating firms which consistently provide high satisfaction.
- House Of Quality (HOQ) is one of the matrices of an iterative process called Quality Function Deployment (QFD). it is the nerve center that drives the entire QFD process. The House of Quality Matrix is the most

recognized and widely used tool for new product design. It translates customer requirements, based on marketing research and benchmarking data, into an appropriate number of engineering targets to be met by a new product design. It is performed by a multidisciplinary team representing marketing, design engineering, manufacturing engineering, and any other functions considered critical by the company. HOQ has been widely used in industry in Japan and America like Toyota, Ford, GM, Hewlett-Packard, AT&T, ITT and other renowned industries in various fields like Automobiles, Electronics, Integrated Circuits, Apartment Layout Planning, Home Appliances, Clothing etc. In this paper, an attempt is made to propose a methodology to establish House Of Quality and to reduce the complexity of constructing HOQ. The general format of HOQ is made up of six major components. These include customer requirements, technical requirements, a planning matrix, an interrelationship matrix, a technical correlation matrix, and a technical priorities or benchmarks and targets section.

- There is a dearth of studies pertaining to the influence of SERVPERF on customer satisfaction and customer loyalty among low cost and full service airlines. Prior studies have measured service quality using the GAP-5 model with SERVQUAL; however this study offers a new perspective by using the SERVPERF with an SEM-artificial-neural-networks predictive analytic approach. This is different from the previous studies as it contributes to application of expert systems and intelligent algorithms in the context of low cost and full service airlines. The findings revealed significant influences of SERVPERF dimensions on customer satisfaction towards customer loyalty with 63.1% and 55.6% variance explained. The implications from this research may help CEOs and managers of the air travel and tourism industry players to make better decisions in their resource planning stage, at the same time improving customer satisfaction and loyalty.
- Pratiksha Tiwari: Customer satisfaction is imperative on their way to superior market economic success in the liberalised indian market. In this paper the author tries to identify the factors that are responsible in determining the customer satisfaction, in the automobile battery market

by drawing a sample of the customers in the retail markets this study tests the hypothesis suggesting factors affecting customer satisfaction. Categorical regression analysis Chi-square test and descriptive analysis are used to investigate the relationship between considered variables.

- The relationship between customer satisfaction and company performance has been extensively researched at both the consumer and firm levels. However, little is known about the impact of customer satisfaction at the economy-wide level, especially in Europe. This study aims to link customer satisfaction to personal consumption expenditure using panel data collected from 1999 to 2011 and covering nine European countries. Our findings suggest a significant relationship between customer satisfaction and consumer expenditure in these countries. In addition, economic structure, culture, political economy and socio-economic factors have been examined to understand the impact of cross-country differences on this relationship. The results reflect the importance of satisfied consumers on the economy as a whole; thus, efforts at boosting customer satisfaction should become a national agenda
- This study sheds insight on how consumers perceive and relate to family and non-family grocery stores. Using a critical incident approach we show that—compared to non-family businesses—consumers evaluate family businesses better in terms of service, frontline employee benevolence, and problem-solving orientation, and worse in terms of selection and price/value. Results further indicate higher consumer trust in family business management policies and practices, frontline employee trust, and satisfaction but no differences in loyalty. Examining an integrative loyalty framework, the study finally shows differential effects in how image elements influence customer loyalty directly as well as indirectly through trust and satisfaction.
- A factor analysis revealed three service quality dimensions: interaction quality, food appeal, and performance comparison. The results of a series of regression equations showed that both cultural factors and three quality dimensions are significantly and positively correlated to both customer satisfaction and customer loyalty. “Face” was shown to have an influence on customer satisfaction, while food appeal and performance comparison

were found to influence both customer satisfaction and loyalty. Gender moderated the influence of both cultural values and quality on customer satisfaction and loyalty.

- Any industrial company that must think about marketing mechanisms and who are the beneficiaries and the pursuit of gaining customer satisfaction with access to competitive advantages. Most industrialized our companies from a variety of problems experienced both in the field of production, marketing, or keep up with new developments or commitment to quality standards, which caused the reluctance of customers to buy local products for various reasons, and especially in light of unplanned economic policy and exposure to market to imported products flooding the market with various goods and services that do not can the domestic industry rival, which has competitive advantages and meet business requirements, but others arrived to stop or as well as the General Company for batteries firmly established companies face many challenges this study seeks to analytical identify strengths and weaknesses and their causes from both institutional matter and customers. And find realistic solutions which contribute to the upgrading of local products and the strengthening of the national economy
- As more retailers evolve into customer-centric and segment-based business, business intelligence (BI) and customer relationship management (CRM) systems are playing a key role in achieving and maintaining competitive advantage. For the past ten years, the authors have had the rare opportunity of observing and interviewing employees and managers of three different management teams at three separate Fingerhut companies as they experimented with various ITs for their companies. When the first Fingerhut company peaked in 1998, as many as 200 analysts and 40 statisticians mined the database for insights that helped predict consumer shopping patterns and credit behaviour. Data mining and BI helped Fingerhut spot shopping patterns, bring product offerings to the right customers, and nurture customer relationships. By 1998, Fingerhut was the second largest catalogue retailer in the U.S. with revenues nearing \$2 billion. However, after Federated acquired Fingerhut in 1999 and made it a subsidiary,

Fingerhut Net, it suffered great losses and was eventually liquidated. Finally, a new company, Fingerhut Direct Marketing, was resurrected in 2002 under a new management team, and it once again became successful. What went right? What went wrong? The paper concludes with CRM and BI systems success factors and a discussion of lessons learned.

- CORPORATE SOCIAL RESPONSIBILITY (CSR) is a long-established topic in firms' operating process, yet few studies have examined CSR from the perspective of customer satisfaction and institutional environments. We fill the gap in the existing literature by exploring the roles of customer satisfaction and institutional environments as they pertain to the link between CSR efforts and financial performance, specifically in the context of transitional economies. In this work, we use a sample of 238 firms located in China and Vietnam. Our empirical results present several interesting findings: (a) the relationship between CSR efforts and financial performance is fully mediated by customer satisfaction; (b) good institutional environments positively strengthen the impact of CSR efforts on firms' customer satisfaction; and (c) there are significant differences in the moderating effect of institutional environments between the two countries that were sampled in this research
- When developing new products it is important for design teams to understand customer perceptions of consumer products because the success of such products is heavily dependent upon the associated customer satisfaction level. The chance of a new product's success in a marketplace is higher if users are satisfied with it. In this study, a new methodology of generating customer satisfaction models using a neuro-fuzzy approach is proposed. In contrast to previous research, non-linear and explicit customer satisfaction models can be developed with the use of the proposed methodology. An example of notebook computer design is used to illustrate the methodology. The proposed methodology was measured against the benchmark of statistical regression to determine its effectiveness. Experimental results suggested that the proposed approach outperformed the statistical regression method in terms of mean absolute errors and variance of errors.
- Improving customer satisfaction has become a strategic imperative for

managers and researchers given the benefits of developing customer loyalty for long-term financial success. Creating these linkages becomes even more important in the context of mobile telecommunications due to the ubiquitous nature of mobile phones and the potential this creates to engage in interactive marketing for firms. Further, with increased global penetration of mobile telecommunications, examining cross-national differences in consumer attitudes and behaviors has become critical. Most studies that examine customer satisfaction and loyalty linkages however have traditionally focused on single countries and/or single industries. This study extends the literature by testing the moderating impact of cultural variables on the impact of satisfaction on loyalty intentions using data from 3,393 mobile telecommunications customers in Australia, Brazil, Canada, China, France, Spain, UK, and USA. Our findings reveal that the impact of satisfaction on loyalty in the mobile telecommunications context depends on cultural differences. The results demonstrate non-linear threshold effects where managers operating in countries characterized by self-expressionist values will have an easier time creating satisfaction and loyalty with mobile customers compared to those operating in cultures dominated by high survivalist values.

- A Cross-national Investigation of Satisfaction and Loyalty Improving customer satisfaction has become a strategic imperative for managers and researchers given the benefits of developing customer loyalty for long-term financial success. Most studies that examine customer satisfaction and loyalty linkages however have traditionally focused on single countries and/or single industries. This study extends the literature by testing the moderating impact of cultural variables on the impact of satisfaction on loyalty intentions. The results demonstrate non-linear threshold effects where managers operating in countries characterized by self-expressionist values will have an easier time creating satisfaction and loyalty with mobile customers compared to those operating in cultures dominated by high survivalist values.
- FabianKley, ChristianLerch, David Dallinger Climate change and global resource shortages have led to rethinking traditional individual mobility services based on combustion engines. As the consequence of

technological improvements, the first electric vehicles are now being introduced and greater market penetration can be expected. But any wider implementation of battery-powered electrical propulsion systems in the future will give rise to new challenges for both the traditional automotive industry and other new players, e.g. battery manufacturers, the power supply industry and other service providers. Therefore, this paper aims to define a holistic approach to developing business models for electric mobility, which analyzes the system as a whole on the one hand and provides decision support for affected enterprises on the other. To do so, the basic elements of electric mobility are considered and topical approaches to business models for various stakeholders are discussed. The paper concludes by presenting a systemic instrument for business models based on morphological methods.

- **An Investigation into the Determinants of Customer Satisfaction**

Gilbert A. Churchill, Jr., Carol Surprenant

The authors investigate whether it is necessary to include disconfirmation as an intervening variable affecting satisfaction as is commonly argued, or whether the effect of disconfirmation is adequately captured by expectation and perceived performance. Further, they model the process for two types of products, a durable and a nondurable good, using experimental procedures in which three levels of expectations and three levels of performance are manipulated for each product in a factorial design. Each subject's perceived expectations, performance evaluations, disconfirmation, and satisfaction are subsequently measured by using multiple measures for each construct. The results suggest the effects are different for the two products. For the nondurable good, the relationships are as typically hypothesized. The results for the durable good are different in important respects. First, neither the disconfirmation experience nor subjects' initial expectations affected subjects' satisfaction with it. Rather, their satisfaction was determined solely by the performance of the durable good. Expectations did combine with performance to affect disconfirmation, though the magnitude of the disconfirmation experience

did not translate into an impact on satisfaction. Finally, the direct performance-satisfaction link accounts for most of the variation in satisfaction.

- The relationship between customer loyalty and customer satisfaction

John T. Bowen, Shiang-Lih Chen Develops and implements a method for hotels to identify attributes that will increase customer loyalty. Other hotels can replicate the methodology used in this study. The study makes the uses of the hotel's database to draw samples for both focus groups and a mail survey. Based on 564 completed surveys from hotel guests, the authors found the relationship between customer satisfaction and customer loyalty was non-linear. The authors use the data to develop internal benchmarks for the hotel based on scores that were representative of loyal customers. The study makes use of the hotel's database to draw samples for both focus groups and a mail survey.

- Customer satisfaction and its consequences on customer behaviour revisited: The impact of different levels of satisfaction on word-of-mouth, feedback to the supplier and loyalty ; Magnus Soderlund, Explores the extent to which the form of the relationship between customer satisfaction and customer behaviour is different under conditions of "low" satisfaction and "high" satisfaction. Three behavioural variables (word-of-mouth, feedback to the supplier, and loyalty) were examined. The results point to the fact that differences in the form do exist. Moreover, the results show that differences exist between the differences, in the sense that different patterns emerge for each behavioural variable.
- **Why Do Customer Relationship Management Applications Affect Customer Satisfaction?**

Sunil Mithas, M.S. Krishnan, Claes Fornell This research evaluates the effect of customer relationship management (CRM) on customer knowledge and customer satisfaction. An analysis of archival data for a cross-section of U.S. firms shows that the use of CRM applications is positively associated with improved customer knowledge and improved

customer satisfaction. This article also shows that gains in customer knowledge are enhanced when firms share their customer-related information with their supply chain partners.

- Customer satisfaction: A meta-analysis of the empirical evidence; DAVID.M ; The growing number of academic studies on customer satisfaction and the mixed findings they report complicate efforts among managers and academics to identify the antecedents to, and outcomes of, businesses having more-versus less-satisfied customers. These mixed findings and the growing emphasis by managers on having satisfied customers point to the value of empirically synthesizing the evidence on customer satisfaction to assess current knowledge. To this end, the authors conduct a meta-analysis of the reported findings on customer satisfaction. They document that equity and disconfirmation are most strongly related to customer satisfaction on average. They also find that measurement and method factors that characterize the research often moderate relationship strength between satisfaction and its antecedents and outcomes. The authors discuss the implications surrounding these effects and offer several directions for future research.
- **Customer Satisfaction Incentives** John R. Hauser, Duncan I. Simester, Birger Wernerfelt, Customer satisfaction incentive schemes are increasingly common in a variety of industries. We offer explanations as to how and when incenting employees on customer satisfaction is profitable and offer several recommendations for improving upon current practice. Faced with employee groups (including managers) who may have shorter time horizons than the firm, such systems enable a firm to use customer reaction to monitor implicitly how employees allocate effort between the short and long terms. These systems can be used to encourage employees to make tradeoffs that are in the best interests of the firm.
- The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study, Roger Hallowell Presents the findings of a study performed on data from a large bank's retail-banking operations. Illustrates the relationship of customer satisfaction to customer loyalty, and customer loyalty to profitability, using multiple measures of

satisfaction, loyalty, and profitability. An estimate of the effects of increased customer satisfaction on profitability (assuming hypothesized causality) suggests that attainable increases in satisfaction could dramatically improve profitability.

- **Managing customer satisfaction: a best practice perspective;** Mohamed Zairi

Customer satisfaction is perhaps one of the most talked about challenges of organisations, both in the public and private sectors. Indeed, this represents every organisation's sole purpose, is at the heart of every mission statement, and is the ultimate goal of any strategies put in place. As such, this paper in continuation of the Best Practice series being so far covered, seeks to present this prominent topic as a total concept which encapsulates not only the measurement aspects of customer satisfaction per se but rather as a long-term pursuit of improvement, a culture change that can yield to competitive outcomes of the highest order. The paper includes some examples of best practice applications and concludes with a proposed audit tool that can help organisations assess their current approaches to customer satisfaction and thereby put forward targets and actions for improvement.

- **Neglected Outcomes of Customer Satisfaction** Xueming Luo, Christian Homburg Although there is significant evidence that customer satisfaction is an important driver of firm profitability, extant literature has largely neglected two intermediate outcomes of customer satisfaction, namely, a firm's advertising and promotion efficiency and its human capital performance. On the basis of longitudinal analyses of large-scale secondary data from multiple sources, the authors find that customer satisfaction boosts the efficiency of future advertising and promotion investments. This finding can be explained by the possibility that customer satisfaction generates free word-of-mouth advertising and saves subsequent marketing costs. In addition, customer satisfaction has a positive influence on a company's excellence in human capital (employee talent and manager superiority). This finding is highly novel, indicating that human resources managers should have a strong interest in customer satisfaction as well. Finally, the authors investigate the moderating

influence of market concentration on both relationships. The uncovered results have important implications for marketers in their dialogue with financial executives and human resources managers.

- **Service quality, customer satisfaction, and customer value: A holistic perspective** The author proposes and tests an integrative model of service quality, customer value, and customer satisfaction. Using a sample from the luxury segment of the hotel industry, this study provides preliminary results supporting a holistic approach to hospitality customers' post purchase decision-making process. The model appears to possess practical validity as well as explanatory ability. Implications are discussed and suggestions are developed for both marketers and researchers.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Statement of problem

To find consumer satisfaction in terms of quality of the product and the services provided by Afsal Traders and find ways to resolve the consumer's complaints and queries.

The research is done on the new as well as existing consumers of AFSAL TRADERS.

3.2 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.

3.3 Scope of the study

The study focuses on finding out the complaints consumers face with respect to the products, services and behavioral 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.

3.4 Objective of the study

3.4.1. PRIMARY OBJECTIVE:

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

3.4.2. SECONDARY OBJECTIVES

- To analyze 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]

3.5 Research Design

In this study descriptive research design is used.

3.6 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.

3.7 Sample size

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

3.8 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.

3.9 SOURCES OF DATA

3.9.1 Primary Data

The primary data for this study is collected through questionnaires consisting of multiple choice questions.

3.9.2 Secondary Data

The secondary data is collected by referring to websites, journals, articles and research papers.

3.10 PERIOD OF STUDY

The period of study is carried out from January 2021 to March 2021 which is three months of study.

3.11 STRUCTURE OF QUESTIONNAIRE

Multiple choice questions and Likert's scale questions.

3.12 ANALYTICAL TOOLS

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

3.13 LIMITATIONS OF THE STUDY

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

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing age in year wise classification of respondents

AGE IN YEARS	NO OF CONSUMERS	Percentage
18-20 years	15	12.50%
20-30 years	75	62.50%
30-40 years	11	9.17%
above 40 years	19	15.83%
TOTAL	120	100%

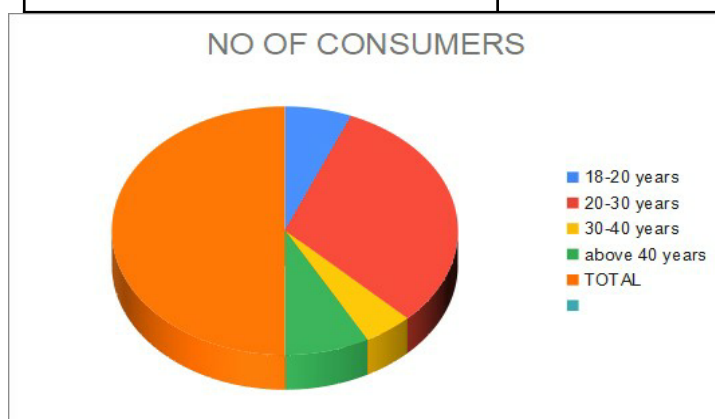


Chart 4.1.1: Showing age wise classification of respondents Interpretation:

From the above table it is interpreted that 12.50% are between 18-20 year respondents, 62.50% are between 20-30 years respondent, 9.17% are between 30-40 years respondents & 15.83% are above 40 years.

Table 4.1.2: Showing staff ability to resolve queries wise classification of respondents

STAFF'S ABILITY TO RESOLVE QUERIES	CONSUMER RESPONSE	PERCENTAGE
EXCELLENT	76	64.96%
GOOD	37	31.62%
FAIR	4	3.42%
POOR	0	0%
TOTAL	117	100%

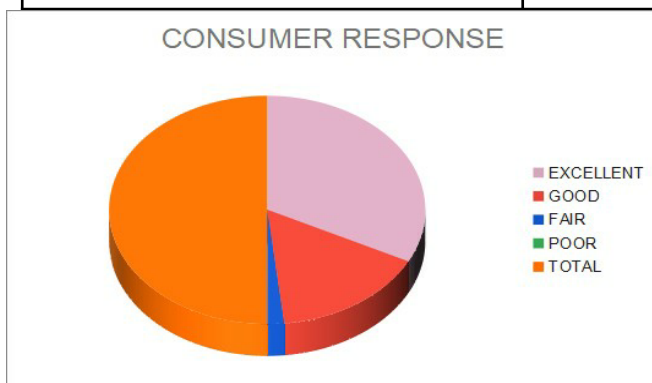


Chart 4.1.2: Showing staff ability wise classification of respondents

Interpretation: From the above table it is interpreted that 64.96% are excellent respondents, 31.62% are good respondent, 3.42% are fair respondents & 0% are poor respondent

Table 4.1.3: Showing improvement in services wise classification of respondents

IMPROVEMENT IN SERVICES	CONSUMER RESPONSE	PERCENTAGE
SERVICING	29	24.17%
QUALITY	12	10%
TIME	32	26.67%
WARRANTY	5	4.17%
MAINTENANCE	12	10%
NONE	30	25%
TOTAL	120	100%

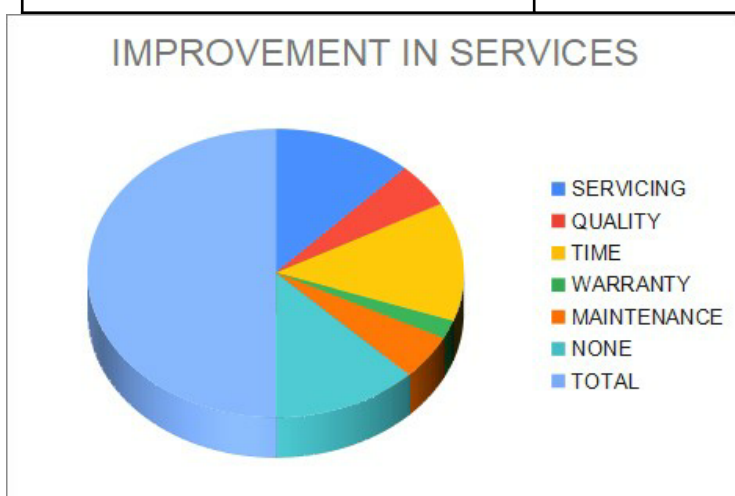


Chart 4.1.3: Showing improvement in services wise classification of respondents

Interpretation: From the above table it is interpreted that 24.17% are servicing respondents, 10% are quality respondent, 26.67% are time respondents, 4.17% are warranty respondent 10% are maintenance respondents & 25% are non respondent

Table 4.1.4: Showing gender wise classification of respondents

GENDER	NO OF CONSUMERS	PERCENTAGE
MALE	99	83.89%
FEMALE	19	16.10%
TOTAL	118	100%

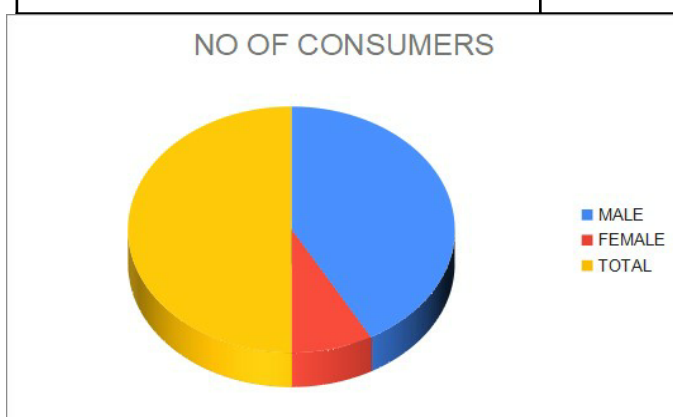


Chart 4.1.4: Showing gender wise classification of respondents

Interpretation: From the above table it is interpreted that 83.89% are male respondents & 16.10% are female respondent,

Table 4.1.5: Showing co. relation & short term goals wise classification of respondents

COMPANY RELATIONS & SHORT TERM GOALS	CONSUMER RESPONSES	PERCENTAGE
AGREE	56	48.27%
STRONGLY AGREE	49	42.24%

DISAGREE	2	1.72%
STRONGLY DISAGREE	0	0%
NEITHER AGREE NOR DISAGREE	9	7.76%
TOTAL	116	100%

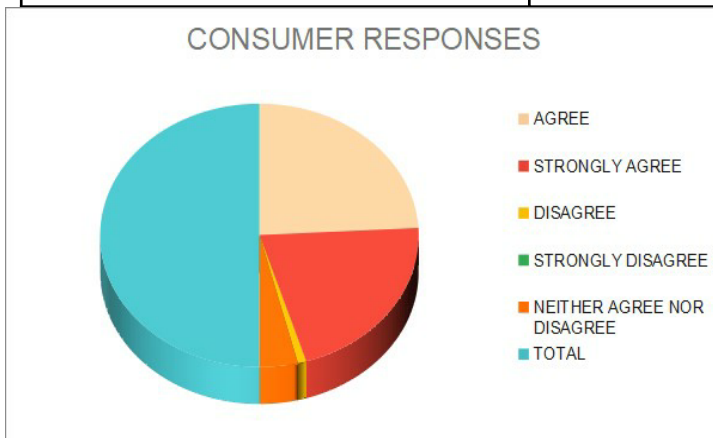


Chart 4.1.5: Showing co. relation & goals wise classification of respondents

Interpretation: From the above table it is interpreted that 48.27% are agree respondents, 42.24% are strongly agree respondent, 1.72% are disagree respondents, 0% are strongly disagree respondent & 7.76% are neither agree nor disagree respondents

Table 4.1.6: Showing co. value of money of the product wise classification of respondents

VALUE FOR MONEY OF THE PRODUCT	CONSUMER RESPONSE	PERCENTAGE
GOOD	87	78.38%
AVERAGE	23	20.72%

POOR	1	0.90%
BAD	0	0%
TOTAL	11	100%

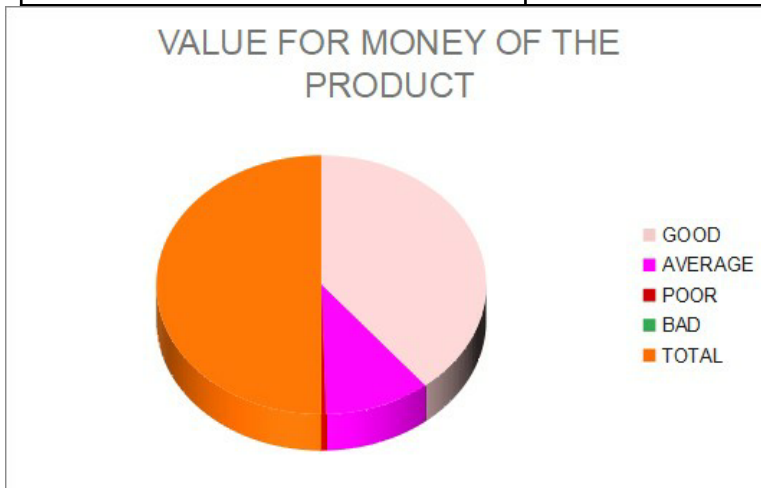


Chart 4.1.6: Showing co. value of money wise classification of respondents

Interpretation: From the above table it is interpreted that 78.38% are good respondents, 20.72% are average respondent 0.90% are poor respondents & 0% are bad respondent

Table 4.1.7: Showing type of vehicle wise classification of respondents

TYPE OF VEHICLE	NO OF CONSUMERS	PERCENTAGE
2-WHEELER	4 6	38.98%
3- WHEELER	3	2.54%
4- WHEELER	5 8	49.15%
OTHERS	1 1	9.32%
TOTAL	11 8	100%

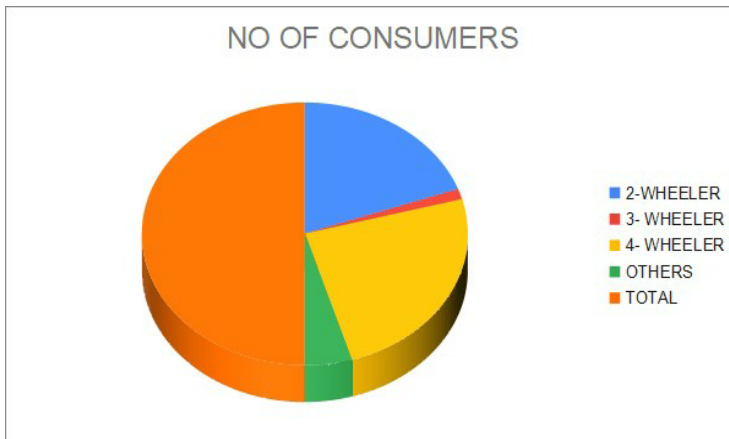


Chart 4.1.7: Showing type of vehicle wise classification of respondents

Interpretation: From the above table it is interpreted that 38.98% are 2-wheeler respondents, 2.54% are 3-wheeler respondent, 49.15% are 4-wheeler respondents & 11% are others respondent

Table 4.1.8: Showing reminding calls for service intimation wise classification of

REMINDER CALLS FOR SERVICE INTIMATION	CONSUMER RESPONSES	PERCENTAGE
YES	26	32.50%
NO	54	67.50%
TOTAL	80	100%

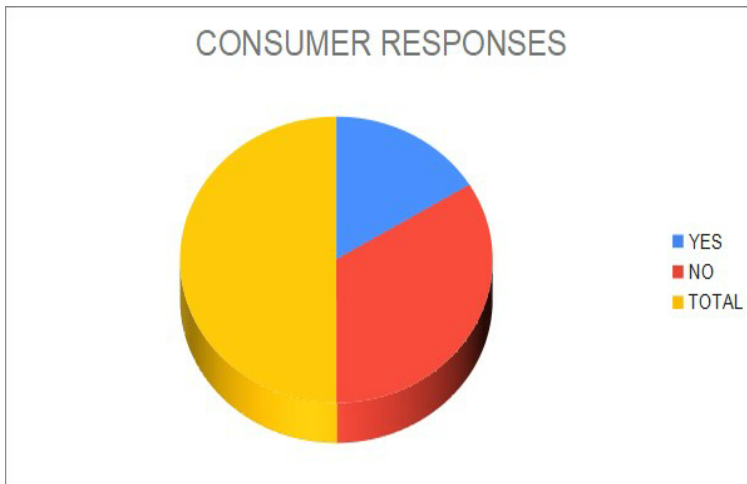


Chart 4.1.8: Showing reminding calls intimation wise classification of respondents

Interpretation: From the above table it is interpreted that 32.50% are yes respondents & 67.50% are no respondent.

Table 4.1.9: Showing staff behaviour towards problem wise classification of respondents

STAFF'S BEHAVIOUR TOWARDS PROBLEMS	CONSUMER RESPONSES	PERCENTAGE
AGREE	65	58.86%
STRONGLY AGREE	44	39.63%
DISAGREE	2	1.80%
STRONGLY DISAGREE	0	0%

TOTAL	111	100%
-------	-----	------

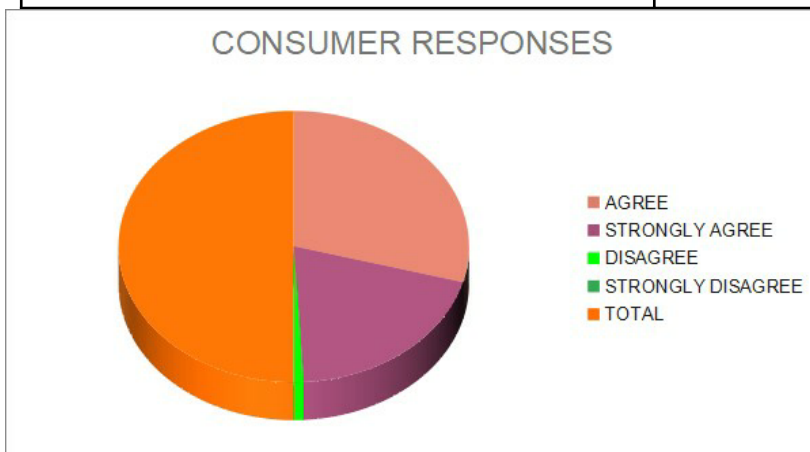


Chart 4.1.9: Showing staff behaviour wise classification of respondents

Interpretation: From the above table it is interpreted that 58.86% are agree respondents, 39.63% are strongly agree respondent, 1.80% are disagree respondents & 0% strongly disagree respondent

Table 4.1.10: Showing time period wise classification of respondents

TIME PERIOD	NO OF CONSUMERS	PERCENTAGE
NEW CONSUMER	24	20.33%
LESS THAN A YEAR	19	16.10%
1-3 YEARS	34	28.81%

MORE THAN 3 YEARS	41	34.74%
TOTAL	118	100%

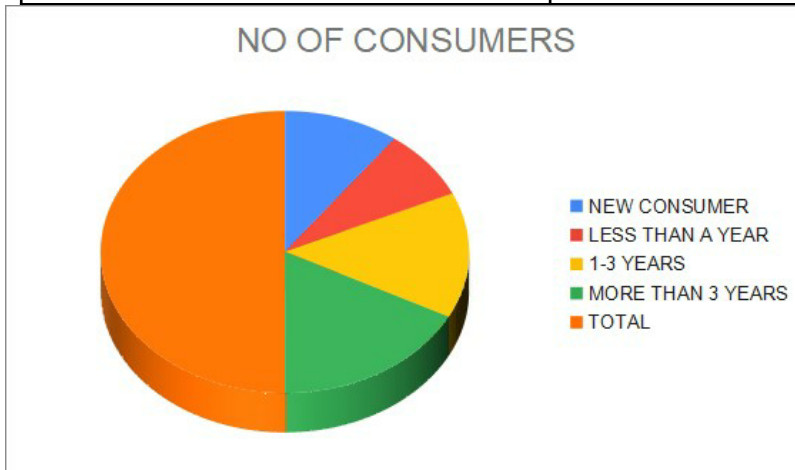


Chart 4.1.10: Showing time period wise classification of respondents

Interpretation: From the above table it is interpreted that 20.33% are new consumer respondents, 16.10% are less than a year respondent, 28.81% are 1-3 years respondents & 34.74% are more than 3 years respondent

Table 4.1.11: Showing enhanced services expected wise classification of respondents

ENHANCED SERVICES EXPECTED	CONSUMER RESPONSES	PERCENTAGE
----------------------------	--------------------	------------

FAST SERVICES	34	30.63%
HOME DELIVERY	12	10.81%
MORE BRANCHES	9	8.11%
IMPROVED TRANSPORTATION	56	50.45%
TOTAL	111	100%

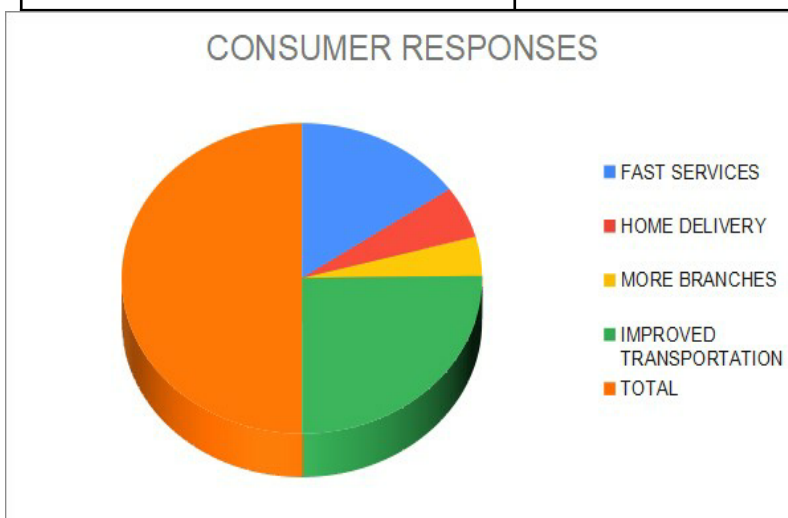


Chart 4.1.11: Showing enhanced services wise classification of respondents

Interpretation: From the above table it is interpreted that 30.63% are fast service respondents, 10.81% are home delivery respondent, 8.11% are more branch respondents & 50.45% are improved transportation respondents.

Table 4.1.12: Showing staff responsiveness towards concerns wise classification of respondents

STAFF'S RESPONSIVENESS TOWARDS CONCERNS	NO OF CONSUMERS	PERCENTAGE
USUALLY RESPONSIVE	34	31.19%
VERY RESPONSIVE	74	67.88%
NOT RESPONSIVE	1	0.98%
TOTAL	109	100%

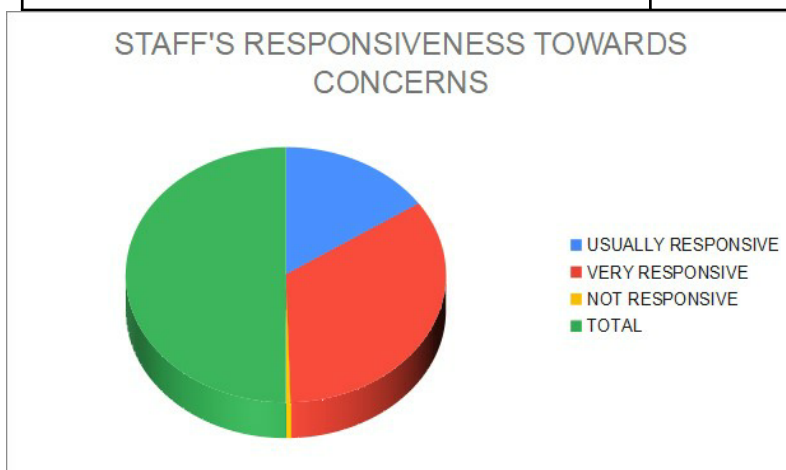


Chart 4.1.12: Showing staff responsiveness wise classification of respondents

Interpretation: From the above table it is interpreted that 31.19% are usually responsive respondents, 67.88% are very responsive respondent & 0.98% are not responsive respondents

Table 4.1.13: Showing satisfaction in terms of price & value wise classification of respondents

SATISFACTION IN TERMS OF PRICE AND VALUE	NO OF CONSUMERS	PERCENTAGE
EXCELLENT	76	64.40%
GOOD	37	31.35%
FAIR	5	4.24%
POOR	0	0%
TOTAL	118	100%

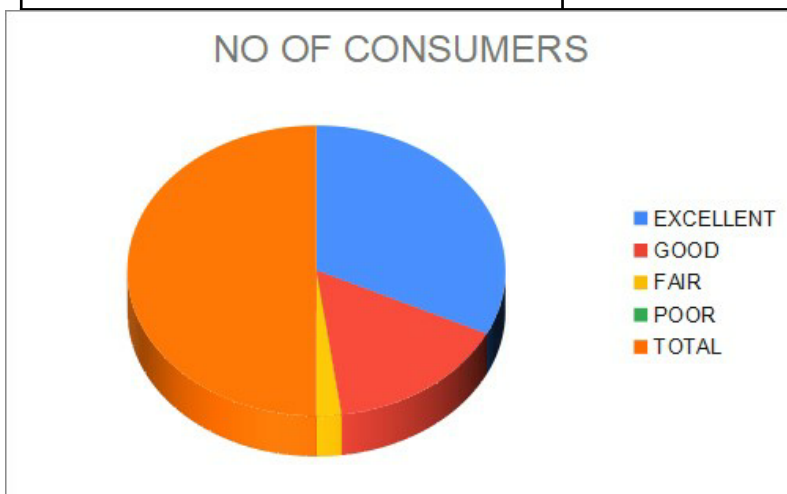


Chart 4.1.13: Showing price & value wise classification of respondents

Interpretation: From the above table it is interpreted that 64.40% are excellent respondents, 31.35% are good respondent, 4.24% are fair respondents & 0% are poor respondent

Table 4.1.14: Showing satisfaction in terms of battery quality wise classification of respondents

SATISFACTION IN TERMS OF BATTERY QUALITY	NO OF CONSUMERS	PERCENTAGE
SATISFIED	56	48.27%
HIGHLY SATISFIED	59	50.86%
DISSATISFIED	1	0.86%
HIGHLY DISSATISFIED	0	0%
TOTAL	116	100%

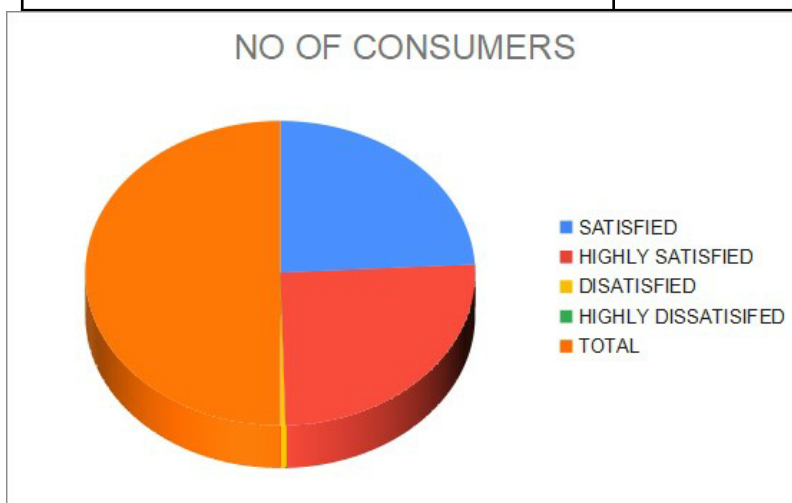


Chart 4.1.14: Showing battery quality wise classification of respondents

Interpretation: From the above table it is interpreted that 48.27% are satisfied respondents, 50.86% are highly satisfied respondent, 0.86% are dissatisfied respondents & 0% are highly dissatisfied respondent

Table 4.1.15: Showing Exide product over other wise classification of respondents

EXIDE PRODUCTS OVER OTHERS	CONSUMER RESPONSE	PERCENTAGE
SERVICE	23	20.72%
QUALITY	48	43.24%
TRUSTWORTHY	12	10.81%
REASONABLE PRICING	10	9.02%
BRAND VALUE	18	16.21%
TOTAL	111	100%

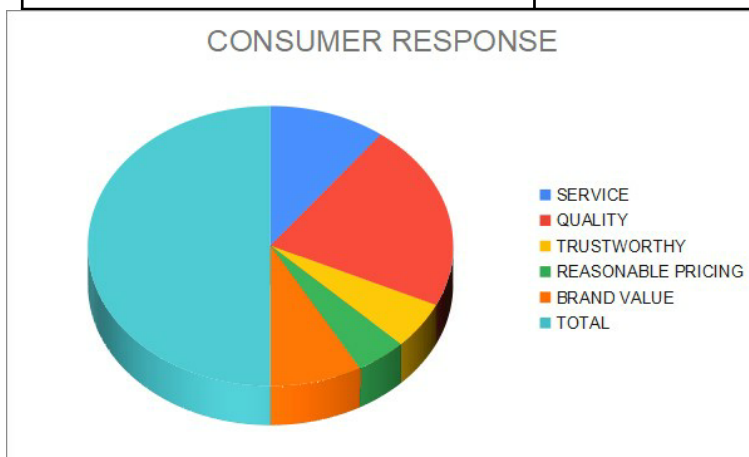


Chart 4.1.15: Showing Exide product over other wise classification of respondents

Interpretation: From the above table it is interpreted that 20.72% are service respondents, 43.24% are quality respondent, 10.81% are trustworthy respondents, 9.02% are reasonable price respondent & 16.21% are brand value respondent

Table 4.1.16: Showing product quality wise classification of respondents

PRODUCT QUALITY	NO OF CONSUMERS	PERCENTAGE
FAIR	8	6.77%
GOOD	39	33.05%
EXCELLENT	38	32.20%
SUPERB	33	27.96%
TOTAL	118	100%

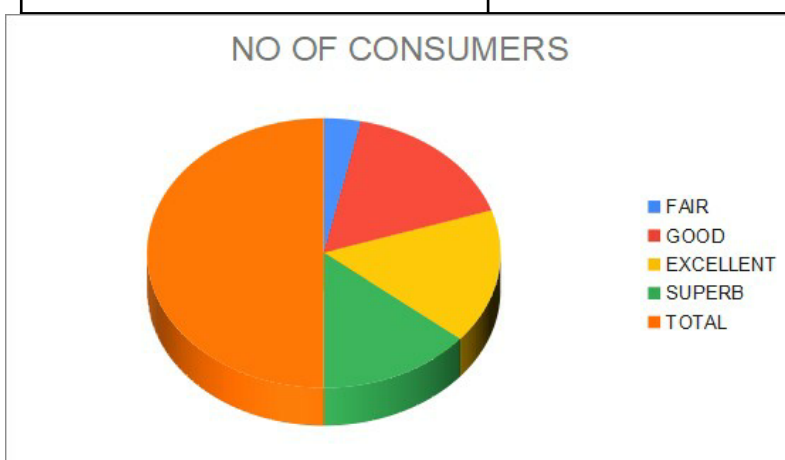


Chart 4.1.16: Showing product quality wise classification of respondents

Interpretation: From the above table it is interpreted that 6.77% are fair respondents, 33.05% are good respondents, 32.20% are excellent respondents & 27.96% are reasonable superb respondents.

Table 4.1.17: Showing service station open on sunday wise classification of respondents

SERVICE STATION OPEN ON SUNDAYS	CONSUMER RESPONSE	PERCENTAGE
YES	60	63.15%
NO	33	34.73%
NOT SURE	2	2.10%
TOTAL	95	100%

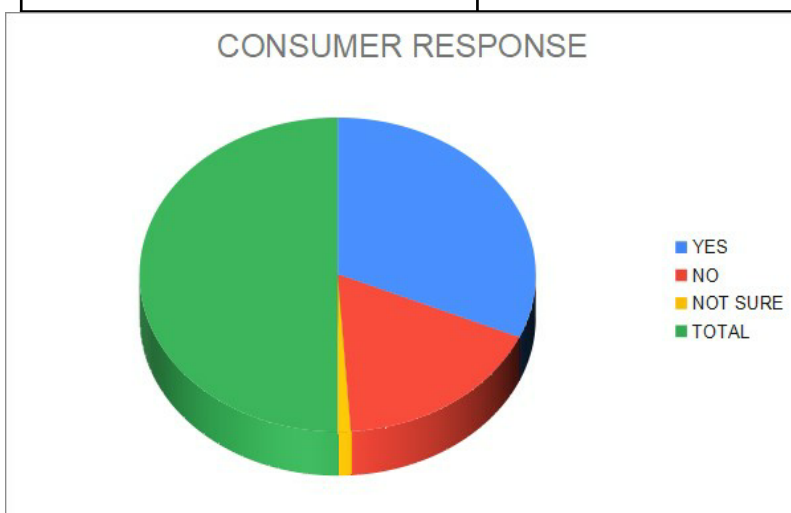


Chart 4.1.17: Showing station open on sunday wise classification of respondents

Interpretation: From the above table it is interpreted that 63.15% are yes respondents, 34.73% are good respondents & 2.10% are not sure respondents.

Table 4.1.18: Showing recommendation to others wise classification of respondents

RECOMMENDATION TO OTHERS	CONSUMER RESPONSES	PERCENTAGE
1-2	0	0%
3-5	11	9.56%
6-8	31	26.95%
9-10	73	63.47%
TOTAL	115	100%

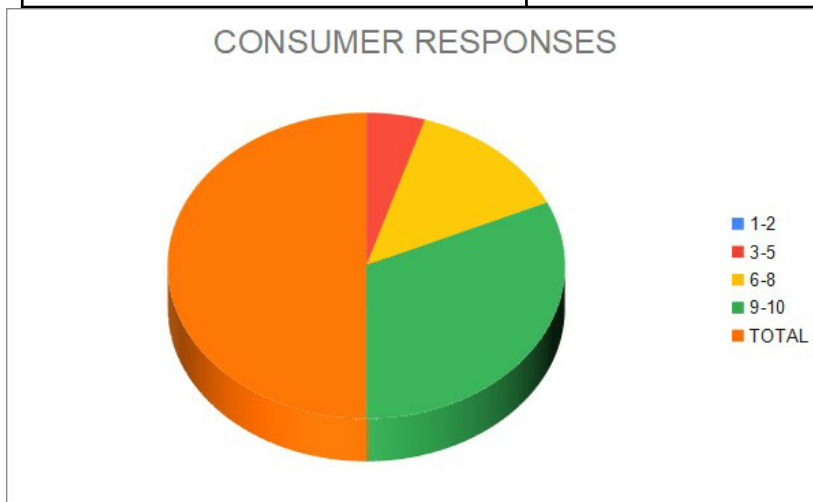


Chart 4.1.18: Showing recommendation wise classification of respondents

Interpretation: From the above table it is interpreted that 0% are 1-2 respondents, 9.56% are 3-5 respondents, 26.95% are 6-8 respondents & 63.47% are reasonable 9-10 respondents.

Table 4.1.19: Showing product improvement in terms of quality wise classification of respondents

PRODUCT IMPROVEMENT IN TERMS OF QUALITY	NO OF CONSUMERS	PERCENTAGE
AGREE	39	33.91%
STRONGLY AGREE	28	24.35%
DISAGREE	18	15.65%
STRONGLY DISAGREE	12	10.43%
NEITHER AGREE NOR DISAGREE	18	15.56%
TOTAL	115	100%

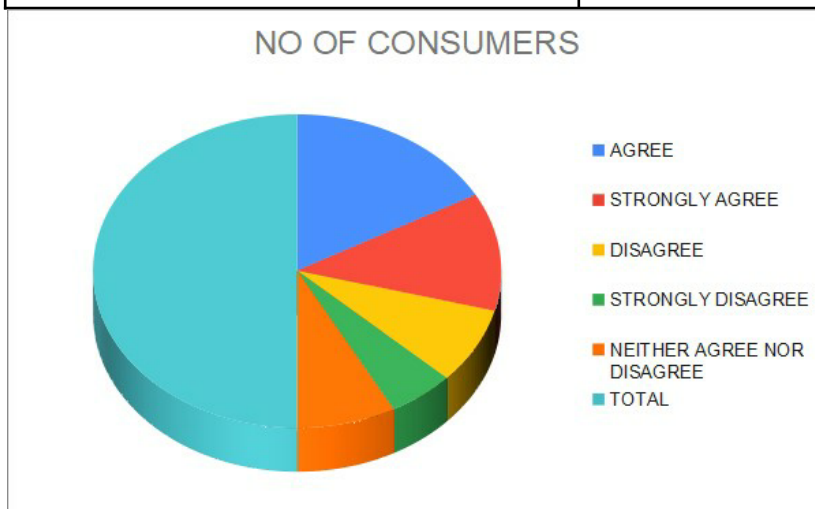


Chart 4.1.19: Showing product improvement wise classification of respondents

Interpretation: From the above table it is interpreted that 33.91% are agree respondents, 24.35% are strongly agree respondents, 15.65% are disagree respondents & 10.43% are strongly disagree respondents & 15.56% are neither agree nor disagree respondents.

Table 4.1.20: Showing service and price charges wise classification of respondents

SERVICE AND PRICE CHARGES	CONSUMER RESPONSE	PERCENTAGE
EXPECTED PRICE	3 8	33.33%
REASONABLE PRICE	7 4	64.91%
OVERLY PRICED	2	1.75%
TOTAL	11 4	100%

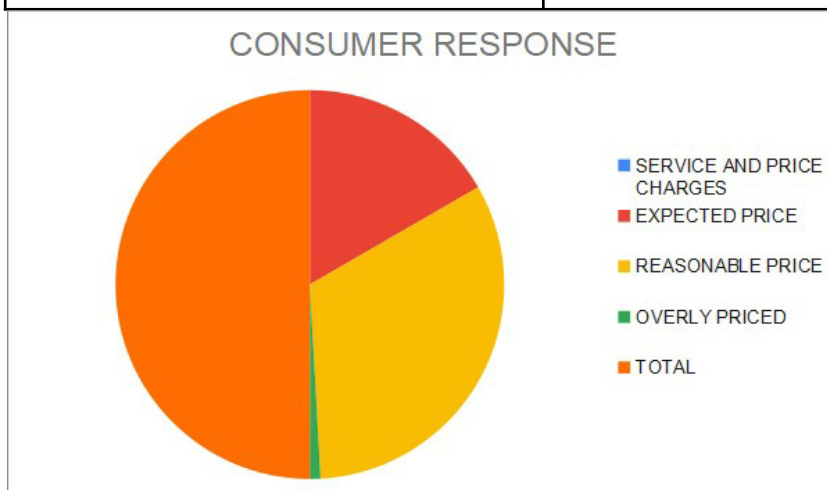


Chart 4.1.20: Showing service and price wise classification of respondents

Interpretation: From the above table it is interpreted that 33.33% are expected price respondents, 64.91% are reasonable price respondents & 1.75% are overpriced respondents.

Table 4.1.21: Showing purchase in future wise classification of respondents

PURCHASE IN FUTURE	RESPONSES	PERCENTAGE
DEFINITELY	82	72.57%
PROBABLY	26	23.00%
UNSURE	3	2.65%
PROBABLY NOT	1	0.88%
DEFINITELY NOT	1	0.88%
TOTAL	113	100%

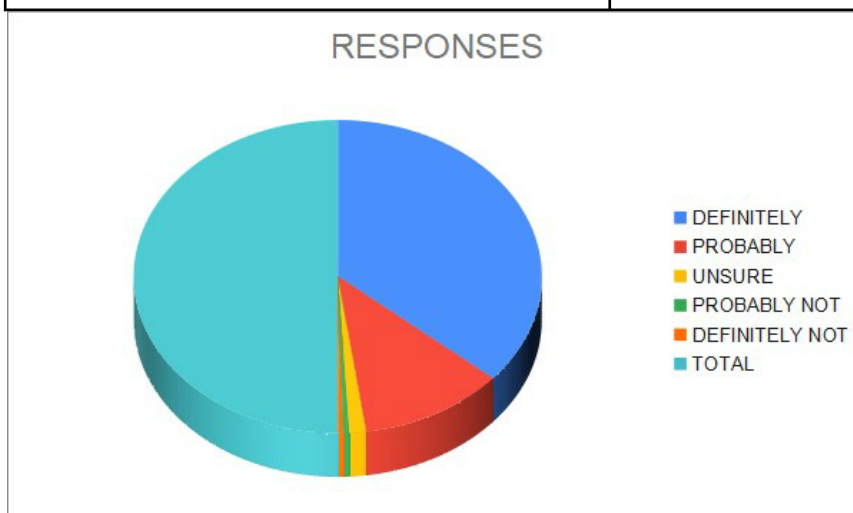


Chart 4.1.21: Showing purchase in future wise classification of respondents

Interpretation: From the above table it is interpreted that 72.57% are definitely respondents, 23% are probably respondents, 2.65% are unsure respondents 0.88% are probably not respondents & 0.88% are definitely not respondents.

Table 4.1.22: Showing response terms of services wise classification of respondents

RESPONSE IN TERMS OF SERVICES	NO OF CONSUMERS	PERCENTAGE
EXCELLENT	88	74.57%
GOOD	28	23.72%
FAIR	2	1.69%
POOR	0	0%
TOTAL	118	100%

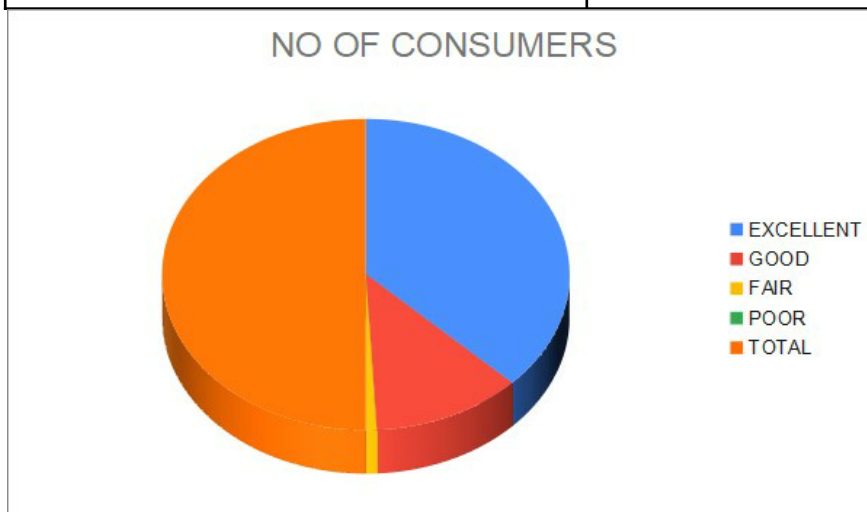


Chart 4.1.22 : Showing terms of services wise classification of respondents

Interpretation: From the above table it is interpreted that 74.57% are excellent respondents, 23.72% are good respondents, 1.69% are fair respondents & 0% are poor respondents.

Table 4.1.23: Showing time lag to receive battery wise classification of respondents

TIME LAG TO RECEIVE BATTERY	CONSUMER RESPONSE	PERCENTAGE
WITHIN THE ALLOTTED TIME	107	94.69%
BEYOND THE ALLOTTED TIME	6	5.31%
TOTAL	113	100%

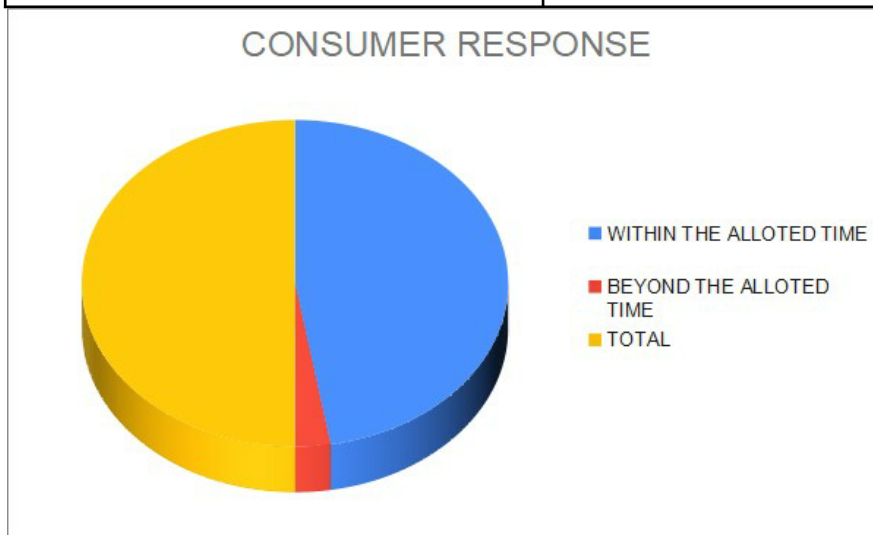


Chart 4.1.23: Showing time lag wise classification of respondents

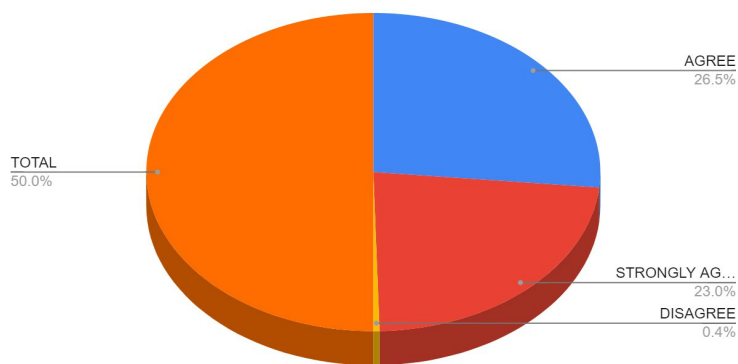
Interpretation: From the above table it is interpreted that 94.69% are within allotted time respondents & 5.31% are beyond allotted time respondents.

Table 4.1.24: Showing loyalty, staff response by customised solutions and the best feature of AFSAL TRADERS:

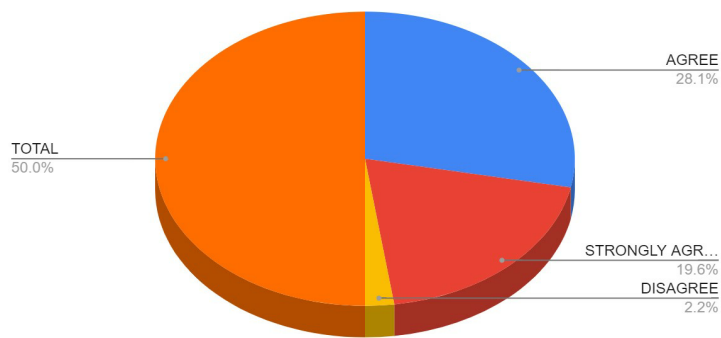
LOYALTY	CONSUMER RESPONSES	PERCENTAGE
AGREE	6 0	52.09 %
STRONGLY AGREE	5 2	46.02 %
DISAGREE	1	0.88 %
STRONGLY DISAGREE	0	0%
TOTAL	11 3	100 %
CUSTOMISED SOLUTIONS	CONSUMER RESPONSES	PERCENTAGE
AGREE	6 3	56.25 %
STRONGLY AGREE	4 4	39.28 %
DISAGREE	5	4.46 %
STRONGLY DISAGREE	0	0%
TOTAL	11 2	100 %

BEST FEATURE	CONSUMER RESPONSES	PERCENTAGE
GOOD STAFF	8	20.51 %
VALUE FOR MONEY OF PRODUCTS	1 2	30.76 %
QUALITY	1 9	48.72 %
TOTAL	3 9	100 %

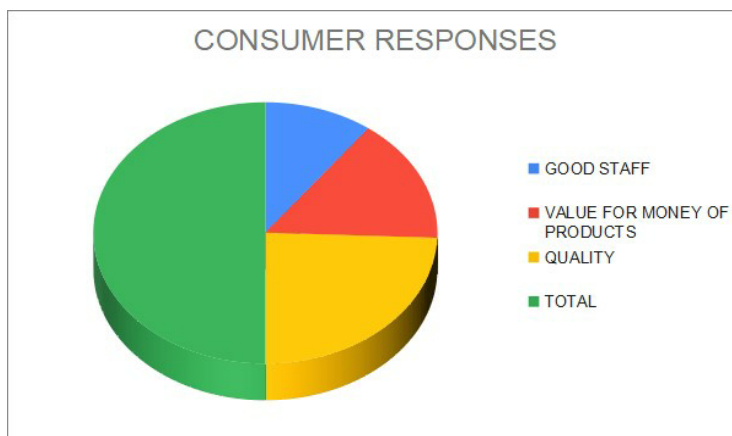
Chart 4.1.24: Showing loyalty, staff response by customised solutions and the best feature of AFSAL TRADERS



A



B



C

Interpretation: From the above table A & B it is interpreted that 52.09% & 56.25% are agreed respondents respectively, 46.02% & 39.28% are strongly agreed respondents respectively, 0.88% & 4.46% are disagreed respondents respectively & 0% are strongly disagreed respondents.

Interpretation: From the above table C it is interpreted that 20.51% says the good features are good staff, 30.76% respondent's best feature is value for money of product, 48.72% respondent's best feature is the quality of the product provided.

Table 4.1.25: Showing problems during battery purchase wise classification of respondents

PROBLEMS DURING BATTERY PURCHASE ?	CONSUMER RESPONSE	PERCENTAGE
YES	1	1.11%
NO	89	98.99%
TOTAL	90	100%

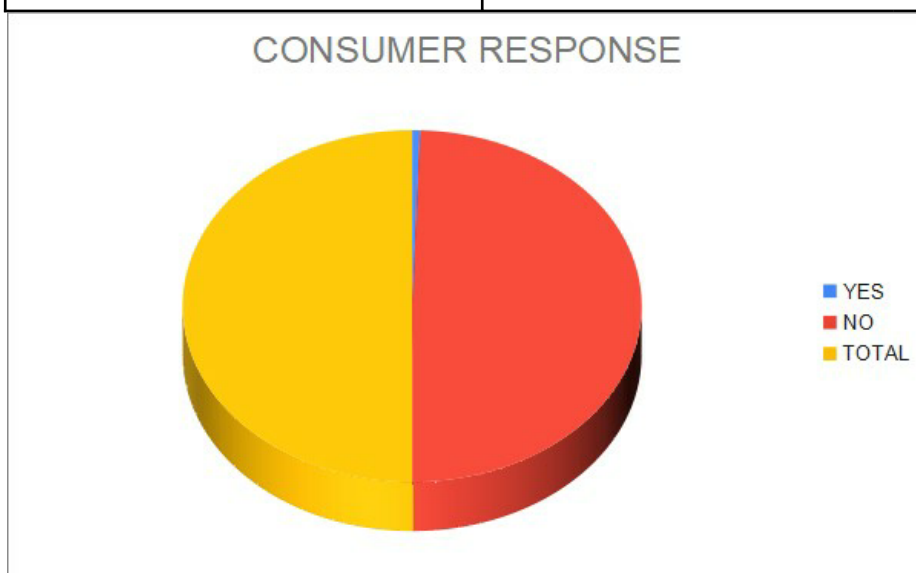


Chart 4.1.25: Showing problems during wise classification of respondents

Interpretation: From the above table it is interpreted that 1.11% are yes respondents & 98.99% are no respondents.

Table 4.1.26: Showing valuable features wise classification of respondents

VALUABLE FEATURES	CONSUMER RESPONSES	PERCENTAGE
PRICE	60	20.00%
PRODUCT	88	29.43%
PERSEVERANCE	37	12.40%
SERVICES	75	25%
TIME	39	13.04%
TOTAL	299	100%

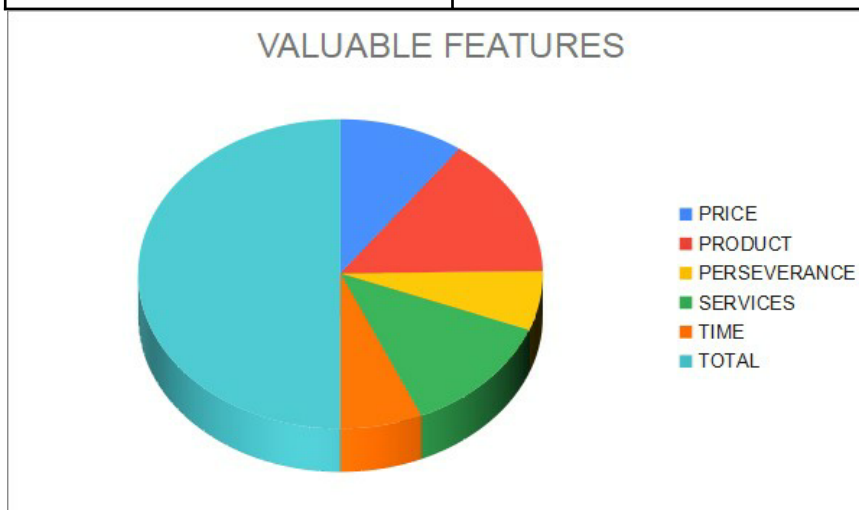


Chart 4.1.26: Showing valuable features wise classification of respondents

Interpretation: From the above table it is interpreted that 20% are price respondents, 29.43% are product respondents, 12.40% are perseverance respondents & 25% are service respondents & 13.04% are time respondents.

Table 4.1.27:showing staff approach wise classification of respondents

STAFF'S APPROACH	CONSUMER RESPONSE	PERCENTAGE
SATISFACTORY	11 5	100%
NON-SATISFACTORY	0	0%
TOTAL	11 5	100%

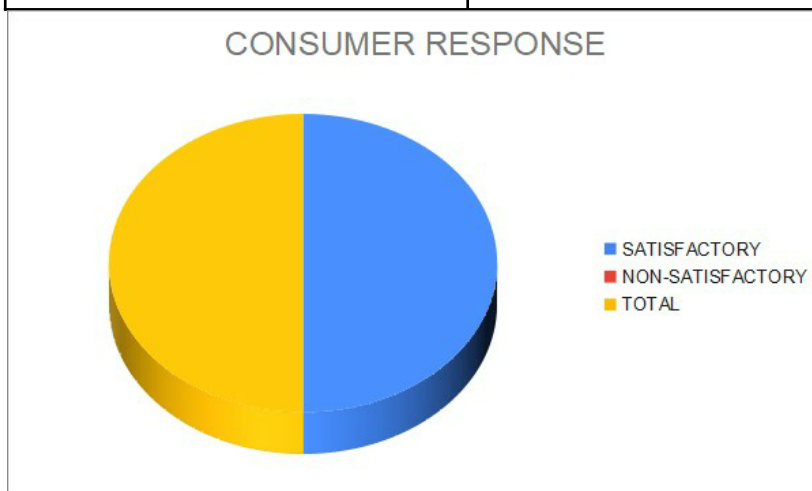


Chart 4.1.27:Showing staff approach wise classification of respondents

Interpretation: From the above table it is interpreted that 100% are satisfactory respondents, 0% are non-satisfactory respondents.

4.2 CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Assistance of customer and employee.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Assistance of customer and employee.

Table 4.2.1: Showing Descriptive Statistics of Gender and Assistance of customer and employee.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Gender	2.84	.392	123
Assistance	1.99	.090	123

Correlations

		Gender	Assistance
Gender	Pearson Correlation	1	.426**
	Sig. (2-tailed)		<.001
	N	123	123
Assistance	Pearson Correlation	.426**	1
	Sig. (2-tailed)	<.001	
	N	123	123

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

```

CORRELATIONS
/VARIABLES=Interaction Improvement
/PRINT=TWOTAIL NOSIG FULL
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

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 Gender and Assistance of customer and employee.

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 4.2.2: Showing Descriptive Statistics of improvement and value of products and service

Correlations

Descriptive Statistics

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

Correlations

		Improvement	Value
Improvement	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.

4.3 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 4.3.1: Showing Descriptives 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.

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between feedback and response.

H1 (Alternate Hypothesis): There is a significant difference between feedback and response.

Table 4.3.2: Showing Descriptives of feedback and response.

Descriptives								
Feedback								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	1	1.00	.	.	.	.	1	1
AVERAGE	26	11.88	4.786	.939	9.95	13.82	2	19
GOOD	95	11.13	4.413	.453	10.23	12.03	2	19
POOR	1	2.00	.	.	.	.	2	2
Total	123	11.13	4.620	.417	10.31	11.95	1	19

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Feedback	Based on Mean	.132	1	119	.717
	Based on Median	.130	1	119	.720
	Based on Median and with adjusted df	.130	1	118.970	.720
	Based on trimmed mean	.126	1	119	.723

ANOVA					
Feedback					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	200.781	3	66.927	3.314	.022
Within Groups	2403.138	119	20.194		
Total	2603.919	122			

The p-value is 0.022 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between

Inference:
feedback and response.

4.4 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 4.4.1: Showing Group Statistics 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.

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.

Inference:
HYPOTHESIS:

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

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

Table 4.4.2: Showing Group Statistics of service and purpose.

T-Test

Group Statistics					
	Service	N	Mean	Std. Deviation	Std. Error Mean
Purpose	1	1	1.00	.	.
	EXPECTED PRICED	43	3.28	1.098	.167

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
Purpose	Equal variances assumed	.	.	-2.052	42	.046	-2.279	1.111	Lower -4.521 Upper -.037
	Equal variances not assumed	.	.	.	.	.	-2.279	.	.

Independent Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
Purpose	Cohen's d	1.098	-2.075	-4.095	-.032
	Hedges' correction	1.118	-2.038	-4.021	-.032
	Glass's delta	1.098	-2.075	-4.095	-.032

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 -0.037 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 purpose.

CHAPTER - 5 FINDINGS SUGGESTIONS AND CONCLUSION

5.1. 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.
- It is found that 66.10% of the majority respondents overall satisfaction is excellent.
- It is found that 100% of the majority respondents are satisfied by the Staff's Approach.
- It is found that 64.96% of the majority respondents say the staff's ability to solve the problem is excellent.
- It is found that 48.27% of the majority respondents say the company focuses on customer long term relationships.
- It is found that 94.69% of the majority got the batteries delivered within the allotted time.
- It is found that 62.16% of the majority suggested a transportation facility for battery services.
- It is found that 29.43% of the majority find product as a valuable feature by AFSAL TRADERS

- It is found that 78.38% of the majority says the product has good value for the money.
- It is found that 58.86% of the majority agree the staff's behaviour towards customers is good.
- It is found that 67.88% of the majority says the staff's responsiveness towards the concerns are very good.
- It is found that 43.24% of the majority says EXIDE BATTERIES provided by the AFSAL TRADERS are of good quality and built.
- It is found that 63.47% of the majority will recommend AFSAL TRADERS to friends and relatives.
- It is found that 72.57% of the majority will purchase products in future from AFSAL TRADERS.
- It is found that 52.09% of the majority says that AFSAL TRADERS deserves loyalty.
- It is found that 56.25% of the majority believes that the company uses customised solutions for problem solving.
- 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 Gender and Assistance of customer and employee.
- 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.
- 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.
- The p-value is 0.022 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between feedback and response.
- 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.
- The p-value is -0.037 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 purpose.

5.2 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.

- **5.3. 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.

REFERENCES

- AA Maiyaki, S SMokhtar(2011) The Relationship Between Service Quality And Satisfaction On Customer Loyalty In Malasian Mobile Communication Industry School of Doctoral Studies (European Union), 32 - 38
- A. E. Roger, M. F. Ndjodo, A. C. Lopez, A. A Ghislain (2010). Knowledge Management Driven Business Process And Workflow Modeling Within An Organisation For Customer Satisfaction, International Journal Of Engineering Science And Technology (1ST) , Vol. 2 (12), 7350-7362
- ,A. Ismail, N. Ali, M. M. Abdullah, (2009) Perceive Value As A Moderator On The Relationship Between Service Quality Features And Customer Satisfaction, International Journal of Business and Management, Vol. 4 No. 2
- A. K. Ahmad. (2011), E-Banking Functionality and Outcome of Customer Satisfaction: An Empirical Investigation, International Journal of Business and Management, Vol. 3 No.1
- A. Lucadam0, (2004), Rasch Analysis And Multilevel Models For The Evaluation Of The Customer Satisfaction, Electronic Journal Of Applied Statistical Analysis, Vol. 3, 44-51
- A P. Korda (2011) Development. Validity And Reliability Of Perceived Service Quality In Retail Banking And Its Relationship With Perceived Value And Customer Satisfaction, Managing Global Transitions, Vol 8 No.2, 187-205B. Culiberg, (2010), Identifying Service Quality Dimensions As Antecedents To Customer Satisfaction in Retail Bunking. Economic And Business Review. Vol.12 No.3, 151-166
- B. Das, S. Muhunty. N. C. Shil, (2008), Mutual Fund vs. Life Insurance : Behavioural Analysis of Retail Investors, International Journal of Business and Management, Vol.3 No.10
- C. Chatzigeorgiou, E. Christou. P. Kassianidis. M. Sigala, (2009). Examining The Relationship Between Emotions. Customer Satisfaction And Future Behavioural Intentions In Agritourism, Tourismos: An International Multidisciplinary Journal Of Tourism, Vol. 4 No. 4 -161

- 145 12, C.B. Wong, J. M. Mula, (2009). The Moderating Effect Of Switching Costs On The Customer Satisfaction- relation Link: Internet Banking Services
In Hong Kong, IBIMA Business Review, Vol. 2
- D. Dordevic. D. Cockalo, Z. Sajfert, M. Nikolic. (2011). Certain Aspects Of Providing Customer Satisfaction: Research Results From Serbia. Managing Global Transitions, Vol.9 No.1
- F. Monge, P. Brandimarte, (2011), Mice Tourism In Piedmont : Economic Perspective And Quantitative Analysis Of Customer Satisfaction, Tourism : An International Multidisciplinary Journal Of Tourism, Vol, 6 No.1
- G. Dominici, (2010), Customer Satisfaction In The Hotel Industry: A Case Study From Sicily, International Journal of Marketing Studies, Vol. 2 No.2
- G. K.Agyapong, (2011). The Effect of Service Quality on Customer Satisfaction in the Utility Industry - A Case of Vodafone (Ghana). International Journal of Business and Management, Vol, 6 Na. 5
- Khurana, J.S. Sohal, (2011), Implications Of New Management Agile Technique For Reducing Overtime And Increasing Customer Satisfaction. International Journal Of Engineering Science And Technology (IJEST), Vol. 3 No 1
- H. Nagaprasad, (2009), Enrichment Of Customer Satisfaction Through Total Quality Management Techniques, Proceedings Of The International MultiConference Of Engineers And Computer Scientists Vol. 1 II, 978 -988
- S. Abdullah, M. Kalianan. (2008). From Customer Satisfaction To Citizen Satisfaction: Rethinking Local Government Service Delivery In Malaysia, Asian Social Science, Vol. 4 No. 11 20. H. Tulai, (2009), Criteria Of Analysis Of A Life Insurance Contract, Management in health, Vol No.4
- I Bostan (2011) Implications of European Directives in the Assessment of Insurance Companies, Theoretical and Applied Economics, Vol.XVIII No. 3(556), 131-140

- J. Munusamy. S. Chelliah, (2005), An Investigation Of Impact Of Service Strategy On Customer Satisfaction In The Budget Airlines Industry In Malaysia: A Case Study Of Air Asia, Contemporary Marketing Review. Vol. 1(1), 1- 13
- 1.N. Mojekwu, (2011), Study of Modes of Exit of Life - Insurance Policy Holders in Nigeria: Trends And Patterns, International Business Research, Vol.4 No.3
- K. O. Siddiqui, (2011). Interrelations Between Service Quality Attributes. Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh, International Journal of Business and Management, Vol.6 No.3
- K. Ravichandran, B. Mani, S. A Kumar. S. Prabhakar. (2010). Influence Of Service Quality On Customer Satisfaction Application Of Servqual Model, International Journal of Business und Management, Vol. 5 No.
- L. L. Kheng, O. Mahamad, T.Ramayah, R. Masahab, (2010), The Impact Of Service Quality On Customer Loyalty : A Study Of Banks In Penag, Malaysia, International Journal of Marketing Studies, Vol. 2 No.2
- L. V. Rao, (2008), Innovation and New Service Development in Select Private Life Insurance Companies in India, Communications of the IBIMA, Vol.1
- M. A. Okumu. (2011), The Awareness Of having Life Insurance Policy: An Exploratory Study Among Lagos State University Students In Ojo, Lagos, Nigeria, 265 - 272
- M. H. Siddhiqui. (2010). Measuring the Customer Perceived Service Quality for Life Insurance Services: An Empirical Investigation, International Business Research, Vol.3 No.3 30, M. 1. Ishaq, (2010). A Study On Relationship Between Service Quality And Customer Satisfaction: An Empirical Evidence From Pakistan Telecommunication

Industry, Management

- Science Letters, 523 530 31. M. M. Butt, E C. Run, (2009). Modeling Customer Satisfaction Cellular Phone Services.
- JurnalKemanusiaan bil.13, 79- 93
- M. S. Malik, (2011). An Analysis of E-Insurance Practices in Pakistan: Current Status And Future Strategies: The Case of State Owned Pakistan Company, International Journal of Business and Management, Vol.6 No.2 33, R. A.Boohene.G.K. Agyapong, K. A.Boohene, (2011), Customer Satisfaction in the Outdoor Advertising Industry : A Case of Alliance Media Ghana Limited, International Journal of
- Marketing Studies, Vol.3 No.2
- R. M. Potluri, V.S. Mangale, (2011), Critical Factors of Customer Satisfaction in Ethiopian Services Sector, Asian Journal of Business Management, V

- .O. Mathamad, T. Ramayah, (2010). Service Quality. Customer Satisfaction And Loyalty : A Test of Meditation, International Business Research. Vol. 3 No.4
- Akbar A. P. MatSon, F. Waduod, N. J. Alzaidi Teen, (2010), Revitalization Of Service Quality To Gain Customer Satisfaction And Loyalty, International Journal of Business and Management, Vol. 5 No. 6
- S. Liu, Z. Fang. (20X19), Study On The Relationship Between Customer Satisfaction And 3PI. Costs, International Journal of Business and Management, Vol. 4 No. 6
 - T. Gonsalves, K. Iroh(2011). Improving Customer Satisfaction Using The Artificial Immune System, Proceedings of The International MultiConference Of engineers And Computer Scientists, Vol.I. 16-18
 - V. Sima, I. G. Gheorghe, (2009), The Opportunity For A Reconsideration Of The Dimensions Of The Assessment Model Of The Customers Satisfaction, Communication s of the IBIMA, Vol. 9, 1943 - 7765
 - Z. Yaacoh, (2010), Is The Intensity of Continuous Improvement Practice A Matter For Customer Satisfaction, International Journal of Electronic Business and Management. Vol.8 No.2, 216-222
 - Abdullah, R.B. 2012. The relationship between store brand and customer loyalty in relation to Malaysia, Asian Social Science, Volume 8, Issue 2. pp 117-185.
 - American National Standards Institute/International Organization for Standardization/American Society of Quality 90XI1-20000. Available: https://prod.nais.nasa.gov/eps/eps_datu/122687-OTHER-001-001.pdf
 - Arantola, H. 2000. Buying loyalty or building commitment: An empirical study of customer loyalty programs. Helsinki. Swedish School of Economics and Business Administration
 - Barker, M., Baker. D., Bormann. N., Roberts, M.& Zahay, D. 2008. Social media marketing. A strategic approach. 2nd edition. USA
 - Beaumont & Leland, R. 1996. "Metrics: A practical example" in The PDMA handbook of ...
 - Client Heartbeat 2015. Available: http://blog_clientheartbeat.com/why-

customer-feedback-is-important Accessed 4 July
2017

Coelho, P. S. & Henseler, J. 2012. Creating customer loyalty through service customization. *European Journal of Marketing*, Volume 46, pp 331-356.

Coyne, K. 1986. Beyond service fads: meaningful strategies for the real world. *Sloan Management Review*, Vol. 30, pp 69-76.

Deep, J. 2017. Factor affecting customer behavior.
Available: <http://www.youtarticlelibrary.com/marketing-consumer-behavior-factors-affecting-consumer-behaviour-with-diagram/48599>. Accessed 6 May 2017

- Dick. S.A. & Basu, K. 1994. Customer Loyalty Toward an integrated conceptual framework. *Journal of The Academic Marketing Science*, Volume 22, Issue 2, pp 99-113.
- Economic Times. 2017. Available: <http://economictimes.indiatimes.com/definition/swot-analysis> Accessed 12 October 2017
- Entrepreneur's Organization. 2017. Available: <https://www.eonetwork.org/octane-magazine:special-features/six-steps-to-dealing-with-customer-complaints> Accessed 7 August 2017
- European Institute of Publication Administration 2017. Available: <http://www.eipa.eu/en/projects/show/&tid=18>. Accessed 9 June 2017.
- Folkestad, B. 2008. Analyzing Interview Data: Possibilities and challenges, *Eurosphere Working Paper Series*. Online Working Paper, 13
- Fornell. C. 1992. A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, Vol.55, pp.6-21.
- Furnell, C., Johnson, D.M., Anderson, W. E., Cha, J. & Bryant, E B. The American Customer Satisfaction Index: Nature, purpose, and findings, *Journal of Marketing*: 1996, Available: <http://triton.nfh.uit.no/dok/fornell-1996.pdf>. Accessed 18 April 2017
- Gajjar, B. N. 2013. Factors Affecting Consumer Behavior, *International Journal of Research in*

- Humanities and Social Sciences, Volume 1. Issue 2. Ghauri, G & Gronhaug, K. 2015. Research methods in business studies. Fourth Edition. London.
- Godson, M. 2009. Relationship marketing. Oxford: Oxford University Press.
- Golafshani, N. 2003. Understanding reliability and validity in qualitative research University of Toronto,
- Gremler, D. & Brown, S. 1999, The Loyalty Ripple Effect: Appreciating the full value of customers. International Journal of Service Industry Management, Volume 10, Issue 3, pp 271-28
- Griffin, J. 2002. Customer Loyalty: How to earn it how to keep it. United States of America: Jossey Bass.
- Grigoroudis, E & Siskos, Y. 2010. Customer Satisfaction Evaluation: Methods for measuring and implementing service quality. Technical University of Crete.
- Grönroos, C. 2007. Service management and marketing. Third edition. John Wiley. & Sons, Ltd. England
- Gupta, S., Ichmann, R. D. & Stuan. A. J. 2014. Valuing Customers. Journal of Marketing Research, Vol 41, Issue 1. pp 7-18.
- Hague, P & Hague, N. 2016. Customer Satisfaction Survey: The customer experience through the
- customer's eyes, London: Cogent Publication
- Hayes, E. B. 2008. Measuring customer satisfaction and loyalty. United States of America: Quality Press.
- Heskett, IL Jones, T.O., Loveman, G.W., Sasser, W.E. & Scheisinger, LA, 2011. Putting the service
- profit chain to work, Harvard Business Review Hill, N., Roche, G, & Allen, R. 2007, Customer Satisfaction: The customer experience through the customer's eyes. London: Consent Publishing Ltd.
- Hill, N., Brierley, J. & MacDougall, R. 2003, How to measure customer satisfaction? USA: Gower ● Publishing Ltd.
- Huarny, K. H. 2015. Configural Theory for ICT development. Journal of

business research, Volume 68, Issue 4, pp 748-756

- ISO Update 2017. Available: <http://souupdate.com/registrar-international-standards-authority-inc/> Accessed 10 May 2017
- I research services, 2017. Factors influencing consumer behavior. Available: <http://www.iresearchservices.com/5-common-factors-influencing-consumer-behavior>. Accessed 15 June 2017
- Jobber, D. & Chadwick, F. 2012. Principles and practice of Marketing 7 edition. UK: McGrawHill Education

Kothari, R. C. 2004. Research Methodology: Methods and Techniques. New Delhi: New Age International (P) Limited Publishers.

Kotler, P. & Amstrong, G. 2011. Wrong Veronica. Principles of marketing. 4th edition. England: Pearson Education Ltd

Kotler, P. & Keller, K.L. 2006. Marketing management 12e. Upper Saddle River: Pearson Education Inc.

- Koder, P. 1996. Marketing Management: Analysis, planning, implementation, and control, 6th edition, New Jersey: Prentice Hall
- Kumar, R. 2011, Research Methodology: A step by step guide for beginners.

Third Edition, Cornwall: Great Britain by TJ International Ltd.

- Kumar, V. & Petersen A. J. 2012. Customer relationship management. United Kingdom: John Wiley & Sons, Ltd.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy. B. 2004. Customer value, satisfaction, loyalty, and switching costs: An illustration from a business-to-business service context. Journal of the Academy of Marketing Science, Volume 32, Issue 3, pp 293-311.
- Lassfolk, K. 2017. Interview with respondents from Trivsel-städtjänster, 10 July 2017
- Law of attraction. 2017. Available: <http://www.thelawofattraction.com/what-is-the-law-of-attraction/> Accessed 18 July 2017
- Lovelock, C. & Wright, L. 2007. Principles of Service Marketing and Management. 5 nd ed. New Jersey Prentice Hall
- Malhotra, K. N. 2005, Review of Marketing Research: Special issue marketing legends, UK: Emerald Group Publishing Limited
- Mäntyneva, M. Heinonen, J. & Wrange, K. 2003. Markkinointitutkimus. Finland: WSOY.
- McDonald, M. & Keen, P. 2000. The e Process Edge Creating customer value & business in the internet era. United States of America: The McGraw-Hill Companies.
- Munari, L., Lelusi, F. & Bajetta, L. 2013. Customer Satisfaction Management

in Italian Banks. Qualitative research in financial markets, Volume 5. Issue 2. pp 139- 160.

National Business Research Institution. 2017. Available: <https://www.nbrii.com/> Accessed 7 June 2017
 Oliva, T.A., Oliver, R.L. & MacMillan, L.C. 1992. A catastrophe model for developing service satisfaction strategies. Journal of Marketing, Volume 56. pp 83-95.

Oliver, R.L 1999. Whence consumer loyalty Journal of Marketing. Volume 63. pp 33-44.

- Peppers, D. & Rogers, M. 2011. Managing Customer Relationships: A Strategic Framework. New Jersey:
- John Wiley & Sons Inc., Hoboken
- Rakhsha, R. & Majidazar, M. 2011. Evaluation of effectiveness of green marketing mix on consumer satisfaction and loyalty: (case study: the east Azerbaijan dairy company in tabriz, iran), Middle-East Journal of Scientific Research
- Raman, P.1999. Way to create loyalty. New Straits Times
- Rebekah, B. & Shurn, R. 2004. Customer satisfaction should not be the only goal. Journal of Services Marketing, Vol. 18 Issue 7, PP 514-523.
- Reichheld, FF & Scheffer, P2000, ELoyalty: Your secret weapon on the web. Harvard Business Review, Volume 78, Issue 4, pp 105-113.
- Rosenberg, J.L.& Czepiel, AJ. 2017. Journal of Consumer Marketing: A marketing approach customer
- retention. United Kingdom: MCB UP Limited.
- Saunders, M., Lewis, P. & Thornhill, A. 2009, Research methods for business students. Fifth Edition Pearson Education Limited. Harlow. England.
- Snap surveys, 2017. Available: <https://www.snapsurveys.com> blog qualitative-vs-quantitative-research. Accessed 5 August 2017.
- Stenbacka, C. 2001. Qualitative research requires quality concepts of its own. Management Decision. Volume 39, Issue 7, pp 551-556.
- SSRS research. 2016. Available: <http://ssrs.com/wp-content/uploads/2016/06> Customer Satisfaction
- SSRS-2016-Cupy.pdf. Accessed 9 June 2016

- Tao, F. 2014. Customer Relationship management based on Increasing Customer Satisfaction International Journal of Business and Social Science, Volume. 5. Issue. 5. pp. 256-263.
- Taylor, B., Sinha, G. & Ghoshal, T. 2006. Research Methodology: A guide for researchers in management & social sciences. New Delhi: Prentice-Hall.
- Thomas, B. & Tobe, J. 2013, Anticipate: Knowing What Customers Need Before They Do. Available: http://site.cbrary.com/lib/sumk_home.action. Accessed 6 August 2011
- Trivsel Städtjänster. 2017. Available: <http://www.trivsel.fi/sv/tjanster/>. Accessed 15 August 2017
- Tweak Your Biz. 2017. Available <http://tweakyourbiz.com/technology/2016/04/26/7-effective-strategiesto-increase-customer-satisfaction/>. Accessed 9 August 2011
- University of Arizona. 2016. Available: <http://ask.library.arizona.edu/faq/30104>. Accessed 6 June 2017
- Vavra, G.T. 2002. Customer satisfaction measurement simplified. Wisconsin: ASQ Quality Press.
- Wetzels, Martin, Ko de Ruyter, Marcel van Birgelen. The Journal of Business & Industrial Marketing Santa Barbara: 1998. Vol. 13. Iss. 45. p. 416-423.
- Wilson, A. 2003, Marketing research. An integrated approach. Harlow: Pearson Education.
- Yin, R.K. 1994. Case study research: design and methods. Thousand Oaks, London, New Delhi: Sage Publications.
- Zeithaml, V. A., Bitner, M. J. & Gremler, D. 2009 Services Marketing Integrating Customer Focus across the Firm, Fifth Edition, Boston: McGraw-Hill.
- Zeithaml, V. A. & Bitner, M. J. 2003. Services Marketing - Integrating Customer Focus across the Firm, Third Edition. Boston: McGraw-Hill,

APPENDIX -1 (QUESTIONNAIRE)

A STUDY ON CONSUMER SATISFACTION ON RETAIL AUTOMOBILE BATTERIES.

NAME

Your answer

AGE

18-20 years

20-30 years

30-40 years

above 40 yrs

GENDER

Male

Female

OCCUPATION

Your answer

ADDRESS

Your answer

CONTACT NUMBER

Your answer

2. FOR WHAT PURPOSE DO YOU USE EXIDE BATTERIES?

2-WHEELER

3-WHEELER

4-WHEELER

OTHERS

3. HOW LONG HAVE YOU BEEN A CUSTOMER OF EXIDE INDUSTRIES
Ltd. ?

NEW CUSTOMER

LESS THAN A YEAR

1-3 YEARS

MORE THAN 3 YEARS

4. HOW WOULD YOU RATE THE LEVEL OF SATISFACTION WITHCOMPANY
IN REGARDS TO PRICE & VALUES ?

EXCELLENT

GOOD

FAIR

POOR

5.HOW WOULD YOU RATE THE PRODUCT OF COMPANY?

FAIR

GOOD

EXCELLENT

SUPERB

6.DO EXIDE'S PRODUCT HAVE TO IMPROVE ON QUALITY?

AGREE

STRONGLY AGREE

DISAGREE

STRONGLY DISAGREE

NEITHER AGREE NOR DISAGREE

7.HOW WOULD YOU RATE THE SERVICES PROVIDED BY AFSAL TRADERS?

EXCELLENT

Good

Fair

Poor

8.HOW WOULD YOU RATE YOUR OVERALL SATISFACTION LEVEL WITH COMPANY?

EXCELLENT

GOOD

FAIR

POOR

9.DID YOU FACE ANY PROBLEM WHILE YOUR BATTERY PURCHASE?

Your answer

10. In CASE OF ANY QUERIES OR PROBLEMS HOW WAS THE STAFF'S RESPONSE.

SATISFACTORY

NON-SATISFACTORY

11. HOW WOULD YOU RATE THE STAFF'S ABILITY TO RESOLVE YOUR QUERIES?

EXCELLENT

GOOD

FAIR

POOR

12.DOES THE COMPANY VALUE PEOPLE RELATIONSHIPS AHEAD OF SHORT-TERM GOALS?

AGREE

STRONGLY AGREE

DISAGREE

STRONGLY DISAGREE

NEITHER AGREE NOR ABOUT

13. DID YOU RECEIVE ANY INTIMATION THROUGH CALLS OR MAIL FOR THE SERVICE DUE DATE FOR YOUR BATTERY SERVICE?

Your answer

14.WHAT TYPE OF ENHANCE SERVICES DO YOU EXPECT FROM AFSAL

TRADERS IN THE FUTURE?

Your answer

15.HOW CONVENIENT WERE YOU WHEN THE BATTERY WAS DELIVERED?

SATISFIED

HIGHLY SATISFIED

DISSATISFIED

HIGHLY DISSATISFIED

16.WILL IT BE HELPFUL IF THE SERVICE STATION IS KEPT OPEN ON SUNDAYS AS WELL?

Your answer

17.HOW DO YOU FEEL ABOUT THE SERVICE AND PRICE CHARGES?

EXPECTED PRICED

REASONABLY PRICED

OVERLY PRICED

18. HOW LONG DID YOU HAVE TO WAIT TO RECEIVE YOUR BATTERY?

WITHIN THE ALLOTTED TIME

BEYOND THE ALLOTTED TIME

19. DO YOU EXPECT TRANSPORTATION FACILITIES OF BATTERIES
WITHIN A RADIUS OF 5KM

AGREE

STRONGLY AGREE

DISAGREE

STRONGLY DISAGREE

20. WHICH FEATURES ARE MOST VALUABLE TO YOU?

PRICE

PRODUCT

PERSEVERANCE

SERVICES

TIME

21. IF YOU COULD CHANGE OR IMPROVE ONLY ONE THING ABOUT OUR
PRODUCT OR SERVICES, WHAT WOULD IT BE.

Your answer

22. HOW WOULD YOU RATE THE VALUE FOR MONEY OF THEPRODUCT?

GOOD

AVERAGE

POOR

BAD

23. WAS THE SERVICE CENTRE STAFF ABLE TO EXPLAIN YOU THE
PROBLEM WITH THE BATTERY AND PROVIDE YOU WITH ALTERNATIVE?

AGREE

STRONGLY AGREE

DISAGREE

STRONGLY DISAGREE

24. HOW RESPONSIVE HAVE WE BEEN TO YOUR CONCERNS ABOUT OUR PRODUCTS?

VERY RESPONSIVE

USUALLY RESPONSIVE

NOT RESPONSIVE

25. WHY DID YOU CHOOSE OUR PRODUCT RATHER THAN OUR COMPETITORS?

Your answer

26. HOW LIKELY ARE YOU TO RECOMMEND OUR COMPANY TO FRIENDS OR RELATIVES?

0 1 2 3 4 5 6 7 8 9 10

27. WOULD YOU LIKE TO PURCHASE OUR PRODUCTS IN THE FUTURE?

DEFINITELY

PROBABLY

UNSURE

PROBABLY NOT

DEFINITELY NOT

28. DO YOU BELIEVE OUR COMPANY DESERVES YOUR LOYALTY?

AGREE

STRONGLY AGREE

DISAGREE

STRONGLY DISAGREE

29. DO YOU THINK THE COMPANY FOLLOWS CUSTOMIZED SOLUTIONS?

AGREE

STRONGLY AGREE

DISAGREE

STRONGLY DISAGREE

30. PLEASE LIST THE TOP THREE REASONS YOU INITIALLY BECAME A CUSTOMER OF THE COMPANY IN ORDER OF IMPORTANCE [OPEN ENDED QUESTION]

Your answer

31. IS THERE ANYTHING SPECIFIC THAT THE COMPANY COULD HAVE DONE DEFINITELY TO KEEP YOU? [OPEN ENDED COMMENTS]

Your answer

APPENDIX - II (ARTICLE)

A STUDY OF CUSTOMER SATISFACTION ON RETAIL AUTOMOBILE BATTERY BUSINESS

AMAL FAIZ

Dr. BHUVANESWARI. G. MBA, Ph.D

STUDENT, SCHOOL OF MANAGEMENT STUDIES, SATHYABAMA INSTITUTE
OF SCIENCE AND TECHNOLOGY, CHENNAI - 600119

ASSISTANT PROFESSOR, SCHOOL OF MANAGEMENT STUDIES,
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI –
600119

amalfaiz5213@gmail.com

deanmanagement20@gmail.com

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.

KEY WORDS : customer satisfaction, increase sales, attract customers, satisfaction of customers

INTRODUCTION

Customer satisfaction is related to the human activity directed at satisfying human wants, through the exchange of goods and services. Satisfying the customer occupies the most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organisation is to satisfy customers by meeting their needs and wants. The essence of organisation is the customer and not the product, it emphasizes on customer oriented business. Policies and programs are formulated to serve efficiently the customers demand. "CUSTOMER is the king and has the right to choose from a large variety of offerings."

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 its resources in the best way to attract and satisfy their needs and wants.

REVIEW OF LITERATURE

- Key to the mass adoption of electric vehicles is the establishment of a sufficient battery service infrastructure network on the basis of customer behavior and psychology. Motivated by EV service infrastructure network design under the battery leasing/electric car sharing service business models, we present an electric vehicle battery service network design problem considering a customer's satisfaction related to "range anxiety" and "loss anxiety". The problem is formulated as a linear integer programming model under deterministic and fuzzy scenarios. A Tabu Search heuristic combined with GRASP is proposed to efficiently solve the problem. Finally, we conduct parametric analysis on real-world road networks.
- Designing and developing an effective marketing mix is an important issue for marketing planners who wish to achieve a sustainable competitive advantage particularly in the field of durable consumption goods with a seasonal supply and demand. Hence, to enjoy a coherent and dynamic mix,

it would be an effective strategy to decide on the evaluation of every component of the marketing mix and to study the ways these components will interact to respond to the environmental changes. The main purpose of this paper is to determine the share and value of each of the underlying variables in the marketing mix in accordance with the marketing goals and strategies of a firm. The review of earlier studies indicate that the marketing mix component such as competitor's price, competitor's quality, competition intensity, sales forecast, and customers' satisfaction level have been mainly stochastic, dynamic, vague, imprecise, qualitative or intangible that require approaches coherent with the innate nature of these variables. However, in most of the current models, the issue of designing a mix with structured approach and in a time-series framework has been handled without paying enough attention to the data nature and humane judgments, and the impact of the input variables on output variables.

- As part of the increasing efforts toward the prevention and control of motor vehicle pollution, the Chinese government has practiced a range of policies to stimulate the purchase and use of battery electric vehicles (BEVs). Zhejiang Province, a key province in China, has proactively implemented and monitored an environmental protection plan. This study aims to contribute toward streamlining marketing and planning activities to introduce strategic policies that stimulate the purchase and use of BEVs. This study considers the nature of human behavior by extending the theory of planned behavior model to identify its predictors, as well as its non-linear relationship with customers' purchase intention. To better understand the predictors, a substantial literature review was given to validate the hypotheses. A quantitative study using 382 surveys completed by customers in Zhejiang Province was conducted by integrating a structural equation model (SEM) and a neural network (NN). The initial analysis results from the SEM revealed five factors that have impacted the customers' purchase intention of BEVs. In the second phase, the normalized importance among those five significant predictors was ranked using the NN. The findings have provided theoretical implications to scholars and academics, and managerial implications to enterprises, and are also helpful for decision makers to implement appropriate policies

to promote the purchase intention of BEVs, thereby improving the air quality.

- A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery

Amy K. Smith, Ruth N. Bolton Customers often react strongly to service failures, so it is critical that an organization's recovery efforts be equally strong and effective. In this article, the authors develop a model of customer satisfaction with service failure/recovery encounters based on an exchange framework that integrates concepts from both the consumer satisfaction and social justice literature, using principles of resource exchange, mental accounting, and prospect theory. The research employs a mixed-design experiment, conducted using a survey method, in which customers evaluate various failure/recovery scenarios and complete a questionnaire with respect to an organization they recently had patronized.

- User satisfaction with battery electric vehicles; Battery electric vehicles (BEVs) have been promoted by the government over the last several years, driven by public concern over pollutant emissions from internal combustion engines. However, the conditions related to driving BEVs are not yet satisfactory for many BEV users, as evident from sluggish market growth compared with general market forecasts. Thus, a fundamental aspect of diagnosing the current conditions of BEV operation is to evaluate BEV user satisfaction. This study establishes hypothetical links between potential factors and BEV user satisfaction, and between BEV use satisfaction and intention to repurchase and recommend. The outcomes of PLS-SEM suggest that seven relations out of nine hypothetical links were statistically significant. In particular, it is noticeable that the intention for cost-saving during operation is a key factor for BEV user satisfaction and that user satisfaction with range and charging has a positive effect on the overall satisfaction of BEV users. Furthermore, those who are satisfied with BEVs have the intention to repurchase and recommend BEVs to others. Because this study was conducted based on actual experience of BEV users, the findings could enhance understanding of the BEV driving environment and, thus, pave the way to provision of better service for BEV

users.

- This study explores the links of implementing customer-centric green supply chain management (GSCM) with its antecedent factors (i.e. customer pressure) and performance outcomes (i.e. operational performance and customer satisfaction). Data for this study were obtained through a survey of 126 automobile manufacturers. Results suggest that customer pressure has a positive effect on the implementation of customer-centric GSCM, which, in turn, leads to multiple operational performance improvements (i.e. flexibility, delivery, quality and cost). While production flexibility and cost appear to have no significant impact on customer satisfaction, product quality and delivery are significantly and positively associated with customer satisfaction. On the practical front, this paper provides guidelines for managers in implementing customer-centric GSCM to respond to customer pressures and improve firm performance, and for policy-makers to encourage partner-focused GSCM efforts in environmental policy. Copyright © 2014 John Wiley & Sons, Ltd and ERP Environment.
- **D. ARTHI & K. MALAR MATHI (Oct 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 such as beauty, attractiveness, brand, social comparison, prestige etc than the functional attribute. A common means of transport is bought by people not only for the transportation purpose, it is also bought for comfort, convenience, fun, prestige/status. The research paper has indicated consumers have bought four wheelers for increasing the income and to show their status.
- **Rakesh Kumar (December 2013):**The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. Consumer behaviour is the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Due to the increase in income level

and easy finance being provided by all the financial institutes, the four wheelers sales have been significantly increased. This paper analyzes the buying behavior of consumers towards four wheelers Industries. And how the consumer has preferences for specific brands, 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. For this reason, the marketers do continually rely on research studies about the dynamic consumer behaviour to position their product planning and development strategies to meet the requirements efficiently. This complex consumer buying behaviour does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world. In this paper a researcher has studied the buying behavior of consumers, the behavior of consumers is not the same for any locality. The Behavior of consumers depends on their income, standard of living, size of family and there are factors that influence consumer buying behavior.

OBJECTIVES OF THE STUDY:

- **PRIMARY OBJECTIVE:**

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

- **SECONDARY OBJECTIVE:**
- To analyze 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].

RESEARCH METHODOLOGY

Statement of problem

To find consumer satisfaction in terms of quality of the product and the services provided by Afsal Traders and find ways to resolve the consumer's complaints and queries.

The research is done on the new as well as existing consumers of AFSAL TRADERS.

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 complaints consumers face with respect to the products, services and behavioral 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.

Objective of the study

PRIMARY OBJECTIVE:

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

SECONDARY OBJECTIVES

- To analyze 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]

Research Design

In this study descriptive research 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

Primary Data

The primary data for this study is collected through questionnaires consisting of multiple choice questions.

Secondary Data

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 January 2021 to March 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.

RESULT ANALYSIS

Demographic variables	Particulars	No. of Respondents	Percentage
Gender	MALE	99	83.89%
	FEMALE	19	16.10%
	TOTAL	118	100%
Age	18-20 years	15	12.50%
	20-30 years	75	62.50%
	30-40 years	11	9.17%
	above 40 years	19	15.83%
	TOTAL	120	100%
Type of vehicles	2-WHEELER	46	38.98%
	3- WHEELER	3	2.54%
	4- WHEELER	58	49.15%
	OTHERS	11	9.32%
	TOTAL	118	100%
Product Quality	FAIR	8	6.77%
	GOOD	39	33.05%
	EXCELLENT	38	32.20%
	SUPERB	33	27.96%
	TOTAL	118	100%
Value for money of the Product	GOOD	87	78.38%
	AVERAGE	23	20.72%
	POOR	1	0.90%

	BAD	0	0%
	TOTAL	111	100%

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Assistance of customer and employee.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Assistance of customer and employee.

Showing Descriptive Statistics of Gender and Assistance of customer and employee.

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
Gender	2.84	.392	123
Assistance	1.99	.090	123

Correlations

		Gender	Assistance
Gender	Pearson Correlation	1	.426**
	Sig. (2-tailed)		<.001
	N	123	123
Assistance	Pearson Correlation	.426**	1
	Sig. (2-tailed)	<.001	
	N	123	123

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

CORRELATIONS

```

/VARIABLES=Interaction Improvement
/PRINT=TWOTAIL NOSIG FULL
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

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 Gender and Assistance of customer and employee.

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.

Showing Descriptives of age and transportation.

Descriptives								
Transportation								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
"	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.

Showing Group Statistics 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	
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.
- 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 Gender and Assistance of customer and employee.
- 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.
- 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.

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 to make 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

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.

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.

REFERENCES

- AA Maiyaki, S SMokhtar(2011) The Relationship Between Service Quality And Satisfaction On Customer Loyalty In Malasian Mobile Communication Industry School of Doctoral Studies (European Union), 32 - 38
- A. E. Roger, M. F. Ndjodo, A. C. Lopez, A. A Ghislain (2010). Knowledge Management Driven Business Process And Workflow Modeling Within An Organisation For Customer Satisfaction, International Journal Of Engineering Science And Technology (1ST) , Vol. 2 (12), 7350-7362
- ,A. Ismail, N. Ali, M. M. Abdullah, (2009) Perceive Value As A Moderator On The Relationship Between Service Quality Features And Customer Satisfaction, International Journal of Business and Management, Vol. 4 No. 2
- A. K. Ahmad. (2011), E-Banking Functionality and Outcome of Customer Satisfaction: An Empirical Investigation, International Journal of Business and Management, Vol. 3 No.1
- A. Lucadam0, (2004), Rasch Analysis And Multilevel Models For The Evaluation Of The Customer Satisfaction, Electronic Journal Of Applied Statistical Analysis, Vol. 3, 44-51
- A P. Korda (2011) Development. Validity And Reliability Of Perceived Service Quality In Retail Banking And Its Relationship With Perceived Value And Customer Satisfaction, Managing Global Transitions, Vol 8 No.2, 187-205