



International Journal Of Scientific And University Research Publication

ISSN No **2017/2364**

Listed & Index with
ISSN Directory, Paris



Multi-Subject Journal



A COMPARITIVE STUDY ON PRE AND POST SALES SERVICE IN SHRIRAJ TVS, TRICHY CITY

Dr.K.V.R.RAJANDRAN || Associate Professor
Department of management studies
Periyar Maniammai University.

Pre and Post sales service is a highly personal assessment that is greatly influenced by individual expectations. This sales service tells how a customer feels about his satisfaction level in Shri Raj TVS. The outcomes of this project

Pre and Post Sales Service, Shriraj TVS, Trichy.

The Size of Sample taken for this study is 105 **SIZE: SAMPLE**

مقدمة

The researcher has collected the primary data through the Questionnaire. The Questionnaire was distributed directly by the researcher to the customers of Shri raj TVS and those who cannot understand English was personally interacted in local language

Pre and Post sales service is a highly personal assessment that is greatly influenced by individual expectations. This sales service tells how a customer feels about his satisfaction level in Shri Raj TVS. The outcomes of this project would give the Organization a clear understanding about the customer feedback as well as their satisfaction level and also to understand what the problems faced at Pre and Post sales service. The project report focuses on customer satisfaction, pre-sale, post-sale services, of Shriraj TVS motors, a two wheeler showroom in Trichy city.

Simple percentage analysis is used for Data analysis and Interpretation, Paired t test for Pre and Post Sales Com-parison.

YUDTS THE FO NSTIOATLIMI

During the period of data collection the management is not permitting me to collect data from their customers because of their reputation

Some of the Customers has been not co-operative because they are not Interested in giving their Suggestions

YUDTS THE FO SBJECTIVEO

- 1) To study the Pre sales service performance.
- 2) To study the Post sales service performance.
- 3) To know the area of improvement.

1 - vectibjeON TIOATRETERPIN AND SISYANAL ATAD

Time Spend by Salesperson to explain about the vehicle

URETATERLI FO WVIERE

initial study of customer effort, expectations and (1965) Cardozo's satisfaction. Despite many attempts to measure and explain customer satisfaction, there still does not appear to be a consensus regarding its definition.

1:able T

Percentage	Number of N	Person's Satisfaction
68	71	Highly satisfied
23	24	Satisfied
9	10	Neutral
0	0	Dis-Satisfied
0	0	Highly Dis-Satisfied
100	105	Total

It is the result of an evaluative process that contrasts 1980) ver, li(O prepurchase expectations with perceptions of performance during and after the consumption experience.

From the above chart 68% of the respondents are highly satisfied on time spend by salesperson to explain about the vehicle and 23% are satisfied then 9% are neutral and no respondents Dis-satisfied and highly Dissatisfied

Customer satisfaction has therefore become an (Sandada 2013) important measure of the behaviour of consumers and a key indicator of business performance.

etationprernt I

MBLEROP THE FO TMENTEATS

Through this project, the sales and operation manager want to know the post sales service performance and to analyse the satisfaction level by the feedback of the customers. To know the quality of service and improvement to be made in the service provided by Shri raj TVS.

1 - vectibjeO etim on veredfield eehiclv

YUDTS THE FO EPOCS

To understand the satisfaction level of the customer regarding the Pre and Post Sales Service provided by Shriraj TVS, to understand what are the customer requirement and improvement required by them in service.

able 2:T

Percentage	Number of N	Vehicle's Condition
57	60	Highly satisfied
35	37	Satisfied
8	8	Neutral
0	0	DisSatisfied
0	0	Highly DisSatisfied

Research is under taken with the idea to know about the Pre and Post Sales Service in Shri raj TVS

The Sampling technique adapted for the study is Simple Random Sampling

[1 - vectibjeO](#)
[S VT ajShrir in gechar ourabl](#)

100 105 otalT

6:able T

geentaercP	sentondpesro. of N	geabour charl
33	35	Highly satisfied
28	30	Satisfied
32	33	Neutral
7	7	Dissatisfied
0	0	Highly DisSatisfied
100	105	Total

[1 - vectibjeO](#)
[espars motor in ePric](#)

able 7:T

geentaercP	sentondpesro. of N	esparsPrice of
34	36	Highly satisfied
26	28	Satisfied
28	29	Neutral
12	12	Dis-satisfied
0	0	Highly Dis-Satisfied
100	105	Total

[etationprerntI](#)

From the above chart 33% of the respondents are highly satisfied onPrice in motor sparesand 26% are satisfied then 28% are neutral then 12% are Dis-satisfied and no respondents are highly Dissatisfied

[1 - vectibjeO](#)
[Spares fo lvaiA](#)

Table 8:

geentaercP	sentondpesro. of N	esparsvail of A
49	51	Highly satisfied
15	16	Satisfied
21	22	Neutral
15	16	Dis-satisfied
0	0	Highly Dis-Satisfied
100	105	Total

[etationprerntI](#)

From the above chart 49% of the respondents are highly satisfiedonavail of sparesand 15% are satisfied then 21% are neutral then 15% are Dissatisfied and no respondents are highly Dissatisfied

[1 - vectibjeO](#)
[Quality of Spares](#)

able 9:T

geentaercP	sentondpesro. of N	esparsuality of Q
53	54	Highly satisfied
16	17	Satisfied
16	17	Neutral
14	15	Dis-satisfied
1	2	Highly dis-satisfied
100	105	Total

[Interpretation](#)

From the above chart 57% of the respondents are highly satisfied on vehicle delivered on time and 35% are satisfied then 8% are neutral and no respondents Dissatisfied and highly Dissatisfied

[1 - vectibjeO](#)
[omShowro in vedri tesT](#)

able 3:T

geentaercP	sentondpesro. of N	vedriest T
70	71	Highly satisfied
35	37	Satisfied
15	13	Neutral
0	0	Dis-Satisfied
0	0	Highly Dis-Satisfied
100	105	Total

[etationprerntI](#)

From the above chart 70% of the respondents are highly satisfied on Test drive in showroom and 35% are satisfied then 15% are neutral and no respondents Dissatisfied and highly Dissatisfied

[1 - vectibjeO](#)
[Services in Shriraj TVS](#)

Table 4:

geentaercP	sentondpesro. of N	esvicSer
34	36	Highly satisfied
28	29	Satisfied
29	31	Neutral
9	9	Dis-satisfied
0	0	Highly Dis-Satisfied
100	105	otalT

[etationprerntI](#)

From the above chart 34% of the respondents are highly satisfied onServices in Shriraj TVS and 28% are satisfied then 29% are neutral then 9% are Dissatisfied and no respondents are highly Dissatisfied

[1 - vectibjeO](#)
[Mechanics in Shriraj TVS](#)

Table 5:

geentaercP	sentondpesro. of N	chanicseM
32	34	Highly satisfied
31	33	Satisfied
30	31	Neutral
7	7	Dissatisfied
0	0	Highly DisSatisfied
100	105	Total

[etationprerntI](#)

From the above chart 32% of the respondents are highly satisfied onMechanics in Shriraj TVS and 31% are satisfied then 30% are neutral then 7% are Dis-satisfied and no respondents are highly Dissatisfied

etationprerntI

From the above chart 53% of the respondents are satisfied on Quality of spares and 16% are highly satisfied then 16% are neutral then 14% are Dissatisfied and 1% is highly Dissatisfied.

**MPARISON BETWEEN PRE AND POST OC
TSTE-TUSING PAIRED S EDICOR Pre-LES**

	ffer eenc	ts -Sal e s sc eor	Sale s sc eor	er
	4	41	37	1
	4	32	28	2
	1	30	29	3
	2	31	29	4
	-3	28	31	5
	5	39	34	6
	3	38	35	7
	2	38	36	8
	-4	32	36	9
	2	39	37	10
	1	35	34	11
	-1	36	37	12
	2	38	36	13
	7	37	30	14
	0	32	32	15
	4	37	33	16
	6	46	40	17
	3	44	41	18
	4	42	38	19
	-1	41	42	20

Calculating the mean and standard deviation of the differences

$$x = 2.05 \text{ and } sd = 2.837$$

$$\text{Therefore, } SE(x) = sd/\sqrt{n} = 2.837/\sqrt{20} = 0.634$$

$$\text{So, } t = 2.05/0.634 = 3.231$$

Looking this up in tables gives p = 0.004. Therefore, there is strong evidence that, on average, the module does lead to improvements.

استنتاج

Pre and Post sales service is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. So, from the Percentage analysis and t-test method the services of the organization is average and they have to improve in certain areas to meet theirgoals.

ref_str

- .1 Customer Loyalty is **Customer Satisfaction is Worthless** “Priceless” by Jeffery Gitomer |
- .2 **Measuring Up** !” by Anne Miner.



IJSURP Publishing Academy

International Journal Of Scientific And University Research Publication

Multi-Subject Journal

Editor.

International Journal Of Scientific And University Research Publication



+965 99549511



+90 5374545296



+961 03236496



+44 (0)203 197 6676

www.ijsurp.com