

## CHAPTER - III

### OBJECTIVES AND METHODOLOGY

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#### 3.1 INTRODUCTION:

After-sales-service is an important aspect of marketing transaction. Every increase in the use of machinery, appliances and equipment in all branches of our economy has created a continuous demand for after-sales-service, i.e. for smooth maintenance and repairs at low charges as well as quick access to spareparts and accessories at reasonable prices. After-sales-service covers repairs, spareparts, maintenance and free services during the warranty period. This concept is equally relevant in Developing Countries also, since customers have become more conscious to the concept of after-sales-service.

While evaluating different brands, the provision of after-sales-service is regarded as an important criterion. It is more so in case of marketing of consumer durables in rural markets. The consumer in KONKAN offers sociologically different characteristics. He is alert, more conscious and sensitive to the entire gamut of after-sales-services. Hence, selection of this topic.

### 3.2 OBJECTIVES OF THE STUDY:

1. To understand and appreciate the importance of after-sales-service in case of marketing of two-wheelers;
2. To study the aspect of after-sales-service in case of products which are in sellers' market;
3. To study the aspect of after-sales-service in rural areas;
4. To ascertain the quality of services rendered by the authorised dealers;
5. To find out whether the warranty period offered by the company is adequate or not;
6. To see and find out perception or awareness of free services among the customers.

### 3.3 METHODOLOGY OF STUDY:

The present work is based on both the types of data, i.e. secondary data as well as primary data. The secondary data have been collected from the records of the:

- (a) Shanta Automobiles, Kudal, Dist.Sindhudurg;
- (b) Malu Automobiles, Kankavli, Dist.Sindhudurg;
- (c) Owner's Manual, published by Bajaj Auto Limited;
- (d) Office of the Assistant Regional Transport Officer, Sindhudurg.

For collection of primary data, sources of information

were classified into five groups:

- (a) The authorised dealers in the district;
- (b) Bajaj Auto Limited itself;
- (c) The mechanics available at independent garages in the district;
- (d) The proprietors of the automobile spareparts shops.

Questionnaires were prepared for first two groups only. Copies of the questionnaires were distributed amongst the respondents.

Also interview and observation schedules were prepared for the field survey.

Personal interviews were conducted with the help of questionnaire, covering vehicle owners, authorised dealers, mechanics, automobile shop owners and mechanics of independent garages to seek the information.

Also, personal discussions with the respondents were arranged to assess the perception of the after-sales-service; with dealers to find out the performance of the mechanics and with owners and mechanics of independent garages and automobile shop owners to know the buyers' behaviour of using non-genuine spares and their costs. The focus of these interviews and observations was on -

- (a) Quality of free services rendered by the authorised dealers;

- (b) The availability of spareparts and their prices;
- (c) Performance of mechanics;
- (d) Buyers' comments on services rendered.

#### 3.4 SAMPLE DESIGN:

The samples drawn for the collection of primary data is on the basis of Convenience Sampling.

The universe in the present study constitutes all the owners of the Bajaj Two-wheelers. Since the exact figure of this number was not readily available, it was thought proper to go in for quota sampling, with the quota of 100. The owners of the Bajaj Two-wheelers were contacted on the random basis and the factor of convenience dominated the selection. Hence, it can be referred to as 'convenience sampling'.