

A study on customer satisfaction towards after-sales service provided by apple inc with special reference to coimbatore city.

Swetha .S

Student, Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore, India.

Corresponding Author: Dr. C. Karthick

Assistant Professor and Head, Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore, India

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ABSTRACT: After-sales service, is any service provided after a customer has purchased a product. The business reasoning behind after-sales support is that it can contribute to brand loyalty and repeat sales; happier customers tend to create repeat customers. This study is to identify the Customer satisfaction level on the aftersales services provided by Apple Inc. The data has been collected from 150 respondents in Coimbatore city. Statistical tools such as percentage analysis, average ranking analysis, weighted average analysis, Chi-Square Analysis and Correlation Coefficient Analysis have been used to analyze the data.

KEYWORDS: After-sales service, brand loyalty, repeat sales, customer satisfaction.

I. INTRODUCTION

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

After-sales support may be provided by a retailer, manufacturer, or a third-party customer service or training provider. Typically, examples of after-sales service include support regarding warranty service, training, or repair and upgrades. After-sales support may also be considered to be part of a company's overall marketing strategy. Some customers might seek out a company's products based on its after-sales service, for example, Best Buy Co.'s Geek Squad or Apple

Inc.'s Apple Care. Apple is an American technology company founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976. Currently, the company's chief executive officer (CEO) is Timothy Donald Cook, commonly known as Tim Cook. From smart wearable's to digital content streaming platforms, Apple offers a wide range of products and services within a closed ecosystem. After-sales services

After-sales support helps ensure that a customer gets as much use and value as possible out of their purchase. This may entail training on existing features or education about new uses or capabilities.

The business reasoning behind after-sales support is that it can contribute to brand loyalty and repeat sales; happier customers tend to create repeat customers. Good after-sales services can also result in positive word-of-mouth for a company. Poor after-sales support can prevent companies from achieving a good customer satisfaction record and therefore growth. Some examples of after-sales services include companies helping with the installation process (such as computer software), maintaining products through free or discounted service (oil changes included with purchase of a new car or via a paid-for service plan), or having a clear exchange and return policy and providing a customer service number.

STATEMENT OF THE PROBLEM

Apple is experiencing a decline in the sales of its products in India in the last few years. There are no Apple stores yet in India, and the customers are left with the choice of servicing their products with third-party service providers, who according to the customers do not live up to the

premium brand's promise in the rest of the world. Even the number of authorized service centers is few in India. The limited number of authorized service centers in the country has also agitated many Apple users with its exorbitant repair and replacement charges.

If Apple wants to maintain its market in India, it has more problems to solve than mere price and the indispensable disadvantage is the problems associated with the after sales provided by the service center to the customers.

OBJECTIVE OF THE STUDY

- To study whether the customers are satisfied with the services provided by Apple Inc.
- To know the perception of customers regarding the charges or rates at which the services are done in the service center.
- To know any suggestion from customers to improve the service.

SAMPLE DESIGN

In order to identify the sample respondents the following process are performed. Convenient sampling method is adopted for the purpose of the study.

PERIOD OF THE STUDY

The study was conducted for the period of four months. The primary data was collected and it took one month time period. The review of literature and discussions with the field experts took another one month. Data analysis and interpretation was carried for a period of one month and final period of the report took the remaining period.

DATA COLLECTION

The validity of any research is based on the systematic collection of data and analysis. The study used both primary as well as secondary data. The primary data were collected from the selected sample respondents from the Coimbatore District. This method was employed to collect the first hand information. For this purpose a well structured questionnaire was used as a tool for collecting the pertinent data from the 150 sample respondents.

PRIMARY DATA

The primary data was collected from the respondents from various walks of life who use Apple products with the help of structured questionnaire using convenient sampling methods among 150 respondents.

SECONDARY DATA

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

TOOLS USED FOR THE STUDY

The collected data were analyzed and interpreted properly to find the results of the research work. Conventional tools like descriptive tables and percentage were used for the purpose of analysis. The graph and charts have also been made use of where ever necessary. Further, the following specific tools were used,

- Simple percentage analysis
- Rank analysis
- Weighted average analysis
- Chi-square analysis
- Correlation coefficient analysis.

II. REVIEW OF LITERATURE

Puja Waliemann, Jha Manish (2018), in their research study on “ The quality of services and their impact on Customer Satisfaction in the Telecom Sector with reference to Mobile service Providers”, assesses the satisfaction level of the consumers encompassing the quality of the technical services, quality and operational aspects of gadgets.

The analysis in this paper throws light on the consumption behavior of mobile phone users in Karnal and Panipat. It covers aspects like usage pattern of mobile phone services, assessment of level of satisfaction, preferences for various attributes and facilities of gadgets and so forth. The finding of research shows that prime focus of the mobile service providers must be on improving the quality of services provided by them. More effective Network connectivity, additional offers and tariff plans are the main features that influence customer's decision of choosing service provider.

Maghsoudlou, Mehrani and Azma (2016), “The Role of After-Sales Service in Customer Satisfaction Towards the Apple company's Services”. Out of 100 customers of Tata at Jharkhand, 66% were satisfied with the after Sales service provided by the showroom, 60% of the customers agreed that staffs were available in timely manner, 20% said that they had to wait longer hours to get the service, 26% agreed that the staff were friendly and cheerful in dealing with them, 44% agreed that staff greeted them and offered help as well, 40% agreed that staff were skilled and knowledgeable, 42% agreed that staff

answered their problems, and 40% agreed that facilities were provided in waiting room.

Moss and Schuiling (as cited in ShamindraNathSanyal, Saroj Kumar Datta&Asok Kumar Banerjee, (2013): Efficient customer servicing encourages the loyalty of customers towards the company. Companies are to create the consumers' needs by addressing their emotional benefits for better brand awareness. It is also important to decide the ways of communicating these benefits to the target customers in a very systematic way.

Indispensable disadvantage is the problems associated with the after sales provided by the service center to the customers.

COMPANY PROFILE

Apple is an American technology company founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976. Incorporated in 1977, the company was one of the early manufacturers of personal computing devices with graphical user interface. Over the years, the company also forayed into other consumer electronics segments like mobile communication devices, digital music players, notebooks, and wearables.

The company also develops and markets a range of related software and services, accessories, and networking solutions. Currently, the company's chief executive officer (CEO) is

Timothy Donald Cook, commonly known as Tim Cook.

From smart wearables to digital content streaming platforms, Apple offers a wide range of products and services within a closed ecosystem. Its products include iMac desktops, MacBook notebooks, iPhone mobile devices, iPad tablets, iPod digital multimedia devices, Apple Watch and Apple TV. The services include iOS operating system for mobile devices, macOS operating system for notebooks and desktops, iCloud online storage, tvOS operating system for Apple TV, watchOS operating system for Apple Watch, iTunes for digital content services, Apple Pay digital payment service, Apple Music for online multimedia streaming, and Apple News.

Apple's services have so far been exclusive to its own products. However, in March 2019, the company announced that its subscription-based TV Plus service will be available as an app on televisions from other brands, too. This is for the first time that Apple has enabled its ecosystem service to work on products from other brands, and more announcements of similar nature are expected in future.

In 2019, Apple also settled its long-pending legal battle with American chipmaker Qualcomm. The move came after the company found itself in a tight spot securing 5G chips to power its future devices. With Qualcomm on board, the company is expected to bring its first 5G-ready smart phone by 2020

1.SIMPLE PERCENTAGE ANALYSIS

RESPONDENTS SATISFACTION WITH THE TIME DURATION THAT IS TAKEN BY THE APPLE SERVICE CENTER TO REPAIR OR REPLACE THE DEVICE

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S.NO	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	33	22%
2	Satisfied	59	39.3%
3	Neutral	43	28.7%
4	Dissatisfied	10	6.7%
5	Highly dissatisfied	5	3.3%
	TOTAL	150	100%

Source: Questionnaire

INTERPRETATION:

The above table reveals the respondents satisfaction level with the time duration that is taken by the Apple service center to repair or replace the device. 22% of the respondents are

highly satisfied, 39.3% of the respondents are satisfied, 28.7% of the respondents are neutral, 6.7% of the respondents are dissatisfied, and 3.3% of the respondents are highly dissatisfied.

Majority (39.3%) of the respondents are satisfied with the time duration that is taken by the Apple service center to repair or replace the device.

2. CHI-SQUARE TEST ANALYSIS

RELATIONSHIP BETWEEN AGE AND THE THING THAT COMES FIRST IN THEIR MIND WHEN THEY HEAR THE WORD “APPLE”

S.NO	AGE	THE THING THAT COMES FIRST IN THE MIND OF THE RESPONDENTS WHEN THEY HEAR THE WORD APPLE					TOTAL
		Durable	Expensive	High quality	Safety	Brand image	
1	Below 20	1	33	26	7	15	82
2	20-30 years	4	11	17	9	7	48
3	30-40 years	2	3	2	2	0	9
4	Above 40 years	3	1	5	0	2	11
	TOTAL	10	48	50	18	24	150

To find out the association between age and the things that comes first in the mind of the respondents when they hear the word Apple, Chi square test is used and result is given below.

HYPOTHESIS

There is significant relationship between age and the thing that comes first in the mind of the respondents when they hear the word Apple.

CHI-SQUARE TEST

Factor	Calculation value	Df	Table Value	Remarks
Age	26.404 ^a	12	21.03	Rejected

INTERPRETATION

It is clear from the above table that the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is

rejected. So there is no relationship between age and what comes first in the mind of the respondents when they hear the word Apple.

3. WEIGHTED AVERAGE ANALYSIS

SATISFACTION LEVEL ON THE SERVICES PROVIDED BY APPLE

SERVICES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Repair of device	10	9	29	70	32	150	2.3
Replacement of device	50	36	87	140	32	345	2.633
Installation services	6	20	60	41	23	150	2.706
Complaint registration facilities	30	80	180	82	23	395	2.66
Up gradation facilities	14	25	39	47	25	150	2.553
	70	100	117	94	25	406	
	10	28	35	55	22	150	2.66
	50	112	105	110	22	399	
	17	18	37	37	41	150	2.553
	85	72	111	74	41	383	

INTERPRETATION:

The above table shows the satisfaction level of the respondents on the services provided by Apple Inc. The highest mean score or average is 2.706 for the installation services.

**4.AVERAGE RANKING ANALAYSIS
FEATURES UNDER CONSIDERATION IN APPLE**

FEATURES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Design	14	7	26	65	38	150	II
	70	28	78	130	38	344	
Quality	4	11	44	51	40	150	I
	20	44	132	102	40	338	
Price	14	25	43	33	35	150	IV
	70	100	129	66	35	400	
Brand image	12	19	25	54	40	150	III
	60	76	75	108	40	359	
Safety	10	29	24	34	53	150	III
	50	116	72	68	53	359	

INTERPRETATION:

The above table shows the various features that which has been considered by the respondents when they buy the product. From the analysis it is understood that the respondents have given 1st rank to quality, 2nd rank

to design, 3rd rank to brand image and safety, 4th rank to price.

Hence, it is concluded that “quality” is the most looked upon feature by the respondents in Apple.

**5.CORRELATION CO-EFFICIENT ANALYSIS
AGE AND COMFORTABILITY IN FINDING SERVICE PROVIDER**

S.NO	AGE	COMFORTABILITY IN FINDING SERVICE PROVIDER
1	82	68
2	48	28
3	9	44
4	11	10
Total	150	150

Source: questionnaire

CORRELATION CO-EFFICIENT VALUE = 0.703307

INTERPRETATION

The above table shows the correlation coefficient between two variables. It indicates that there is a positive relationship between age and comfortability in finding an authenticate Apple service provider.

The correlation co-efficient value is 0.703307.

III. CONCLUSION

After sales service is an important aspect of marketing of durable products, customer satisfaction level is influenced not only by quality of actual product delivered but also by quality of after sales services offered by company/dealer.

In the past six years of experience in the field of sales and services, tech companies has not

build ‘Good Image’ through advertisement, but through “Word of Mouth”. They have created that “Good Image” by continuously rendering high quality services by focusing on all the four determinants of quality of services – Reliability, Responsiveness, Assurance and Empathy.

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