

A Study on Preference for After Sales Support in Electronics Manufacturing Industry (Understanding Customer Expectation)

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ABSTRACT

The study examines customer preferences for after-sales services in the electronics manufacturing sector, revealing that young male working professionals are the primary consumers. Popular product categories include consumer electronics, industrial electronics, and home appliances. Although most customers are aware of after-sales services, some still lack awareness. Repairs and maintenance are the most commonly used services, followed by technical support and warranty claims, though many have never utilized these services. Service centers are the preferred contact method, with phone support and online options following. Response time, service cost, and availability of spare parts are the main factors influencing service selection. Customers also seek additional services like home visits, extended warranties, and faster repairs. The study suggests businesses should enhance digital accessibility, expand service centers, streamline warranty procedures, and reduce repair times to improve customer satisfaction and stay competitive in the electronics market.

KEY WORDS: Electronics industry, after sales, service, customer preference, customer expectations, satisfaction.

INTRODUCTION:

Customer satisfaction and brand loyalty in the cutthroat electronics manufacturing sector depend heavily on after-sales care. Understanding customer preferences and expectations for these services is the main goal of this study. Customer service, software updates, warranties, and repairs are all included under after-sales support. Effective service guarantees seamless product use and increases brand trust. The need for quick, easy help has grown as a result of technical complexity. Consumer expectations are influenced by variables such as product type, price, and brand reputation. Budget consumers place a higher importance on accessibility and affordability, whereas high-end users favour longer warranties and home repairs. AI and live chat are examples of digital tools that have become indispensable for support. Customer feedback improves retention and helps create service strategy. Customers who care about the environment are also starting to prioritise sustainability in after-sales care through recycling and repairability.

OBJECTIVES

1. Assess the impact of post-purchase assistance on brand loyalty and customer retention.
2. Examine the strengths and shortcomings of the current after-sales service as well as client expectations.
3. Make suggestions for enhancements to boost client satisfaction and obtain a competitive advantage.

SCOPE

- It evaluates how after-sales support influences customer satisfaction and brand loyalty within the industry

RESEARCH METHODOLOGY:

1. The study follows a descriptive research design, which focuses on understanding consumer perceptions, preferences.
2. Survey research design is the structured plan for collecting data through surveys to answer research questions or test hypotheses.

DATA COLLECTION METHODS:**Quantitative Data:**

1. Online survey questionnaire was taken using questionnaire method using google form
2. Sample size: 100
3. Stratified random sampling
4. Demographic data: age, gender, education, occupation
5. Purposive sampling

Statistical tools for analysis

1. Percentage analysis
2. Chi square analysis
3. Weighted average method
4. Correlation analysis

FINDINGS

- Age & Gender: Sixty-two percent of customers are male, and the majority are young adults (20–30 years old), underscoring the necessity for gender-inclusive marketing.
- Occupation: The majority of consumers (58%) are working professionals, followed by students and entrepreneurs.
- Product Category: Home appliances (37%) and consumer electronics (52%) are the most popular purchases.
- Awareness: Although 92% of people are aware of after-sales services, 8% are not, suggesting that more outreach is necessary.
- Service Usage: The most often utilised services are repairs (47%) and warranty claims (37%); 14% have never used any services at all.
- Contact Methods: The most popular option is a service centre (47%), which is followed by online and phone help (29%).
- Important Elements: The availability of replacement parts, response time, and service cost are the main elements influencing service choice.
- Improvements that customers would like to see include longer warranties, home visits,

SUGGESTIONS

- Shorten repair times by increasing employee productivity and streamlining procedures.
- To increase accessibility, particularly in rural and semi-urban regions, service centres should be expanded.
- Improve customer service by having more skilled employees and prompt, courteous responses.
- Use chatbots powered by AI to expedite response times and handle queries.
- Reduce the cost of after-sales services to draw in and keep more clients.
- Provide multiple pricing options and reasonably priced repair packages.
- Increase the availability of spare parts by forming local alliances and robust supply networks.
- To improve access and transparency, allow online tracking for replacement components.
- To satisfy consumer demand for long-term coverage, offer choices for extended warranties.
- Make sure warranty terms are understandable and reasonably priced, perhaps by collaborating with insurers.

CONCLUSION

The survey highlights how important after-sales services are in fostering client loyalty and happiness. Despite widespread awareness, a tiny percentage of customers are still unaware of the assistance options. Customer perception is greatly impacted by service speed, and professionalism and efficiency have a somewhat good relationship. Delays are still a major issue even though repairs, warranty claims, and tech support are frequently utilised. The results of the chi-square test indicate that suggestions are not significantly impacted by service importance. Customers want faster response times, easier access to spare parts, and more affordable prices, even with moderate levels of satisfaction. The most popular way to get in touch is through service centres, which emphasises the need for additional locations. For increased convenience, house visits and extended warranties are also highly desired. Weighted averages indicate that while the services offered now are sufficient, they should be improved.

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