

Impact of Consumer Service Performance Mechanism on Consumer Buying Behaviour:

A Case of Automobile Industry in Pakistan

* Muhammad Yawar Alam Ansari (Corresponding Author)

** Dr. Muhammad Asim

Abstract



The automotive business today is the most profitable. The critical factors in the high-volume vehicle segments are the rise in disposable income in rural and urban markets and the availability of fast financing. The following research discusses the factors affecting consumer-purchasing behavior in the Karachi Pakistan automotive industry. Close-ended questionnaires having 5 points Likert scale were used to gather data from the targeted population using convenient sampling. A multiple backward regression test was run using SPSS to test the hypothesized statements. The findings of the study suggest that the Delivery, Installation, and Warranty have a strong effect on customers' buying behavior. The study also gives guidelines and opens the door for further studies. The study recommends that similar variables that affect customer loyalty for post-sales services in other related sectors should be recognized in the potential study, such as automobile, construction, and other industries and services.

Keywords: Automobile Industry, Consumer-Buying Behaviour, Service Preferences, Karachi

Introduction

The automobile industry is a symbol of the scientific wonder of mankind. The complexities of competition, commodity life cycle, and consumer demand clarify their different phases of development as one of the fastest-growing sectors in the world. The worldwide automobile industry addresses design, safety, comfort, and working partnerships, and development efficiency preferences for consumers today. Industrial fusions and a shift between development centers are being crossed by the market. The automotive industry, due to its large future and reverberation connections with other big segments of the economy, has a strong multiplier effect on the creation of a nation and can fuel economic growth. It plays an important catalyst in the development of the transport industry and helps the industrial sector to grow more rapidly, creating major jobs opportunities. The contribution of the care sector to expanding exports and imports will also be important because many countries open exchange at the country's frontier and set up international road links. The productivity and the efficiency of most automobile companies are the as the automobile sector increasingly becomes streamlined.

To profit from low production prices, developed nations are shifted to emerging countries. Many developing countries, like many Asian countries such as Thailand, China, India, and Indonesia, are therefore making a serious effort to leverage these opportunities. Increasing competition and foreign trade are the main elements for reforming the global logistic system to allow them to function successfully in the dynamic global marketplace from the production facilities of various emerging economical markets such as General Motors, Ford, Toyota, Honda, Volkswagen, and Daimler Chrysler. In the second half of the 1990s, globalization, with the development of substantial facilities and mergers between gigantic multinational car firms, accelerated immensely. Asia has been a major automotive powerhouse over the years. Vehicle exports are increasingly also rising, including sections from Asia. Asia was the main retailer of consumers and vehicles.

Considering Pakistan, a southeast Asian country, with over 1, 8 million employees contributing four portions of Pakistan's GDP, Pakistan's automotive industry has one of the fastest-growing industries worldwide. Three thousand two hundred automotive plants in this area now have Rs 92 billion (US\$ 560 million) in expenditures, with 1, 8 million engines and an annual turnover of 200 000 vehicles. It generates around Rs50, 000,000 for the national exchange officer. The business employs a total of 3, 5 million people, contributing to the expansion of the supplier market. Pakistan's

* Karachi University Business School, University of Karachi

** Karachi University Business School, University of Karachi

automobile sector is one of Asia's smallest and fastest developing economies. More than 180,000 vehicles were produced in 2014-2015, more than 206,777 in 2015-2016. Honda, Toyota, and Suzuki are all heading the car market. However, on March 19, 2016, Pakistan published "Auto Policy 2016-21," offering tax incentives to develop new automotive facilities in Pakistan.

Car ownership is an important criterion to recognize a nation's economic development in today's global economy. Rising ownership of automobiles in countries signifies economic and social development. It is a significant force for expanding the transport industry on the one hand and generating large employment in the automotive sector. It is modeled on socio-economic conditions, family characteristics, or public transit facilities (Janson, 1989; Pendyala et al., 1995).

Tradable goods in consumer markets over a decade. They are the second most expensive item a household purchased after an estate. The second half of the 20th siècle witnessed a large spike in revenues in both industrialized countries and, more recently, in many developing world areas (Dargay & Gately, 1997) due to varying degrees of saturation between countries (Medlock & Soligo, 2002). As the second most populated region globally, Pakistan's economy is rising at an incredibly quick pace. This demonstrates the presence of immense demand in many sectors. In this respect, the care sector is no different. In Pakistan, in particular, there has been a remarkable rise in the domestic passenger car demand in recent years. New and existing models have come into existence, easy connectivity to finance, fair rates, and a high-quality service guarantee has stimulated demand for cars in the Pakistani passenger car industry and have seen substantial expansion.

Today, year after year, the automobile industry in Pakistan has grown through a joint enterprise with other countries to generate premium products through technological innovations such as the automotive industry. Global prosperity has increased citizen spending in this industry to add economic growth to Pakistan's stock market. The development of Pakistan demonstrates that the economy of Pakistan meets rising demand by industrial production. The automobile industry has recently started to develop in Pakistan. Pakistan has witnessed the increasing demand for the automobile sector, allowing people to receive disposable revenue from automotive ambitions. As we know, the rising automotive industry in Pakistan has had many economic advantages. Consumers will then see considerable knowledge on the search and financial performance of car sales. Buying a house is one of the substantial investments nowadays when buying cars; development must retain standard quality products and services to meet consumer requirements and re-transactions, particularly for the first time in subsequent years. In the meanwhile, the ease of upgrading the friendly layout of the imported car may be modified.

To convince the consumer to purchase an imported vehicle, production must also boost the performance of the car and design, in the eyes of the prospective buyer, the differentiation of the physical appearance of the car. Previous empirical results show that many customers are drawn from the original product, which helps meet the customer's requirements. Many attractive vehicles in the automobile industry were small cars. This product market has quickly shifted, and market appetite still seems to be rapidly changing in the economy. Furthermore, the construction of these kinds of vehicles was required rapidly because of technical advances, and manufacturing should take the initiative to understand consumer demand shortly and take action to counter market changes. In the area of marketing, though, client expectations are focused on the underlying understanding of consumer behavior.

In 2010, revenues bound up and began to increase again. Pakistan was anticipating a demand increase, and over 20 billion Rs (\$120 million) was invested in the automotive sector over the decade. The output of motorcycles produced records of 2.5 million vehicles in 2016-2017. Auto Policy 2016-21 was unveiled in 2015 to lure new automobile companies owned by Honda, Toyota, and Suzuki. Following the oil industry in Pakistan, the automobile sector is the second-highest payer of indirect taxes.

Problem Statement

In Pakistan, 10 vehicles are currently accessible for every 1000 population. In developing markets, this is one of the lowest ratios that speaks of strong prosperity aspirations. With a shift in demographic distribution and the projected migration of about 30 and 40 million young people in the next decade, the sector can expand and develop with a per capita income increase. Toyota introduced the local Corolla sedan assembly. Likewise, the first Pakistani vehicle locally assembled, United Motors, began constructing Isuzu d-max in Pakistan for Nisan.

Objective of Study

This study aims to explore:

- The impact of consumer service performance on consumer buying behavior in the automobile industry in Pakistan

Research Question

The following research question is aimed to answer at the end of this study:

- How consumer service performance influence the consumer buying behavior in the automobile industry in Pakistan

Scope of Study

The rationale of this study is to bring in the knowledge of the stakeholders of the automobile industry in Pakistan concerning consumer service performance and its impact on consumer buying behavior. This will assist them to improve the service performance as well as the buying behavior of their potential consumers.

Literature Review

The motivation to buy an automobile is distinct from person to person; the buying motive is always the result of different individual desires. The need to consider a car and the style to purchase it would be an actual sort of state since the customer is conscious that he requires a vehicle or that a kind of condition that needs to scale the social scene might be preferable. The fulfillment of the demand causes the customer eventually to take the following measures to address this need. For a consumer, the net profit of the service is mainly dependent on overall product functionality. Intrinsic and extrinsic symptoms can be categorized (Szybillo & Jacoby, 1974). Consumers also have inadequate information in the actual scenario about product quality, affordability, and alternative costs. The plurality of consumers, therefore, depends on the company's brand name and reputation. A brand is defined as a "distinguishing name and/or symbol (such as a logo, trademark, or package design) designed to identify or differentiate between the goods and services of one seller and a group of sellers" (Aaker, 1991). Brand names are used to reduce the chance and cost of looking for prospective customers (Erdem & Swait, 1998). Fournier (1998) describes consumer-company experiences as a multifaceted design to gather content, which gives rise to brand relationships. The degree of conformity determines the consumers' intense loyalty to a brand (Fornell, 1992). More specifically, current expectations of the company are the belief that new awareness is perceived and future brand education is informed by (Erdem et al., 1999). Bloch (1981) recognizes that product participation is a building that continually affects consumer behavior and changes among individuals (ranging from minimal to too high levels). The participating customers were more comfortable with what they met (Putsis & Srinivasan 1994). The relationship between a customer and a product is based on how important the product is for an individual (Ajzen & Fishbein, 1980). Hayakawa (1963) said that securing, sustaining, and enhancing self-concept or abstract self is the basic aim of all human beings' actions. The self-design refers to the general perception and sense of individuals, according to Rosenberg (1979). The customer's interest in a product depended on an individual's meaning for the product (Ajzen & Fishbein, 1980). Hayakawa (1963) claims that all human acts are directed at protecting, sustaining, and strengthening the self or abstract self. Rosenberg (1979) argues that self-concept relates to the entirety of people's perceptions and feelings who appeal to them as objects.

Moreover, people's desire to shape and preserve ties with others is inherent and intrinsic (Baumeister & Leary 1995). Therefore, external control plays an essential role in the consumption process (Bearden & Etzel, 1982). In addition, the country of origin (COO) as an inherent product attribute is deemed an alien cue and was used by consumers when determining purchases. Thakor and Kohli (1996) identify the brand's source as their place, region, or country of origin. Batra et al. (1999) defined COO as a combination of cognitive and affective signals involving the consistency of commodities as well as the pride of owning the same product. In addition, the choice of consumers was seen as driven by utilitarian and hedonic influences (Duar & Wertenbroch, 2000). Consumers often tend to merge the two separate degrees (Batra & Ahtola, 1991). Bourne (1957) has studied the product and brand impact of reference classes and has consistently been examined by consumers in industrial and developing countries (Jayasankaran, 1998).

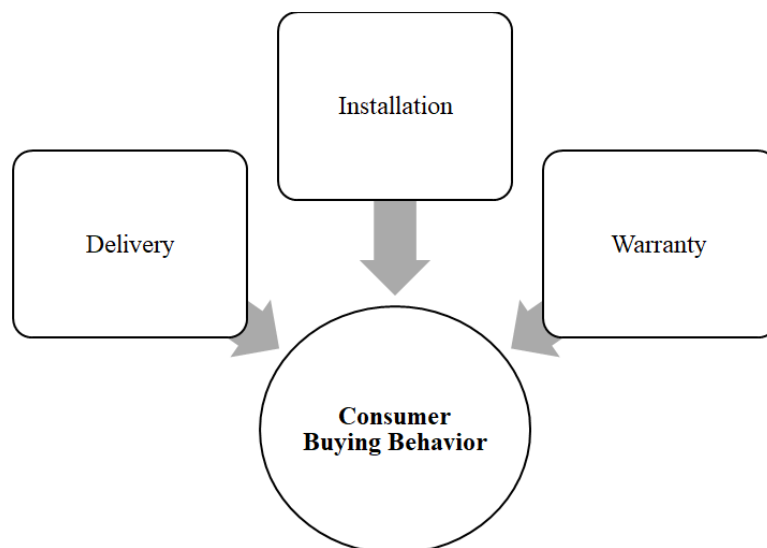
With the extreme competition between car players, knowledge of consumer intelligence, and the products that fulfill consumer demands and value offers is critical. The dynamics of humans pressured researchers to establish theoretical reasoning to determine variables to predict new car

transactions for families (Janosi, 1959). Janosi (1959) used 8 predictive variables to describe the past of new vehicle acquisition. The revenue was disposable, the car owner's position, and the financial security, the purchasing schedule for the new car, the existing and planned payments, and the age of the units, the unit's marital status, and the demographic scale. Vijayraghavan and Philip (2001) have stated that several consumers calculate the cost of replacing car parts. The need for a car in the household was also felt in recent years due to changing financial and social scenarios. The simple questions are: how are the statistical variables relevant to explain the buying trend? However, no previous studies attempted to resolve these factors.

There is a general hypothesis that the buyer has a greater likelihood to repurchase the same brand if the user is happy with the product on the first sale. Lapersonne et al. (1995) noted that 17 percent of respondents found just their previous vehicle's name. A shift in perceptions or disparity in a vehicle's perceived quality influences a car's buying intentions (Marell et al., 2004). According to Pakistan's most recent report, car purchases are part of Pakistan's lifestyle. As the process of life varies, the relationship with the car and its buying factors often change. The effect of the peer group is most significant for the 'zip zap zoom' for teenagers. For medium-aged customers, self-image, family pride, and children are the primary factors. Cars are typical cases of heavily active goods and lead to critical decision-making (Hermann et al., 2007). In their survey of Swedish respondents, Stenman-Johansson and Martinsson (2006) observed that many respondents believe that their uncertainty about status is negligible compared to other people's feelings about status when a car is bought. Garvill et al., (2004) study revealed that prior experiences of automobiles' adverse consequences and the economic consequences of more oversized vehicles did not affect purchase decisions.

Moreover, demands for the car determine the car's size, the most critical being safety, driving performance, and driver comfort. Consumers, Hermann et al. (2007), are no longer grateful to purchase basic cars request a selection from compact vehicles to large-scale SUVs. Concerning the effects of COO, other researchers have checked that the customer is sensitive to the drug source. The studies featured bikes, cameras, cargo, sneakers, and sport shirts from Japan, China, South Korea, Taiwan, and the USA. It is known that each nation has its recognizable image of a specific category of product, such that consumers in Japan, Germany, and the United States can pay more for a car. However, they are unwilling to pay more for Mexican and Hungarian cars. Marketing advertisements also play a significant role in car sales. A revenue promotion directly contributes to the selling of the promoted product and cascades other aspects of the business, including service and continued sales (Jackson, 1985). By contrast, automotive leasing has gained popularity in car purchases.

Conceptual Framework



Hypotheses

- H₁: There is a significant impact of service delivery on the consumer buying behavior
- H₂: There is an impact of the installation of the product on the consumer buying behavior
- H₃: There is an impact of the warranty of the product on consumer buying behavior.

Methodology

Research Design

The design of research categorically includes exploratory, analytical, and causal research. Among the three research designs, one has to select the most relevant to the study. The causal statistical analysis allows the investigator to predict a relation between and over variables. In this case, the effect is calculated by modifying one attribute simultaneously while keeping another constant. On the other hand, the descriptive study attempts to establish what, where, and how the analysis aspect is. In contrast, the research's exploratory design is intended to produce theoretical problems and hypotheses for future research (Zikmund, Carr, & Griffin, 2013). Due to the closest resemblance to the causal design, the casual study design is incorporated into this research to the research's intention.

The study is cross-sectional, which implies that the data are obtained at some stage. The analysis also includes secondary and primary sources for the understanding of the data. Secondary sources include articles, newsletters, magazines, articles, publications checked by colleagues, speeches, state papers, etc. In contrast, primary sources such as reports, performance, surveys, interviews, etc. In this study, secondary data are used to determine building meanings and primary data are used to capture answers to the underlying relation between independent and dependent variables (Sekaran & Bougie, 2016).

Approach of Study

Two major approaches to making choices are generally considered in the research. First, the inductive approach decides the kind of conclusion based on real details — one or two, which offers data that finds less firm the relation between reason(s) and assumptions. Second, the deductive approach, in contrast, will adopt these explanations and indicate a process of reasons (Zikmund, Carr & Griffin, 2013). In this study, a deductive method is considered to determine whether our hypotheses explain the association between the independent and the dependent variable.

Procedure

This study utilizes analytical methods to produce results. Quantitative research measures a method using statistics, in particular, converting and measuring results into a graphical form. It is used to address how, when, and why the research aspect is focused on statistics. In contrast, qualitative research includes a set of interpretive approaches — encoding, decoding, etc. Another strategy that blends quantitative and qualitative methods is also a simultaneous combining phase (Sekaran & Bougie 2016). Besides, quantitative analysis was widely included in literature on consumer buying behavior assessment techniques, values, measurement of knowledge, and attitudes. Moreover, most studies using quantitative methods are helped by the survey methodology but are not the sole quantitative analysis method.

Population and Sample for the Study

As the number of automobile users increases exponentially, this article often covers every automobile consumer with a buying experience. People who know about car or vehicle purchases and reside in Karachi are considered the study population. Although the study cannot provide an entire community, the sample must be extracted from specific people to test our hypotheses. (Janssens, De Kenhove, & Pelsmacker, 2008). Therefore, a sample of 300 respondents is collected.

Sampling Technique

The probabilistic and non-probabilistic methods are further separated into two more general techniques. The former probability survey is a controlled and random technique that makes the non-zero selection of each population variable. There are four potential probability sampling approaches; first, simple random sampling provides the same, and known odds of each element are taken into account. Secondly, layered samples embrace population elements in each stratum, each but one another. Third, systematic sampling involves items over a calculating interval into account. Finally, cluster sampling involves the classification into subgroups (Sekaran & Bougie 2016).

This study utilizes a convenience sampling technique survey that represents the population since there is a lack of data to execute the particular technique and I do not know the exact number of vehicle users in Karachi. Therefore, In this case, the study will obtain data depending on the accessibility and comfort of the respondents.

Scaling Procedure

Scaling is a central feature of research. It helps measure the grade, intensity, magnitude, etc., of the research component. It assigns numbers and/or symbols to the characteristics and properties of the variable. For each variable, the Five Point Likert scale is considered as the scaling protocol.

The statistical analysis is carried out using the SPSS software to determine the relationship between an independent variable after the data have been collected. In this study, Pearson correlation analysis, descriptive analytics, and regression analysis were used to characterize statistical evidence to help the hypotheses. Pearson correlation measures the sensitivity and direction of the two factors. The power scale from +1 to -1 where +/- shows the interaction and correlation orientation. Descriptive analysis is also conducted to demonstrate the data collection functionality. This thesis employed multivariate analysis using ordinary least square (OLS) — linear regression. The regression analysis is used as the researcher explores how the variable depends on the different variable(s) (Donald & Pamela, 2003). In this study, more than one independent variable was used to produce several regression results.

Results & Findings

This chapter presents the analysis of the collected data from the participants. From this perspective, it will be distributed into three parts. The first part of the data analysis is associated with the descriptive analysis that describes the participants and their responses. The second part of it presents the internal consistency of the items used to collect data on the chosen constructs/variables. The last part of this chapter discusses the inferential analysis to justify the stated hypotheses.

Descriptive Statistics of Participants

Table 1 shows the demographic characteristics of the participating individuals in this study. From this perspective, it demonstrates that among the total number of participants (n = 300) 91 (30.3 %) were female and 209 (69.7 %) were male. A significant number of participants were from the age group between 20 and 30. Similarly, most of the respondents were entrepreneurs (n = 133, 44.3 %) having their own business to run.

Table 1: Descriptive Statistics of Participants

Gender		
	Frequency	Percent
Female	91	30.3
Male	209	69.7
Total	300	100.0
Age Group		
	Frequency	Percent
20-25	15	5.0
26-30	183	61.0
31-35	63	21.0
36-40	39	13.0
Total	300	100.0
Occupation		
	Frequency	Percent
Student	65	21.7
Housewife	24	8.0
Employee	78	26.0
Entrepreneur	133	44.3
Total	300	100.0

Descriptive Statistics of Responses

Table 2 describes the received responses. In this way, the mean score of the variable Delivery was 3.99 having .562 as standard deviation and .316 as a variance. The variable Installation was 4.048 having .567 as standard deviation and .322 as a variance. The variable Warranty was 4.088 having .547 as standard deviation and .300 as a variance. The variable CBB was 3.833 having .716 as standard deviation and .514 as a variance.

Table 2: Descriptive Statistics of Responses

		Delivery	Installation	Warranty	CBB
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean		3.9928	4.0480	4.0889	3.8333
Std. Deviation		.56239	.56742	.54751	.71689
Variance		.316	.322	.300	.514
Skewness		-.463	-.624	-.188	-.717
Std. Error of Skewness		.141	.141	.141	.141
Kurtosis		.301	.347	-.802	.763
Std. Error of Kurtosis		.281	.281	.281	.281

Reliability

Table 3 shows the internal consistency between the items used under each variable. The internal consistency was measured via Cronbach Alpha test applied in SPSS. According to Taber (2018), “alpha values were described as excellent (0.93–0.94), strong (0.91–0.93), reliable (0.84–0.90), robust (0.81), fairly high (0.76–0.95), high (0.73–0.95), good (0.71–0.91), relatively high (0.70–0.77), slightly low (0.68), reasonable (0.67–0.87), adequate (0.64–0.85), moderate (0.61–0.65), satisfactory (0.58–0.97), acceptable (0.45–0.98), sufficient (0.45–0.96), not satisfactory (0.4–0.55) and low (0.11)” (p. 1278).

Table 3: Internal Consistency Test

Reliability Statistics			
Constructs	Cronbach's Alpha	N of Items	Items Deleted
Delivery	.712	6	--
Installation	.707	5	--
Warranty	.607	3	--
CBB	.756	3	--

Inferential Statistics

To test the relationship between the used variables, the Pearson correlation test was run. The results of the Pearson correlation test are displayed in table 4.

Table 4: Correlations

		Delivery	Installation	Warranty	CBB
Delivery	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	300			
Installation	Pearson Correlation	.553**	1		
	Sig. (2-tailed)	.000			
	N	300	300		
Warranty	Pearson Correlation	.364**	.545**	1	
	Sig. (2-tailed)	.000	.000		
	N	300	300	300	
CBB	Pearson Correlation	.466**	.624**	.445**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

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

To test the stated hypotheses, Inferential Statistics was used. From this perspective, the backward regression test was run using SPSS. Tables 5, 6, and 7 display the results of the backward regression test. Table 5 shows the overall impact of independent variables on the dependent variable (R = .650) which is 65%. It means, with the change in the independent variables, the dependent variable changes up to 65 percent.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.650a	.423	.417	.54733

a. Predictors: (Constant), Warranty, Delivery, Installation

The sig value (.000) in table 6 shows that the prescribed model is a good fit to test the regression.

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.993	3	21.664	72.318	.000b
	Residual	88.673	296	.300		
	Total	153.667	299			

a. Dependent Variable: CBB

b. Predictors: (Constant), Warranty, Delivery, Installation

The sig values (.000 less than .05) in table 7 show that the independent variables (Delivery, Installation, and Warranty) have a statistically significant impact on the dependent variable. The B values (.207, .582, and .177) show that the independent variables have a positive impact while on the dependent variable.

Table 7: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	Statistics
	B	Std. Error	Beta				
1	(Constant)	-.071	.286		-.248	.804	
	Delivery	.207	.068	.162	3.048	.003	1.453
	Installation	.582	.075	.460	7.786	.000	1.793
	Warranty	.177	.069	.135	2.561	.011	1.433

a. Dependent Variable: CBB

Summary of Hypotheses

No	Statement	Sig Value	Status
H ₁	There is a significant impact of service delivery on the consumer buying behavior	.003	Accepted
H ₂	There is an impact of the installation of the product on the consumer buying behavior	.000	Accepted
H ₃	There is an impact of the warranty of the product on consumer buying behavior.	.011	Accepted

*sig value is considered at .10 in the backward regression

Conclusion & Recommendations

Discussion

Statistical studies have shown that consumer buying behavior is primarily related to delivery, installation, and warranties. These factors are essential if the customer wants to be satisfied and fulfilled with satisfactory outcomes after-sales operation. A successful delivery method also stems from a pull strategy where demand is "pull" instead of "push" the service through marketing channels to final customers. Customers shall provide the delivery of merchandise at the proper place, time, and expense. Often, though, businesses give no heed to their sources, even with harmful consequences (Kotler and Armstrong, 2010). The current customer-seller partnership could seem to be challenged by such incidents. The consumer loyalty and construction method impeccability will also reduce damage to the products and maintain quality and durability.

A highly efficient and expert employee of the company contractor even conducted the building task to ensure that the environment after the order was enjoyable and fulfilled. Capital and company manufacturers and dealers are reluctant to ask for active positions to terminate their earnings (Levitt, 1983). However, they are obligated to supply their clients with a range of after-sales facilities assistance, such as assembly packages, instructions for usage, maintenance and repair jobs, stock of repair pieces, quality changes, etc. Finally, better terms of promise create more trust for customers and can lead to higher wages. Unless a correct guarantee scheme occurs, the effects on income will be adverse and the explanations for the guarantee will also be negated in the first instance. This means that customer satisfaction and profitability issues are essential for the logistics of the manufacturing product guarantee (Murthy et al. 2004). Thus, service preferences are essential to satisfy market needs, which are necessary to create sustainable customer relations in the long term. After purchases, the initial buy turnover can generate more than three times the life cycle of a given commodity and often provide greater returns than product sales (Alexander et al., 2002).

Conclusion

According to the Study, delivery, installation, and warranty are three significant variables in post-sales operations. In reality, the arrival of goods, the implementation, and the assurance of the right quality products promised within a certain period can be seen as contingent upon the customers. The business would improve its reputation, and the company will be able to speak to the consumers and

competitors as all those three things are learned professionally and effectively. It is of prime importance for suppliers to develop long-term and profitable relationships with current customers in three areas of after-sales operation. This relationship ensures a high degree of customer loyalty that gives the organization a competitive survival benefit. In response to this recommendation, the company must implement successful post-sales management to enhance consistency and customer support performance. This will allow the combination of customer awareness and improved delivery, execution, and guarantee capabilities by advanced tools and analyses. Secondly, firms could boost inventory management by fair stock security to not delay the delivery of products to the customer. Therefore, it must maintain minimum lead times to satisfy the consumer's expectations and desires. Efficient fulfillment systems are important to guarantee the correct time and place for the products to meet consumers. Thirdly, when facing installations, the organization must prepare its personnel to provide coherent and efficient facilities for its clients. To ensure the customer is pleased and comfortable with the service during the implementing period, a constructive working mentality towards the user is required. Fourth, during a reasonable and sufficient timeframe, the customer must respond to the warranty argument. The business company does not delay statements by fixing or removing a current concept that threatens its promise. To deliver goods of high quality that can contribute to client loyalty and trust, continuous improvement through structured practices is needed. Both agencies must function together to meet their mission, objectives, and expectations, be it an advertisement, funding, programs, or human resources.

Recommendations

Similar variables that affect customer loyalty for post-sales services in other related sectors, should be recognized in the potential study, such as automobile, construction, and other industries and services. Here we intend to provide a greater glimpse into the broader spectrum of different sectors after more sales analysis. Finally, a study of the multiple industries' performance must be carried out to allow some constructible analyses and assumptions.

References

- Aaker, D.A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, Free Press, New York, NY.
- Ajzen, I. & M. Fishbein, *Understanding Attitudes and Predicting Social Behavior*, Englewood Cliffs, New Jersey, 1980.
- Alexander, W.L., Dayal, S., Dempsey, J.J. & Vander Ark, J.D. (2002). The secret life of factory service centers. *The McKinsey Quarterly*, No. 3, pp. 106-15.
- Batra, R., & O. T. Ahtola. (1991), "Measuring the hedonic and utilitarian sources of consumer attitudes." *Marketing Letters* 2. 2: 159-70.
- Baumeister, Roy F. and Mark R. Leary (1995), "The Need to Belong: Desire for Interpersonal Attachments as a Fundamental Human Motivation," *Psychological Bulletin*, 117 (3), 497–529.
- Bearden, William O. & Michael J. Etzel (1982). "Reference Group Influence on Product and Brand Purchase Decisions." *Journal of Consumer Research*. 9 (September). 183-94.
- Bloch, P.H. (1981), "Automobile involvement: IPCA", in Bearden, W.O. & Netemeyer, R.G. (Eds), *Handbook of Marketing Scales: Multi-item Measures for Marketing and Consumer Behavior Research*, 2nd ed., Sage Publications, Thousand Oaks, CA.
- Bourne, F.S. (1957), "Group influence in marketing and public relations" in Likert. R and Hayes. D. P (Eds), *Some Applications of Behavioral Research*, UNESCO, Basel, Switzerland.
- Dargay, J. & Gately, D. (1997), "The demand for transportation fuels: imperfect price reversibility?" *Transportation Research*, 31B(1), pp. 7182.
- Donald, R. C., & Pamela, S. S. (2003). *Business research methods*. McGraw-Hill.
- Duar, R., & K. Wertenbroch. "Consumer choice between hedonic and utilitarian goods." *Journal of Marketing Research* 37, 1 (2000): 60-71.
- Erdem, T. & Swait, J. (1998), "Brand equity as a signaling phenomenon", *Journal of Consumer Psychology*, Vol. 7 No. 2, pp. 131-57.
- Erdem, T., Swait, J., Broniarczyk, S., Chakravarti, D., Kapferer, J.N., Keane, M., Roberts, J., Steenkamp, J.B. & Zettelmeyer, F. (1999), "Brand equity, consumer learning and choice", *Marketing Letters*, Vol. 10 No. 3, pp. 301-18.

- Fornell, C. (1992), "A national customer satisfaction barometer: the Swedish experience", *Journal of Marketing*, 56, 6-21.
- Fournier, S. (1998), "Consumers and their brands: Developing relationship theory in consumer research," *Journal of Consumer Research*, 24 (March), 343-373.
- Hayakawa, S. I. (1963), *Symbols, Status, and Personality*, Harcourt Brace, New York.
- Hermann, A., Xia, L., Monroe, K.B. & Huber, F. (2007), "The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases", *Journal of Product & Brand Management*, Vol. 16 No. 1, pp. 49-58.
- Jackson, Barbara (1985), "Winning and Keeping Industrial Customers", Lexington, MA: Lexington Books.
- Janosi.E.P. (1959), "Factors Influencing the Demand for New Automobiles", *The Journal of Marketing*, April, pp 412-418.
- Janson, J. O. (1989), "Car demand modeling and forecasting: a new approach", *Journal of Transport Economics and Policy*, 23, pp. 125-140.
- Janssens, W., De Pelsmacker, P., Wijnen, K., & Van Kenhove, P. (2008). *Marketing research with SPSS*. Pearson Education.
- Jayasankaran, S. (1998), "A site to behold" *Far Eastern Economic Review*, Hongkong, August 20.
- Kotler, P. and Armstrong G., 2010. *Principles of Marketing*. Pearson Prentice Hall, Thirteenth Edition, New Jersey, NJ
- Lapersonne, Eric, Gilles Laurent, and Jean-Jacques Le Goff (1995), "Consideration Sets of Size One: An Empirical Investigation of Automobile Purchases," *International Journal of Research in Marketing*, 12 (1), 55–66.
- Levitt, T. (1983). After the sale is over *Harvard Business Review*, Vol. 61 No. 5, pp. 87-93.
- Marell, A., Davidsson, P., Gärling, T. & och Laitila, T. (2004), "A Panel Study of Factors Affecting Households' Replacements of the Old Car", *Journal of Retailing and Consumer Services* Vol. 11, p. 1-8.
- Medlock III, Kenneth B. & Ronald Soligo, (2002), "Car Ownership and Economic Development with Forecasts to the Year 2015", *Journal of Transport Economics and Policy*, Vol. 36, Part 2, pp. 163-188.
- Murthy D. N. P., (2004). Product warranty logistics: Issues and challenges. *European Journal of Operational Research*. Volume 156, Issue 1, July 1, 2004, Pages 110-126
- Pendyala, R. M., Kostyniuk, L. P. & Goulias, K. G. (1995), "A repeated cross-sectional evaluation of car ownership", *Transportation*, 22, pp. 165-184.
- Putsis, W.P. and Srinivasan, N. (1994), "Buying or just browsing? The duration of purchase deliberation", *Journal of Marketing Research*, 31, 393-402.
- Rosenberg. M. (1979), *Conceiving the Self*, New York. Basic Books.
- Sekaran, Umme, & Bougie. R. (2016). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons.
- Stenman-Johansson, O. & Martinsson, P. (2006), "Honestly, why are you driving a BMW?" *Journal of Economic Behavior and Organization*, 60 129-46.
- Szybillo, G.J. & Jacoby, J. (1974), "Intrinsic versus extrinsic cues as determinants of perceived product quality", *Journal of Applied Psychology*, Vol. 59 No. 1, pp. 74-8.
- Taber, K. S. (2018). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education*, 48(6), 1273-1296.
- Thakor, M.V & Kohli, C.S. (1996), "Brand origin: conceptualization and review", *Journal of Consumer Marketing*, Vol. 13 No. 3, pp. 21-42.
- Vijayraghavan, K. & Philip, L. (2001), "A Big Part of the Action". *the Economic Times*, October 5.
- Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods*. Cengage Learning.