Journal Of Harmonized Research (JOHR)

Journal Of Harmonized Research in Management
2(2), 2016, 204-215

ISSN 2454-5384

Survey Report

ANALYZING AFTER SALES SERVICES IN HOUSE APPLIANCES PRODUCTS AND MEASURING CUSTOMERS SATISFACTION: A SURVEY IN BUSHEHR, IRAN.

Dr. Majid Esmaeilpour

Assistant Professor of Marketing Management, Persian Gulf University, Bushehr, Iran.

Abstract: - As for the house appliances are of the most important and durable goods used by the families, so one of the important factors in forming the purchaser's decision at the time of purchase of durable goods and also their satisfaction after the purchase is after sales services. This study is looking to see how is the status of the sales of energy appliance in Bushehr (Iran) and to what extent consumers are satisfied with these services. The method of this research in terms of aim is application and in terms of data collection is a descriptive survey. Community of the demographic data is heads of households. The population sample of 391 was simply randomly selected. Instruments for data collection are questionnaire. Questionnaire validity was confirmed through simulate and reliability of it was confirmed through the method of Cronbatch's alpha. Methods of data analysis are the mean test methods and Friedman test. The results show that citizens of Bushehr are unhappy with the companies, dealers and shops giving after sale services for house appliances and the level of dissatisfaction among dealers and repair shops for house appliances of Iran are more than foreign products.

Keywords: Customer services, after sales service, satisfaction of after sales services, house appliances.

Introduction: The last years of 2001 decade is considered a turning point in Iran. Attitudes of institutions, manufacturing companies, service and commercial because of competitiveness of market due to expansion of capacity of production, assembly and an increase in imports,

For Correspondence:
majidesmailpour@yahoo.com.
Received on: January 2016
Accepted after revision: May 2016
Downloaded from: www.johronline.com

compelled to satisfy more customers, more sales and more profit-focused. Nowadays other Iranian manufacturing companies in terms of chance cannot wait to sell their manufactured goods. The company should strive to wide investigation of the needs, wants and expectations of aware customers of their products according to the demands and expectations to adjust with them.

In recent years due to the production and commercial mobility in the context of house appliances industry specially importing any types of house appliances, the area for

companies that simply produced and dispatch to the markets and were able to sale their products has become smaller; and it seems the less mobility in the context of producing and trading in Iran is finishing. In the current situation a heavy competition is ruling in the appliance market and production companies are ruling the country's domestic and external effort to gain market share from more tender. Therefore, companies that did not harmonize with his new condition and still do not pay attention in production and supply their products to the demands and expectations of customers, no doubt, will be eliminated from the competition scene (Nakhjavani, 2010). Therefore, for the continued survival and growth, domestic production of all the companies are compelled to increase mobility and enhance the development of dozens of features and take heed services to customers' demands and expectations. One of the demands and expectations of the buyers of house appliances is an after-sales service for purchased goods. Customers want to ensure that the goods are purchased from a company, in need of emergency services of after the sale, the service would be fast and the costs are fairly accessible. Since the production technology of home appliance manufacturing companies in Iran are almost the same, so the after-sales services as a customer service strategy has particularly important role. Becoming similar the properties and the physical characteristics of Iranian household products caused those buyers of these products effect on other factors that affect their choices, are sensitive. One of the factors that can effect on consumers' way of choice is after-sales service; that in this article it will try to identify the main aspects and satisfaction appliances and foreign buyers in this area.

So the main issue of this study is that nowadays, with the development of competitive markets in the world and its impact on the economy, and also the importance of manufacturing and service companies providing superior service to the consumer, need to establish after-sales service by the company become more than before. In circumstance that after-sales service are known as one of the success factors of companies, in Iran still it has not paid much attention to this issue. The fact that the failure to provide adequate after-sales service guarantee for durable home appliances goods in the country, is one of the problems faced by the domestic buyers (Zandi, 2007) and Bushehrian citizens suffer from this problem more. Undesirable quality of domestic house appliance products and subsequent poor after sales service provided by the companies, have followed the wave of consumers' criticism that has resulted in consumers' tendency toward purchasing foreign products. Therefore, this study followed this to see the how is the situation of after sales service of energy house appliance in Bushehr and to what extent consumers are satisfied with the services and which interactive - behavioral factors or physical - material factors caused satisfaction or dissatisfaction with their has had the greatest impact?

The findings of this study make clear the factors affecting consumer satisfaction after sales service and after-sales services, appliances and prioritize these factors and it expects that the manufacturer companies and suppliers of household products as well as a number of policy makers and regulatory agencies such as the nature of the mining industry, the trade and standards organization based on the results of this study, have exact knowledge and analysis of the situation of after sales service appliances in Bushehr and be able to use it for their proper planning.

Literature Review: House appliance industry in Iran has a relatively long history and from the past years to now the bulk of the domestic needs of home appliances provides wedge purchase and has prevented significant amounts of foreign currency's exit. This industry at the prevention exit of currency from the country, as well as was bringing a little currency and exports of this industry to other countries (such Afghanistan, Iraq, Syria, Middle East and some African and

Asian countries) is low. Course, it should be noted that the production of this industry in Iran is without looking in particular on the development of export and policy makers in the industry emphasis on removing importing to exit of the currency out of the country. The industry has failed to alleviate the needs of foreign buyers to purchase home appliances to suit all the needs and tastes of different buyers' expectations. Therefore, a significant amount of domestic appliances needs are provided by the foreign companies (particularly China, South Korea, Turkey and Japan) formally or through smuggling.

However, the house appliance is of the important industries and with the high amount of investment in Iran and investments being made in the industry over the past years were significant figure. But often the products of the industry with similar foreign products are very different in terms of design, appearance, quality, technology and are at a lower level and therefore despite the high import tariffs, foreign desire are among consumers to buy appliances at a very high level.

Studies show that 57 central agencies and units of after sales service and repair for domestic and foreign appliances are deployed in different parts of the city of Bushehr and with and without permission from the authorization of the producer and the suppliers of home appliances are working in after sales service and maintenance of appliances. Most of these centers provide services as a single unit owner and in a small place and features with low requirements working.

What is the service?

Services are exactly located at the center of economic activity in any society. Services are located for life, survival and health and are essential to the economy and are at the heart of the economy. Services sector not only facilitate productive activity, but it may be make it possible also. Because of the variety of services, define of service has always been a difficult task. What makes it more complicated is the fact that due to the intangible nature of most data and output that is often easier to understand and identify ways to perform services is not. According to Gronroos (2000) service is an activity or a series of more or less intangible activities that normally, but not necessarily in the interaction between customer and service personnel or physical resources or systems are being supplied and the solutions to the customer's problems are provided. According to Kotler & Keller (1997) service is a work that is offered by one party to the other party. Although the process may be tied to a physical product, it is essentially intangible and does not normally result in ownership of any of the factors of production.

Customer service: Trade in development path to achieve this basic concept is to reach goals at the possible highest levels of customer service and due to his satisfaction, thereby increasing the sale of goods and services. Assumption serving clients takes place in the effort to create a distinction in a particular product compared to similar products and customers interested in relation to the goods sales and profitability of the company increase. So services to customer are not business but it is the main component of the business (Bozorgi, 2007). Services make customer safeguard and without having an effective service, market share can be reduced. Services lead to customer loyalty to the company (Saeed, 2013).When the same goods are more, services as a competitive tool can effectively be used.

Customer service is of various types. Customer service types can be classified into three parts: (Hawkins, et al, 2004) which include:

A) Pre-sale services: Service begins at the moment of selling the company's products for the selection and purchase of a product, the customer will see the introduction of the measurement. Like how to design the inner and outer facades of stores dealing vendors buyers, honest seller supply and product sales, consulting services, ease of ordering, incentive awards, quick access to the product, keep an

appropriate level of inventory, replacement merchandise.

B) Services during the sale: during selling services include customer service from the time he pays the price of the goods and products until he needs it to consume. Such as destination services to consumer goods, and goods on how to install, learn how to use product, accuracy in shipping.

C) After sales services: After sales services include all matters that companies selling goods to the customers are doing to create greater value of goods and services. Like services warranty, commodity services shipping, installation services, supplying parts goods, repairs services.

After Sales Services: Customers' retain is very important in organizations. Many organizations are trying to use the new method that can provide after sales services to customers to provide value to their life through their presence on the scene to ensure competition (Saeed, 2013). This is based on surveys taken in the company of appliance manufacturer, have two-fold importance. After sales services are essentially of the most important services for the production of buying any durable companies of the supplier of represent the customers themselves. According to Palmer (2002) the main purpose of providing after sales services to customers is through this mechanism the company is able to maintain relationships with customers.

In modern marketing philosophy that is based on customer orientation, marketing begins with collecting detailed data about the target customers and managers understand the needs, wants and expectations of customers, goods, and services to design, produce, and then the target customers through distribution channels and finally after sales services give to their offerings. Providing after sales services is not considered marketing cycle end, but also it is considered a bridge between the target customers and the company (McCarthy, 2003).

Good after-sales service provider of the service has many benefits for companies that are creating barriers to competition, customer loyalty to products, distinguish products from competitors, reduce marketing costs and increase prices (Sharifi, 2010). Well after-sale service, in shaping a positive image of the brand the product has major importance (Saeed, 2013). In general, the models show that buyers decide to purchase durable goods, all companies and suppliers will reject non-responsive. Then between the company and suppliers remains acceptable to those who choose responsibility for the quality of goods and after-sales service good. In a survey of all banks and financial and financial institutions of country about purchase decisions flashing - Hardware has been carried out, results show that among 35 variables influencing the purchase decision process and organizational buyers, after sales services and related issues in all banks and financial institutions and credit are as an important decision variable purchasing management is evaluating (Hasangholi Pour, *et al,* 2008).

Customer Satisfaction: Each customer after receiving the service or purchase and use of a product may be generally satisfied or dissatisfied. Satisfaction is a positive sense that a person receives after using the product or service is created. Sense of confrontation of customer expectations and supplier performance occur. If the goods service received by the customer to assess the level of expectations, he will develop a sense of satisfaction. If the level of goods service and customer expectations are higher than the level causing injury and a lower level of service and tasteful products then would be expected to lead to customer dissatisfaction (Ziaie. et al, 2012). Degrees of dissatisfaction, satisfaction and people scurry taste at any time and in any case varies continuously between expectations and performance level of a supplier in terms of quality of goods and services (Brady, 2001).

Measuring customer satisfaction of after sales services: Currently several companies in Iran, provide after sales services for the products that are sold, but what is important about the customers and plays a decisive role in customer satisfaction, is the quality of after sale service. Accordingly it is required to participate in any particular level of customer satisfaction with the quality of their products to be aware of after-sales service network. Companies of the selling products to customers communicate with their clientele with phone interviews, interviews or questionnaires sent to the address of the customer, they want their company to comment on the level of service quality and satisfaction of the services received.

Evaluation of after-sales services is a challenge, because customer satisfaction is determined by many intangible factors. Unlike physical commodity characteristics that formed that they can literally see and evaluate the quality of after-sales services of the psychological characteristics of many. Thus, for different reasons, it is hard to understand and measure customer satisfaction. First satisfaction concept and relative that is quite different between different people. Therefore experience for the consumer, it may be say that satisfying to the other person is wholly inadequate and unsatisfactory. Secondly, the factors affecting

customer satisfaction in various industries vary. Thirdly, the concept of quality services varies in different cultures. Fourthly, the relationship between satisfaction and purchase intention is complex (Seyed Javadin and Kimasi, 2005).

In evaluation of service quality and customer satisfaction, many researchers have worked to date and several models have offered; the three models are mentioned here:

1– Parasuraman, et al Model: One of the most famous models in the measurement of service quality owned to Parasuraman *et al.* (1993). The model for the relationship between cost, profitability, satisfaction and customer retention has proven, as director of marketing and corporate financial performance has been a lot of attention, but for different sectors of industrial, commercial and private has many applications. These models attempt to measure the quality of services where service quality is a necessary to understand customer expectations and quality of service he expects. Measure of service quality are doing in order to properly understand the services that organizations should provide and whether or not the service is tailored to customers' expectations of service quality within an organization and compare with other organizations. Initial model by Parasuraman and colleagues in 1985 is presented below (Figure1):
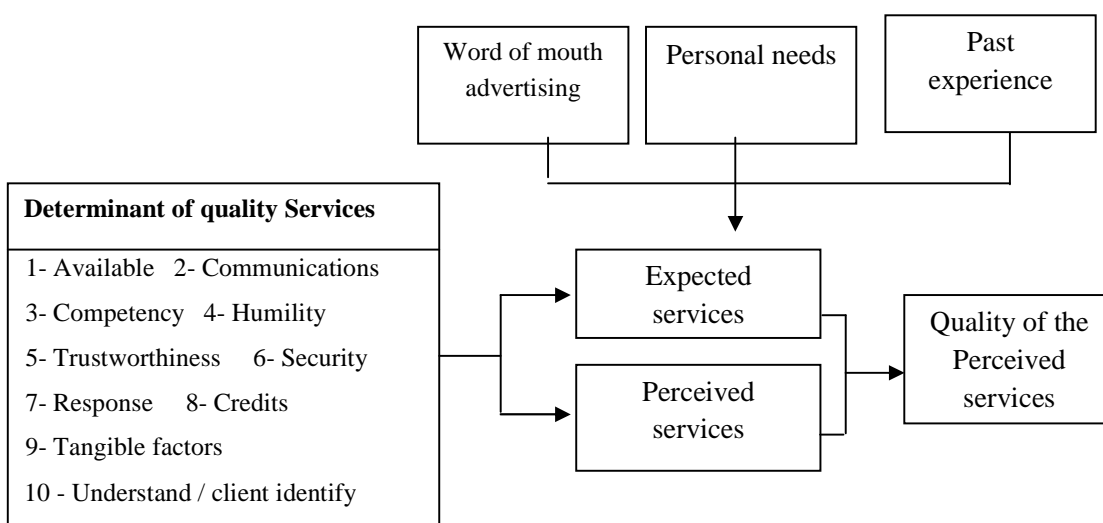
Figure1: The Determinants of Service Quality

The researchers on their next studies found strong correlations between communication, competence, courtesy, reliability and security, and also access and understand. So they combined the two overall confidence and sympathy. Then, they make the dimensions of five factors of tangible, reliability, responsiveness, assurance, empathy as a basis for building a tool for measuring service quality service that is famous to quality scale model.

2– Johnston Models: Johnston *et al.* (1997) experiments that provide a comprehensive service quality by Parasuraman and colleagues was performed in 10 service organizations in the UK. They initially offered a list of 12 factors, however, they do further studies, 18 factors they presented, they are: Available, Aesthetics, Politeness and servants, existence, attention, cleanliness and elegance, comfort, commitment, communication, competence, courtesy and humility, Flexibility, friendliness, functionality, integrity, reliability, responsiveness, security.

3– Harrison Model: Harrison (2005) offered two dimensions for the quality of services:

A) Physical- material quality: physical- material quality refers to products or product support services. Financial products have limited physical dimensions; the physical evidence is often used to evaluate the service quality of the rule nodes. For example, customers on the branches, decoration facilities tested quality.

B) Interaction- behavioral quality: The interaction- behavioral quality is the interaction between customers and service providers. Interactions may occur in several ways, for example, can be face to face or through other means such as telephone or internet will be interacted. Engage in any form the organization must ensure that effectively they communicate with the customer.

In this research based on Harrison's model of quality of service, we divide all the various components of the constituent satisfaction and after sales services into two basic categories that are either:

A) Interactive factors, behavior and communication

Interactive, communicative behavior factors are the factors that related to human interaction and communication, and paid tribute after sales service providers, managers and their employees, customers, and include the following:

1 - Explanations, tips and ideas to the customer on how to use correctly the product and maintenance

2- Promise the on time delivery of product after repair

3- Having combined with courtesy and dignity and humor with customers

4- Build trust and confidence by providing customer service

5- Speed and accuracy of the accepted order

6- Telephone communication with the customer after repairs

7 - Attention to customer demands

8 - Attention to the customer's proposals, complaints and feedback.

Since one of the characteristics of service organizations is communicate directly with customers, employees and products provided by enterprises, service are never palpable, therefore, in terms of psychological, emotional is well-being and quality service to its customers to deliver humanitarian aid proper behavior. The affable personnel in these institutions are vital after sales service providers are no exception to this rule.

B) Physical and material factors

Physical and material factors are all factors observables and palpation of the surrounding environment and service provider and include factors such as the following:

1- Quality of performed repair

2- Providing the required components in terms of speed and accuracy in the preparation of original pieces and fit

3- How the quality of supplied parts

4- Having skilled staff at the reception order and repairs

5- Cleanliness and appearance of the place of service

6- Existence of variety of utilities, such as transportation and etc.

7- The cost of the performed repairs

8- Price of parts

9- Substitute supply parts

10- Fault and repair all parts of the problem

11- Having a skilled repairman for each of the types of services.

It is clear that companies manufacturing and supplying of household products to a greater extent can be physical and material factors relating to the service providers to sell their products under their control.

Research hypotheses: In this study, we performed the theoretical studies on the subject after-sales service, we suggest the following hypotheses:

1- Consumers of house appliances are satisfied with after sales service providers of these services.

2- Consumers of house appliances are satisfied with physical- material factors of after-sales service providers.

3- Consumers of house appliances are satisfied with interactive, behavioral and communication factors of after-sales service providers.

Background of done researches in Iran

In many survey research conducted in industrialized and developed countries it has been concluded that consumer purchases and institutional the proper after sales services are prior to the price of the product. Provide after-sales service can cause competitive advantage and other companies to thwart competition. Often buyers of durable goods, if know the goods and services they are guaranteed by the previous supplier, never for a slight savings in the price they will not go to another supplier (Hayes, *et al.*, 1998).

According to the field research in the field of after-sales service, lots of research has been conducted outside the country for a variety of goods and services and results in most of the high consumer satisfaction and after sales service pointed. But in Iran a little field research has been done in the field of after-sales service, which is more related to the automotive industry. A number of studies that are somewhat related subject are given below.

Aflaki (2005) assessed the role of after-sales service of Butane companies in marketing products in Tehran. He has concluded that consumers of heaters of Butane companies are satisfied after-sales service of the company. Haji Bagheri (2006) review and determine the factors affecting the after-sales service, new products and prioritize of Iran Khodro Company in Tehran. His findings show that Iran Khodro customers are dissatisfied by the after sale service of the company. Yavari (2006) examined the impact of after-sales service of Xerox customer satisfaction, the company has been in Isfahan city. His findings suggest that Xerox customer are very satisfied by the after sale service of the company and its dealers. Afghahi Farimani (2007) examined the influence of customer satisfaction and after sales services company of Arj in city of Rasht. His findings suggest that customers are very satisfied by the after sales service of the company and its dealers. Barazandeh (2009) examined the identification and prioritization of indicators of effectiveness in evaluating the performance of authorized dealers selling and after-sales service of Tehran Iran Khodro Company using MADM techniques.

3– Methodology

The method of this research in terms of aim is application and in terms of data collection is a descriptive survey that data collection is questionnaire. The survey includes ways that their aim is to describe the conditions of phenomena, without trying to change or influence the present situation.

The population of the research included individuals who used after sales services of foreign and domestic energy appliances in Bushehr. Sampling method introduced in this study, is randomly sample. Due to being infinite population and the inability of researchers to

develop the population, the number of samples based on the formula for indefinite Cochrane statistical are at confidence level 95% and the proportion of agreement 50% and a sampling error 5% that determined by the number of sample 385 people. For the study, 400 questionnaires have been distributed among those who attendance at after sales service of energy appliance in Bushehr and 391 quite completed questionnaires were collected.

An instrument of data collection is the questionnaire. This questionnaire includes a two-variable and 55 questions. Variable of interactive, human behavior and communication factors has 22 questions and variable of physical – material factors has 33 questions. Questions to measure variables are designed in the study according to the position of the theoretical literature survey. For measuring parameters the spectrum of a five-item Likert was used. Formal content validity was assessed via questionnaire. For validity, the questionnaire was dented to recent few faculty members and administrators of corporate sales and considering and their views and required changes were done to investigate. For size measurement reliability of the questionnaire, Cronbatch's alpha was used. Coefficient alpha for the entire questionnaire was 0.968, and a range of physical – material factors was 0/943, and a range of interactive human behavior and communication was 0/932. A coefficient of Cronbatch's Alpha calculated for variables was more than 93 percent, so it can be concluded that the questionnaire has a high reliability.

In this study, to examine and test the hypothesis test using a mean Software SPSS20 is used. Well as the Friedman test was used to prioritize the factors. **Data Analysis and Findings**

In this section we analyze the survey data. Initially using descriptive statistics, analysis of demographic data sample takes place and then using statistics to test the hypothesis illation. Data demographic sample included:

1- Sex 2- education 3- Age 4- Occupation
  5- Number of using services   6- how to

contact the service provider   7- Time receive a response from the service provider

From total of 391 samples of the study of sex 225 people (57%) were male and 166 people (43%) were female. Of educational level, 189 people (49%), were diploma and under diploma, 93 people (23%) above diploma, 96 people (24%) undergraduate and 13 People (3%) were graduate and above. Therefore more than 51 percent of the population have a higher education degree and above. Then respondents ages 31 people (8%) in the age of 18 to 24 years, 94 people (24%) in the age of 25 to 34 years, 180 people (46%) in the age of 35 to 44 years, 40 people (10%) in the age of 45 to 54 years and 46 persons (12%) in the age of higher than 55 year. Therefore it can be concluded that most of the population under the study (92%) are over than25 years, and the lowest prevalence in the study population between the traditions of 25 years. Of occupations 153 people (39%) of public sector employees, 43 people (11%) of private sector employees, 86 people (22%) of employed workers 109 People (28%) has released jobs.

In this study for a normal distribution of the variables Kolmogorov-Smirnov (KS) test was used for the variables. Table 1 shows the results of Kolmogorov-Smirnov test for the study's variables.

Table 1: Result of One-Sample Kolmogorov - Smirnov Test

		Physical and Material Factors	Interaction, Contact and Behavioral Factors
N		391	391
Normal Parameters [a,b]	Mean	2.8159	2.8097
	Std. Deviation	.64860	.70969
Most Extreme Differences	Absolute	.043	.045
	Positive	.043	.045
	Negative	-.038	-.035
Kolmogorov -Smirnov Z		.911	.942
Asymp. Sig. (2-tailed)		.377	.338

a. Test distribution is Normal.   b. Calculated from data.

As Table 1 shows, since the significance level of each variable is more than 0/01, then with the confidence level of 95% it can concluded that there is no significant difference between the data of the variable or variables with normal distribution, or research normal distribution .

For statistical analysis of research data for testing research hypotheses average test (T-test) was used. The criterion for decision considering the amount of t was calculated by the SPSS software. Significance level used in the statistical analysis is 5% and a confidence level is95%. Tests appear to be in one range. If the calculated t was more than 1/96 hypothesis is confirmed, and if it was lesser the research hypothesis will be rejected. Results of T-test for the hypothesis are in Table 2:

Table 2: Result of One-Sample Statistics and One-Sample Test

Variable	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction of After Sales Services	391	2.8135	.66197	.03135
Satisfaction of Physical and Material Factors	391	2.8159	.64860	.03071
Satisfaction of Interaction, Contact and Behavioral Factors	391	2.8097	.70969	.03360

One-Sample Test

Variable	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction of After Sales Services	-5.951	390	.000	-.18655	-.2481	-.1249
Satisfaction of Physical and Material Factors	-5.993	390	.000	-.18406	-.2444	-.1237
Satisfaction of Interaction, Contact and Behavioral Factors	-5.662	390	.000	-.19028	-.2563	-.1242

As the data in Table 2 show, the calculated t of all variables at a significance level is 5% of the number 1/96 is smaller than the critical table. Since the confidence level used in the test is 95%, and then we can conclude that all our research hypotheses are rejected. In other words, one can say with 95% probability that consumers are not satisfied by the after sales service manufacturer and supplier of home appliances in the city of Bushehr.

Also, our findings indicate that from the perspective of consumer appliances in Bushehr, satisfaction of physical – material factors interactive elements are not in the same behavior and communication. If we look at the mean and standard deviation of satisfaction degree of physical - material with interactive elements, behavior and communication (Table 7), we will see that the average satisfaction rate of physical –material factors interaction of behavioral and physical factors are more relevant and SD - material interactive agents, behavior and communication is less. Then the hypothesis of being equal the satisfaction of the physical and material factors, behavioral factors, interact and receive after sale services in home appliance in Bushehr is rejected. Implement of the Friedman test is also confirmed this. Results of Friedman test are shown Table 3.

Table 3: Result of Friedman Test

Ranks

Variables	Mean Rank
Satisfaction of Physical and Material Factors	1.46
Satisfaction of Interaction, Contact and Behavioral Factors	1.54

Test Statistics [a]

N	391
Chi-Square	2.664
df	1
Asymp. Sig.	.103

a. Friedman Test

As Table 3 shows, the level of significance of Friedman test was 0/103 of which 5% is larger. Since the confidence level used in the test was 95% then with probability 95% it can be concluded that consumer's satisfaction from home appliances in Bushehr of physical - material factors, behavioral, and communicative and interactive elements are not identical.

Also, our findings indicate that with probability 95% satisfaction of consumer appliances of domestic, foreign appliances consumers are not identical in Bushehr. The average satisfaction for all variables after sales service for more external appliances and is lower than standard deviation. In other words, consumers of Bushehr are more satisfied after-sale service with the amount of foreign relative to domestic appliances.

Conclusions and Recommendations: After analyzing the data, descriptive and illation, here first it will be concluded then discussed based on research findings and provide recommendations based on the results of the study.

Customer satisfaction is very important role of the services received in a competitive market and in order to respect human values is a non-competitive market. Companies and appliance suppliers and agents and maintenance centers and after sale service of these products should be more than the issue of customer satisfaction paid attention. Our findings in this research show that Bushehrian citizens are dissatisfied with the after sale services of the home appliance and companies and agents; because according to

Table 2, amount of satisfaction said by people about after sales services is lower than 3.

Results of the research show that companies and service providers to after sales needs and expectations of our customers who provide quality services are not aware, even if they are well aware of the demands and expectations of customers, they may not fully informed of attributed and favorable performance of the demands and expectations. In some cases it is possible that after sales service providers will be deemed inappropriate and unrealistic demands and expectations of its customers. Anyway, the first step of companies and service providers is that to get the right information about needs and expectations of their customers. Within this field survey research, dialogue with clients and establish a complaints system could be useful. Following information from the demands and expectations of customers, they try to establish ways they respond to the demands and expectations of their customers.

Based on the findings, the following recommendations can be made to companies, agencies and service providers to after sales services of appliances providers:

Manufacturers and supplier of durable goods, home appliances and also provides of repair centers and after-sales service, of this kind of products, must follow the following basic measures:

1- According to the results of research that indicates satisfactory level of consumer appliances and foreign situation of after-sales services in the city of Bushehr (clearer and

better say, they are dissatisfy)it suggests firms and manufacturer and supplier of home appliances in the town plan to action to promote a culture of service and after sales service network.

2- Given the dissatisfaction of citizens of Bushehr of the quality of after-sale service for quality repairs done correctly and properly, it is recommended that the company manufacturer and supplier of home appliances in the town plan of action to high level can enhance the quality of human resources through training and effective after-sales service network in their area.

3- According to Bushehrian citizens dissatisfaction with the amount of technical facilities to provide after sales service and use and lack of communication facilities such as telephone answering, telephone and internet maintenance dose, it is recommended that companies and agencies in their use of communication technology makes that even in the absence of employees in the garage or dealership, the customer must be able to represent message.

4- Due to dissatisfaction of Bushehrian citizens with the quality of services provided as well as mismatch between service quality and cost of services it is offered that manufacturer and supplier of home appliances companies in this city act in order to making high level of the repair services quality through increasing the quality of parts used in repairs and affordable fair prices.

5- Research conducted in the field of after-sales services in developed countries indicate that their consumers are very satisfied by the after sale services. Therefore, it is recommended that companies of manufacturer and supplier of home appliances through interaction with such a successful foreign companies in the field of after-sales services use the successful experience of the satisfaction of consumers of their products.

It is necessary that the companies of manufacturer and supplier of home appliances

have especial trainings to their sale men and agent managers through classes of service training and they are properly trained to service delivery, customer acceptance when possible, how they meet and deal with clients and how to rectify the problem.

6- Repair shops and service centers of after sales service of appliances should be quite accurate, correct and reliable service provider to ensure their services. From Boushehrian citizens' point of view, foremost of after-sales service, is offer a guarantee from the providers.

7- Repair and after-sales service centers appliances should have always the components and spare parts needed to repair customers' requirements as well as planning, by inventory management, to provide needed services to the customers was not delayed because the piece is not existed and does not provide the field customer dissatisfaction.

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