

**AN ASSESSMENT OF THE IMPACT OF AFTER SALES
SERVICES AND SUPPORT ON INFORMATION TECHNOLOGY
SOLUTIONS
A CASE STUDY OF IT INDUSTRY IN TANZANIA**

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A CASE STUDY OF IT INDUSTRY IN TANZANIA**

**By
Evance Leonard**

A Dissertation Submitted to MUDCC in Partial Fulfillment of the Requirements for the Award of the Degree of Master of Business Administration in Corporate Management (MBA-CM) of Mzumbe University.

2014

CERTIFICATION

We the undersigned, certify that we have read and there by recommend for acceptance by the Mzumbe University, a dissertation titled “*An Assessment of the Impact of After Sales Services and Support on IT Solutions: A Case of IT industry in Tanzania*” A Dissertation Submitted to MUDCC in Partial Fulfillment of the Requirements for the Award of the Degree of Master of Business Administration in Corporate Management (MBA-CM) of Mzumbe University.

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I, **Evance Leonard** declare that, this dissertation is my own original work and that it has not been presented to any other university for a similar or any other Master degree award.

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In completing this work, I have accumulated a vast debt to several people whose generosity, material and moral support have contributed to the completion of this work.

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DEDICATION

The work and effort that went into this dissertation is dedicated to all the people who have supported me during my studies both on and off campus. These are most understanding and caring people I know: My Parents for laying the foundation of my education and supporting and parenting me since day one, my family, friends and relatives for their prayers, affection and moral support. When times are good, they make me laugh uncontrollably. When times are tough, the smile doesn't leave my face because of the unconditional love and joy they bring to my heart.

LIST OF ABBREVIATIONS

CRM	-	Customer Relationship Management
IS	-	Information Services
IT	-	Information Technology
ICT	-	Information and Communications Technology
MIS	-	Management Information Services
SPSS	-	Scientific Package for Social Science
WOM	-	Word of Mouth

ABSTRACT

This study was designed to assess of the impact of after Sales Services and Support on IT Solutions .It investigated the strategic importance of after sale services offered by IT firms, assess factors influencing customer satisfaction in relation to after sales service in IT services and suggested various strategic measures to improve the delivery of IT related after-sales service.

A sample of 120 IT industry members from different organizations both private and public was involved in which the study used purposive and simple random sampling. In the process of answering the basic questions, one hundred questionnaires that include demographic profiles were distributed to the respondents and twenty interview guide questions were held with well experienced IT members in different organizations. After the data has been collected, it was analyzed using simple statistical techniques (tables and percentages) for questionnaires and interview was analyzed by logic and facts under the principle of grounded theory.

The findings of this study indicate that, after-sales services stabilize long-term revenues, enhance customer satisfaction and retention, and provide an important strategic weapon in a competitive environment. With respect to the factors that contribute to customer satisfaction in relation to after sale services, the study found that, service quality, after sale support and reliability/ availability of the after sale services are factors that influence customer satisfaction. The improved after sale services and support could be enhanced through developing a positive perception and attitude toward the customer, provision of training programs to IT providers in the area of customer care, improved technology as well as ensuring the reliability and availability of the service.

The researcher recommends that significant effort should be devoted to the strategic management and operational execution of after-sales services.

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CHAPTER ONE

PROBLEM SETTING

1.0 Introduction

In the last decades, business competitiveness has become an area of increasing interest as a consequence of economic globalization, increase economic integration and market liberation. Quality of service has been one of the most widely investigated factors among those strictly related business. Business competitiveness is positively related to matching the characteristics of the service to the ideal preference of clients, i.e. their level of satisfaction. This fact reveals the key role of service quality on the improvement of business competitive, and how this has an effect not only outside the actual firm, but also on the variables within it. Customer service is the provision of service to customers before, during and after a purchase.

According to Turban et al. (2002), "Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation. "The importance of customer service may vary by product or service, industry and customer. The perception of success of such interactions will be dependent on employees "who can adjust themselves to the personality of the guest,". From the point of view of an overall sales process engineering effort, customer service and support plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service and support should be included as part of an overall approach to systematic improvement.

A customer service and support experience can change the entire perception a customer has of the organization. Some have argued that the quality and level of customer service and support has decreased in recent years, and that this can be attributed to a lack of support or understanding at the executive and middle management levels of a corporation and/or a customer service and support policy. To

address this argument, many organizations have employed a variety of methods to improve their customer satisfaction levels, and other key performance indicators.

This chapter provides the background information of the study in the area of impact of after sales service and support on IT solution, in the statement of problem it clarifies where the problem start in a general form IT solution after sales service. It specifies the general objective of the study and generates the questions from its general and specific objectives. The chapter also describes the significant of the study and elaborates its scope and delimitation of the study. And lastly it explains the limitations encountered by the researcher in conducting this study.

1.1 Historical Background

The after-sales activities are nowadays acknowledged as a relevant source of revenue, profit and competitive advantage in most manufacturing industries. In a context of global competition and decreasing profits from product sales, the after-sales services and activities constitute a relevant profit source as well as a key differentiator for manufacturing companies and resellers. Profit generated by after-sales services is often higher than the one obtained with sales; the service market can be four or five times larger than the market for products and it may generate at least three times the turnover of the original purchase during a given product's life-cycle.

The perception of after-sales as a source of competitive advantage and business opportunity requires a shift from a traditional product-centric view, in which after-sales is considered a necessary evil, to a customer-centric view (Gaiardelli et al, 2007). It has been suggested that in an increasingly competitive environment characterized by rising customer recruitment costs, customer loyalty is the marketplace currency of the 21st century (Singh &Sirdeshmukh, 2000, Wetsch, 2006).

Organizations are implementing technology based solutions such as customer relationship management (CRM) systems in the hope that they will improve productivity, increase customer satisfaction and increase profitability (Wetsch,

2006). Using CRM technologies in this quest for loyalty has not been cheap with investments in CRM related technologies expected to reach \$12 billion in 2004 (Wardley&Shiang, 2000;Wetsch, 2006) and with 26% of US businesses spending in excess of \$500,000 (US) each on CRM technology between 2002 and 2004 with some implementations up to \$130 million US (Wetsch, 2006).

Manufacturing corporations aim to sell their goods while they try to keep a sound customer relationship by providing high quality after-sales service (A/S). This is because while such services have always been important in marketing and sales industries, they are currently gaining importance in the manufacturing industry as well (JinSook&SoYoung, 2009). Service quality has been rightly treated as one reliable vehicle for gaining sustainable competitive advantage, which means that service quality aspects possess a substantial strategic role for companies. One can find several examples in the market, the car industry or the fast moving consumer goods among others, where there are no “totally tangible offerings” to find anymore.

Supportive or augmenting services like hot lines, customer support services and many other, well known and widely adopted forms of after-sales services contribute to the total offering substantially, building an “augmented product” that differs from its tangible part by transforming it to a “product service mixture” offering (Rigopoulos et al, 2008) .Currently, service programs are gaining importance in the manufacturing sector. Manufacturing firms make an effort to sell their goods, keep customer loyalty and create growth opportunities in markets. Accordingly, ‘servicization’ has become prevalent in the manufacturing industry (Brax, 2005; JinSook&SoYoung, 2009).

Excellent service affects the retention of existing customers and inducement of new customers. As a result, it brings high customer retention and satisfaction (Anderson, Fornell, & Lehmann, 1994; JinSook&SoYoung, 2009). A/S (after sales service) can play a very important role in manufacturing firms, because manufacturers can get information about their product and service from customers through the processes of A/S. Therefore, many manufacturing firms concentrate on improving customer

satisfaction via A/S (JinSook&SoYoung, 2009). Generally, A/S consists of various formats: technical advice, maintenance/repair, spare parts delivery and product upgrading, among others (Saccani et al, 2006).

In past years, many companies had only been concerned with selling durable goods in the market place. But now, A/S has become increasingly important in doing business. A/S not only helps to differentiate the product but is also important in the sales of the product. Therefore, firms must link manufacturing into service (Zackariasson& Wilson, 2004). If manufacturing firms concentrate on A/S, they can get four times greater product sales and more than three times the turnover rate of the original purchase during a given product's life-cycle (Alexander, Dayal, Dempsey, & Vander Ark, 2002; Saccaniet al., 2006). In other words, A/S is a profit source and also a key differentiator between many manufacturing companies (Saccani et al., 2006).

As reviewed, manufacturing firms can obtain considerable income and profit via A/S through strategic feedback about the design and quality of products and services, sales, and marketing activity. With a high quality of A/S system, manufacturing firms can convince potential customers to purchase their new products by improving customer satisfaction, loyalty, and company/brand image for the long-term (Saccani et al., 2006).

Thus, the main objective of this study is to understand whether service quality, have an impact on customer overall satisfaction and on their behavioral intentions to re-purchase. This paper is structured as follows; as a starting point, literature review introduces the main terms and constructs under investigation in the manufacturing industry context. Then, the objectives of the particular study as well as the proposed methodology are explained. The discussion of the results and the conclusions are followed by the research limitations and directions for further research.

1.2 Statement of the Problem

Since the introduction of trade liberalization in Tanzania, most business companies have been facing a very stiff competition in marketing their products and services. Also as it is known that after sales service and support has increasingly recognized as a critical factor in the success of any business. The evaluation of customer satisfaction is a primary goal for any IT firm that would like to survive in this increasingly competitive market. Keeping customer satisfied and delighted is even more important in IT industry given that the destination faces fierce competition abroad. Developing a means to ensure the after sales service and support is an important precursor to attracting and retaining customers and hence ensuring the survival of any IT company.

The purpose of this study is to examine to what extent after sales service and support have impact on IT solutions. It is commonly accepted the sales process is completed once the transactions are done however in IT industry the situation is a bit different since most of the solutions that are sold requires the after sales support and service. This research studies the impact that after sales service and support of the IT solutions have on increasing revenues.

1.3 Research Objectives

This part of the study introduces objectives covered by the study. The general objective shows the general purpose to be attained while specific objectives shows how specifically the study addresses different issues of IT related services and support. Section 1.3.2 and 1.4 provides detailed information.

1.3.1 Overall Objective

Generally, the study aimed to assess the impact of after sales services and IT support with respect to IT industry in Tanzania.

1.3.2 Specific Objectives Were:

- (i.) To investigate the strategic importance of after sale services offered by IT firms.

- (ii.) To assess factors influencing customer satisfaction in relation to after sales service in IT services
- (iii.) To suggest various strategic measures to improve the delivery of IT related after-sales service

1.4 Research Questions

The study answered the following research questions;-

- (i.) What is the strategic importance of after sale services offered by IT firms?
- (ii.) What are the factors influencing customer satisfaction in relation to after sales service in IT services?
- (iii.) What are various strategic measures that could improve the IT related after sales service?

1.5 Scope of the Study

A result of the study was confined to the IT solutions provided by Tanzanian based IT companies and paid attention to the after sales service and support offered by the Tanzanian ICT companies.

1.6 Significance of the Study

The significance of the study includes;

(i.) Knowledge Generation

The study follows social scientific procedures to arrive to its conclusion; therefore the knowledge is useful in decision making in the area of after sales service and support on ICT solutions in the public/private sector. This takes in to account the fact that more public institution are in transition to include online media to providing their services; adequate information on the subject is useful in guiding implementation operations.

(ii.) Academic Reward

The researcher is a postgraduate student at Mzumbe University Dar es Salaam Campus College; this research is a pre-requisite and obligation for partial fulfillment

for award of Masters of Business Administration in Corporate Management degree by Mzumbe University.

(iii.) Policy Makers

The implementation of after sales services and support in IT services is guided by the Tanzanian National ICT policy enacted in 2003. This policy is reviewed periodically and hence it requires feedback from stakeholders. The feedback obtained through academic studies normally combines experience from different stakeholders and therefore, they are essential in policy review.

(iv.) Academic and Research Reference

The knowledge from the study is useful for academic and professionals in the area of ICT after sales services and support. Additionally, researcher used the knowledge to build the base of their prospective in this area.

The results of this study will be used as a study reference for students and practitioners carrying out further study in similar subject matter.

In view of the above, this study is significant and relevant to ICT companies in the country to achieve the strategic objectives and provide quality services to all who in way or another are impacted by ICT systems on their day to day activities.

1.7 Limitations and Delimitation of the Study

This section presents limitations that the study encountered and how the researcher addressed them.

(i.) Limited Resources

The study was carried out under limited resources since the researcher funded it through own sources. The costs included, traveling costs and stationary. To address this challenge, the researcher chose to conduct the study based in Dar es Salaam to minimize the cost. Furthermore, the researcher exchanged information with the supervisor through online methods to lower the cost of stationaries.

(ii.) Time

The study was conducted under limited time to meet the academic calendar of Mzumbe University. The study collected data from the sample and generalizes them to meet the challenge of time. Also, the researcher extended working time to include weekends in addressing the challenge.

(iii.) Resistance from Respondents

The study collected data from respondents who were willing to participate; it was expected that some respondents (among respondents) would resist providing the information. The researcher provided required information to make respondents understand the importance of taking part in the process. Additionally, the study assured the respondents that respondents' information is anonymous.

(iv.) Language Barriers

The accepted language of for academic communications in Tanzania is English. On the other hand, Swahili is the national language of Tanzania; some of respondents were not competent in communicating through English. The researcher translated the questions to include Swahili language for easy understanding. Also, the researcher used English language editor to proof read his work for grammatical correctness.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews the literature relevant for the study. The first part introduces the general concept of after sales services specifically IT services provided by the private/public sector. The chapter proceeds by reviewing the literature on efficiency in after sales services, availability and accessibility of IT services effectiveness of policies, barrier and development of after sales services and the conceptual framework. The review of literature analyses in detail the work that has been done by other researchers in the topic of interest. Literature means writings and a body of literature refers to all the published writings in a particular style on a particular subject.

Literature reviewed typically includes scholarly journals, scholarly books, authoritative databases and primary sources. Sometimes it includes newspapers, magazines, other books, films, and audio and video tapes, and other secondary sources. This study highlights the views of different academicians, researchers and scholars that have been advanced in the field of after sales service and IT improved efficiency and service delivery. In this study, the review of literature is divided into two parts, Conceptual, Theoretical Literature review and Empirical literature review. The theoretical literature review explains various secondary data related to the topic including information from books, journals, report ect ,regulations, newspapers, internet and alike, while Empirical literature review concerns with other researcher's work related to the study.

2.1 Definition of Conceptual Terms

Services loyalty, with its final effect on repurchasing by consumers, is perhaps one of the most important constructs in services marketing. Indeed, loyal consumers that indulge in repeat purchases are the bedrock of any business. One of the more obvious questions relates to the demographic characteristics of loyal customers, whether any

such variables are most salient than others and how these can be used for segmentation purposes (Caruana, 2002).

Service quality has been the subject of considerable interest by both practitioners and researchers in recent years, spurred on by the original work by Parasuramen et al. (1985). An Important reason for the interest in service quality by practitioners results from the belief that this has a beneficial effect on bottom-line performance for the firm. However, practitioners often tend to use the terms service quality and customer satisfaction interchangeably. Also Service loyalty is as an outcome variable of customer satisfaction. A better understanding of the effects of service quality and customer satisfaction on service loyalty can help academics in the development of a model of service marketing. It cans also provide practitioners with indications as to where best to devote marketing attention and scarce corporate resources (Caruana, 2002).

As a term, “**after-sales services**” has been used the most, to describe services that are provided to the customer after the products have been delivered. The same services are sometimes called “*field services*”, when they are embodied in them aim characteristics that are located at a customer’s site. “*After-sales support*” as well as “*technical support*” or even just “*services*”, are terms also found in the literature. “*After-sales services*” are often referred to as “*product support activities*”, meaning all activities that support the product-centric transaction.

They are also found in the literature as “*customer support*” “elements, meaning all activities that ensure that a product is available to consumers “over its useful lifespan for trouble-free use” .Although a substantial body of literature exists regarding the topic of service quality, it seems that the subject remains open to additional contributions, since the topic of service quality apart from its theoretical and academic value, plays a notable role as a source of sustainable competitive advantage for the companies (Rigopoulou et al,2008).

It is worth noting that several categorizations do exist in the literature regarding the different kinds of service quality. Although there is no conclusive agreement among the academics, nevertheless all views recognize that the overall service quality is a multi-dimensional construct. Gronroos (1984), categorizes service quality in the “*technical*” service, referring to what service the customers are actually receiving, and to the “*functional*” service, meaning the process of the delivery of the service. Later on, and focusing again on the components of quality, McDougall and Levesque (1994) and Rust and Oliver (1994), among others, claim that service quality is constituted by three broad sub-dimensions, namely the personnel related, the tangible offering related and the service-scape-related.

Other schools of thought differ regarding both the nature as well as the number of these dimensions (e.g. The Multilevel model, presented by Dabholkar et al. (1996) is such an example. Another salient and clearly different proposal is this of Parasuraman et al. (1988), the widely accepted and adopted SERVQUAL Model. This particular view treats quality as the construct constituted by different encounter characteristics (Rigopoulou et al, 2008).

The positive perceptions and attitudes of the target customers towards the quality-elements offered by the firm, leads to both attraction of new customers thanks to word-of-mouth (WOM) communication and recommendations of the existing customers, as well as to enhancement of the relationship of the company with its current customers by making them more loyal and committed. In other words, when referring to overall service quality perceptions, it is noticed that a substantial body of the literature (Boulding et al.,1993) is in line with Zeithaml et al. (1996) findings, claiming that overall service quality perceptions influence WOM communication, recommendations, as well as Loyalty (Rigopoulou et al,2008).

Field service has existed for a long time as an unwanted additional cost for companies that provide product warranties to customers. In recent years, as competition in the field service area grows, service providers realize that customer satisfaction and client loyalty are fundamental factors in continued revenue growth.

Delivering the levels of support that the customers have grown accustomed to is not enough to maintain market share and win business from competitors (Tang et al, 2007). Manufacturers and retailers of capital and consumer goods cannot consider their active role ends with the sale but rather must provide their customers with a set of supporting after-sales services, (Levitt, 1983), Such as installation packages, technical advice for use, maintenance/repair, spare parts delivery, product upgrading, etc.

The rationale for such needs and in general for integrating services into the core product offering is based on three main reasons, as pointed out by Oliva and Kallenberg (2003), concerning: after-sales economics, customer requirements, and competitive arguments (Saccani et al, 2006). It is evident how end-users of many types of products, ranging from industrial goods to domestic appliances, require assistance and support at some time in order to gain maximum value from their purchase. In detail, customer support entails all activities to ensure that a product is available for trouble-free use to consumers over its useful life span (Goffin and New, 2001). Traditionally, support merely constituted maintenance, service and repair activities.

However, as the customer needs have been increasing over the past decade, it has also progressively encompassed other services such as product installation, commissioning, training, documentation, spare parts supply and logistics, product upgrading and medications, software patches, warranty schemes, phone support, etc. (Tore and Uday 2003;Legnani et al, 2009).customers may be price sensitive and think the base warranty is sufficient; however, other customers may pay much more attention to after-sales service and would welcome such an additional service option with an extra payment. Hence, it is critical for both the retailer and the manufacturer to create a reasonable after-sales policy that will result in the highest level of customer satisfaction.

Also, after-sales service is now considered a critical strategic tool in the automobile industry (Flees and Senturia, 2008). Hence, on one hand, offering a large number of

extra after-sales service plans to consumers leads to higher profitability. Recent marketing management focuses on lifetime value of a customer and maintaining long-term relationships with customers (Kurata and Seong-HyunNam, 2010). Presently, one of the areas which is most sensitive to these changes may be the area of after-sales service provision, especially among those international firms that provide these services through distribution networks.

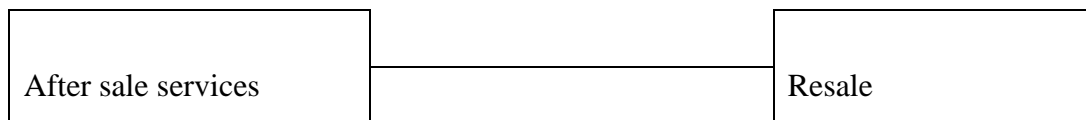
It has been noted that forward-looking companies have attempted to make their distribution channels more flexible and adaptive (Narus & Anderson, 1996). That is, firms must link manufacturing, service, and distribution functions to meet customer needs, and the “winners” will be those firms that develop innovative solutions to provide those links that best satisfy their customers’ needs. In this regard, provision of after-sales services through these “webs of capabilities” (Narus& Anderson, 1996) is one way that firms can differentiate themselves from competitors (Porter, 1980). Indeed, the provision of these services is important in terms of expectations (Levitt, 1983), profitability (Herbig& Palumbo, 1993), and customer loyalty (Smith, 1998; Zackariasson& Wilson, 2004).

The growing implementation of technology in services is not without reason. It offers a wide range of advantages to service providers as well as customers increased opportunities for customization, flexibility recovery, and spontaneous customer delight have been identified as the main drivers of customer satisfaction to be influenced by the infusion of technology (e.g., Bitner et al., 2000). One of the consequences of increased customer participation may be that satisfaction is increasingly based on the customer’s attitude towards the technology employed. Several studies have already empirically examined the role of national culture in services. Donthu and Yoo (1998), for example, found empirical evidence of the effects of cultural traits on service quality expectations (Birgelen et al, 2002)

In fact, until here price sensitivity, companies capability to offer services through the internet, client attitude to the used technology and finally the national culture are considered the effective variables on the client’s satisfaction which can lead to re-

sale of the product or buying the new products. Generally, the quality of the after sale services leads to client's satisfaction of services and loyalty and re-sale of the product or buying the new product of the same company. This research will study, prioritize the importance and the influence of the after sale services on resale.

Figure 2.1: Conceptual Mode



In this way, the variables of the after sale services which are effective on resale, the operational characteristics of the after sale services which are offered by JinSook Ahn and SoYoung Sohn (2009) are paid attention to. These variables show the quality of the services in client's point of view. We will consider these variables as a basement for assessing the level of client's satisfaction.

The Concept of Service

A *service* can be defined as any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything. Services encompass a very wide range of activities e.g. health care, education, tourism, insurance and finance. 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 also make it possible. Because of the variety of services, defining 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:

- (i.) **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.
- (ii.) **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.
- (iii.) **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 (HasangholiPour, 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).

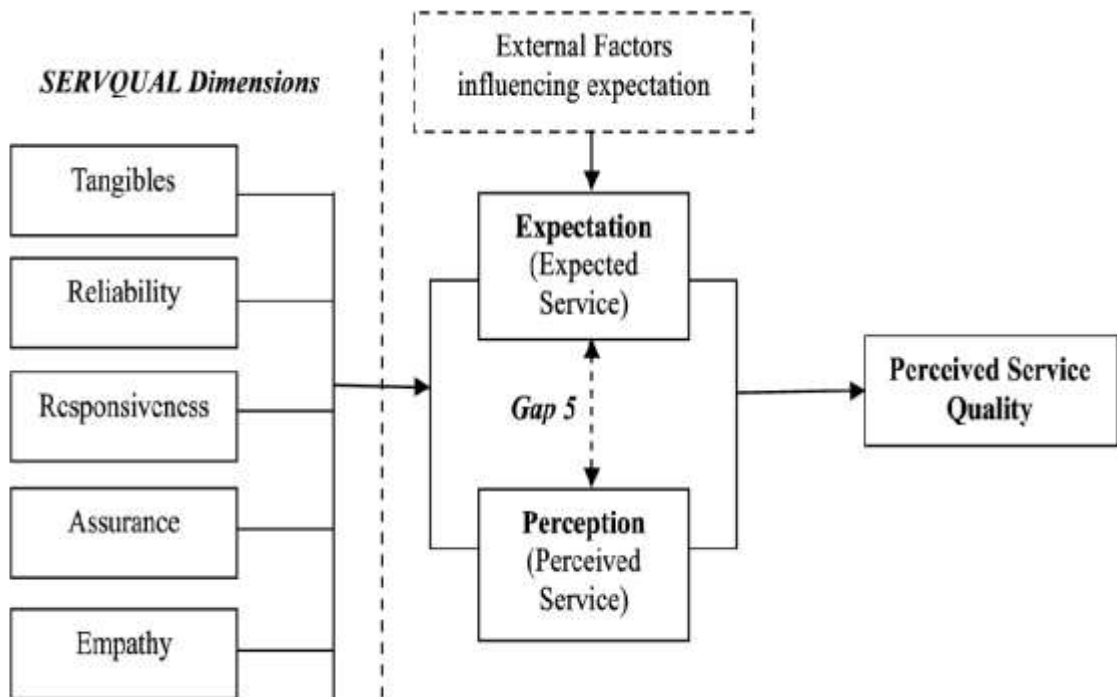
Measuring Customer Satisfaction of After Sales Services

Currently several companies, 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:

Figure 2.2: 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:

- (i.) 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.
- (ii.) 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:

- (i.) Explanations, tips and ideas to the customer on how to use correctly the product and maintenance
- (ii.) Promise the on time delivery of product after repair
- (iii.) Having combined with courtesy and dignity and humor with customers
- (iv.) Build trust and confidence by providing customer service
- (v.) Speed and accuracy of the accepted order
- (vi.) Telephone communication with the customer after repairs
- (vii.) Attention to customer demands
- (viii.) 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:

- (i.) Quality of performed repair
- (ii.) Providing the required components in terms of speed and accuracy in the preparation of original pieces and fit
- (iii.) How the quality of supplied parts
- (iv.) Having skilled staff at the reception order and repairs
- (v.) Cleanliness and appearance of the place of service
- (vi.) Existence of variety of utilities, such as transportation and etc.
- (vii.) The cost of the performed repairs
- (viii.) Price of parts
- (ix.) Substitute supply parts
- (x.) Fault and repair all parts of the problem
- (xi.) 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.

After-sales services and customer satisfaction

It is well known that the margin from after-sales service is much larger than that from the product. That is, after sales service is considered a key revenue generator in certain categories (Cohen et al., 2006; Cohen and Whang, 1997). Hence, on one

hand, offering a large number of extra after-sales service plans to consumers, leads to higher profitability. Recent marketing management focuses on lifetime value of a customer and maintaining long-term relationships with customers (Gupta and Lehmann, 2007). From this customer-relationship viewpoint, after-sales service is regarded as an important factor that has an impact on establishing good relationships with customers. On the other hand, a default and free basic after-sales service, also plays an important role in attracting more customer attention in a market with severe brand competition (Chien, 2005). Offering adequate after-sales service to customers has become a major generator of revenue, profit, and competency in modern industries (Cohen et al., 2006; Cohen and Kunreuther, 2007).

Accepting the claim that returning customers are the most profitable ones, as they require less marketing effort and relationship building, after-sales service acquires a critical role as a means to achieve customer satisfaction and retention (Alexander et al., 2002).

After-sales services and service quality

Quality in services provides a competitive factor for continued consumption, especially when intangibility relations are tightened between quality and services. Service quality plays a notable role as a source of sustainable competitive advantage for the companies. Several categorizations do exist in the literature regarding the different kinds of service quality. Although there is no conclusive agreement among the academics, nevertheless, all views recognize that the overall service quality is a multi-dimensional construct. One of the pioneers was Gronroos (1978, 1982) who recognized the need and usefulness of developing valid and distinct measures of service quality. Gronroos (1984) categorizes service quality in the “technical” service, referring to what service the customers are actually receiving and to the “functional” service, meaning the process of the delivery of the service. The first service quality measurement model was developed by Parasuraman et al. (1988). It was introduced by the name of service quality (SERVQUAL). This particular view treats quality as the construct constituted by different encounter characteristics. Rust and Oliver (1994), among others, claim that service quality is constituted by three

broad sub-dimensions; the personnel-related, the tangible offering related and the service-scape-related.

When applying the quality theory to after-sales services the authors believe that after-sales services are contributing to the “technical quality” of the overall service, which is, influencing substantially the “what is the customer receiving”? In parallel, influencing the way (“How”) the central service is being delivered, playing therefore, a critical role in the “functional” aspect of service quality. If one utilizes as basis not the Nordic model, but the “extended” “three-component model”, proposed by Rust and Oliver (1994), again it seems that after-sales services are closely related to both, the “service product” and the “service delivery” dimensions of quality.

With the ongoing discussion, two of the three main drifts of interests regarding service quality are being touched. The third, regarding evaluation matters of the provided service quality, will be treated under the relation of service quality dimensions with the construct of performance. The positive perceptions and attitudes of the target customers towards the quality-elements offered by the firm, leads to both attractions of new customers, thanks to word-of-mouth (WOM) communication and recommendations of the existing customers, as well as to enhancement of the relationship of the company with its current customers by making them more loyal and committed.

Word of mouth (WOM) is informal advice passed between consumers. It is usually interactive, swift, and lacking in commercial bias. WOM is a powerful influence on consumer behavior. Keaveney (1995) noted that 50% of service provider replacements were found in this way.

WOM may be positive (PWOM), encouraging brand choice, or negative (NWOM), discouraging brand choice.

Word-of-mouth is a frequently encountered variable in the service literature. Typically, it is viewed as a component in a satisfaction-profit framework (sometimes also labelled as the service-profit chain; Heskett et al., 1994), in the sense that

satisfaction (or other global evaluations, such as perceived service quality) is assumed to affect word of mouth, which in turn is assumed to affect the firm's profitability. Several studies also show that other global evaluation variables, such as perceived service quality and perceived service value, are positively associated with word-of-mouth transmission (Danaher and Rust, 1996; Fullerton and Taylor, 2002; Hartline and Jones, 1996; Sweeney and Soutar, 2001).

2.2 IT Support

Information technology is the use of computers and software to manage information. In some companies, this is referred to as Management Information Services (or MIS) or simply as Information Services (or IS). The information technology department of a large company would be responsible for storing information, protecting information, processing the information, transmitting the information as necessary, and later retrieving information as necessary

A solution is a product, combination of products, services, or a mix of products and services that a vendor, service provider or value added reseller will offer to their client. In virtually every case, a solution is provided to address the client's specific business problem or other need. For example, a solution provider may recommend a new multi-processor server as the solution for a client's transaction processing bottleneck. Similarly, an outside service provider may be engaged to provide routine maintenance and repair services for business computers. This service might be the solution for staffing limitations or other service overhead experienced by the client.

2.2.1 IT solutions After Sales Service and Support

Increased competition among establishments in this industry has spurred many IT solutions provider companies to establish the after sales services and support. For healthier IT systems it is important that regular checkups are made soon after the IT solutions are implemented. This allows the IT systems to operate in a healthier manner and thus reducing unnecessary down time from the systems and hence increase the company's revenues.

In order to achieve the said objectives most of the companies providing IT solutions are nowadays providing the after sales services and support. This may come as part of the IT solution package or in some cases it may be provided separately. This involves regular routine maintenance for the hardware and the patches updates and license check for the software.

2.2.2 Service and Support Quality

Boon & Kurtz (1999) argue that quality as the degree of excellence achieved by an organization in delivering products or service to its customer, technically, quality can refer to physical product traits, such as durability and reliability; qualities is what your customers say, it's not what you say and if you want to find out about quality ask your customer. Service and support quality is concept that has aroused considerable interest and debate in the research literature because of the difficult in both defining it and measuring it with no overall consensus emerging on either (Wisniewski,2001).

There number of different definition as to what it meant of the service or support quality. One that is common used defines service or support quality as the extent to which a service meets customer's needs or expectations (Lewis and Mitchell, 1990). Service or support quality can thus define as the difference between customer expectation of service or support and perceived service. If the expectations are greater than performance, then the perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Paraguayan *et al*, 1985)

Always there exists an important question; why should service or support quality be measure? Measurement allows for comparison before and after change, for the location of quality related problems and establishes of clear standards for service and support delivery. Edvardsen *et al*. (1994) state that, in their experience, the starting point in developing quality in services or support is analysis and measuring. Quality should be integral to veers hotel activity. In organization that driven by customer, quality should be applied to every customer facing activity e.g. how the customer get served when he is provided by the IT solutions after sales service and support.

2.2.3 Service and Support Delivery

To be successful to look for competitive advantages beyond its own operation into the value chains of its supplier, distributors and customers. Delivery is the vital part of customer service and support and is used as a major method of the competitive between the businesses. Customer care involves putting systems in place to maximize your customers' satisfaction with your IT solutions business. It should be a prime consideration for every business - your sales and profitability depends on keeping your customers happy.

Customer care is more directly important in some roles than others. For receptionists, sales staff and other employees in customer-facing roles, customer care should be a core element of their job description and a core criterion when you're recruiting. But don't neglect the importance of customer care in other areas of your business. For instance, your warehousing and dispatch departments may have minimal contact with your customers - but their performance when fulfilling orders has a major impact on customers' satisfaction with your business. A huge range of factors can contribute to customer satisfaction, but your customers - both consumers and other businesses - are likely to take into account:

- (i.) How well your product or service matches customer needs
- (ii.) The value for money you offer
- (iii.) Your efficiency and reliability in fulfilling orders
- (iv.) The professionalism, friendliness and expertise of your employees
- (v.) How well you keep your customers informed
- (vi.) The after-sales service you provide

Training courses may be useful for ensuring the highest possible levels of customer care.

2.3 Empirical Part

2.3.1 Introduction

The empirical literature review is an attempt to find out what other researchers concluded and recommended regarding the topic in question. The essence of empirical research is that it relies on the production and accumulation of evidence to support its findings and the collection of evidence is the cornerstone of the research will determine and shape the evidence collected (Hart, 1999).

Alireza , Fatemeh and Pegah (2011). Investigated the effect of after-sales services on customers' satisfaction as well as on their behavioral intentions, namely "repurchase intention" and "word-of mouth" (WOM). The research conducted followed a quantitative methodology. The selected research tool was a questionnaire. The study conducted was targeted at customers of a large retail chain marketing home appliances in Iran and 302 usable responses were utilized. A path analysis was performed using the "Amos 18" software. Findings show that after-sales service quality, affect satisfaction, which in turn affects behavioral intentions. Hence, after-sales services affect the overall offering and thus, the quality of the relationship with customers.

Majid (2014) conducted the study to analyze after Sales Services in House Appliances Products and Measuring Customers Satisfaction This study examined the status of the sales of energy appliance in Bushehr (Iran) and the extent to which consumers are satisfied with these services. The method of data collection was a descriptive survey. The population sample of 391 was simply randomly selected. Instruments for data collection were questionnaire. Questionnaire validity was confirmed through simulate and reliability of it was confirmed through the method of Cronbatch's alpha. 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.

Moeed A. S, et al (2013) conducted the study titled “Service Quality Dimensions Impact on Customer Satisfaction”. The study examined the relationship between service quality dimensions and customer satisfaction in the telecommunication sector Pakistan. A sample of 300 respondents was employed. Research objectives and questions were developed, along with the hypotheses that were further tested and analyzed. Descriptive statistics encompass the simple percentage and means that are used for presenting data and analysis in tabular form. Regression analysis, Pearson correlation coefficient and ANOVA are run to test hypotheses. The study figures out that service quality has effect on customer satisfaction and that there exists a positive relationship between service quality dimensions (except price fairness & empathy) and customer satisfaction. This research is concluded by gaining the attraction of service providers towards improving their technical quality to increase customer satisfaction

Mohammad. Pat el (2013). Conducted the study on the factors of after sale services which are effective to client satisfaction, which leads to increasing the client loyalty and resale of the product. The methods used in this research were exploratory fundamentally and functional and its goal is the examination of after sale services. The sample was two hundred of buyers of Iran Khodro industry products who have referred to an authorized dealer after sales services on 1390 and they were chosen randomly. Data collection method in this research was through questionnaire. The results of the research show that the components of call services, culture visiting services, price, technology and complaints and compensation relatively have the highest importance and effect on the consumer behaviors.

In the study of service and support quality in the banking sector in Turkish banking, Yavas *et al.* (1997), focused on the relationship between service quality on consumer satisfaction, complaint behavior and commitment. Their study found that overall service quality was a significant determinant customer satisfaction, complaint behavior and commitment.

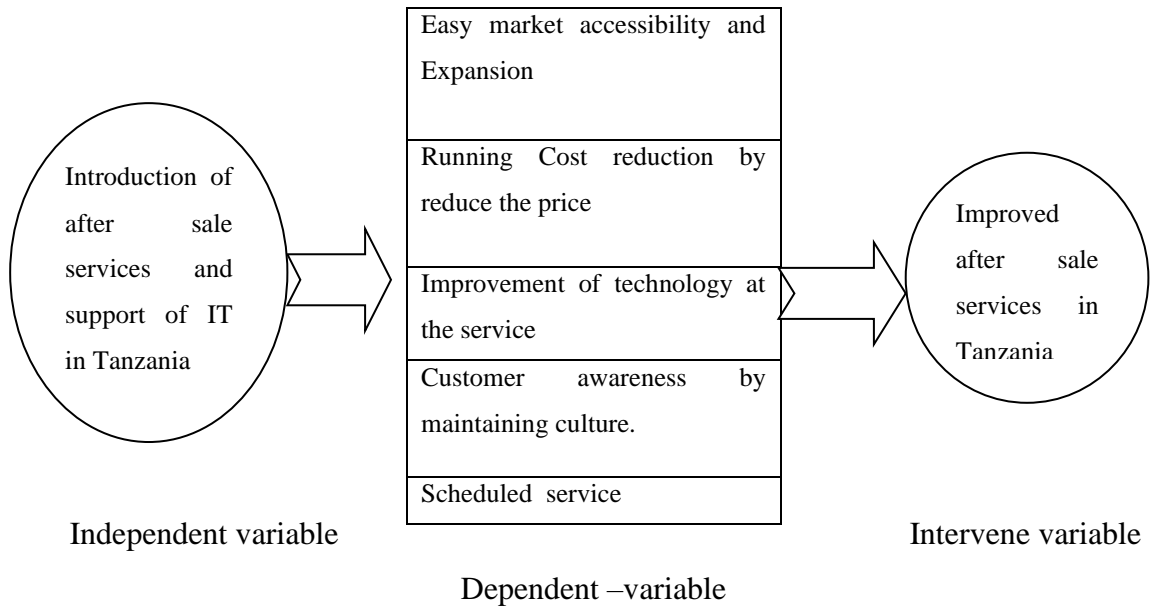
Lassar *et al.* (2000) studied service quality using two major service quality constructs, SERVQUAL and Technical/Functional Quality models to the private banking industry. They found that Technical/Functional Quality-based model of service quality is better suited compared to SERVQUAL-based model. Duncan and Elliot (2002) however explored the relationship between customer service quality and financial performance in Australian banks and credit unions. They found that there was significant relationship between hotel performance and customer service quality scores. Thus, service quality, as perceived by consumers, stems from a comparison of what they feel service providers should offer with their perceptions of the performance of service provided by service providers (Parasuraman *et al.*, 1988).

Various research studies show that customers consider quality of service as a top priority. In the study by Tuneras (2000) in Canada, which researched the levels of satisfaction among Canadian travelers observed that, staff service quality is the second most influential factor in determining the overall satisfaction levels for the travelers. Therefore To satisfy customers, hotel managers should devote more effort to human resources training. In-house training programs could be arranged to improve employee courtesy, helpfulness, understandability, language skills, appearance, and check-in/check-out efficiency.

According to the study by Hsieh *et al.* (2004) in Taiwan about participative customer they concluded that, although many scholars have proclaimed the importance of customer participation in the service delivery process, and that the service industry is generally applying customer participation mechanisms, empirical results of this study indicate that customer participation is positively related to service providers' perceived workload. Therefore, how to increase customer involvement; help customers blend into the service delivery process and successfully perform the role of partial employees, raise and enhance customers' service quality perception and satisfaction - while preventing a rise in service providers' workload

2.4 Conceptual Framework

Figure 2.3: Conceptual Frameworks



Source: Research study own constructed 2014

2.4.1 Introduction

Conceptual Framework can be defined as a set of broad ideas and principles taken from relevant fields of inquiry and used to structure a subsequent presentation (Reichel and Ramey, 1987). A concept framework is a research tool intended to assist a researcher to develop awareness and understanding of the situation under scrutiny and communicate this. When clearly articulated, a conceptual framework has potential usefulness as a tool to assist researcher to make meaning of subsequent findings. It forms part of the agenda for negotiations to be scrutinized and tested, reviewed and reformed as a result of investigation (Guba and Lincoln, 1989)

2.4.2 Description of Conceptual Framework

As seen in the figure 2.1 the introduction of after sales support and services of IT in Tanzania does not depend on the rest of the variables while it can be seen as other variables shown like easy market accessibility and expansion, running cost reduction

by reducing the price, improvement technology while servicing, customer awareness by maintaining culture and scheduled service they are all in this case depend on the introduction of after sales support and services in Tanzania.

On the same note, the two variables i.e. independent and dependent variables they lead to improve after sales services in Tanzania which is the intervene variable to give a better understanding of the connection between independent and dependent variables in this study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is mainly explaining how this study was conducted, the applied methods and techniques in data collection and the reasons as to why they were used according to the research aims and main objectives of the study. According to Webster (1985), to research is to search or investigate exhaustively. It is a carefully or diligent search, studious inquiry or examination especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws. In this study the research design used, the data gathering methods and tools; sampling and sampling procedures and the methods of data analysis are discussed very well.

3.1 Area of the study

This study was carried out in Dar es Salaam city. It is located in the eastern part of Tanzania lying between latitudes 6° and 8° and longitudes 39° and 40° E. It has an area of about 1,393 square kilometers, covering a coastal zone of some 10 kilometers to 2 kilometers wide. The region is bounded by Coastal region in all sides, except in the eastern part where there is the Indian Ocean. The site of the city is contained within a lowland area (City Profile for Dar es Salaam, URT, 2004). The study was carried in Dar es Salaam city specifically from the IT industry. The area was selected to be the case study due to availability of information.

3.2 Design of the study

There are various explanations on the meaning of research design. Generally, a research design is a systematic planning, organizing and executing a research within specified time and resource limits. It tells type of data to be collected (primary or secondary), the source of and the procedures to be followed in data collection.

A descriptive case study research design was employed in the study to assess the impact of after Sales Services and Support on IT Solutions. The reason for using this

design is that it enables to investigate the strategic importance of after sale services offered by IT firms, to assess factors influencing customer satisfaction in relation to after sales service in IT services and to suggest various strategic measures to improve the delivery of IT related after-sales service within Dar es Salaam.

Research design provides suitable framework that guides the collection and analysis of data. Also, Ghauri and Gronhang (2005) talk of a research design as a plan outlining how information is to be gathered for an assessment or evaluation that includes identifying the data, how to administer the instruments and how to organize the information and lastly how to analyze data. This study employed the descriptive design to assess the impact of after sales service and support IT solution; it also involved both quantitative and qualitative data collection. In this chapter, the researcher had the background against which findings of the study was assessed regarding its validity and reliability. Therefore this section highlighted the research design, area and population of study, sample selection and size, the data collection methods and data analysis.

3.3 Design Approach

For the better result, the study combined qualitative and quantitative approaches. Participatory approach was employed as qualitative design. Semi structured interviews with key informants, in-depth interviews and observation methods were triangulated in order to allow new insight. The method helps to obtain information that would not emerge from survey approach (Mbwambo, 2002). Research design was employed for quantitative approach. It is simply express as gathering information about a large number of people by collecting information from a few of them (Black and Champion, 1986). For this purpose questionnaire was supplied. Due to scarcity of resources this design saved cost on time and money.

3.4 Population, sample and sampling techniques

The population of the study consisted of 120 respondents IT industries working in different IT industry. So as to get a reasonable sample size, a 95% level of confidence and a 6.5% confidence interval was used to select a sample of 120 it was

not possible for the researcher to collect data and information from every individual in the organization, the sample was random selected provided that it was representative of the population. From the visited section is free from duplication and biasness, the study followed the following techniques.

- (i.) Simple random sampling, it follows representative and being equal chance of the respondent in the population to be selected.
- (ii.) Purposive sampling, it gives the researcher a room or freedom of judging who possess the required and relevant information in relation to the problem during the discussion.

3.5 Data sources, gathering instruments and procedures

Both primary and secondary sources of data were used for the study. The secondary data include information that are obtained mainly from different reports, bulletins, websites and literatures, which are relevant to the theme of the study, were gathered from various sources to complement the survey-based analysis. The primary sources of data were questionnaires distributed to IT industry respondents and interviews conducted IT industry top and well experience leaders.

In order to answer the basic questions raised, a 100 item questionnaires were prepared. The first part consists of demographic profile of the respondents which is designed in a close ended format. The questionnaire was prepared in English language based on the literature review and some adaptations from prior researches

Also the researcher conducted structured interviews with top officials in IT industry. The researcher distributed twenty interview guide questions in order to get the relevant information as attached appendix II

Table 3.1: Distributed number of Respondents for Interview

Serial number	Type of Respondent	Number of respondent
1.	Managers/principal	2
2.	IT officers	10
3.	Human resource manager	4
4.	Directors	2
5.	Accounts	2
Total		20

Source: Research Data, 2014

3.6 Data Collection methods

The study utilized both primary and secondary data in collecting data. Therefore, data was collected through the use of structured questionnaire, personal interviews and documentary review.

3.6.1 Primary Data

Primary data was collected through questionnaires and by actual interviews conducted by the researcher.

3.6.1.1 Questionnaire

A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms (Kothari, 2004). The study used the structured questionnaires in this study. Structured questionnaires are definite, concrete and pre-determined questions. Questions are presented with exactly the same wording and in the same order to all respondents. The 90 respondents were administered questionnaires in this study and only 10 respondents were interviewed; this method was used because it gave respondents time to pass through the questions thoroughly. Also because of limited time on part of the respondents to be interviewed, this method served as a major method of collecting data.

3.6.1.2 Interviews

According to Kothari (2004), interview is a method of collecting data which involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This

method was used through personal interviews and, when possible, through telephone interviews. The instrument was used in order to supplement the questionnaires for more information. The researcher selected the respondents who had access to the information required and understand the questions asked. All three categories of respondents which comprised of Directors, managers and principals were interviewed.

3.6.2 Secondary Data

These are data which were obtained from literature sources or data collected by other people for some other purpose. These data provided second hand information and include both raw data and published ones. Some of data collected and stored by organizations include details on the payroll, income statements, and copies of letters and minutes of meetings, newspapers, journals and textbooks (Saunders et al, 2000). According to Kothari (2004), Secondary data means data that are already been collected and analysed by someone else. Secondary data may either be published data or unpublished data. Published documents are books, magazines, newspapers, reports, public records and statistic, historical documents, technical and trade journals and various publications of foreign governments or international bodies and their subsidiary organizations. Unpublished documents are from diaries, letters, unpublished biographies and autobiographies, scholars and research workers, trade associations, labour bureaus and other public/ private individuals and organizations. Advantages of secondary data are that it is cheap and inexpensive. It is easily accessible. It is already available. It saves time and efforts. It is unobtrusive. It avoids data collection problems and it provides a basis for comparison.

3.6.2.1 Documentary Review

Documentary review is another method employed in obtaining data from different publications. Documents such as news reports, articles in newspapers, blogs, and reports were cited. They were helpful in establishing the model and making a trend analysis of different issues arising in the study. The researcher used check list and compilation forms in the process of identifying and grouping data relevant for the

study. This was helpful in making comparison so as to establish different facts about e-transparency implementation in Tanzania and the world as whole.

3.7 Reliability and Validity of Data

Credibility of research findings relies on the attention paid to two particular emphases on research design: reliability and validity (Saunders et al, 2000 p.100). In this study, reliability and validity aspects were handling with great concern to avoid getting wrong answers to research question and objectives.

3.7.1 Reliability

This refers to how consistent or stable the ratings generated by the scale are. It entails that the measure or data collection methods shall be influenced by changes in context. The validity of information collected is seen in the extent to which the methods will be used to pick up what researcher expected them to (Edwards and Talbot, 1994 p.70). Reliability of the measures was ensured as all questionnaires and interview guide were uniform for all respondents. The collected data were process in a uniform way to ensure that, the conclusion reached is similar to any other study. Different method of data collection, questionnaire, interview and documentary review resulted to high level of triangulation which in turn ensured reliability of the data collected.

3.7.2 Validity

It is important to test for validity because, despite the fact that internal consistence of the scale is necessary condition for validity, it is not sufficient evidence of the validity (Churchill, 1999). Validity is concerned with whether the findings are really about what they appear to be about (Sounders et al, 2000 p. 101). Validity of the measures will ensure by analyzing data and making tests in the before, within and after field work. For example, the statistical data and reviews collected from one branch using questionnaires tallied with those obtained from another branch. Thorough data cleaning will do after the field work.

3.8 Method of Data Analysis

After the data has been collected, it was coded and fed to Epidata for data entry so as to simplify further tasks. The respondents' scores were entered in Epidata template made ready for analysis for the questionnaires and the analysis was done statistical package namely stata 12 version while the data collected interviews were carefully analyzed by principle of grounded theory through coding categories reflected data.

The demographic profiles and items related to characteristics of different IT stake holders were analyzed using simple statistical tools such as tables and percentages

Finally, all these were followed by the necessary interpretations and discussions so as to achieve the desired goals.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter presents and analyzes the data collected and discusses it accordingly. First, the demographic profile of respondents is analyzed and presented followed by the investigation on the strategic importance of after sale services offered by IT firms. Both are analyzed using frequency tables and percentages. Thirdly, the data related to the factors influencing satisfaction in relation to the after sales service and suggestion of various strategic measures to improve the delivery of IT related after sales service are presented and analyzed. Finally, discussions are made based on the data presented and analyzed. Of the totally distributed questionnaires 100 were properly filled and collected. This amounts 100% of the total respondents. Since this is adequate enough to make the analysis, all the discussions below are made on these groups of respondents.

4.1 Presentation and Analysis

In this part, the data collected in answering the basic questions are presented and analyzed.

4.1.1 Demographic Profile of Respondents

The following table summarizes the demographic profile of respondents by age, sex, marital status, work experience and educational level.

Table 4.1: Respondents' Demographic Profile

1.Age	Number	percentage
Below 20	17	17
21-30	26	26
31-40	21	21
Above 40	36	36
Total	100	100
2. Sex		
Male	35	35
Female	65	65
Total	100	100
3.Marital status		
Married	26	26
Single	25	25
Divorced	35	35
Widowed	14	14
Total	100	100
4.Work experience		
Less than 1 year	10	10
1-5 year	13	13
6-10 year	17	17
Greater than 10 year	60	60
Total	100	100
5. Level of education and training		
Primary level	1	1
Secondary level	11	11
Certificate/Diploma	24	24
Bachelor degree and above	64	64
Total	100	100

Source: Study Finding 2014

As can be seen from the table above, majority of the respondents are within the age category of above 40 years (36 %) followed by those under the category of 21-30 years (26%).The remaining 21% and 17% of the respondents are under the age category of 31-40 years and below 20 years respectively.

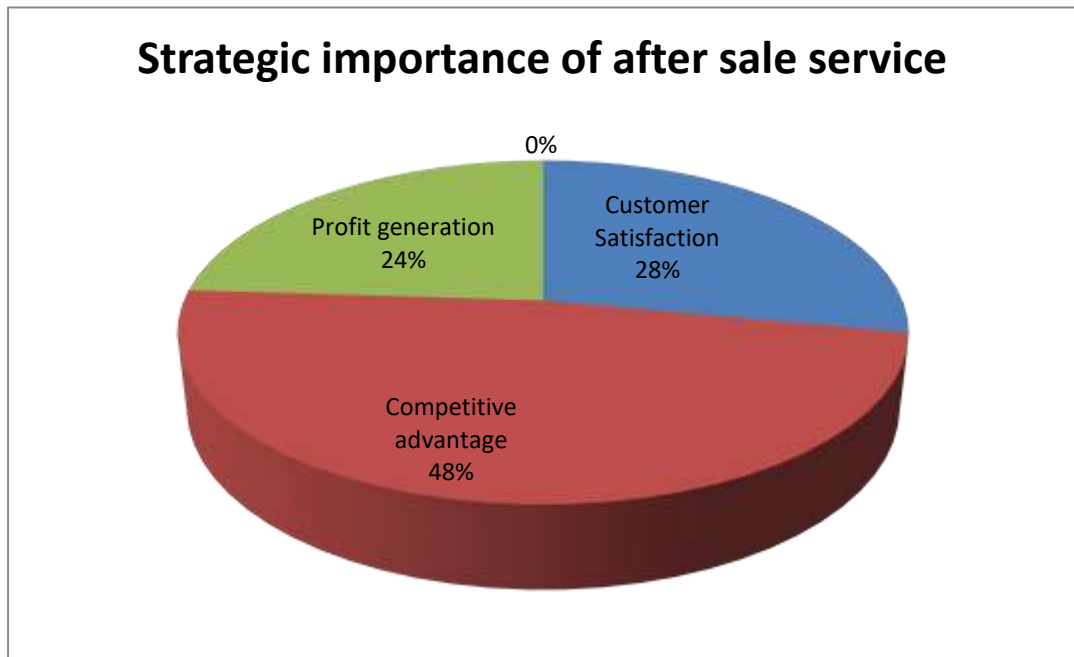
When we see the sex of the respondents, it is clearly seen from the table female were 65% and male were 35%. The marital status of the respondents shows that the majority are divorced (35%) followed by married(26%).The remaining 25% and 14% of the respondents are singles and widowed respectively With regard to the work experience of the respondents, the table shows that majority of the respondents (60%) have greater than 10years years of experience in their work. It is also clear that 17% and 13% of the respondents have an experience of 6-10 years and 1-5years respectively. The remaining 10% of the respondents have less than 1yearyears of service in their enterprise.

When we see the educational level of the respondents, it is clearly seen from the table that most are within the bachelor degree and above of 5-8 (64%).This is followed by those who completed certificate/diploma (24%) also the table shows that 11% and 1% of the respondents are within secondary level and primary level.

4.2 Investigating the Strategic Importance of After Sale Services Offered by IT Firms

The objective of this study was to investigate the importance of after sale services offered by IT firms to customers. Recently there has been an increasing provision of after sale services from various IT firms. During this study the following potentials were perceived by respondents to be the most important:

Figure 4.1: Strategic Importance of After Sale Services



Sources: Research Findings, 2014.

4.2.1 Customer Satisfaction

Apart from questionnaire this part also the interview was employed and analyzed by logic and categorization as means of analyzing the qualitative data

The respondents were asked to state the strategic importance of offering the after sale services to customers, the research report shows that, 48 percent of informants mentioned that, after-sales services create sustainable relationships with customers and contribute significantly to customer satisfaction. They added that, by offering different after-sales services during the various stages of the primary product lifecycle, the provider can ensure product functionality and thereby customer satisfaction. This may lead to a fruitful relationship between the provider and the customer over time, allowing for more transactions.

It shows how firms are committed to provide quality product or services to their customers that eventually increase customer loyalty. Satisfying the customer is one of the basic objectives of the organization, as it is often said that customer is boss and boss is always right, so it means customer is right when he demands for after sale

services. After sales service is an emerging concept in the business community. Organizations have to provide better after sale services to retain and satisfy its customer.

Through customer relationship management, organizations can achieve their objective of retaining and satisfying customers. Customer satisfaction results in increased demand of product/ service and the organization or brand reputation increases. When organization sell product effectively it has to make effective planning for services after sale, such planning is a part of customer relationship management. After sale, service has been important for organization to compete in the market by using such extended services.

Front line employees play an extra ordinary role in service value chain, discussed by many authors and researchers. Employees that work at consumer service positions in the organization have to interact with the customers; they have to deliver high satisfaction to them. However, the capabilities of these front-line workers to satisfy customers mainly depend on the environment the organization provides to these employees. Strategic human resource practices that create productivity at work environment are directly related with organizational outcomes i.e. efficiency, quality service and satisfaction of customer. Through many ways customer can be contacted, these may be from physical direct interaction to contact indirectly by letter post, internet and telephone but the main theme is customer interaction

It is very important to note that after sale is a key to support marketing performance and to increase customer loyalty, productivity in long run .The demand of quality is well effective point in the services sector for human. High technical service quality delivery requirement is not only one that demanded, but there is also a quest for extra-quality customer service. When organization offer customers applicable warranty terms then it positively affects the sale and profit because customer become satisfied by warranty assurance. Warranty assurance is highly valuable for customer satisfaction as well as for organizations profitability

Noted that, returning customers are the most profitable ones as they require less marketing effort and relationship building. Therefore, after-sales services have acquired a critical role as a means to satisfy and retain customers. Especially in a time when firms are experiencing increased pressure to downsize operations and to become more highly specialized in their core competencies, they demand more tailored service.

4.2.2 Differentiation / Competitive Advantage

During the study respondents said that, after-sales services have emerged as a major source of competitive maneuvering, so firms strive for competitive advantages with their after-sales service portfolio to differentiate offers from competitors. After-sales services are an important marketplace differentiator because primary products are often physically comparable.

Services, however, are much more difficult to imitate and thus become a competitive advantage. It was further noted that, customers no longer demand just a product but also a comprehensive solution for their problem; they are increasingly moving away from requesting a specific product to requesting a certain service package including the original purchase and all aftermarket needs. Hence, services significantly enhance the value of the product to its users, so customers may decide to purchase a product based upon service and aftermarket considerations.

Secondary data presents that, Quality in services provides a competitive factor for continued consumption, especially when intangibility relations are tightened between quality and services. Service quality plays a notable role as a source of sustainable competitive advantage for the companies. Several categorizations do exist in the literature regarding the different kinds of service quality. Although there is no conclusive agreement among the academics, nevertheless, all views recognize that the overall service quality is a multi-dimensional construct.

When applying the quality theory to after-sales services the authors believe that after-sales services are contributing to the “technical quality” of the overall service,

which is, influencing substantially the “what is the customer receiving”? In parallel, influencing the way (“How”) the central service is being delivered, playing therefore, a critical role in the “functional” aspect of service quality. If one utilizes as basis not the Nordic model, but the “extended” again it seems that after-sales services are closely related to both, the “service product” and the “service delivery” dimensions of quality.

During the study informants were asked whether competition prompted IT firms to offer the after sale services, the research report reveal that, all 100 respondents responded positively. They said that, the competition that exists and which is growing daily prompts IT companies to offer the after sales services so as to win the market share. Increased competition among establishments in IT industry has spurred many IT solutions provider companies to establish the after sales services and support. For healthier IT systems it is important that regular checkups are made soon after the IT solutions are implemented. This allows the IT systems to operate in a healthier manner and thus reducing unnecessary down time from the systems and hence increase the company’s revenues. In order to achieve the said objectives most of the companies providing IT solutions are nowadays providing the after sales services and support. This may come as part of the IT solution package or in some cases it may be provided separately. This involves regular routine maintenance for the hardware and the patches updates and license check for the software.

4.2.3 Profit Generation

The study further found that, after-sales business provides a huge revenue source and has recently increased to offset profitability declines in primary product sales. Secondary data shows that, now days, it is well known that the margin from after-sales service is much larger than that from the product. That is, after sales service is considered a key revenue generator in certain categories hence, on one hand, offering a large number of extra after-sales service plans to consumers, leads to higher profitability. Recent marketing management focuses on lifetime value of a customer and maintaining long-term relationships with customers. From this customer-relationship viewpoint, after-sales service is regarded as an important factor that has

an impact on establishing good relationships with customers. On the other hand, a default and free basic after-sales service, also plays an important role in attracting more customer attention in a market with severe brand competition. Offering adequate after-sales service to customers has become a major generator of revenue, profit, and competency in modern industries.

Accepting the claim that returning customers are the most profitable ones, as they require less marketing effort and relationship building, after-sales service acquires a critical role as a means to achieve customer satisfaction and retention.

This finding is in line with lots of other studies for example, Bundschuh & Dezvane, (2003); Knecht, et al., 1993). Noted that, the aftermarket can be four or five times larger than the primary product market over a product's full life cycle (Moreover, the after-sales business can contribute up to thirty percent of corporate revenue, and far exceeding the profit margins generating by the sale of original primary products particularly due to the lower price sensitivity of after-sales services (Alexander, et al., 2002; Anderson, et al., 1997; Craemer-Kühn, et al., 2004). This is because downtime costs may be high and the replacement costs of a machine frequently exceed maintenance costs. Further, the market for after-sales services often runs countercyclical to the market for primary products in many industries. During times of economic prosperity, customers purchase usually more new machines, and, in recessions, customers instead opt to buy parts and service to maintain existing equipment. Hence, services provide a buffer against fluctuations in the primary product market (Kurata & Nam, 2010).

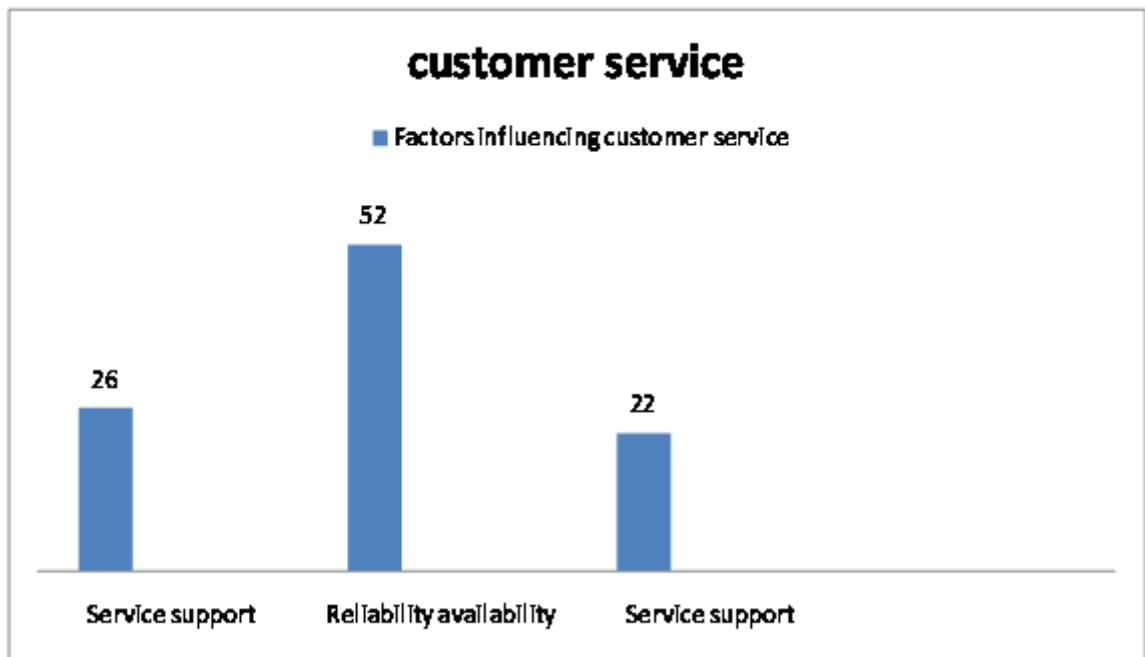
In general, product support is a source of income for the manufacturer. In a functional product scenario, the need for product support is a liability and a cost driver for the manufacturer. Hence, delivery of performance requires a fundamentally different approach for product support strategy.

Therefore the researcher concludes that, after sale services play a greater role in satisfying customers, profit generation and as a competitive advantage.

4.3 Factors Influencing Customer Satisfaction with Respect to After Sale Services In IT

The aim of this research objective was to examine factors that makes customer satisfied with regard to the service that they receive from the IT service providers, which in turn prompts them to keep on purchasing such services.

Figure 4.2: Factors Influencing Customer Satisfaction



Sources: Research Findings, 2014.

4.3.1 Service Quality

During the study respondents mentioned that, service quality is the most important factor which can lead into satisfaction or dissatisfaction of customers, customers gets more satisfied with services and products of high quality, because high quality services ensures efficiency and effectiveness of organization performances. They noted that, service quality is crucial factor for customer satisfaction. Customer satisfaction is effected by service quality dimensions. In order to make the customers satisfy every company strives to enhance its quality of services. Respondents further added that, service quality is one of the main category where organization face problems these days, this problem is mainly found in service sector where consumer

often complaint about the quality of service. It happens when consumer use the product or service and feels uncomfortable with it. It also arise when consumer do not like the quality of after sale service like warranty, installation and delivery services. To retain and satisfy consumer to greater extent it is necessary that service quality should be high.

When applying the quality theory to after-sales services the authors believe that after-sales services are contributing to the “technical quality” of the overall service, which is, influencing substantially the “what is the customer receiving”? In parallel, influencing the way (“How”) the central service is being delivered, playing therefore, a critical role in the “functional” aspect of service quality. If one utilizes as basis not the Nordic model, but the “extended” “three-component model”, proposed by Rust and Oliver (1994), again it seems that after-sales services are closely related to both, the “service product” and the “service delivery” dimensions of quality.

With the ongoing discussion, two of the three main drifts of interests regarding service quality are being touched. The third, regarding evaluation matters of the provided service quality, will be treated under the relation of service quality dimensions with the construct of performance. The positive perceptions and attitudes of the target customers towards the quality-elements offered by the firm, leads to both attractions of new customers, thanks to word-of-mouth (WOM) communication and recommendations of the existing customers, as well as to enhancement of the relationship of the company with its current customers by making them more loyal and committed.

Word of mouth (WOM) is informal advice passed between consumers. It is usually interactive, swift, and lacking in commercial bias. WOM is a powerful influence on consumer behavior. Keaveney (1995) noted that 50% of service provider replacements were found in this way.

WOM may be positive (PWOM), encouraging brand choice, or negative (NWOM), discouraging brand choice. Word-of-mouth is a frequently encountered variable in

the service literature. Typically, it is viewed as a component in a satisfaction-profit framework (sometimes also labeled as the service-profit chain; Heskett et al., 1994), in the sense that satisfaction (or other global evaluations, such as perceived service quality) is assumed to affect word of mouth, which in turn is assumed to affect the firm's profitability. Several studies also show that other global evaluation variables, such as perceived service quality and perceived service value, are positively associated with word-of-mouth transmission (Danaher and Rust, 1996; Fullerton and Taylor, 2002; Hartline and Jones, 1996; Sweeney and Soutar, 2001).

The findings are supported by the study conducted by Moeed et al (2013) who examined the relationship between service quality dimensions and customer satisfaction in the telecommunication sector Pakistan. A sample of 300 respondents was employed. Research objectives and questions were developed, along with the hypotheses that were further tested and analyzed. Descriptive statistics encompass the simple percentage and means that are used for presenting data and analysis in tabular form. Regression analysis, Pearson correlation coefficient and ANOVA are run to test hypotheses. The study figures out that service quality has effect on customer satisfaction and that there exists a positive relationship between service quality dimensions (except price fairness & empathy) and customer satisfaction. This research is concluded by gaining the attraction of service providers towards improving their technical quality to increase customer satisfaction.

4.3.2 After Sales Support

During the study respondents mentioned that, after sales support is another factor that influences the customer satisfaction with regard to after sale services. Customer satisfaction for after sales is mainly because of the support that customer get in case of any issue that could happen to whatever they have purchased, this guarantee the availability of the service or system. Respondents said that, the after sale support could be in the form of delivery or installation of the system or a product. Respondents added that, many IT organizations provide delivery services to its consumers at their doorsteps; service providers must note the address and deliver the product to consumer's destination. Delivering organization must consider the speed

and reliability and ensuring that right product at right time in right quantity from right source delivered to right person at right price . The secondary data shows that, to be successful to look for competitive advantages beyond its own operation into the value chains of its supplier, distributors and customers. Delivery is the vital part of customer service and support and is used as a major method of the competitive between the businesses. Customer care involves putting systems in place to maximize customers' satisfaction with IT solutions business. It should be a prime consideration for every business. Sales and profitability depends on keeping customers happy.

With regard to installation informants said that, it is the first component of after sale or delivery of the product and is considered to generate more profitable sale. The basic reason for offering installation to consumers is after sale economies, to take competitive advantage and customer demand. When installation goes wrong then it may cost more to the organization as the customer may go for case and organization may have to pay high amount to the customer or spent a lot on the case. The other dimension mentioned under after sale services support was provision of warrant to customers, respondents said that, these days a warranty is assumed an obligation for seller; it is a responsibility for seller and a satisfaction for the buyer that the product will run in long term. The main purpose of offering warranty is to show that the product will function and last for a longer time compared to competing products.

The secondary data further shows that, delivering the levels of support that the customers have grown accustomed to is not enough to maintain market share and win business from competitors (Tang et al, 2007). Manufacturers and retailers of capital and consumer goods cannot consider their active role ends with the sale but rather must provide their customers with a set of supporting after-sales services, (Levitt, 1983), Such as installation packages, technical advice for use, maintenance/repair, spare parts delivery, product upgrading, etc.

4.3.4 Service Reliability and Availability

The study further found that, service reliability/availability is a factor which influences the level of customer satisfaction; this was mentioned by 96 percent of informants approached through questionnaires and interviews. They said that, customers are more satisfied with the reliability and availability of the after sale services, for example they would not like to purchase a system which fails most of the time, customers prefer to have the system which function all the time, and when it happens, by emergence that the system has collapsed, IT service providers should be available to solve it on time. Respondents further mentioned that, customers are more satisfied with service providers who are available to help or provide an assistance to customers when the need arise, spare parts of systems and products should also be available when customers are in need of it. This means that, customers are more looking for the performance of IT service providers rather than products offered by them, they would like to purchase the service even with extra payments than just a product.

Therefore, with regard to factors that influence customer satisfaction with respect to after sale services, the researcher concludes that, service quality, after sale support and reliability/ availability of the after sale services influence customer satisfaction.

4.4 Strategic Measures to Improve the Delivery of IT Related After Sale Services

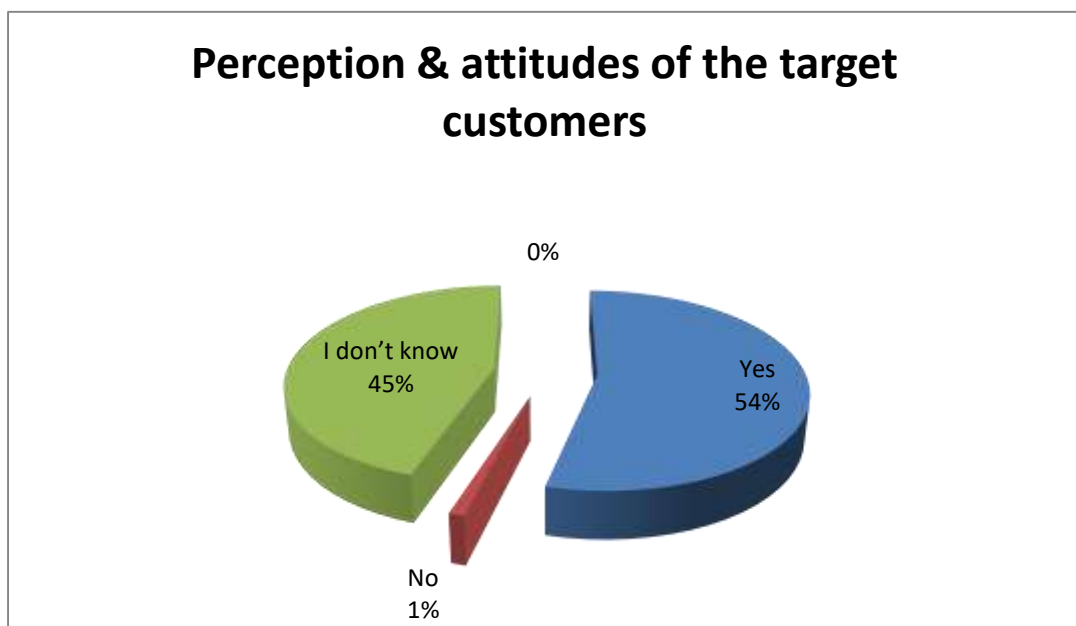
In this research objective the researcher was keen to know from respondents the strategic measures that could be adopted by IT firms in order to improve the after sale services provision which will in fact mount the level of customer satisfaction and profitability of the firm.

4.4.1 Develop Positive Perception and Attitude to Customers

During the study respondents mentioned that, in a competitive business like what is happening now in the IT industry, service providers should always try to find the best strategy to satisfy their customer, which will in turn make customers develop royalty to the IT firm, one strategy that could be applied by firm is for the firm's

management and staffs to develop a positive perception and attitude toward the customer, the research report shows that all 100 respondents, which is equivalent to 100% responded positively mentioning that, a service provider needs to develop a positive attitude toward his/her customer, service provider needs to have good communication skills to customers as well as being sensitive to customer needs.

Figure 4.3: Developing Positive Perception toward Customer Improves the After Sale Services



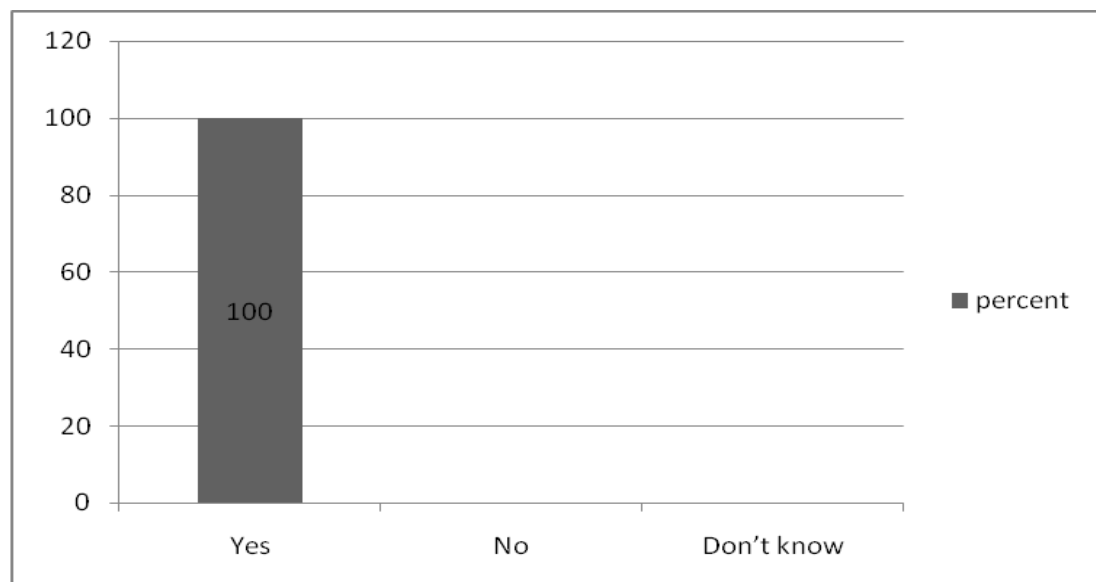
Sources: Research Findings, 2014.

4.4.2 Provision of Training Programme to IT Providers to Enhance Customer Care

Through interviews respondents noted that, customer care involves putting systems in place to maximize customers' satisfaction with IT solutions business. It was mentioned that, customer care is a prime consideration for every business, sales and profitability because all these depends on keeping customers happy. In order to ensure high quality of customer care is given to customers, respondents said that, training courses may be useful for ensuring the highest possible levels of customer care. The findings show that, 100 percent of respondents supported this mentioning that, training programs is an important tool that could be adopted by IT firms to

develop the highest level of customer care to the customers. It was further said that, to satisfy customers, IT managers should devote more effort to human resources training. On-the job training programs should be arranged to improve employee courtesy, helpfulness, understandability and language skills efficiency.

Figure 4.4: Provision of Training Programme to IT Providers Enhance Customer Care



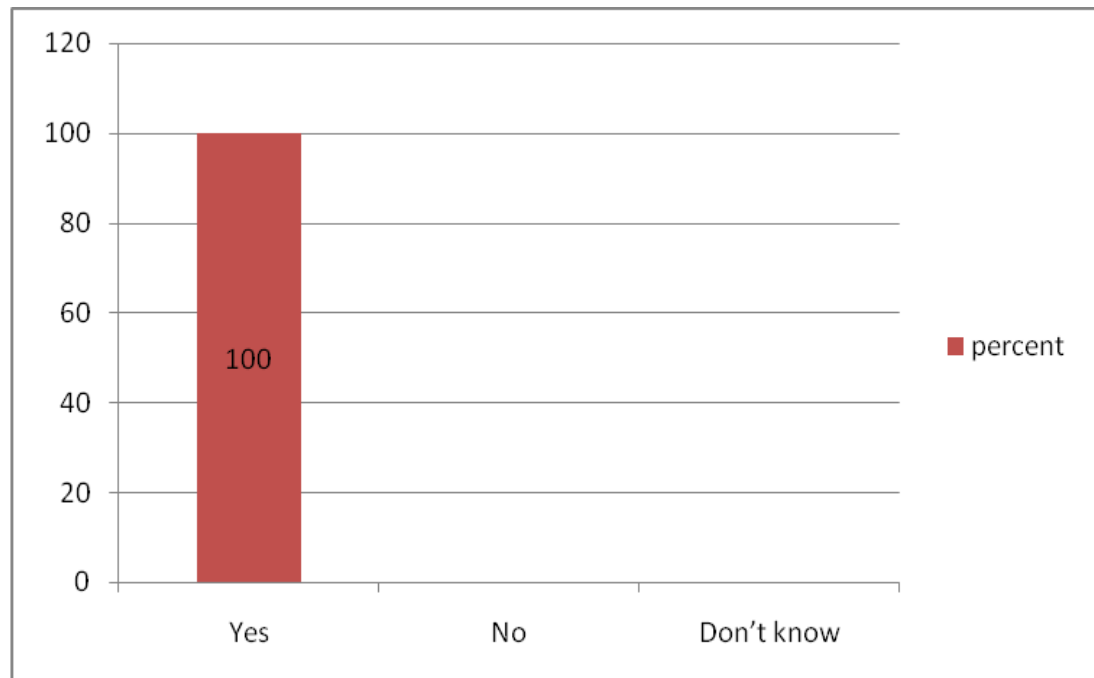
Sources: Research Findings, 2014.

4.4.3 Improve Technology

The researcher approached respondents through questionnaires and interviews to find out whether improved technology could be the strategic measure to enhance the delivery of IT related after sale services, which in turn will mount the level of customer satisfaction and company sales, the research report shows that all 100 respondents responded positively and mentioned that, the growing implementation of technology in services by IT companies have reason. It offers a wide range of advantages to service providers as well as customers increased opportunities for customization, flexibility recovery, and spontaneous customer delight, these have been identified as the main drivers of customer satisfaction to be influenced by the infusion of technology. When customers are satisfied with the service, they are

willing to purchase more and at the same time recommend the company to the new customers, which in turn increase the sales volume of the company.

Figure 4.5: The Use of Improved Technology Helps Improve the Provision of After Sale Services



Sources: Research Findings, 2014.

4.4.4 Ensure Reliability and Availability of the Service Provided

During the study, all 100 respondents, equivalent to 100% mentioned that, in order to improve the provision of the after sale services, IT firms must ensure the reliability, availability, maintainability and supportability characteristics of the services provided to customers, this is because in recent days the customer are more willing to buy the performance, instead of the physical product. In such cases, the IT firms are responsible for operating, maintaining, and supporting the product in addition to designing and making it in a more effective and efficient manner. Thus, the long-term profit for both user and manufacturer will depend on the product's designed-in life cycle costs, RAMS (reliability, availability, maintainability and supportability) characteristics, as well as on the effectiveness and efficiency of the product exploitation and support processes.

Therefore the researcher concludes that, the improved after sale services could be enhanced through, developing a positive perception and attitude toward the customer, provision of training programs to IT providers in the area of customer care, improved technology as well as ensuring the reliability and availability of the service.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

In this chapter, the major findings are summarized; conclusions are drawn based on the findings and recommendations are forwarded for the concerned bodies.

5.1 Summary of the Findings

After-sales services describe services that are provided to the customer after the products have been delivered. From many companies offering services and products, after-sales service is now considered a critical strategic tool in the business management, this is because companies are now more concerned about customer satisfaction, companies believes that, offering a large number of extra after-sales service plans to consumers leads to higher profitability.

Regarding the strategic importance of the after sale services, the research report shows that, that, after-sales services create sustainable relationships with customers and contribute significantly to customer satisfaction. They added that, by offering different after-sales services during the various stages of the primary product lifecycle, the provider can ensure product functionality and thereby customer satisfaction. This may lead to a fruitful relationship between the provider and the customer over time, allowing for more transactions.

Furthermore respondents mentioned that, after-sales services have emerged as a major source of competitive maneuvering, so firms strive for competitive advantages with their after-sales service portfolio to differentiate offers from competitors. After-sales services are an important marketplace differentiator because primary products are often physically comparable. Services, however, are much more difficult to imitate and thus become a competitive advantage. It was further noted that, customers no longer demand just a product but also a comprehensive solution for

their problem; they are increasingly moving away from requesting a specific product to requesting a certain service package including the original purchase and all aftermarket needs. Hence, services significantly enhance the value of the product to its users, so customers may decide to purchase a product based upon service and aftermarket considerations.

The study further found that, after-sales business provides a huge revenue source and has recently increased to offset profitability declines in primary product sales. This finding is in line with lots of other studies for example, (2003); Knecht, et al., 1993). Noted that, the aftermarket can be four or five times larger than the primary product market over a product's full life cycle (Moreover, the after-sales business can contribute up to thirty percent of corporate revenue, and far exceeding the profit margins generating by the sale of original primary products particularly due to the lower price sensitivity of after-sales services

Regarding factors that influence customer satisfaction in relation to after sale services, the study found that, service quality is the most important factor which can lead into satisfaction or dissatisfaction of customers, customers gets more satisfied with services and products of high quality, because high quality services ensures efficiency and effectiveness of organization performances. They noted that, service quality is crucial factor for customer satisfaction. Customer satisfaction is effected by service quality dimensions. In order to make the customers satisfy every company strives to enhance its quality of services.

Respondents further added that, service quality is one of the main category where organization face problems these days, this problem is mainly found in service sector where consumer often complaint about the quality of service. It happens when consumer use the product or service and feels uncomfortable with it. It also arise when consumer do not like the quality of after sale service like warranty, installation and delivery services. To retain and satisfy consumer to greater extent it is necessary that service quality should be high.

After sales support is another factor that influences the customer satisfaction with regard to after sale services. Customer satisfaction for after sales services is mainly because of the support that customer get in case of any issue that could happen to whatever they have purchased, this guarantee the availability of the service or system. Respondents said that, the after sale support could be in the form of delivery or installation of the system or a product. Respondents added that, many IT organizations provide delivery services to its consumers at their doorsteps; service providers must note the address and deliver the product to consumer's destination. Delivering organization must consider the speed and reliability and ensuring that right product at right time in right quantity from right source delivered to right person at right price . The secondary data shows that, to be successful to look for competitive advantages beyond its own operation into the value chains of its supplier, distributors and customers. Delivery is the vital part of customer service and support and is used as a major method of the competitive between the businesses. Customer care involves putting systems in place to maximize customers' satisfaction with IT solutions business. It should be a prime consideration for every business. Sales and profitability depends on keeping customers happy.

With regard to installation informants said that, it is the first component of after sale or delivery of the product and is considered to generate more profitable sale. The basic reason for offering installation to consumers is after sale economies, to take competitive advantage and customer demand. When installation goes wrong then it may cost more to the organization as the customer may go for case and organization may have to pay high amount to the customer or spent a lot on the case. The other dimension mentioned under after sale services support was provision of warrant to customers, respondents said that, these days a warranty is assumed an obligation for seller; it is a responsibility for seller and a satisfaction for the buyer that the product will run in long term. The main purpose of offering warranty is to show that the product will function and last for a longer time compared to competing products.

The study further found that, service reliability/availability is a factor which influences the level of customer satisfaction; this was mentioned by 96 percent of informants approached through questionnaires and interviews. They said that, customers are more satisfied with the reliability and availability of the after sale services, for example they would not like to purchase a system which fails most of the time, customers prefer to have the system which function all the time, and when it happens, by emergence that the system has collapsed, IT service providers should be available to solve it on time. Respondents further mentioned that, customers are more satisfied with service providers who are available to help or provide an assistance to customers when the need arise, spare parts of systems and products should also be available when customers are in need of it. This means that, customers are more looking for the performance of IT service providers rather than products offered by them, they would like to purchase the service even with extra payments than just a product.

Regarding measures to improve the provision of after sale services, the report shows that, in a competitive business like what is happening now in the IT industry, service providers should always try to find the best strategy to satisfy their customer, which will in turn make customers develop loyalty to the IT firm, one strategy that could be applied by firm is for the firm's management and staffs to develop a positive perception and attitude toward the customer, the research report shows that all 100 respondents, which is equivalent to 100% responded positively mentioning that, a service provider needs to develop a positive attitude toward his/her customer, service provider needs to have good communication skills to customers as well as being sensitive to customer needs.

It was further mentioned that, customer care is a prime consideration for every business, sales and profitability because all these depends on keeping customers happy. In order to ensure high quality of customer care is given to customers, respondents said that, training courses may be useful for ensuring the highest possible levels of customer care. Respondents said that, training programmes is an important tool that could be adopted by IT firms to develop the highest level of

customer care to the customers. It was further said that, to satisfy customers, IT managers should devote more effort to human resources training. On-the job training programs should be arranged to improve employee courtesy, helpfulness, understandability and language skills efficiency.

The study further found that, adoption of new advanced technologies is a good strategy to improve the provision of after sale services, respondents responded positively and mentioned that, the growing implementation of technology in services by IT companies have reason. It offers a wide range of advantages to service providers as well as customers increased opportunities for customization, flexibility recovery, and spontaneous customer delight, these have been identified as the main drivers of customer satisfaction to be influenced by the infusion of technology. When customers are satisfied with the service, they are willing to purchase more and at the same time recommend the company to the new customers, which in turn increase the sales volume of the company.

Respondents mentioned that, in order to improve the provision of the after sale services, IT firms must ensure the reliability, availability, maintainability and supportability characteristics of the services provided to customers, this is because in recent days the customer are more willing to buy the performance, instead of the physical product. In such cases, the IT firms are responsible for operating, maintaining, and supporting the product in addition to designing and making it in a more effective and efficient manner. Thus, the long-term profit for both user and manufacturer will depend on the product's designed-in life cycle costs, RAMS (reliability, availability, maintainability and supportability) characteristics, as well as on the effectiveness and efficiency of the product exploitation and support processes.

5.2 Conclusion

The study found that, after-sales services stabilize long-term revenues, enhance customer satisfaction and retention, and provide an important strategic weapon in a competitive environment. This is achieved since the after sales services ensures ICT

systems uptime (reliability) and also prevents most of the unforeseen faults or damages by keeping the systems healthy during the periodic systems checks.

The study further found that, service quality, after sale support and reliability/availability of the after sale services are factors that influence customer satisfaction. Normally customers are more comfortable having the ICT systems that they are sure of getting the support when need be.

The improved after sale services could be enhanced through, developing a positive perception and attitude toward the customer, provision of training programs to IT providers in the area of customer care, improved technology as well as ensuring the reliability and availability of the service. Also training is needed on the customers' end to know the importance of after sales services and hence provide budgeting for those kinds of services as they normally comes with cost.

5.3 Recommendations

The researcher recommends that significant effort should be devoted to the strategic management and operational execution of after-sales services.

The researcher recommends that IT service providers must focus on improving service quality, after sale support and reliability and availability of the service, this will in turn results into customer satisfaction yielding high profit to the organization.

Repair and after-sales service centers 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.

IT industry service provider should 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.

Given the dissatisfaction of customers of the quality of after-sale service for quality repairs done correctly and properly by IT companies, it is recommended that the IT company manufacturer and supplier of IT spare parts and software in the country plan of action to high level which can enhance the quality of human resources through training and effective after-sales service network in their area.

The study recommends that, IT companies should improve the mode of communication through technical facilities development 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 office or dealership, the customer must be able to represent message.

It is recommended that manufacturer and supplier of IT solutions companies in this country 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.

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 IT solutions 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.

5.4 Area of Further Study

The researcher suggests that more research in the future should be conducted to examine the extent at which after sales services generates profit to IT services providers in term of figures which in turn will prove the theoretical perspective which currently prevail.

Also more research is needed to address more on how different companies being public or private will also benefit in terms of increasing their revenues due to having more reliable systems because of having after sales services and support.

The other critical area where is still open for further studies is the comparison on what currently is the standard of the after sales services and support from the so called developed countries and how does it compare to what we currently have in Tanzania and what should be done to get that level.

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APPENDICES

Appendix A: Questionnaires for Respondents

QUESTIONNAIRE IDENTIFICATION NUMBER

PART ONE: DEMOGRAPHIC INFORMATION

1. Age
 - (a.) A below 20 ()
 - (b.) 2.21-30 years ()
 - (c.) 3.31-40 years ()
 - (d.) 4. above 40 years ()

2. Sex
 - (a.) Male ()
 - (b.) Female ()

3. Marital Status
 - (a.) Married ()
 - (b.) Single ()
 - (c.) Divorced ()
 - (d.) Widowed ()

4. Work experience
 - (a.) Less than 1year ()
 - (b.) 2.1-5 year ()
 - (c.) 3.6-10 year ()
 - (d.) Greater than 10 years ()

5. Level of education and training
 - (a.) Primary level ()
 - (b.) Secondary level ()
 - (c.) Certificate/Diploma ()
 - (d.) Bachelor degree and above ()

PART TWO: RESEARCH OBJECTIVES

6. What is the importance of after sale service in terms of following?
- (a.) Profit generation ()
 - (b.) Customer satisfaction ()
 - (c.) Competitive advantages ()
7. The positive perceptions and attitudes of the target customers towards the quality-elements Offered by the firm is to attract new customers
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()
8. Does after-sales service is now considered a critical strategic tool in the firms’
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()
9. Increased competition among industry has spurred many IT solutions provider companies to establish the after sales services and support
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()
10. In order to achieve objectives most of the companies providing IT solutions nowadays providing the after sales services and support
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()

11. The use of improved technology help to improve the provision of after sale services
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()
12. Training courses may be useful for ensuring the highest possible levels of customer care
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()
13. Does the firm must understand that to improve of technology at the service will raise sale
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()
14. The factors influencing customer's services are as follows.
- (a.) Service quality ()
 - (b.) Reliability and availability ()
 - (c.) Service support ()
15. Does the firm maintaining and running Cost reduction by reduce the price?
- (a.) Yes ()
 - (b.) No ()
 - (c.) Not knows ()

Appendix B: Interview Guide Questions It Industries

1. Explain various measures will be used to improve in delivery of IT related after-sales service
2. What is the problem hinder the implementation of running after sales service and IT support at work place
3. Explain the factors influencing customer satisfaction related to after sales service in IT Services
4. What do you understand the term after sales service
5. Is true that after-sales service is now considered a critical strategic tool in the firms