

“Impact of Product Support Services on Repurchase Intention of Customers: An Empirical Study on Electronic Industries of Bangladesh”

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Abstract: Today's customers are always willing to be fully satisfied with the products as well as the related services with those products. A customer can merely be fully satisfied only with the basic product or service unless he or she gets some associated services after having the product. The objective of the study is to investigate the relationship in between the product support services and repurchase intention that affect to choose electronic goods in the context of Bangladesh. First part of this study includes a focus group interview to select the factors of product support services for repurchasing electronics items. The second portion includes a survey of 130 electronic based customers of different brands to check the validity and reliability of the variables and a seven rating scales is used for this purpose. For the analysis, the researcher used various statistical tools like mean, standard deviation, correlation and regression. Means differences of various factors are measured through ANOVA for test of significance. The results found five factors among them three variables – guarantee and warranty, repair and replacement, online support are significantly related to repurchase intention. On the other hand, two variables – installation and user training are less related to the intention of repurchasing of electronics items statistically and significantly. Outcomes of the paper may be used as an index by the electronic companies for improving their after sales services and formulating various marketing strategies also.

Key Words: Product Support Services Repurchase Intention, Product Support Services and Repurchase Intention.

Date of Submission: 24-07-2017

Date of acceptance: 10-08-2017

I. Introduction

In Bangladesh, the emergence of electronic industry has occurred in 1930 through radio and telephone sectors. In 1950, some of the private sector industries have also come into play and gradually a television station has been set up in Dhaka. Consumer electronic goods assembly plant has triggered this campaign of rising in 1980 - 1990 period.

The electronics industry in Bangladesh is basically bases on consumer goods items such as mobiles, radios, televisions, refrigerators, air conditioners, DVDs and CD players, ovens, electronic lights & fans, blenders etc under various brands like – WALTON, SAMSUNG, HAIER, GREE, CREATIVE, MY ONE, LG, SINGER, DELL, HP, PHILIPS etc. The main challenges in this sector are to provide technical assistance and proper technology orientation. Cheap labor is one of the main reasons of great return of investment for the companies. Some of the factors are making this sector more promising like - development of manufacturing of semiconductor, most growing cell phone markets in South Asia, rapid growing home appliance market etc.

As electronic products are very fragile and prone to deflection, so that proper product support service is essential for smooth operation of those products. Again many of the electronic companies in Bangladesh produce low quality and cheap rate product that fall into deflection in no time. As a result support service can be outstanding cure to this problem. (Lele and Karmarker, 1983) mentioned that product failure rate has been increasing since 1980.

Product support service has been considered as a very focusing issue for the company. According to Bangladesh Bureau of Statistics (BSS), GDP growth rate in manufacturing sector in FY 2015 was 1.93; in FY 2016 was 1.99 and in FY 2017 it is 2.26. So the contribution of the sector in national economics is increasing gradually that signaling a real necessity to get a flawless manufacturing sector. Product support service can do this very well.

II. Literature Review

2.1 Product Support Services:

When customers buy any product, they expect more than the physical product. Moreover they have expectation for future support service that the product might be required. (Lele and Karmarkar, 1983) reported that this expectation may be a mere repair or replacement or even critical technical arrangements designed to mitigate the needs of the customer throughout the product's lifespan. Support service is one of the critical elements of individual product decision that ensures the development of possible positive intention to the specific firm. (Goffin, K., & New, C., 2001) viewed that product support service is treated in different names like after sale service, only service, technical service etc. and he also discovered seven elements of customer support services like - installation, user training, documentation, maintenance and repair, online support, warrantee, upgrades. According to (Kotler et al, 2012), product support service is an inevitable component of product strategy which may be either a minor part or major part of the product or service itself. (Lele and Karmarkar, 1983) found that in the past, the support service was confounded only on parts and services but the scenario has been changed altogether. Now-a days, any after sale service that optimize post purchase satisfaction is treated as support service. It may include wide variety of tasks like - servicing, warrantee, guarantee, upkeep training, operator training, home delivery, reliability engineering, serviceability engineering. (Loomba, 1998) observed that support service is as a group of functions that make sure the flawless use of the products or services to users. Hence, it is considered that support service is not simply a service that contributes to trouble free use rather it is an element to augment the product. It is performed differently in different industries. In another study, (Loomba, 1996) mentioned that support service can be delivered through one or all of the five channels like – (i) direct support from the factory (ii) a direct after-sales network (iii) channel intermediaries (iv) authorized independent third parties (v) some combination of the above possibilities.

2.2 Repurchase Intention:

Repurchase intention is a significant issue in a wide variety of businesses. Customers are intended to repurchase the products or services if they feel satisfied by having those earlier. (Tsiotsou, 2006) viewed that repurchase intention is the possibilities of getting the same products or services again after consuming once. Most companies want to get their products sold so regularly and they know the fact that loyal customer with positive intention can easily do that so they instigate the factors behind repeat purchase behavior. As (Jackson, 1985) demanded that “repurchase intention” as a “consumer behavioral intention”. According to him, repurchase intention is the increase or decrease of purchase from the same firm at regular bases. (Kitchathorn, W., 2010) also supported the fact that the indentation of pursuing same offerings from the same supplier is repurchase intention. (Kaynak, 2003) reported that repurchase intention is the result of the trust that any customer gather from the company at the time of previous product or service interactions. According to (Durvasula et al., 2004), Customer satisfaction is another significant consideration for the customers to generate future purchase intention. (Patterson et al., 1997) mentioned that customer satisfaction is the key forecaster of repurchase intention.

2.3 Product Support Services and Repurchase intentions:

In this era of stiff competition, retaining customers and instigating them to repurchase are one of the toughest task to do and firms can do it by creating strong relationship through providing better support service. (Chen, C. J., Chen, C. C., & Wu, J. C., 2014) reported that customer's involvement with support service process is a win-win situation for both customers and service providers. The more customers are effective at creating rational value with service provider, the more they enjoy the service and supposed to form and sustain lengthy relationship with company. (Lennart Straus et al, 2016) stated that customer's repurchase decision is highly influenced by the evaluation of the overall service process. (S. H. Akther, 2010) said that successful service process increases overall satisfaction and overall satisfaction increases purchase intention and purchase intention increases actual repurchase. Furthermore, (S. Ahmad, M. M. Butt, 2012) mentioned that product support service is seen as separate but independent tool for building brand equity since it acts as a fresh reminder to the customers that lead to repurchase intention. (Bove& Johnson, 2000) claim that service encounters escort customer satisfaction and repurchase intention.

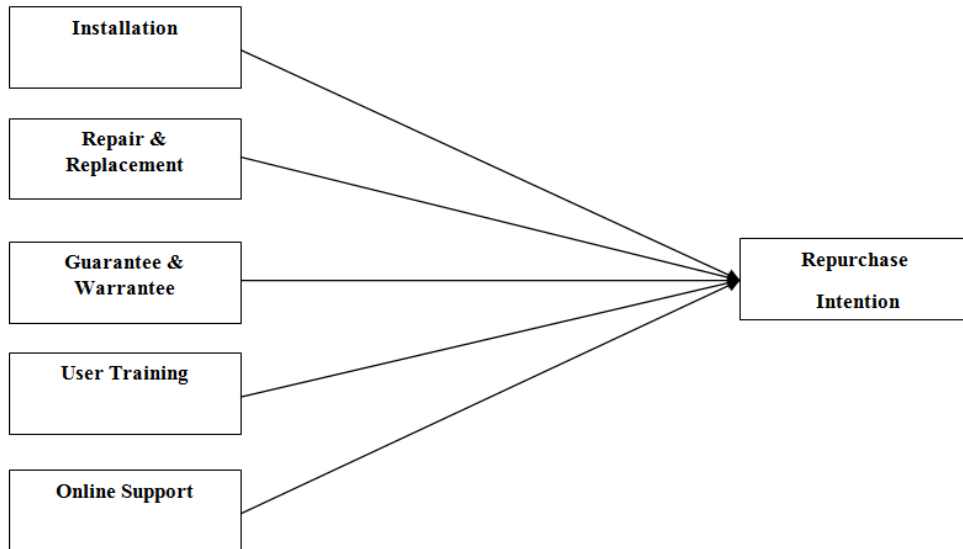
III. Purpose Of The Study

Now a day's customers around the world are shifting their thoughts dramatically from traditional view of just having any products or services to modern view of interactions and supports with the original items. Customers require high support service since the significance of the support service has been well acknowledged. Therefore, firms started taking about more professional approach that they never did before, because a decent customer support contribute to competitive advantage and prerequisite to customer satisfaction. This study will examines the effect of various influencing factors like – installation, guarantee and

warranty, user training, repair and replacement, online support etc. on repurchase intention that influence to choose electronic items in the context of Bangladesh.

IV. Proposed Conceptual Framework

To give direction to the investigation, the researcher developed a conceptual framework based on insights gain from the literature review. While a number of theories and issues pertinent to the study were discussed in the literature review, the following concepts were chosen as the basis of the analysis of the research problem. These were guarantee and warranty, repair and replacement, online support, installation, user training and repurchase intention. According to (Ticehurst and Veal, 2000), a conceptual framework indicates how researcher views the concepts involved in a study - especially the relationships between concepts.



[Source: This model has been integrated from (Fazlzadeh, A., Bagherzadeh, F., & Mohamadi, P., 2011), (Farida, N., 2016), (Coker, B., 2013) and (Akhter, S. H.,2010)]

In this model, it is explained that various variables relating to product support services bring overall customer satisfaction which ultimately results into repurchase intentions.

In addition, the development of conceptual frame work, specific research questions and hypothesis are portrayed in below.

V. Research Questions And Hypotheses

5.1 Research Questions:

RQ 1 Is there any significant relationship between installation and repurchase intention in the context of electronic industry in Bangladesh?

RQ 2 Is there any significant relationship between repair and replacement variable and repurchase intention in the context of electronic industry in Bangladesh?

RQ 3 Is there any significant relationship between guarantee and warranty variable and repurchase intention in the context of Retail industry Sector in Bangladesh?

RQ 4 Is there any significant relationship between user training and repurchase intention in the context of electronic industry in Bangladesh?

RQ 5 Is there any significant relationship between online support and repurchase intention in the context of electronic industry in Bangladesh?

5.2 Hypotheses:

H1. There is a significant relationship between installation and repurchase intention in the context of electronics industry in Bangladesh.

H2. There is a significant relationship between repair and replacement variable and repurchase intention in the context of electronics industry in Bangladesh.

H3. There is a significant relationship between guarantee and warranty variable and repurchase intention in the context of electronics industry in Bangladesh.

H4. There is a significant relationship between user training and repurchase intention in the context of electronics industry in Bangladesh.

H5. There is a significant relationship between online support and repurchase intention in the context of electronics industry in Bangladesh.

VI. Methodology Of The Study

6.1 Research Design:

The study is exploratory study. An index is built for each of the independent variables and dependent variable asking consumers different set of questions using 7 point Likart Scale. Then the score given on each questions were summed up to measure the score of each variable. These score are used in data analysis. Data analysis involved descriptive analysis, correlation and regression analysis. A Regression has been carried out to measure the impact of store image, customer perceived value and customer satisfaction on repurchase intension of the customer.

6.2 Population and Sampling:

The populations of this research are the consumer of electronics products in Dhaka city. The sample size is 150. The sampling technique used is non-probability convenience sampling technique. Data was gathered through questionnaire which was distributed to the most popular electronics items like mobiles, radios, televisions, refrigerators, air conditioners, DVDs and CD players, ovens, electronic lights & fans, blenders etc. of different brands. Hundred and thirty (130) questionnaires were found correct for data analysis. Therefore, researcher uses 130 questionnaires for data analysis.

6.3 Survey Instrument:

Since previous researchers also used questionnaire to complete their survey. A structured question is used in this research to collect data from the respondents. The questionnaires divided in six sections. The sections are installation, repair and replacement, guarantee and warrantee, user training, online support and repurchase intention. There are 27 questions, 1 – 5 are for installation, 6 – 9 are for repair and replacement, 10 – 13 are for guarantee and warrantee, 14 – 18 are for user training, 19 - 23 are for online support and 24 – 27 are for repurchase intention. All question has used 7-point Likert Scale regarding from 1 (strongly disagree) to 7 (strongly agree).

6.4 Data Collection and Analysis:

The study is based on both primary and secondary research. For primary research, surveys have been taken on 150 respondents in Dhaka City. Questionnaire is being used to collect primary data. For secondary research, the study used relevant literatures, books, articles, newspapers, and magazines on support services and customers repurchase decision and the relation between them.

VII. Results And Discussion

7.1 Demographic:

Table 1 - Demographic Analysis of Respondents relating to Gender, Age, Occupation and Monthly Expenditure

Gender		Age	
Female:	27.20%	16-20:	5.50%
Male:	72.80%	21-30:	29.20%
		31-40:	42.30%
		41-50:	19.00%
		50 Above:	4.00%
Occupation		Monthly Expenditure	
Students:	12.20%	1001 – 5000 :	4.40%
Service Holders:	44.30%	5001 – 10000 :	6.60%
Businessmen:	29.50%	10001 – 15000 :	15.60%
Housewife:	14.00%	15001 – 20000 :	15.70%
		20001 – 25000 :	17.30%
		25001 – 30000 :	13.30%
		30001 – 35000 :	9.40%
		35001 – 40000 :	7.20%
		40001 – 45000 :	5.60%
		50001 – 55000 :	3.60%
		55001 and Above :	1.30%
No of Respondents: 130			

7.2 Reliability and Descriptive Statistics of the Instruments:

The most highly recommended measure of internal consistency is provided by coefficient alpha (α) or Cronbach’s alpha (1951) as it provides a good reliability estimate in most situations. The nearer the value of alpha (α) to 1, the better the reliability. If the value is low, either there are too few items or there is very little commonality among the items (Churchill, 1979).

Table 2 - Descriptive Statistics and Reliability Coefficient of – Installation, Repair and Replacement, Guarantee and Warrantee, User Training, Online Support and Repurchase Intention

Variables	No. of Item	Alpha	Minimum	Maximum	Mean	Std. Deviation
IN						
RR						
GW	5	0.874	13	33	26.43	4.824
UT	4	0.902	15	34	29.53	4.943
OS	4	0.886	10	28	23.21	4.016
RI	5	0.879	12	28	23.36	3.930
	5	0.889	14	29	24.88	3.973
Valid N (List wise)	4	0.914	15	35	29.34	4.901

N = 130

Internal reliability of the variables was checked by using Cronbach’s alpha. Here the reliability for installation is 0.874; for repair and replacement is 0.902; for guarantee and warrantee is 0.886; for user training is 0.879 and for online support is 0.889. On the other hand reliability for repurchase intension is 0.914. We know the standard value of reliability is 0.5 and all the results indicate the values are greater than 0.5 implying data is reliable. Based on the 130 respondents, installation ranges from 13 to 33 with the mean of 26.43 and the standard deviation of 4.824. Mean and standard deviation of repair and replacement is 29.53 and 4.943 with the minimum and maximum value ranges from 15 to 34. A guarantee and warrantee range from 10 to 28 and the mean is 23.21 and the standard deviation is 4.016. Mean and standard deviation of user training 23.36 and 3.930 with the minimum and maximum value ranges from 12 to 28. Online support ranges from 14 to 29 and the mean is 24.88 and the standard deviation is 3.973. The minimum and maximum value for repurchase intension is 15 to 35 and the mean and standard deviation is 29.34 and 4.901 respectively.

7.3 Correlation Analysis:

Table 3 Correlations

Variables		IN	RR	GW	UT	OS	RI
IN	Pearson Correlation	1	.914**	.797**	.803**	.886**	.889**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	130	130	130	130	130	130
RR	Pearson Correlation	.904**	1	.769**	.807**	.882**	.785**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	130	130	130	130	130	130
GW	Pearson Correlation	.797**	.769**	1	.809**	.767*	.709**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	130	130	130	130	130	130
UT	Pearson Correlation	.916**	.887**	.881**	1	.763**	.917**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	130	130	130	130	130	130
OS	Pearson Correlation	.743**	.865**	.789**	.933**	1	.739**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	130	130	130	130	130	130
RI	Pearson Correlation	.803**	.805**	.909**	.889**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	130	130	130	130	130	130

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

The above table shows the correlation matrix among variables. Repair and replacement, guarantee and warrantee and online support have strong and significant relationships with repurchase intention. On the other hand, Installation and user training have less strong and significant relationships with repurchases intension.

7.4 ANOVA Test:

Table 4 - ANOVA has been followed for different variables in below -

ANOVA						Status
Variables	Sum of Squares	Df	Mean Square	F	Sig.	
Installation	2.664	4	.666	.652	.626	Somehow Accepted
Repair and Replacement	12.040	4	3.010	3.037	.018	Accepted
Guarantee and Warrantee	14.096	4	3.524	3.946	.004	Accepted
User Training	2.673	4	.591	.624	.619	Somehow Accepted
Online Support	21.864	4	5.466	5.201	.000	Accepted
Repurchase Intention	13.880	4	3.470	4.871	.001	Accepted

The result of ANOVA for different variables (One Way ANOVA)

VIII. Recommendation

1. Since product support service has positive relationship with repurchase intentions, so firms should put more importance on its improvement in terms of design, development and application.
2. Product support services involve huge task to complete and demand for smooth completion of those activities that are very crucial to the firm. So firms should set up a quick response wing to have more organized and controlled operation of those tasks.
3. Support service quality also indicates the overall quality of the firm. So ensuring the quality of support services is more important than just providing product support service as it demanded by customers.
4. Support service requirements may vary time to time. Thus evaluating the effectiveness of support service is significant. It needs arrangements for latest support service to keep the customer up-to-date with pace of the changing world.
5. Very often customers have to bear the cost of receiving support service like - service waiting cost, transportation cost, re-installation cost etc. This additional cost may decline the reputation of provided support services. So companies should pay more attention in reducing those cost of customer by showing proactive response.
6. Well-designed support services may be a great source of competitive advantage for the firm. Companies can attract more attention of the customers through the promotion of their support services along with their main products.
7. The delivery of support services must be customer friendly. Because some firms only focus on the quality of support service performance but they remain unconscious about the effective way of delivering the product support service which may discourage the customers to have support services.
8. Customer equally evaluates both support service quality and support service personnel. So support service personnel should give training, motivation and feel them enthusiastic as they can perform accordingly.
9. Since the research found significant relationship of guarantee and warrantee, repair and replacement, online support with repurchase intention, so firms should focus on this kinds of support services that customer actually gives value.
10. By considering the importance of the quality of the support services, product support services should be considered as core functions not subsidiary functions of any firm.
11. Training and other skill building programs should be taken for the service providing personnel in order to make them more experts in conducting support service functions effectively and efficiently.
12. Companies should always search for better support services to have a better match between product support services and changing customer expectations to those services.

IX. Limitations And Future Research

Different limitations are found in this study and it should be addressed to encourage more sound research in the future. Only 130 customers are taken as respondents for the study from various locations and places of Dhaka City in Bangladesh. The survey was conducted only Dhaka City, thus the sample size was small to consider the whole scenario. Further research may be conducted to assess executives’ perceptions of different brands benefits and risks for each variable of product support services with repurchase intention. While preparing this report, authors may face the following limitations:

1. Time constraint: Whole research is done within two months.
2. Confidential factor: Some information is very important to know but they are confidential and unable to collect.

3. Help from the respondents: It was little bit difficult for the researcher to receive adequate helps from respondents.

X. Conclusion

With the development of socio-economic condition of Bangladesh, people are using electronic goods more than that of in the past. Most of the companies try to produce good quality items but always there are some options for improvement. So naturally products get troubled and needed support service.

Product support service is regarded as an outstanding tool to satisfy the customers through removing post purchase dissatisfaction which disappointing the customer and drives them away from the firms as they don't having proper solution of the after purchase problems. Support services resolve dissatisfaction and develop a positive intention to get the product again.

This study had an intention to observe the impact of different support services on customer repurchase and it found significant relationship between repurchase intention and repair & replacement, warranty and guarantee and online support. Installation and user training found to have related to repurchase intention but not as much as the other variables. As a result firms must consider support service as an instrument to create repurchase intentions.

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Subrata Kumar . ““Impact of Product Support Services on Repurchase Intention of Customers: An Empirical Study on Electronic Industries of Bangladesh”.” IOSR Journal of Business and Management (IOSR-JBM), vol. 19, no. 8, 2017, pp. 59–66.