



CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

Notice for the PhD Viva Voce Examination

Ms Rajni Gupta (Registration Number: 1720075), PhD scholar at the School of Business and Management, CHRIST (Deemed to be University), Bangalore will defend her PhD thesis at the public viva-voce examination on Saturday, 18 November 2023 at 10.30 am in Room No. 044, Ground Floor, R & D Block, CHRIST (Deemed to be University), Bengaluru - 560029.

Title of the Thesis : **After-Sale Service Failures and their Influence on Customer Behaviour with Reference to Home Appliances**

Discipline : **Management**

External Examiner
(Outside Karnataka) : **Dr Anuradha A**
Associate Professor
VIT Business School
Kelambakkam - Vandalur Road
Rajan Nagar, Chennai
Tamil Nadu - 600127

External Examiner
(Within Karnataka) : **Dr Sathish M**
Associate Professor
Symbiosis Institute of Business and Management
Symbiosis International University
Electronic City, Phase I, Bengaluru - 560100
Karnataka

Supervisor : **Dr Sreedhara R**
Associate Professor
School of Business and Management
CHRIST (Deemed to be University)
Bengaluru – 560029
Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru

Date: 06 November 2023



Registrar

ABSTRACT

There are continuous technological advancements, and home appliance manufacturers have developed innovative products that make customer's life effortless. However, after-sale service failures remain challenging for firms, as they are integral to serving customers. This study investigates how different after-sale service failures affect customer behaviour, focusing on the home appliance industry. The study uses a mixed-methods approach, combining quantitative and qualitative data to understand the issue comprehensively. A questionnaire was prepared based on literature reviews, customer reviews, and experiences with after-sale services of home appliance companies. Data was collected from customers who experienced after-sale service failures and their subsequent behaviour. The study found seven major after-sale service failures that significantly impact customer behaviour, with unreasonable charges and policy clarity issues being the most significant.

The findings indicate that different types of service failures elicit different reactions, highlighting the need for businesses to understand the impact of their after-sale service failures. The study also discussed various service theories and models related to failures and behaviours, such as the Expectancy Disconfirmation Paradigm, Justice Theory, and Attribution Theory. The present study is one of the few empirical studies examining the links between service failures and actual behaviours in consumer durable after-sale service failures. It provides valuable insights into how businesses can improve their after-sale service and retain their customers, as after-sale service is an essential component of customer behavioural outcomes.

Keywords: After-sale services failures, customer behaviours, home appliances, negative word of mouth, aggressive and verbal abuse, switching behaviour, complaining behaviour, India.

Publications:

1. **Gupta, R., & Raman, S. (2022).** After-sale service experiences and customer satisfaction: An empirical study from the Indian automobile industry. *Research in Transportation Business & Management*, 45, 100873.
2. **Gupta, R., & Raman, S. (2021).** Customer Service Failures: After-sales services in the Home Appliances Industry. *Indian Journal of Economics and Business*, 20, (2), 343-358.
3. **Gupta, R., & Raman, S. (2019).** Sustainable After Sale Services: The Effect of Perceived Value on Customers. *International Journal of Advanced Science and Technology*, 28(16), 1188–1197.
4. **Meenakshinathan, S., Raman, S., & Gupta, R. (2022).** Users' Perception and Barriers to Using Self-Driven Rental Bikes. *Indian Journal of Marketing*, 52(12), 58-70.
5. **Gupta, R. & Raman, S. (2019).** Demography Correlates Behavioural Intentions of Customers for Adoption of Gamification. *International Journal of Management, IT and Engineering*, 9(6), 413-424.
6. **Gupta, R. & Raman, S. (2019).** The Empirical Analysis of Association between Electronic Gadgets Used and Frequency of Online Shopping. *International Journal for Research in Engineering Application & Management*, 5(2), 324- 327.