

The Study of Relationship between Time and Physical Location of Branches on the Service Expand Market Share (Case Study: Saipa Company of Kermanshah Province)

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ABSTRACT

This paper examines the relationship between time and physical location of branches on the service expand market share Saipa Company in Kermanshah Province based on the review of the literature a questionnaire was formulated In the 240 cases, 200 cases and 40 cases where the client is the expert were and data SPSS software was compiled and analyzed. Test results showed that the average equity between the time of the service branches and Saipa company physical location of the company's market share has a significant relationship. Tests used by other test results show that the Significant differences between the consumer and expert reviews of the research hypotheses around the Friedman test of time in terms of customer service and deliver local news ratings would The results indicate that the optimistic promise our customers receive timely and proper vehicle maintenance done more important than But the officials and experts of the two in the same thought. Friedman rank test showed the physical location of the customer's perspective; participants rating the physical location to receive services from the perspective of customers have high importance if the effects of these factors Experts were the last priority. **KEYWORDS:** Service after sales, Market share, Saipa Company.

INTRODUCTION

One of the ways in which manufacturing companies, particularly automobile companies are doing to attract customers to provide a broad level of services after the sale companies operating in the automotive industry due to their vital role in the development and industrial activity in other sectors fully aware of the importance of after-sales service decisive impact on the automotive industry in the global market grandmother and make because this industry is recession or stop damaging and destroying stacks scars. due to globalization, especially in the automotive industry and the increased level of competition is obviously that those car companies, able to maintain its market share will increase the product also compete with other cars by increasing the diversity of services Our customers are able to create loyalty and stability. Service to the notion that companies offer any after sales customer service needs (such as transportation, installation, repair, warranties, product training, etc.) to his company undertakes. After sales service is one of the company's activities for overtaking competitors offer If a system service able to work well and meet the needs of clients in connection with the Service will be effective in increasing sales and profitability.[1]

Automotive industry in Iran although the past 15 years has grown after sales service of automotive firms still in good condition does not Public discontent after sales service continues The important role of this bus service which economic experts, activity in this area has been likened to a cross-edged sword. The move will be successful when In the Service officials and managers must look for new and different from the control. Today, with the knowledge that finding and retaining customers will drive all other activities it is the customer's sole income Services should be Strategy One way to do that effectively is particularly important in the development of the market share. This study sought to investigate the factors that influence service Saipa Company is to attract customers [2].

Market

Market the word has different meanings over the years. Market in its general sense, is a specific physical location where buyers and sellers come together to exchange goods and services. From an economist's perspective, a market consists of all purchasers and vendors we are trading in certain goods or services. Marketer of a market for a product is the set of all actual and potential buyers there. The Market, a collection of buyers and industry Set of vendors. Market development means the portion of the total market Product or service that a firm is allocated to it and shall meet the requirements of the basic variety. In other words, the market share of total industry sales are sales based on actual or projected sales is determined [3].

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Expanding market share requires a Company focused on making the goods available to the underlying generic need. Companies should engage in research and development related to technology-related needs. Extremists should not be high on the policy of expanding the market lest one of these two principles are fundamental shift, "aims to follow a definite properly defined achievable» other the Focusing "three's disadvantage focusing kidney efforts enemy.[4]'Organizations can maintain effective communication with customers Unless they understand What services, how and when is valuable to customers and how much they can charge for it Attract new customers, The most difficult and most expensive to the customer management process. Companies can communicate with their initial offer of discounted product or huge losses likely will begin. This refers to an increase in services to the customers. The initial release of the product should be low enough that the customer does not incur much risk purchase [5]. This is so important to provide the product to the customer this success is to induce customers to purchase. Customer orientation, Tendency to get information about client sand its use in developing strategies to meet the needs and Implementation of this strategy through the positive response Demands and needs of our customers. Marketing, customer relationship has a long history in business-to-business marketing [6]. On the other hand, the results of brand imagery, relevant to product feelings, have an impact on brand feelings. a number of marketing through direct contact with customers, particularly bridges, Have a low correlation with the number of customers have requested information through intermediaries such as distributors and retailers have received. Organizations can maintain effective communication its consumers, in other words, the establishment of brand resonance. With customers unless they understand what services, How and when is valuable to customers and what they charge for it Odor meets and [7]. In the meantime effectively communicate with customers to improve customer satisfaction, revenue growth offends increased competition and more rapid return on investment will result. [8]

Services After sales

Service means that companies and institutions produced a variety of services such as: Transportation, installation, repairs and maintenance, Product Warranty and training requirements to customers after purchasing the product, customers are presented [9]. Delivering and managing service delivery of goods or services to a customer starts Customers can slowly increase the time and costs of the organization to make a lot of their attention. Control and storage each customer (Type of service purchased customers after Akeley, Time and type of contract, etc. Assigned identifiers such as account numbers, Invoice number, Number of contract Warranty card, etc.), customer service management can be based on these identifiers and other related activities bathmat It is clear that the style and quality to provide these services to be easily satisfied with a potential customer into a dissatisfied invoice number customer and protester [10]. Using an automatic system Such as processing services In the management of post-sale service The manager is helpful a concern of providing services to a minimum while reducing human involvement in these activities and slowly reduce the chance of error. Impact on customer satisfaction and repeat hart service type supported by the company to increase customer complaints and maintains a bond with customers is a key variable [12]. This study investigated the relationship between time and physical location of the branches of service development for managers Saipa company market share in Kermanshah Province.

Research hypothesis

1-There is a correlation between the time of service and market development Saipa Company.

2- There is a correlation between physical location of branches and firm performance development of the market share in Saipa Company.

Type of study

This Study applied research is based on the most if the classification is based on the nature of research and we consider this study is a survey research group.

Population

Considering that the aim of this study was the development of after-sales market share in Kermanshah province is Saipa Company The population in this study Saipa Company car owners to · the service and maintenance requirements Saipa Company authorized to represent this province are referred to Experts have also included a sample of the customers to create a homogeneous sample of 46 dealers in the province of Saipa Company geographically divided into East, West, Central division has and the client's representative random sampling was attempted. 200 study sample consisted of 240 students The The patients. clients And 40 were from the Experts This number is based on the following formula was selected sample of 237 patients.

METHODS AND TOOLS FOR DATA COLLECTION

Methods and data collection tool was a questionnaire study Consisting of two groups of customers expertise But the questionnaire to collect the required information from documents and literature reviews, Sites scientifically valid, Comments officials and legal experts, expert agencies, Saipa Company has also been used "Reliability" of the questionnaire measured "alpha coefficient" or alpha "alpha" is evaluate Reliability testing of the questionnaire measured the 0/87 from and the maximum rate is at least 11t can be said High internal validity of the questionnaire is The questionnaire study to prove the validity of the opinions of experts, expert agencies or inspectors authorized Saipa Company Who has the experience and record highs used. Various tests have been used in this study First, onesample t-test Individual premises question and tested their hypothesis, Also, the Friedman test was used to prioritize the factors mentioned in the hypothesis. Another test was used to test the level of the average of the population test Comparison between the clients and sent to participants who had used the independent t has been used. Cranach's alpha was used to test the reliability of the questionnaire. The data indicate that70/3 of the customers and 83/3 of Experts Effects of the physical location where the representative consumer at large and have too much notice. Than those in the population studied and the physical location of the acquisitioning much and consider the views of a lot of customers in the interval (743/0 and 663/0) and the views of experts in the range (0.90 and 0.76) respectively. We can say with 95% confidence.

One-sample t tests the first research hypothesis

First hypothesis: between time Saipa Company and development services related to the company's market share significantly. First hypothesis examined individual factors and then to assess finally, each of the factors will be assessed from the respective of customers. Because of the five-item test if the mean response is greater than 3, Indicate that the situation is otherwise, the situation is not appropriate.

 H_0 =There is no significant relationship between time of service, Saipa Company and development of the company's market share.

 H_1 = There is significant relationship between time Saipa Company and development services related to the company's market share.

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Result test	P_{v}	t calculated	N	Standard deviation	Mean	Groups	Factors
H ₀ Disapproval	0.000	6/78	200	0/75	3/36	customer	Time delivery and systemat
H ₀ Disapproval	0.000	16/64	40	0/45	4/18	Experts	service
H ₀ Disapproval	0.000	10/19	200	0/67	3/49	customer	Convert location
H ₀ Disapproval	0.000	14/84	40	0/5	4/18	Experts	intensity

Table 1. Mean equality test dismantling factors hypothesis first investigation

The above table shows that all of the information presented in the third hypothesis, because the calculation is less than 0.05. From the perspective of both customers and expert opinion Null hypothesis was rejected and the assumption has been achieved. We tested this hypothesis in general. Research hypothesis:

There is no significant relationship between time of service and the company's market share. H_0 :

There is significant relationship between time of service and the company's market share. H_1 :

Table 2. Testing the first hypothesis of equality of mean research									
Result test	P_{v}	t calculated	N	Standard deviation	Mean	Groups	Hypothesis		
H ₀ Disapproval	0.000	10/25	200	0/58	3/48	customer	first		
H ₀ Disapproval	0.000	18/53	400	0/4	4/18	Experts			

Table 2. Testing the first hypothesis of equality of mean research

The calculated which is less than 0.05 we conclude that the first hypothesis is accepted as a researcher, the views of clients and experts: "Time after sales service and market development, the company has a significant relationship."

One-sample t test of the second hypothesis:

Second hypothesis: the physical location of the company's market share develops Saipa Company significant relationship exists.

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 H_0 : There is no significant relationship between physical locations of the Saipa Company expand market share.

 H_1 : There is no significant relationship between physical locations of the Saipa Company expand market share.

Result test	P_{v}	t calculated	N	Standard deviation	Mean	Groups	Factors
H ₀ Disapproval	0.000	23/53	200	0/7	4/165	customer	Physical location to receive
H ₀ Disapproval	0.000	8/64	40	0/62	3/85	Experts	services agency
H ₀ Disapproval	0.000	21/23	200	0/67	4/01	customer	Physical location for parts
H ₀ Disapproval	0.000	12/63	40	0/56	4/13	Experts	
H ₀ Disapproval	0.000	3/52	200	0/8	3/2	customer	Ordering forms and
H ₀ Disapproval	0.000	11/69	40	0/62	4/15	Experts	physical server units

Table 3 - Test the hypothesis of equal of mean separation research

The above table shows that all of the information presented in the second hypothesis, Calculated because less than 05/0. The Customer Perspective the null hypothesis was rejected and expert opinion and research hypothesis is accepted. However, this hypothesis will be evaluated as a whole. Research hypothesis:

There is no significant relationship physical location of the Saipa company, and expand market share. H_0 :

There is significant relationship physical location of the Saipa company, and expand market share. H_1 :

Result test	P_{v}	t calculated	N	Standard deviation	Mean	Groups	Hypothesis
Disapproval H ₀	0.000	10/25	200	0/52	3/79	customer	second
Disapproval H ₀	0.000	14.93	40	0.44	4.04	Experts	

Table 4. Testing the second hypothesis of equality of mean research

The calculation is less than 0.05We conclude that the second hypothesis is accepted as a researcher, the views of clients and experts:

" There is significant relationship physical location of the Saipa Company and expanding market share."

The results above show Physical location to receive services from the perspective of the importance of superior customer have if the effect of these factors Experts were the last priority.

Conclusions

Test results showed that the mean equality between the after-sales service and market development Saipa Company correlation exists and the Friedman test The first hypothesis of the From the perspective of consumers and voters rank the news Saipa Company customers indicate that they However, they are keen to get fast service Yet cheerfully promise and received timely and proper car maintenance done to them, but more importantly, the officials and experts of the two had the same thought It shows that Saipa Company officials emphasized Uniform and timely services to our customers to give proper car maintenance at shorter intervals and have been prescribed. Test results of the study confirmed the hypothesis of mean equality of results, the physical location of the Saipa company, and expand market share, there is a significant relationship And the Friedman test The second hypothesis from the perspective of customers and local news ratings revealed Physical location to receive services View of the importance of superior customer has If the effect of these factors Experts were the last priority in view of the result of the differences between experts and customers The officials and experts Saipa Ordering forms and units of the server above the physical location of the service they receive This factor is important if your customers have placed more emphasis on the latter. In this study to try to The first hypothesis proposed to explain the importance of timely delivery of specialized car repair And receive timely parts and service development, market share Saipa pay According to the survey results showed Between the time of service and the physical location of branches, and Saipan's market share There is a significant relationship, is suggested Saipa Company a wide range of programs and special efforts to retain customers Increase market share and quality service to customers in their cars in the Friedman test, Proposals can be presented as follows:

According to the ranking of the first hypothesis Friedman test Saipa customers say however, they are keen to get fast service but however well-promise and received timely and presented proper car maintenance done was more important to them but the officials and experts of the two in the same thought, according to the ranking of the

first hypothesis Friedman test Saipa customers say However, after considering the Promise of happy customers and receive timely and proper car maintenance has been important to them, Experts need for attention And enhance customer loyalty to the cause in priority. The second hypothesis is that the ranking factors Unlike goats experts appropriate for the physical location of the required services at the end of priority stated, Customers of the agent's desires and attitudes of customers is to go to Partners It is suggested Saipa in a specified time interval, Communicating with customers and you are being given priority in terms of customers, Why neglect Customers and failure to provide required facilities and their obviously dissatisfied customers.

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