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RESEARCH ARTICLE

ARE YOU SATISFIED? A CASE STUDY IN REFRIGÁS REFRIGERATION COMPANY

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ABSTRACT

With increasing competition in the market consumers have become more demanding about the level of services offered by companies. Thus, organizations have prized by the satisfaction and loyalty of their customers in an attempt to overcome the difficulties that arise. Thus, this article was reported to the following question: how the services offered by the company Refrigás Refrigeration contribute to (dis) satisfaction of the customers? With the aim of analyzing how important is the use of tools of Relationship Marketing, specifically the aftermarket for identifying factors that generate (dis) satisfaction with the level of service provided by this company. The approach used in this study consists of adopting two approaches, qualitative and used overwhelmingly quantitative in one of the issues where we sought to measure the level of customer satisfaction. Interviews were conducted in-depth, using a semi structured interview script containing seven questions, which was applied with 82 customers who have purchased the services provided by the company in the period January to February 2014. It was found that the quality of care in services provided by the company was the largest generator aspect of customer satisfaction, as dissatisfaction was related to lack of return aligned to a communication failure information and the lack of commitment of the company with its customers, thus demonstrating the importance of post-service sale for measuring steady level of customer satisfaction in order to identify shortcomings and correct them.

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INTRODUCTION

With the increasing competitiveness of the global market in recent decades, organizations have realized the need to seek subsidies to remain active in this scenario, where the main focus of the business becomes the customer, because this is increasingly looking for a dedicated treatment differentiated and handled by qualified professionals, ie, consumers are increasingly demanding and less tolerant. Based on this assumption born of the need to look for ways to attract new customers and retain existing ones especially, creating a way to make them loyal to the brand through long-lasting relationships, and the main tool used for this is relationship marketing (MASO, 2010). According to some Frohlich (2010) and scholars Brambilla (2013), relationship marketing emerged in the mid-80s, but timidly and from 90s, has evolved due to the economic opening of the country in government Juscelino Kubitschek and the arrival of foreign companies that

dominated the techniques marketing. Relationship marketing came with the intention of challenging the conventional marketing focusing primarily on a closer relationship between the company and the consumer, because it was influenced by various aspects of marketing, among them are marketing services and industrial.

The proposals circulated by the closer relationship marketing company / client have been widely used in large companies, more is not always the most correct way (FROHLICH, 2010). Thus, taking as a study subject company Refrigás Refrigeration propose the following question: As the services offered by the company Refrigás Refrigeration contribute to (dis) satisfaction of the customers? Thus, this study aims to demonstrate through the use of tools of relationship marketing, specifically the aftermarket, how the level of service offered by the company Refrigás Refrigeration influences on consumer satisfaction to the organization. For this, a script semi-structured interview, containing 7 questions, which was applied along the 82 consumers who purchased the company's services between January and February 2014 a qualitative approach was used in data collection was used. It is worth noting that the

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study it was found that the main source of customer satisfaction for the company was linked to quality of care in the services provided by the same. In the field of dissatisfaction, it is noteworthy that the main sources of this feeling was linked to poor communication, lack of commitment and lack of feedback from the organization, ie, this article highlights the importance that the aftermarket has, and that it can assume the role of competitive advantage, approaching the client company. The study was structured as follows: at first a literary study on the subject was made to form the theoretical basis, which will be pointed out, among other topics, conceptual aspects of marketing, relationship marketing and the importance of after-sales. Soon after comes the methodology of the study describing the method used in the case study, the following section reports the analysis of the results and promotes discussion of them. Finally, the last section discusses the concluding remarks of the study and suggestions for future studies.

Theoretical Framework

Conceptual Aspects of Marketing

The current market scenario is characterized by increasing competition, where organizations that do not evolve in this process, are left behind. Why companies use marketing to become familiarized with the needs and desires of your target audience, finding innovative ways to make the consumer loyal to the brand and acquire new customers (Brambilla *et al.*, 2010). According to Kotler and Armstrong (2003), marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging value with others. As for Minadeo (2008), marketing can be understood as an orientation-based administration that the task of the organization is to determine the needs, desires and values of a market, aiming to adapt to promote satisfaction consumers more effectively than their competitors. In other words the role of marketing is to win and keep customers. In summary, the marketing can be understood as a science that studies and seeks to understand the consumer, and from that adapt products and / or services to the needs and desires expected by them, as well as the interests of organizations. One of the main goals of the current marketing is the relentless pursuit of customer satisfaction through products and services that add value to the consumer. Thus we can see the important role that consumers play in creating new products and services (Modesto *et al.*, 2013).

The marketing is commonly confused or equated with advertising and advertising, which are actually planning tools that perform the same, resulting in the combination and adaptation of the marketing mix (price, product, promotion and distribution point) to meet satisfactorily the needs and desires of consumers (Brambilla *et al.*, 2010). The marketing planning can be understood as the harmonious combination of the marketing mix with more or less emphasis on each of the 4Ps variable according to the product being marketed and the target audience of the company, grouping these variables so as to be able to add value to consumers and achieve the organization's goals (Maso, 2010).

Marketing Customer Relationship

Modern marketing had its attention focused on acquiring new customers and retaining existing ones. Although it is very important to gain new customers in the task of marketing, the focus shifted to creating, maintaining and enhancing relationships with consumers, according to Kotler and Armstrong (2011). As for Freire, Lima and Leite (2009) Relationship Marketing is a set of management actions that aims at the understanding and management of the relationship at all points of contact between the organization and its target audiences, current and potential, to increase brand awareness and building a solid foundation for long-term relationships with customers and other partners involved. The Relationship Marketing is seen as one of the main cogs in the customer loyalty process, focusing mainly on the strengthening of relations between the client company, aiming to understand the profile of consumers that are constantly changing. The MR enables companies to perform the difficult task of attracting and identifying the factors that add value to the consumer, and from that point devise strategies to retain and gain customers (Modesto, *et al.*, 2013). The concept of relationship marketing over the years has been discussed by several authors, but these studies point to an increasingly efficient service to the needs desired by consumers, aiming to create sustainable long-term relationships with customers, translating retention of the same and profit for the company (Krohling and Pelissari 2013).

Companies that fail to relate solid and positively with their clients acquire a potential to develop a sustainable competitive advantage in the fierce market business (Brambilla 2013). But even in the opinion of the author, ethics and trust are the essential attributes that should guide the customer relationship so that it is positive. A major focus of study of Marketing is customer satisfaction, since companies are increasingly offering products and / or services of high quality, and second Moita and Silva (2012), this satisfaction can be conceptualized as the comparison between the expectation drawn by consumers at the expense of the perception that they had in relation to the product or service they purchased. Still in their opinion, the level of customer satisfaction that is set up the same again to buy the product and whether it will disclose favorably or unfavorably to others. In view of Kotler (1998), if the organization is able to maintain consistency in the high quality level of the product or service and customer satisfaction, this will translate an emotional affinity with the brand, making it less prone to competition, ie, as a result the company will have consumer loyalty.

The Importance of After-Sales

Customer satisfaction is not only associated with the purchased product, but the quality of various aspects that make up the sale, which involve price, trust, respect, ethics, education, good service, ie, a set of factors that add value to customer (Antunes *et al.*, 2012). Given the relentless pursuit of a good relationship between the client company to figure aftermarket, which has become central focus toward customer satisfaction, worrying about their opinions and suggestions about the quality of the product or the provision of a surge service. Also according to the author's view, post-sale to be defined as a management tool

that aims to measure the level of customer satisfaction for the products or services offered by the company points out where it is breaking and what aspects cause of dissatisfaction and to propose strategies for improvement.

Today, companies still have an archaic vision to think that the sale is consolidated at the time the customer takes the product home. The new market scenario leads companies to a new statement: "The sale is consolidated in the aftermarket". After the stage where the consumer purchases the product or service, and he spends actually using it is that starts the sale because the customer does not purchase the product itself, he buys the satisfaction of having a product that brings solutions fast and efficient for your day-to-day and without defects. So the aftermarket needs to be part of the strategic actions of the firm, flowing like a thermometer to detect the level of consumer satisfaction (Marques, 2012). To Felixan, Magalhães and Silva (2012), the aftermarket is a tool that enables comparison between what the client expects the product and / or service, and what was your real perception after using it. However, the aftermarket enables the monitoring and maintenance of the customers so that they can ensure that it was satisfied and that goes back to doing new business with the company, ie, the after-sales service aims to generate future business (Cruz Neto and Medeiros, 2011). Thus, the aftermarket has a proposal meet potential failures and adjust to the needs of themselves and contribute to the formation of an excellent reputation of the organization to potential buyers (Andreis *et al.*, 2014).

MATERIALS AND METHODS

In this study, we opted for a qualitative approach in collecting and analyzing data. This method differs from the quantitative since no instrument employs a statistical analysis based on the problem (Richardson 1989). In marketing, qualitative research is associated with the search for meaning or elements that can not be measured in terms of quantity, because their complexity requires tools that are able to analyze the phenomenon in a less superficial way (Hemais and Casotti 2010). It is worth noting that due to its nature, one of the questions proposed in this study was quantified, ie, for their analysis a quantitative approach was used. Thus, this study reported the two approaches, but with predominantly qualitative.

As the object of study of this research was adopted a company of the refrigeration sector in the city of Teresina-PI. However, to protect your identity and prevent some confidential information brought to light regarding the management and difficulties were related to the business model that was presented in the course of the analysis, with a fictitious identification. Expression Refrigás Refrigeration was the name used to represent the firm focus of the study in question. The choice of this company in this investigation was due to the convenience, since, since March 2014 the paper's authors provide a consultancy service to it and thus realized the need to implement an after-sales service, aiming a closer relationship between the client company. Thus, some findings and results of consulting work led to the development of this construct. The Refrigás Refrigeration, business focus of the study, is an organization that operates in the refrigeration market in the state of Piauí since the 1990s, providing parts and services with

the highest quality and reliability. This company is a benchmark in the state in which it operates to be authorized on white line of Electrolux and authorized distributor of parts Brastemp and Consul, and has a highly qualified technical assistance. However, with the changing environment and the consequent complexity of management processes the company has demonstrated difficulties in some areas, specifically with regard to marketing. Such difficulty encountered by the company, especially in relationships with customers, prompted the demand for business consulting services.

For the elaboration of this study was used as an instrument of data collection, a script semi-structured interview, containing seven questions, all questions were developed in a way that allowed their suitability to the research problem and the objectives. About the procedures stands out that the data were collected in a single time interval, like the photograph of a scene at the moment (Rodrigues, 2012). Regarding procedures first became aware of the database of the company, which was collected contact information from 230 consumers who purchased the services provided by Refrigás Refrigeration in the period January-February 2014 these 230 customers were successfully concluded 82 interviews made through phone calls, which were then recorded. The interviews were transcribed totaling something close to 70 pages of transcripts, which allowed the same to be read several times. For the analysis of this material was used the technique of content analysis of Bardin (1979) that allows meanings to be found amid reports of respondents. Subsequently, categories were formed following the methodology of Spiggle (1994) which argues that information can be seen clustered within a rectilinear sequence of significance giving the origins theories.

RESULTS AND DISCUSSION

When inquiring consumers to assign a note in relation to their level of satisfaction with the company on a scale of 1 to 5, in a universe of 82 customers found that:

Table 1. Level of Customer Satisfaction

Reply	Percentage (%)	Num ber of People
Note 1	0%	0
Note 2	5%	04
Note 3	17%	14
Note 4	27%	22
Note 5	51%	42

Source: elaborated by the authors

When questioned about why the note was realized through the reports, the fact that generating greater customer satisfaction is associated with quality of care of services provided by the company. This factor was prevalent and proven with the use of expressions such as "I was well satisfied", "treated me well," "good service". No doubt, when we speak of the same quality of care is associated with intrinsic values expected by consumers in the process of purchasing goods or services, such as effective and efficient service, polite staff, ease credit and confidence in the company.

These values were strongly raised in the reports of respondents.

[...] Good the service was very good, five (Consumer 67).

[...] Why every time I'm well attended when there was cleaning problem I called back and they took the material and remake again and did not charge anything, whether they are a trustworthy company, I trust them in cleaning air-conditioned (Consumer 52).

[...] I liked there was very well attended, the service was excellent like the first time I went the first time I liked. The staff are all good all treated me super well educated (Consumer 50).

[...] In the trust you have in me, because I did the work for pay later (Consumer 78).

Even the company obtained a considerable degree of satisfaction is worth noting some factors causing customer dissatisfaction, which were observed in the interviews. The lack of feedback aligned with poor communication by the company was an aspect mentioned by consumers. This aspect can be explained by the fact consumers to request a service they expected a fast return on the possibility of achieving or not the service, it is desired when the consumer seeks contact with the company and the media available the company does not meet your expectations, causing dislike them.

[...] Because I asked a service was in June or July last year and have been there in my house, did the budget and said they were going to order the part and never gave me satisfaction (Consumer 21).

[...] Because sometimes I tried call was unable to connect (Consumer 68).

[...] Because I think it has a communication problem within the Refrigás Refrigeration, my impression is that I called several times and is actually in had an air-conditioning burned because of Eletrobras and Eletrobras paid me fix this and I connected, connected, I connected to the company and she said she did not ask, did not play and would call me when the part and had never called me, until one day past the specified period I called back and the pieces were already there, or if I had not called I would not receive the parts and no air conditioning (Consumer 43).

The lack of punctuality was another factor cited by respondents. This is explained by the lack of time that the reality of day-to-day imposes on consumers, when there is lack of punctuality on the part of the company reflects this in wasted time customer, reviewing the lack of commitment by the organization. This may be a consequence of the process adopted in the company, which operates on a route system that does not allow a specific time to meet the clientele.

[...] Because you take a week or so for them to be able to install an air-conditioner. And I unwittingly was with haste. Has little technical (Consumer 6).

[...] There was a problem there and I had prepared for this day and stayed for another, I do not know if it's you, it happened at

home since I had been to the house to meet and such and no one appeared, were appearing in another visit (Consumer 14).

[...] Because of came a day were in, they were going after an hour were not (Consumer 20).

The pricing of products and services the company was another variable mentioned amid the interviews, this factor was considered expensive by customers, including a stressed consumer be less expensive to buy in the city of Fortaleza, where the values of the products of the segment cooling are well below those of the company. This can be correlated with the various possibilities of purchasing the current market provides, where excel Firms that can offer high quality products and services aligned to a fair and affordable price to their customers.

[...] Why should I be the most affordable, I have a very large factory with you only buy because prices, right here in Fortaleza is almost half the price of you (Consumer 48).

[...] Because the service part of my machine, the piece was 15 and the value of labor 120, ten times nearly eleven times the value of the piece right. [...] I think so concert service, labor itself I think they charge too much, too high (Consumer 54).

Among the many interviews was the impact of two atypical cases where the factor "lack of commitment" and causing feelings of dissatisfaction negatively marked the company's image in the subconscious of customers. This can be explained by the simple fact that the consumer to purchase a product or service the maximum expected commitment of the organization towards achieving its objectives.

[...] Because this series of discontent, I will not repeat everything I said is what I feel they did not do it to provide the service, did not deserve any notes because they did not do it to provide, if I call a technician to go there in my house to fix a problem that's going on, the guy goes and says it's nothing that a professional does not deserve credibility (Consumer 5).

[...] My level of satisfaction is right there, the piece was placed in my refrigerator and not resolved then the other questions you already know the answers right. But boy if I was not awarded a good service I think you already know the answer that I have to evaluate right now. You do not know the answer I do not have to evaluate the Refrigás Refrigeration. Because the company is zero, zero, zero, zero, zero plus zero plus zero ... are you satisfied? (Consumer 5).

Conclusion

The analysis of the data obtained in the research points to the importance of using a service after sales to identify which factors influence to (dis) satisfaction of consumers in relation to the level of service provided by Refrigás Refrigeration, according to the study can be seen appears that the service quality is a key driver of customer satisfaction. Regarding the dissatisfaction, the interviewees reported that the main cause of this feeling aspects were lack of information return line to a communication failure and the lack of commitment by the company in relation to services. Therefore, before the findings

of the research can be seen that the aftermarket is right for anyone who wants to survive in the market path, as this tool provides the organization access to solid information about the customers' perception of products and / or services offered by the same. The results of this study should be carefully analyzed by Refrigás Refrigeration, emphasizing mainly focuses on causes of dissatisfaction and their solutions, so that the company can devise strategies aimed at minimizing these faults, and hence keep the customer satisfied and loyal customer.

However, if the organization is able to fill the gaps identified in this article, the same will have the possibility of growth and may eventually need to leverage their functional and structural body, allowing the generation of new jobs directly or indirectly. The present study has some limitations in its construction process, the downgrade of the database of the company was one of the bottlenecks that hindered this research because had invalid numbers and incorrect reporting of the customer name, stating only the nicknames. Among other things the refusal of some customers to answer survey prevented the completion of a greater number of interviews.

What is expected from this study is that it may serve as propositions for future research in order to investigate how the level of consumer satisfaction can influence the acquisition of new clients.

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