Sustainable After Sale Services: The Effect of Perceived Value on Customers' Behavioural Intention

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Abstract-- *It is believed that in the coming future the most important factor in any industry will no longer be technology or capital, but the environment (Sheth& Sinha, 2015). This clearly shows that the main concern for any industry from any part of the world and also shows their concern towards future generations. To make sure that any action taken today does not limit the socio-economic and environmental choices to the future generation, the fundamental principle of sustainability has arisen (Trevena, Kaldor & Downs, 2014). Seeing the trend, Recently, the service industry has also started focusing on sustainability management. Green after-sale services in consumer durables have become an integral part of the service industry. Customer support determines the sustainable development by endorsing sustainable operations their services. Different customers perceive different values from sustainable services leading to their behavioral intentions. Therefore, the aim of this paper is to examine the relationship between perceived values i.e. Hedonic and utilitarian principles and customer's behavioural expectations. A total of 360 relevant questionnaires were obtained and regression was used to assess and check the hypotheses of the research. The study provides empirical evidence of effect of hedonic and utilitarian principles on the actions of customers. Finally, managerial implications are discussed and propositions are made for the future.*

Keywords--Sustainable after-sale services, Hedonic value, Utilitarian value, Customer's behavioral intentions.

I. INTRODUCTION

Sustainability efforts in the marketplace often revolve around the manufacturing sector. However, the Services sector is the largest sector of India. According to the report of TIMES Statistics (2019) Services sector contributed approximately 92.26 lakh crore INR in 2018-19 to Gross Value Added (GV followed by the Industry sector with GVA of Rs. 50.43 lakh crore and approximately contributes 29.73%. however, agriculture and other related sectors share 15.87%.

Marketing management aims to provide better value to its customers in comparison to its competitors. Therefore, a lot of importance is given to customer value in the research and marketing concepts. Woodruff (1997) defined the value to customers as "what they want and believe and they get from buying and using a seller's

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product". Value is also defined as "an interactive relativistic preference experience, characterizing a subject's experience of interacting with some object. The object may be a product or a service" (Holbrook 1994).

Today Customer' perceived value is not only related to the product but also with the services provided to them along with the products. Due to the increase in awareness customers are more concerned about sustainability and expect the same from the service providers. These services are considered as the components of sustainable approaches and processes which can reduce the negative environmental impact and provides better social and ecological benefits to society.

According to Ahi & Searcy, (2015) the Sustainability and the sustainable development are used as the interchangeably with only difference that term sustainability is considered as a culmination, while sustainable development is more precisely refers to the continuous process Merli, Preziosi& Massa, (2015) defined the Sustainable development as the advancement that meets the requirements of the present ecosphere without compromising the ability of future generations and although the researchers argue that it is not their concern to change or save the world, the expectations of the worldwide communal have changed significantly, and therefore the sustainability concept has emerged. The sustainability concept is not new to the world it has evolved across three ages. Initially, it was considered as an operational concern, which mostly took care of largely protective efforts to reduce the environmental damages by the firms and to reduce waste. Later it was changed to a more strategic position, where the emphasis shifted from cost saving to innovation, and new creativities started in which not only the operational functions but it started considering the whole value chains (Chouinnard et al, 2007). Unsurprisingly, all the companies are not succeeding in this development and also not going at the same pace and are still testing their water. Van Marrewijk and Werre (2003) defined various levels of sustainability and differentiated the companies based on that like; companies which do not have any precise ambition for sustainability called as the Pre-CS level, companies which consider sustainability as an onus or a responsibility called as Compliance driven level, companies which endorse sustainability only if it is profitable called as Profit-driven level; and companies which decide to go beyond legal compliance and profit concerns called as Caring level.

In addition to the above, the growth of Green/sustainability concept also led to shift towards the function that a product is used not only as an end-state but it should also fulfill the initial requirements i.e. it must be towards the total life-span and life cycle of the product which includes the additional services a company need to provide after-sale of the product. Concerning the latter, a shift can be seen from where companies used to be focused on the responsibility for the product to the point of sale, to their responsibility to the end. McDonough and Braungart (2002), has given two stages viz: Cradle-to-cradle and cradle to grave. Cradle-to-cradle is a context that pursues to produce production techniques that are not only efficient but are essentially waste-free. This production considers only technical or biological nutrients for all the input and output materials, which can be recycled, reused, composted, or consumed. On the other hand, the companies following the cradle to grave concept take the accountability for the final disposal of goods it has produced, it may not necessarily but not necessarily considers reusing or recycling the products' parts and make the process of sustainable development in service more effective.

Customer value is frequently understood in terms of the value pyramid. That means the end or laddering technique chain (Woodruff, 1997) is used to depict the customer value ladder. The lower end of this ladder represents the characteristics of the product while the top-level represents the values leading one's adoptions in life. For example, customers who believe in reduce, reuse, and recycle principles will participate in saving the world by paying extra to buy green products and services i.e., choosing products based on sustainable attributes. Therefore, it can be observed that different customers behave differently based on their value perceptions.

Our objective in this research is to examine the perceived values in terms of hedonic and utilitarian and their impact on customer behavioral intentions. We derive hypotheses for understanding the effect of perceived value on behavioral intentions.

II. LITERATURE REVIEW

Customer preference is the result of various values perception and Perceived value is considered as an important factor in understanding customer behavior. Various value theories are available in the literature and among those, the concepts of hedonic and utilitarian value have been extensively researched by the service industry. Ryu et al. (2016) conclude that utilitarian and hedonic principles are the basis on which consumers judge their interactions, since both types of values are able to explain the simplest consumer behaviour. The perceived value of customers can therefore be better explained on these two levels. Green services also show that hedonic (experiential) and utilitarian (functional) values are likely to be present. Value of hedonism refers to value awareness from the emotional, communal, reputational and artistic aspects of a product (Chen, H, Hu, 2010). Hedonic value is therefore more closely linked to the customer's needs for fun and excitement (Hyun & Park, 2016). The utilitarian value is, on the other hand, an overall assessment of the value of the product, including its economic, quality and functional features (Chen, H, Hu, 2010).

III. UTILITARIAN AND HEDONIC VALUE VS. BEHAVIOUR INTENTIONS

The causal relationship between perceived value and behavioral intentions has been indicated by comprehensive research in the field of marketing services. Ha and Jang (2010) compared the impact of the hedonic value and utilitarian value on customer satisfaction and behavior and found that the influence of utilitarian value on client satisfaction and behavioral intentions is stronger than that of the hedonic value, whilst sponsoring after-sales services.

Likewise, Hyun et al. (2016) showed that values have a significant effect on customer intentions. These studies also have confirmed that the utilitarian value is more effective than the hedonic value in behavioral intentions, but few researchers have seen the opposite results especially for Taiwan's young people in terms of fast food chain attributes. Chiang and Li (2012) have found that hedonic values are more effective than utilitarian on behavioral intentions. However, in a comparison study done by Basaran and Buyukyilmaz (2015) it is found that, hedonistic and utilitarian values effects behavioral intentions to the same extent.

Many researchers found that perceived value is based on the performance expectations of the consumer for a particular product or service. Such scenarios can help the consumer (utilitarian) directly or indirectly (hedonically).

Customers usually assess their buying or service performance experience by matching their pre-purchase expectations with after-purchase benefit.If the customer finds the customer's satisfaction is achieved by meeting the pre-purchase expectations, this satisfaction leads to positive behavioral intentions and attitudes.If the evaluations are not in line with the expectations of the pre-purchase, however, the consumer will be dissatisfied.

In the end, this leads to a negative attitude to buying experience and a negative impact on future purchase plans (Oliver, 1980). Therefore, satisfaction is considered as a consequence of purchase. Churchill &Surprenant (1982) believed that customer satisfaction was the product of measuring the benefits and costs of purchasing against the desired values from the point of view of the customer.

Venkatesh & Brown (2001), argued that Utilitarian value is closely related to the efficiency and productivity that results from the usage of a service. Tam & Tam (2006) and Gillison& Reynolds, (2018) claimed that sustainable services strongly back the utilitarian value as a vital element of promoting behavioral intention to adopt and use sustainable services because customers make rational and calculated assessments of the functional benefits. In contrast, Kim & Han, (2011) and Sweeney &Soutar (2001) claimed that hedonic value is a concept that directly cannot be seen or observed is more experiential and effective. However, Smith & Colgate, (2007) suggested that Customers usually experience hedonic value when they are appreciated or recognized for using sustainable services in its own right aside from its instrumental value. According to Holbrook & Batra, (1987), the hedonic value is more independent and personal than the utilitarian value that is most fun rather than the task completion in comparison to the utilitarian aspects of services. Though there is an enormous study on the sustainable development in the service sector but the study on the sustainable after-sale services about the consumer durables are limited. Therefore, an attempt has been made through this research to explore the perceived values of sustainable after-sale service and the impact of the same on the behavioral intentions.

IV. RESEARCH DESIGN

The data in this quantitative study were collected from 384 service users in Bangalore. It is the common goal of any research to collect the data that may represent the population to be studied (Krejcie& Morgan, 1970). Following this, the selection of Bangalore may indicate the variation in customer needs and behavior as Bangalore being a cosmopolitan city, manifested the urban and rural customer characteristics that increase the generalizability of the studied population.

This research is majoring focused on, qualitative and quantitative research methods. The research process has three stages. Stage 1, Based on the theory and the related results mentioned in the literature, Stage 2 based on the factors affecting Customer behavioral intentions in Bangalore, a questionnaire survey was designed to get reviews of 384 service users in Bangalore. The research used 18 initial variables (questionnaires), on the 5-point Likert scale from strongly disagree to strongly agree. Survey results were entered SPSS 21.0 and the data was initially prepared for the final analysis by removing all the outliers using box plot methods. The final data includes 360 responses and 18 variables for the final study. and Cronbach's Alpha coefficient was used to test the reliability of the scale. The selected variables were used to analyze linear regressions aimed at testing the assumptions of the model, which

considered the level of impact of factors affecting customer behavioral intentions in Bangalore concerning perceived value for sustainable after-sale service.

V. DATA ANALYSIS

Profile of respondents:

The table 1 below presents a brief demographic profile of respondents. There was an almost equal distribution of male and female respondents with males representing 42.8% and females representing 57.2 % of the total respondents. The respondents were majorly (66.7%) in the youngsters to the mid-age group i.e. between 20-40 years. Respondents were mostly educated and mostly (81.4%) are graduate and mostly are either employed or self-employed. The majority of the respondents (55%) fell in the income bracket (5-25) lakhs.

Table 1: Demographical Profile of respondents

	Demography	Frequency	Percentage
Gender	Male	154	42.8
	Female	206	57.2
	Total	360	100
Age	20-30	132	36.7
	31-40	108	30
	41-50	81	22.5
	51 and above	39	10.8
	Total	360	100
Qualification	Metric	58	16.1
	Graduation	174	48.3
	Post-Graduation	119	33.1
	Other	9	2.5
	Total	360	100
Occupation	Self Employed	81	22.5
	employed	31	8.6
	Homemaker	160	44.4
	other	88	24.4
	Total	360	100
Family Income	<10 lacs	93	28.8
	11-25 Lacs	92	25.6
	26-40 lacs	94	26.1
	>40 lacs	81	22.5
	Total	360	100

Source: Primary Data

Variables for perceived value

The data has gone through the normality test to decide on the statistical analysis method for use. Results of statistical analyses for skewness and kurtosis are the accepted limits of -1 to +1 verifying that all the variables of the samples are normally distributed

Reliability analysis and Factor analysis:

The companies need to know the perceived value of customers for sustainable after-sale service that influences customer behavioral intentions. It thus becomes important to choose the most relevant and important perceived value components, as stated by the users. To arrive at this information, exploratory factor analysis was conducted to determine which of the independent variable by being closely associated may be grouped into one factor. The principal component analysis was employed for extracting factors or dimensions. Varimax rotation with Kaiser Normalization was applied.

Table 2: Reliability Statistics

Cronbach's Alpha	N of Items
0.909	18

As shown in Table 2, the Reliability test was conducted on all the 18 variables considered for the study. Nunally (1978) suggested that for psychometric studies, a reliability coefficient of 0.7 can be used as the main criterion. The Cronbach's alpha, in this case, was found to be 0.909, indicating that the variables taken for this study are reliable.

KMO and Bartlett's Test of Sphericity establishes the validity and reliability of the obtained reduction. KMO checks for the sampling adequacy and Bartlett's Test of Sphericity is used to test the significance of the correlation matrix of the variables. KMO value should be greater than 0.5 to carry on further with the factor analysis. As shown in Table 3, KMO is greater than 0.5 i.e. .558, indicating that factor analysis could be used for the given set of data Also, from the sig. value of 0.000, it is evident that the sampling is adequate which means the distribution of values for conducting factor analysis is adequate.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.558
Bartlett's Test of Sphericity	Approx. Chi-Square	2668.059
	df	78
	Sig.	0.000

Source: Primary data

The rotated component matrix contains the factor loadings which represents how the variables are weighted for each factor which helps in grouping the variables into factors after the variables are subjected to varimax

rotation. 18 statements have been reduced to a total of four independent factors. The percentage of variation explained by the first factor is the maximum which is 18.63 %. The variation explained by the second and third factors is near to the first factor that is 18.232% and 16.793% respectively. The percentage of variation then decreases with each factor as the fourth factor with a 16.571% variation. So, the total variation explained by all the seven factors is 70.226 %. The naming of the Factors is then carried out which is elaborated in Table -5.

Table 5: Gives the names of all the factors formed which are usefulness, sense of social responsibility, value for money and Pleasure.

Component				
	1	2	3	4
For me patronizing the sustainable services is effective	.891			
I feel delighted to support and receive sustainable after sales services	.725			
Receiving Sustainable services are more useful	.658			
Sustainable services reduce the cost by reducing wastage of other resources	.658			
Sustainable services reduce the service time		.837		
Supporting sustainable after sale services gives the sense of social responsibility		.690		
for me patronizing sustainable services makes me proud for contributing towards safe environment		.658		
Sustainable services are more reliable		.579		
For me patronizing a sustainable after sale services is exiting			.876	
for me patronizing the Sustainable services are more Joyful			.765	
sustainable services reduce hidden cost while availing the services			.751	
Even though sustainable services may cost me higher I prefer to go with it				.773
In my opinion sustainable services contributes to economy by reducing the waste of resources and reducing cost				.764
Total	2.422	2.370	2.183	2.154
% of Variance	18.630	18.232	16.793	16.571
Cumulative %	18.630	36.862	53.655	70.226

Source primary data

The most important perceived factor is a utilitarian component, i.e. usefulness as it reflects the core feature of the services provided by companies, and is the main concern of the customers. any product or service can be successful only if it is perceived as useful by customers.

The second most important factor is the Sense of Social responsibility, this perceived value is concerned with the hedonic value. Modern customers are more conscious and aware of environmental safety; therefore, the sense of responsibility serves as the major component while availing the services.

The third most important factor is again the hedonic components i.e. Pleasure which reflects the inner happiness a customer feels while going with the sustainable after-sale services so reflects on the customer behavioral intentions.

Finally, the last important factor is value for money which is another utilitarian component. In addition to the above discussed two factors, the value for money plays an important role in customer behavioral intentions as reflects on the specifics on the customer expectations from the service stations.

Table 6: Perceived values

S.No.	Factors	Statements	Factor loading
1	Usefulness	For me patronizing the sustainable services is effective	.891
2		I feel delighted to support and receive sustainable after sales services	.725
3		Receiving Sustainable services are more useful	.658
4		Sustainable services reduce the cost by reducing wastage of other resources	.658
5	Sense of Social responsibility	Sustainable services reduce the service time	.837
6		Supporting sustainable after sale services gives the sense of social responsibility	.690
7		for me patronizing sustainable services makes me proud for contributing towards safe environment	.658
8		Sustainable services are more reliable	.579
9	Pleasure	For me patronizing a sustainable after sale services is exciting	.876
10		for me patronizing the Sustainable services are more joyful	.765
11		sustainable services reduce hidden cost while availing the services	.751
12	Value for money	Even though sustainable services may cost me higher I prefer to go with it	.773
13		In my opinion sustainable services contributes to economy by reducing the waste of resources and reducing cost	.764

Source: Primary Data

Influence of perceived value on Customer behavioural intentions

Ideally, a company is always searching for input to maximize satisfaction of its customers. "Customer satisfaction is a leading indicator of consumer purchase intentions and loyalty." Farris (2010). " Customer satisfaction data are among the most common market expectations indicators.

Having identified the factors that are considered as the service experience by the customers, marketers would hence seek, the information on whether these factors do influence consumer satisfaction. For this purpose, the factors identified are considered as the independent variables and customer satisfaction as a dependent variable. Hypothesis for the study are:

H1: factors of service experience have a significant influence on customer satisfaction for automobiles

Multivariate Regression with the forward method was performed between the above formed 6 factors taken as independent variables and Customer satisfaction taken as dependent variables hence, we developed a model to see the influence on customer satisfaction. The regression equation is as follows:

$y = a + b_1 x_1 + b_2 x_{2+} b_3 x_{3+} \ldots\ldots + b_n x_n + S.E.$

Where,

Y= dependent variable (customer satisfaction)

$X_1, X_{2\ldots}Xn$= Independent variables

$b_1, b_{2\ldots}b_n$ = regression coefficients

S.E. = Standard Error

To verify the regression model, all the assumptions for the regression model were checked and it was found that no assumptions are violated in current research, therefore, this regression model is accepted and the results of the same are presented in table 6, 7 and 8

From table 6 it is noticed that R-value is 0.924 which represents the high degree of correlation between the variables. The R2 and the adjusted R2 value are 0.853 and 0.851 respectively which means 85.1% of the variance in Customer behavioral intentions is explained by these independent variables and rest 15% variance is explained by other unknown factors.

Table 6: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.924	.853	.851	.28106	2.128

Table 7 represents the ANOVA table and indicates that the p-value found to be 0.000 which is significant at a 5% level of significance. It shows that overall the regression model is statistically significant, and a good fit for the data.

Table 7: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
ion	Regress	162.618	4	40.654	514.645	.000
l	Residua	28.043	355	.079		
	Total	190.661	359			

Table 8 gives the summary of regression output for the customer behavioral intentions with a perceived value of sustainable after-sale services. It is seen that customer behavioral intentions are influenced by all the four extracted factors in some or the other way, as p values for independent variables are significant at the 0.05 significance level

Hence, the regression model for customer behavioural intentions is

Customer Behavioural Intentions = .619 + 0.126 (usefulness) + 0.521 (Sense of social responsibility) + 0.377 (Pleasure) + 0.105 (value for money)

From the above equation, we can infer that there exists a significant influence of factors of perceived value on customer behavioral Intentions. Among all the four factors, marketers may like to know the extent to which, perceived values may be influencing the customer behavioral intentions the most. We can arrive at this information by comparing the β values of each perceived value. As per the β values of the above equation, it can be seen that the sense of social responsibility appears to have maximum influence on the customer behavioral intentions with beta value 0.521 followed by pleasure (β =0.377), usefulness (β =0.126), and value for money (β =0.105) respectively. It is pertinent for the marketers to know that each of these perceived values influences customer behavioral intentions positively.

Table 8: Regression coefficient summary

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.619	.082		7.589	.000
Usefulness	.126	.021	.138	5.896	.000
Sense of social Responsibility	.521	.023	.571	22.356	.000
Pleasure	.377	.019	.486	19.955	.0

					00
Value for money	.105	.021	.132	5.020	.0 00

VI. DISCUSSION AND CONCLUSION

The aim of the study was to study the associations between sustainable aftersales service hedonic and utilitative values and behavioral intentions. Regression analysis shows that the proposed model can well forecast consumers' behavioral intentions towards sustainable after-sale services, indicating its applicability in the service industries, especially after-sale services. The statistical results show that all the four perceived value factors namely, usefulness, sense of social responsibility, value for money and Pleasure, are significantly related to customer behavioral intentions. Both utilitarian and hedonic perceived values are found to play an important role in creating positive behavioral intentions for after-sale services.

Organizations are also advised to try to improve the practical value of sustainable services and avoid customer service for essential functional or beneficial purposes. When customers ask for after-sale services, companies should take care of the quality of their services. Regarding services, customers seek sustainable services reducing waste of resources and time.

VII. MANAGERIAL IMPLICATIONS

Service has become a vital part of any business. Sustainable after-sale services are very challenging. This paper presents a framework to support academics, scientists and managers. The research leads to the application of information academically. This study investigated the influence on the consumer behavior intentions of after-sale services on perceived values (hedonic and utilitarian values). Previous studies primarily examined quality levels of sustainable services, and consumer perceptions and convictions regarding green consumption. The study is the first to study the effect of the hedonic and utilitarian value on behavioral intentions for services after sales. Thus, this study provides an innovative reference for parallel studies in the future. This study highlights that the results of this study in terms of behavioral intentions can effectively be used by companies in improving the services and reducing the failures in the same to generate positive consumer behavior.

In practical terms, this research shows that utilitarian and hedonic values have a greater role to play in behavioral intentions. Marketing for sustainable services should play an important role in promoting hedonic value.Enhancing sustainability in services hedonic value like social responsibility can be a mission in marketing strategies.

VIII. LIMITATIONS OF THE STUDY AND SUGGESTIONS FOR THE FUTURE RESEARCH

This research was done within the Bangalore city only, so further research can incorporate other geographic areas also the cultural differences have different countries have not examined.

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