

# Impact of After-Sale Services and CRM on Purchase Decision in India: Empirical Analysis on Consumer Behaviour in the Automotive Sector

Ashokchandra Pandiri

Student

Global Institute of Business Studies, Bengaluru, India

**Abstract:** *This paper is a research-based one and would try to figure out the extent to which after-sale services and CRM can have impact on decisions regarding purchase. As such, the empirical analyses take place involving consumer behavior across data extracted from 60 respondents. Thus, after-purchase experiences have been critically evaluated in terms of brand loyalty, customer satisfaction, and buying repetition. Real-life examples and statistical analysis provide actionable insights to the automobile companies who are looking for improvement in customer experience and retention. Key findings show the symbiotic relationship between after-sale services and CRM in forming consumer preferences and driving market success.*

**Keywords:** After-sale services, CRM, consumer behavior, purchase decision, automobile industry, India