

# **Impact of After-Sales Performances of German Automobile Manufacturers in China in Service Satisfaction and Loyalty.**

With a Particular Focus on the Influences of Cultural Determinants.

Supervisor UPV: **Prof. Dr. José Albors Garrigós**  
Universitat Politècnica de València

Supervisor HAW: **Prof. Dr. Klaus-Peter Schoeneberg**  
Hochschule für Angewandte Wissenschaften Hamburg

Submitted from: Alexander Fraß, MA

Contact: Vehrenkampstrasse 12c  
22527 Hamburg  
Germany  
  
+49 - 171 / 6480088  
alexander.frass@haw-hamburg.de

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## **English Abstract:**

After-sales services have become very important in the automobile industry. However, this area has not been sufficiently researched, particularly with regard to China, the most important car market globally. In this respect, German manufacturers play a leading role because they dominate the premium market segment. When it comes to services, the one thing that is especially important in China is culture. At the same time, this is exactly where a scientific gap exists because the cultural aspect in automotive services has been mostly neglected in the research literature. Thus, specific knowledge with regard to Chinese service demand behaviour is lacking, which could become a crucial issue because of the enormous differences between Chinese and Western cultures. This paper addresses this limitation by providing a guideline for how the entire process chain of after-sales services could be researched in China. In addition, it also introduces Schwartz's individual level value theory as

a beneficial operationalisation approach to culture. Thereby, values are modelled as exogenous variables in order to show which ones are really causal. This significant advantage cannot be provided by national comparison studies, which are the ones that are most often conducted. A total of 301 Chinese workshop customers of Audi, BMW and Mercedes-Benz were surveyed in order to assess the critical success factors of after-sales services via partial least squares structural equation modelling.