*Monthly Multidisciplinary
Research Journal*

Review Of Research Journal

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

ANALYSIS OF RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND AFTER SALES SERVICE OF PASSENGER CARS: A CASE STUDY OF HONDA MOTOR

Mr. Osama Tariq[1] and Dr. Richa Sinha[2]
[1]Research Scholar, JSBS, SHUATS , Allahabad.
[2]Assistant Professor, JSBS, SHUTAS, Allahabad.

quickest developing nations .

ABSTRACT: -

*T*he automobile sector assumes an essential part in the advancement of a country. India is one of the biggest and quickest developing nations in automobile sector. The exploration covers consumer satisfaction towardsMaruti, Tata Motor, Honda, Hyundai, Chevrolet, Ford, Nissan autos. The present investigation was conveyed to recognize the connection between statistic components and consumer satisfaction. The positive impact of consumer satisfaction makes the clients to be faithful to the organization. Here the researcher meant to clarify the part of after-deals benefit on consumer satisfaction. Substantially number of inquiries identifying with the administration quality was postured to the clients and got profitable data. More consumer satisfaction can bring future referral deals to the association. Honda Company is giving impressive nature of administration to the clients. The greater part of the respondents are happy with the administration quality, learning of the administration faculty, conveyance time and costs for administrations lastly conveyance time of the vehicle. Sign sheets, framework and accessibility of extra parts are extremely helpful in Honda Automobiles.

KEYWORDS: *Customer Satisfaction , Honda Motor ,*

INTRODUCTION :

Automobile industry has turned into the foundation of the Indian economy which worker's 13 million people in India. The automobile industry is contributing around 3.1 % of India's GDP. India is one of the quickest developing auto showcases on the planet. India is required to overwhelm China by 2050 as far as the quantity of units sold. India has an enormous household showcase and starting at now it has a low base of auto proprietorship (17 for every 1000 individuals). Lower cost of creation, accessibility of talented work, surging economy, genius mechanical approach of the legislature made India to be an immense fascination for auto makers over the globe. A few remote automobile producers like Ford, General Motors, Honda and Hyundai have their own particular assembling bases in India. Assortment of nearby assessments, high import obligations on crude materials, high expenses on administrations, absence of framework, poor after deals benefit, irregularity in quality, congested streets are getting to be obstacles for the higher development rate of traveler autos industry.

The achievement of the association, in this focused condition depends on the part of administrations gave by the organization and its quality. It is vital now to ensure the consumer satisfaction by giving great subjective administrations. Customer desires towards the administration quality additionally climbed because of change in benefit quality, fruition won in the market. Organizations are focusing and making techniques to give consumer satisfaction through their subjective administrations.

DEFINITION OF CUSTOMER SATISFACTION:

In the event that one perspectives the verifiable appearance of 'consumer satisfaction ' as an idea, it has been predominant in the investigation of advertising since 1950's, and still today it keeps up as the most critical and applicable theme and raises an unending enthusiasm from the specialists what's more, academicians in advertising region. Thus, from the viewpoint it can be expressed that consumer satisfaction is the prime space of advertising. The procedures of consumer satisfaction includes in buy and utilization. It likewise interfaces post-buy state of mind of the client, for example, attitudinal change, rehash buys, and mark dependability. The essential suspicion of the analyst considering that the idea of consumer satisfaction is a piece of the center advertising action is by all accounts amending by the thought that consumer satisfaction brings about incomes and benefits. Clearly, so as to make it more operational and quantifiable analysts have turned out with different standards, devices and methods to gauge consumer satisfaction since 1970's. All things considered, by not taking the assumptions to be genuine the specialist has investigated important writing keeping in mind the end goal to frontal area the presumption made in the past sections. As clear 'Consumer satisfaction ' is amalgamation of two terms 'Client' and 'Fulfillment'. Before examining the writing identified with Customer Satisfaction, it is doable to audit these two terms independently.

REVIEW OF RESEARCH:

Ali Araghchi (2007) has gone for examining and deciding the idea of the administration quality develops and its association with those of consumer satisfaction, client encounter and behavioral expectations. This examination likewise goes for recognizing the measurement that is the best indicator of general administration quality, as far as creating a result that recognizes measurements with respect to benefit quality in Iranian retail locations. This was accomplished through playing out a hypothetical and exact investigation. The hypothetical examination gave by recognizing significant hypotheses, deciding and characterizing administration quality, consumer satisfaction, client encounter and behavioral expectation for retailers in the business of Iranian carefully assembled cover. The experimental investigation included five hundred surveys. The key finding of the investigation is that administration quality is spoken to by four measurements. The measurements alluded to as the best indicator of general administration quality are substance, dependability, responsiveness and learning of representative. In addition there is a solid connection between customer encounter from onside and service quality, consumer satisfaction, and behavioral expectation from the opposite side.

Ravindran and Gayathridevi (2010) in their article studied the customer satisfaction of Hyundai i10 in Coimbatore city. The research is expressive in nature. The sample design accepted for the study was the simple random sampling. The sample size was 100 which comprised only owner of Hyundai i10 cars in Coimbatore city. The customer's potentials over a Hyundai i10 were identified and it was found to be created on convinced factors. The most interested factor to buy Hyundai i10 car was also found out. The qualities like suspension and handling were recognized to be below par for a Hyundai i10.

Chidambaram and Alfred (2007) in their investigation propose that there are sure factors which impact the brand inclinations of clients. Inside this structure, the examination uncovers that clients give more significance to fuel productivity than different variables. They trust that the brand name reveals to them something about item quality, utility, and innovation, and they like to buy traveler autos which offer high fuel productivity, great quality, innovation, and sturdiness, and are evaluated sensibly.

Kaushik (2008) in his examination has directed a review in South West Haryana which comprises of Bhiwani and Mahendragarh areas. The examination attempts to explore observationally client's inclination towards a traveler auto mark. Pre-buy and post buy conduct of the clients was assessed and factors affecting the clients were dictated by Perceptual mapping acquired from Multi-dimensional scaling. General outcomes demonstrate that in South West Haryana locale clients are more affected by companions and relatives than merchants and salespersons. Maruti overwhelms the market with three of its brands to be specific Maruti 800, Alto and Wagon-R. Brand name, fuel effectiveness and cost were observed to be essential determinants for purchasing auto in this locale.

NEED OF THE STUDY:

The examination was directed in marketing region on the point titled "Analysis of Relationship between Customer Satisfaction and After Sales Service of Passenger Cars: A Case Study of Honda Motor". This examination was broadly directed to follow the consumer satisfaction in benefit zone. The hugeness of the investigation is to decide to what degree the client is fulfilled by "the after sales benefit given by Honda Automobiles" Allahabad, Uttar Pradesh Division and to offer different proposals with respect to the administration region from the current and existing clients.

OBJECTIVE OF THE STUDY:

1.Primary Objective of the study aimed at to analyze after sales services towards the automobile car sector, with reference to Honda.
2.It examines the relationship between after sales services and its impact on satisfaction and buying behavior of the customers.
3.To study the customer attitude towards Honda Automobile Car, Allahabad Uttar Pradesh

METHODOLOGY:

The assignment of data/information accumulation starts after an exploration issue has been characterized and an examination design chalked out. While choosing the strategy for data/information gathering to be utilized for the examination, the analyst should remember two sorts of information.
1.Primary Data: The researcher has chosen users of Honda Cars of Allahabad city of Uttar Pradesh. The primary data/information are those which are gathered a crisp and additionally the first time, and along these lines happens to be unique in character; the primary data/information in this investigation was gathered through interview method.
2.Secondary Data: The secondary data is the data which already been collected by other researcher and which already completed the statistical process. The sources of secondary data will be News Paper, Journals, Articles, Magazines, Company Websites and other reports.

SAMPLING DESIGN:

1.Sampling Frame: Customers of Honda Cars in Major areas of Allahabad city.
2.Sampling Unit: Honda Car Users.
3.Sampling Size: 75
4.Contact Method: Personal Contact
5.Statistical Method: Simple Calculation and Percentage Method Used

METHOD OF ANALYSIS:

This study went for sees how the administration quality impacts both customer satisfaction and how it impacts the purchaser to suggest new client through verbal. Straightforward table technique is taken after to break down the information. The conclusions of buyers with respect to benefit have been considered while executing the information. Factual systems like rate are utilized as a part of the translation of the information. The outcomes are represented by methods for different sorts of tables and so on, additionally utilized the pie and bar charts for the examination.

Analysis of Data:

1. Please provide your opinion or rating about the service giving by Honda Company?

Table 1.1 Customer opinions about Honda Company Service

Sr. No.	Opinion	Number	Percentage
1.	Excellent	42	56.00
2.	Good	19	25.33
3.	Average	13	17.33
4.	Poor	1	01.34
Total		75	100.00

Source: Field Work

The above table 1.1 describes the customer existing and new customer's opinion about service provided by Honda company after purchasing the car and it analyzed that most of 42 that is 56.00% of the customer said Honda company provide excellent service after purchasing the car. 19 that are 25.33% of the customer opinion is also good onion about the service of Honda car, 13 that is 17.33% of the customer are averagely satisfied about Honda company service and only 1 customer not satisfied about the company service.

The customer who are averagely satisfied they said service is good but they will not get the service at proper time it makes delay to get the service.

Figure 1.1 Customer Opinionsabout Honda Company Service
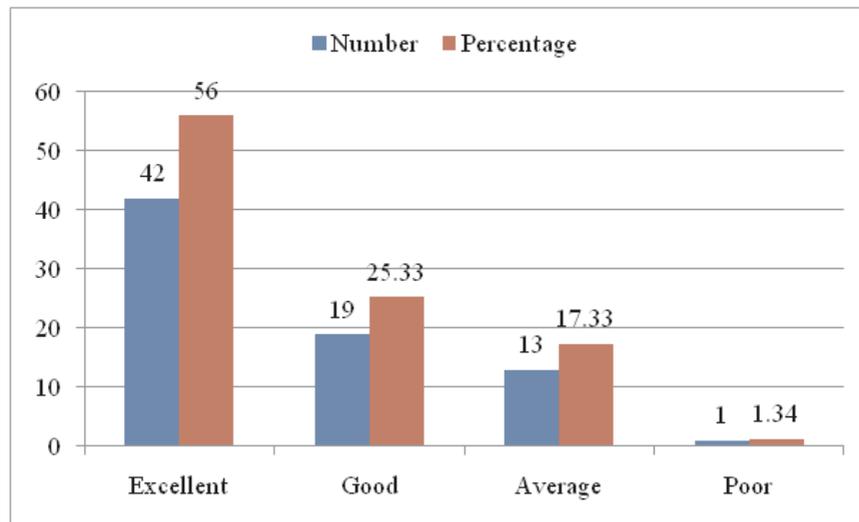
Source: Table 1.1

2.Please provide your opinion about quality of the service provided by the company

Table 1.2 Opining about the quality of the service

Sr. No	Opinion	Never		Often		Rare	
		Number	%	Number	%	Number	%
1.	Negative Opinion of the personal	63	84.00	2	02.67	10	13.33
2.	Average Service Experience of the employee	7	09.33	20	26.67	47	62.67
3.	Capacity to Identify the Problem	5	06.67	53	70.66	18	24.00

The above table 1.2 describes the quality of the service provided by the company after purchase the car, in the table it shows that 63 customer that is 84.00% don't have any negative opinion about the personal of the company, 2 customer that is 02.67% having often negative opining about the company service and 10 customer that is 13.33% having rare negative opinion about the company. The user who have rare negative opinion they are facing the problem related to parts of the car and these users are purchased car 4 years back.

In the second part the 7 users that is 9.33% of the users having average service experience about company employee, 20 users that is 26.67% users have often experience about the service related companies employee and 47 users that is 62.67% of the users are rare bad experience about the services related employees of the company.

The third part is related to identify the car related problem capacity and it is seen that 53 users that is 70.66% are often identify the problem of the car if car gives any trouble and 18 users that is 24.00% of the users can rarely identify the car problems and only 5 users that is 6.67% of the them cant able to identify any problem related with the car if it gives any trouble, as per this study it observes that these people are first time using any car.

Table 1.3 Opinion related car spare part prices, Service Charges and Maintenance Charges

Sr. No.	Opinion	Too High		Reasonable		No Opinion	
		Number	%	Number	%	Number	%
1.	Spare Part Rate	8	10.67	63	84.00	4	05.33
2.	Service Charges	12	16.00	52	69.33	11	14.67
3.	Maintenance Charges	2	02.67	71	94.66	2	02.67

Source: Field Work

The above table describes the detail information about the users opinion about prices of car spare parts, service charges and maintenance charges, it seen that 63 users that is 84.00% user said it is reasonable prices related to the spare parts of the car, 8 user that is 10.67% are said the prices related to the spare part of the car and only 4 user that is 5.33% are don't want to give an opinion on this matter.

Then the second part that is related with the service charges 52 users that is 69.33% of the users said the service charge related prices are reasonable cares what company is taking from them, 12 users that is 16.00 are said the service charges are too high and remaining 11 user that is 14.67% don't want to give any opinion on related to service charges.

Third part related with maintenance charges 71 user that is 94.66% are said it is reasonable charges what company taking from them and 2 user that is 2.67% user said the maintenance charges are very high and remaining 2 user that is 2.67% users don't want to give any opinion on this. The user who said its reasonable charges they said company providing different maintenance facilities, like engine oil, fuel filter, gear transmission oil manual and automatic both, air filter etc...

Table 1.4 Opining regarding service point distance

Sr. No.	Opinion	Number	Percentage
1.	Confortable Distance	62	82.67
2.	Long Distance	6	08.00
3.	Moderate Distance	7	09.33
Total		**75**	**100.00**

Source: Field work

The above table 1.4 describes the customers opinion regarding service station distance, it shows that most of 62 users that is 82.67% are very confortable regarding the service distance they feel that it is no longer or average distance from their destination, 7 user that is 9.33% are said it it's average distance for them it means that is not long of confortable distance but they don't get any problem to reach service point from their destination. And, 6 users that are 8.00% said it is very long distance from their destination and due to long distance some time they make their car service with local car service station.

Table 1.5 Opinion of the respondent regarding efficiency of service point

Sr. No	Opinion	Yes		No		No Response	
		Number	%	Number	%	Number	%
1.	On time service	75	92.00	0	00.00	0	00.00
2.	Service warranty time	74	98.67	1	01.33	0	00.00
3.	Warranty time late service	00	00.00	75	00.00	0	100.00

Source: Field Source

The above table shows respondents opinion regarding efficiency of service point, in this table all 75 users said that they will get on time service after purchase the car, regarding service warranty 74 users that 98.67% are said they will get the service warranty time and only 1 user that is 01.33% said he will not get service warranty time, and about the warranty time late service none of the user never get late service.

Table 1.6 Opinion Regarding Availability of Material

Sr. No	Opinion	Good		Bad		No Response	
		Number	%	Number	%	Number	%
1.	Uses original spare part	69	92.00	6	08.00	0	00.00
2.	Company provided user manual	74	98.67	1	01.33	0	00.00
3.	Spare part availability	75	100.00	0	00.00	0	00.00

Source: Field Work

The above table 1.6 describes the users opinion regarding material availability, the table shows that 62 users that 92.00 said service station uses original spare parts and quality of spare part also good, 6 of the users that is 6 are given bad opinion they said service center uses bad quality spare parts and are not original spare parts. It is observed that every automobile company provide their user manual at service point and in this study while discussing with users, 74 users said service point provide us company provided user manual and only 1 user said he never get user manual at service point. About availability of spare parts every user that is all 75 user said they get the spare part at service point in time and it always available at service point, sometime if not available then the service point will make them available as early as possible.

Table 1.7 Opinion regarding inconvenience by the time taken for servicing vehicle

Sr. No.	Inconvenience by the time taken for servicing	Number	%
1.	Yes	61	81.33
2.	No	14	18.67
	Total	75	100.00

Source: Filed work

The above table 1.7 describes the user's opinion regarding inconvenience by the time taken for servicing vehicle, it seems that 61 users that is 81.33% said they get huge time to taken for the servicing and 14 users said they won't get huge time for servicing.

Table 1.8 Average time taken Honda service center

Sr. No.	Time taken to provide service after complaint	Number	%
1.	1 day	63	84.00
2.	1-2 days	10	13.33
3.	2-4 days	02	02.67
	Total	**75**	**100.00**

Customer satisfaction is depend on how much time company take to provide the service after complaint made by customer, if company provide early service then only it called customer satisfaction.

The above table 1.8 describes the average time taken by Honda service center after making complaints and it seems that 63 user that 84.00% replied that they will get the service in one day (working days), 10 user that is 13.33% user says they will get the service in 1-2 days after complaint and only 2 user says they will get the service in 2-4 days after made the complaint.

Table 1.9 Opinions about Employees of Service Center Behavior

Sr. No.	Employees of Service Center Behavior	Number	%
1.	Positive	56	74.67
2.	Negative	04	05.33
3.	Rash	01	01.33
4.	Negligence	14	18.67
	Total	**75**	**100.00**

Source: Field work

The above table 1.9 describes the service center employees behavior with user, in above table it seems that 56 user that is 74.67% says employees behavior is positive with them, 04 user that is 5.33% says employees behavior is negative with them, only 1 user said employees behavior is always rash behavior with him and remaining 14 that is 18.67 user says employees always neglect the user even they got the experience that these employee never explain what work they done after servicing.

Table 1.10 Satisfaction with the performance after vehicle service

Sr. No.	Satisfaction with the performance after vehicle service	Number	%
1.	Highly Satisfied	42	56.00
2.	Satisfied	13	17.36
3.	Dissatisfied	8	10.67
4.	Highly Dissatisfied	2	02.67
	Total	**75**	**100.00**

Source: Field work

The above table 1.10 describes the satisfaction performance after vehicle service and it seen that 42 that is 56.00% of the user are highly satisfied with the vehicle service, 8 that is 17.36% user are dissatisfied with the after vehicle service, 13 that is 17.36% are satisfied with the after vehicle performance and only 2 are highly dissatisfied with the after vehicle service.

1.11 Satisfaction after sales and services

Sr. No.	Satisfaction after sales and services	Number	%
1.	Satisfied	58	77.33
2.	Not Satisfied	05	06.67
3.	Averagely Satisfied	12	16.00
	Total	**75**	**100.00**

Source: Field work

Table 1.11 describes the user satisfaction over after sales and services of the vehicle and it seems that 58 that is 77.33% users said they are satisfied with the service after purchase the car, 12 that is 16.00% are averagely satisfied with the sales after purchase the car and 5 that is 6.67% user are not satisfied with the service after purchase the car.

CONCLUSION:

From the study it is concluded that after sales of Honda car the company provide good service to their user and it also seen that most of the user that is 90% (averagely) are satisfied with the service getting from Honda company.

REFERENCE:

Ali Araghchi, 'Service Quality, Customer Satisfaction, Customer Experience and Behavioural Intention in Iranian Retail Stores', Luleå University of Technology, Master Thesis, Continuation Courses Marketing and e-commerce, Department of Business Administration and Social Sciences Division of Industrial marketing and e-commerce. 2008:050 - ISSN: 1653-0187 - ISRN: LTU-PB-EX--08/050—SE.

SudharaniRavindran and Gayathridevi, 'A Study on Customer Satisfaction of Hyundai i10 customers in Coimbatore', CBS Ejournal, Biz n Bytes, Vol.3, March 2010, pp.22-26.

DrV.K.Kaushik, NeerajKaushik, 'Buying Behaviour of Passenger Cars: A study in South West Haryana', Indian Journal of Marketing, Volume Xxxviii, Number 5, May 2008, pp.34-39.

Ashok, J., "A study on Delivering Strategies to improve the sales of Maruti Zn Passenger cars", International Journal of Management Science, Vol. 1, July 2005, pp24.

PanduRangarao J., "AFTER SALES SERVICE FOR HONDA MOTORS – AN EVALUATIVE STUDY", Indian Journal of Commerce & Management Studies, ISSN 22400310, Volume IV Issue 1, pp. 86-91.

Kasper, Hans and Lemmik, Jos: After Sales Service Quality: views between Industrial Customers and Service managers. Industrial Marketing Management 18, 199-208 (1989)

Jyothirmaye Reddy S., Venkateswara Reddy B. and DurgaRao S. , "Customer Satisfaction: A Comparative Study of

Maruti and Tata Motors Cars in Andhra Pradesh",   International Journal of InterdisciplinaryStudies (Pune University), ISSN 2455359X, Vol-2, Issue-1, pp. 1-24.

TalatMahmoodKiyani, Mohammad RazaUllah Khan Niazi, Riffat Abbas Rizvi Imran khan (2012), 'The Relationship between Brand Trust, Customer Satisfaction and Customer Loyalty (Evidence from Automobile Sector of Pakistan)', Interdisciplinary Journal of Contemporary Research in Business, Institute of Interdisciplinary Business Research 489, Vol 4 Pp: 489-502.

Ms. M. Shanthini Devi, Ms. S. Arunpriya (2013), 'A Study on Customer Satisfaction Towards Tata Nano Car with Special Reference to Coimbatore City', GRA – Global Research Analysis, Volume : 2 | Issue : 8 | Pp: 12 -13.

Dr. Garima Malik (2012), 'A Study on Consumer Perceptions and Expectations for Tata Nano Parikalpana', Kalinga Institute of Industrial Technology Journal of Management, Vol. 07, No-3, Jan. - Dec. – 2012, Pp: 1 – 10.

Publish Research Article
International Level Multidisciplinary Research Journal
For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper,Summary of Research Project,Theses,Books and Books Review for publication,you will be pleased to know that our journals are

Associated and Indexed,India

* ✶ Directory Of Research Journal Indexing
* ✶ International Scientific Journal Consortium Scientific
* ✶ OPEN J-GATE

Associated and Indexed,USA

* DOAJ
* EBSCO
* Crossref DOI
* Index Copernicus
* Publication Index
* Academic Journal Database
* Contemporary Research Index
* Academic Paper Databse
* Digital Journals Database
* Current Index to Scholarly Journals
* Elite Scientific Journal Archive
* Directory Of Academic Resources
* Scholar Journal Index
* Recent Science Index
* Scientific Resources Database