

# **PROJECT REPORT**

(Submitted for the Degree of B.Com. Honours in Accounting & Finance under the University of Calcutta)

## **“A study on Customers Perceptions about After Sales Service of Sree Honda Ltd”**

### **Submitted by**

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**Month & Year of submission:May, 2023**

## Annexure-I

### SUPERVISOR'S CERTIFICATE

This is to certified that Miss Sayani Ghosh student of B.Com. Honours in Accounting & Finance in Business of **BANGABASI MORNING COLLEGE** the University of Calcutta has worked under my supervision and guidance for his Project Work and prepared a project report with the title **“A study on Customers Perceptions about After Sales Service of Sree Honda Ltd”** which he is submitting is his genuine and original work to the best of my knowledge.

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Signature:

Date:

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Designation: Assistant Professor

Name of the College: BANGABASI MORNING COLLEGE

## **STUDENT'S DECLARATION**

I hereby declared that the project work with the title **“A study on Customers Perceptions about After Sales Service of Sree Honda Ltd”** submitted by me for the partial fulfilment of the degree of B.Com Honours in Accounting & Finance in Business under the University of Calcutta is my original work and has not been submitted earlier to any other University for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report for any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

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## **ACKNOWLEDGEMENT**

I whole heartedly record my deep sense of gratitude to my respected project supervisor Dr. Moumita Sarkar (Samanta) and our prestigious college Library for their generous help. Active guidance and constant inspiration throughout the study of this project work and extremely grateful to all the teachers of commerce department of our college who laid down the foundation stone of the subject. I am also thankful to the principal of our college. Despite of my efforts there may be some mistakes are due to my shallow knowledge & neither the sources of materials nor my supervisor is responsible for them. The present effort has been made according to the Calcutta University B.com (Hons.) syllabus. I have tried to incorporate the latest information and data in this book. I am in indebted to my respected teachers of my college for their encouragement, motivation and valuable suggestions, comments and advice.

SAYANI GHOSH

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# **CHAPTER I**

## **INTRODUCTION**

### **• Background**

**Honda Motor Company, Ltd.** is a Japanese public multinational conglomerate corporation primarily known as a manufacturer of automobiles, aircraft, motorcycles, and power equipment.

Honda has been the world's largest motorcycle manufacturer since 1959. As well as the world's largest manufacturer of internal combustion engines measured by volume, producing more than 14 million internal combustion engines each year. Honda became the second-largest Japanese automobile manufacturer in 2001. Honda was the first Japanese automobile manufacturer to release a dedicated luxury brand, Acura in 1986.

**Honda Cars India Ltd (HCIL)** is a subsidiary of Honda of Japan for the production, marketing and export of passenger cars in India. Formerly known as Honda Siel Cars India Ltd, it began operations in 1995 as a joint venture between Honda Motor Company and Usha International of Siddharth Shriram Group. In August, 2012, Honda bought out Usha International's entire 3.16 percent stake for ₹1.8 billion in the joint venture. The company officially changed its name to Honda Cars India Ltd (HCIL) and became a 100% subsidiary of Honda.

## **LITERATURE OF REVIEW**

- **D.Vijyalakshami (2015)** have carried out their study on customer satisfaction with regards to different brands of two wheelers. Their study area was restricted to Coimbatore city and the respondents were local of that city. They found in their study that two-wheelers help people to easy and convenient travel of their daily routine as it is easy to drive and handle. They have also concluded that high price of two-wheelers.
- **Dr. K. Lashami Priya (2016)** has conducted research on customer satisfaction among the users of Honda two wheelers. They tried to identify the factors which affect to give preference of Honda two wheelers. The study revealed that most of the customers were satisfied with the brand image and mileage of Honda bikes. Maintenance cost was considered an important factor and found satisfactory of the concern.
- **Arun Mohan (2017)** in their article "Honda Activa: a detailed review stated that the ride quality is one aspect where the Activa needed improvement. The Honda Activa bike employs a trailing link suspension at front which results in the handle bar juddering every time, one rides over broken roads and telescopic front forks should have been added.

- **Deepthi Nivasini (2018)** in their study suggested that the automobile industry has witnessed a steady growth around the world. With the introduction of new model bikes every year, the Honda Motors Co. Ltd is committed to satisfying the demands of consumers. The Honda Activa bikes are produced in such a way that they are more environment friendly and fuel efficient. This makes the Honda Activa bike a priority in the two-wheeler market.
- **Manahila Ansari (2019)**: his study was concluded that It can be rightly concluded from the project that Honda Activa Scooters have done well in establishing their grounds in the two wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Honda Activa Scooters and the potential target are the people working in MNCs.



## **NEED FOR THE STUDY**

Satisfaction is the level of person felt state by comparing products perceived in relation to the person's expectations. Satisfaction level is function of the difference between perceived performance and expectations. If the performance falls short of expectations, the customer is not satisfied. If the performance matches the expectations the customers are highly satisfied. If the performance is beyond his expectations the customer is thrilled. Customer satisfaction is customer's positive or negative feeling about the value that was perceived as a result of using particular organization's offering in specific used reaction to a series of use situation experience.

## **OBJECTIVES OF THE STUDY**

- To know the perception of customers regarding after sales service
- To ascertain the satisfaction level & its influencers
- To measure the impact of the above analysis on future sales

It will be helpful for the Management to identify the performance of the mechanic and their services.

This study helps to determine the association between the variables among the customer.

## **Methodology**

**The area of study:-**Barasat, North 24 pgs.

### **Sample:**

**SAMPLE TECHNIQUE:-**convenience

**SAMPLE SIZE:-**100 respondents.

**TYPE OF STUDY:** - Survey

**TOOLS FOR DATA COLLECTION:-**

- Questionnaire survey
- Books
- Internet

**DATA COLLECTION METHOD:-**The source of data includes primary and secondary data sources

**PRIMARY DATA SOURCES:-**Primary data has been collected directly from sample respondents through questionnaire

**SECONDARY SOURCES:-**Secondary data has been collected from standard text book, Newspaper, magazines and internet.

## **LIMITATIONS**

- Since time duration is short it was not possible to conduct elaborate study.
- The study has been done mainly for academic purpose and duration of the project is a major constraint.
- The Project data can be valid up to fixed period, Hence there are chances of changes in the findings and result obtained.
- Information, are based on minimal approximation, get from the expert, as these could not be managed appropriately from the company.
- The effect of price inflation impacts negatively on the purchase of cars.

## **CHAPTER PLANNING:**

Chapter 1: Introduction

Background of Study

Literature review

Objective of Study

Research Methodology

Limitations of Study

Chapter 2: Conceptual Framework

National Scenario, International Scenario.

Chapter 3: Presentation & Analysis of Data

Chapter 4: Findings & Conclusion

## **CHAPTER 2**

### **CONCEPTUAL FRAMEWORK**

#### **MEASURING CUSTOMER SATISFACTION**

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Since satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, customer satisfaction equals perception of performance divided by expectation of performance. The usual measures of customer satisfaction involve a survey with a set of statements using a Liker Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured.

#### **Improving Customer Satisfaction Once a Customer Satisfaction Measurement Program Is in Place:**

Customer satisfaction research is not an end unto itself. The purpose, of course, in measuring customer satisfaction is to see where a company stands in this regard in the eyes of its customers, thereby enabling service and product improvements which will lead to higher satisfaction levels. The research is just one component in the quest to improve customer satisfaction. There are many others, including: Top management commitment, Linking of Customer Satisfaction scores with employee and management monetary incentives, Recognition of employees who contribute to customers' satisfaction Identification,

measurement, and tracking of operational variables which drive satisfaction scores, Customer-based improvement goals, Plans for improving operational variables, Incorporation of customer satisfaction skills into employee training programs, Measurement of and plans for improvement of employee satisfaction, Changes in corporate hiring practices. Top management, through its actions, must show that customer satisfaction is important to it. This can be done in several ways. Acknowledging areas where the company needs to improve, Allocating appropriate resources to the improvement of customer satisfaction, Involvement of management and employees in the development of plans for customer satisfaction improvement, Linking management bonuses to satisfaction scores, Clear and frequent communication of what is being done to improve customer satisfaction.

### **Linking of Customer Satisfaction Scores with Employee and Management Monetary Incentives:**

This really is just a case of having management put its money where its mouth is. Monetary incentives for improving customer satisfaction scores should reach all levels of the organization, from top management to front-line employees and suppliers. Incentive programs can be structured so that all employees in an organizational unit receive compensation if the unit's customer satisfaction goals are met. Additionally, exemplary service on the part of individual employees can be rewarded on an ad hoc basis. Management incentives don't have to result in incremental expenditures; a reallocation of current incentives will suffice. For example, if 100% of a manager's bonus is dependent upon meeting operational and sales goals, the mix could be changed to include a customer satisfaction goal.

### **Recognition of Employees Who Contribute to Customers' Satisfaction:**

This is an inexpensive way to foster customer satisfaction. The keys to success are:

Making sure that all employees are aware of why a particular employee is being recognized,

Making sure that each employee being recognized is worthy of recognition.

## **ROLE OF SALES PERSON**

He should be neatly dressed

He should have knowledge about various product

Features

Variants

Colours

Prices

Sales promotion campaigns

Competitor products, their feature, prices, etc

Latest service and warranty policies

Current availability

Carry copy of ready reckoner

“Do not leave the customer unattended for more than 3 minutes”.

## **CUSTOMER CARE TEAM:**

### **Role of the customer care manager:**

Customer care manager is the leader of the customer care team. He is accountable for the sales satisfaction index of the dealership. The customer care manager ensures that every customer is properly followed up and feedback is recorded. Also the customer complaints are recorded and resolved as soon as possible to the level of satisfaction. The customer care Executives report to the customer care manager.

### **Customer care executive:**

Initially thus the post sales follow up (PSF) and monitors the feedback forms at the showroom.

### **Post sales follow up**

PSF'S are done in order to get the first hand feedback from the customer about the experience that they had during the sales and delivery process. The first PSF is done within the 72 hours of delivery and the voice or exact wordings of the customer are recorded. The next PSF call is made after 15 days after the vehicle is delivered. The feedback form system is a very important tool to obtain customer's feedback on the experience that the customer had during the purchase of his/her car.

### **Steps to be followed after receiving customer's complaint:**

- Firstly customer care manager gives a control number to all complaints received and records the same in the customer complaints control register.

- Then customer care manager gets in touch with the customer over the phone and expresses regret on the inconvenience faced by the customer.
- Immediate action is taken to ensure that the customer complaint is resolved and writes a letter of apology.
- The customer care manager along with the concerned DSE, then visits the customer, hands over the letter and takes satisfaction note from the customer.
- Then he sends a copy of the letter and the satisfaction note to Hyundai and also files a copy of the same in the customer complaints register/file.
- Then the CCM discusses the customer complaints in the weekly meeting with the general manager and with the entire showroom staff .necessary counter measures are taken to ensure that such complaints are not repeated in future.
- All sales staff and manager review customer care activities on daily, weekly and monthly basis.

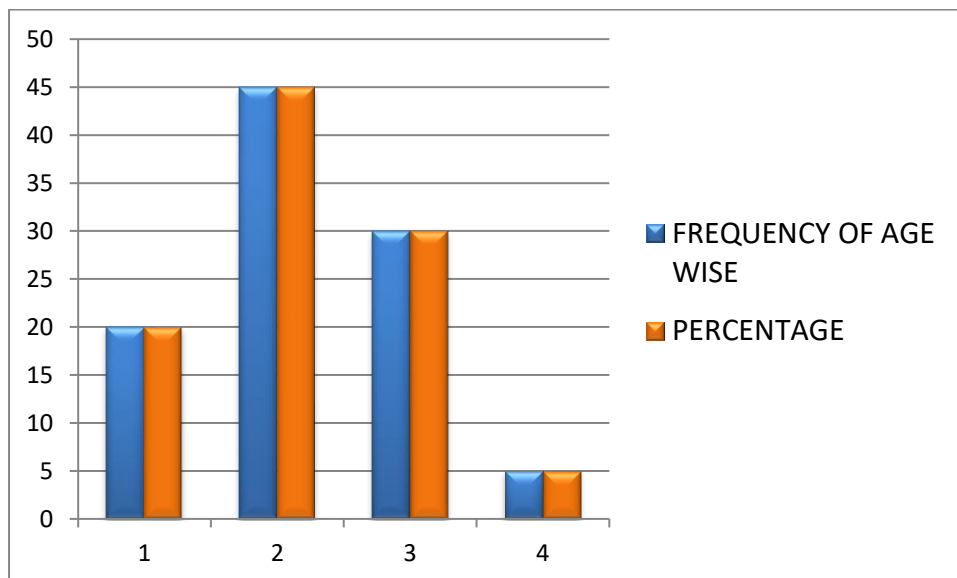
## **CHAPTER 3**

### **DATA PRESENTATION AND ANALYSIS**

**TABLE: 3.1**

#### **AGE WISE CLASSIFICATION OF RESPONDENTS**

SL.NO.	AGE	FREQUENCY OF AGE WISE	PERCENTAGE
1	25-30	20	20
2	31-40	45	45
3	41-50	30	30
4	51-60	5	5



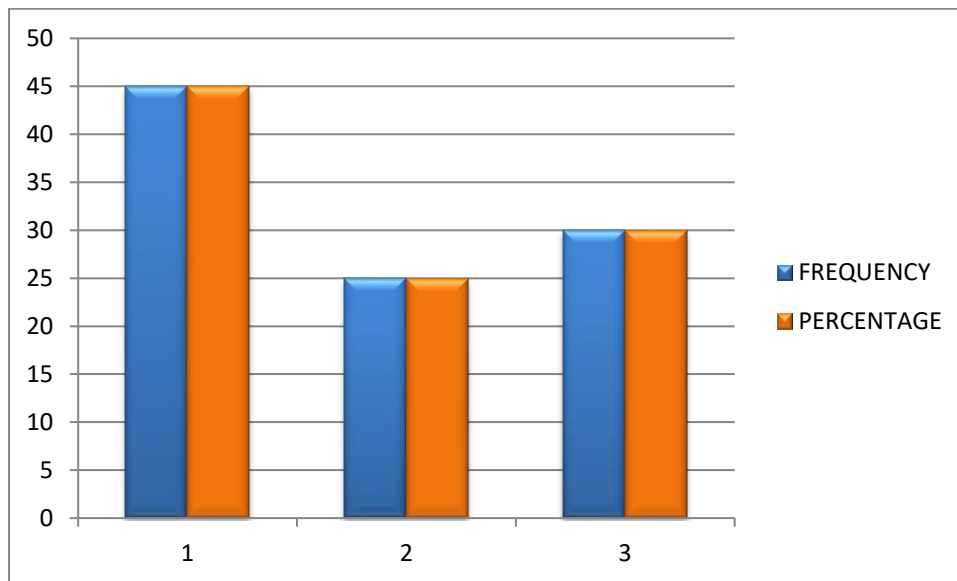
- **Inference**

The above table shows that 20% of the respondents come under the age of 25-30, 45% of the respondents had 31-40, 30% of the respondents had 41-50 & remaining were above 50.

**TABLE 3.2**

**• RESPONDENTS ON OCCUPATION FACTOR**

SL.NO.	OCCUPATION	FREQUENCY	PERCENTAGE
1	BUSINESS	45	45
2	PRIVATE	25	25
3	GOVERNMENT SERVICE	30	30



**• Inference**

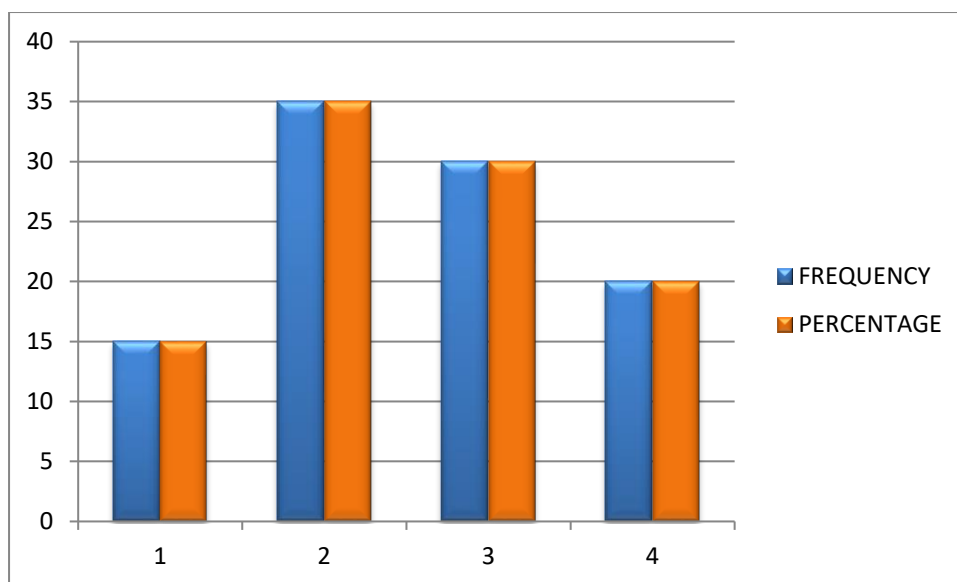
Above table shows that 45% respondents are working in Business sector, 25% work in private sector & rest of 30% are Government employee.



**TABLE: 3.3**

**• MONTHLY INCOME WISE CLASSIFICATION ON CUSTOMER**

SL.NO.	MONTHLY INCOME	FREQUENCY	PERCENTAGE
1	30,000-50,000	15	15
2	50,000-75,000	35	35
3	75,000-1,00,000	30	30
4	ABOVE 1,00,000	20	20



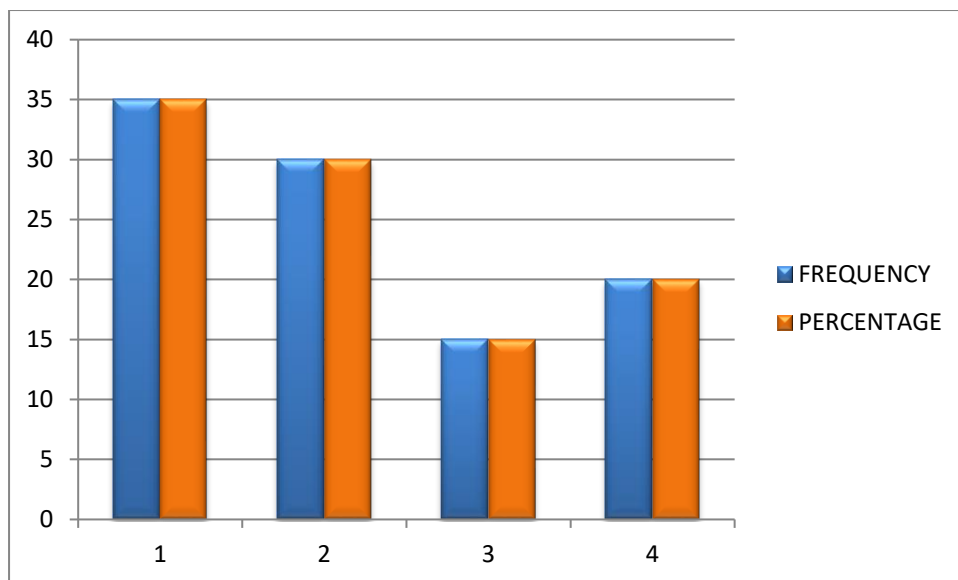
**• Inference**

Above chart shows that 15% respondents earn 30,000-50,000, 35% earn 50,000-75,000, 30% earn 75,000-1,00,000 & rest of the respondents earn above 1,00,000.

**TABLE: 3.4**

**• RESPONDENT'S INDUCE FOR PURCHASING**

SL.NO.	INDUCE FOR PURCHASING	FREQUENCY	PERCENTAGE
1	ADVERTISEMENT	35	35
2	FRIENDS	30	30
3	OWN INTEREST	15	15
4	GOODWILL	20	20



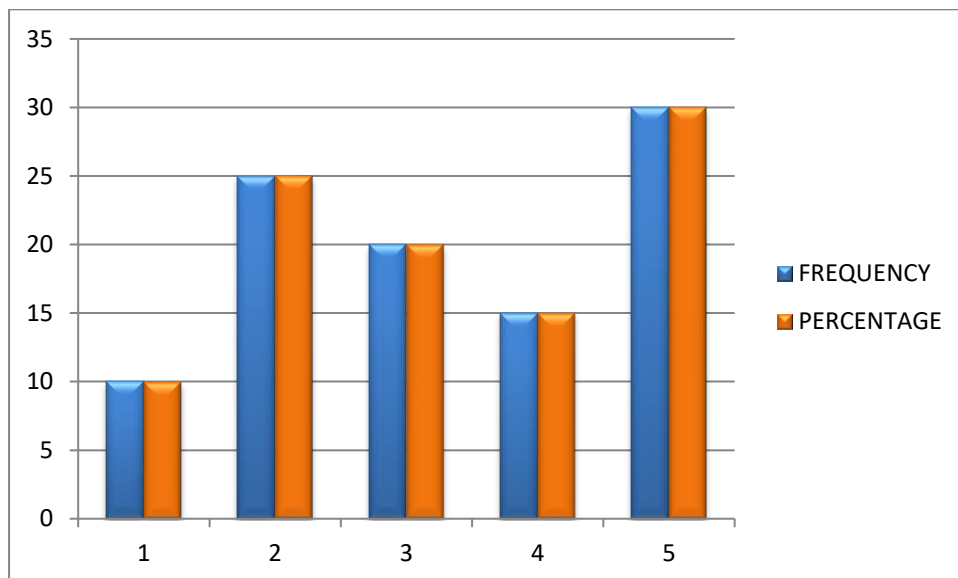
**• Inference**

Above chart shows that respondents mainly induced by advertisement(35%), 30% induced by their friends, 15% had their own interest & rest 20% purchased the product for its goodwill in market.

**TABLE: 3.5**

**RESPONDENTS ON PURCHASED PRODUCT**

SL.NO.	PRODUCTS PURCHASE	FREQUENCY	PERCENTAGE
1	BR-V	10	10
2	AMAZE	25	25
3	JAZZ	20	20
4	BRIO	15	15
5	CITY	30	30



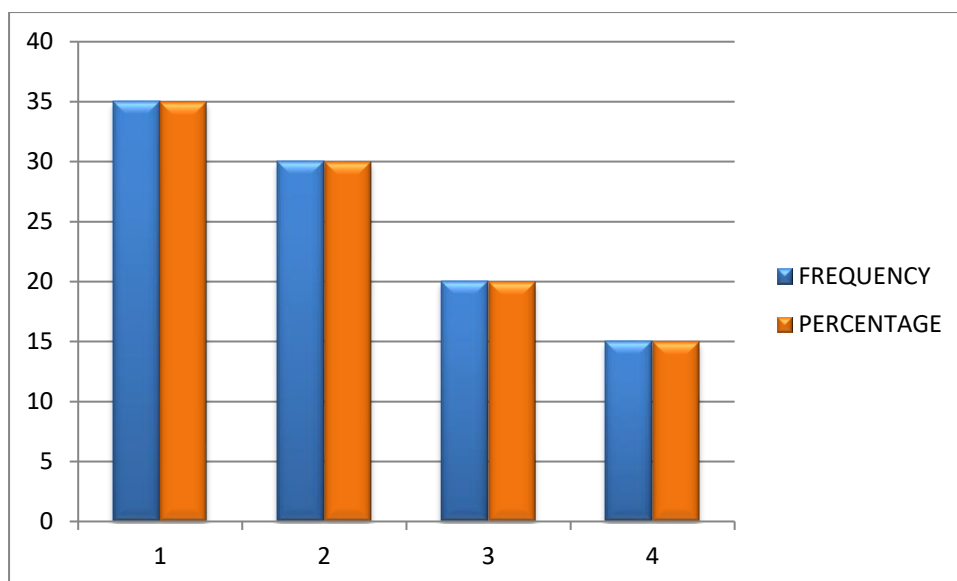
• **Inference**

Above chart shows that 30% respondents like to buy Honda City car, because of its engine power, fuel efficiency, smooth driving etc. 25% like Amaze, 20% like Jazz, 15% like Brio & rest 10% like Br-V.

**TABLE: 3.6**

**RESPONDENTS ON FREQUENCY OF SERVICES**

SL.NO.	FREQUENCY OF SERVICE	FREQUENCY	PERCENTAGE
1	ONE TIME	35	35
2	TWO TIMES	30	30
3	3-5 TIMES	20	20
4	ABOVE 5 TIMES	15	15



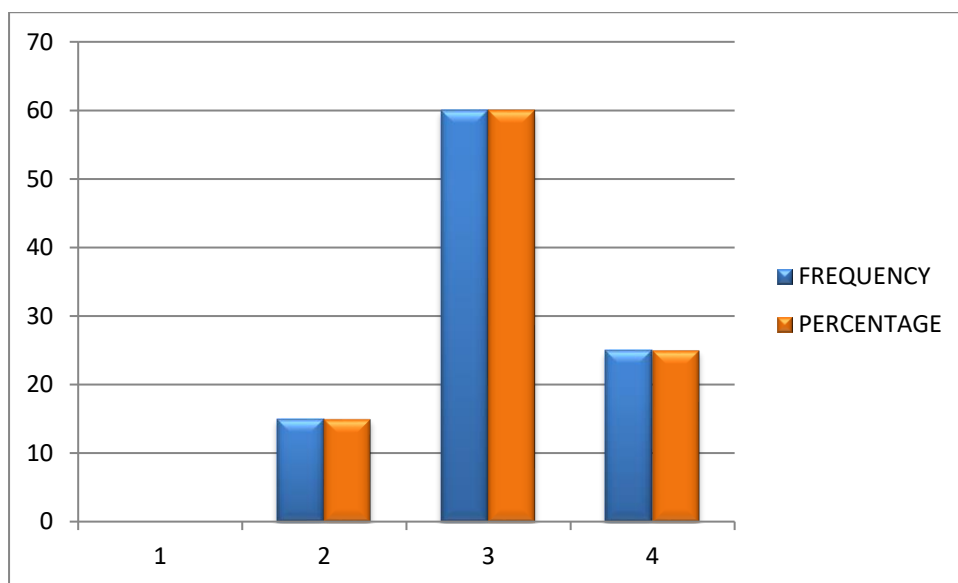
- **Inference**

Above table shows that 35% customers serviced their cars for 1 time, 30% serviced for 2 times, 20% for 3-5 times & rest 15% above 5 times.

**TABLE: 3.7**

**• RESPONDENTSON EASILY ASSESSABLE FOR ASSISTANCE**

SL.NO.	EASILY ASSESSABLE FOR ASSISTANCE	FREQUENCY	PERCENTAGE
1	NOT EFFECTIVE	0	0
2	LESS EFFECTIVE	15	15
3	EFFECTIVE	60	60
4	VERY EFFECTIVE	25	25



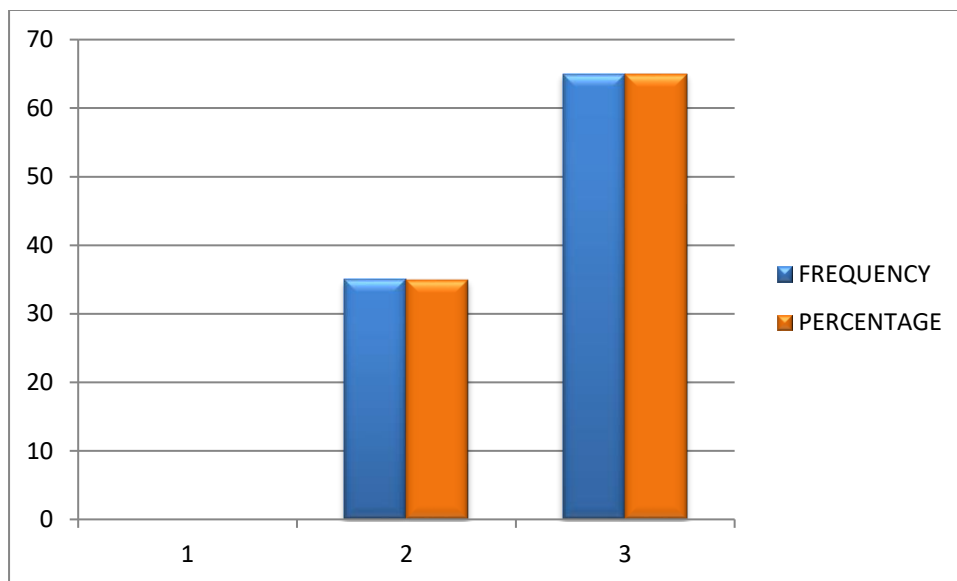
**• Inference**

None of respondents felt that the service is not effective, 15% felt less effective, mostof respondents (60%) felt that the service is effective & 25% felt it is very effective.

**TABLE: 3.8**

**• RESPONDENTS ON MECHANIC’S BEHAVIOR**

SL.NO.	MECHANIC'S BEHAVIOR	FREQUENCY	PERCENTAGE
1	RUDE	0	0
2	SATISFACTORY	35	35
3	GENTLE	65	65



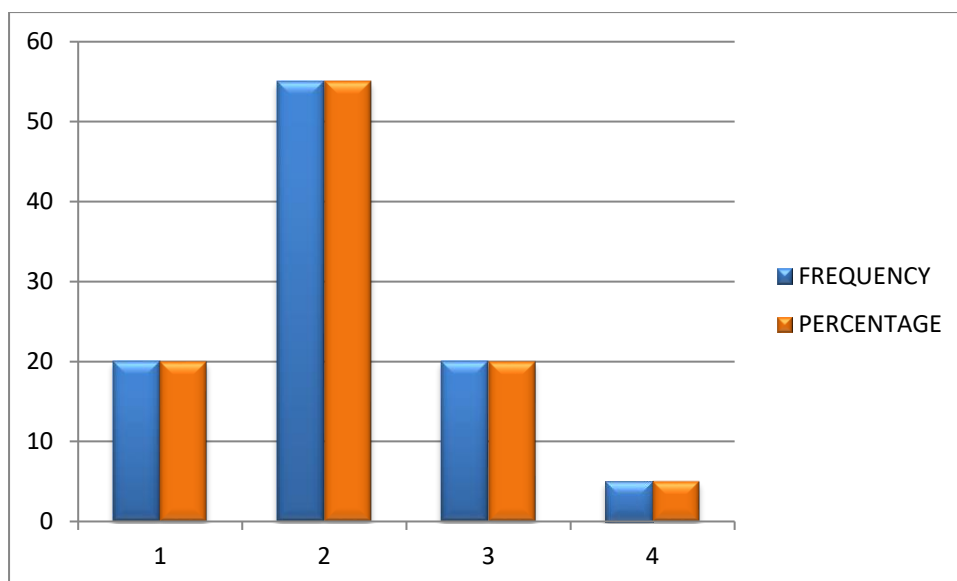
**• Inference**

None of respondents felt mechanics were rude, 35% satisfied about mechanics behaviour,65% felt they are gentle.

**TABLE: 3.9**

**• RESPONDENTS ON SATISFACTION LEVEL ABOUT SERVICE**

SL.NO.	SATISFACTION LEVEL OF SERVICE	FREQUENCY	PERCENTAGE
1	HIGHLY SATISFIED	20	20
2	SATISFIED	55	55
3	DISSATISFIED	20	20
4	HIGHLY DISSATISFIED	5	5



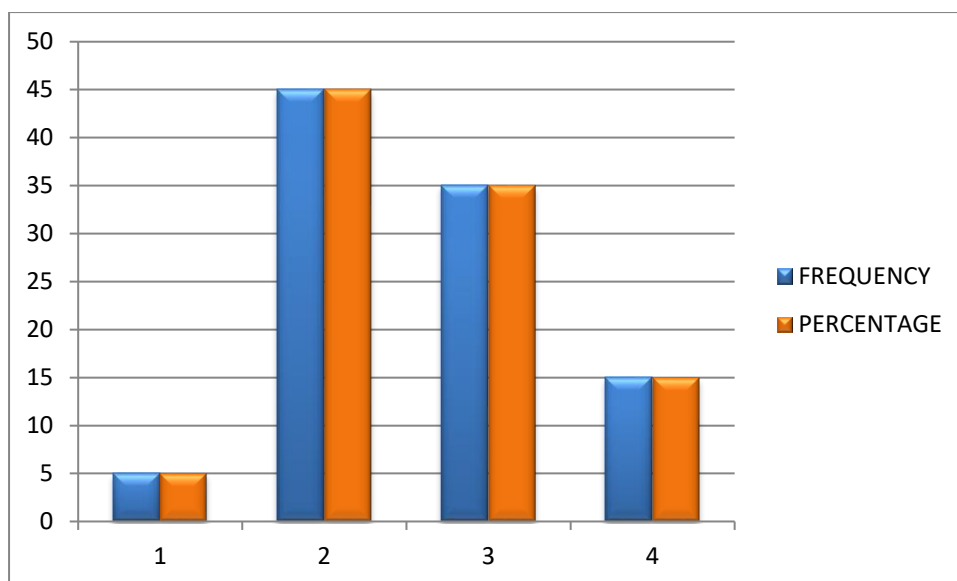
**• Inference**

20% respondents were highly satisfied about mechanic's skill, most of them (55%) were satisfied, 20% were dissatisfied & 5% didn't manage their problems.

**TABLE: 3.10**

**• RESPONDENT’S FEEDBACK ON SERVICE RATE**

SL.NO.	SERVICE RATE	FREQUENCY	PERCENTAGE
1	CHEAP	5	5
2	REASONABLE	45	45
3	EXPENSIVE	35	35
4	VERY EXPENSIVE	15	15



**• Inference**

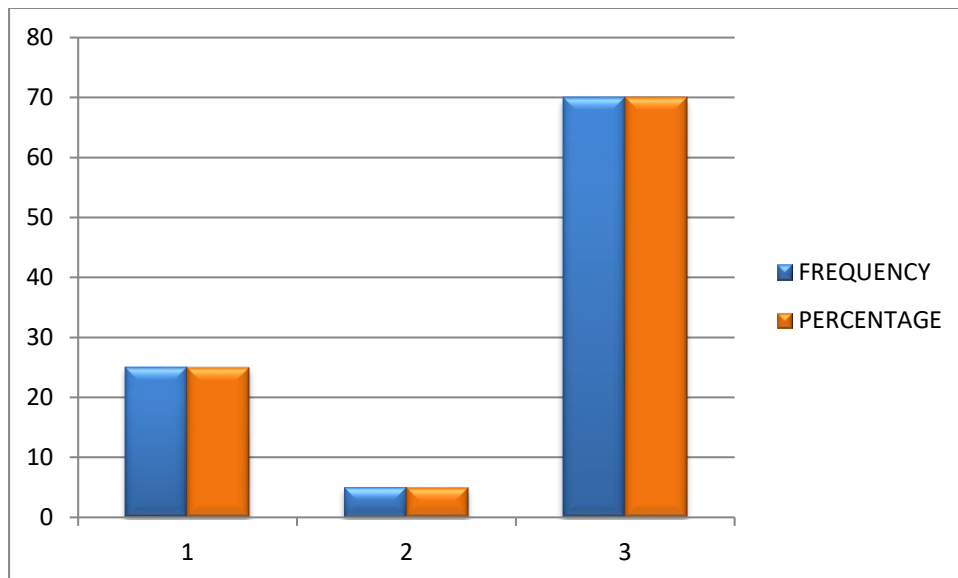
Above table shows that 5% respondents felt the service rate is cheap, to 45% it is reasonable, 35% felt it is expensive & to 15% it was very expensive.



**TABLE: 3.11**

**• RESPONDENTS ON MECHANIC'S SKILL**

SL.NO.	MECHANIC'S SKILL	FREQUENCY	PERCENTAGE
1	HIGHLY COMPETENT	25	25
2	INCOMPETENT	5	5
3	COMPETENT	70	70



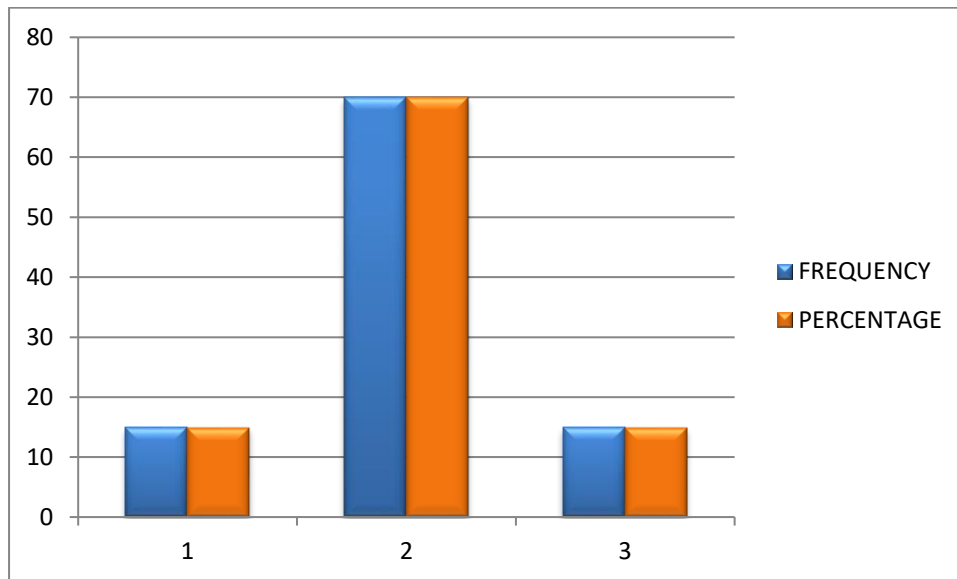
**• Inference**

25% respondents felt mechanics skill is highly competent, 70% felt that they have sufficient skill to do the work & 5% were incompetent to respondents.

**TABLE: 3.12**

**• RESPONDENTS ON CURRENT SERVICE**

SL.NO.	EFFECTIVENESS OF CURRENT SERVICE	FREQUENCY	PERCENTAGE
1	NOT EFFECTIVE	15	15
2	EFFECTIVE	70	70
3	VERY EFFECTIVE	15	15



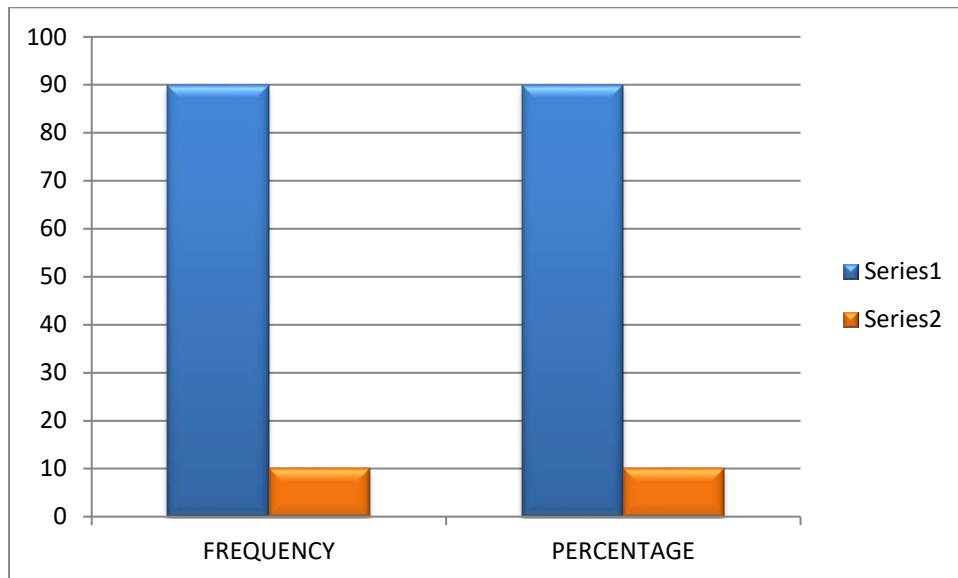
**• Inference**

Above chart shows that 15% of the respondent felt the service was not effective,70% felt it is effective & rest 15% felt it is very effective.

**TABLE: 3.13**

**• RESPONDENTS ON DELIVERY SERVICES**

SL.NO.	DELIVERY AT RIGHT TIME	FREQUENCY	PERCENTAGE
1	YES	90	90
2	NO	10	10



**• Inference**

Above chart shows that 90% respondent got their service at right time & 10% of them did not get their delivery at the right time.

## **CHAPTER 4**

### **FINDINGS, CONCLUSION & RECOMMENDATIONS**

- Majority (35%) of the respondents earn 50,000-75,000, 30% of the respondents earn 75,000-1,00,000
- From the study it is found that, 30% of the respondents purchased Honda City, 25% purchased Amaze, 20% purchased Jazz, and remaining respondents purchased Brio and Br-V 15% & 10% respectively
- From the study it is found that, 30% had serviced two times, 35% of the respondents had one time, and 20% of the respondents had 3-5 times
- According to the study it is found that, 60% of the respondents had feel that effective in assessable for assistance, 15% of the respondents feel that less effective, 25% feels that very effective, and no one felts it is not effective
- From the study it is found that,65% of the respondents felt that mechanic's behaviour is satisfactory, 35% of the respondents felt that mechanic's behavior has is gentle
- From the study it is found that, 55% of the respondents are satisfied about services, 20% of the respondents are highly satisfied, 20% of the respondents are dissatisfied, and remaining 5% are highly dissatisfied.
- From the study it is found that, 45% respondents feel that service chage is reasonable, 35% of the respondents feel that it is expensive,15% of the respondents feel that it is very expensive. And remaining respondents feel that it is cheap
- Majority (70%) of the respondents feel that mechanics having sufficient skills, 25% of the respondents feel that mechanics are highly competent, and remaining 5% of the respondents felt that mechanics don't have the sufficient skill to do the service.
- From the study it is found that, 70% of the respondents feel that current service is effective, 15% of the respondents feel that it is not effective, 15% of the respondents feel it is less effective.
- Majorities 90% respondent got their service at right time & 10% of them did not get their delivery at the right time.

## **Chapter-4**

### **CONCLUSIONS**

In today's business, Customers are considered as the backbone of the company. Customer service, like any aspect of business, is a practiced art that takes time and effort to master. Treating the customers like friends is the best way to attract the customers and they'll always come back. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. And this Customer satisfaction research to help businesses build stronger relationships. From the overall study of identifying the satisfaction level of customers after sales service may conclude that the "HONDA" Customers are satisfying with the service which company is providing", But at the same time Service station environment has to be enhanced. Better Customer service will help the organization be more efficient, quality services, and increase profits.

### **RECOMMENDATIONS**

- From the overall study, it is found that customers are satisfied with the present services. The Company can follow this continuously.
- Company could improve the facilities of the service station.
- Service has to be properly intimated by the company.

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ANNEXURE

Questionnaire

1. Name of the respondents:
2. Age: 25-34  1-50  51-60
3. Occupation: Government Service  Private Service  Business
4. Monthly Income: 30,000-50,000  50,000-75,000  75,000-1,00,000  Above 1,00,000
5. Respondent's induce for purchasing: Friends  Advertisement  Own Interest  Good will
6. Respondent's on purchased product: R-V  AMAZE  JAZZ  BRIO  CITY
7. Respondent's on frequently of service: One time  Two times  3-5 times  Above 5 times
8. Respondent's easily assessable for assistance: Not effective  Less effective  Effective  Very effective
9. Respondent's  Mechanics Behaviour: Rude  Satisfactory  Gentle
10. Respondent's satisfaction level about service: Highly Satisfied  Satisfied  Dissatisfied   
Highly Dissatisfied
11. Respondent's on Service rate system: Cheap  Reasonable  Expensive  Very Expensive
12. Respondent's on Mechanic's skill: Highly Competent  Incompetent  Competent
13. Respondent's on Mechanics Feedback: Yes  No
14. Respondent's on current service: Not effective  Very effective  Effective
15. Respondent's on positive delivery service: Yes  No
16. you think company should improve service station facilities: Yes  No