



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON THE QUALITY OF AFTER SALES AND SERVICE BY HONDA BIKE IN COIMBATORE.

\* **Author: Mr..S.Balasubramani Assistant Professor Department of B.Com CA,Sri Krishna Adithya College of Arts and Science.**

\*\* **Co-Author Karthikeyan.S III B.Com CA-B Student Sri Krishna Adithya College of Arts and Science.**

### 1.1 INTRODUCTION

In a context of global competition and decreasing profits from product sales, the after- sales services and activities.(i.e., Those taking place after the purchase of the product and devoted to support customers in the usage and disposal of goods) Profit generated by after-sales services is often higher than the one obtained with sales; the service market can be four or five times larger than the market for products and it may generate at least three times the turnover of the original purchase during a given product's life-cycle .Besides being a long-term potential revenue source, the after-sales service constitutes a mean to uncover customer needs and a strategic driver for customer retention. It represents, in fact, “one of the few constant connections that customers have with a brand” influencing customer satisfaction and loyalty.Finally, after sales service is a way to allow a continuous improvement of product design and Quality The perception of after- sales as a source of competitive advantage and business opportunity requires a shift from a traditional product-centric view, in which after- sales is considered a “necessary evil” , to a customer-center in view.

### 1.2 STATEMENT OF PROBLEM

Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses environment, since it is the customer who pays for supply creates demand. In today's competitive business environment, customer satisfaction is an increasingly important component of an effective organization. Customer satisfaction is a key component of a successful and prosperous organization. Business often follows the adage that “the customer is always right” because happy customers will continue to buy goods and services

### 1.3 OBJECTIVES OF THE STUDY

- To study about the satisfy with the fuel consumption of Honda.
- To study about the satisfied with the safety and comfort of Honda.
- To find out the satisfaction level of the respondents regarding Honda bike like mileage, using and maintaining cost of sales service.
- To study about the design and style of Honda.
- To study about the satisfied with the maintenance cost of Honda.

### 1.4 SCOPE OF THE STUDY

A study to focus on the overall maintenance of profitability and their performance of Hondo's sales service. The mileage of vehicles is low but in the future it may gave an good result in increasing of mileage due service maintenance. A study provides the best choice to select the brand for customer regarding maintenance of cost & service maintenance. Company will focus on the mainly in three areas like Mobility ,robotics, energy. Satisfaction of the needs and addressing their expectations will enable the company to increase the sales of Honda bike.

### 1.5 RESEARCH METHODOLOGY

- Research methodology is a systematic way to solve the research problem. Hence the methodology for each research problem need to be designed by the researcher through a research is an organized and systematic way of finding answer to a question.

#### 1.5.1 TOOLS USED

- Simple Percentage method
- Rank Analysis

#### 1.5.2 AREA OF STUDY

- The area of study is taken around from the different places in Coimbatore city.

#### 1.5.3 PRIMARY STUDY

- The primary data are those which are collected a fresh and for the first time, and happen to be original in character. The data were collected by "questionnaire method". The researcher had conducted the interview through a constructed questionnaire.

#### 1.5.4 SECONDARY STUDY

- The secondary data was conducted from the published materials and data from company records.

#### 1.5.5 SAMPLE SIZE

The total number of respondents taken for research was 100.

## 1.6 LIMITATIONS OF THE STUDY

- Some service centers fail to offer proper service and lack experienced mechanics to resolve the issue. The cost of spare parts are higher than the others. They launching only when competition forces them too focus on their sales service regarding the spare parts are demand. Honda shows less interest in launching any new product in sales service mechanics.

## 3.2 HISTORY OF HONDA

The first production automobile from Honda was the T360 mini pick-up truck, which went on sale in August 1963. Powered by a small 356cc straight-4 gasoline engine, it was classified under the cheaper Kei car tax bracket. The second production car from Honda was the S500 sports car, which followed the T360 into production in October 1963. Its chain-driven rear wheels pointed to Honda's motorcycle origins. Throughout his life, Honda's founder, Soichiro Honda, had an interest in automobiles.

In 1990, CEO Tadashi Kume was succeeded by Nobuhiko Kawamoto. Kawamoto was selected over Shoichiro Irimajiri, who oversaw the successful establishment of Honda of America Manufacturing, Inc. in Marysville, Ohio. Irimajiri and Kawamoto shared a friendly rivalry within Honda; owing to health issues, Irimajiri would resign in 1992.

The Honda Aircraft Company as established in 2006 as a wholly owned subsidiary to manufacture and sell the HondaJet family of aircraft. The first deliveries to customers began in December 2015.

On February 23rd, 2015, Honda announced that CEO and President Takanobu Ito would step down and be replaced by Takahiro Hachigo in June of that year; additional retirements by senior managers and directors were expected. In October 2019, Honda was reported to be in talks with Hitachi to merge the two companies' car parts businesses, creating a components supplier with almost \$17 billion in annual sales.

In January 2020, Honda announced that it would be withdrawing employees working in the city of Wuhan, Hubei, China due to the COVID-19 pandemic. On March 23, 2020 due to the global spread of the virus, Honda became the first major automaker with operations in the US to suspend production in its factories. It resumed automobile, engine and transmission production at its US plants on May 11, 2020.

Honda and General Motors announced in September 2020 a North American alliance to begin in 2021. According to The Detroit Free Press, "The proposed alliance will include sharing a range of vehicles, to be sold under each company's distinct brands, as well as cooperation in purchasing, research and development, and connected services. In March 2022, Honda announced it would develop and build electric vehicles in a joint venture with Sony. The latter is set to provide its imaging, sensing, network and other technologies while Honda would be responsible for the car supporting decisions. Data analysis is a process for obtaining raw data and converting it in to information useful for decision making by users. Data are collected and analyzed through answering questions, testing hypothesis or disapprove theories.

Simply it is the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap evaluate data. An essential component of ensuring data integrity is accurate and appropriate analysis of research findings.

Data collection and analysis are defined as series of charts, maps and diagrams design to collect interpret and present data for a wide range of application and industries. In 1937, with financing from his acquaintance Kato Shichirō, Honda founded Tōkai Seiki (Eastern Sea Precision Machine Company) to make piston rings working out of the Art Shokai garage. After initial failures, Tōkai Seiki won a contract to supply piston rings to Toyota, but lost the contract due to the poor quality of their products. After attending engineering school without graduating, and visiting factories around Japan to better understand Toyota's quality control.

Throughout his life, Honda's founder, Soichiro Honda, had an interest in automobiles. He worked as a mechanic at the Art Shokai garage, where he tuned cars and entered them in races. In 1937, with financing from his acquaintance Kato Shichirō, Honda founded Tōkai Seiki (Eastern Sea Precision Machine Company) to make piston rings working out of the Art Shokai garage. After initial failures, Tōkai Seiki won a contract to supply piston rings to Toyota, but lost the contract due to the poor quality of their products. After attending engineering school without graduating, and visiting factories around Japan to better understand Toyota's quality control processes known as "Five whys", by 1941 Honda was able to mass-produce piston rings acceptable to Toyota, using an automated process that could employ even unskilled wartime laborers.

The first production automobile from Honda was the T360 mini pick-up truck, which went on sale in August 1963. Powered by a small 356cc straight-4 gasoline engine, it was classified under the cheaper Kei car tax bracket. The second production car from Honda was the S500 sports car, which followed the T360 into production in October 1963. Its chain-driven rear wheels pointed to Honda's motorcycle origins. Throughout his life, Honda's founder, Soichiro Honda, had an interest in automobiles. He worked as a mechanic at the Art Shokai garage, where he tuned cars and entered them in races. In 1937, with financing from his acquaintance Kato Shichirō, Honda founded Tōkai Seiki (Eastern Sea Precision Machine Company) to make piston rings working out of the Art Shokai garage. After initial failures, Tōkai Seiki won a contract to supply piston rings to Toyota, but lost the contract due to the poor quality of their products. After attending engineering school without graduating, and visiting factories around Japan to better understand Toyota's quality control processes known as "Five whys", by 1941 Honda was able to mass-produce piston rings acceptable to Toyota, using an automated process that could employ even unskilled wartime laborers.

Tōkai Seiki was placed under the control of the Ministry of Commerce and Industry (called the Ministry of Munitions after 1943) at the start of World War II, and Soichiro Honda was demoted from president to senior managing director after Toyota took a 40% stake in the company.<sup>[11]</sup> Honda also aided the war effort by assisting other companies in automating the production of military aircraft propellers.<sup>[11]</sup> The relationships Honda cultivated with personnel at Toyota, Nakajima Aircraft Company and the Imperial Japanese Navy would be instrumental in the postwar period. A US B-29 bomber attack destroyed Tōkai Seiki's Yamashita plant in 1944, and the Itawa plant collapsed on 13 January 1945 Mikawa earthquake. Soichiro Honda sold the salvageable remains of the company to Toyota after the war for ¥450,000 and used the proceeds to found the Honda Technical Research Institute in October 1946. With a staff of 12 men

working in a 16 m<sup>2</sup> (170 sq ft) shack, they built and sold improvised motorized bicycles, using a supply of 500 two-stroke 50 cc Tohatsu war surplus radio generator engines. When the engines ran out, Honda began building their own copy of the Tohatsu engine, and supplying these to customers to attach to their bicycles. His was the Honda A-Type, nicknamed the Bata Bata for the sound the engine made. In 1949, the Honda Technical Research Institute was liquidated for ¥1,000,000, or about US\$5,000 today; these funds were used to incorporate Honda Motor Co., Ltd. At about the same time Honda hired engineer Kihachiro Kawashima, and Takeo Fujisawa who provided indispensable business and marketing expertise to complement Soichiro Honda's technical bent. The close partnership between Soichiro Honda and Fujisawa lasted until they stepped down together in October 1973.

Following the death of Soichiro Honda and the departure of Irimajiri, Honda found itself quickly being outpaced in product development by other Japanese automakers and was caught off-guard by the truck and sport utility vehicle boom of the 1990s, all which took a toll on the profitability of the company. Japanese media reported in 1992 and 1993 that Honda was at serious risk of an unwanted and hostile takeover .

Honda has been the world's largest motorcycle manufacturer since 1959, reaching a production of 400 million by the end of 2019, 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. In 2015, Honda was the eighth . Largest automobile manufacturer in the world. Honda was the first Japanese automobile manufacturer to release a dedicated luxury brand, Acura, in 1986. Aside from their core automobile and motorcycle businesses, Honda also manufactures garden equipment, marine engines, personal watercraft, power generators, and other products. Since 1986, Honda has been involved with artificial intelligence/robotics research and released their robot in 2000. They have also ventured into aerospace with the establishment of GE Honda Aero Engines in 2004 and the which began production in 2012. Honda has two joint venture in china.

## SIMPLE PERCENTAGE ANALYSIS

**TABLE-4.2.1**

TABLE SHOWING THE OCCUPATION OF RESPONDENTS

S.NO	BEST THING IN HONDA	FREQUENCY	PERCENTAGE
1	DESIGN	41	41%
2	QUANTITY STYLE	40	40%
3	SERVICE PRICE	19	19%
	TOTAL	100	100%

## INTERPRETATION :

The above table indicates 55% of the respondents of rural. 35% of the respondents of urban.10% of the respondents of semi urban.

## RANKING ANALYSIS

FACTORS INFLUENCY	R1	R2	R3	R4	R5	TOTAL	RANK
STYLE	245	196	147	98	49	735	1
BRAND NAME	130	104	78	52	26	390	2
PRICE	105	84	63	42	21	315	3
MILEAGE	10	8	6	4	1	29	4
SERVICE	5	4	3	2	1	15	5

## INTERPRETATION:

The above table is indicates the respondents of style and the total value is 735 and secured the rank 1. The respondents of brand name and the total value is 390 and secured the rank 2. The respondents of price and the total value is 315 and secured the rank 3. The respondents of mileage and the total value is 29 and secured the rank 4. The respondents of service and the total value is 15 and secured the rank 5

## FINDINGS, SUGGESTIONS AND CONCLUSIONS

### Findings

- Majority of 76% of male respondents.
- Majority of 91% of student respondents.
- Majority of 55% of rural respondents.
- Majority of 65% of the respondents are satisfied with the safety and comfort of Honda.
- Majority of 55% of the respondents are satisfied with the maintenance cost of Honda.
- Majority of 41% of the respondents are satisfied with the design.
- Majority of 50% of the respondents are satisfied with the perception about Honda.
- Majority of 79% of the respondents are satisfied with the sales and service in Honda.

- Majority of 42% of the respondents are the more variety of bikes in Honda.
- Majority of 53% of the respondents are good in design and style of Honda.
- Majority of 55% of the respondents of quality of service in Honda.
- Majority of 70% of the respondents ate at authorized service center.
- Majority of 52% of the respondents are just satisfied with the usage of Honda.
- Majority of 56% of the respondents of feel experience at the showroom.
- Majority of 44% of the respondents of mileage in Honda bike.
- Majority of 36% of the respondents of good in Honda's overall performance.
- Majority of 54% of the respondents of spend on service for your bike.
- Majority of 36% of the respondents of frequently service your vehicle.

## Suggestions

- The following suggestion may be followed by the company to improve the sales and services.
- The salesman in the service station has to be more friendly with their customer.
- CHANDRA HONDA can improve their service with better spare parts.
- The dealer can try to reduce the service charge.
- After the service is done the customer is called after 10 to 15 days through Phone and is asked about their satisfaction about the servicing.
- Before accepting the vehicle, a mutually acceptable delivery time and date is Fixed with the customer.

## Conclusion

- It is found that the dealer has to be little more assertive and attractive in their service no matter whether it's financial schemes. Sales promotions are excellent. More awareness should be created with the customer's regarding product utility. It is hoped that the finding and suggestion would enable the dealer to understand the performance level and other grey areas where things will have to be consolidated to hold a better market position.