

**“A STUDY ON RELATION BETWEEN EFFECTIVE AFTER SALES SERVICE AND
CUSTOMER OVERALL SATISFACTION AT TATA MOTOR’S WITH SPECIAL
REFERENCE TO RAMGARHIA AUTOMOBILES RAMGARH CANTT, JHARKHAND”**

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ABSTRACT

Customer satisfaction is very important for any business whether it sale the product or services because if the customer is satisfied then they make the repeat purchases and tell other persons like their friends, neighborhoods, family members etc. Customer satisfaction is an important aspect because a higher level of satisfaction can deliver many satisfactions. Satisfying the customers occupies a most important position in business management. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. The major task of organization is to satisfy customers by meeting their needs and wants. A customer is the king and has the right to choose from a large variety of offering. He is the main person around which all business evolves.

Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service there is a very tough competition in the automobile field regarding customer satisfaction. After sales service plays an important role in customer satisfaction. After-sale service is important because it helps to ensure that customers are satisfied with their purchases and in case of any difficulty installing or setting up equipment, they can receive help. A happy customer will be loyal and will advertise your company for the great service they received thus keep the company making sales. With this study we will find out about the customer satisfaction level (related to after sales service) of RAMGARHIA AUTOMOBILES, JHARKHAND.

KEYWORDS: Customer Satisfaction, Design, Safety, Mileage, Interior Space