

## **AFTER SALES SERVICE WITH SPECIAL REFERENCE TO TOYOTA**

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### **ABSTRACT**

After sales service is becoming increasingly important in these days because of increased competition in the market. Buyers expect that the manufactures should remain in continuous touch with them according to the guarantee or warranty given in connection with the purchased product. If the marketer fails to adhere to this condition of buyers and does not pay much attention to their complaints, they are doomed. The dealers or distributors must be interviewed to gather data on problems facing the customers with regard to industrial goods performance. In some cases, after sales service can be almost as important as initial purchase. In this paper the author found out certain influencing factors which help the company to promote after sale service. That is, advertisement has to be improved by the company and a consideration should be given to price, because when compared to other brands and also according to opinion based on the survey it is clear that the company lags in features, advertisement and design.

**KEYWORDS:** sales service, Buyers, Toyota, warranty, Customer's expectations