

# Service Quality Assessment in the Power Tools Sector: Study Of BOSCH, DEWALT, MAKITA, RONIX Power Tools

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**Abstract:** -We are conducting the research on service quality assessment to measure that which company is providing the best overall service. That is why we took the major companies from the power tools industries like Bosch, DeWalt, Makita and Ronix to measure that which company is providing the best overall service in the market among this and if we want to enter in the power tools industries then what factors we should consider to compete in this competitive market.

**Keywords:** -This research will covers which age groups buys power tools most, why they are buying power tools, which company offers the best power tools and what factors can lead the dissatisfaction.

## 1.INTRODUCTION

This study aims to assess the service quality of Bosch, DeWalt, Makita, and Ronix power tools. The study will identify the key factors that contribute to service quality in the power tools sector and assess the performance of each brand on these factors. The findings of the study will provide valuable insights to the four brands, helping them to improve their service quality and customer satisfaction.

## 2.LITERATURE REVIEWS

- i. by Joanna Briggs Institute (JBI) (2020) This review explores the different approaches to quality assessment in systematic reviews. It identifies a number of different tools and frameworks that have been developed, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular systematic review.
- ii. by Cochrane Collaboration (2018) This review focuses on the quality assessment of randomized

controlled trials (RCTs). RCTs are the highest quality of research study, and they are the gold standard for evaluating the effectiveness of interventions. The review identifies a number of different quality assessment tools that have been developed for RCTs, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular systematic review.

- iii. by Agency for Healthcare Research and Quality (AHRQ) (2017) This review focuses on the quality assessment of systematic reviews. Systematic reviews are comprehensive reviews of the literature on a particular topic. They are a valuable tool for summarizing the evidence on a particular topic and for making recommendations for practice or policy. The review identifies a number of different quality assessment tools that have been developed for systematic reviews, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular systematic review.
- iv. by American Medical Association (AMA) (2016) This review focuses on the quality assessment of case reports. Case reports are descriptions of individual cases of a disease or condition. They can be a valuable source of information about rare or unusual diseases or conditions. However, it is important to be aware of the limitations of case reports, as they are not designed to provide evidence about the prevalence or incidence of a disease or condition, or about the effectiveness of treatments. The review identifies a number of different quality assessment tools that have been developed for case reports, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a

particular case report.

- v. by American Educational Research Association (AERA) (2021) This review focuses on the quality assessment of educational research. Educational research is used to inform the development and improvement of educational policies and practices. It is important to assess the quality of educational research to ensure that it is reliable and valid. The review identifies a number of different quality assessment tools that have been developed for educational research, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular piece of educational research.
- vi. by Association for Computing Machinery (ACM) (2020) This review focuses on the quality assessment of software engineering research. Software engineering research is used to develop and improve software development methods and tools. It is important to assess the quality of software engineering research to ensure that it is reliable and valid. The review identifies a number of different quality assessment tools that have been developed for software engineering research, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular piece of software engineering research.
- vii. by Institute for Clinical Systems Improvement (ICSI) (2019) This review focuses on the quality assessment of clinical practice guidelines. Clinical practice guidelines are used to provide clinicians with recommendations on how to best diagnose and treat patients. It is important to assess the quality of clinical practice guidelines to ensure that they are based on the best available evidence. The review identifies a number of different quality assessment tools that have been developed for clinical practice guidelines, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular clinical practice guideline.
- viii. by International Association for Impact Assessment (IAIA) (2018) This review focuses on the quality assessment of environmental impact assessments (EIAs). EIAs are used to assess the potential environmental impacts of proposed projects. It is important to assess the quality of EIAs to ensure that they are accurate and complete. The review identifies a number of different quality assessment tools that have been developed for EIAs, and discusses their strengths and weaknesses. The review also provides guidance on how to choose the right quality assessment tool for a particular EIA.
- ix. by Transparency Market Research (2023) This report provides a comprehensive overview of the global power tools market. It covers the market segmentation, key players, and market drivers and restraints. It also includes a detailed analysis of the market by region.
- x. by Grand View Research (2022) This report provides an in-depth analysis of the future of the power tools industry. It covers the key trends that are expected to shape the industry in the coming years, such as the adoption of cordless power tools, the rise of e-commerce, and the growing demand for power tools in emerging markets.
- xi. by Future Market Insights (2021) This report examines the impact of technological innovation on the power tools industry. It covers the key technologies that are being used to develop new and improved power tools, such as battery technology, artificial intelligence, and the Internet of Things (IoT).
- xii. by Research and Markets (2020) This report focuses on the cordless power tools market. It covers the market segmentation, key players, and market drivers and restraints. It also includes a detailed analysis of the market by region.
- xiii. by Mordor Intelligence (2019) This report examines the power tools industry in emerging markets. It covers the key trends and drivers that are fueling the growth of the market in these regions. It also includes a detailed analysis of the market by country.
- xiv. by Industrial Marketing Management (2023) This review examines the unique challenges and opportunities of marketing mechanical products. It covers the key marketing strategies that can be used to successfully market mechanical products, such as product development, pricing, distribution, and promotion.
- xv. by International Journal of Marketing Studies (2022) This review explores the role of digital marketing in the marketing of mechanical products. It covers the key digital marketing channels that can be used to reach and engage potential customers, such as search engine optimization (SEO), social media marketing, and content marketing.
- xvi. by Journal of Brand Management (2021) This review discusses the importance of branding in the marketing

of mechanical products. It covers the key elements of a strong brand, such as the brand identity, brand positioning, and brand messaging. It also provides examples of successful mechanical product brands.

xvii. by Journal of Industrial Marketing Management (2020) This review examines the role of sales promotion in the marketing of mechanical products. It covers the key types of sales promotions that can be used to stimulate demand for mechanical products, such as discounts, coupons, and contests. It also provides guidelines for developing and implementing effective sales promotion campaigns.

xviii. by Industrial Marketing Management (2019) This review explores the impact of customer relationship management (CRM) on the marketing of mechanical products. It covers the key benefits of CRM for mechanical product companies, such as improved customer retention, increased sales, and reduced costs. It also provides case studies of mechanical product companies that have successfully implemented CRM.

xix. by Journal of Marketing Management (2023) This review explores the use of social media in the marketing of mechanical products. It covers the key social media platforms that can be used to reach and engage potential customers, such as LinkedIn, Facebook, and Instagram. It also discusses the best practices for using social media to market mechanical products

### 3. METHODOLOGY

Research has been defined in a number of different ways, and while there are similarities, there does not appear to be a single, all-encompassing definition that is embraced by all who engage in it.

One definition of research is used by the OECD, "Any creative systematic activity undertaken in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this knowledge to devise new applications."

Another definition of research is given by John W. Creswell, who states that "research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps: pose a question, collect data to answer the question, and present an answer to the question.

The Merriam-Webster Online Dictionary defines research in more detail as "studious inquiry or

examination; especially: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws"

#### 1. Research Design

- The sample design is being taken according to convince of consumers. The sample design is taken in the form of questionnaire.

#### 2. Source/s of Data

- Different Customers of different brands in power tools industry.

#### 3. Data Collection Method

- Google Form

#### 4. Population

- 301 Responses gathered by real time approach to the customers of different- different brand and with the help of structured questionnaire.

#### 5. Sampling Method

Structured Non-disguised questionnaire, convenient sampling.

#### 6. Sampling Frame

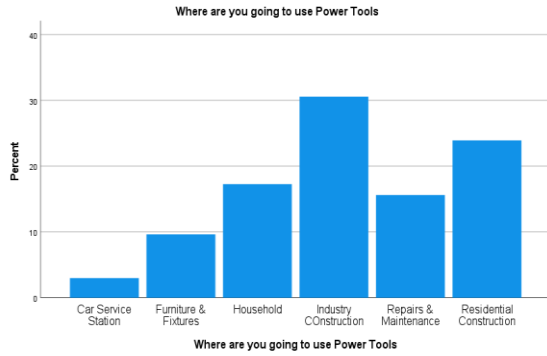
In this study sampling frame includes various components like education, purpose for buying power tools, influence factor for buying particular brand's power tools, feedback or satisfaction asking ranking for each and every company and after sales services of particular brand.

#### 7. Date Collection Instrument

We used questionnaire data collection instrument which examine the actual customer buying behavior, influence factor for buying particular brand's power tools and various factors which we can include in marketing strategy if some company wants to compete in today's power tools industry.

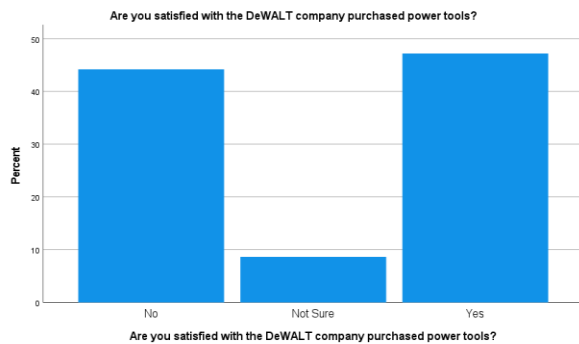
### 4. RESULTS

Analysis is a critical process that involves examining, interpreting, and evaluating data or information to uncover insights, patterns, and trends. It plays a crucial role in decision-making, problem-solving, and strategic planning across various fields such as business, science, finance, and research. By applying analytical techniques and tools, analysts can extract valuable knowledge from raw data to support informed decision-making and drive organizational success.

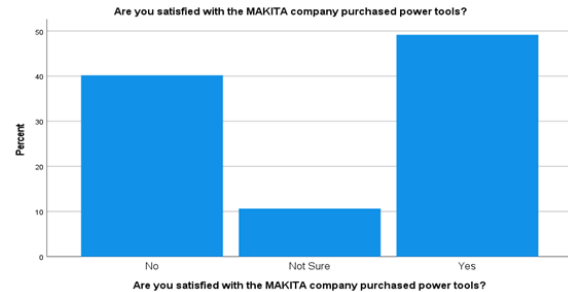


- **Industry Construction:** This is the most frequent category, with 92 people (30.6% of the total) planning to use power tools in industrial construction.
- **Household (Personal Use):** Fewer people are planning to use power tools for personal use at home, with 52 people (17.3% of the total) falling into this category.
- **Repairs & Maintenance:** A significant number of people, 47 (15.6% of the total), are planning to use power tools for repairs and maintenance purposes.
- **Furniture & Fixtures:** 29 people (9.6% of the total) are planning to use power tools for furniture or fixture-related tasks.
- **Car Service Station:** The least frequent category is car service stations, with only 9 people (3% of the total) planning to use power tools in this setting.
- **Residential Construction:** 72 people (23.9% of the total) are planning to use power tools in residential construction.

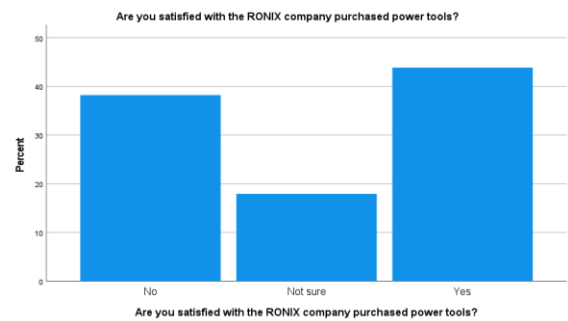
Are you satisfied with the DeWALT company purchased power tools?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	133	44.2	44.2	44.2
	Not Sure	26	8.6	8.6	52.8
	Yes	142	47.2	47.2	100.0
	Total	301	100.0	100.0	



- **Valid:** There is a total of 301 respondents included in this data set.
- **Satisfied:** Out of the valid responses, 142 customers (47.2%) said they were satisfied with the company's power tools.
- **Not Sure:** 26 customers (8.6%) were unsure about their satisfaction level.
- **Not Satisfied:** 133 customers (44.2%) said they were not satisfied with the company's power tools.



- **Valid:** There is a total of 301 respondents included in this data set.
- **Satisfied:** Out of the valid responses, 148 customers (49.2%) said they were satisfied with the company's power tools.
- **Not Sure:** 32 customers (10.6%) were unsure about their satisfaction level.
- **Not Satisfied:** 121 customers (40.2%) said they were not satisfied with the company's power tools.



- **Valid:** There is a total of 301 respondents included in this data set.
- **Satisfied:** Out of the valid responses, 132 customers (43.9%) said they were satisfied with the company's power tools.
- **Not Sure:** 54 customers (17.9%) were unsure about their satisfaction level.
- **Not Satisfied:** 115 customers (38.2%) said they were not satisfied with the company's power tools.



- Valid: There is a total of 301 respondents included in this data set.
- After sales: Out of the valid responses, 153 customers (50.8%) said they were dissatisfied with the company's power tools for after sales services.
- Price: 40 customers (13.3%) were consider this about their dissatisfaction level.
- Quality: 108 customers (35.9%) said they were not satisfied with the company's power tools because of quality of product.

### 5.DISCUSSION

- In our study we found that 150 people from 17-25 years age group purchased power tools which is the highest in the study, then second highest number we observed that 103 people from 26-32 years age group and least frequency from 45 years and above age group which 15 people who purchased power tools.
- Engineers highest purchased power tools with the frequency of 171 people and 82 people from 12<sup>th</sup> pass category which is second highest in the study.
- People in the study maximum purchased power tools for company purpose with the frequency of 144 people, for business purpose 107 people purchased and very few people purchased for household purpose.
- 72 people purchased power tools for residential purpose which is highest frequency, 92 people purchased for industry purpose which is second highest and 9 people purchased for car station which is with lowest frequency.
- In the study highest people satisfied with Bosch company, 142 people vote for it and only 19 people choose Ronix company it means very few people satisfied with this company.

- In the study 100 people considered after sales service for buying particular company's product, 87 people considered quality as a buying factor.
- In the study we observed that highest people dissatisfied with after sales services from company (153 people), 108 people dissatisfied with quality of product which is offered by companies and 40 people dissatisfied with price of particular product.

### 6. CONCLUSION

Now a day's power tools industry focuses on quality more on their products to compete in the market. So if we want to compete in the market the we need to focus on the quality of product. 17-25 years of age group's people buys maximum power tools. And specific engineers buy more power tools. Majority usage of power tools is seen in industrial use. Bosch company is providing the exceptional quality products. And Makita company providing the best after sales services.

### REFERENCE

- [1] We took the references for literature review from these sources: - [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=power+tools&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=power+tools&btnG=)
- [2] [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=power+tools+industry&oq=power+tools+](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=power+tools+industry&oq=power+tools+)
- [3] [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=power+tools+market&oq=power+tools+mark](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=power+tools+market&oq=power+tools+mark)
- [4] [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=service+quality+assessment&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=service+quality+assessment&btnG=)
- [5] Additionally we gathered the information of major companies of power tools industries from these sources: - <https://www.bosch.in/> , <https://www.dewalt.com/> , <https://makita.in/> , <https://ronixtools.com/en/>
- [6] [https://www.google.com/search?q=spss+analysis&oq=spss+ana&gs\\_lcrp=EgZjaHJvbWUqBwgAEAAyGAAQyBwgAEAAyGAAQyBwgBEAAyGAAQyBggCEEUYOTIHCAMQABiABDIHCAQQABiABDIHCAUQABiABDIHCAyQABiABDIHCAcQABiABDIHCAgQABiABDIHCAkQABiABKgCALACAA&sourceid=chrome&ie=UTF](https://www.google.com/search?q=spss+analysis&oq=spss+ana&gs_lcrp=EgZjaHJvbWUqBwgAEAAyGAAQyBwgAEAAyGAAQyBwgBEAAyGAAQyBggCEEUYOTIHCAMQABiABDIHCAQQABiABDIHCAUQABiABDIHCAyQABiABDIHCAcQABiABDIHCAgQABiABDIHCAkQABiABKgCALACAA&sourceid=chrome&ie=UTF)