



Study On Customer Satisfaction with Automobile Sector – Honda Motors

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Abstract- Customer satisfaction is one of the most important factors determining the success of an automobile company. In the competitive automobile market, companies must understand customer expectations and continuously improve product quality and service performance. Honda Motors is one of the leading automobile manufacturers known for reliability, innovation, and customer-oriented service. This study examines the level of customer satisfaction with Honda vehicles in terms of product quality, pricing, service support, mileage, comfort, and brand value. The study uses primary data collected through questionnaires and secondary data from company reports, journals, and industry publications.

Keywords- Customer Satisfaction, Automobile Industry, Honda Motors, Service Quality, Customer Loyalty.

I. INTRODUCTION

The automobile industry plays a significant role in the economic development of a country. Increasing income levels, urbanization, and technological advancements have led to rapid growth in the automobile sector. Customers today are more aware of product quality, safety features, fuel efficiency, and after-sales service.

Customer satisfaction refers to the level of happiness experienced by customers after purchasing and using a product or service. In the automobile industry, customer satisfaction depends on factors such as vehicle performance, comfort, durability, service support, and brand image.

Honda Motors is one of the leading automobile manufacturers known for producing reliable and technologically advanced vehicles. The company focuses on innovation, quality, and customer satisfaction to maintain its competitive position in the market.

This study aims to analyze the satisfaction level of customers using Honda vehicles and identify the factors influencing their purchasing decisions and overall satisfaction.

II. MATERIALS AND EQUIPMENTS

Materials and Tools

- Structured questionnaire for customer survey
- Primary data collected from Honda vehicle users
- Secondary data from journals, books, and industry reports
- Data analysis using MS Excel and statistical tools

The study is mainly based on survey data collected from customers who own Honda vehicles.



III. EXPERIMENTAL DATA

The research is based on primary data collected through questionnaires distributed among Honda vehicle users.

Sample size: 50–100 respondents

Data was collected based on the following parameters:

- Vehicle performance
- Fuel efficiency
- Pricing
- Comfort and design
- After-sales service
- Spare parts availability
- Overall satisfaction level

The collected data was analyzed using percentage analysis and simple statistical methods.

IV. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze customer satisfaction with Honda vehicles in the automobile sector. The methodology focuses on collecting both primary and secondary data to evaluate customer perceptions and satisfaction levels.

Research Design

The study uses a survey method to gather information directly from customers who own Honda vehicles. The design helps in understanding customer opinions regarding product quality, service performance, pricing, and overall satisfaction.

Data Collection Methods

- **Primary Data:**

Primary data was collected through a structured questionnaire distributed to Honda vehicle users. The questionnaire contained multiple questions related to vehicle performance, fuel efficiency, pricing, comfort, after-sales service, and overall satisfaction.

- **Secondary Data:**

Secondary data was collected from:

- Books and academic journals
- Automobile industry reports
- Honda company reports
- Online publications and research articles

Sample Size

The study was conducted among 50–100 Honda vehicle users selected using a simple random sampling method.

Tools for Data Analysis

The collected data was analyzed using:

- Percentage analysis
- Simple statistical methods
- Microsoft Excel for data tabulation and interpretation.



V. RESULTS

The survey results indicate that most Honda vehicle users show a positive level of satisfaction with the brand.

Vehicle Performance

Around 70–80% of respondents reported that Honda vehicles deliver excellent performance and reliability.

Fuel Efficiency

A majority of customers stated that Honda vehicles provide good fuel efficiency, which significantly influences their purchasing decision.

Comfort and Design

Many respondents expressed satisfaction with the interior design, seating comfort, and safety features of Honda vehicles.

After-Sales Service

Customers generally rated Honda's service centers and maintenance support as satisfactory, highlighting the professionalism of staff and timely service.

Pricing Perception

Some respondents felt that Honda vehicles are slightly higher priced compared to competing brands, but they still consider the price reasonable due to quality and durability.

Overall Satisfaction Level

The overall results show that most customers are satisfied with Honda vehicles, mainly because of performance, brand reputation, fuel efficiency, and service quality. However, improvements in spare parts availability and pricing strategies could further enhance customer satisfaction.

VI. FUTURE PERSPECTIVE

Future studies can focus on:

- Comparative analysis between Honda and other automobile brands
- Customer satisfaction in electric vehicles
- Impact of digital services in automobile customer experience
- Customer perception of hybrid and eco-friendly vehicles
- Role of technological innovations in improving customer satisfaction

VII. CONCLUSION

Customer satisfaction is a key determinant of success in the automobile industry. Honda Motors has built a strong reputation for quality, reliability, and customer service. The results of this study show that most customers are satisfied with Honda vehicles due to their performance, fuel efficiency, and comfort.

However, the company should focus on improving pricing strategies and spare parts availability to enhance overall customer satisfaction. Continuous customer feedback and service improvement will help Honda maintain its competitive position in the automobile market.

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