



A STUDY OF SALES TREND AND CUSTOMER SATISFACTION TOWARDS HONDA

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ABSTRACT

This study explores the sales trend and customer satisfaction towards Honda, a leading automobile brand known for its performance, reliability, and innovation. The research focuses on analyzing the pattern of sales over recent years to identify key factors influencing the growth or decline in sales. By studying customer feedback, surveys, and reviews, the study also aims to assess the level of satisfaction among Honda customers in terms of product quality, after-sales service, fuel efficiency, pricing, and overall brand experience. The study reveals that consistent product upgrades, strong brand image, and efficient customer service contribute positively to customer satisfaction. However, challenges such as increasing competition, rising fuel prices, and changing consumer preferences have had an impact on sales trends. The research uses both primary and secondary data to provide insights into customer behaviour and expectations, helping the company identify areas of improvement. It also highlights the importance of understanding market demands and maintaining strong customer relationships to sustain long-term growth. Ultimately, the study serves as a useful tool for Honda and other automotive businesses to formulate effective marketing strategies, enhance customer satisfaction, and boost sales performance in a competitive market environment.

Key Words: Sales Trend, Customer satisfaction, After-Sales Service, Product Quality, Fuel efficiency.



INTRODUCTION

Honda, one of the world's leading automobile manufacturers, has consistently been a key player in the global market. With a reputation for producing high-quality vehicles, Honda has built a loyal customer base across various regions. The automotive industry is a dynamic and highly competitive sector where understanding sales trends and customer satisfaction is crucial for sustained growth and market leadership. Honda, a globally renowned automobile manufacturer, has consistently been at the forefront of innovation, reliability, and customer-centricity. However, in an era of rapidly changing consumer preferences, technological advancements, and increasing competition, it is imperative for Honda to continuously analyze its sales trends and measure customer satisfaction to maintain its competitive edge.

This introduction sets the stage for a comprehensive study that will provide valuable insights into Honda's sales trends and customer satisfaction, ultimately informing strategies for the company's future success.

The automobile industry plays a pivotal role in shaping modern economies, contributing significantly to employment, innovation, and consumer choice. Among the leading players in this industry, Honda stands out as a brand renowned for its innovation, quality, and customer-centric approach. Understanding sales trends and customer satisfaction is crucial for any automotive company to sustain its competitive edge and ensure customer loyalty.

The study of sales trends and customer satisfaction towards Honda is a critical endeavor in understanding the brand's market performance and its relationship with consumers. Analyzing sales trends provides valuable insights into how Honda's vehicles are performing in the market, highlighting patterns such as seasonal fluctuations, regional preferences, and the impact of new model launches. Factors such as economic conditions, fuel prices, technological advancements, and government policies also play a significant role in shaping these trends. By examining these elements, Honda can better forecast demand, optimize production, and tailor marketing strategies to meet consumer needs effectively. Additionally, understanding regional variations in sales can help the company identify growth opportunities and address market-specific challenges.

This study not only focuses on understanding the direct relationship between sales and customer satisfaction but also considers external factors such as market competition, economic conditions, and evolving consumer preferences.

STATEMENT OF THE PROBLEM



In this study, customer problems are examined by focusing on their perceptions, experiences, and satisfaction levels with Honda's products and services. The analysis delves into whether Honda vehicles meet customer expectations in terms of quality, reliability, and value for money. It also investigates customer concerns regarding pricing, after-sales support, and the availability of modern features and technologies. Customer satisfaction is a critical factor influencing brand loyalty and purchasing decisions in the competitive automotive industry. Despite Honda's reputation for quality and reliability, customers may encounter challenges that affect their overall experience and perception of the brand. These challenges include concerns about the quality and performance of vehicles, pricing in relation to value, the effectiveness of after-sales services, and the integration of innovative features that meet evolving customer needs. The study of sales trends and customer satisfaction towards Honda aims to explore the relationship between consumer behavior and the company's market performance. By analyzing sales data over time, the study seeks to identify patterns that reflect the impact of various factors such as product innovation, pricing strategies, marketing efforts, and external economic conditions on sales volumes. This study will provide insights into how well Honda is meeting customer expectations, and how these factors influence both short-term sales and long-term customer loyalty. The findings can guide Honda in making informed decisions to enhance its market competitiveness and improve customer relations.

OBJECTIVES OF THE STUDY

- To identify the factors influencing the sales
- To examine the sales trend
- To examine customer satisfaction level
- To evaluate the effectiveness of after- sales service

SCOPE OF THE STUDY

This study focuses on a specific region to analyze sales trends and customer data, with particular emphasis on identifying the performance of specific Honda models. It targets a well-defined customer segment to ensure the findings are relevant and actionable. By examining key factors such as product quality, pricing, customer service, and innovation, and to provide a detailed understanding of how these elements influence both sales performance and customer satisfaction. By integrating qualitative and quantitative analyses, the study aims to identify opportunities for Honda to optimize its sales strategies, enhance customer experiences, and strengthen brand loyalty. The ultimate goal is to equip Honda with the insights needed to



implement targeted improvements, drive sustainable growth, and improve its market competitiveness. Furthermore, the study highlights areas for innovation and differentiation to help Honda remain a preferred choice among its customer base.

RESEARCH METHODOLOGY

Research methodology refers to the systematic approach and techniques used to conduct research. It outlines the processes, methods, and tools that researchers use to gather, analyze, and interpret data.

SAMPLE DESIGN

The sample design for "A Study on Sales Trend and Customer Satisfaction towards Honda" ensures comprehensive approach across diverse customer demographics, including age, gender, region, and vehicle type.

COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 150.
- The study adopts a descriptive research design to analyze historical sales data and customer perceptions.
- Data's used in this study was primary data.

LIMITATIONS OF THE STUDY

- Customer satisfaction surveys may suffer from biases such as self-selection bias.
- Sample size may be too small to represent the entire customer base.
- Measurement of sales trend and customer satisfaction may not be comprehensive or accurate.
- Limited understanding of customer behavior can leads difficult to develop effective marketing strategies.

REVIEWS OF LITERATURE

1.Ramesh, K., & Selvakumar, S. (2024)



This study analyzed Honda’s ability to maintain its position as a market leader in Tamil Nadu in 2024. The authors highlighted the rise in electric and hybrid vehicle sales, particularly in urban centers like Chennai and Coimbatore. Honda’s environmentally friendly models, coupled with government subsidies, were identified as key contributors to customer satisfaction. The study also revealed that younger customers preferred Honda for its innovative technology and eco-conscious branding.

2.Lakshmi, R., & Prabhakaran, S. (2024)

The authors examined the role of Honda’s after-sales services in retaining customers. The study highlighted that Honda’s widespread service network, along with initiatives such as free service camps and easy availability of spare parts, enhanced customer trust and satisfaction.

3.Karthikeyan, P., & Meenakshi, R. (2023)

Focused on Honda’s adaptation to shifting consumer preferences in 2023, this study analyzed the increasing demand for fuel-efficient and hybrid vehicles. Honda’s innovative marketing strategies, such as digital campaigns and virtual showrooms, were found to be critical in enhancing customer engagement and satisfaction.

4.Ganesh, M. (2022)

Explored the role of dealership networks in ensuring Honda’s market dominance in Tamil Nadu. The study found that accessible showrooms, transparent sales processes, and efficient after-sales services were key to maintaining customer loyalty.

ANALYSIS AND INTERPRETATION OF DATA

Table No:1

Showing the Most Affects Honda’s Sales Trend

Particulars	No.of Respondents	Percentage
Rising Fuel Prices	60	40%
Economic Recessions	50	33.3%
Currency Fluctuations	25	16.67%
Seasonal Demand Changes	15	10%
TOTAL	150	100%

INTERPRETATION:



The above table shows that mostly 40% of the respondents are rising fuel prices for the most affects Honda’s sales trend, 33.3% of economic recessions of the respondents, 16.67% of currency fluctuations of the respondents and 10% of Seasonal demand changes of the respondents.

INFERENCE : Mostly 40% of the respondents of Rising fuel prices that affects Honda’s sales trend.

Chart No:1

Showing the Most Affects Honda’s Sales Trend

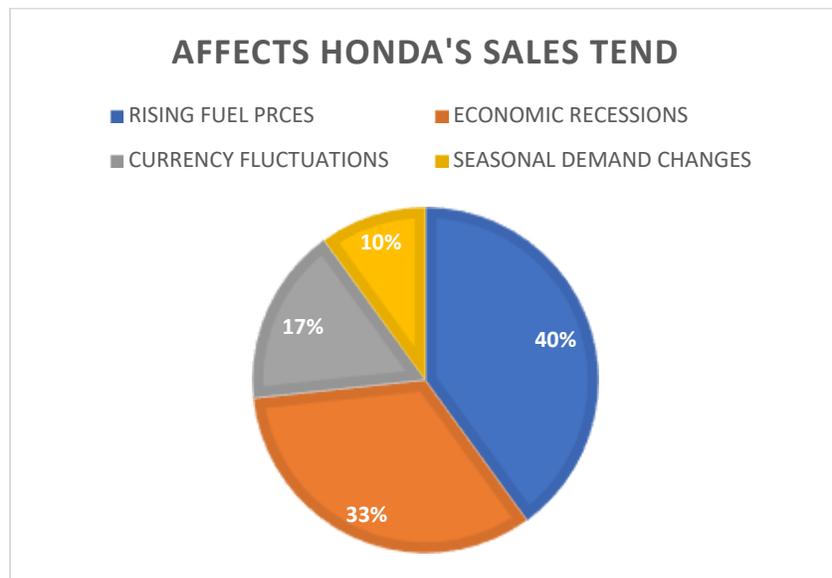


Table No: 2

Showing Type of Vehicles to Gain a Competitive Edge

Particulars	No.of Respondents	Percentage
Hybrid And Electric Vehicles	35	23.2%
Budget Friendly Models	62	41.7%
Luxury Suv’s	34	22.5%
Compact Sedans	19	12.6%
Total	150	100%



INTERPRETATION:

The above table shows that mostly 41.7% of the respondents focus on budget friendly models to gain a competitive edge, 23.2% are hybrid and electric vehicles of the respondents, 22.5% are luxury SUV's of the respondents and 12.6% are compact sedans of the respondents.

INFERENCE : Mostly 41.7% of the respondents are focus on Budget friendly models to gain a competitive edge.



Chart No: 2

Showing Type of Vehicles to Gain a Competitive Edge

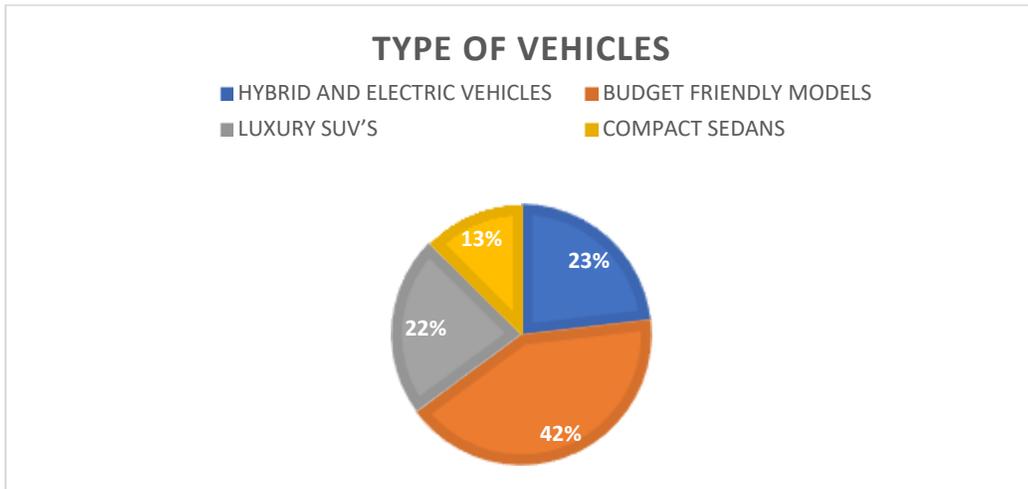


TABLE No: 3

Showing the Features Do You Like Most

Particulars	No.of Respondents	Percentage
Performance	45	30%
Comfort	55	36.67%
Safety	30	20%
Design	15	10%
Mileage	5	3.33%
Total	150	100%

INTERPRETATION:

The above table shows that mostly 36.67% of respondents like Comfort features, 30% of respondents like performance, 20% of respondents like safety features, 10% of respondents like design features, 3.33% of respondents like mileage feature.

INFERENCE : Mostly 36.67% of the respondents are like most Comfort features about Honda vehicles.



CHART NO: 3

SHOWING THE FEATURES DO YOU LIKE MOST

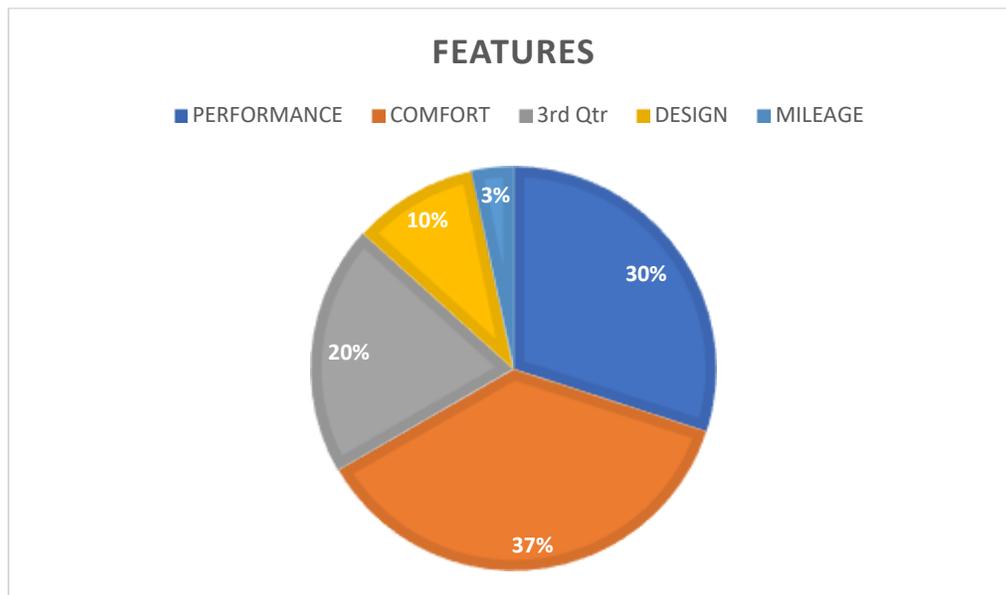


Table No: 4

Showing of Experienced any Major Issues

Particulars	No.of Respondents	Percentage
Yes	94	62.3%
No	56	37.7%
Total	150	100%

INTERPRETATION:

The above tables shows that majority 62.3% of the respondents has experienced major issues and 37.7% of the respondents has not experienced major issues.

INFERENCE : Majority 62.3% of the respondents has experienced major issues.

Table No: 5

Showing of Face Any Delays in Receiving Vehicle After Service



Particulars	No.Of Respondents	Percentage
Yes	74	49%
No	76	51%
Total	150	100%

INTERPRETATION:

The above table shows that majority of 51% respondents are has not face any delays in receiving vehicle after service and 49% of the respondents are face any delays in receiving vehicle after service.

INFERENCE: Majority 51% of the respondents has not face anydelays in receiving vehicle after service.

FINDINGS

- The study shows that most of 40% of the respondents of Rising fuel prices that affects Honda’s sales trend.
- The study shows that most of 41.7% of the respondents focus on Budget friendly models to gain a competitive edge.
- The study shows that most of 36.67% of the respondents are most like Comfort features about Honda vehicles.
- The study shows that majority 62.3% of the respondents has experienced major issues.
- The study shows that majority 51% of the respondents has not face any delays in receiving vehicle after service.
- The study shows that most of 45.7% of the respondents are rated good for ease of contacting Honda’s customer care for after-sales support.

SUGGESTIONS

- Expanding service centers could improve accessibility and strengthen Honda's market position, ensuring more customers can easily access after-sales services.
- Consider focusing on improving pricing strategies or offering more affordable options to appeal to customers who prioritize lower prices for vehicle improvements.



- Ensuring customers have easy access to customer care for after-sales support could improve satisfaction and provide quick resolutions to issues.
- Strengthening the focus on budget-friendly models could attract a wider audience and give Honda a competitive edge, especially among cost-conscious buyers.
- Since some respondents face difficulties in booking service appointments, enhancing the booking system or offering more flexibility could help improve the customer experience.

CONCLUSIONS

In conclusion, the study of sales trends and customer satisfaction towards Honda reveals that it has strong brand awareness, largely driven by advertisements, but increasing the frequency and visibility of these ads could further strengthen this awareness. The competitive pricing and good value for money offered by Honda are key factors contributing to customer satisfaction, and discounted pricing remains an effective promotional tool to drive sales. However, the rising fuel prices affect Honda's sales trends, emphasizing the importance of focusing on fuel-efficient vehicles to remain competitive. Expanding service centers and offering budget-friendly models could further enhance Honda's market position and appeal to a broader customer base. While vehicle availability is a positive factor, after-sales service needs improvement, particularly in resolving issues promptly and reducing delays in service appointments. Comfort features and vehicle quality are highly valued by customers, and continuing to prioritize these aspects will help retain customer loyalty. Additionally, Honda's digital platforms are widely used and should be continuously improved for a seamless customer experience. Despite high levels of satisfaction with some aspects of Honda's service, addressing major issues.

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