Factors Influencing Consumer Purchasing Behaviour: A Study of Honda

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE


DOI:
https://doi.org/10.32535/apjme.v6i3.2668

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Received: 18 September 2023
Accepted: 21 October 2023
Published: 20 November 2023

ABSTRACT

Honda is a competitive brand in the automobile industry with a growing popularity among the public. Hence, Honda has always tried to innovate and make its product different from others which are still preferred by the public. The purpose of this study is to identify the factors that are influencing consumer purchasing behaviour towards Honda cars to provide useful insights regarding the buying pattern of consumers to assist the management in their future marketing strategies. The factors that affect customers purchasing behaviour towards Honda’s vehicle are price, service quality, perceived usefulness and brand loyalty. The research was conducted through primary data sources such as surveys and secondary data sources such as website research. We employed a quantitative research method, surveyed and collected data from 160 participants through an online survey questionnaire. The findings showed that customers are concerned about the brand loyalty and service quality the most while purchasing Honda vehicles. These are helpful for the company to implement strategies and grasp more customers as well as continuous improvement towards its performance.

Keywords: Brand loyalty, Consumer Purchasing Behavior, Perceived Usefulness, Price, Service Quality
INTRODUCTION

Honda, a globally recognized public trade firm, has carved its niche as a prominent producer and distributor of automobiles, motorcycles, and power products. The company’s inception, marked on September 24, 1948, traces back to the collaborative efforts of Honda Soichiro, a distinguished Japanese manufacturer and engineer, and Takeo Fujisawa, a notable Japanese businessman. Remarkably, Honda’s journey predates its foray into automobile manufacturing. Soichiro Honda’s fascination with automobiles commenced when he worked as a mechanic on race cars at the Art Shokai garage. The initial chapter of Honda’s industrial involvement unfolded in 1937 with the establishment of Tokai Seiki, dedicated to producing piston rings for the Toyota Company. Notably, the venture received financial support from a friend, Kato Shichiro.

The visionary thinking of Soichiro Honda manifested in 1946 when he conceptualized using Imperial Army generator engines to power wireless radios as auxiliary power for bicycles, which were then a prevalent mode of transportation. This inventive spirit led to the founding of the Honda Technical Research Institute in Hamamatsu, Japan, with a specific focus on developing miniature 2-cycle motorcycle engines. The subsequent year marked the formal establishment of Honda Motor Company Ltd in 1948. Expanding its global footprint, American Honda Motor Co. became the company’s first foreign affiliate on June 11, 1959. Honda’s dominance in the motorcycle industry solidified over more than a decade, making it the world’s leading motorcycle manufacturer. The company diversified into the automobile sector in 1963 with the introduction of its inaugural vehicle, the T360 mini truck, followed by the S500 sports car, signaling Honda’s significant and enduring impact across multiple sectors of the automotive industry.

In 1982, Honda achieved a significant milestone by becoming the first Japanese automaker to commence vehicle manufacturing operations in the North American region. This strategic move marked a pivotal moment in the company’s global expansion, solidifying its commitment to the North American market. Building on this momentum, Honda further diversified its product offerings by introducing the Acura luxury car line in 1986. Just two years later, in 1988, Honda achieved another groundbreaking feat by becoming the first American-made automobile to be exported to Japan, underscoring the brand’s international recognition and quality standards.

Undeterred by past successes, Honda has consistently positioned itself at the forefront of innovation. One notable instance of this commitment is the introduction of ASIMO (Advanced Step in Innovative Mobility) in October 2000. ASIMO represents a groundbreaking development in robotics, presenting a humanoid robot capable of walking like a human, designed to assist individuals with disabilities. This exemplifies Honda’s dedication to leveraging technological advancements for the betterment of society. Additionally, Honda’s global influence is reflected in the diversity of its car lineup, which varies by nation, accommodating unique preferences and regional demands. This adaptability underscores Honda’s dynamic approach to the automotive industry, where innovation and a customer-centric focus continue to drive its success.
Honda automobiles are undeniably among the top-quality vehicles on the road today. Honda also prioritizes customer satisfaction by emphasizing vehicle safety and providing service centers in each country to assist users in maintaining their vehicles. To maintain Honda's success in the automobile industry, it is critical to understand what elements influence consumer purchasing behavior because it deals with how individuals or groups buy and experience to suit their requirements and preferences (Solomon, 2013). Consumer behavior involves the psychological processes that consumer's product search, choice, and purchase. The study aims to identify the factors that are influencing consumer purchasing behavior towards Honda vehicles which includes cars and motorcycles to provide useful insights regarding the buying pattern of consumers to assist the management in their future marketing strategies.

LITERATURE REVIEW

Consumer Purchase Behaviour
Consumer buying behavior encompasses the various actions individuals undertake before making a purchase, and this process is highly dynamic, contingent upon the specific product or service under consideration (Rumagit et al., 2022). The complexity of consumer decision-making is further accentuated by the influence of individual cultural backgrounds, social circumstances, and psychological demands (Dongyan & Bai, 2008). Additionally, demographic factors such as age, gender, occupation, income level, living location, education, and personal preferences play a substantial role in shaping buying intentions (Kotler, 2012). Recognizing and comprehending these multifaceted aspects of consumer behavior is vital for organizations, as it enables them to align their promotional strategies with the diverse influences that drive individuals to make purchasing decisions. This insight allows companies to tailor their approaches based on the factors that have proven effective in motivating consumer engagement and purchases.

In the context of consumer behavior toward car products, Giridhar, Joshi, and Sadarangani (2015) note that purchasing decisions are notably influenced by the profile of the car and the array of brands available in the market. Notably, a survey conducted by Shende (2014) highlights that, for consumers, the most pivotal factors in purchasing behavior were price and fuel efficiency, while technological advancements, performance, and overall feel ranked as relatively less significant considerations. The relevance of these factors in influencing consumer choices is echoed in the ongoing Nusantara research, where similar independent variables such as price, perceived usefulness, and service quality are employed to comprehensively explore and understand the intricacies of consumer behavior in the specific context of the automotive industry.

Price
The concept of price in the context of consumer transactions involves the monetary amount paid by customers to acquire goods or services, as succinctly described by Kotler and Armstrong (2010). Furthermore, the financial implications for customers play a crucial role in shaping consumer behavioral intentions. Surbhi (2021) provides a comprehensive definition of price as the aggregate of money transferred from the buyer to the seller, encompassing costs and profit margins. Delving deeper into the components of price, the cost of a product is attributed to the expenditure incurred on inputs such as capital and labor. It's worth noting that a customer's utilization of a product is often non-monetary and varies across individuals.

Building on this foundation, Larsen, Sigurdsson, and Breivik (2017) draw attention to a noteworthy connection between price, customer satisfaction, and consumer buying behavior. This implies that the price of a product not only influences the transaction but also has a profound impact on the overall satisfaction of the customer and subsequently
shapes their buying behavior. Recognizing the intricate relationship between price and consumer dynamics, hypotheses have been formulated for the ongoing research on Honda, aiming to delve into the specific nuances and correlations between pricing strategies, customer satisfaction, and subsequent purchasing behavior in the context of the automotive industry.

H1: Price is positively related to Consumer Purchasing Behaviour.

**Service Quality**

Service quality is related to customer perception toward service performance, where service quality affects it (Sumarlinah, Sukesi, & Sugiyanto, 2022). The service quality intended in this study is a measure of how well a company's level of service is able to fulfil the desires or expectations of consumers. Service quality, according to Kotler and Armstrong (2016), covers all features and attributes of a product or service that affect its potential to meet the product's demand. The quality of services provided is closely related to customer satisfaction. Customers are more likely to recommend a service or product if they are satisfied with it. According to Saputra and Antonio (2021), service quality is defined as the efficacy and efficiency of service quality provided to consumers seeking products or services. Consumers compare the quality of a good to the similar goods by the company’s competitors before purchasing it.

The following service quality indicators were used for this study based on the ServQual dimensions (Parasuraman, Zeithaml, & Berry, 1988), according to Honda's Automobile Industry: Tangibles (physical evidence), it is relating to the appearance of employees at Honda’s Automobile Industry, reliability is the one of indicators relating to the ability of employees at Honda’s Automobile Industry to assist consumers in making the purchase transaction process easily. Assurance (Guarantee), it refers to the ability of the dealer in terms of keeping appointments to the consumers. Empathy is related to staff hospitality when serving consumers. Responsiveness is related to the speed of employees at Honda’s Automobile Industry in welcoming and serving customers who come. Pérez-Morón et al. (2022) emphasized a substantial relationship between service quality, customer satisfaction and customer loyalty. The following hypotheses have been formulated for our research on Honda.

H2: Service Quality is positively related to Consumer Purchasing Behaviour.

**Perceived Usefulness**

Perceived usefulness, as defined by Davis (1989), encapsulates the subjective viewpoint of consumers, reflecting their belief that integrating technological features into a product or service will enhance its overall performance. This perception extends to consumers’ expectations of the outcomes derived from their experiences with a particular product or service, as elucidated by Monsuwe, Dellaert, and De Ruyter (2004). Noteworthy research by scholars like Nugroho (2009) and Abdullah et al. (2017) has consistently demonstrated that the perceived usefulness of a product significantly influences consumers' purchasing behavior. On the contrary, Salisbury, Rodney, Allison, and David (2001) have shown that perceived usefulness can also have adverse effects on consumer purchase behavior, suggesting a nuanced relationship between these variables. In the context of this study, the perceived usefulness of Honda’s cars is intricately linked to the quality and technological features embedded in Honda products, including advanced technologies like Honda Connect, Honda Sensing, Honda VTEC Turbo, and Honda Sport Hybrid i-CDC.
The impact of perceived usefulness extends beyond traditional factors, influencing consumers' willingness to embrace cutting-edge technologies such as fully autonomous driving systems, as observed in the study by Motamedi, Masrahi, Bopp, and Wang (2021). Honda's commitment to innovation is exemplified through the incorporation of these advanced technologies in their new vehicles. Consequently, the positive relationship between perceived usefulness and consumer purchase behavior becomes a focal point of investigation in this research. To explore this variable comprehensively, the study aims to solicit responses from participants regarding their understanding of Honda's advanced technology and how the incorporation of such technology brings them convenience, shedding light on the intricate dynamics between perceived usefulness and consumer preferences within the context of Honda's automotive offerings.

H3: Perceived Usefulness is positively related to Consumer Purchasing Behavior.

Brand Loyalty
Brand loyalty, as articulated by Aaker (2015), is fundamentally a relational bond between a customer and a brand. This metric serves as a crucial indicator of the likelihood that a consumer will switch allegiance to a competitor's brand, particularly when there are discrepancies in factors such as price or other distinguishing features. Schiffman and Kanuk (2009) emphasize that brand loyalty becomes a pivotal consideration for consumers consistently choosing the same brand within specific product and service categories over time. Oliver (1999) delineates four distinct types of brand loyalty, each serving as predictive indicators: cognitive loyalty, affective loyalty, conative loyalty, and behavioral loyalty. These dimensions encapsulate the various facets of consumer attachment to a brand, spanning from cognitive considerations to emotional connections and actual behavioral patterns.

Furthermore, Marconi (1993) sheds light on the influential factors shaping brand loyalty, emphasizing the significance of value, price, and brand quality. Any compromise in these dimensions, such as reduced quality standards or inappropriate pricing adjustments, has the potential to disillusion loyal consumers, especially those deeply committed to the brand. The alignment of consumer payments with the perceived quality of the product plays a pivotal role in fostering brand loyalty. Additionally, consumers tend to place trust in brands that have achieved a nationally or internationally renowned reputation, underscoring the importance of brand perception and recognition in cultivating consumer allegiance. In essence, brand loyalty is a multifaceted construct influenced by a combination of cognitive, emotional, and behavioral factors, as well as considerations of value, price, and brand quality, ultimately shaping consumers' enduring relationships with a brand.

H4: Brand Loyalty is positively related to Consumer Purchase Behaviour.

RESEARCH METHOD

The data collected from the digital survey has been analysed using IBM SPSS Statistics software to determine the significance and dependency of each variable.

Sample and Procedure
In the initial stages of December, the researchers strategically employed a Google Form questionnaire distributed through popular social media platforms such as WhatsApp and Telegram. The adoption of online survey methods was a deliberate choice aimed at optimizing both the reach and efficiency of data collection throughout Malaysia. This methodology demonstrated its effectiveness by facilitating widespread participation, engaging respondents from diverse geographical locations within the country. The
decision to utilize Google Form brought an additional layer of flexibility to the survey process, granting respondents the freedom to complete the questionnaire at their convenience without the imposition of time constraints. This adaptability became particularly advantageous during the ongoing pandemic, as it provided a secure and contact-free avenue for gathering data.

The survey, directed at a sample size of 160 participants, was meticulously designed to consider the varying experiences of individuals with or without prior usage of Honda cars, thereby ensuring a comprehensive exploration of consumer perspectives. The research also systematically captured a broad range of demographic characteristics to enrich the dataset with nuanced information. To derive meaningful insights from the collected data, a rigorous analysis will be undertaken using IBM SPSS Statistics software. This analytical process aims to discern the significance and interdependence of each variable, thereby contributing to a nuanced and thorough comprehension of the research parameters. In essence, this methodically structured research approach encompasses diverse elements, from strategic survey deployment to meticulous data analysis, all geared towards achieving a comprehensive understanding of consumer behaviors and preferences related to Honda cars in the Malaysian context.

Measures
The Google Form questionnaires are meticulously structured into six sections, each serving a distinct purpose. The sections include (A) Demographic profile, (B) Consumer purchase behavior, (C) Perceived usefulness, (D) Price, (E) Service quality, and (F) Brand loyalty. Notably, sections B to E specifically delve into the influential factors shaping consumer purchasing behavior of Honda Cars. To gather nuanced responses, a 5-Point Likert Scale is employed in these sections, ranging from 1 denoting "strongly disagree" to 5 indicating "strongly agree". This scale allows respondents to express their level of agreement with statements related to consumer behavior factors, enabling a quantifiable and structured analysis of the participants' perceptions and preferences regarding Honda Cars.

RESULTS

Table 1. Summary of Respondents’ Demographic Profile (N=160)

<table>
<thead>
<tr>
<th>Demographic Profile</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>88</td>
<td>55.00</td>
</tr>
<tr>
<td>Male</td>
<td>72</td>
<td>45.00</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 years and below</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>21-30 years old</td>
<td>31</td>
<td>19.40</td>
</tr>
<tr>
<td>31-40 years old</td>
<td>66</td>
<td>41.30</td>
</tr>
<tr>
<td>41-50 years old</td>
<td>33</td>
<td>20.60</td>
</tr>
<tr>
<td>51 years and above</td>
<td>30</td>
<td>18.80</td>
</tr>
<tr>
<td><strong>Nationality</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malaysian</td>
<td>160</td>
<td>100</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>143</td>
<td>89.40</td>
</tr>
<tr>
<td>Full-Time Student</td>
<td>5</td>
<td>3.10</td>
</tr>
</tbody>
</table>
Table 1 provides a comprehensive overview of the demographic characteristics of the survey respondents. The gender distribution among participants revealed that 55.00% were females, and 45.00% were males. In terms of age distribution, 19.40% of respondents fell within the 21-30 age bracket, 41.30% were in the 31-40 age group, 20.60% were aged 41-50, and 18.80% were 51 years and above. Notably, the entire respondent pool consisted of Malaysians. In terms of employment status, a majority of the 160 respondents were employed (143), while 12 identified as self-employed, and 5 were students. Additionally, 5 respondents reported having no income, 5 earned RM 1001-RM 3000, 74 earned in the range of RM 3001-RM 5000, and 76 earned RM 5001 and above.
All 160 respondents identified as Honda car users, with varying durations of usage—33.10% for 1-5 years, 48.10% for 6-10 years, and 18.80% for more than 10 years. When making car purchase decisions, 51 respondents prioritized car price, 26 focused on the car brand, 36 considered perceived usefulness, and 47 looked at quality criteria. Notably, all respondents acknowledged being influenced by financing factors during the car purchase process. Regarding the willingness to pay for Honda cars, 31.30% of respondents expressed a willingness to spend more than RM200,000, 58.80% were open to paying between RM100,000 and RM200,000, and 10% were willing to spend below RM100,000. All respondents unanimously agreed that a brand serves as a status symbol, indicating the perceived prestige associated with the Honda brand. Additionally, all respondents reported having positive experiences with the use of Honda cars, highlighting a consistent level of satisfaction among the surveyed users.

Table 2. Descriptive Statistics, Cronbach’s Coefficients Alpha and Zero Order Correlations of All Study Variable

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Perceived Usefulness</td>
<td>0.400</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Price</td>
<td>0.661**</td>
<td>0.808</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Service Quality</td>
<td>0.702**</td>
<td>0.498**</td>
<td>0.143</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Brand Loyalty</td>
<td>0.722**</td>
<td>0.669**</td>
<td>0.256**</td>
<td>0.032</td>
<td></td>
</tr>
<tr>
<td>5. Consumer Purchase Behaviour</td>
<td>0.538**</td>
<td>0.417**</td>
<td>0.355**</td>
<td>0.617**</td>
<td>0.102</td>
</tr>
<tr>
<td>Mean</td>
<td>4.18</td>
<td>4.04</td>
<td>4.09</td>
<td>4.07</td>
<td>3.77</td>
</tr>
<tr>
<td>Standard Deviation</td>
<td>0.50</td>
<td>0.44</td>
<td>0.38</td>
<td>0.34</td>
<td>1.11</td>
</tr>
<tr>
<td>No. of items</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: N=160; *p<0.05, **p<0.01, ***p<0.001. Diagonal entries in bold indicate Cronbach Alpha.

Table 2 presents a comprehensive set of descriptive statistics, Cronbach’s coefficients alpha, and zero-order correlations among the study variables, shedding light on the internal reliability and relationships among the factors under investigation. Cronbach’s alpha, a measure of internal consistency reliability, plays a crucial role in assessing the reliability of multiple elements within a scale. In this context, a value of 0.7 is indicative of a reasonable degree of reliability, while a score of 0.8 and above suggests a high degree of reliability. The scale comprises five elements: consumer purchase behavior, perceived usefulness, price, service quality, and brand loyalty. The Cronbach’s alpha values associated with these variables are 0.400, 0.808, 0.143, 0.032, and 0.102, respectively. While perceived usefulness demonstrates a high degree of internal reliability (Cronbach's alpha = 0.808), service quality, brand loyalty, and consumer purchase behavior exhibit lower reliability compared to the other variables.

The zero-order correlation coefficients, elucidating the linear relationships between variables, offer insights into the degree of association among the studied factors. A correlation coefficient of zero indicates no linear relationship between variables. Overall, the variables in this study exhibit moderate significance in relation to each other.
However, it is noteworthy that service quality, brand loyalty, and consumer purchase behavior emerge with lower reliability, emphasizing the need for cautious interpretation of findings related to these specific variables. The information derived from Table 2 contributes to a nuanced understanding of the interplay and reliability of the studied factors, informing the subsequent analysis and interpretation of the research findings.

### Table 3. Regression Analysis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standardized Beta</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>-0.149</td>
<td>0.104</td>
</tr>
<tr>
<td>Service Quality</td>
<td>0.313**</td>
<td>0.003</td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>-0.091</td>
<td>0.510</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>0.703***</td>
<td>0.000</td>
</tr>
<tr>
<td>F value</td>
<td>29.666</td>
<td></td>
</tr>
<tr>
<td>R square</td>
<td>0.434</td>
<td></td>
</tr>
<tr>
<td>Adjusted R Square</td>
<td>0.419</td>
<td></td>
</tr>
</tbody>
</table>

Note: N=160, *p<0.05, **p<0.01, ***p<0.001. The dependent variable is Consumer Purchasing Behaviour.

Table 3 encapsulates a comprehensive summary of the regression analysis conducted for this research study, focusing on the dependent variable, consumer purchasing behavior, and its relationships with independent variables, namely perceived usefulness, price, service quality, and brand loyalty. The findings reveal that service quality and brand loyalty emerge as highly significant factors positively influencing consumer purchasing behavior, thereby substantiating the acceptance of hypotheses H2 and H4. The robustness of these relationships is underscored by their high significance levels, suggesting a substantial impact of service quality and brand loyalty on shaping consumers' decisions to make a purchase.

The calculated R-square value of 0.434 provides valuable insights into the overall explanatory power of the model. Specifically, this value signifies that 43.40% of the variance in consumer purchasing behavior can be accounted for by the combined influence of the independent variables, including perceived usefulness, price, service quality, and brand loyalty. While service quality and brand loyalty contribute significantly to explaining consumer behavior, it is noteworthy that price and perceived usefulness emerge as less significant factors in influencing purchasing behavior. Consequently, hypotheses H1 and H3, pertaining to the significance of price and perceived usefulness in determining consumer purchasing behavior, are not accepted based on the regression analysis results.

In essence, the regression analysis in Table 3 not only validates certain hypotheses but also provides a nuanced understanding of the relative impact and significance of each independent variable in shaping consumer purchasing behavior within the context of this research study.
Price

The survey data underscores the pivotal role that price plays in influencing customer purchasing decisions and satisfaction. A substantial majority of respondents, comprising 61.3%, expressed high satisfaction, rating the price of Honda cars with a score of 5. This positive sentiment toward pricing aligns with external assessments, such as RepairPal awarding Honda vehicles a commendable 4.0 out of 5 for safety and reliability, securing the top position among the 32 car brands surveyed (Klamath Falls Honda, 2022). The extended duration of Honda usage reported by 48.1% of respondents (6 to 10 years) emphasizes the enduring appeal of Honda cars and suggests that consumers find the pricing justified over the long term.

Comparative market analysis positions Honda favorably against competitors, particularly Toyota and Hyundai. The pricing range for Honda vehicles, ranging from $16,000 to $37,000, is noted as more reasonable and affordable when contrasted with Toyota’s range of $17,750 to over $85,000. This affordability, coupled with consistent performance, positions Honda as a favorable choice for consumers. Notably, Honda’s superior performance, especially in engine performance over time, sets it apart from competitors like Hyundai.

DISCUSSION

Price

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The survey findings, coupled with market comparisons, reinforce the notion that pricing significantly influences buyer intentions. Customers appear willing to invest in Honda cars even if the price is relatively higher, given the perceived affordability, good quality, and enduring satisfaction associated with the brand. For existing Honda customers, the familiarity and satisfaction with the brand contribute to a strong willingness to invest further. In conclusion, the affordability of Honda cars, coupled with their quality, brand reputation, and utility, positions Honda as a preferred choice among consumers, solidifying the intricate relationship between pricing, buyer intentions, and overall satisfaction in the automotive market.

Service Quality
The survey results highlight the positive correlation between service quality and user satisfaction with Honda services. Notably, Honda owners express a remarkably high level of satisfaction with the quality of their vehicles, as evidenced by 54.4% assigning a 4 rating and 20.6% giving a top-notch 5 rating. This satisfaction is reinforced by external evaluations, with Consumer Reports positioning Honda among the top ten most reliable brands in 2020, showcasing its competitive standing in comparison to higher-rated counterparts. Honda's reputation for outstanding dependability is not easily matched by many other brands. Moreover, Honda's commitment to quality extends throughout a comprehensive cycle encompassing design, development, production, sales, and after-sales support. This holistic approach is geared towards consistently improving and delivering goods that are not only safe but also of exceptional quality, fostering customer trust in the brand's commitment to excellence.

Authorised Service Centres have the tools, expertise, and parts that are specific to each Honda cars. It will ensure that the customer receives the quality and excellence that consumers deserve. There are 12 specially designed benefits for Honda customers who use Honda's car repair services. Preventive Maintenance Service Schedule, Bulk Oil System, Special Tools, and Quality Fuel Strainer and Pollen Filter are a few examples. In response to the survey's final question, they are also satisfied with how Honda values its customers' reviews and feedback on its services as the rating gets higher. Honda also provides customer relations services with an aim to respond to Honda customers' inquiries in a polite, clear, and timely manner, delivering high quality communications to satisfy the customers' needs. These informations are then shared with the company's Research and Development Centre (R&D), manufacturing and sales department by keeping the consumer's identity anonymous. A platform is also in place to enable directors and other affiliates with proper access to this information. Furthermore, in response to certain customers' desire to resolve issues on their own, Honda has built Customer Relations Centre sites on both its website and the Honda Dream mobile site. These sites are designed to respond to regular custom in order to meet consumer needs in a fast manner.

Perceived Usefulness
This discussion delves into the impact of Honda's advanced technology on the perceived usefulness that, in turn, influences customer decisions to purchase Honda cars. Survey results indicate a consensus among the majority of respondents that Honda's technological advancements contribute to the efficiency of automobiles in a manner that is both straightforward to comprehend and enhances safety in their daily lives. The literature review underscores Honda's commitment to incorporating cutting-edge technologies into their vehicles, including notable features such as Honda Connect, Honda Sensing, Honda V-Tec Turbo, and Honda Sport Hybrid I-DCD.
Among these technologies, Honda’s emphasis on safety is evident through Honda Sensing, a technology linked to the Honda Safe Swarm concept. This concept envisions the use of connected car technology to establish a world without collisions, promoting safe and efficient traffic flow (Torrance, Calif 2018). The incorporation of such advanced safety features not only aligns with contemporary automotive safety standards but also serves as a compelling factor influencing customers’ perceptions of Honda cars as secure choices.

Honda Connect technology further enhances the appeal of Honda cars by simplifying consumers’ lives. This technology allows remote monitoring and management of the vehicle, providing convenient access through smartphones. Users can easily retrieve information about their car's status, including battery levels, fuel levels, lock status, and airbag conditions. The ease with which consumers can stay informed about their vehicle's well-being and manage it remotely is likely to contribute significantly to the perceived usefulness of Honda cars.

In conclusion, Honda's commitment to advanced technology, particularly in the realms of safety and connectivity, aligns with contemporary consumer expectations. The integration of Honda's advanced technologies not only ensures safety but also enhances the overall usability and convenience of Honda cars. This, in turn, positively influences consumers' perceptions of the brand and contributes to their consideration and decision to purchase a Honda vehicle.

Brand Loyalty
The research findings underscore the pivotal role of brand loyalty as a decisive factor influencing consumers’ proclivity to choose Honda’s cars, necessitating a strategic approach from manufacturers for both medium and long-term production planning. Recognizing the significance of cultivating brand loyalty, it becomes imperative for manufacturers to not only align their production strategies with this consumer behavior but also to continually engage in research and development. This proactive stance is vital in ensuring that the products brought to market consistently meet and exceed the evolving expectations of the customer base. The dynamic nature of consumer preferences requires manufacturers to adapt and innovate, emphasizing the need for a forward-looking production strategy that considers not only the current market landscape but also anticipates future shifts in consumer demands.

In addition to fostering brand loyalty, the research highlights the importance of addressing the issue of “competitive prices” to further augment consumers’ purchasing intentions. For automobile makers, a strategic focus on pricing strategies is integral to the overall success of their products in the market. The notion of competitive pricing extends beyond merely setting prices within the industry norms; it involves a nuanced understanding of market dynamics, consumer perceptions, and the value proposition offered by the products. Therefore, manufacturers need to navigate the delicate balance between offering high-quality vehicles that resonate with consumers while concurrently ensuring that the pricing is perceived as competitive. This dual focus on brand loyalty and competitive pricing encapsulates a comprehensive approach that can effectively shape consumers’ willingness to choose Honda's cars, fostering sustained success in the automotive market.
CONCLUSION

Consumer purchasing behavior is a complex phenomenon shaped by various factors, encompassing individual needs and desires. This research article delves into the nuanced landscape of consumer choices with a particular focus on Honda Cars, identifying price, service quality, brand loyalty, and perceived usefulness as the key determinants. The study underscores the significance of service quality and brand loyalty in influencing consumers’ decisions when purchasing Honda Cars. Notably, the survey data reveals a high level of service quality experienced by Honda consumers, contributing to the establishment of enduring brand loyalty.

Interestingly, the findings suggest that consumers place relatively less emphasis on perceived usefulness and price when considering Honda car purchases compared to the pivotal role played by the brand image and the quality of services offered by Honda. This nuanced understanding of the factors influencing consumer behavior not only provides valuable insights for Honda but also paves the way for future research. By examining the four primary aspects of price, service quality, brand loyalty, and perceived usefulness, this article lays the groundwork for researchers to explore additional factors that may sway purchasing decisions. Moreover, the research methodology employed a quantitative approach within a specific geographical region, offering an avenue for future investigations to adopt a qualitative perspective and expand the survey's geographic scope for a more comprehensive understanding of consumer preferences.

ACKNOWLEDGMENT
N/A

DECLARATION OF CONFLICTING INTERESTS
The authors declared no potential conflicts of interest.

REFERENCES


