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# A STUDY ON CONSUMER BUYING BEHAVIOUR AT TOYOTA MOTORS

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## ABSTRACT

The purpose of this research is to identify the most important elements that influence consumers' choices to buy Toyota vehicles. As a globally renowned automaker, Toyota caters to a wide array of consumer preferences with its extensive product lineup. Brand perception, price, fuel economy, safety features, after-sales service, and value for money are among the factors examined as influences on consumer preference. A descriptive research design was adopted, and data were collected from 100 respondents comprising Toyota vehicle owners, existing customers, and prospective buyers through a structured questionnaire, supplemented by secondary data from books, journals, and company reports. The data were analysed using percentage analysis and graphical representation. The results indicate that product quality, fuel efficiency, safety features, and brand reputation are the principal drivers of Toyota purchase decisions, and that a large majority of respondents report satisfaction with vehicle performance, after-sales service, and overall value for money, translating into strong repurchase intention and willingness to recommend the brand. The study concludes with practical suggestions for strengthening customer loyalty and offers managerial implications for marketers and policymakers in the automobile sector.

***Keywords:*** *Consumer Buying Behaviour; Toyota Motors; Brand Loyalty; Customer Satisfaction; Purchase Decision; Automobile Industry*

## 1. INTRODUCTION

Consumer buying behaviour refers to the process of selecting, purchasing, using, and disposing of goods and services by individuals and groups in order to fulfil their wants and needs. Understanding this behaviour is essential for organisations, as it provides insight into customers' preferences, expectations, and purchasing patterns, enabling firms to design more effective products, marketing programmes, and customer-service strategies.

The contemporary market offers consumers a wide selection of products and brands, and purchase choices are shaped by an interplay of personal, financial, cultural, social, and psychological factors, alongside considerations of product quality, price, and promotion. With the proliferation of online information sources, consumers are increasingly empowered to compare alternatives before arriving at a decision, making the continual study of consumer behaviour imperative for firms seeking to attract and retain customers.

Toyota Motor Corporation, as one of the world's leading automobile manufacturers, serves a diverse customer base through a broad portfolio of vehicles. Within the Indian market, Toyota's positioning depends on how effectively it understands and responds to evolving consumer expectations regarding quality, affordability, fuel efficiency, safety, and after-sales support. This study examines the buying behaviour of Toyota consumers with a view to identifying the determinants of purchase decisions and the level of satisfaction experienced by customers, thereby generating insights of value to marketers, dealers, and policymakers in the automotive sector.

## 2. REVIEW OF LITERATURE

Consumer behaviour has been defined in varied but complementary ways across the marketing literature. Schiffman describes it as the process by which individuals allocate their resources of time, money, and energy towards consumption. Kotler frames it as the decisions and actions of people involved in buying and using goods and services, while Loudon and Della Bitta emphasise the activities individuals engage in while searching for, selecting, purchasing, using, evaluating, and disposing of goods and services. Engel, Blackwell, and Miniard similarly characterise it as what consumers do when making purchase decisions, and Solomon extends the concept to the study of individuals, groups,

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and organisations in the processes of selecting, acquiring, using, and disposing of goods, services, ideas, or experiences.

Several established theoretical frameworks help explain automobile purchase behaviour. The Theory of Planned Behaviour (Ajzen) links purchase intention to attitude, social influence, and perceived behavioural capability. Maslow's Hierarchy of Needs situates the automobile purchase within the satisfaction of safety, social, and esteem needs. The Engel-Kollat-Blackwell model and the Howard-Sheth model both describe a sequential decision process spanning problem recognition, information search, evaluation of alternatives, and post-purchase behaviour, shaped by perception, motivation, learning, and prior experience. Kotler's framework of cultural, social, personal, and psychological determinants, the Theory of Rational Choice, the Stimulus-Response model, the Learning Theory of consumer behaviour, and the Value-Based Consumer Behaviour Theory collectively underline those constructs that recur throughout this study: product quality, price, brand image, safety, fuel economy, and after-sales service. Prior empirical work on brand image and loyalty in the automotive sector, including studies focused specifically on Toyota, similarly identifies brand reputation and customer perception of quality as central to purchase and repurchase decisions, providing the conceptual basis for the present investigation.

## 3. OBJECTIVES OF THE STUDY

In keeping with the gaps identified in the literature, the present study is guided by three specific objectives:

- To identify and examine the key factors — including product quality, price, fuel efficiency, safety features, and brand reputation — that influence consumers' decisions to purchase Toyota vehicles.
- To assess the level of customer satisfaction with Toyota vehicles in terms of vehicle quality, fuel efficiency, safety features, after-sales service, and overall value for money.
- To evaluate consumers' purchase intention and brand loyalty towards Toyota Motors, and to suggest measures for enhancing customer satisfaction and retention.

## 4. RESEARCH METHODOLOGY

### 4.1 Research Design

A descriptive research design was adopted for the study, as it is well suited to capturing consumer opinions, attitudes, and behaviours in a systematic and quantifiable manner.

### 4.2 Data Collection

Both primary and secondary data were used. Primary data were collected directly from Toyota vehicle owners, existing customers, and prospective buyers through a structured questionnaire designed to capture their opinions, preferences, and purchasing behaviour. Secondary data were drawn from books, journals, company reports, and reputable websites to provide background and context for the study.

### 4.3 Sampling

- Sampling Technique: Convenience sampling
- Sampling Population: Toyota vehicle owners, existing customers, and prospective buyers
- Sample Size: 100 respondents

### 4.4 Statistical Tools

The collected data were analysed using simple statistical tools, namely percentage analysis, tabulation, and graphical representation (pie and bar charts), to enable clear interpretation of consumer responses.

## 5. LIMITATIONS OF THE STUDY

- The study is based on responses from a limited sample of 100 Toyota customers and may not fully represent the views of all consumers.

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- Consumer buying behaviour evolves continuously with market trends, technology, and economic conditions, which may limit the long-term applicability of the findings.
- The accuracy of the results depends on the sincerity and understanding of respondents in providing correct information.
- The research is confined to Toyota and does not provide a comparative analysis with competing automobile brands.
- Owing to constraints of time and resources, the study covers only selected factors and may not capture every dimension of consumer behaviour.

## 6. RESULTS

This section presents the results of the survey of 100 respondents, organised question-by-question with percentage distributions and interpretation, in line with Objectives 1 and 2 of the study.

***Table 1: Toyota Vehicle Owned by Respondents***

| Vehicle Model | No. of Respondents | Percentage (%) |
|---|---|---|
| Urban Cruiser Hyder | 20 | 20% |
| Innova Crista | 30 | 30% |
| Innova Hy cross | 25 | 25% |
| Fortuner | 25 | 25% |
| Total | 100 | 100% |

***Interpretation:*** *Innova Crista (30%) is the most owned Toyota model among respondents, followed by Innova Hy cross and Fortuner (25% each), while Urban Cruiser Hyder accounts for the smallest share (20%), indicating a stronger respondent preference for Toyota's MPV and SUV segments.*

***Table 2: Main Reason for Purchasing a Toyota Vehicle***

| Reason | No. of Responses | Percentage (%) |
|---|---|---|
| Product Quality | 28 | 28% |
| Brand Reputation | 18 | 18% |
| Fuel Efficiency | 22 | 22% |
| Safety Features | 20 | 20% |
| Resale Value | 12 | 12% |
| Total | 100 | 100% |

***Interpretation:*** *Product quality (28%) is the foremost reason for purchase, followed by fuel efficiency (22%) and safety features (20%). Brand reputation (18%) plays a moderate role, while resale value (12%) is the least influential factor, suggesting that customers primarily value Toyota's reliability and performance.*

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***Table 3: Source of Awareness about Toyota Vehicles***

| Source | No. of Responses | Percentage (%) |
|---|---|---|
| TV Advertisement | 22 | 22% |
| Social Media | 18 | 18% |
| Friends and Relatives | 28 | 28% |
| Dealers | 14 | 14% |
| Company Website | 18 | 18% |
| Total | 100 | 100% |

***Interpretation:*** *Friends and relatives (28%) form the largest source of awareness, closely followed by TV advertisements (22%); social media and the company website each account for 18%, and dealers for 14%. This highlights the substantial role of word-of-mouth alongside conventional and digital media in building consumer awareness.*

***Table 4: Factor Influencing Purchase Decision the Most***

| Factor | No. of Responses | Percentage (%) |
|---|---|---|
| Price | 22 | 22% |
| Quality | 30 | 30% |
| Brand Image | 15 | 15% |
| Features | 18 | 18% |
| After-Sales Service | 10 | 10% |
| Others | 5 | 5% |
| Total | 100 | 100% |

***Interpretation:*** *Quality (30%) emerges as the dominant purchase driver, followed by price (22%) and features (18%). Brand image (15%) and after-sales service (10%) are secondary considerations, indicating that consumers prioritise product value over brand prestige alone.*

***Table 5: Rating of Toyota Vehicle Quality***

| Rating | No. of Respondents | Percentage (%) |
|---|---|---|
| Excellent | 40 | 40% |
| Good | 35 | 35% |
| Average | 20 | 20% |
| Poor | 5 | 5% |
| Total | 100 | 100% |

***Interpretation:*** *Seventy-five percent of respondents rate Toyota's vehicle quality as Excellent or Good, with only 5% rating it Poor — reflecting a strongly favourable perception of build quality among customers.*

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***Table 6: Satisfaction with Fuel Efficiency***

| Satisfaction Level | No. of Respondents | Percentage (%) |
|---|---|---|
| Highly Satisfied | 55 | 55% |
| Satisfied | 20 | 20% |
| Neutral | 15 | 15% |
| Dissatisfied | 10 | 10% |
| Total | 100 | 100% |

***Interpretation:*** *A combined 75% of respondents report being Highly Satisfied or Satisfied with fuel efficiency, confirming it as a clear strength in Toyota's value proposition.*

***Table 7: Satisfaction with Safety Features***

| Satisfaction Level | No. of Respondents | Percentage (%) |
|---|---|---|
| Highly Satisfied | 40 | 40% |
| Satisfied | 35 | 35% |
| Neutral | 15 | 15% |
| Dissatisfied | 7 | 7% |
| Highly Dissatisfied | 3 | 3% |
| Total | 100 | 100% |

***Interpretation:*** *Seventy-five percent of respondents are Highly Satisfied or Satisfied with Toyota's safety features, while only 10% express dissatisfaction, indicating strong consumer confidence in the brand's safety technology.*

***Table 8: Satisfaction with After-Sales Service***

| Satisfaction Level | No. of Respondents | Percentage (%) |
|---|---|---|
| Highly Satisfied | 30 | 30% |
| Satisfied | 40 | 40% |
| Neutral | 15 | 15% |
| Dissatisfied | 10 | 10% |
| Highly Dissatisfied | 5 | 5% |
| Total | 100 | 100% |

***Interpretation:*** *Seventy percent of respondents are satisfied overall with after-sales service, though the 15% dissatisfaction rate suggests room for improvement in service delivery — a point reflected later in the study's suggestions.*

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***Table 9: Perception of Value for Money***

| Opinion | No. of Respondents | Percentage (%) |
|---|---|---|
| Strongly Agree | 35 | 35% |
| Agree | 40 | 40% |
| Neutral | 15 | 15% |
| Disagree | 7 | 7% |
| Strongly Disagree | 3 | 3% |
| Total | 100 | 100% |

***Interpretation:*** *Seventy-five percent of respondents agree or strongly agree that Toyota vehicles provide value for money, reinforcing the quality-price perception identified in earlier tables.*

***Table 10: Importance Given to Brand Reputation***

| Frequency | No. of Respondents | Percentage (%) |
|---|---|---|
| Always | 30 | 30% |
| Often | 35 | 35% |
| Sometimes | 20 | 20% |
| Rarely | 10 | 10% |
| Never | 5 | 5% |
| Total | 100 | 100% |

***Interpretation:*** *Sixty-five percent of respondents Always or Often consider brand reputation when purchasing a vehicle, confirming brand reputation as a consistently influential — though not the sole — factor in the decision process.*

***Table 11: Satisfaction with Overall Vehicle Performance***

| Satisfaction Level | No. of Respondents | Percentage (%) |
|---|---|---|
| Highly Satisfied | 38 | 38% |
| Satisfied | 37 | 37% |
| Neutral | 15 | 15% |
| Dissatisfied | 7 | 7% |
| Highly Dissatisfied | 3 | 3% |
| Total | 100 | 100% |

***Interpretation:*** *Seventy-five percent of respondents are Highly Satisfied or Satisfied with their Toyota vehicle's overall performance, corroborating the high quality ratings reported in Table 5.*

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***Table 12: Intention to Repurchase a Toyota Vehicle***

| Response | No. of Respondents | Percentage (%) |
|---|---|---|
| Definitely Yes | 42 | 42% |
| Probably Yes | 33 | 33% |
| Not Sure | 15 | 15% |
| Probably No | 7 | 7% |
| Definitely No | 3 | 3% |
| Total | 100 | 100% |

***Interpretation:*** *Seventy-five percent of respondents would Definitely or Probably repurchase a Toyota vehicle, indicating a high level of brand loyalty and positive repurchase intention.*

***Table 13: Willingness to Recommend Toyota Vehicles***

| Response | No. of Respondents | Percentage (%) |
|---|---|---|
| Yes | 85 | 85% |
| No | 15 | 15% |
| Total | 100 | 100% |

***Interpretation:*** *An overwhelming 85% of respondents would recommend Toyota vehicles to others, reflecting strong customer advocacy and favourable word-of-mouth potential for the brand.*

***Table 14: Most Preferred Feature***

| Feature | No. of Respondents | Percentage (%) |
|---|---|---|
| Quality | 30 | 30% |
| Fuel Efficiency | 25 | 25% |
| Comfort | 20 | 20% |
| Safety | 15 | 15% |
| Design | 10 | 10% |
| Total | 100 | 100% |

***Interpretation:*** *Quality (30%) and fuel efficiency (25%) are the most valued features, together accounting for over half of all preferences, while comfort (20%), safety (15%), and design (10%) are secondary considerations.*

***Table 15: Overall Rating of Toyota Vehicles***

| Rating | No. of Respondents | Percentage (%) |
|---|---|---|
| Excellent | 45 | 45% |
| Good | 35 | 35% |
| Average | 15 | 15% |

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| | | |
|---|---|---|
| Poor | 5 | 5% |
| Total | 100 | 100% |

***Interpretation:*** *Eighty percent of respondents rate Toyota vehicles as Excellent or Good overall, and only 5% rate them Poor, confirming a strongly positive aggregate perception of the brand across the sample.*

## 7. DISCUSSION

The results provide clear support for all three objectives of the study. In relation to the first objective, product quality, fuel efficiency, and safety features consistently emerge as the strongest drivers of Toyota purchase decisions (Tables 2 and 4), with brand reputation playing a supporting rather than dominant role (Table 10). This pattern is consistent with the Theory of Rational Choice and the Value-Based Consumer Behaviour Theory discussed in the literature review, both of which posit that consumers weigh perceived benefits against cost when selecting durable goods such as automobiles.

With respect to the second objective, satisfaction levels are uniformly high across vehicle quality, fuel efficiency, safety, value for money, and overall performance (Tables 5, 6, 7, 9, and 11), each showing combined Satisfied/Highly Satisfied proportions of 70% or more. After-sales service satisfaction, while still positive at 70%, is comparatively the weakest of the satisfaction indicators, pointing to a specific area where service quality could be strengthened.

For the third objective, the data show strong behavioural loyalty: 75% of respondents intend to repurchase a Toyota vehicle (Table 12) and 85% would recommend the brand to others (Table 13), figures that substantially exceed the proportion expressing simple satisfaction. This gap suggests that Toyota's brand equity — built on a long-standing reputation for reliability — converts customer satisfaction into advocacy more effectively than satisfaction scores alone would predict, consistent with the Learning Theory of consumer behaviour, under which positive experience reinforces repeat purchase and loyalty over time.

## 8. FINDINGS

- Innova Crysta is the most commonly owned Toyota model (30%), followed closely by Innova Hycross and Fortuner (25% each).
- Product quality (28%) is the leading reason for purchasing a Toyota vehicle, ahead of fuel efficiency (22%) and safety features (20%).
- Friends and relatives (28%) and TV advertisements (22%) are the principal sources through which consumers learn about Toyota vehicles.
- Quality (30%) is the single most influential factor in the final purchase decision, ahead of price (22%).
- Seventy-five percent of respondents rate Toyota's vehicle quality as Excellent or Good.
- A majority of respondents (75% or more) report satisfaction with fuel efficiency, safety features, value for money, and overall vehicle performance.
- After-sales service shows comparatively lower satisfaction (70% Satisfied/Highly Satisfied, with 15% dissatisfied), making it the weakest link in the customer experience.
- Brand reputation is Always or Often considered by 65% of respondents during purchase, confirming its continuing, if secondary, influence.
- Seventy-five percent of respondents intend to repurchase a Toyota vehicle, and 85% would recommend the brand to others, indicating strong brand loyalty and advocacy.
- Overall, 80% of respondents rate Toyota vehicles as Excellent or Good, confirming a favourable aggregate brand perception.

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## 9. SUGGESTIONS

- Toyota should consider moderating service costs for its vehicles to improve affordability perceptions among price-sensitive segments.
- Reported concerns regarding mileage/fuel-efficiency expectations among certain users should be investigated and addressed through product communication or technical refinement.
- Expanding free servicing camps and similar customer-engagement initiatives can strengthen loyalty and offset the comparatively lower satisfaction with after-sales service.
- Vehicle cleaning, routine servicing, and after-sale support should be prioritised and enhanced, as this is the area with the greatest scope for improvement relative to other satisfaction indicators.
- Given that friends, relatives, and television remain the dominant awareness channels, Toyota should continue to invest in word-of-mouth-friendly initiatives (such as referral programmes) alongside conventional advertising.

## 10. CONCLUSION

This study set out to identify the key factors influencing Toyota purchase decisions, assess customer satisfaction across major product and service dimensions, and evaluate purchase intention and brand loyalty among Toyota consumers. The findings demonstrate that product quality, fuel efficiency, and safety are the primary determinants of purchase, that customer satisfaction is consistently high across most dimensions of the ownership experience, and that this satisfaction translates into strong repurchase intention and a high propensity to recommend the brand. After-sales service, while still rated positively, represents the most actionable opportunity for improvement.

The decision-making process for consumers varies with the nature of the purchase, and complex, high-value purchases such as automobiles typically involve more extensive deliberation and the participation of multiple stakeholders. No single theory of consumer behaviour holds universally across markets; rather, marketing, economic, technological, political, and cultural stimuli interact with the buyer's individual characteristics to produce observable outcomes such as brand choice, dealer choice, and purchase timing. For Toyota, the evidence assembled here suggests that sustaining its reputation for quality and reliability, while specifically strengthening after-sales service, offers the most direct route to reinforcing the brand loyalty already evident among its customers.

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