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A Study on Consumer Perception of Toyota Innova's Vehicle Reliability and Durability in Coimbatore City.

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ABSTRACT

This study examines consumer perception on the reliability and durability of Toyota Innova vehicles in Coimbatore City. Toyota Innova has earned a strong reputation for performance, comfort, and long-term durability, making it a preferred choice among families and business people in India. The research adopts a descriptive design, by collecting primary data from the respondents through structured questionnaires. Key factors analysed are vehicle performance, engine reliability, design and comfort, mileage, service quality, and cost of spare parts. The results show that most consumers are highly satisfied with the vehicle's performance, build quality, and service response. A majority believe the Innova can last between three to six years with properly maintenance. However, higher spare part costs and lower fuel efficiency remain areas of concern. Overall, the findings highlight Toyota Innova's strong brand image, reliability and durability for long period.

Keywords: Vehicles Reliability, Performance, Design and Comfort, Cost of spare parts .

Introduction

The automobile industry plays an important role in Indian Market. Innova Vehicles are the symbol of reliability and comfort in Indian cars. Among various brands in the Indian market, the Toyota Innova has earned a strong reputation for its durability, spacious design, and reliable performance, especially for long-term use. Understanding consumer perception of reliability and durability is essential for manufacturers to maintain customer satisfaction and stay competitive. This study focuses on analyzing the views and experiences of Toyota Innova owners and users in Coimbatore City. It examines key factors such as vehicle performance, service quality, design and comfort, cost of spare parts, and overall customer satisfaction. The findings aim to provide insights that can help Toyota and its dealers strengthen their marketing strategies, address areas of concern, and enhance long-term customer relationships.

Objective

1. To examine about the **customer satisfaction on the service** provided by dealers
2. To understand the opinion of customer regarding its features like **mileage, price, quality etc.,**
3. To understand about the opinion of customers regarding **the reliability, durability of vehicles and availability of spare parts.**

Methodology

Data type : Primary data

Research design : Descriptive

Sample size : 61 respondents

Data collection tool : structure questionnaire

Tools for analysis : Percentage analysis for satisfaction levels

Literature Review

1. **Haris A (2022)** : Marketing Strategy on Purchase Decisions for Toyota All New Veloz Cars. The study aims to determine the influence of product, price, promotion, and distribution factors on purchasing decisions of the Toyota All New Veloz in Makassar City.
2. **Wulandari. N. W. S., Sakthi. D. P. B., & Athar. H. S.(2022)** : The Effect of Country of Origin and Country of Manufacture on Percieved Quality and Purcahse Intention on Toyota Cars in West Nusa Tenggara, Indonesia This study aims to determine and Analyze the influence of Country of Origin and Country of Manufacture variables on Purchase Intension and Perceived Quality, as well as the impact if Perceived Quality variable on the Purchase Intension of Toyota Cars in West Nusa Tenggara.
3. **Baber H (2018)** : Service quality perception of customer-A study of Toyota motors in India. The study is aimed to explore the gap between the level of expectation in service quality and service perception and its influence on customer satisfaction of Toyota customers in India.

Data Analysis :

Table 1. Demographic Analysis

Factors	Categories	No of respondents	Percentage (%) of Respondents
Gender	Male	41	67%
	Female	20	33%
Education	School	5	8%
	Under Graduate	40	66%
	Post Graduate	10	16%
	Professional Course	1	2%
	Others	5	8%
Occupation	Part Time	10	16%
	Full Time	17	28%
	Business	25	42%
	T-Board Drivers	9	14%
Monthly Income	10000-20000	10	16%
	20000-30000	10	16%
	30000-40000	11	18%
	40000-50000	5	9%
	Above 50000	25	41%
Residential Place	City or Town	52	85%
	Village	2	3%
	Hills Station	7	12%

Interpretation

The table shows that Majority of Respondents (**67%**) are **Male** and (**66%**) of respondents has completed their **Under Graduation**. Most of them (**42%**) has their occupation in **Business** and (**41%**) are obtaining their monthly income **Above 50000**. The Majority of people (**85%**) are living in **City and Town**.

Table 2: Customer Satisfaction Level

Particulars	Respondents	%
Very Satisfied	49	80%
Average	11	18%
Not Satisfied	31	2%
Total	61	100%

Interpretation

The table shows that Majority of the Respondents (**80%**) are Highly Satisfied and (18%) has an Average experience and Minimum of respondents (2%) are Not Satisfied. Thus Majority of Respondents are **High Satisfied**.

Table 3. Vehicle's Durability

Particulars	Respondents	%
1-3 years	5	8%
3-6 years	40	66%
6-10 years	10	16%
10-15 years	4	7%
Above 15 years	2	3%
Total	61	100%

Interpretation

From the above table it is clear that Majority of respondents (**66%**) experienced the Vehicle durability last for 3-6 years. Other respondents of (16%) for 6-10 years, (8%) for 1-3 years, (7%) for 10-15 years and (3%) Above 15 years. Thus, majority of the customers has durability for **3-6 years**.

Table 4. Customer Preferences

Particulars	Respondents	%
Design & Comfort	23	38%
Price	9	15%
Mileage	10	16%
Performance	14	23%
Brand	5	8%
Total	61	100%

Interpretation

The table shows that Most of Customers (**38%**) has preferred the vehicle for design & comfort. While (23%) for performance, (16%) for mileage, (15 %) for price and (8 %) of customers for brand. Thus, Most of the Respondents has preferred the vehicle for **Design & Comfort**.

Table 5. Customer Response

Factors	Categories	No. of Respondents	Percentage %
Quality of Service and Repairs	Well Satisfied	47	77%
	Neutral	13	21%
	Not Satisfied	1	2%
Responses for Customers	Yes, Properly Responded	53	86%
	No Response	4	7%
	Not Properly Responded	4	7%
Fuel Efficiency (Mileage)	Best Mileage	16	26%
	Low Mileage	5	8%
	Average Mileage	40	66%
Performance in Highways and Hills Station (Mileage)	Well Satisfied	46	75%
	Neutral	15	25%
	Not Satisfied	0	0%
Issues with Spare parts or Components	Yes, frequently	10	16%
	Rarely occurs	5	8%
	No issues	1	2%
	Based on Maintenance	45	74%
Vehicle's Engine Reliability	Very Satisfied	32	52%
	Satisfied	20	33%
	Neutral	7	11%
	Not Satisfied	1	2%
	Worst Performance	1	2%
Mechanical Issues	Yes, Randomly	4	6%
	No Issues	2	3%
	Rarely occurs	2	3%
	Based on Maintenance	52	88%

Factors	Categories	No. of Respondents	Percentage %
Vehicle's ability to last 5+ years	Very sure	47	77%
	Not sure	13	21%
	Not possible	1	2%
Build quality of vehicle	Good quality	45	74%
	Average quality	15	25%
	Low quality	1	2%
Cost of Spare parts	Expensive	31	51%
	Affordable	23	38%
	Reasonable	7	11%
Recommend to Friends and Family	Very sure	50	82%
	Never Recommend	4	7%
	May be	7	11%
	Total	61	100%

Interpretation

From the above table it is clear that (77%) of customers are **Well Satisfied** with the quality of **Service and Repairs** and **Customer Service also Properly Responded** for (86%) of customers. The Majority of the customers (66%) has experienced with **Average Mileage** and (75%) has better mileage in **Hills stations and Highways**. The Majority of customer (52%) are **Very Much Satisfied** with the **Engine's Reliability** and (77%) Customers are **Very Sure** that the vehicle has ability to last for **5+years** of lifespan. Majority of customers (88%) say that **Mechanical Issues** with vehicles occurs only **Based on the Maintenance** and also issues with the **Spare parts or other components** are occurred **Based on the Maintenance** only for (74%) of customers. About (74%) of customers says that Innova has **Best Build Quality**. But, (51%) of customer feels that cost of spareparts are **Expensive**. The Majority of Customers (82%) are **Very Sure** that they will definitely **Recommend innova to their friends and family**.

Findings

- The Majority of Respondents (67%) are **Male** and (66%) has completed **Under Graduation**.
- The Most of respondents (42%) has their occupation with **Business** and (41%) of them are obtaining their monthly income **Above 50000**.
- The Majority (85%) of people are living in **City and Town**.
- The Majority (80%) of customers are **Satisfied** with vehicle performance.
- The Most of the customers (46%) says that vehicle mostly exist for lifespan of **3-6 years**.
- The Most of Customers (38%) has preferred the vehicle for **Design & Comfort**.
- The Majority (77%) of customer are Well Satisfied with the quality of **Service and Repairs**.
- **Customer Service & Support** also properly responded for Majority (86%) of customers.
- The Majority (66%) of the customers has experienced with **Average Mileage**.
- The Majority (75%) of customers has better mileage in **Hills stations and Highways**.
- The Majority (52%) of customers are **Very Much Satisfied** with the **Engine's Reliability**.
- The Majority (77%) of customers are **Very Sure** that the vehicle has ability to last for **5+years** of lifespan.

- The Majority (88%) of customers says that **Mechanical Issues** in vehicles occurs only **Based on the Maintenance**.
- The Majority (74%) of customers says that Innova has **Best Build Quality**.
- The Majority (51%) of customer feels that cost of spare parts are **Expensive**.

Conclusion

The Toyota Innova is a versatile multi-purpose vehicle (MPV) since its launch in 2004. The study on consumers perspective on the reliability and durability of the Toyota Innova in Coimbatore City shows that the Innova still holds a strong reputation among customers. Most respondents reported that they are Very satisfied with the vehicle's overall performance, engine reliability, build quality, and service responsiveness. Consumers especially appreciate its design, comfort, and suitability for long-term use. The Majority believe the vehicle effectively lasts for 3 to 6 years and trust its ability to perform well in different driving conditions. Even though the Innova is generally seen as a reliable and durable vehicle, the study points out areas for improvement like increasing fuel efficiency and making spare parts more affordable. Customer loyalty remains strong with their opinion. Most respondents willing to recommend the vehicle to others. These insights can help Toyota and its dealers to improve their market position by addressing cost-related concerns and continuing to provide high-quality service to their customers by maintain their Brand Image in market.

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