



Consumer preference on E vehicle of toyato

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ABSTRACT:

This study explores consumer preferences towards electric vehicles (EVs) manufactured by Toyota, focusing on key factors that influence purchasing decisions in the evolving automotive market. With the global shift towards sustainable transportation, Toyota has expanded its EV lineup to meet rising environmental and consumer demands. The research investigates aspects such as brand perception, pricing, technological innovation, driving range, environmental concerns, and after-sales support. Primary data was collected through surveys and interviews, targeting current and potential EV buyers. The findings reveal that while Toyota benefits from strong brand loyalty and trust in reliability, consumers prioritize battery life, charging infrastructure, and affordability when choosing an EV. The study concludes with strategic recommendations for Toyota to enhance its EV appeal by addressing specific consumer expectations and strengthening its position in the competitive EV landscape.

INTRODUCTION:

RODUCTION The growth of air pollution in Indian urban areas was a cause for concern Manufacturers. There are more than 25 major Indian cities among the 100 most polluted urban areas in the country World-Nation. The cause for the production of air pollution in urban areas is associated with an array of Sources but the division of transport makes a crucial commitment. Transport discharges are critical division is minimal. The antagonistic influence of air quality on human health and the economy is well known and, in this sense, producers are dreaming about reducing the impact on earth on a couple

OBJECTIVES:

- A study on consumer preference towards E-Vehicles of Toyota cars with special reference to Coimbatore district Secondary Objective
- To identify the mode of Toyato car purchase by the consumers
- To study the factor influencing the consumer in choosing the Toyato EV cars. 6
- To assess the customer's opinion on brand performance of the Toyota cars.
- To test the level of association with selected socio economic variables.

METHODOLOGY OF RESEARCH :

RESEARCH:

Research is a systematic process that involves the collection of data, documentation of essential information, and the analysis and interpretation of that data/information. The approach follows methodologies that align with specific professional fields and academic disciplines, enabling a deeper understanding of various business practices, including E-Commerce strategies for online businesses.

RESEARCH METHODOLOGY:

The research objective of the project are to determine the demographic variables of the consumers of different brands of cars, to examine the customer preference about the cars to judge the satisfaction level of car owner of Toyato. It was a descriptive study.

SAMPLING TECHNIQUE:

The simple random technique has been chosen for this study. Simple random sampling method, assumes that each and every unit in the population has equal chance of occurrence or equal probability of occurrence and the sampling units are selected randomly.

COLLECTION OF DATA:

The study relies on both **primary** and **secondary data** for analysis.

- **PRIMARY DATA:** Primary data is the data which is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well-structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.
- **SECONDARY DATA:** Secondary data have been collected from books, magazines, company records, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

AREA OF STUDY:

The study area is limited to Coimbatore District.

PERIOD OF STUDY:

The period of the study is (from January 2025 to March 2025).

TOOLS FOR ANALYSIS:

The following tools will be used for data analysis:

Simple Percentage Analysis:

- This tool calculates percentages to provide a straight forward comparison of different E-Commerce marketing strategies, like social media marketing, SEO, content marketing, email campaigns, etc.

Formula:

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

REVIEW OF LITERATURE:

Dr.K.T.Kalaiselvi and D.Nidhyananth (2024) in their study entitled “Consumer Brand Preference towards Sedan Cars with Special Reference to Erode District”, to know the brand preference towards sedan car in Erode region. The required data for the study have been collected only primary through issue of questionnaire

Dr. Gayatri Chopra (2023) in his study entitled “Consumer Preference towards Maruti Suzuki and Hyundai Motors: A Comparative Study of the Automobile Sector”, to compare the preferences of consumers while buying MarutiSuzuki and Hyundai brands over five dimensions namely colour, interior/design/features, price, after sales service and resale value. The required data for the study have been collected in a primary data through issue of questionnaire

Sumaria Khushboo (2017), in his study entitled “A study on Consumers’ Perception and Preference towards small Cars”, to identify consumers’ preferred attributes, features in small cars. The required data for the study have been collected in primary through issuing of questionnaire.

RESULTS AND DISCUSSION:

Satisfaction Level of Toyota EV Consumers

Satisfaction level	No of respondents	Percentage
VERY SATISFIED	65	49.8
SATISFIED	40	32.7
NEUTRAL	22	18.1
DISSATISFIED	0	0
TOTAL	122	100

INTERPRETATION:

The survey results indicate a highly positive satisfaction level among respondents, with 49.2% (60) being Very Satisfied and 32.7% (40) being Satisfied, totaling 81.9% positive feedback. Additionally, 18.1% (22) of respondents were Neutral, while no one reported being Dissatisfied. This suggests that the overall experience was well-received, with no negative feedback, highlighting strong satisfaction levels among participants.

FINDINGS :

- Most (84.4%) of the respondents were at the age of 15 - 25.
- Most (59%) of the respondents were belong to urban area.
- The Majority (51.6%) of the respondents were Female.
- The Majority (59.8%) of the respondents were Return of Investment
- The Majority (43%) of the respondents were SEO

SUGGESTION:

- Petrol prices are steadily rising, the problem of rising petrol prices can be addressed with electric vehicles. The government's promotion of electric vehicles will aid the country's future progress
- By increasing the number of charging stations, more people will be interested in purchasing Toyato electric vehicles.
- People should place a greater emphasis on electric vehicles in order to reduce pollution and greenhouse gas
- •More awareness regarding subsidies should be provided to employees so as to motivate them to purchase Toyato E-vehicles
- Reduced tax rates can attract buyers to buy electric vehicles to a certain extent.
- Electric vehicle promotion also aids the government in reducing the cost of crude oil and thereby to reduce its price.
- Most of the people go for exclusive showrooms and it is also found that they recommend their brands to others. Therefore good customer relationship has to be maintained which in turn will increase the goodwill of the company

CONCLUSION:

Consumer preference cannot be exactly predicted but can be done to a certain extent with the help of consumer research activity. There is a cut throat competition in the market and so they have to find out a better quality and a low cost product. Nowadays car is becoming a dreaming object for every Indians. Every consumer wants a car as it represents their social status in the society. There are some important factors considered by the consumer before decision making

People consider positive environmental effect, price, low noise level and new trends for buying Toyato E-vehicle. Most of the respondents thinks that electric cars are very expensive. Most of the respondents are agree that electric cars can replace regular cars in terms of satisfying consumer needs. Most of the consumers expect changes like travel efficiency, comfort, maintenance, average and durability from E-vehicle rather than regular vehicle. Overall, based on analysis we can say that the most of the people are not more prefer as an Toyato E-vehicle, they prefer other than E-vehicle.

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