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A Study on Factors Influencing Consumer Preferences for Toyota Motors with Reference to Anamalais Toyota, Coimbatore

***Mr Sobin Sebastian, **Rupesh Kanth**

**Assistant Professor in Management, Department of Management (PG), Rathinam CAS, Coimbatore-641021 sobin.mba@rathinam.in*

***Department of Management (PG), Rathinam CAS, Coimbatore-641021*

**Corresponding author. Assistant Professor, management. Email: sobin.mba@rathinam.in*

ABSTRACT:

This study explores the key factors that influence consumer preferences for Toyota Motors, with specific reference to Anamalais Toyota in Coimbatore. The research aims to understand the perceptions, expectations, and decision-making criteria of customers when choosing Toyota vehicles. Factors such as brand image, product quality, pricing, after-sales service, fuel efficiency, safety features, and overall customer satisfaction are considered. Primary data was collected through structured questionnaires from a sample of Toyota customers and prospective buyers in the Coimbatore region. The findings highlight that Toyota's reputation for reliability, superior service experience provided by Anamalais Toyota, and high resale value significantly affect consumer choices. The study concludes with suggestions for improving customer engagement and strengthening brand loyalty in a competitive automobile market. This research will be beneficial for both Toyota and its dealerships to align their strategies with consumer expectations.

KEYWORD: Consumer Preference, Buying Behavior, Brand Image, Customer Satisfaction, After- Sales Service.

INTRODUCTION

In today's competitive automobile market, understanding consumer preferences has become crucial for the success of any brand. Consumer preference refers to the individual tastes and priorities that drive purchasing decisions, influenced by a variety of factors including brand reputation, product features, price, after-sales service, and overall customer satisfaction.

Toyota Motors, a global automotive leader, is known for its innovation, durability, and quality. In India, Toyota has established a strong presence, with a loyal customer base built on trust and reliability. Anamalais Toyota, a prominent dealership in Coimbatore, plays a vital role in representing the brand at the regional level.

This study aims to examine the key factors influencing consumer preferences for Toyota vehicles in Coimbatore, with a focus on Anamalais Toyota. By analyzing customer behavior, expectations, and satisfaction levels, the research seeks to provide insights that can help improve customer engagement and dealership performance. Understanding these preferences not only helps in meeting customer needs but also in designing effective marketing and service strategies.

OBJECTIVE OF THE STUDY

1. To identify the type of consumers who prefer Toyota vehicles.
2. To determine the key factors influencing consumers' preferences.
3. To assess the impact of brand image and reputation on the buying behavior.

REVIEW OF LITERATURE

Mintel (2020) reports on automotive market trends, consistently points to factors like fuel efficiency, safety features, technological advancements, and environmental impact as increasingly important in consumer purchase decisions. For Toyota, known for its hybrid technology and focus on safety, these factors are particularly pertinent.

Kotler and Keller (2016), in their seminal work on marketing management, emphasize the importance of understanding consumer needs, perceptions, and decision-making processes in high-involvement purchases like automobiles. They highlight the role of brand image, product attributes (e.g., fuel efficiency, safety, design), and after-sales service in shaping consumer choices.

Raghava Rao Gundala (2010), who identified image attributes of a store and assessed their impact on purchase decisions, offers insights into the role of dealership-specific factors. Although his study's specific findings on the t-values of attributes not being significant might not directly translate to all aspects of an automobile dealership, the emphasis on "image attributes" is crucial. For Annamalais Toyota, this could include the showroom's ambiance, staff professionalism, service quality, and overall customer experience, all of which contribute to the "store image" and influence patronage. The study's finding of a significant correlation between demographic variables and business image attributes underscores the need to segment the market and tailor dealership strategies accordingly.

DATA ANALYSIS AND INTERPRETATION

Chi-Square Tests

Table no 4.1 Factors Influencing Gender Wise in Preferring Vehicle

		Factors would most influence your choice					Total
		1	2	3	4	5	
Gender	2	14	28	20	8	3	73
	3	4	13	9	0	0	26
Total		18	41	29	8	3	99

Source: Primary Data

Interpretations

The crosstabulation and chi-square analysis explore the relationship between gender and the factors influencing choice. The count table reveals that both genders (coded as 2 and 3) rated factor 3 as the most influential, especially gender 2 with 20 responses, followed by factor 2 with 28 responses.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.038 ^a	4	.283
Likelihood Ratio	7.792	4	.100
N of Valid Cases	99		

Source: Primary Data

- 4 cells (40.0%) have expected count less than 5.
- The minimum expected count is .79.

Interpretation

The bar chart visually confirms that gender 2 had higher response counts across most factors, particularly factor 3, compared to gender 3. However, the Pearson Chi-Square test ($\chi^2 = 5.038$, $df = 4$, $p = 0.283$) indicates that the association between gender and choice-influencing factors is not statistically significant at the 0.05 level. Additionally, 40% of cells have expected counts below 5, suggesting the chi-square assumption may be violated, weakening the reliability of the result. Thus, there is no significant difference in how different genders perceive the influence of various factors on their choices.

CHART-1

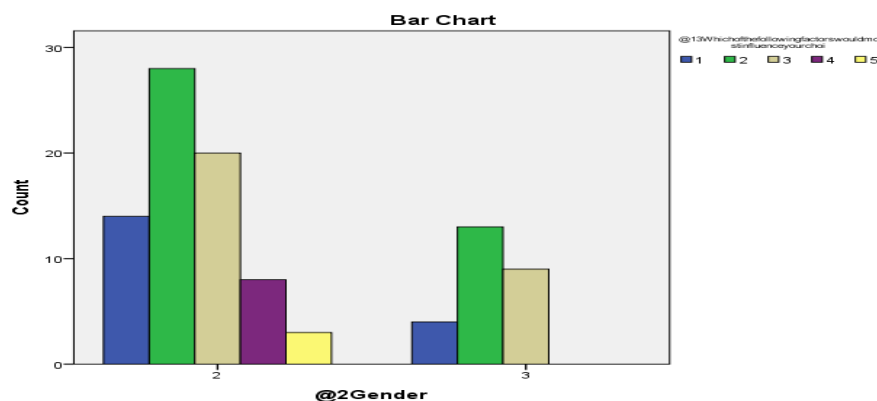


TABLE:4 Safety Factors Influencing Gender wise in Preferring Vehicle

		Safety Factors Influencing Gender wise in Preferring Vehicle					Total
		1	2	3	4	5	
Gender	2	14	29	26	2	2	73
	3	2	10	10	4	0	26
Total		16	39	36	6	2	99

Source: Primary Data

INTERPRETATION

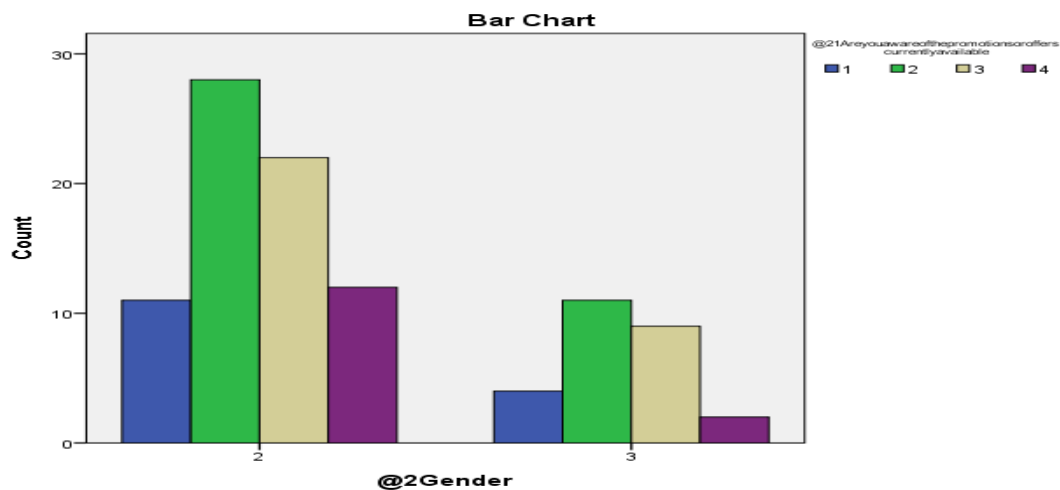
The crosstabulation and chi-square test examine the relationship between gender and perceived importance of advanced safety features in vehicles. The majority of both male (coded as 2) and female (coded as 3) respondents rated these features as moderately important (ratings 2 and 3), with males showing slightly more emphasis on importance. However, the chi-square test yielded a Pearson Chi-Square value of 7.386 with a significance level of 0.117, which is greater than the conventional threshold of 0.05. This means there is no statistically significant association between gender and how important respondents consider advanced safety features in their vehicles. The bar chart supports this conclusion visually, showing similar distribution trends across both genders.

TABLE:5 Gender wise Influence of Promotion Offer in Preferring Vehicle

		Gender wise Influence of Promotion Offer in Preferring Vehicle				Total
		1	2	3	4	
Gender	2	11	28	22	12	73
	3	4	11	9	2	26
Total		15	39	31	14	99

Source: Primary Data

CHART:5

**Interpretation**

The crosstabulation and bar chart show the relationship between gender and awareness of current promotional offers. Among the 99 respondents, a higher number of individuals identified as Gender 2 were more aware (28 and 22 responses in categories 2 and 3) compared to those identified as Gender 3. The Pearson Chi-Square value of 1.237 with a p-value of 0.744 indicates that there is no statistically significant relationship between gender and awareness of promotional offers ($p > 0.05$). Thus, the awareness of promotions does not significantly differ based on gender. The bar chart supports this with relatively similar patterns across gender categories, especially in responses 2 and 3.

Conclusion:

The study at Annamalais Toyota Coimbatore reveals that demographic factors such as income, gender, and age do not have a statistically significant impact on consumer preferences in vehicle selection. Instead, certain vehicle attributes particularly body style and safety features consistently influence purchasing decisions across different groups. Although the results indicate uniformity in preferences, limitations in sample size and statistical

assumptions suggest the need for further, more detailed research. These insights provide a valuable basis for developing inclusive marketing strategies and refining product offerings to align with common consumer values rather than segmented demographics.

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