



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)  
PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CUSTOMER SATISFACTION TOWARDS TOYOTA IN MADURAI

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### Abstract

The findings reveal that the majority of customers are highly satisfied with Toyota vehicles, particularly in terms of reliability, durability, safety features, and resale value. However, some respondents expressed concerns regarding service costs and waiting time at service centres. Overall, the study concludes that Toyota enjoys strong brand loyalty and a positive reputation in Madurai. The research suggests that improving service efficiency and offering competitive service packages could further enhance customer satisfaction and long-term customer retention.

**Keywords:** Customer satisfaction, automobile industry, customer perception, product quality, service quality, after-sales service, brand loyalty, purchase decision, customer expectations, customer experience.

### Introduction

The automobile industry in India has experienced significant growth over the past decade due to rising income levels, urbanization, and increased consumer awareness. Customers today are more informed and selective, expecting high quality, reliability, safety, and efficient after-sales service from automobile manufacturers. In this competitive market, customer satisfaction plays a crucial role in determining brand loyalty and long-term business success.



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Toyota Motor Corporation is one of the world's leading automobile manufacturers, widely recognized for its commitment to quality, innovation, durability, and customer-centric approach. In India, Toyota has established a strong reputation for producing reliable vehicles with high resale value and advanced safety features.

### Statement of the Problem

In today's highly competitive automobile market, customer satisfaction has become a key factor influencing brand preference, repeat purchases, and long-term loyalty. Although Toyota Motor Corporation is widely recognized for its quality, reliability, and strong brand reputation, customer expectations are continuously evolving. Factors such as pricing, fuel efficiency, service quality, maintenance cost, and waiting time at service centers significantly affect customer perception and satisfaction levels. In Madurai, the growing number of automobile brands has intensified competition, offering customers multiple alternatives with competitive pricing and advanced features. While Toyota enjoys a positive image, it is important to assess whether customers in Madurai are fully satisfied with their purchase and service experience.

### Objectives of the Study

The objectives of the study on customer satisfaction towards Toyota Motor Corporation in Madurai are:

- To examine the overall level of customer satisfaction among Toyota vehicle owners in Madurai.
- To identify the factors influencing customer satisfaction, such as product quality, price, performance, and brand image.
- To evaluate customer satisfaction regarding after-sales services, including service quality, service cost, and waiting time.

### Research Methodology

The research methodology explains the methods and procedures used to conduct the study on customer satisfaction towards Toyota Motor Corporation in Madurai.

### Research Design

The study follows a descriptive research design. It aims to describe and analyze the level of customer satisfaction among Toyota vehicle owners in Madurai.

### Area of the study

The study was conducted in Madurai, Tamil Nadu, focusing on Toyota car owners residing in the city.



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## Sources of Data

### Primary Data

Primary data was collected directly from Toyota customers in Madurai.

- Structured Questionnaire
- Personal Interviews
- Direct Interaction with customers at showrooms and service centres
- Customer feedback responses

### Secondary Data

Secondary data was collected from existing sources such as

- Official website of Toyota Kirloskar Motor
- Automobile industry reports
- Company brochures and annual reports
- Books and journals related to customer satisfaction
- Online articles and research papers
- Dealership records in Madurai

### Sample Size

The study was conducted with a sample of 100 respondents (Toyota car owners in Madurai).

### Sampling Technique

The convenience sampling method was used to select respondents based on availability and willingness to participate.

## Research Instrument

A structured questionnaire was used as the main research instrument. The questionnaire included

Multiple choice questions Likert scale questions (1 = Very Dissatisfied to 5 = Very Satisfied) Yes/No questions

## Tools for Data Analysis

### The Collected Data were Analyzed Using

- Percentage analysis
- Tables and charts

## Data Analysis

### 1. Which Feature is the Best One in Toyota Car

Table 1: Which Feature is the Best One in Toyota Car

Feature	No of People	Percentage
Price	11	11.1%
Style	22	22.2%
Mileage	16	16.7%
Quality	16	16.7%
Mileage style	33	33.3%
Total	100	100

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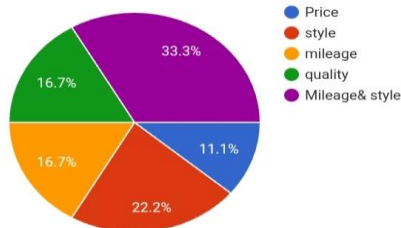


Fig 1: Primary Data

## Interpretation

### Source: primary data

From the above table shows that out of 100 respondents, 11.1% of the respondents are Price. 22.2 of the respondents are Style, 16.7% of the respondents are Mileage and 16.7% of the respondents are Quality It is interpreted that out of 100 respondents, majority 33% of respondents are Mileage style.

## Findings

Majority 33% of respondents are Mileage style. 11.1% of the respondents are Price. 22.2 of the respondents are Style, 16.7% of the respondents are Mileage and 16.7% of the respondents are Quality It is interpreted that out of 100 respondents, majority 33% of respondents are Mileage style.

## Conclusion

The study on Customer Satisfaction towards Toyota in Madurai City indicates that overall satisfaction among Toyota car owners is largely influenced by service quality,

product reliability, and after-sales support. Consistent with broader research in India, customers generally perceive Toyota's service quality positively, though gaps exist between expectations and actual service delivery in some areas such as responsiveness and communication. Respondents in Madurai showed higher levels of satisfaction where service tangibility (clean facilities, modern equipment) and perceived product durability were strong, reflecting Toyota's global reputation for reliability and quality. The findings also suggest that customers value effective complaint handling and timely service, which directly impact their likelihood to recommend the brand and consider repurchasing Toyota vehicles in the future. These areas of dissatisfaction can weaken customer loyalty if not addressed.

## References

1. Below is a sample of references you can include in your study formatted in common academic styles (APA):
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