



A Study on Design and Development of interactive Business brand image of Harsha Toyota in Hyderabad

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Abstract:

This study focuses on the brand image of Harsha Toyota, an authorized dealership of Toyota Motor Corporation, and how it influences customer perception and satisfaction. Brand image plays a significant role in attracting and retaining customers in the competitive automobile industry. Harsha Toyota has built its reputation through quality service, reliability, and customer-focused sales practices while representing the globally trusted Toyota brand. The study examines factors such as customer service, product quality, after-sales support, and showroom experience that contribute to the dealership's overall brand image. By analyzing customer opinions and service standards, the research highlights how Harsha Toyota maintains Toyota's values of trust, innovation, and durability in the local market. The findings suggest that a strong dealership brand image enhances customer loyalty, improves satisfaction levels, and strengthens the market presence of Toyota vehicles.

Keywords: *Toyota Motor Corporation, Harsha Toyota, Brand Image, Customer Perception, Customer Satisfaction, Automobile Industry.*

Introduction:

Brand image plays a crucial role in the success of companies in the modern competitive automobile industry. It refers to the perception, beliefs, and impressions that customers hold about a particular brand. A strong brand image helps organizations build trust, attract new customers, and maintain long-term relationships with existing customers. In the automobile sector, customers often associate brand image with quality, reliability, safety, and after-sales service.

Toyota Motor Corporation is one of the world's leading automobile manufacturers, known for its innovation, durability, and customer satisfaction. The company has established a strong global reputation by providing high-quality vehicles and excellent service standards. In India, Toyota operates through a network of authorized dealers

who represent the brand and interact directly with customers.

Harsha Toyota is one such authorized dealership that plays an important role in promoting Toyota vehicles and maintaining the brand's reputation in the local market. The dealership provides services such as vehicle sales, customer assistance, and after-sales support. The way customers experience these services directly influences their perception of the Toyota brand.

This study aims to analyze the brand image of Harsha Toyota and understand how factors such as customer service quality, product reliability, showroom experience, and after-sales services influence customer perception and satisfaction. Understanding these aspects can help improve service strategies and strengthen the overall brand image of Toyota in the market.

Problem Statement:

Harsha Toyota, as an authorized dealer, plays a crucial role in representing Toyota and delivering its value to customers. However, differences in customer expectations, service experiences, and competition from other automobile brands may affect the dealership's brand image. If customers are not fully satisfied with service quality, communication, or after-sales support, it can negatively impact the perception of both the dealership and the Toyota brand.

Therefore, the main problem addressed in this study is to understand how customers perceive the brand image of Harsha Toyota and to identify the key factors that influence their satisfaction and loyalty. The study also seeks to determine whether the services provided by the dealership effectively maintain the trusted brand reputation of Toyota in the local market.

Literature Review:

- Brand image refers to the overall perception and impression that customers have about a company and its products. It plays a key role in influencing customer purchase decisions and loyalty.
- According to marketing studies, a strong brand image helps companies build trust, attract new customers, and maintain long-term relationships with existing customers.
- Research in the automobile industry shows that product quality, reliability, and innovation greatly influence the brand image of automobile companies such as Toyota Motor Corporation.
- Customer service and after-sales support are also important factors that affect customer satisfaction and brand perception. Authorized dealerships play a major role in maintaining and promoting

a company's brand image because they interact directly with customers.

- Dealerships such as Harsha Toyota represent the manufacturer in the local market by providing sales services, vehicle delivery, and maintenance support.

Objective of the Study:

1. To study the brand image of Harsha Toyota in the local automobile market.
2. To understand customer perception towards the vehicles and services of Toyota Motor Corporation.
3. To evaluate the level of customer satisfaction regarding sales and after-sales services provided by Harsha Toyota.

Research Questions:

1. What is the overall brand image of Harsha Toyota among customers?
2. How do customers perceive the quality and reliability of vehicles from Toyota Motor Corporation?
3. How satisfied are customers with the sales and after-sales services provided by Harsha Toyota?

Research Methodology:**1. Research Design:**

Type of Research: The study is descriptive research, as it focuses on describing and analyzing the brand image and customer perception of Harsha Toyota.

2. Sample Size:

The sample size for this study consists of 50 respondents who are customers or potential customers of Harsha Toyota.

3. Sample Area:

The sample area for this study is the city or region where Harsha Toyota operates its dealership,

focusing on areas with high customer interaction and vehicle sales.

4. Data Collection:

Primary Data:

- Collected directly from customers who have interacted with Harsha Toyota.

Secondary Data:

- Collected from company records, official websites, brochures, and reports of Toyota Motor Corporation and Harsha Toyota.

5. Sample Technique:

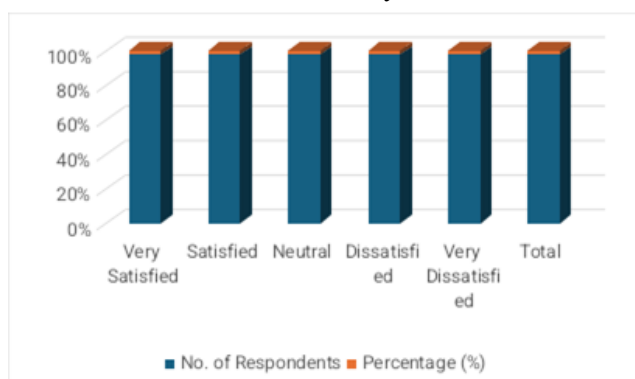
The study uses a Convenience Sampling Technique, which involves selecting respondents who are easily accessible and willing to participate in the survey.

Data Analysis:

Table 1: Customer Satisfaction with Harsha Toyota

Response	No. of Respondents	Percentage (%)
Very Satisfied	20	40%
Satisfied	18	36%
Neutral	7	14%
Dissatisfied	4	8%
Very Dissatisfied	1	2%
Total	50	100%

Graph 1: Bar chart showing Customer Satisfaction with Harsha Toyota



Interpretation:

The table shows the level of customer satisfaction with Harsha Toyota. From the data, it can be interpreted that most customers are satisfied with the services provided by the company. A significant portion of respondents have expressed either “very satisfied” or “satisfied,” indicating that the dealership is performing well in meeting customer expectations in terms of product quality, service, and overall experience.

Table 2: Rank the Area Where Customer Satisfaction add maximum value

Rank	Area of Customer Satisfaction
1	Product Quality
2	After-Sales Service
3	Staff Behavior
4	Pricing
5	Delivery Time

Graph 2: Pie Chart showing Rank the areas Were Customer Satisfaction



Interpretation:

The pie chart shows the different areas that contribute to customer satisfaction at Harsha Toyota and their relative importance based on ranking. From the chart, it is clear that product quality holds the largest share, indicating that customers consider

the quality and reliability of vehicles as the most important factor influencing their satisfaction.

Findings:

1. Many customers are satisfied with the overall services provided by Harsha Toyota.
2. Product quality is identified as the most important factor influencing customer satisfaction.
3. After-sales service plays a significant role in maintaining customer trust and loyalty.
4. Staff behavior and customer handling have a positive impact on the customer experience.
5. Pricing and delivery time influence satisfaction but are considered less important compared to product quality and service.

Suggestions:

1. The company should continue maintaining high product quality to retain customer trust and satisfaction.
2. After-sales service should be further improved to provide quick and efficient support to customers.
3. Regular staff training programs should be conducted to improve customer handling and communication skills.
4. The company can try to offer competitive pricing and attractive offers to increase customer interest.

Conclusion – Customer Satisfaction at Harsha Toyota:

The study on customer satisfaction at Harsha Toyota concludes that most customers are satisfied with the products and services offered by the company. Factors such as product quality, after-sales service, and staff behavior play a major role in influencing customer satisfaction. Among these, product quality is considered the most important factor by customers. The analysis also shows that while customers are generally satisfied, there is still scope for improvement in areas such as pricing, delivery time, and service efficiency. By focusing on these areas and continuously improving service standards, Harsha Toyota can further enhance customer satisfaction and build stronger customer relationships.

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