

Good consumer confidence essay example

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Toyota is one of the top automobile industries in the world. The continued recall of its cars in the market has tremendously affected the company's image and consumer confidence. The company has to undertake serious steps and move quickly in regaining consumer confidence. Responding aggressively to the problem is essential in regaining customer confidence. Some of the problems to respond to include brake system glitch and sticky accelerator pedals. Toyota will regain customer confidence by responding promptly to complain of the customers, regardless of whether the problem is corrected or not. Toyota must own the problem so that the customers will not be blamed. Owning the problem is the initial stage of regaining customer's confidence. In addition, Toyota Company should apologize to the customers on the problem. This move conveys the politeness, empathy, concern, effort, as well as courtesy (Daft, 2011). The company should use all its resources to fix the problem promptly. In addition, the company should encourage various independent testing organizations to be part of testing teams of the fixed cars. People will always want to hear that the problem has been fixed from trusted sources. The independent testing organizations will inform the customers on the safety of fixed cars. After the problem has been fixed, the company should implement a follow up strategy to find out customers views and opinions. The information received will develop a platform in regaining customers' confidence.

Toyota Misfortunes will create a lot of showcase and changes in the automobile industry. The automobile manufacturers will probably ensure that their products are perfect before being taken to the market. Toyota misfortunes are an advantage to other automobile manufactures since they

will lure Toyota customers to purchase their products (Daft, 2011). The automobile manufacturers restructured their marketing strategies in order to accommodate the Toyota customers. For example, Hyundai and Ford Motor offered \$1, 000 discount on various Toyota trade-in. In addition, other automobile manufactures will offer customer favorable prices to those that were offered by Toyota Company.

Reference

Daft, R. (2011). Management. London: Wiley