

Satisfaction level of the general toyota users

[Business](#), [Marketing](#)



Problem identification In our study of we have found that in Bangladesh most of the buyers of private vehicles tend to go for Toyota cars. For ages this legacy is continuing. And more over no other vehicles company is near to the market share of Toyota in Bangladesh. To add up most these cars are even recondition meaning have been used for 2/3 years in Japan then imported to Bangladesh.

Yet people are more likely to buy Toyota cars then going for other options. Most of the times people do not even consider looking into other cars as their options, rather they would look into different cars that Toyota offers as options. Hypothesis Toyota is a very popular name among the consumers of our country. It is because of the quality, mileage, reasonable price and so on. Before buying any car, Toyota is the prime choose for the customers. By the end of the search we would like to find out whether Ho: Consumers in our country have greater preference towards Toyota than any other brands. Or H1: Consumers in our country have not greater preference towards Toyota than any other brands.

Ways of Research Before we actually decided to work on this topic and look in to its in-depth issues, we initially conducted a scale exploratory research on a small scale. We decided to go for a quantitative research. It comprises of data that are obtained from an individual or a relatively small group of respondents. The data collected are analyzed with statistical techniques and is basically done to et a quick idea ATA very low cost. An in-depth interview is a qualitative research technique and it's a face to face conversation between a researcher and a respondent with the purpose of exploring issues or topics which the researcher is working on, in detail. This form of research

does not use pre-set questions, but is shaped by a defined set of topics or issues. Due to time constraints we were not able to conduct in-depth interviews with many individuals. What we did was contacted few Toyota dealers, employees, staffs and managers along with few Toyota users to get their view regarding this sue and what kind of customers are coming up with.

This helped us to gain an understanding regarding the satisfaction level of the general Toyota users. DEFINITION OF THE PROBLEM Throughout our general findings we have come to some conclusions about which are some reasons behind this fact. First of according to the perceptions there is a myth among the people of Bangladesh is that Japanese products are of best quality and have long life span usually.

Then the price of the spare parts of Toyota is quite available in the Bangladesh market and reasonable as well. Another significant fact is lower fuel consumption than any other brands. Some of the people consider buying Toyota is like a future investment as well as the have a good resell price, considering the recent market the resell price is greater than the buying price. Throughout the research paper we tried to find out these following questions.

How long have you been using Toyota? How much do you like your car? Which thing should Toyota improve? How many times approximately have you visited a repair shop for general maintenance, not for any major causality? Where do you usually go for eying parts for your vehicle? Do you think Toyota is fuel efficient than any other brands? Which model of Toyota do you prefer most? Research Methodology Research results depends on

different variables, the more the numbers of variable the more accurate the result will be. That is why we divided our research into two parts, (i) Primary research and (ii) Secondary research. Primary research included responses from respondents and secondary research include sources which supports our research hypothesis.

The result of the research depends mostly on the primary research so, it is very important to select the primary data sources very carefully. As we have mentioned that, our hypothesis were, ' Consumer's preference towards Toyota', that is why we focused more on the people who have Toyota cars. In all, the research paper is targeted to conduct a survey Of about 50 Toyota users, who have evaluated the positive and negative sides of Toyota. We designed the questionnaire with various questions which helped us to answer our research questions.

In our secondary research, we collected data from sources like, articles, books, internet etc. In addition, the whole report is eased mostly on primary information; the questionnaire has been designed accordingly. The goal of this marketing research is to learn more about the procedures on how to carry out marketing research in a realistic and practical way. Keeping this in mind, we chose to find out the reasons behind the satisfaction level as to why they have the perception that they have.

Along with that, this research is in partial fulfillment of the requirement of this course, in a practical way, since it will facilitate us with a better understanding of real-life corporate world. Research Design We have designed our research in the form of conclusive research where we have

tested specific hypotheses and examine relationship. Information needed is clearly defined. Research process is formal and structured and a sample Of 50 people is quite large and representative. And for data analysis, we have taken quantitative approach.

As a result the findings have acted as input in analysis. More precisely we carried out the descriptive research which is a type of conclusive research which has as its major objective the description of something-usually market characteristics or functions. These research, provides answers to questions such as who, what, where, when, why and how are they related to the research.

Since we have collected all the positive data and information for a specific time frame, it can be said to be cross sectional research. As there are two types of cross-sectional design, according to our research path we adopted the single cross sectional design. We have drawn respondents from target population and information obtained from the sample only once through our questionnaire.

So our research method was adopted through the following path. Figure :
Type of research design adopted Data Collection From Secondary Sources
There are not much relevant sources of information about consumer preference of Toyota in Bangladesh..

For secondary information, we plan to use the different resources and websites etc. Some general information and web links are available for this research. More specifically as for secondary data, sources for secondary data

were not sufficient and strong enough to use it in this research to find a reliable outcome. That is why the research is mainly based on primary data.

Data Collection From Primary Sources For collecting the primary data we will conduct a survey of a well-defined sample under which we will develop a questionnaire and interview both the dealer and the consumer of Toyota Vehicles and also to the executives of Toyota. We will try to make the whole research totally based on a specific consumer due to time restriction. We have gathered 50 samples around the Dacha city.

The number 50 was taken due to smaller deviation of the research and availability. We focused on two aspects to collect the primary data.

Questionnaire Design At the beginning we have given Some Basic informative questions in the questionnaire.

We have started with this so that the respondents do not feel nervous. We have used very simple and familiar words in our questionnaires. We have started with some general question and then went on to more specific ones.

We have also made an attractive layout that holds the interest of the respondent.

Collection of data Primary data collection for our research was done through questionnaire survey. The questionnaires were provided directly to the respondents and we, the surveyors, recorded the collected data. These were collected via convenience sampling method. We have chosen respondents within the target population who were representative of different segments. No supervisory and validation method was used.

The data required for conducting this study was collected using self-administered questionnaires, specially designed to achieve the study goals. A total of 15 questions are asked to find out the aspects leading to the factors that sets the level Of satisfaction among respondents. Some of the times the respondents did not have enough time to read the whole question; as a result they rushed through answering the questions thou even reading the question. There are also questions which are left unanswered due to time constraints of the respondents. The Measurement Scales used in the research While we prepared a question, we tried to avoid leading and loaded questions, and we have also made our questionnaire easy and to the point, so that it would help us to solve our research problem.

After that we have organized our closed ended question and open-ended question together to get a better result from our research through survey. For this purpose we have used different types of fixed alternative questions and observing questions that allow the respondents to give multiple answers to a single question.