

A Study of Brand Association and Perception of Toyota in Pune City

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Abstract: *This research project investigates how consumers in Pune perceive Toyota, aiming to uncover the key factors driving their brand association. By employing a mixed-methods approach encompassing quantitative surveys and qualitative interviews, the study seeks to gain comprehensive insights into the attitudes, sentiments, and preferences of Pune residents towards the Toyota brand. Through quantitative analysis, attributes such as quality, reliability, performance, price, and brand image will be quantified, while qualitative interviews will delve deeper into consumer experiences and emotions. By combining these approaches, the study aims to offer valuable insights for Toyota's marketing strategies and brand management, contributing to the broader understanding of branding and consumer behavior while addressing specific challenges and opportunities in the Pune market.*

Keywords: Toyota

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