



# Strategic Marketing

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## **Section 1: Introduction, Audit & Objectives**

### **Introduction and Scope**

Toyota is a famous automotive maker known worldwide for prioritizing innovation, quality and caring for the environment. Toyota manufactures and distributes products in more than 170 countries and is strongly present in North America, Asia and Europe (Toyota, 2023a). Among its cars are hybrid Prius and Camry Hybrid models, RAV4 SUVs, strong Hilux pickups and feature-packed Lexus luxury vehicles. In addition to producing excellent cars, Toyota focuses on the growth of future transportation, putting a lot of effort into electric vehicles, hydrogen fuel cells and autonomous vehicles (McKinsey & Company, 2023). The plan is developed to improve Toyota's competitive advantage by reaching out to young people who care about the environment in the EV and hybrid markets. Considering their strong focus on sustainability and innovation, these customers are now essential for Toyota's growth plans. The strategy sets out several initiatives meant to make the brand more attractive, increase its presence in key markets and involve more customers in Europe, North America, India and Brazil. Marketing efforts are planned for the years 2025 to 2028 which align with Toyota's focus on sustainability and mobility. The company aims to present Toyota as the top choice for sustainable mobility by making strong digital campaigns, sending out eco-minded messages, establishing partnerships and offering incentives.

### **SMART Marketing Objectives**

- 1. Increase EV market share by 15% in Europe and North America within three years (2025–2028).**
- 2. Strategic benefit:** Positions Toyota competitively in the EV segment against leaders like Tesla and BYD, supporting its carbon neutrality targets (Toyota, 2024).
- 3. Using digital engagement metrics and brand sentiment analysis, enhance brand perception among 18–35-year-olds by 20% within two years.**
- 4. Strategic benefit:** Builds long-term loyalty among Gen Z and Millennials, essential for sustained future growth (Deloitte, 2023).
- 5. Grow hybrid and EV sales by 25% in India and Brazil by 2027,** leveraging pro-green government policies and rising urbanisation.

6. *Strategic benefit:* Captures growth in high-potential emerging markets and diversifies Toyota's global revenue base (OECD, 2023).
7. **Improve customer loyalty by 15% within 24 months** through personalised engagement and enhanced after-sales service.
8. *Strategic benefit:* Increases customer retention and lowers acquisition costs, directly contributing to profitability (KPMG, 2023).

## Section 2: Marketing Audit

Toyota works under conditions that are affected by changing rules, the economy, new technologies and customers around the world. This section conducts in-depth analysis of the macro and micro environments using PESTLE and Porter's Five Forces models. It highlights important trends, marks out major threats and opportunities and wraps up findings with a SWOT analysis.

### Macro Environment – PESTLE Analysis

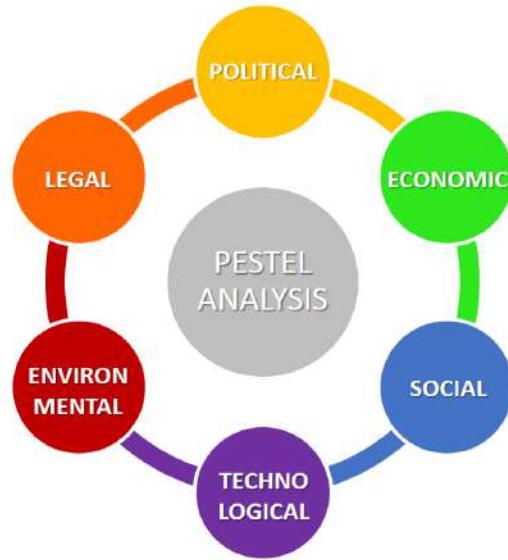


Figure 1 PESTLE Analysis

Source: <https://i0.wp.com/www.business-to-you.com/wp-content/uploads/2016/12/PESTEL-analysis-updated.png>

#### Political

Supporting low-emission transport with rules and benefits is something governments are doing more regularly. The EU declares that no new petrol or diesel cars should be allowed on the roads by 2035 as part of “Fit for 55” (European Commission, 2022). Just like the EFCA, the Inflation Reduction Act in the United States offers broad financial support for EVs. The laws persuade Toyota to launch more EVs and support its place in the automotive market.

### **Economic**

High inflation and interest rates in different parts of the world have affected people in developed markets and reduced their buying power. However, due to cities getting bigger and more people in the middle class, India and Brazil are seeing an increased interest in owning personal vehicles (OECD, 2023). Asian markets prefer affordable hybrids and fuel-efficient cars which Toyota provides.

### **Social**

The shift in what Millennials and Gen Z believe is important has made supporting sustainability and ethical production important for them which influences their loyalty to brands. These consumers like to have experiences that are friendly to nature, automated and interactive (Deloitte, 2023). Toyota needs to emphasize its values in designing products and how they are promoted to attract the attention of Millennials.

### **Technological**

Innovation in the automotive industry is moving faster. With the help of improved solid-state batteries, cars that pilot themselves and AI safety systems, consumers are starting to expect a lot more from their cars. Toyota has put a lot of its efforts into these fields, including through its Woven Planet program for self-driving and smart vehicles (Toyota, 2023a). To remain a leader, a business must keep pace with technological disruption.

### **Legal**

It is becoming progressively harder for automakers to meet global regulations. All new cars in the EU will be required to have advanced driver-assistance systems (ADAS), as mandated by the EU

General Safety Regulation by 2024 (European Commission, 2022). By following all safety regulations, businesses spend more on operations, but it also improves the company's image.

## Environmental

Toyota plans to become carbon-neutral by the year 2050 and to cut vehicle CO<sub>2</sub> emissions by 33% by 2030 (Toyota, 2024). As the environment becomes more important, government officials, investors and clients encourage the automotive industry to embrace sustainability throughout their value chains.

## Micro Environment – Porter's Five Forces



Figure 2 Porter's Five Forces

Source: <https://www.planiumpro.com/wp-content/uploads/2021/03/five-forces-diagram.jpg>

## Competitive Rivalry – High

Toyota faces intense competition from both legacy manufacturers and EV specialists. Companies like Tesla and BYD have captured significant EV market share through aggressive innovation and brand loyalty (Statista, 2024). Toyota must accelerate its EV roadmap to remain competitive.

### **Threat of New Entrants – Moderate**

It is not easy for newcomers to enter the industry because of rules and startup capital, yet, venture-funded companies are upsetting the status quo in segments such as electric SUVs and luxury autos. Because of Toyota's scale and the recognition of its name, challenges from disruptors are still possible.

### **Bargaining Power of Suppliers – High**

The fact that semiconductors are scarce and essential EV components like lithium and cobalt are in short supply has strengthened the supply side. Using multiple suppliers and making parts nearby plays a key role in minimising Toyota's dependency (KPMG, 2023).

### **Bargaining Power of Buyers – Moderate**

Greater access to digital information and brands gives more authority to people during the purchase process. Maintaining a solid reputation for reliability helps Toyota deal with changing times, but if the public believes Toyota's EVs are either expensive or not recent, they might prefer another brand.

### **Threat of Substitutes – Moderate**

Ride-hailing, public transportation, and micro-mobility services are alternatives to car ownership in urban areas. Toyota is adapting through Mobility-as-a-Service (MaaS) ventures and smart city projects, such as Woven City (Toyota, 2023a), which may turn threats into new business opportunities.

## **Trends, Opportunities, and Threats**

Several major trends in the auto industry create some challenges as well as provide new opportunities. To maintain a leading role amid global regulation tightening, carmakers must shift to electric vehicles and offer green incentives since consumers prefer sustainable ways of getting around (IEA, 2023). Changes are happening in the market, too, due to customers searching for greener options. As more middle-class people rise in India and Brazil, growth in these countries encourages the sale of cheaper hybrid cars, giving automakers more chances to increase their business (OECD, 2023). In addition, today's consumers prefer brands that are ecologically minded and have the latest technology, especially young buyers (Deloitte, 2023). Even so, supply chain risks such as persistent shortages of semiconductors and other materials lead to higher prices and problems with the assembly schedule (KPMG, 2023).

Expanding the electric and hybrid car options in developing countries makes sense, as people want more environmentally friendly ways to travel. Companies can make themselves different by introducing innovations and being clear about their support for sustainability issues that matter to people today. It is helpful for businesses to support clean energy vehicles since it can reduce expenses and improve their place in the market.

Conversely, several threats loom large. The fast pace of progress by Tesla and BYD could have major consequences for Nio's position on technology and in the market. Constant major threats to the supply chain and rising costs can lessen profit margins. Additionally, following the law in different global markets adds challenges and exposure to risk which requires companies to be adaptable.

## **SWOT Summary**

<b>Strengths</b>	<b>Weaknesses</b>
Strong global brand and hybrid leadership	Slower EV rollout compared to competitors
Extensive manufacturing and distribution network	Limited digital engagement with younger buyers
Robust R&D in green technologies	High production costs
<b>Opportunities</b>	<b>Threats</b>
Growth in EV demand in Asia and South America	Fierce EV competition from new and established brands

Government incentives for clean energy vehicles	Raw material shortages and rising compliance costs
Rising demand for autonomous, connected vehicles	Disruption from alternative mobility services

### Section 3: Segmentation, Targeting and Positioning (STP)

Applying the STP model helps Toyota adapt its marketing to different people in various global markets. This is very important given that the company wants to grow in electric and hybrid vehicles and appeal to young people and buyers who care about the environment and values in rising economies. Toyota's growth will be determined by how well it understands and answers to the shifts in the age, location, habits and needs of its customers.

#### Market Segmentation

To ensure its marketing campaigns fit, Toyota segments its market in various ways. First, dividing people by demographics is very important. Toyota cars are available to customers ranging from the young to the elderly and those earning a lot to those earning a little. For example, young professionals and people buying a car for the first time prefer the Yaris Hybrid and Corolla Cross, whereas families interested in space and safety often choose the RAV4 and Highlander. Luxury-seeking, affluent consumers make up the main target customers for the Lexus brand, particularly in the U.S. and China.

Also, splitting the market by location helps Toyota create products that fulfil the demands of each market. Populated areas like Europe and Japan focus on getting small and fuel-saving cars. At the same time, in this continent, SUVs and pickups like the Tacoma are the most popular among consumers. In countries such as India and Brazil, Toyota makes sure to sell affordable and economical cars like the Glanza and Urban Cruiser to meet the needs of consumers on a budget (OECD, 2023).

Third, Toyota uses psychographic factors to identify consumers. Many young consumers are encouraged by brands that highlight sustainability and new approaches. This sector appreciates

Toyota's authority in using hybrid technology and its public plan to become carbon neutral by the year 2050 (Toyota, 2024). In addition, Toyota stands out to people who want their vehicles to be tech-friendly, automated and full of smart features. Toyota can sort customers into different groups using behavioural segmentation, focusing on how loyal they are, how often they buy and the benefits they desire. Toyota enjoys having a lot of repeat customers, mostly because its vehicles are highly dependable and keep their value. The brand's services for customers and loyalty benefits help keep people connected and loyal (KPMG, 2023).

### **Targeting Strategy**

Toyota serves several types of customers by developing products and presenting messages that are tailored to their needs. This way of working helps the brand target a larger and more diverse group of customers. For instance, the Sienna and RAV4 Hybrid are marketed to people with children by stressing their safety features, room inside and their tough build. Young professionals are also interested in compact hybrids such as the Corolla Hybrid, for being both economical and affordable.

In India and Southeast Asia, the company offers hybrid vehicles that are both economical and environmentally friendly for the region's developing middle class. This follows Toyota's target to grow hybrid and electric vehicle sales in these areas by 25% by 2027 (Statista, 2024). The Lexus brand provides high-end amenities, comfort and prestige for the premium segment, mainly targeting wealthy professionals and executives, found mainly in big cities throughout China, the U.S. and Europe.

By adapting its products to the expectations of each segment, Toyota increases its market share and supports its efforts for global sustainability and innovation.

### **Positioning Strategy**

Toyota wants people to recognize it for being dependable, introducing new ideas and caring for the environment. For years, this brand has focused on engineering, and fuel efficiency and brought the first hybrid cars, with the Prius launching in 1997. The company emphasizes safety, reliability and the latest advancements with its hybrid and electric technologies. The company has started to

look at connected services and smart mobility, as seen in its Woven City smart infrastructure project (Toyota, 2023b). While this may attract consumers interested in both environmental issues and technology, it also appeals strongly to those who are curious about technology. This also supports the brand in being different from others in the electric vehicle industry which focuses on innovation and being environmentally friendly.

### **Perceptual Map**

The eco-friendliness and technology features of Toyota can be easily compared using a perceptual map. People often believe Tesla to be futuristic and eco-conscious, though Toyota covers this by including eco-friendly hybrids along with just enough advanced technology. Hyundai and BYD take up positions that are close to Toyota's, but they have not built the same level of trust as Toyota has.

	<b>Low Tech</b>	<b>High Tech</b>
<b>Low Eco-Friendly</b>	Honda ICE	Tesla Model S
<b>High Eco-Friendly</b>	Toyota Prius	Hyundai Ioniq 6

Toyota's success in the automotive market comes from being eco-friendly and keeping up with technological advancements. Tesla's claim to fame is leading in sustainability and exciting technology, whereas Toyota is known for its tried-and-true, widely-marketed hybrids and already-stable brand identity. While Toyota is ahead in sustainable vehicles, it has been slow to embrace new digital and self-driving technology compared to Tesla and BYD.

Hyundai and BYD are now offering EVs that offer stiff competition such as the Ioniq 6 and Han EV, respectively. They are making progress in eco-friendliness and modern tech which is most noticeable in Asian and European markets. But, unlike Toyota, they do not have the same global trust, support for service after sales or the ability to make many cars. To remain a leader, Toyota should improve its technology by adding more AI, the ability to send updates online and advanced driverless features. It will help the company remain trusted and respected by people, attracting modern, eco-friendly younger customers.

#### **Section 4: The Marketing Mix (7Ps)**

The company's approach to marketing helps it focus on being a global leader and entering the electric and hybrid vehicle sectors. By focusing on the 7Ps, Toyota can give targeted value to different types of customers. Here, the section describes how each element helps the company achieve its goals, mainly with regard to targeting younger buyers and exploring new regions.



*Figure 3 Marketing*

Source: [https://media.licdn.com/dms/image/v2/C4E12AQHQ5xuCct1myw/article-cover\\_image-shrink\\_600\\_2000/article-cover\\_image-shrink\\_600\\_2000/0/1527796140110?e=2147483647&v=beta&t=aBGdOyctoc8WDtFhnSp2eV46Gug316-SGM0Wfl9sPsg](https://media.licdn.com/dms/image/v2/C4E12AQHQ5xuCct1myw/article-cover_image-shrink_600_2000/article-cover_image-shrink_600_2000/0/1527796140110?e=2147483647&v=beta&t=aBGdOyctoc8WDtFhnSp2eV46Gug316-SGM0Wfl9sPsg)

#### **Product**

Toyota's product approach is strongly focused on fresh ideas and caring for the environment. There are ICE cars, advanced hybrids like the Prius and more BEVs such as the bZ4X in their lineup (JATO Dynamics, 2023). Highway's expertise in making hybrid vehicles makes it competitive in countries where EV infrastructure is not fully developed such as Brazil and India. As a strategy to boost EV and hybrid vehicle sales by 15% in developed countries and 25% in developing countries, Toyota is focusing on developing solid-state batteries. Such batteries are expected to recharge

more quickly and offer a greater range, both important for people to buy electric vehicles (BloombergNEF, 2024).

### **Price**

The company follows a value-based approach to make Toyotas still affordable and secondhand even in the future. Toyota's hybrid prices are lower than those of premium EVs which is advantageous for Toyota in areas where cost counts (Frost & Sullivan, 2023). Lexus uses a price policy for the UX 300e that is high due to its exclusive features, electric system and advanced in-car tech. Toyota could make these cars more affordable and accessible in other countries by getting involved in local initiatives for Electric Vehicle (EV) subsidies and tax relief (OECD, 2023).

### **Place**

You can find Toyota vehicles and services at more than 17,000 dealerships and service centres worldwide. Because they are everywhere, customers always have easy access to the brand and its products (Toyota, 2023). In advanced economies, individuals can configure a car online, handle financing smoothly and get it delivered to their homes. Additionally, the company should improve its digital retail strategy to reach both rural and peri-urban customers in emerging markets. Opportunities like using service vans for repairs or expanding digital showrooms could help brands reach more people and keep them happy for a long time to come (Frost & Sullivan, 2023).

### **Promotion**

Being reliable, innovative and environmentally responsible is central to Toyota's marketing. Its recent actions such as the Beyond Zero campaign, confirm Toyota's interest in being carbon-free (Toyota, 2024). Social media, influencer campaigns and interactive digital advertising are now being used together with traditional marketing methods. To reach younger customers, Toyota needs to increase its visibility on TikTok, YouTube Shorts and Instagram Reels. Gen Z consumers enjoy real and visual advertising more than traditional forms of advertising (Accenture, 2023). VR test drives and user-made content campaigns might boost engagement and increase how the brand is perceived.

## **People**

The brand image of Toyota depends a lot on its employees. Training that always updates and performance bonuses help workers stay committed to Toyota's focus on quality, respect and its clients. Supporting various languages, being familiar with EV information in each region and providing help digitally are now extremely important. Making employees brand ambassadors encourages local people to trust and support the company.

## **Process**

Lean manufacturing, efficiency and constant improvements are all main principles of Toyota's renowned Toyota Production System (TPS). Toyota aims to meet the need for quick and open information by introducing online bookings, online guidance and instant updates for customers. These upgrades which focus on convenience, mainly attract younger drivers used to digital services rather than visiting dealerships in person.

## **Physical Evidence**

Toyota's physical proof includes the high standards of its showrooms, its support for the environment in its dealership construction and its branding inside the vehicles. Toyota's brand experience must be high quality and seamless, as it shines through on its digital touchpoints and technology features like touchscreens and voice assistants. Buying a Toyota is further reassured by customer reviews, certificates for sustainability and badges shared on its website (Toyota, 2023). The company's focus on the 7Ps marketing mix allows it to pursue its objectives related to sustainability, customer connections and global expansion. To stay competitive, Toyota should increase localised offerings, ensure more use of digital channels and focus on environmentally friendly initiatives in every area. Providing a strong and similar value to customers each time will support Toyota's future in electric cars.

## **Section 5: Marketing Communications and Business Growth**

Sustainability, innovation and global expansion would not be possible for Toyota without effective marketing communication. Their current methods of communication are broad and they do traditional advertising, arrange sponsorships, carry out digital marketing, do public relations and involve influencers more often. Yet, because younger generations and people in emerging countries are now placing higher demands on businesses, Toyota should fine-tune its communication and reach to boost engagement, its brand name and future development.

### **Current Communications Strategy**

Reliability, quality and fuel efficiency have always been key qualities that makeup Toyota's brand persona. "Start Your Impossible" and "Beyond Zero" have told the story of Toyota's focus on green technology and the environment, reaching conscious consumers and proving again its commitment to sustainability (Toyota, 2024). Toyota's decision to promote hybrid and EV cars through ads on TV, YouTube and major global occasions such as the Olympics shows its skill in mixing emotion with technology in its marketing. Technology has made digital communication more regular. Toyota relies on websites like Instagram, YouTube and LinkedIn to communicate with different groups. For instance, short-form videos, web-based interaction and sustainability messages are used to reach Gen Z and Millennials, while professionals and investors receive content via LinkedIn regarding innovation, ESG and new launches (Accenture, 2023).

### **Suggestions for Enhanced Growth**

For future success, Toyota ought to strengthen its personalised and data-driven marketing strategy. AI makes it possible to group customers, predict their behaviour and use this information for personalized email messages, car recommendations and changing website content. Also, working with local influencers in developing countries such as India and Brazil can help brands build trust and relevance among the population (Bain & Company, 2023). Moreover, introducing AR/VR test drives, mobile apps with reward systems for people trying to be green and voice search for Toyota would help Toyota become more tech-savvy and popular.

By making these changes, Toyota supports its goal of having more people buy hybrids and EVs, view the brand more positively among young buyers and boost customer loyalty in different

regions. Consistent, community-based and technology-driven brand messages from Toyota will ensure its brand value and help it grow in the long term.

## **Section 6: Conclusion and Recommendations**

The marketing plan shows that aligning Toyota's marketing with current trends in the environment, technology and consumer behaviour will increase its dominance in the electric and hybrid automobile sectors. By analysing the environment thoroughly, opportunities for EVs being in demand in developing countries and the rise in sustainability awareness among people were discovered. Also, having to adapt is necessary for Toyota because of fierce competition from EV-focused brands and global supply issues. Having a good brand, producing hybrid vehicles and reaching many countries helps Toyota achieve further success. Yet, the company needs to advance its EV technology, fine-tune its online marketing and improve its appeal to younger people to fulfil the demands of an evolving market. According to the segmentation, targeting and positioning analysis, Toyota uses a differentiated strategy to connect with families, young professionals and premium buyers in countries around the world. Focusing more on targets based on their ideas and patterns, especially those environmentally aware and digitally active in Gen Z, is important to safeguard the brand. Although Toyota's marketing mix performs well, it could be successful with even more targeted communication, broader use of various channels and personalised approaches.

### **Recommendations:**

- 1. Accelerate EV Innovation:** Return more funding toward new battery technologies (such as solid-state), pushing out EVs faster to keep up with Tesla, BYD and Hyundai in the zero-emissions market.
- 2. Localise Product and Communications Strategy:** Tailor advertisements and vehicle designs to suit India and Brazil which will help the company expand there.
- 3. Enhance Digital Engagement:** Let influencers and information from data guide campaigns on platforms like TikTok and YouTube to make Gen Z feel more positive and loyal about a brand.

**4. Strengthen After-Sales Ecosystems:** By using a subscription service, mobile maintenance tracking and specific loyalty programs, you can improve the retention of your customers.

**5. Leverage Government Incentives:** Raise awareness about hybrid/EV benefits by working with local officials and government decision-makers.

Using these strategies, Toyota can control its risks from the environment and technology which in turn will open doors for improved and sustainable profits around the world.

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