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**An Evaluation of Toyota's International Marketing Strategy: A Comparative Analysis
of Japan and India**

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1. Introduction

Toyota Motor Corporation is one of the biggest and most dynamic automobile manufacturers, perceived as innovative, high-quality, and a sustainable mobility assurer worldwide (Toyota, 2024). The firm was established in Japan in 1937, operates in more than 170 countries and regions, sold approximately 10.8 million automobiles worldwide in 2025, and is the largest automobile producer by sales (Reuters, 2025). Additionally, the Toyota group had high consolidated revenue of ¥48.0 trillion in the 2025 financial year, indicating its strong presence in the international market with favourable performance (Faulner, 2025).

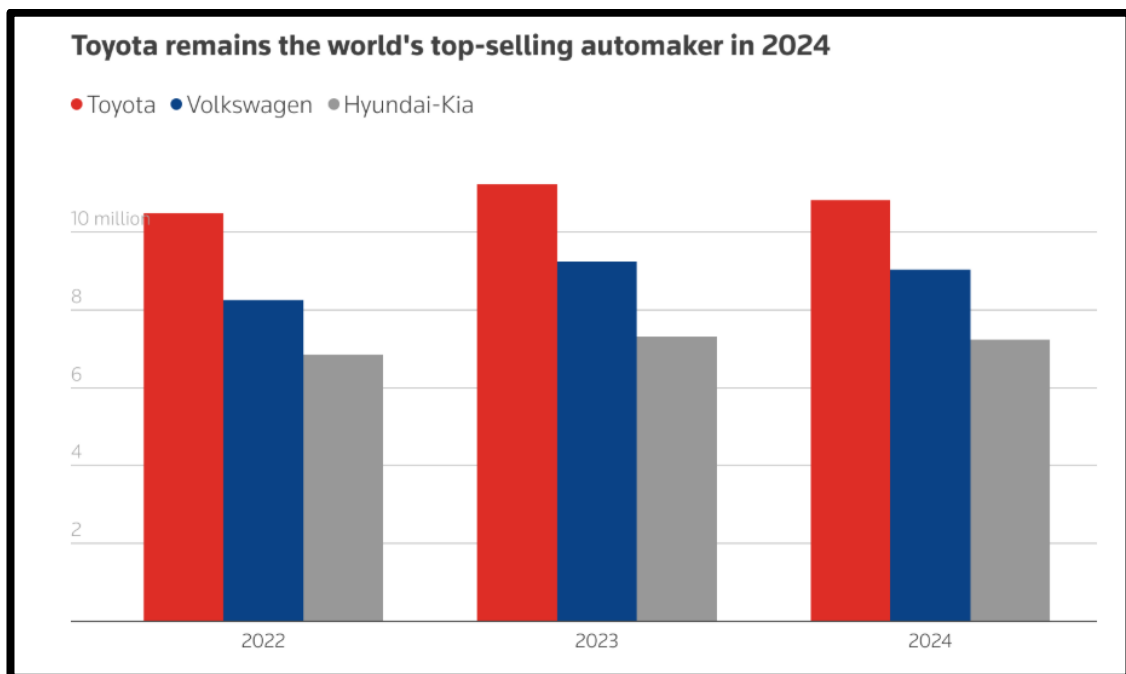


Figure 1: Toyota Top selling automakers in 2024

(Source: Reuters, 2025)

This is a critical report on the international marketing practices of Toyota, a company based in Japan and India, which is the home country, as well as the major country of origin, respectively, in terms of potential growth. This discussion dissects the macro-environment along the PESTLE framework and examines the cultural differences along cultural dimensions generated by Hofstede. It further compares its Segmentation, Targeting and Positioning (STP) of Toyota and its 7Ps marketing mix, analyses market entry strategy into India, assesses its ethical issues in marketing and provides its strategic recommendations to enable Toyota to be more competitive in the international market over a long period.

2. Company Overview

2.1 Company Background

The Toyota Motor Corporation was founded in 1937 in Toyota, Japan and is currently the largest automotive manufacturing company in the world. The company produces passenger cars, commercial cars, hybrid electric vehicles (HEVs), battery electric vehicles (BEVs), plug-in hybrid vehicles (PHEVs), and hydrogen fuel-cell vehicles (FCEVs). Toyota has established a global reputation for quality, innovation, operational performance, and reliability under the guidance of the Toyota Production system (System and Kaizen philosophy (continuous improvement)).

2.2 International Business and market presence

Toyota has coverage of over 170 countries and regions with a massive network of production facilities, research and development facilities, dealerships, and strategic alliances. The company has been the top-selling automobile maker in the world, as a sale of approximately 10.8 million vehicles in a year, marking the fifth year since the company got the top-selling automobile maker label (Faulner, 2025). It boasts of international brands such as Toyota, Lexus, Daihatsu, and Hino brands, which serve different groups of clienteles in developed and emerging economies (Azuma, 2020).

2.3 Financial performance and sustainability

Toyota has recorded a low amount of consolidated revenue, a total of 50.6849 trillion yen, and profit plunges 21.5%, which indicates good financial performance in the 2026 financial year (Gyeong-soo, 2026). The company has been investing in electrification, hydrogen fuel cells, and autonomous driving as well as connected mobility services. By setting the goal of carbon neutrality and sustainable manufacturing via the Toyota Environmental Challenge 2050, Toyota plans to enhance its worldwide leadership in sustainable mobility and offers a robust platform to make comparisons of its marketing approach in Japan and India.

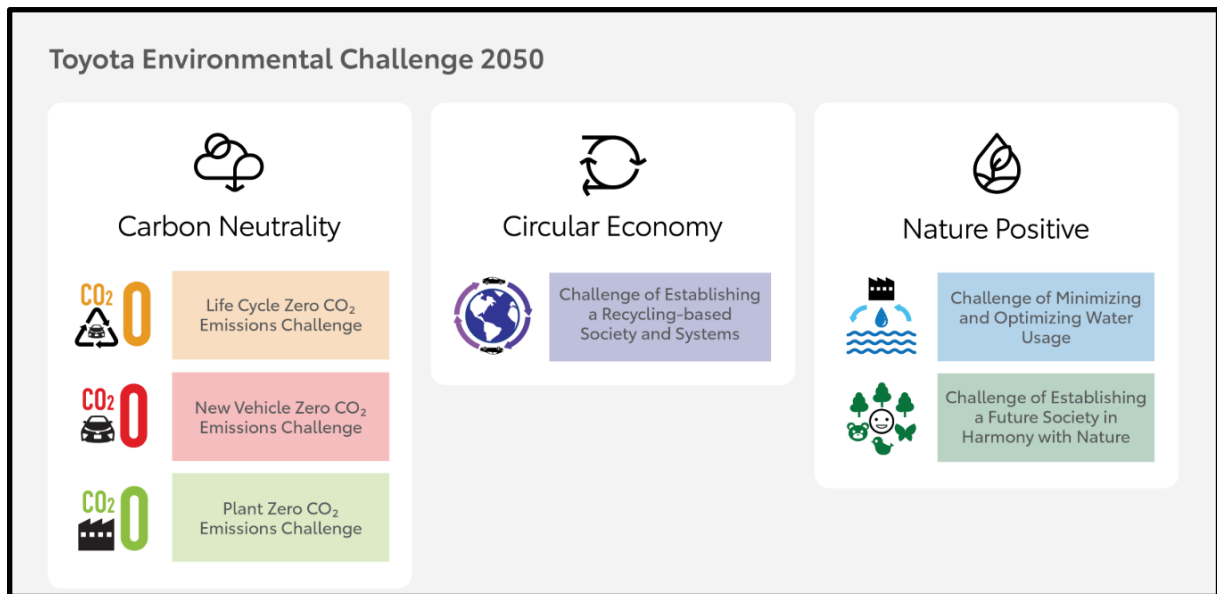


Figure 2: Toyota Environmental Challenge 2050

(Source: Toyota, 2023)

3. Analysis and Recommendations

3 (a) Comparative PESTLE Analysis and Hofstede cultural analysis

3.1 PESTLE ANALYSIS

Political Factors

The political and regulatory environment in Japan offers Toyota a highly stable environment, which can be highly supportive in both long-term-based as well as technological innovation. The government's Growth Strategy is a goal to reach carbon neutrality by the year 2050; it assists in supporting hybrid cars, battery-powered cars, hydrogen, and fuel-cell vehicles. Japan ranked a Corruption Perceptions Index (CPI) of 71/100 in 2024, showing a high index of governance and policy transparency. This is a set under which Toyota is continuously investing in sustainable mobility (Hsfkramer, 2025).

On the other hand, the growth opportunities in India are large, although the regulatory environment is more complicated. Government policies such as Make in India, the Production Linked Incentive (PLI) Scheme, and the FAME II programme promote domestic automobile manufacturing and uptake of electric vehicles. However, in this instance, India has a score of 39/100 in the CPI score and ranks at its 96th position in the world, which indicates that India is a challenging nation where bureaucracy is concerned (Transparency, 2026). Favourable industrial policies and Toyota Kirloskar Motor have seen Toyota expand. Therefore, Japan is more stable in terms of regulations, and India in terms of long-term growth.

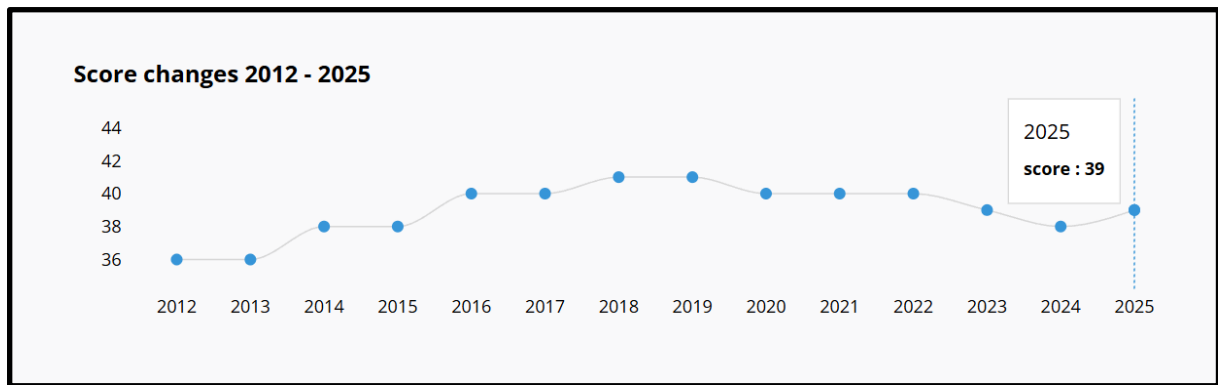


Figure 3: Corruption Perceptions Index (CPI)

(Source: Transparency, 2026)

Economic Factors

Year ↕	GDP Nominal (Current USD) ↕	GDP Growth ↕	GDP per capita ↕	Pop. Change ↕
2026	\$4,379,253,000,000	0.7%	\$35,703	-0.55%
2025	\$4,435,163,000,000	1.2%	\$35,973	-0.52%
2024	\$4,190,008,000,000	-0.2%	\$33,820	-0.5%
2023	\$4,384,854,000,000	0.7%	\$35,225	-0.5%
2022	\$4,447,976,000,000	1.3%	\$35,566	-0.54%
2021	\$5,225,934,000,000	3.6%	\$41,644	-0.49%
2020	\$5,189,197,000,000	-4.3%	\$41,234	-0.31%
2019	\$5,245,755,000,000	-0.3%	\$41,560	-0.17%
2018	\$5,154,293,000,000	0.8%	\$40,747	-0.12%
2017	\$5,038,232,000,000	1.6%	\$39,751	-0.07%
2016	\$5,110,357,000,000	0.7%	\$40,252	-0.09%

Figure 4: GDP Growth of Japan

(Source: Worldometers, 2026)

Based on the estimates, the economy of Japan has an estimated value of US 4.38 trillion in 2025, where the GDP growth rate stands at around 1.2%, meaning that there is an established market in terms of automobile products (Statista, 2026; Worldometers, 2026). In comparison, India possessed an economy of about US 4.15 trillion and a GDP growth rate of 6.5%, making it one of the fastest-growing economies across the globe (Majumdar and Ghatak, 2025). Moreover, the GDP per capita in Japan was more than US \$35,951, as compared to about US

2,900 in India, which indicates that there is a big disparity in purchasing power (Macrotrends, 2024).

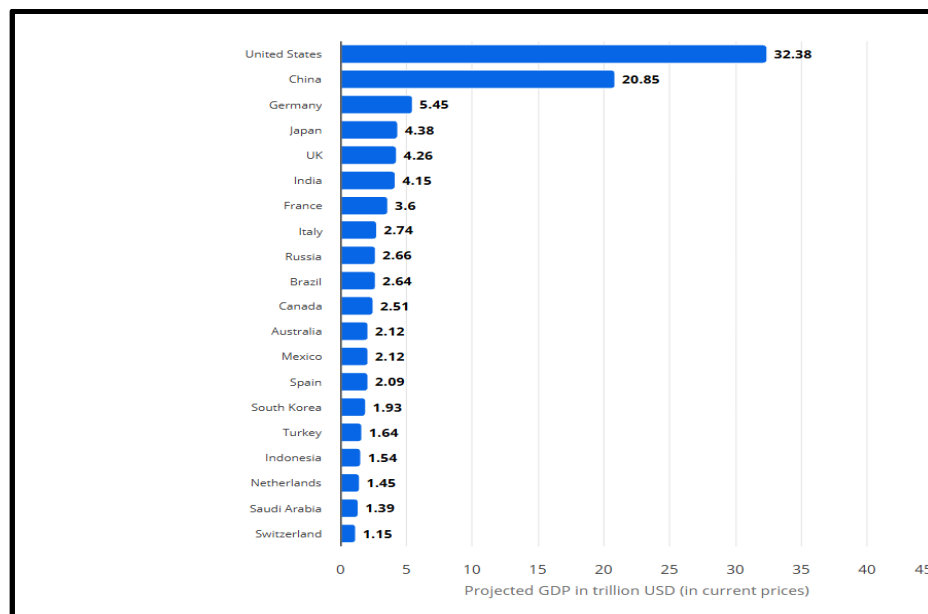


Figure 5: Japan and India's Economic Growth

(Source: Macrotrends, 2024)

The marketing strategy of Toyota is affected by these economic conditions. High-value services, high-technology, and high-end hybrid cars are all targeted by Toyota in Japan. Conversely, the increasing rise in the middle-income base with increasing disposable income and rapid urbanisation of India results in an increase in the demand for low-cost passenger vehicles as well as SUVs. In this context, Toyota emphasises localisation, affordable prices, and affordable products to increase market penetration.

Social Factors

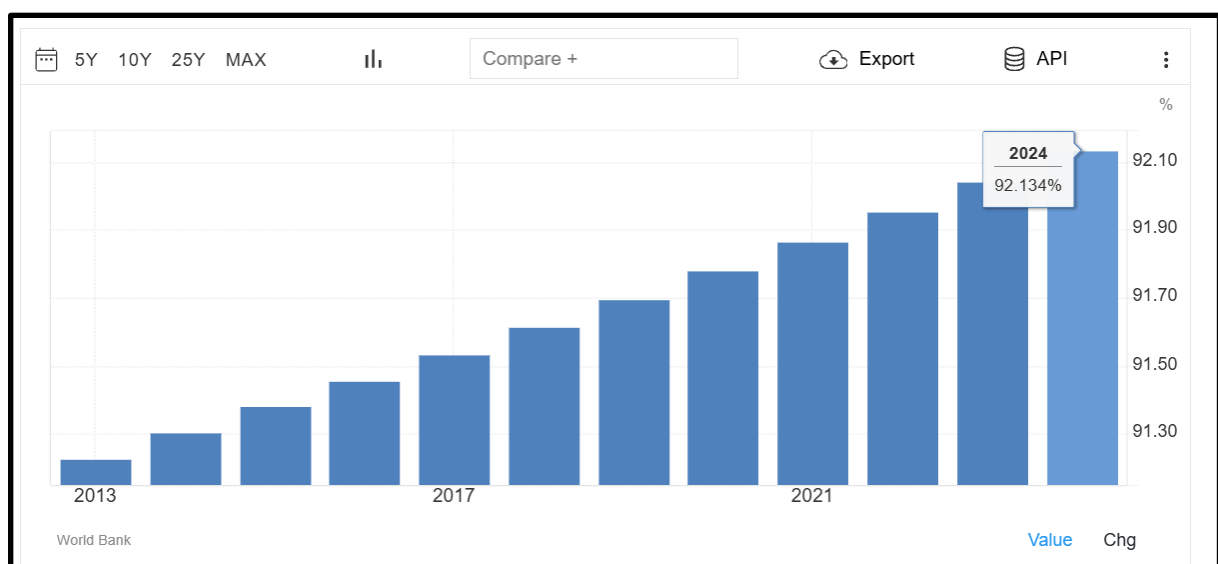


Figure 6: Urban population of Japan
(Source: Trading Economics, 2026)

The marketing decision of Toyota is also influenced by social factors. The population size of Japan is approximately 123.8 million, with a 92.1% urban population, a median age of 49.9 years and approximately 29% of the population aged 65 years and older (Trading Economics, 2026; Presse, 2026). These features bring about growing pressures for safe, technologically advanced, and environmentally friendly cars.

On the other hand, India has a population of above 1.46 billion people and a median age of 28.8 years, which makes it one of the largest and youngest consumer markets in the world (Kemp, 2025). Urbanisation and the rise in the middle class have also led to an increase in market demand for spacious, fuel-efficient, cost-effective, and family-friendly cars. Therefore, Toyota markets hi-tech hybrid vehicles in Japan; on the other hand, models modified to fit the situation in India are sold all over the country, with such Toyota models as Urban Cruiser Hyryder and Innova HyCross. All these demographic differences compel Toyota to strike a balance between world standardisation and regional localisation of the market.

Technological Factors

Technology has played a significant role in Toyota's competitive advantage since there is not much difference between India and Japan in terms of technological development. Japan is a world leader in innovation with a proportion of about 3.44% of GDP on research and development (R&D) as compared to about 0.6% in India (Careratings, 2026). Japan was the 13th in the Global Innovation Index 2024, and India was ranked 39th (World Intellectual Property Organisation, 2024). Additionally, the presence of the internet was about 87% in Japan in comparison to around 55% in India, indicating the presence of better digital infrastructure (Simpson, 2026; Pauw, 2022).

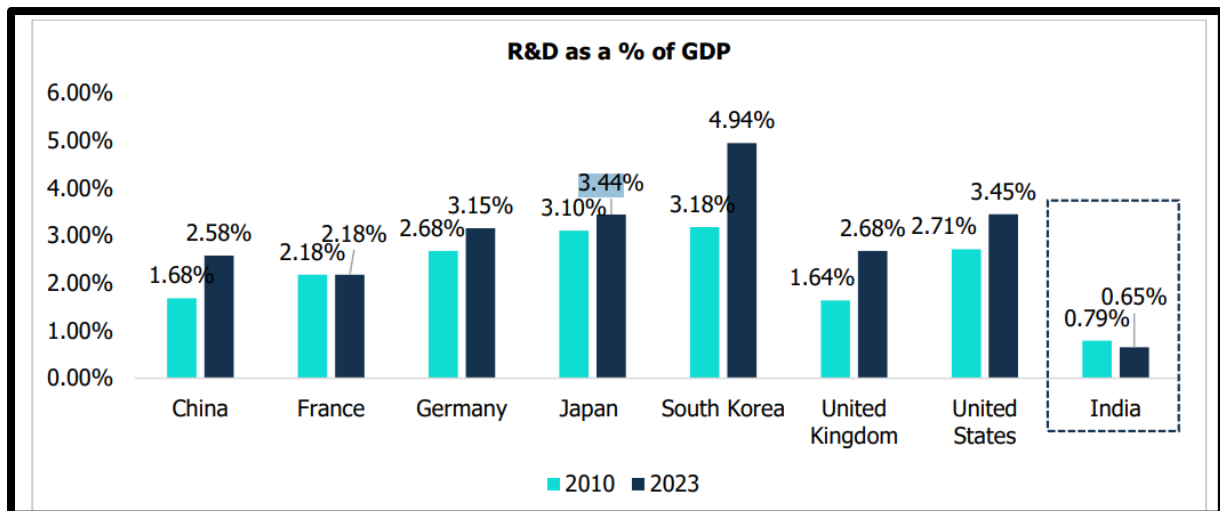


Figure 7: GDP on research and development in different Countries

(Source: Careratings, 2026)

These attributes dictate the marketing approach that Toyota uses. Toyota is a company focusing on artificial intelligence and connected cars, self-driving, and hydrogen fuel cells in Japan. However, India emphasises online customer experience, in-country manufacturing, and low-cost hybrid technologies to deal with the needs and preferences of its high-growth and price-sensitive clientele (Deloitte, 2025). Thus, Toyota combines the technological leadership of Japan and low-cost localisation and innovation of India.

Environmental Factors

Due to more repressive climate policies and growth in consumerism, the automotive industry is more inclined towards environmental friendliness. Japan also has a target of net-zero emissions by the year 2050, along with a 2070 Indian target. In addition, in Japan, 26.7% of the electricity was produced by renewable sources in 2024, and India had over 253.96 GW of renewable energy in 2025 (ISEP, 2023; Nextias, 2026)

Toyota has responded by increasing the number of hybrids, battery electric, and hydrogen fuel-cell vehicles as well as focusing on carbon-neutral production. However, priorities on the market vary. The demands of Japanese consumers are changing towards low-emission cars, highly supported by high-quality infrastructure of the charging system, and the demands of Indian consumers still aspire to affordability irrespective of the rising environmental awareness (Pardi et al., 2024; Nielsen and Wilhite, 2023). Thus, Toyota sells high-end electrified products in Japan and offers cheap hybrid models in India, trading sustainability for local requirements.

Legal Factors

In both countries, legal regulations have a great impact on the operations of Toyota. Car safety, environmental, consumer laws and intellectual property laws are strict in Japan, and these laws

foster technology development. On the other hand, India has also improved its car regulations by enacting BS-VI levels of emissions, conditions of crash tests, and other vehicle safety laws (Borkhade *et al.*, 2022). However, importation tariffs imposed on completely assembled vehicles are high, which presents a motivation for foreign companies to have local production by foreign companies.

This is attributed to the fact that these differences in legal systems have affected Toyota. The Japanese regulatory climate has led to the production of high-quality products and innovation, and the localisation policies devised by India have led to the expansion of Toyota Motor; Toyota Kirloskar has driven down the cost of production and market reaction (Toyotabharat, 2025). Hence, its ability to comply with multiple legal frameworks increases the competitiveness of Toyota and sustainable development in the long-term in both Japan and India.

3.2 Hofstede's Cultural Dimensions: Japan vs India

Hofstede's Cultural Dimensions reveal that Japan and India have a pronounced cultural variation in their cultural dimensions that will affect the overseas marketing tactics of Toyota. India has a greater score of Power Distance (77) compared to Japan (54), which means more acceptance of hierarchies (Country comparison tool, 2020). Therefore, Toyota considers using more relationship-oriented managerial and dealer networks in India, and Japan encourages emulation of more employee participation and decision-making.

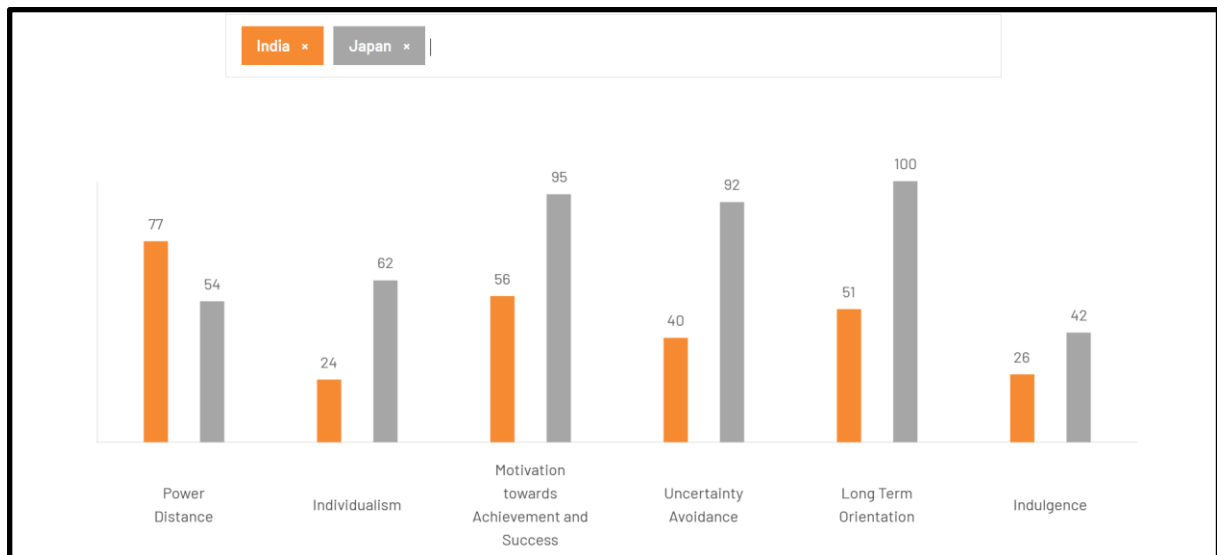


Figure 8: Hofstede's Cultural Dimensions

(Source: Country comparison tool, 2020)

On the dimension of Individualism, Japan has a score of 62, whereas India has a score of 24, indicating that Japanese consumers prioritise individual success and innovation, whereas

Indian consumers focus on family and group decision-making. As such, Toyota markets sophisticated technology and personal mobility in Japan and emphasises family-friendly cars in India (Country comparison tool, 2020). Japan has a score of 95 in Masculinity, which is much higher than that of India (56), indicating more competition, achievement, and product excellence. Toyota thus focuses on performance, innovation, and premium quality in Japan. However, Japan has a score of 92 in Uncertainty Avoidance, as compared to 40 in India, which means that the Japanese consumer tends to be more reliable, safe and have efficient technology. This helps Toyota to concentrate on quality and hybrid technology within Japan, unlike the Indians, who tend to be more flexible to change (Country comparison tool, 2020). Lastly, Japanese people have a Long-Term Orientation score of 100, in contrast to India's Long-Term Orientation of India, which is 51, which portrays an attitude of being future-oriented. Even though Japan has higher Indulgence (42) as compared to India (26), both cultures are restrained. In general, Toyota manages to adapt its marketing strategies concerning these cultural distinctions, but it retains a global brand image.

3 (b) STP analysis and 7p analysis

3.3. Comparative STP Analysis

In Japan and India, Toyota embraces differentiated Segmentation, Targeting and Positioning (STP) strategies to capture the variations in consumer behaviour, their purchasing power, as well as their cultural orientation. Even though the company has a promise of a uniform reputation of quality and reliability in a global market, it provides custom marketing strategies to suit the particular peculiarities of the markets.

Segmentation

The demographic, geographic, psychographic, and behavioural variables are the demographic characteristics on which Toyota separates the two markets. The company focuses on the middle-income and high-income groups, the environmentally conscious consumers and the ageing groups in Japan who are interested in technologically advanced, safe, and fuel-efficient cars (Wardana et al., 2023). By comparison, India is segmented according to the fast-growing middle-income, young professional, large families and first-time car buyers who are low-income, fuel-efficient, and pragmatic (Kumar *et al.*, 2025). These disparities are a representation of the differences in the economic situation and cultural values between the two nations.

Targeting

In the two markets, Toyota implements a differentiated targeting approach. In Japan, the company is upselling, concentrating on high consumer purchasing power, and rising

sustainability awareness to customers with a hybrid, electric, and luxury Lexus, based on the aims of high-end consumers and eco-sensitive consumers (Kumagai and Lee, 2026). On the other hand, in India, Toyota serves middle-income households that value efficiency by manufacturing the models locally by focusing on Urban Cruiser Hyryder, Innova HyCross and Fortuner. Localisation of production helps Toyota to provide competitive prices and serve the various needs of customers.

Positioning

In every market, Toyota positions itself differently to enhance its competitive advantage. In Japan, the brand is positioned as a technological innovation leader, with quality, safety, and sustainable mobility with its expertise in hybrid and hydrogen fuel-cell technology. The promotion of long-term value for money, durability, reliability, and fuel efficiency in India is due to the fact that consumers appreciate cost-effective and reliable cars. Irrespective of these variations, Toyota continues to uphold its global brand image centred on innovation, quality, and client loyalty. This paradox of direction between international standardisation and localisation allows the corporation to address the differences between different cultural and economic demands and corporate leadership in Japanese and Indian car markets.

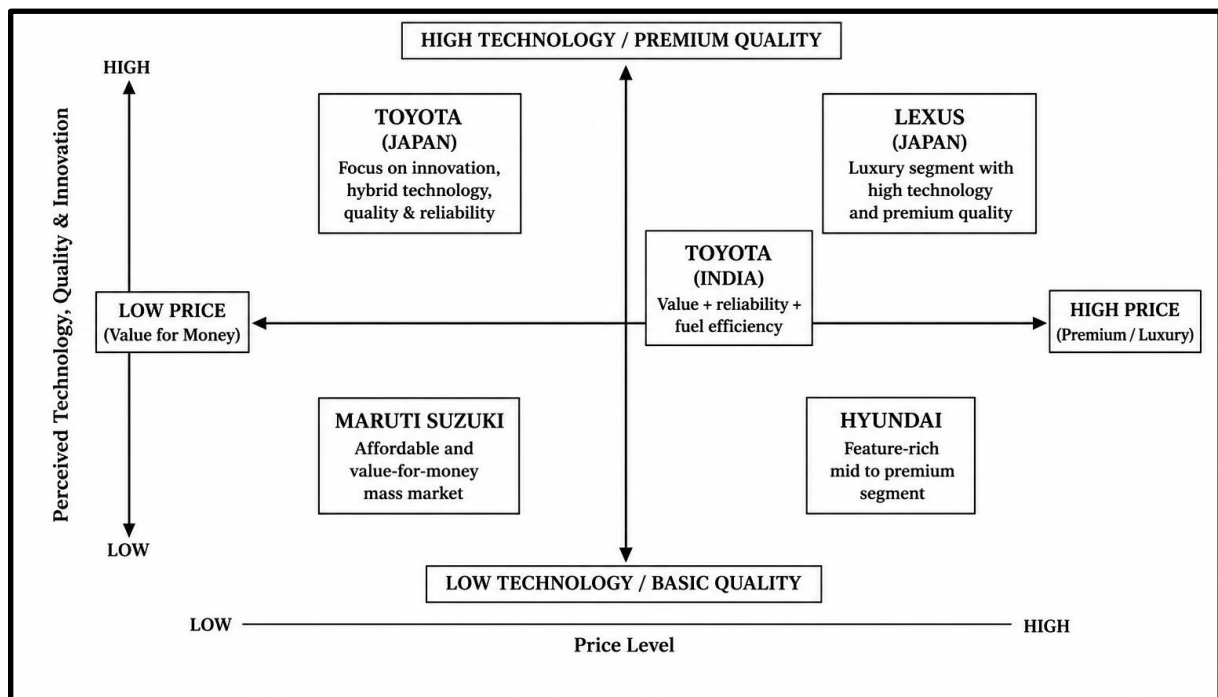


Figure 9: Toyota Positioning Map

(Source: Self-developed)

3.4. Comparative Analysis of Toyota's International Marketing Mix (7Ps) in Japan and India

Product

Toyota achieves a blend of global standardisation and local adaptation in order to meet the needs of various customers. The company in Japan focuses on its hybrid electric, battery electric, hydrogen fuel-cell, and luxury Lexus models, with an emphasis on the innovation, safety, and sustainability that consumers require (Toyota, 2025). In India, Toyota offers locally tailor-made cars such as Urban Cruiser Hyryder, the Innova HyCross and the Fortuner to meet the requirements of low-cost, fuel-efficient, and durable family cars (Toyota Bharat, 2025).

Price

The purchasing power results in different pricing strategies used by Toyota. Premium and value pricing, supported by the adoption of advanced technology and good brand loyalty, is employed by the company in Japan, where per capita GDP is above US 35.7 thousand (Imf.org., 2026). On the other hand, India has a lower purchasing power, which necessitates competitive pricing through local production by Toyota Kirloskar Motor, which lowers the cost of production and enhances affordability by offering flexible financing and after-sales services (Toyota Bharat, 2025).

Place

In both countries, Toyota is well distributed, but it adapts to the domestic market. The Japanese are privileged with an increased rate of dealerships, online shops, and reliable transportation. Toyota has used the concept of authorised dealerships, regional dealers, as well as local manufacturing in Karnataka to enhance the reach, reduce the cost of delivery, and localise the markets of urban and semi-urban India (Japan Times, 2026).

Promotion

The cultural and economic differences are considered in the promotional strategies used by Toyota. The careful marketing in Japan aims at innovation and security, best quality products, and environmental sustainability by using digital media and company promotions. In India, it carries out its promotional campaigns based on factors of affordability, fuel economy, reliability, and family values, in terms of which the company advertises via TV, social media, festivals and experiential marketing. Despite these differences, Toyota promulgates unceasing quality, trust, and innovation (Hibino *et al.*, 2017).

People

Another people strategy used by Toyota is to serve its customers excellently. The employees in Japan operate on Kaizen and Omotenashi, whereby they offer personalised customer

experiences and after-sales services. In India, Toyota has invested in training its employees and developing its dealers in such a way that they can be consistent in the quality of service they provide, in addition to meeting the requirements of the local customer in the long term and ensuring reliability.

Process

In the Toyota Production System (TPS), emphasising lean manufacturing and continuous improvement, Toyota draws upon the use of both. Advanced automation and artificial intelligence are used to enhance manufacturing efficiency in Japan (Toyota EU, 2025). Toyota in India combines TPS with local production, online booking, financing, and online after-sales services to become not only efficient in its functioning but also meet the requirements of the local market.

Physical Evidence

Contemporary dealerships, professional service centres, and electronic media are facilitating Toyota to enjoy a consistent global brand image. High-end showrooms and advanced digital technologies are used to supplement the innovation and quality in Japan (Toyota, 2024). The Indian dealerships associate themselves with accessibility, comfort for customers and big after-sales services, and this means that the customers will have much confidence without harming the Toyota world brand.

Altogether, Toyota can balance international and local adaptation. Though the core of Japan is a focus on quality, technology, and sustainability, the core of India is affordability, localisation, and value-based money focus. The 7Ps strategy is elastic, and this is the reason why Toyota can compete in the developed and emerging markets.

7Ps	Japan (Home Country)	India (Host Country)
Product	Hybrid, EV, hydrogen, premium models	SUVs, MPVs, affordable hybrid models, local adaptation
Price	Premium and value-based pricing	Competitive and value-for-money pricing
Place	Advanced dealerships, online sales, efficient distribution	Extensive dealer network, local manufacturing, expanding digital sales

Promotion	Innovation, sustainability, safety-focused campaigns	Affordability, family values, digital and festive promotions
People	Highly trained staff, <i>Kaizen</i> , premium customer service	Dealer training, customer support, relationship-focused service
Process	Advanced TPS, AI, automation, digital services	Local manufacturing, lean production, online booking, and after-sales
Physical Evidence	Premium showrooms, digital experience centres, modern facilities	Accessible dealerships, quality service centres, consistent global branding

Table 1: Marketing Mix comparison

3 (c) Analysis of Toyota's Market Entry Strategy in India

Toyota entered the Indian market in 1997 as a **joint venture (JV)** with the Kirloskar Group, which was built into Toyota Kirloskar Motor (TKM) at Bidadi, Karnataka. This market entry strategy was able to assist Toyota in combining its global technological strength, manufacturing strength, and strong brand image with the local market experience of Kirloskar, regulatory experience and its well-established network of suppliers (Toyota, 2024). The joint venture also reduced the risk of the investment and led to speedy market penetration as compared to the exporting or licensing approach, and enabled Toyota to be more adaptable to the local customer requirements in the country. This alliance has become the backdrop of Toyota's long-term operations in India.

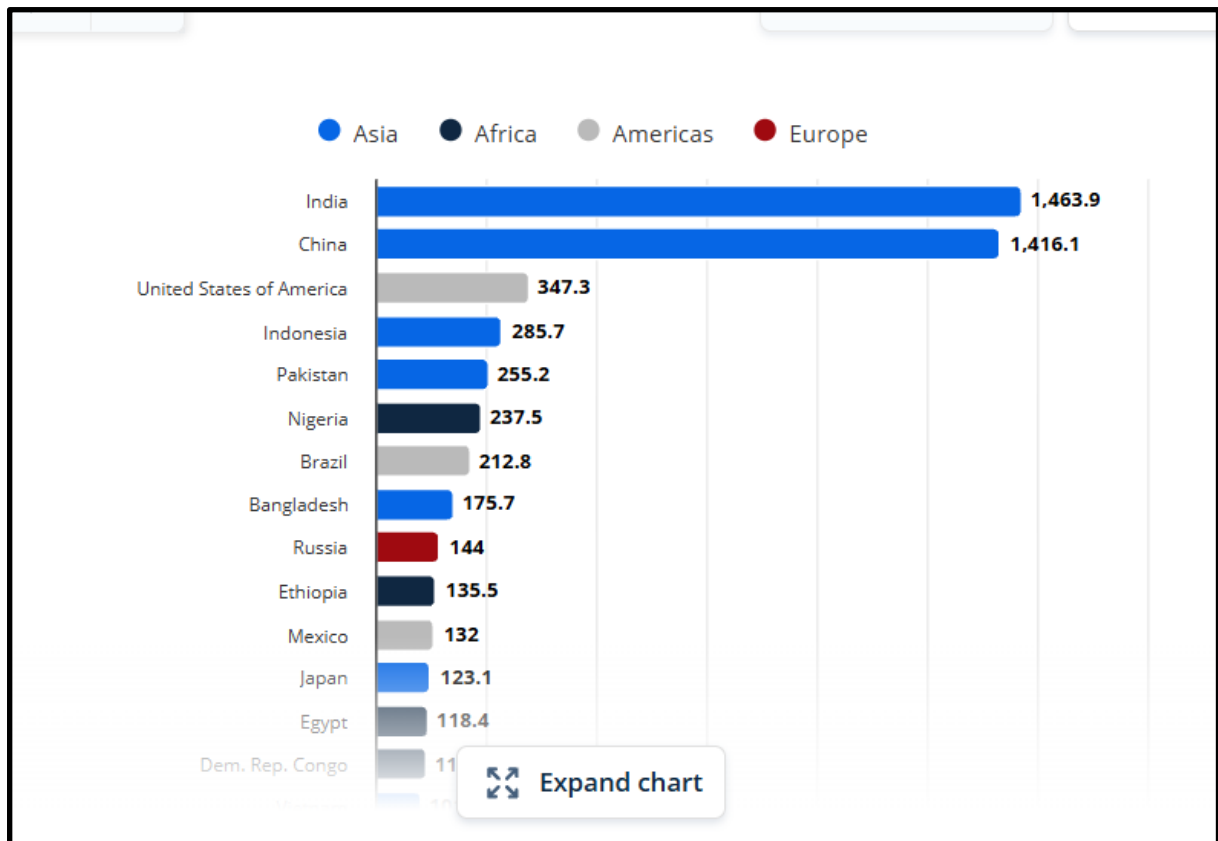


Figure 10: GDP growth in India

(Source: Statista, 2025)

India was selected because of the potential that it has in the market. India has huge potential for automobile companies, where the population is more than 1.46 billion, GDP growth is projected at an average of 7.1% in 2025, a high rate of urbanisation and an increasing number of a growing middle class (Statista, 2025; Trading Economics, 2025). Government programmes (Make in India, Production Linked Incentive (PLI) Scheme and FAME II programme) are also favouring foreign investment and local car manufacture (Wandhe, 2024). This favourable environment prompted Toyota to manufacture vehicles in the country to reduce import duties as well as production costs and improve the effectiveness of the supply chain and price competitiveness.

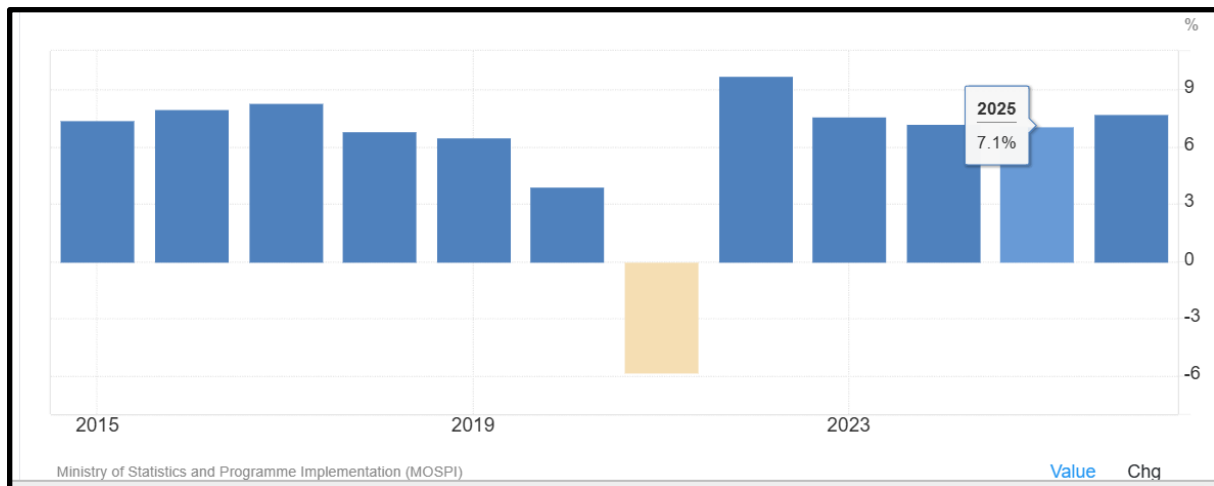


Figure 11: India fiscal year GDP growth in 2025

(Source: Trading Economics, 2025)

The entry strategy of Toyota is also well explained by the **Eclectic (OLI) Paradigm presented by Dunning**. The company has great Ownership benefits such as advanced hybrid technology, the worldwide-known Toyota brand, and the Toyota Production System (TPS). India has several Location advantages, which include cheap labour, increasing consumer demand, improved infrastructure, and favourable industrial policies (Dunning, 2014). As an alternative approach of internalisation, Toyota employed a joint venture to retain quality control, guard proprietary technology and coordinate production in a more efficient manner compared to exporting or licensing. The OLI approach will, therefore, demonstrate why the joint venture was the best entry mode.

The progressive growth of Toyota in India can be elaborated with the help of the Uppsala Internationalisation Model (Becker-Ritterspach, 2025). Rather than accruing huge pre-establishment investments, Toyota steadily expanded production, dealer network, supplier network, and product range, which were customised to the local market through the market mastery already conquered (Takeuchi et al., 2023). The incremental strategy minimised uncertainty and enhanced customer confidence and efficiency.

Although successful, Toyota experiences such threats as stiff competition with Maruti Suzuki, Hyundai, and Tata Motors, the development of environmental policy, and the presence of extremely price-conscious customers. To respond, Toyota has increased its localisation, manufacturing of hybrid vehicles, increased digital sales and investment in after-sales services to improve consumer satisfaction (Sarangal et al., 2023). Overall, Toyota's joint venture strategy has been able to establish a balance between global standardisation and localisation within its strategy in that it could develop a sustainable competitive advantage and assist the

company to entrench into the long-term competitive position within India automotive market that itself is highly competitive.

3 (d) Evaluation of Ethical Issues Related to Toyota's Marketing Mix in India

Toyota has enjoyed a decent reputation for the quality of products and ethical business operations; however, an array of ethical issues has been brought up regarding its marketing mix in India market. Among the largest issues is environmental sustainability. Even though Toyota can be credited with having pioneered hybrid vehicle technology worldwide, the company has been accused of being slow in switching towards battery electric vehicle (BEV) technology.

Therefore, Toyota has not lost track of hybrid vehicles, and with government support via the FAME II scheme to promote the use of electric mobility in India, it has continued to concentrate towards the hybrid technology (Kumar, 2024). Despite the fact that hybrid vehicles use less fuel and produce less carbon compared to petrol-powered vehicles, environmental groups have argued that the delay in the introduction of electric cars could mean that India will have to have slower development towards climate change.

The other moral dilemma is regarding the cost and availability. The vehicles sold by Toyota are typically in the high-end market, and are, therefore, not very affordable to the middle-income Indian buyers. Even though the company has presented locally produced models at lower prices, the increase in cost over competitors like Maruti Suzuki and Tata Motors is an issue concerning fair access to sustainable mobility (Kotoky, 2020). On an ethical level, the multinationals have to make sure that they find a balance between profitability and their overall social responsibility by offering environmentally friendly vehicles that will not become unaffordable to various consumer groups.

The promotional strategy applied by Toyota has not gone without criticism as well, focusing its efforts on the benefits that the hybrid technology can have to the environment, and comparatively little coverage of battery electric vehicles (Toyota, 2023). Some of the stakeholders claim that this would lead to consumer misconceptions concerning the sustainability of the different low-emission technologies in the long-term. Nonetheless, Toyota maintains that hybrids are a good start towards an entirely electrified car, in particular, in the countries where the charging system is still to be created.

Despite this, Toyota has been taking local production, employment generation, road safety initiatives, and investments in additional clean mobility technologies seriously regarding corporate social responsibility. Overall, the main ethical issues at play are product strategy, affordability, and communications of environmental concerns, but Toyota is intensifying its

responsible marketing practice, separating commercial interests from non-commercial sustainability and the value of long-term stakeholders.

3 (e) Recommendations for Toyota's International Marketing Strategy

Toyota ought to re-emphasise its international marketing campaign to concentrate on realistic programs that could harmonise the Japanese and the Indian market needs, which are different. To start with, Toyota is advised to increase its range of inexpensive battery electric vehicles (BEVs) in India and keep on producing hybrid and hydrogen technologies in Japan (Neeraja, 2024). This would help in changing consumer preference and governmental policies regarding sustainability.

Second, the company must strengthen its local sourcing and manufacturing in India by increasing its interaction with local suppliers. This would also reduce production costs, and strengthening the production chains, and would also enable Toyota to sell more vehicles at a good price.

Third, Toyota should be able to perfect its online customer experience by improving online car sales, virtual showrooms, customer support using AI and personalised post-sales services. The programs would help to improve customer relations and boost brand loyalty in the long term, particularly with the younger generation of consumers.

Finally, Toyota should increase its sustainability communication with the demonstration of clear information on its vehicle emissions and recycling program and carbon reduction targets (Csutora and Móznér, 2025). Collaboration with governments and charging infrastructure providers to expand EV charging networks will also spur the use of low-emission cars.

The recommendations put forward would not only increase the competitiveness, customer satisfaction and environmental performance of Toyota but would also enable the company to strike the right balance between global standardisation and market preparedness locally and would also enable the firm to realise long-term growth in Japan and India.

4. Conclusion

The review report involved comparing the Toyota marketing strategies in Japan and India in order to evaluate the international marketing strategies used by Toyota. PESTLE and Hofstede analysis revealed that the variations as well as the differences in the political, economic, social, technological, environmental, legal, and cultural factors contribute significantly to the marketing decision-making of Toyota. The marketing mix analysis done on STP and 7Ps indicated that Toyota has managed to create a balance between striving to keep global standards and local adaptation through assimilation of market-oriented products, prices, and promotion. Additionally, Toyota has been empowered by the joint venture entry mode in the Indian market

and competitiveness. Overall, the fact that Toyota has never given up on innovation, sustainability, and localisation is an encouraging sign that this company will manage to succeed in the long-term in both established and emerging markets.

Section 2: Reflective Account (Gibbs' Reflective Cycle)

1. Description

In this assessment, the research and critical evaluation of the international marketing strategies of Toyota was done by comparing its operations in Japan and India. In this report, key models, which are important models of international marketing, were used which include PESTLE, Hofstede Cultural Dimensions, STP, 7Ps Marketing Mix, and market entry strategy theory. The information needed to fill in the report was collected by use of the annual reports, academic journals and government publications of Toyota and the international databases. I began by looking at how variations in politics, economic, social, cultural, and legal environment impact the marketing-driven decisions of Toyota and then went ahead to develop recommendations that would help it improve its competitiveness in the international market. This reflected critical thinking skills, good organisation, and evidence-based analysis in doing the research.

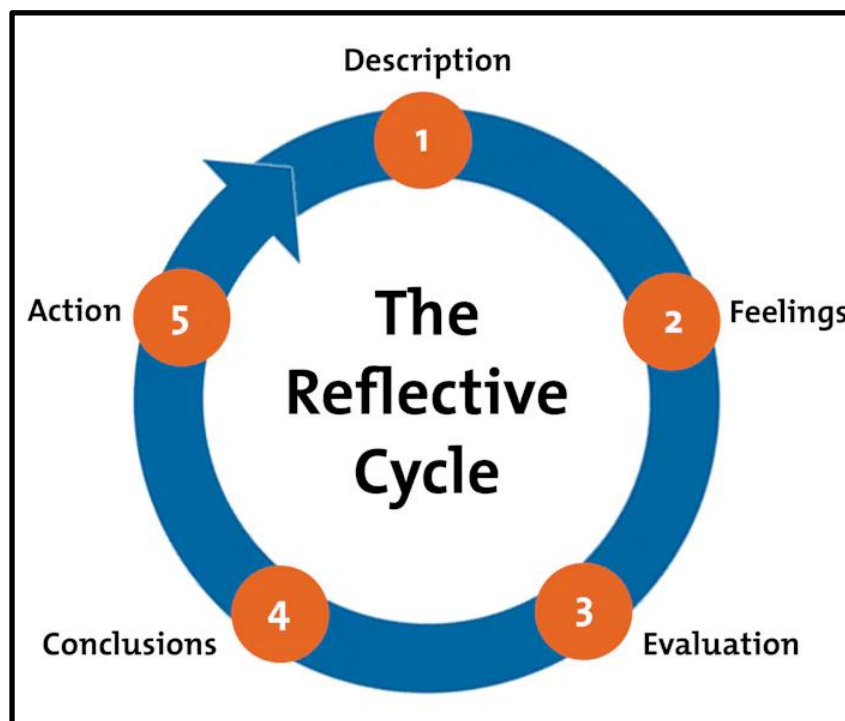


Figure 12: Gibb's Reflective Cycle

(Source: Mindtools, 2024)

2. Feelings

By the time I was doing this assessment, I was sure that I chose Toyota due to its great reputation worldwide. However, I found myself confused about trying to make a comparison

of two nations under different theoretical models and critical perspectives. Initially, I had difficulties in locating the most relevant information, as a lot of information was available. I was supported as I read through the different market reports. Comparing Japan and India allowed me to comprehend more about the aspect of international marketing, and I felt more able to perform the analysis of statistics and relate academic theories to real business processes.

3. Evaluation

Overall, it was an excellent learning experience. I was also able to gather up-to-date information using certified academic journals and annual reports of Toyota and other international organisations, which was also a major strength of mine since I was able to research. This ability of mine to think analytically was also one of my strengths since I could make comparisons between Japan and India about different frameworks in international marketing and not just present a plain description of the activities in Toyota. I was also well-organised as I adhered to a rational report structure.

However, I found a couple of weaknesses. First, I encountered the problem that it was hard to choose the most appropriate information since Toyota has numerous foreign markets. I struggled to balance theory, statistics, and critical analysis within the word limit. Moreover, I got to know that my early drafts had been overly descriptive and not critical, but they required additional revisions.

4. Analysis

It is on this evaluation that I have been able to reflect on shaping my insight into the meaning of the role of evidence-based decision-making in international marketing. Using PESTLE and Cultural Dimensions created by Hofstede showed that marketing strategies cannot be uniform in any country since political regimes, economies, consumer behaviour, and cultural values vary greatly. In comparing the countries of Japan and India, it was noted that Toyota is fostering a balance between global standardisation and localisation to enable it to remain competitive.

The report has also empowered my skills towards critical application of the marketing theories as opposed to the knowledge of explaining the marketing theories. The Model of STP framework, 7Ps Marketing Mix, and the model of market entry strategy assisted me in envisioning how theory can facilitate the practical business decision-making process. During research, I enhanced my skills in assessing academic texts, interpreting statistical evidence, criticising other positions, and supporting the conclusions with credible evidence. The other thing I learnt is that international marketing should be performed in an ethical manner and responsive to changing customer needs. This has improved my research, critical thinking,

problem-solving, and academic writing skills, which are highly essential for my future in international business and marketing.

5. Conclusion

This assessment has improved my knowledge regarding international marketing approaches and international business activities. My learning on the application of marketing theories in real business scenarios equipped me with better research, analytical and critical evaluation skills. The critical analysis also revealed what aspects had to be enhanced, particularly the finding of the right evidence and the creation of a more concise critical analysis. Overall, this has boosted my self-confidence in conducting autonomous research and writing professional business reports. This will not only be useful in my future academic life, but also in my future career advancement in the field of international marketing.

6. Action Plan

I have worked out a framework to develop with the aim of improving my future learning. I will evaluate at least two articles in peer-reviewed international marketing journals every week within the next three months in order to enhance my critical evaluation abilities. I will be more adept at analysing business statistics six months down the line after regular use of databases such as the World Bank, OECD, and Statista. In the upcoming academic semester, I will develop a comprehensive study plan to enhance report planning, time management, and proofreading. In a span of a year, I want to finish an online professional course in international marketing and cross-cultural management to equip my academic mind and prepare me for a future career in international business.

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