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Consumer Perception and Purchase Intention: A Literature Review of Toyota Indonesia

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ABSTRACT

The dynamics of the automotive market and the growing digitalization of consumer behavior have significantly influenced how individuals perceive brand value and make purchasing decisions. Toyota Indonesia provides an interesting case for examining how consumer perception shapes purchase intention within an evolving competitive landscape. This study conducts a Systematic Literature Review to analyze the relationship between consumer perception, purchase intention, and brand image in the automotive industry. The findings indicate that consumer perceptions are formed by emotional values such as innovation, design, and user experience and functional values such as safety and reliability. Emotional aspects tend to drive brand preference, while functional aspects maintain trust and loyalty. Moreover, digital initiatives such as social media engagement, virtual interaction, and corporate social responsibility (CSR) programs enhance brand image and influence consumers' intention to purchase environmentally friendly vehicles. This review highlights that perception, brand image, and purchase intention are interconnected components contributing to Toyota Indonesia's competitive advantage in the digital era.

Keywords: *Brand Image, Consumer Perception, Purchase Intention, Toyota Indonesia.*

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1. | INTRODUCTION

The Indonesian automotive industry is experiencing a shift in how consumers perceive brand value and form purchase intentions, driven by a combination of product factors, digital experiences, and social expectations of corporations. Consistent with findings in the Japanese automotive market, brand preference, which in this research focuses on Toyota, is changing. is increasingly determined by emotional value (innovation, design, experience) in addition to functional value (safety, reliability). Recent research confirms that consumer perceptions of value, both functional and emotional, directly influence purchase intention, particularly in the automotive and electric vehicle sectors (He, 2024). When emotional aspects are strong, brand preference is driven; however, failures in functional aspects, particularly safety, quickly undermine positive consumer perceptions and weaken purchase intention. At a more specific design level, the perceived quality of exterior color/gloss also modulates perception and purchase intention: for the SUV segment, a bright sheen reinforces the premium impression and increases purchase intention, while for compact cars, excessive sheen is perceived as inconsistent with the cost-effective image, decreasing interest. emphasizes the importance of product concept and design alignment in managing Toyota consumer perception.

In addition to product attributes, socio-cultural and generational contexts also shape how consumers interpret cars. Cross-country studies of young consumers show that cars remain important, but with different meanings: in developing countries, they are more related to mobility needs and economic status, while in developed countries, they are more about lifestyle and self-expression. This diversity is relevant to the heterogeneous Indonesian market, suggesting the need for culturally sensitive segmentation in designing Toyota's value message. Empirical evidence in Indonesia supports this, where brand preference and customer engagement have been shown to be strong predictors of purchase intention and mediate the influence of digital marketing on purchase intention. On the purchase intention side, operational factors such as delivery time have a conditional influence: if Toyota is the first choice, extended delivery times do not reduce purchase intention; however, when Toyota is only the second candidate, significant delays erode purchase intention. This highlights the strategic role of achieving top-of-mind status in consumers' minds as a "psychological shield" against operational friction.

Changing shopping channels and experiences are also increasingly crucial. In immersive/metaverse retail, social presence increases consumer identification with the shopping environment, which in turn increases purchase intention. especially for environmentally friendly products. Similarly, digital-based interactions such as chatbots have been shown to increase perceptions of hedonic and utilitarian value, which in turn strengthen purchase intentions (Lo Presti et al., 2021). For Toyota, this opens up opportunities to optimize virtual showrooms, co-browsing, and social activations to accelerate interest in the hybrid/EV line.

At the same time, brand image is formed and maintained not only by products, but also by corporate social responsibility (CSR), reputation, and quality. Empirical evidence in the Asian automotive and retail sectors shows that CSR strengthens image and loyalty through the mediation of reputation and brand equity (Arachchi & Samarasinghe, 2023). Conversely, commercial practices perceived as unfair, such as internal product upgrades (built-in features unlocked at an additional cost), are often perceived as unfair. This can trigger feelings of betrayal and damage consumer attitudes and loyalty. Transparency and fair framing are therefore prerequisites for maintaining brand equity in an era of increasingly digitalized products.

Based on the landscape of these findings, this study presents Systematic Literature A review (SLR) of recent scholarly work (2020–2025) linking consumer perception, purchase intention, and brand image in the Toyota context, while considering the role of design, digital retail channels, and CSR as supporting variables. Contributions offered include: (1) a synthesis of the Perception → Intention → Image pathway relevant to Toyota's marketing decision-making in Indonesia; (2) a sharpening of the implications of segmentation (generation & culture) on value proposition design; and (3) recommendations for digital experience management and fair feature/pricing policies to maintain long-term brand equity.

2. | LITERATURE REVIEW

Consumer Perceptions and Brand Image

Consumer perception refers to the process through which individuals select, organize, and interpret stimuli to develop meaning about products, brands, or marketing environments. Perception is influenced not only by sensory stimuli but also by consumers' experiences, expectations, and cognitive interpretations. Haase and Wiedmann (2020) explain that sensory perception involves the processing of stimuli that can shape consumers' responses to products and brands. Accordingly, consumers exposed to the same stimulus may develop different perceptions depending on their individual experiences and interpretations.

Sensory and symbolic elements also contribute to the formation of brand perceptions. Sensory marketing research indicates that visual and other sensorial stimuli can influence consumer responses and subconscious decision-making (Kulkarni & Kolli, 2023). Similarly, multisensory marketing can strengthen brand experience and perceived value by integrating different sensory elements into consumer interactions (Wiedmann et al., 2021). Color and visual characteristics can also affect consumers' evaluations and purchase-related responses (Kato, 2022). These findings indicate that consumer perception is formed through an interaction between sensory, cognitive, emotional, and symbolic factors.

Consumer perception is closely related to brand image, which represents the perceptions and associations consumers develop toward a brand based on information and previous experiences (Coaker, 2021). Brand image can influence how consumers evaluate a brand and its offerings. Empirical evidence also indicates that strengthening

brand image can contribute to increased consumer purchase intention (Luo, 2022). Therefore, consumer perception and brand image are interconnected concepts: consumers interpret various brand-related stimuli, develop associations and evaluations, and subsequently form an overall image of the brand that may influence their behavioral responses.

Purchase Intention

Purchase intention refers to a consumer's willingness or likelihood to purchase a particular product or brand. It represents an important behavioral indicator because consumers' intentions can reflect their evaluation of products, brands, and the value offered. Hawkins and Mothersbaugh (2010) explain that consumer behavior and purchasing decisions are influenced by internal and external factors, including consumers' experiences, attitudes, and environmental influences. More recent studies further demonstrate that purchase intention can be shaped by perceived value, brand image, brand attitude, and corporate social responsibility.

Perceived value is an important determinant because consumers evaluate the benefits they expect to obtain relative to the costs or sacrifices involved in purchasing a product. He (2024) demonstrates the relevance of consumer perceived value in explaining purchase intention, while Kato (2021) highlights the contribution of both functional and emotional value to consumers' preferences toward corporate brands. Brand-related factors are also important. Luo (2022) found that improvements in brand image can enhance consumers' purchase intention, while Arachchi and Samarasinghe (2023) identified the roles of corporate social responsibility and brand attitude in influencing purchase intention. Authentic CSR can likewise affect consumers' willingness to purchase by shaping their responses toward the company and its activities (Mäncher et al., 2023).

Purchase intention can be reflected through consumers' transactional interest, preference, willingness to recommend, and tendency to seek information about a product. Digital interactions may also contribute to purchase intention, as demonstrated by Lo Presti et al. (2021) in their study of chatbots and digital relational sales. Thus, purchase intention represents a multidimensional behavioral tendency resulting from consumers' perceptions, evaluations, experiences, and interactions with brands and products.

3. | RESEARCH METHOD

This study employed a Systematic Literature Review (SLR) approach combined with qualitative descriptive analysis to examine the relationship between consumer perception, purchase intention, and brand image, with a focus on the automotive industry and Toyota products. The study primarily aimed to analyze how consumer perception relates to purchase intention and to identify supporting variables that influence consumer decision-making.

The SLR method provides a systematic and transparent framework for identifying, evaluating, and synthesizing previous research. Peer-reviewed journal articles were selected exclusively from the Scopus database to ensure source quality and consistency. The inclusion criteria covered articles published between 2020 and 2025, relevant to the research topic, and addressing consumer perception, purchase intention, brand image, or Toyota-related consumer behavior.

The literature search employed keywords based on the PICO framework and Boolean operators (AND, OR). The primary search string was ("consumer perception" OR "brand perception") AND "purchase intention." Article screening and selection followed the PICO framework and PRISMA guidelines. The selection process consisted of identification, screening, eligibility assessment, and inclusion. The research questions and inclusion–exclusion criteria were formulated using the PICO framework, as presented in Table 1.

Table 1. PICO Framework

PICO	Description
Population	Indonesian automotive consumers (existing & potential) who are considering Toyota cars with market segmentation based on young/adult age, social class, and SUV vs compact users.
Intervention	Emotional value, functional value, exterior design, lead time, digital channels, reputation & CSR, and price/feature fairness.
Comparison	Toyota vs competitors, high vs low exposure, SUV vs compact, first vs second choice, and fair vs unfair strategies.
Outcome	With the main *outcomes* being consumer perception, purchase intention, brand image & loyalty and its derivatives top-of-mind, preference, willingness to wait, price attitude.

This table details the criteria used to filter literature from the Scopus database. These criteria are divided into two categories in Table 2:

Table 2. PICO Framework Inclusions and Exclusions

Criteria	Inclusion	Exclusion
Open access	Documents with open access and gold access.	Documents with other than gold access.
Time period	Published in the period 2020-2025.	Published before 2020.
Field	Business Management and Accounting.	Physical products, automotive production manufacturing.

Criteria	Inclusion	Exclusion
Document type	Journal article.	In addition to journal articles.
Publishing stage	Final.	Before the final.
Keywords	Consumer perception, purchase intention, brand image, Toyota brand.	Apart from those specified.
Language	Indonesian, English.	Besides Indonesian and English.

These criteria are essential to ensure that the literature reviewed is relevant, up-to-date, and academically sound. After passing the PICO stage, journals are screened using the PRISMA diagram, which illustrates the literature selection process from initial to final stages, as shown in Scheme 1 below:

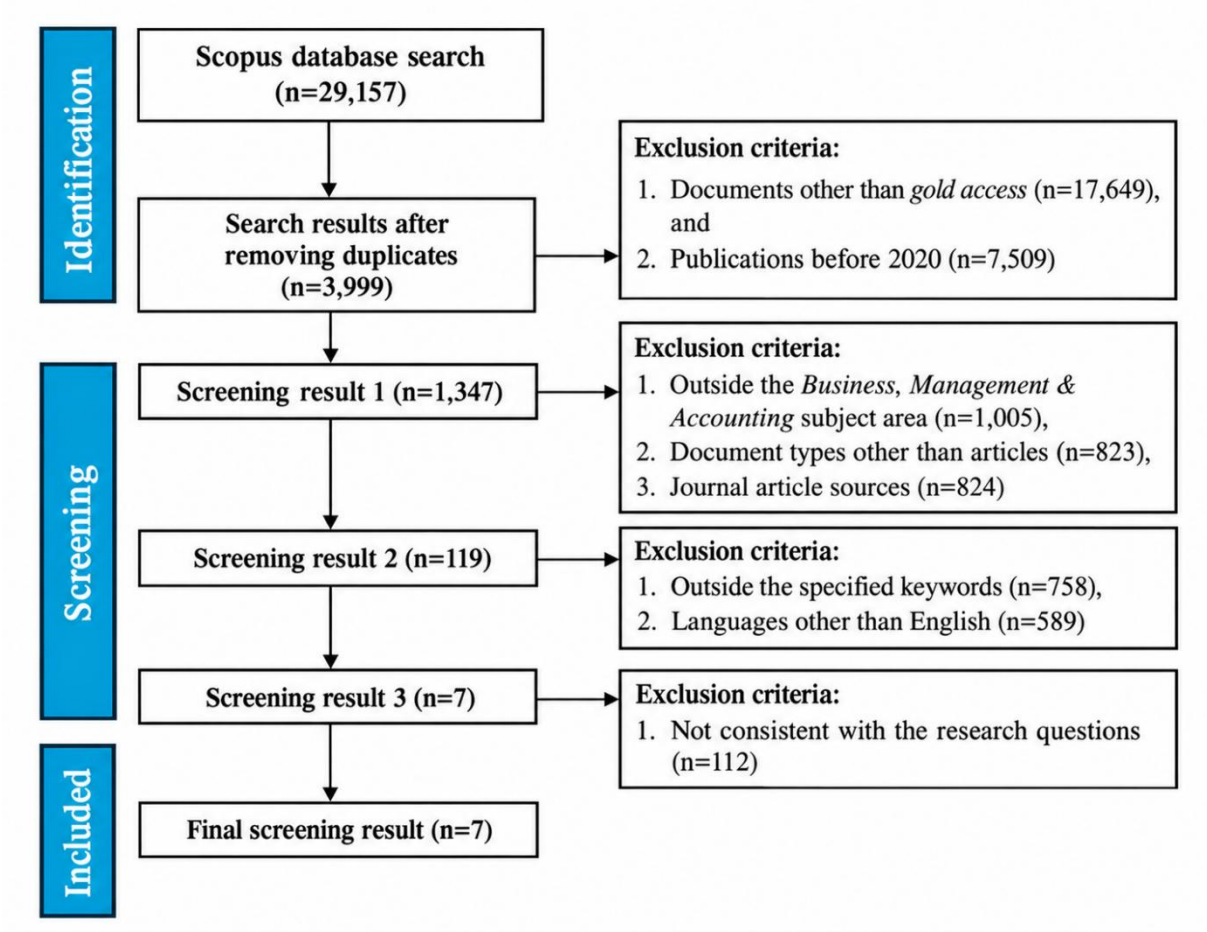


Figure 1. PRISMA Diagram

The article selection process followed a systematic procedure based on the PRISMA framework, consisting of identification, screening, and inclusion stages. During the identification stage, 29,157 documents were retrieved from the Scopus

database. After removing duplicates and applying the initial criteria, including exclusion of non-gold-access documents (n = 17,649) and publications before 2020 (n = 7,509), 3,999 records remained. The screening stage was conducted in three steps. The first screening reduced the records to 1,347 after excluding studies outside the Business, Management & Accounting subject area, non-article document types, and non-journal sources. The second screening resulted in 119 articles after applying the predetermined keywords and English-language criteria. The third screening assessed the relevance of the remaining studies to the research questions, excluding 112 irrelevant articles and retaining 7 articles. Finally, the inclusion stage consisted of the seven articles that satisfied all eligibility criteria and were directly relevant to the research objectives. These studies were subsequently analyzed as the primary sources for the systematic literature review.

4. | RESULTS

The presentation of the previous journal table aims to provide a systematic mapping of research contributions. With a publication year limitation of 2020–2025, a scope of economics, business, and management, and a requirement for gold access articles only, seven articles were obtained, summarized in Table 3.

Table 3. Previous Journal Table

No	Writer	Title	Research Subjects	Results
1.	Kato (2021)	Functional value vs emotional value: A comparative study of the values that contribute to a preference for a corporate brand	An online survey in Japan of Toyota, Honda, and Nissan consumers to compare the influence of functional values (performance, safety, durability) vs. emotional values (design, innovation, user experience) on brand preference.	Emotional value has been shown to be more influential than functional value in shaping preferences for Toyota. Innovation is the most dominant factor driving consumer loyalty. However, functional value remains important; products with safety weaknesses will decrease positive perceptions and purchase intentions, even if the design or innovation is attractive.
2.	Kato (2020)	Differences in delivery times' effects on purchase intentions by the purchase candidates' sequencing in the Japanese	RCT experiment in the Japanese automotive industry on the impact of extended delivery times (3–10 weeks) on consumer purchase intentions.	Extended delivery times do not reduce purchase intention if Toyota is the consumer's top choice. However, if Toyota is the second or next-highest choice, purchase intention decreases significantly when delivery times are extended. This means that consumers' perception of Toyota as a top

No	Writer	Title	Research Subjects	Results
		automotive industry		brand can buffer the negative impact of external factors (waiting time).
3.	Kato (2022)	Perceived color quality: The effect of light reflection brightness of a car's exterior design on consumers' purchase intentions	RCT online in Japan with SUV and compact car designs that have modified the brightness level of the exterior color reflection.	For SUVs (including Toyotas), bright colors enhance the premium feel and increase consumer purchase intention. Conversely, for compact cars, brightness actually decreases purchase intention because it's perceived as inconsistent with the economy image. This emphasizes the importance of matching Toyota's product character with consumer perception.
4.	Brahmi et al., (2025)	Corporate Social Responsibility' s Influence on Brand Image in the Automotive Sector: The Corporate Reputation and Product Quality Role	A survey of 243 Pakistani automotive consumers using SEM (AMOS) to examine the effect of CSR on brand image with the mediating role of corporate reputation and product quality.	CSR has been shown to significantly improve brand image. Reputation and product quality strengthen the effect of CSR on consumer perceptions and loyalty. In the Toyota context, these results indicate that CSR (such as environmental commitment or product safety) is a key factor in shaping positive consumer perceptions and driving purchase intentions.
5.	Bahles & Cook, (2020)	Car Motivations in the Young Target Group: An International Perspective	Qualitative study (interviews & focus groups) with students from >20 countries to explore motivations for car ownership among the younger generation.	Cars remain important to the younger generation, but their motivations differ. In developed countries, they symbolize lifestyle and prestige. In developing countries, they symbolize transportation and economic status. In the context of Toyota Indonesia, this demonstrates that perceptions and purchase intentions are influenced by cultural, generational, and social status factors.

No	Writer	Title	Research Subjects	Results
6.	Zhang et al. (2025)	Exploring purchase intention in metaverse retailing: Insights from an automotive platform	A survey of 348 respondents using metaverse-based automotive platforms in China, analyzed using SEM (SOR framework).	Social presence in the metaverse increases consumer identification, which in turn increases purchase intention. The effect is stronger for eco-friendly vehicles. For Toyota, these results provide insight into how digital marketing/metaverse can shape consumer perceptions and drive purchase intention, particularly for hybrid/EV products.
7.	Garbas et al. (2022)	You want to sell this to me twice!? How perceptions of betrayal may undermine internal product upgrades	Six experiments in the electronics & automotive context on consumer reactions to *internal product upgrades* (built-in features that are locked & resold).	Consumers feel betrayed if they have to pay again for built-in features, which lowers loyalty and positive perceptions. Implications for Toyota: Pricing strategies and additional features must be transparent to avoid creating negative perceptions that undermine purchase intentions.

The literature shows that consumer perceptions of Toyota are shaped by both emotional and functional values. Emotional factors such as innovation, design, and user experience have a stronger influence on brand preference, while safety and reliability remain essential for maintaining consumer trust (Kato, 2021). Product design also affects purchase intention, as color brightness can strengthen premium perceptions for SUVs but reduce interest in compact cars when perceived as inconsistent with their positioning (Kato, 2022). Consumer perceptions further vary across generational and cultural segments, particularly between developing and developed countries (Bahles & Cook, 2017). Purchase intention is also influenced by brand position and consumer experience. Extended delivery times have less impact when Toyota is the consumer's first choice but can reduce purchase intention when Toyota is ranked lower (Kato, 2020). Digital retail experiences can further strengthen purchase intention by increasing social presence and brand identification, particularly for environmentally friendly vehicles (Zhang et al., 2025).

Brand image is strengthened by CSR, corporate reputation, and product quality, which can support consumer loyalty (Brahmi et al., 2025). Conversely, practices perceived as unfair, such as charging consumers for previously built-in features, may create feelings of betrayal and weaken loyalty (Garbas et al., 2022). The seven studies indicate that consumer perception, purchase intention, and brand image are closely

interconnected. Toyota-related consumer behavior is influenced by the balance between emotional and functional values, brand positioning, digital experiences, and corporate reputation, while perceptions of unfairness may negatively affect loyalty and purchase intention.

5. | DISCUSSION

Literature findings provide important insights into how consumer perceptions, purchase intentions, and brand image interrelate in shaping preferences for Toyota. A Japanese study showed that emotional values such as innovation and design were more influential than functional values in shaping brand preferences (Kato, 2021). This aligns with a global trend where consumers increasingly value user experience and emotional differentiation over mere technical performance. However, the same study emphasized that functional values, particularly safety, remain fundamental; failure in this area can erode consumer trust, even with superior product design. In the Indonesian context, Toyota, known as a brand with a "safe and durable" image, can strengthen its differentiation by adding emotional elements such as design innovation and digital experiences.

Product design factors have also been shown to modulate purchase intentions. Kato (2022) emphasized the importance of matching product concepts and design elements, for example, bright colors are suitable for premium SUVs but less suitable for compact cars. This is relevant for Toyota Indonesia, which markets products in different segments, such as the Avanza (as an economy vehicle) and the Fortuner (a premium SUV). Consumer perception segmentation is also related to socio-demographic factors. Bahles and Cook (2017) found that young people in developing countries view cars as a status symbol and a mobility necessity, while in developed countries they are more of a lifestyle. Therefore, Toyota's marketing strategy in Indonesia needs to emphasize the car's function as a reliable means of mobility and a symbol of social status.

External factors also influence purchase intention. Kato's (2020) study showed that extended delivery times had no significant impact if Toyota was a consumer's top choice. However, if it was ranked second, purchase intention declined sharply. This means that initial loyalty to Toyota provides protection against negative external factors, so marketing strategies must focus on establishing Toyota as a top-of-mind brand. Furthermore, changes in consumer behavior due to digitalization cannot be ignored. Research by Zhang et al. (2025) showed that social presence in metaverse retail strengthens consumer identification and increases purchase intention, particularly for environmentally friendly vehicles. This opens up opportunities for Toyota to explore digital-immersive platforms in marketing hybrid and EV models in Indonesia.

Discussions on brand image emphasize the importance of corporate integrity. CSR has been shown to enhance brand image through reputation and product quality (Brahmi et al., 2025). For Toyota, CSR programs in the areas of environment, safety, and education can strengthen positive perceptions of Indonesian consumers and drive purchase intentions. Conversely, commercial practices that create perceptions of

unfairness, such as internal product upgrades, have been shown to trigger feelings of betrayal and decrease consumer loyalty (Garbas et al., 2022). This demonstrates that transparency and fairness in marketing strategies are crucial for maintaining Toyota's brand image, which has long been synonymous with trust and reliability. The literature shows that consumer perceptions of Toyota are shaped by the interaction of functional and emotional values, purchase intentions are influenced by the brand's position in consumer preferences and the digital experience offered, and brand image is strengthened by CSR and product quality reputation. This discussion confirms that these three elements are not mutually reinforcing in creating long-term loyalty to Toyota in the Indonesian market.

6. | CONCLUSION

This systematic literature review concludes that consumer perception, purchase intention, and brand image are interconnected dimensions in understanding consumer behavior toward Toyota. Consumer perception is shaped by the interaction between emotional and functional values. Innovation, design, and user experience contribute strongly to brand preference, while safety, reliability, and product quality remain essential foundations for maintaining consumer trust. Purchase intention is influenced not only by product attributes but also by brand position, consumer segmentation, operational experiences, and digital interactions. Being perceived as a primary brand choice can strengthen consumers' willingness to purchase and reduce the negative effects of external factors such as longer delivery times. Meanwhile, digital and immersive experiences provide additional opportunities to strengthen consumer engagement, particularly for environmentally friendly vehicle products.

Brand image is strengthened through consistent product quality, corporate reputation, and credible social and environmental initiatives. Conversely, practices perceived as unfair or insufficiently transparent may weaken consumer trust and loyalty. Therefore, the findings indicate that Toyota's consumer-related strategy should integrate functional reliability with emotional value, relevant product and market segmentation, effective digital experiences, credible CSR initiatives, and transparent product policies. The review demonstrates that strengthening purchase intention cannot be separated from how consumers perceive the product and the brand. An integrated approach to perception, brand image, and consumer experience is therefore important for maintaining consumer loyalty and supporting Toyota's competitiveness in the Indonesian automotive market.

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The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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