

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

**Evaluation of Marketing Communication Channels of
Toyota Czech Republic**

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DIPLOMA THESIS ASSIGNMENT

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European Agrarian Diplomacy

Thesis title

Evaluation of Marketing Communication Channels of Toyota Czech Republic

Objectives of thesis

The aim of this thesis is to define and evaluate the marketing communication channels of Toyota Central Europe – Czech Republic, and its perception by the audience.

Partial aims are:

- (1) to define terminology related to this thesis and
- (2) to propose possible recommendations that would lead to more effective marketing communications for the company.

Methodology

The thesis consists of two parts. The theoretical part contains a basic overview of current thinking of marketing Communication Channels, gained from a study of relevant sources. The empirical part consists of the characteristics of the existing marketing communication and an analysis of the quantitative research. The main sources of data will be from a survey of potential Czech customers of the brand, together with a more detailed interview with selected participants.

Based on the gathered information, the conclusion of the thesis is defined.

The proposed extent of the thesis

Approx 60 – 70 pages

Keywords

marketing communication, communication mix, communication mix

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HEJLOVÁ, D. *Public relations*. Praha: Grada Publishing, 2015. ISBN 978-80-247-5022-4.

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Declaration

I declare that I have worked on my diploma thesis titled "Evaluation of Marketing Communication Channels of Toyota Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 27. 3. 2019

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Evaluation of Marketing Communication Channels of Toyota Czech Republic

Abstract

This thesis deals with the marketing communication of Toyota in the Czech Republic. The aim of this work is to evaluate the channels of marketing communication of the selected company and their perception by the audience. The first part defines terms that are related to the topic of the thesis. This part will be elaborated on the basis of study of selected literature and internet sources.

The second part of the thesis deals with the perception of the company's marketing channels by the audience. The questionnaire was used to find the attitude. Furthermore, the marketing channels of the company are described and the more detailed opinion of potential customers on the website are presented.

The obtained data are analyzed in the final part of the thesis.

The company's marketing activities are not very registered among selected respondents. However, this brand is ranked among the top of both - the considering car brands when purchasing cars and new personal car registrations in the Czech Republic.

Keywords: advertising, website, marketing communication, communication, automotive

Zhodnocení kanálů marketingové komunikace Toyota Česká republika

Abstrakt

Tato diplomová práce se zabývá marketingovou komunikací firmy Toyota v České republice. Cílem této práce je zhodnocení kanálů marketingové komunikace vybrané společnosti a jejich vnímání publikem. V první části jsou vymezeny pojmy, které souvisejí s tématem práce. Tato část bude zpracována na základě studia vybrané odborné literatury a internetových zdrojů.

Druhá část práce se zabývá vnímáním marketingových kanálů společnosti publikem. K tomuto bylo využito dotazníku. Dále jsou v této části popsány současné marketingové kanály a zjišťován detailnější názor potenciálních zákazníků na webové stránky.

Získaná data jsou analyzována v závěrečné části práce.

Marketingové aktivity společnosti nejsou mezi vybranými respondenty příliš registrovány. Tato značka se však umísťuje na předních příčkách jak zvažovaných značek automobilů při koupi, tak v registracích nových vozů v České republice.

Klíčová slova: reklama, webové stránky, marketingová komunikace, komunikace, automobilový průmysl

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1 Introduction

Properly planned and implemented marketing communications are essential prerequisites for a successful operation of the whole company. Marketing is about identifying the target customer's needs and its satisfying, followed by selling products, and also about increasing market share. Companies use different forms of commercial channels to promote their products.

The automotive industry is known for its innovation and creativity in the field of advertising. One of the most important communication tools is digital video. Automobile companies can present important aspects of their product there- the sight, sound and motion of the car. While TV advertising remains the most dominant means of communication, the Internet is also an important platform and social networks are becoming more and more important as well. Social networks can serve as a tool for placing banner ads, as well as a place for self-presentation and brand communication with a customer through company profiles. According to Facebook IQ research (Hušková, 2019) 63% of people are looking for a new car on the Internet. Facebook has improved its so-called "automotive inventory ads" since January 25th this year. These are ads that help car companies better reach potential customers. Targeting is based on traffic to other Facebook sites, websites, and car sales applications. Facebook is now able to generate a personalized ad and shows the most relevant cars to the right audience, such as those who visited the Facebook page that is related to the cars but have not yet visited the seller's website. The user can unsubscribe ad from his / her profile (Hušková, 2019).

This only points to the fact that marketing tools and the possibility of using them are constantly evolving. Their proper use, along with consistent marketing communications, are therefore essential for successful business.

2 Objectives and Methodology

2.1 Objectives

The aim of the thesis is to define and evaluate the marketing communication channels of Toyota Czech Republic and their perception by the audience. The partial aim of the thesis is to propose possible recommendations that would lead to more effective marketing communication. The aim of the first part of the thesis is to define the terms related to the topic of the thesis.

2.2 Methodology

The first part of the thesis was processed by studying selected literature and internet resources. The sources of information were publications related to the topic of marketing, marketing communication and the specifics of marketing communication in the automotive industry.

In the second part, the channels used by the company in its marketing communication were analyzed, both for tactical and imaginary campaigns, to answer the research question – is marketing communication of Toyota sufficient in the Czech Republic?

One of the main channels is the website - customers who want to buy a new car are looking for information primarily on the official website. Therefore, these websites were subject to deeper analysis.

Six respondents who have never seen websites before, are active drivers and are able to buy a car were selected as potential customers. This criterion was chosen in order to be familiar with the basic information concerning the vehicle and information which could be important for them when purchasing a car. These respondents were told to imagine buying a new car and finding information that was important to them in the process. Their behavior on the website was recorded as the screen recording. The use of this method is particularly suitable for analyzing websites or interactive applications (Popelka, 2018).

When the respondents had the information they needed, screen recording was stopped and series of 9 questions followed, identifying potential customers' attitudes to the website, how the site was clear to them, its appearance, and how the pricelists were clear to them.

A questionnaire survey was used as a basis for processing information on the general view of Toyota's marketing communication.

The questionnaire survey examined the general approach of people to Toyota's marketing communication. It consisted of 33 questions. Besides identification questions related to gender, age, and place of permanent residence, questions related to marketing communication channels were asked. This questionnaire was done in the Czech language because all advertisement of Toyota Czech Republic is targeted to the Czech market.

The questionnaire was published on the website vyplnto.cz for two weeks in February during which 102 respondents answered it. There was no time limit for completing the questionnaire, so people could calmly answer the question. The questionnaire was intended for people over the age of 18 because the driving license can be obtained since this age and question related to this fact was included in the questionnaire. The obtained information was analyzed and consequently led to the evaluation of the perception of the marketing communication of the company.

3 Literature Review

3.1 Marketing

Marketing is defined as “a social and managerial process through which individuals and groups satisfy their needs and wishes in the process of producing and exchanging products or other values”. The needs are defined as a feeling of scarcity. They include basic physical needs, social needs, emotional needs, and individual needs. Desires and wishes are forms in which human needs are projected. If these wishes are underpinned by adequate purchasing power, they form demand. People meet their needs, desires, and wishes through products. The product can have any form that can be offered on the market to satisfy the need, desire or wish. Compared to tangible goods, products also include services that are essentially intangible. Customer satisfaction depends on how wide the customer's perceptions or expectations are viewed or fulfilled in relation to the product obtained or the value it brings to the customers (KOTLER, 2004).

The great dynamic of the development of this field of science is closely related to the new information technologies and globalization, which make it possible to use all available knowledge for further development of marketing. There is no unified definition of marketing, but the analysis of some of them shows consistency in the following points (HESKOVÁ, 2009):

- marketing is an integrated set of market-oriented activities
- the basic goal is to exchange one value to another value
- the marketing process is based on estimated consumer needs and the creation of supply to satisfy them
- marketing process cannot be done without quality information sources
- the goal of marketing is to constantly sell profitable products with a strong emphasis on long-term character and buyers with repeated purchase.

After the year 2000, in the definitions of marketing dominate following aspects – the orientation and the fulfillment of customer values, the setting of marketing goals according to the principles of sustainability and socially responsible marketing (HESKOVÁ, 2009).

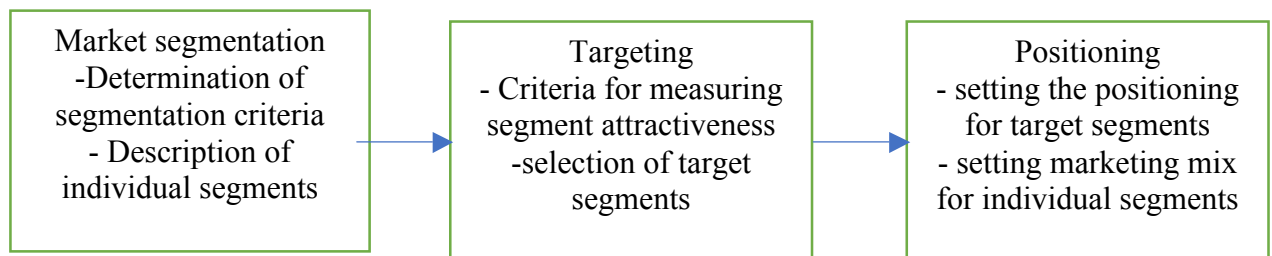
Modern marketing was formed in the late 19th and 20th centuries in the US as a response to the development of an industrially advanced economy where supply over demand

prevailed. The first area which marketing focused on was the distribution of agricultural products. The first marketing textbooks focused on product distribution issues, product management and marketing departments (HESKOVÁ, 2009).

3.2 STP

People have different needs and requirements, and rarely the whole population is an appropriate market for one product. For the selected product category, the market can be divided into several different market segments. Each of them is made up of customers who are relatively homogeneous in their needs and what they expect from the product (GROSOVÁ, 2002).

Most companies carefully choose the customers they want to reach with their products. They identify market segments, then choose one or more target audience groups and try to adapt marketing programs for each of them. The process of evaluating the attractiveness of individual segments and selecting one or more target segments is called targeting. The diagram below shows the three basic steps of marketing - segmentation, tagging, positioning (KOTLER, 2004).



Picture 1: Diagram – Basic steps of marketing, source: (KOTLER, 2004)

3.2.1 Segmentation

Market segmentation is a division of the market into homogeneous groups that differ from one another by their needs, characteristics and buying behavior. It is possible to affect them with a modified marketing mix. Markets are made up of buyers who are divided into one or more groups according to their requirements, resources, locations and buying habits. With segmentation, companies have the ability to divide an inhomogeneous, large-scale market into small groups (segments) that can be easily covered by the company and more

efficiently reach by their products and services to meet defined needs. There is no clear way to segment the markets. The main types include geographic, demographic, psychographic and behavioral segmentation. Geographic segmentation is based on geographic criteria, such as countries, regions, cities, etc. Demographic segmentation divides market-based on age, gender, income, occupation, and level of education, religion, nationality. Psychographic segmentation divides buyers based on social groups, lifestyle or personality characteristics. Behavioral segmentation divides customers into groups based on their behavior, attitudes, product knowledge, and how often they buy and use them (KOTLER, 2004). In order for segmentation to be effective, the segment must be measurable, sufficiently large, accessible and operational (PELSMACKER, 2003).

3.2.2 Targeting

In the process of evaluating different market segments, the firm must take into account the following three market factors - segment size and growth, structural attractiveness of segment and resources, company objectives. Even if the segment has the right size and growth potential and is structurally attractive, the company needs to consider its own goals and resources in relation to that segment. A target market is a group of potential buyers with the same needs and similar features. The company decides to focus on them (KOTLER, 2004).

3.2.3 Positioning

Determining the position of the product on the market is a way of defining important product attributes for final customers - the place the product in comparison to competing products. Positioning means to place information about the brand's benefits and its differences in the minds of customers. Competitive advantage is gained by businesses that offer more benefits to consumers, i.e. higher value than competitors - either at lower prices or higher benefits, which justifies a higher price (KOTLER, 2004).

3.3 Marketing mix

One of the basic elements of modern marketing is the marketing mix. The marketing mix is a "set of marketing tools - product, pricing, distribution, and communications policies that enable the business to adjust the offer according to customer wishes in the target market".

The activities from which the marketing mix is composed are known as "4P" - the product, price, distribution, and communication policy (KOTLER, 2004).

The composition of the marketing mix needs to be adapted to the specific conditions so that the needs of the organization, consumers and the market are met. The 4P concept is the seller's tools that are customer-focused. Product and price are used to directly influence the exchange, promotion, and distribution influence it indirectly. The price is the only tool that has a direct impact on the economic evaluation of the business (HESKOVÁ, 2009).

The term "product" means products and services that are offered to customers on the target market. Therefore, the product is anything that can be offered for purchase, use or consumption and can satisfy the desire or need. The product can also define anything that can be offered to attract attention, to use, to buy. It is more than just material goods. The product itself consists of several levels - the core product, the product itself, and the expanded product. The core product is at the heart of the overall product and is the real purpose of buying the product. The product itself consists of a level of quality, product or service features, design, name, and packaging. The extended product is composed of additional services (KOTLER, 2007). The price is the amount of money the customer obtains for his product. The distribution includes all activities that make the product physically available to target customers. Communication policy includes activities aimed at acquainting customers with and purchasing products (KOTLER, 2004).

The form of the 4P marketing mix is still being used and maintain its privileged position. However, Shults, Tannenbaum, and Lauterborn in the thesis about marketing communications have suggested replacing the classical tools 4P with 4C. These tools are focused on consumers and their needs. The concept works on the following principle: the product is understood from the consumer's point of view, the price is understood as the consumer's cost, the distribution is considered as a basic advantage, the marketing communication is oriented towards interactive communication in the meaning of complex information (HESKOVÁ, 2009).

3.4 Marketing communication

The theory of marketing communication is based on the general theory of communication. Communication models evolved from concepts of mathematical models to cybernetic concepts of communication. The model works with the basic elements (sender, message

source - recipient), communication tools (message and medium), communication processes (coding, decoding, feedback). Consumer behavior is influenced by a number of factors (for example selective perceptions) (HESKOVÁ, 2009).

Marketing communication can be defined as any form of communication used by an organization to inform, persuade or influence present or future (potential) customers. The main characteristic of communication is "providing information and meaning of its content in order to regulate opinion, attitudes, expectations, and behavior of consumers according to the specific goals of the company." Recently, marketing communication is connected with the concept of integrated marketing communication. Integrated communication is defined as managing and controlling all company communications towards the market. In practice, the position of the brand in the market, the characteristics of the product and the messages of the communication are planned part of all communication tools, creating a consistent communication strategy. Integrated communication is based on credibility. The reputation of the company, the management, the brands depends on the credibility (HESKOVÁ, 2009).

3.5 Communication mix

Marketing communication is described as a comprehensive communication program of a company that formed of individual elements or their combinations. As with other parts of marketing, it is made up of individual tools in the form of a communication mix (HESKOVÁ, 2009). The marketing communication mix is a set of tools that the company uses to convincingly communicate with customers and meet marketing goals (KOTLER, 2004). The communication mix includes (HESKOVÁ, 2009):

- advertising,
- sales promotion,
- events,
- personal selling,
- PR,
- direct marketing.

3.5.1 Advertising

Advertising is one of the oldest and most widespread tools that influence purchasing decisions. The term advertising is defined in Act No. 40/1995 Coll, About advertising regulation (as amended): "Advertising means the persuasion process that seeks users of goods, services or ideas through communication media." (HESKOVÁ, 2009).

Advertising is any form of impersonal paid presentation and support for the sale of products, services or ideas of a particular subject (KOTLER, 2004). From the consumer's point of view, it is one of the most watched marketing mix tools. The goals of the advertising are to create a long-term image of products (as well as companies), and to make an immediate purchase (for example, clearance of automotive stock or new products) (HESKOVÁ, 2009).

The basic features of the ad are characterized by its ability to penetrate (repetition of the advertisement, the possibility of comparison of the product parameters, suggestive presentation of the positive arguments about the product), enhanced impressiveness (technological possibilities of the used media - color, sound, effects), impersonal character (advertising message is a one-way communication) (HESKOVÁ, 2009). The marketing perspective allows the advertisement to present the product in an interesting form and to use all the elements acting on the human senses. The main sources of advertising include - advertisements in print, television spots, radio spots, outdoor advertising, cinema advertising and audiovisual images (VYSEKALOVÁ, 2012).

Advertising forms:

The forms of advertising derived from the product lifecycle correspond to the four stages of the development of the product's existence on the market (HESKOVÁ, 2009):

- a) Innovative (introductory) advertising - its mission is to provide information about the new product on the market. This type of advertising is used in the initial phase of the life cycle.
- b) Persuasive advertising is applied to the growth stage. The goal of advertising is to strengthen the position of the product on the market and increase its market potential.

- c) Reminding advertising – is relevant to the third stage of the product lifecycle - maturity. A sufficiently well-established and well-known product is remembered and maintained in the consumer's awareness. The goal is to re-purchase the product.
- d) Strengthening advertising. This type of advertising focuses on existing customers and strengthening awareness of the right choice in buying. Advertising is mainly applied to advanced technology products (cars, audio-visual products).

Another form of advertising can be based on the object's criteria (HESKOVÁ, 2009):

- a) Product advertising. This is the classic form of advertising for a product or service. The goal of product advertising is to highlight the advantages and benefits of a particular product. The product is what advertising all about and what it highlights.
- b) Institutional Advertising. This form of advertising supports concept, idea, good reputation of the industry, society, business, people, places. It can function on increasing the image of the company or the person.
- c) Corporate advertising. This type is aimed at increasing the image of companies. It is functionally closer to public relations tools.
- d) Social Advertising. This type of advertising is a social marketing tool. The tool helps solve specific social problems. Its purpose is to present publicly beneficial activities, ideas, attitudes, behavior of selected subjects of communication to change behavior, to induce action for a certain purpose (change of diet in the sense of healthy lifestyle, change of sexual behavior, financial aid in case of natural disasters, pointing to the danger of drug use, smoking, etc.).

Advertising media

Below is a description of how to distinguish between means of advertising (HESKOVÁ, 2009):

- a) Mass media

It can be distinguished between broadcast mass media and press mass media. Broadcast mass media are for example radio and television, press mass media are for instance newspapers, magazines, outdoor printed advertising.

b) Specific media. Into this category following types can be found: outdoor advertising, promotional items, display cabinets, etc.

Advertising media can also be distinguished based on the criteria of impact on human emotions (HESKOVÁ, 2009).

a) Hot media.

Hot media intensely affect emotions. Receiving information depends on exposure, image, sound, music, spoken words. They cannot be kept, information is lost often, so it is necessary to repeat the information.

b) Cold media.

Cold media are can be usually kept, the rhythm of receiving the information is chosen by the person himself, the perception is independent of exposure, it has limited effects on human emotions.

With the development of electronic media, other forms of distinction are also used.

a) Electronic media – such as TV, radio, video, internet, SMS and other forms based on digital technologies.

b) Classical media – such as magazines, newspapers, outdoor advertising, packaging.

Table no. 1 shows the differences between personal and mass communication (PELSMACKER, 2003).

	Personal communication	Mass communication
Addressing the general public	Low speed	High speed
Costs on one recipient	High	low
Value of achieved attention	High value	Low value
Selectivity	Relatively low	High
Consistency	High	Slightly lower
Feedback	Two ways	One way
Speed of feedback	High	low
Measuring efficiency	Precise	Difficult

Table 1: Differences between personal and mass communication, source (PELSMACKER, 2003)

A special category consists of means of so-called direct mail - using postal services or distribution of advertising leaflets to mailboxes by direct marketing companies. Table no. 2 shows the advantages and disadvantages of selected types of media (PELSMACKER, 2003).

Type of the media	Advantage	Disadvantage
TV	Wide reach, Nationwide coverage the possibility of repetition, effect on senses	transience of the message, High total costs, Needs to be planned in advance
Radio	operability, low costs, possibility of segmentation	incomplexity, the transience of the message, problem with feedback measuring
Newspaper	Low costs on addressing, Local market coverage, Possibility of segmentation, High credibility	Poor quality of reproduction Big competition problem with feedback measurement, short service life
Magazines	Quality of the print Possibility of segmentation	Insufficient flexibility, availability – higher price
Outdoor	Local coverage, The ability to return to the message, Relatively flexible, Creativity, limited segmentation	Controversial media acceptance, Safety issues

Table 2: Advantages and disadvantages of selected media

In the group of outdoor advertising, it can be found a variety of unconventional advertising methods: hot air balloons, laser projections, etc. Billboards are the most problematic outdoor advertising group, especially from the point of view of road safety. They are one of the most frequented types in terms of complaints about ethics in advertising practice.

The problem is also the damage to advertising space or the illegal construction of billboards. The specific field of advertising is in-store advertising, which includes advertising on a shopping cart, in aisles, shelves, audiovisual screenings, etc. Point of purchase radio is created to provide a program and commercial communication in thousands of stores (HESKOVÁ, 2009).

Planning of the advertising program also uses a procedure that follows a set of basic decisions – also known as "5M". Specifically, the following issues are addressed (HESKOVÁ, 2009):

1. Mission. It defines your advertising goals (such as increasing sales, image or providing information).
2. Money. This feature counts how much money is available for the advertising campaign. When compiling the budget, the product lifecycle stage is taken into account as well as the market share of the product and the number of consumers, the frequency of advertising, the substitution products and the cost of addressing one recipient.
3. Message. This includes choosing and creating a message, processing social responsibility for creating a positive image of the product and the company.
4. Media. This feature deals with what kind of media to use, media reach, location and coverage, media timing. The task of the media planner is to design the most cost-effective medium in relation to the total number of exposures and budget. To express it, it is necessary to decide on the range, frequency and impact indicators.
5. Measurement. It deals with how the results will be evaluated and with the impacts of communication.

Evaluation of the advertising campaign

Speaking about the evaluation of the advertising campaign, the advertising program should regularly evaluate the communication effects and business results. Measurement of communication effectiveness says if the message is properly communicating (KOTLER, 2004). You can test your ads before they are broadcasted or printed. Before publishing, consumers can see if they liked the ad or how their attitudes to advertising changed. Once published, it is possible to measure the impact of advertising on product awareness or on

its knowledge and preference (KOTLER, 2007). However, sales are affected by many other factors, such as product price and availability, therefore the effects of advertising on turnover are much harder to measure (KOTLER, 2004).

3.5.2 Sales promotion

Sales promotion includes short-term incentives to support the purchase or sale of a product or service (KOTLER, 2004). It consists of a set of incentive tools, mostly short-term, designed to stimulate a faster or larger purchase of a particular product by the consumer or sales channel (HESKOVÁ, 2009).

The general objective of sales promotion is to create consumer preferences that strengthen the market position of the product through increased sales volume and increasing market share. Sales promotion is an extraordinary, usually short-term sales regulation to stimulate, facilitate and encourage consumer's buying decisions (HESKOVÁ, 2009)

The advantage of sales promotion over other communication mix tools is flexibility, more immediate and more intense customer response. Sales-promoting activities are limited in time, which fully corresponds with the possibility of using high flexibility in the preparation of individual campaigns. The disadvantage of sales support is a weakening of consumer loyalty. It is known that regular customers do not come and change purchasing behavior. Also, if goods of the brand are often discounted, there is a danger that they will be perceived with less quality (HESKOVÁ, 2009).

Sales promotion and merchandising

Sales promotion includes merchandising. Morrison defines merchandising as internal advertising at the place of realization, which includes materials used for internal sales stimulation. Merchandising is understood as a set of measures that stimulates the customer's perception in point-of-sale (visual and auditory), stimulate the customer, and very often lead to an immediate increase in sales. In the case of merchandise, the focus is on goods, while sales support includes a whole mix of tools that influence the customer's purchasing behavior (HESKOVÁ, 2009).

Setting sales promotion objectives

Different types of sales promotion can be distinguished by two phenomena - who initiates sales promotion and what target groups are. The initiator can be both a producer and a trader. Sales promotion can be targeted to three types of public - distributor, seller, customer. Traders usually target their support actions to the customers, while the producers can support all three target groups (PELSMACKER, 2003).

The sales promotion objectives are derived from the marketing communication objectives described and set in the individual marketing plans. Typically, goals in this area include: increasing sales, increasing market share, persuading consumers to test new products, gaining customer competition, keeping and motivating loyal customers (HESKOVÁ, 2009).

Sales promotion tools

Consumer's sales promotion uses a variety of tools to affect consumers (HESKOVÁ, 2009):

- sampling,
- coupons that allow consumer to get a discount or refund,
- extras - a product offered free of charge or at a reduced price in various forms,
- competition and lotteries,
- fairs and exhibitions - allow the presentation of products, especially when they are being introduced on the market,
- cards,
- tasting and demonstration of products,
- Multi-packaging and discounts.

Marketing competitions

Marketing competition is a competition that is organized to promote sales, marketing or other activities of the organizer of a particular marketing contest that does not meet the definition of a lottery, consumer lottery or other similar game. Although the law on lotteries does not apply to marketing competitions, it is necessary to comply with generally binding legal regulations and to inform the participants of all the rules relating to participation (HESKOVÁ, 2009). Competitions are easy to organize and are relatively

cheap. Customers can only win, they have nothing to lose. For this reason, competitions are a relatively effective tool for sales, in a case provided winnings are attractive enough (PELSMACKER, 2003).

Types of contests according to game concepts are following (HESKOVÁ, 2009):

- a) knowledge competition - the winner of the knowledge competition is set according to the objective accuracy of the answer to the asked question. The answer is generally dependent on the level of knowledge of contestant.
- b) creative competition - the competition mechanism is based on the principle of the best contribution, based on objective or subjective criteria that are predetermined. Selection must be conducted on the basis of transparent rules, usually through a board or expert panel.
- c) speed and performance competitions - the winner of the competition is determined based on the speed of performance
- d) competition with a predetermined order - the winner of the competition will become a previously unknown group of people who will send their vote in the given order
- e) "win everybody" competition concept - individual winnings may be different, the difference between winnings should not be significant.

3.5.3 **Personal selling**

Personal selling is historically the oldest form of direct communication with the market. It includes all forms of sales that are made on the basis of personal contacts. The goal is to sell a product or service while creating positive long-term relationships and present the company (PELSMACKER, 2003). Personal selling is an original communication with the market for some commodities of consumer goods and cannot be replaced by other forms of sale. In addition to the sale itself, the salesperson provides a range of services and sales activities. Personal selling takes place in different forms (HESKOVÁ, 2009):

- counter selling - typical for retail,
- retail selling - sale of goods in supermarkets, hypermarkets, etc.,
- selling in the field - direct sales methods without a stationary unit,
- mission selling - informing and persuading indirect customers - buying agents.

In marketing communication, personal selling is the most expensive and expensive tool. The basis of the selling process is verbal and nonverbal communication. Non-verbal communication delivers up to 90% of the information to the customer. There is also a specific type of marketing used, so-called multilevel marketing. These are sales through a network of independent distributors with variously built incentive schemes to reward distributors' work. Commissions and bonuses are based on the volume of sold goods (HESKOVÁ, 2009).

3.5.4 Events and experience

Attempting to become part of an exceptional and personally touching moment in a consumer's life through branding with an important event can expand and deepen the relationship between the company and the target market. The use of experiential marketing also uses producers. One example is the Coca-Cola Christmas Truck, which is an unconventional form of affecting emotions during Christmas shopping (HESKOVÁ, 2009).

Typically, the goals are focused on (PELSMACKER, 2003):

- a) a specific segment with the acceptance of their values where the event is chosen on the basis of the attitude of the segment towards the product - brand, consumption, etc., Valentine's day events.
- b) raising awareness of the product by means of sponsorship aimed at increasing image. The selection of sponsored events is coordinated with public relations activities.
- c) increasing the image of the company by sponsoring into a public benefit area, belonging to communities
- d) creating new experiences and acting on positive emotions in connection with electronic media (use of viral marketing)
- e) actions aimed at motivating employees and VIP customers
- f) actions of a competitive nature linked to merchandising.

The purpose of events and experiences in the communication mix is not primarily organizing and investing in entertaining performances, shows, but it is about brand communication, message, brand awareness, business. The participants in the event must be

as close as possible to the target market segment (HESKOVÁ, 2009). There is also no quicker way to become acquainted with new products and competitor policies than to take part in an event or an exhibition because it is possible to analyze and compare your own offer/products with competitors (PELSMACKER, 2003).

Examples are the types of events offered by the agencies: informal meetings with journalists, press conferences, events for photojournalists, special presentations, company meetings, opening of new locations, traveling events, launch of new product, fairs, exhibitions, charity events, sponsorship, public events, competitions, organization of seminars, trainings in attractive destinations (HESKOVÁ, 2009).

3.5.5 **Direct marketing**

Direct marketing, mainly due to the growing competitiveness, the process of market globalization and the growing influence of consumers, is replacing mass marketing with a new approach. It is the individualization of the company-customer relationship. Consumption becomes more individualized, moving to produce products that meet individual customer needs. Direct marketing allows to obtain and process information about existing and potential customers and then adapt the offer to the needs of specific customers. A narrow view of direct marketing means that it is understood as a form of distribution, direct sales channel. Direct marketing thus becomes both an element of marketing distribution and marketing communications and, to some extent, an alternative to traditional transactional marketing thinking (HESKOVÁ, 2009).

Direct marketing is an appropriate communication tool for various purposes - direct sales, sales promotion, and distribution, or customers loyalty. Direct marketing can be used as a direct sales channel or distribution technique, i.e. the sale of goods or services without a commercial interface. Likewise, direct marketing can promote sales and distribution - it maintains personal contact and thus fulfills the tasks of the sales team and reduces costs (PELSMACKER, 2003). Direct marketing is therefore based on building long-lasting and effective relationships with particular, individual customers. The oldest and most developed direct marketing tool is direct mail (HESKOVÁ, 2009).

For direct mail, different offers are sent to a selected group of potential or existing customers by mail. All forms of direct contact with customers and potential customers

through the mail are characterized as direct mail. Its content can have various forms - leaflets, newsletters, promotional materials, CDs, DVDs, gift items, business samples etc. A necessary prerequisite for direct mail is the existence of a marketing database through which selection of recipients is possible (HESKOVÁ, 2009).

3.5.6 Public relations

Within the marketing mix, public relations belong under Promotion. PR is used to promote corporate or product communication and image creation. PR and advertising are two sides of the same coin. It is being said that PR is actually free advertising. It is not. Advertising is a type of communication that is easily recognized by its publisher and its recipient and is aware that the ad wants to sell something to him or her or in some way influences his or her behavior. Advertising has a clear appeal - for example, buy a new car. The advertiser pays the agreed amount of money for the advertisement. In the case of Public Relations, it is not easy for the recipient. Some reasons why can be found below (HEJLOVÁ, 2015):

- PR does not have to, and usually does not, have a clearly formulated appeal to a single action (e.g. buy it ...), its goal is to create an atmosphere, set a topic, promote an image or inform about events in a particular organization,
- PR is a long-term process, it does not have the character of several weeks lasted campaign, but of systematic strategic work,
- neither PR is free – a person which helps to get the information into e.g. media is paid and there is no control over its content.

Another important thing is the role of the ambassadors of the brand. Ambassador is the concrete person who helps to build trust in the organization and, of course, its leading representatives or directors (HEJLOVÁ, 2015).

The relation between PR and media

Media is the most important intermediate element in relation to the public and it is therefore extremely important to build and maintain good relations with them. Good relationships with the media can result in positive comments when launching a product, good reviews of various corporate activities, and raising public interest in various corporate events, activities, and sponsorship (PELSMACKER, 2003).

An important part of PR is also what did not get into the media - what was not printed and published (eliminating negative news). PR content in the media can consist of the following (HEJLOVÁ, 2015):

- information which is initiated by PR department or PR agency,
- events created to attract media (press conferences, book bindings, premieres, events, photo-ops / photographic opportunities, etc.).

Tools of PR

The PR tools are mainly (PELSMACKER, 2003):

- media relations – e.g. press releases, press conferences, interviews, etc.,
- events - exhibitions, fairs, roadshow, etc.,
- digital communication – e.g. social networking, web sites management,
- sponsoring - financial or material support - provision of beverages, equipment, place, etc.
- crisis communication,
- recommendations - celebrities, experts, an opinion of leaders.

a) Media relations

The basic tools of media relations which are used by PR professionals belong for example press releases, press conferences, media events, press trips, briefings, social events for journalists, etc. PR professionals are trying to influence what is written / is not written about their clients. They have to adapt to the rules according to which media work (so-called media logic) to offer journalists the kind of content which can be successful and which journalists will deal with. Basic rule of media logic is following: the message must be current, concrete, easy to process, understandable, have clear and known actors, present facts and, if possible, contain visual material; the message must be surprising or bring new information about the subject (so-called developing story); interesting for the target group of readers of the given media (new flavor for cat food will not be interesting for the reader of the Sport daily); its form must match the marketing and advertising profile of the media (HEJLOVÁ, 2015).

Each market has its specificities. For the Czech media market, they are following (HEJLOVÁ, 2015):

-it is easy to define especially due to the Czech language
-it is important to keep track of what kind of media group it belongs and who is the owner of the media. The media brings profits to their owners, so they will rather watch the topics that will attract advertisers' attention and create more profit. In the Czech Republic, there are also public media, funded by public money. The purpose is to become a platform for public debate and to provide objective information. Public media should be independent of political and economic forces and provide valid and balanced information.

b) Event Management

The goal of event management is to organize a special event that attracts the attention of the target audience and strengthens its affinity for branding or organization. Events include conferences, social events (parties, concerts, exhibitions), company events (Christmas party, anniversary celebrations), an opening of new stores, roadshow, the launching of new products. Events are a communication tool that can be used by all types of businesses or organizations, from small to large corporations, companies targeting lower income groups to high-income groups (HEJLOVÁ, 2015).

c) Recommendations of celebrities or renowned experts

Celebrity endorsement can be used as short-term support, as it could be seen on Oscars when Ellen DeGeneres supported Samsung's new model which is known as "Oscar selfie". Recommendations of celebrities can be also used as long-term support when celebrities become the so-called brand ambassador. By celebrities lending their face (sometimes only a voice), it adds a feeling of excellence and attributes the features the brand would like to express (such as courage, beauty, youth) (HEJLOVÁ, 2015). This can be also known as "Celebrity marketing" when a famous person is used as an endorsement of the product (Erdogan, B. Zafer, 1999).

One of the examples of celebrity recommendation can be Nestlé and George Clooney. George Clooney presented the category of available luxury in coffee drinking. In the first year their sales grew 22% worldwide (HEJLOVÁ, 2015).

d) Digital PR and social networks

Digital PR is a tool and an area that is constantly developing at a great pace. Viral spreading can be a disaster for companies and organizations. An example of how fast digital PR can change communication in the whole sector is, for example, the use of fashion bloggers - serving as an opinion leader and as a channel for disseminating information. Sharing information on social networks can be also used as a PR tool. As an example, can be mentioned Oscar's selfie, which is described above (HEJLOVÁ, 2015).

PR spheres

PR used to be based on the basic division of communication inside the organization (internal PR) and outside the organization (external PR). However, the first decade of the 21st century has brought enormous development and change in social communication. This has led to two consequences - internal and external communication has begun to interconnect and communication has accelerated rapidly and its effects have an immediate effect on all stakeholders (HEJLOVÁ, 2015). There are many types of PR such as financial PR, media PR, marketing PR. Financial PR includes meetings, company ads, annual reports and are also targeted to the broad financial public. Media PR includes information in media – main tools are press kits, press releases or new video releases. (PELSMACKER, 2003). Another type of PR can be for example product PR.

Product PR is one of the areas of PR and serves to promote the sale of products or services. It consists mainly of (HEJLOVÁ, 2015):

- familiarizing consumers with the product (news) on market,
- increased awareness of the product,
- the consolidation of their positioning in a competitive environment,
- promotion of emotional relationship, confidence, and loyalty to the brand.

Product PR most often uses these tools (HEJLOVÁ, 2015):

- media relations
- digital communication and social networks,
- events
- working with celebrities
- sponsoring and creating partnerships.

Business-to-business PR deals with inter-company communication and the creation of long-term relationships between companies. Consequently, it focuses primarily on other businesses. In this environment, it is necessary to constantly monitor changing market relations and anticipate further developments. It uses mainly product PR towards specialized customers, expert meetings, media relations (HEJLOVÁ, 2015).

3.6 New techniques in marketing

3.6.1 Word of Mouth Marketing

Recent trends in marketing communications include the so-called marketing sphere aimed at evoking the word-of-mouth advertising effect among customers themselves, called Word of Mouth Marketing (WOMM). In recent decades, the boom of WOMM has been multiplied by the development of new technologies and media (HESKOVÁ, 2009).

a) Buzz marketing

One of the specific forms of marketing aimed at evoking the effect of word-of-mouth communication is buzz marketing. Buzz marketing focuses on creating experiences or topics that make people talk about your brand, company, product. Buzz marketing is sometimes interpreted as getting positive references from customers themselves. The goal of buzz marketing is to stir up the sensation, to give people a topic they could talk about (HESKOVÁ, 2009).

b) Viral marketing

The form of viral marketing consists of creating an interesting creative form of the product, which is subsequently forwarded by internet users themselves (HESKOVÁ, 2009).

c) Community marketing

Combines people with the same interest in a particular type of brand into groups, so-called communities. Community marketing support businesses that realize that this way not only can they bring but also keep the customer's attention (MARKOVÁ, 2013).

d) Product Seeding

These are deliberated and free samples of a certain brand donated to those people who influence the purchasing behavior of others (e.g. athletes, singers, celebrities) (MARKOVÁ, 2013).

e) Branded blogging

Creating and using blogs for communication and branding purposes. News, press releases and newsletters are published here. The goal of branded blogging is feedback most often in the form of comments (MARKOVÁ, 2013).

3.6.2 Guerrilla Marketing

Guerrilla marketing is one of the unconventional forms of marketing. The goal is to attract the attention of consumers without realizing that it is the promotion. Guerrilla is understood as a strategy, tactics, or procedure for dealing in market situations. The attributes of effective guerrilla marketing are (HESKOVÁ, 2009):

- the use of "untraditional" channels that the current consumer is trying to avoid
- in most cases it is cheap
- it works with psychology
- it evokes secondary publicity
- in guerrilla marketing, all activities can be used.

The unconventionality of the campaign is its balancing at the limit of legality, the maximum effect with a minimum of resources represents its low cost (JAHODOVÁ Hana, 2010)

3.6.3 Ambush Marketing

For this type of marketing is typical the company's conscious search for a connection with a certain event without paying a sponsorship fee to convince the audience that it is a legitimate and major sponsor. This can be done in several ways – by sponsoring the media that cover the event or sponsorship of the subcategories of the event. The goal is to get the attention, benefits that are associated with the official sponsor of events (PELSMACKER, 2003). As aforementioned, there are several forms. In practice, there are two forms of ambush marketing (HESKOVÁ, 2009):

- a) Direct. It is based on the use of symbols related to the event (for instance symbols of the Olympic Games), the use of image and film materials created for sporting events, pretending sponsorship of the event.
- b) Indirect. Connection or unwanted infiltration into a sporting event.

3.6.4 **Product Placement**

Product placement, in the context of new trends, is understood as “addressing the customer most often in the form of paid placement of the product or its parts directly into the content of a particular program or medium”. The product is presented verbally, it can be used by the main hero or it can be visually included in the scene. Compared to traditional advertising, product placement requires relatively lower communication costs (HESKOVÁ, 2009). Two types of product placement are known- active and passive. Active product placement involves the product or service in the scenario of the selected program, the selected character works with the product, and the story of the product is developed in the scenario. Passive product placement means presentation of the product in the decoration of the program, usually non-dominant way - the product is used as in everyday life. In the Czech Republic, it is the legal form of commercial communication is from June 2010. It must be marked before and after the broadcast of the program in which it appears (for this purpose they use the abbreviation PP) (Kramolis, Drábková, 2012).

3.6.5 **Branding**

New trends in marketing also affect branding. Branding is a type of sphere, that distinguishes the brands of one producer from another. The goal of branding is to create distinctions and protect the brand from the competition. The branding strategy reflects the number and nature of frequent and distinctive brand elements used for the various products which the company sells. The key elements in the differentiation are PODs (Points of difference) and POPs (Point of parity) means of communication (HESKOVÁ, 2009).

a) PODs

Points of different are the attributes or benefits that consumer associate with the brand, positively evaluate it, and believe that it cannot be found in the same range at a competitive brand. It is a positive, strong and unique distinctive brand associations (HESKOVÁ, 2009).

b) POPs

On the other hand, the point of parity is an association that may not necessarily be unique but may be common to multiple brands and branding into a particular category of products and services (HESKOVÁ, 2009).

New types of strategies are being applied in product branding: co-branding and ingredient branding. Co-branding is based on an effort to effectively combine products or services

with products and services of selected companies. Ingredient branding is classified as a special case of co-branding. It includes branding for materials, components, or elements that are part of other branded products (such as Gore-Tex fibers) (HESKOVÁ, 2009).

3.7 Automotive marketing

Commercials have been here for millennia - it was used to promote mainly services and locations. The change came with mass production, which meant greater availability of products. The same can be applicable to cars (DHAR, 2008). Over the years, the automotive industry has been excellent at the ability to generate consumers interest and brand loyalty. It is important to properly connect cars with driver's individualities and express them. From an advertising perspective, the focus is mainly on brand awareness, capturing consumer attention and driving interest in their newest models (Spotx, 2017).

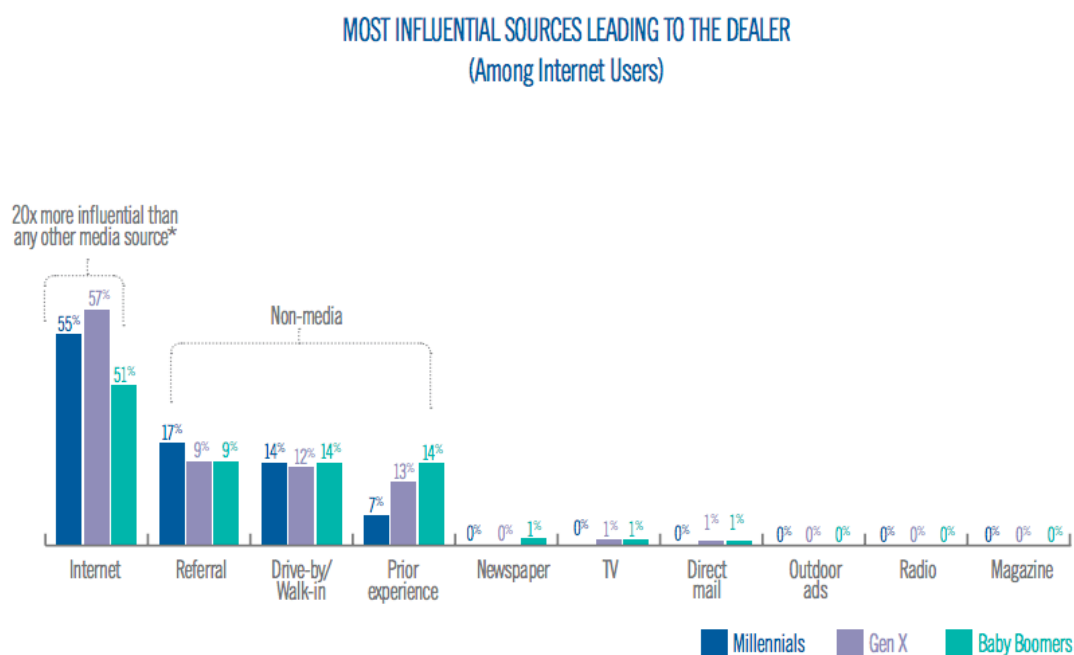
One type of advertising of cars can be ad on cars themselves. Commercials on cars are one type of communication which reaches a broad group of audience and consumers. As other advertising, it is a mass communication strategy used by different marketers to promote their products and services. Car advertising creates awareness among all types of audience. As an advertisement on a car can be meant for example the information about its fuel consumption, emission or any other advantages of this type of car. As cars are driving among cities, the message can be transmitted to any place. This type of advertising has emotional power and also shows the product itself (DHAR, 2008).

Another type of advertising for cars is digital videos. The power of video advertising - the sight, sound, and motion of it - has been critical to automobile companies since the introduction of TV, and it continues today. The combination of the power of digital video and multi-screen mobility is a huge advantage for the automotive industry. Media shift, video delivery, and technology have changed the way in which many industries advertise their products and services. Consumers are often on-the-go and companies need to connect with them by delivering ads into their hands (Spotx, 2017).

There are challenges that every industry needs to take into account and the automotive industry is not an exception. The buying behavior of customers has changed. In the past, car buyers did their research by visiting several dealerships, gathering information and then

making a decision. Today, the research is done online or via mobile and customers visit only one dealership and already have the necessary information to negotiate and make a decision. This process is known as “showrooming” and became more and more normal buying process for the customer today (Spotx, 2017).

Another challenge is the group of millennials. Millennials, or generation Y, is a generation born during the 80’s and the 90’s and saw the development of modern technologies. This generation is for automotive, as for other industries, crucial target. This generation does not want to spend 4 hours buying experience from a dealer – research is done online and the buying experience is expected to be thus very quick. This generation is forecast to be the wealthiest generation in the history and its buying power will outweigh the previous generation (Spotx, 2017). Picture 1 shows the most influential sources leading to the dealer.



Picture 2: Most influential sources leading to the dealer; source (AutoTrader.com Inc. , 2015)

This generation also consumes media differently. Because of their presence at the development of modern technologies, they are digital natives and are more engaged in social media, online video, and connected TV. Millennials spend much less time watching live TV but spent more time on TV-connected devices and on their computers and mobile devices. But these days it is also easier for marketers to have access to consumer data and

consumer insight. It helps to deliver more timely advertising, better customer experiences and more dealership visit (HUTCHINS et. all, 2018).

Several trends in the marketing field can be seen these days. One of them the fact, that the majority of interactions are done via mobile. Google studied one consumer's complete journey in detail and found that 71% of digital interactions are processed via mobile. Therefore, it is good to have a mobile responsive website as well as mobile apps, video content and social media to have opportunities to reach mobile-first buyers. Therefore, it is said that mobile marketing need to became a key focus (REBIXIT CONSULTING, 2019). As mentioned above, the video is one of the most effective tactics – four times as many customers would rather watch a video than read about the product. Also, 43% of people want to see more video content. The top types of videos being watched by potential customers are test drives, specification and feature videos and vehicle interior and exterior walkthroughs (REBIXIT CONSULTING, 2019).

Furthermore, the importance of good customer experience at the dealership and further service is a key component in attracting repeat and referral business from customers (AutoTrader.com Inc., 2015).

Customers also expect a 24/7 real-time response. That is why chatbots are becoming more important. Chatbots are chat and messenger apps programmed to automated communication with people. These experiences provide real-time interaction between the consumer and his or her favorite brand. Also, 90% of customers want to use this means of communication to talk to businesses. These chatbots also influence car-buying experience. Customers' problems can be solved more efficiently and effectively and customers can thus feel satisfied they received relevant information. Also, people can ask questions whenever they want, chatbots provide answers 24/7 (Shapiro, 2019).

4 Practical Part

4.1 About the company

Toyota motor corporation is a Japanese automotive manufacturer which was established in 1937 by Kiichiro Toyoda. Kiichiro Toyoda was the eldest son of Toyoda Loom Works founder Sakichi Toyoda, which was later an inspiration for the design of the logo (which will be described later on). Toyoda was used as an official name from the beginning. Later, the name was changed to Toyota, which is scripted of eight symbols in Japanese and in East Asian culture number eight is related to luck (Toyota Industries Corporation, 2019).

Toyota uses the metaphor of the tree to present its global vision – “from roots to fruits”.

These roots support the trunk of the tree, which signifies the strength and stability of its operations. These roots are –values, principles, philosophy, percepts. From the trunk, the branches lead to the 12 tenets that make up the Toyota vision - the ‘fruits’ of the tree. These visions are – respect for the planet, commitment to quality, challenging goals, spirit of kaizen (there is always a better way), exceed expectations, rewarded with a smile, engaging the talent and passion of people, lead the way, future of mobility, safest and most responsible ways of moving people, constant innovation and enriching lives around the world. The tree allows all of this imagery to be connected together, a metaphor for how closely people at Toyota work together to achieve success. Finally, the tree is set in a human environment, to remind of who company works for - customers. The background is universal, to represent its customers across the globe (Toyota Motor Corporation, 2019).

Japanese cultural habits can be seen in the vision and the principles of the company. Kiichiro Toyoda invented his philosophy “just-in-time” which is applied in Toyota all over the globe. This philosophy allowed the company to reduce the stock of parts needed for production with minimal waste to produce only the exact amount of pre-ordered cars. This approach has become a key factor in company development and reflects long-term respect for people and the environment. Subsequently, the Toyota Production System has become an incomparable example in the eyes of the entire automotive industry, with an emphasis on continuous improvement, employee loyalty and top quality (Toyota Motor Corporation, 2019).

Another core principle being implemented and used at Toyota all over the globe is kaizen, as aforementioned earlier. This can be described as continuous improvement.

There are also several other concepts which Toyota is trying to continuously improve. It can be either clean cars (environment-friendly production and logistics of cars), safety approach with innovating safety future or bringing the joy of mobility to everyone (Toyota Motor Corporation, 2019).

Since 1963 Toyota is selling cars in Europe and employs over 81,000 people all over its network. Toyota believes in the philosophy of localization its cars to meet the diverse requirements of European customers. This means that business activities in Europe - whether production, research and development, or marketing - are located directly in the areas where their services are designed (Toyota Central Europe - Czech s.r.o.).

Europe is also a major manufacturing center. Several manufacturing centers building cars, engines, and transmissions across the continent exists. They can be found in France, in the UK, Turkey, in the Czech Republic, Russia, Poland and Portugal (Toyota, 2019).

Since 1989 Toyota is offering and selling its premium luxury cars under the Lexus brand.

Since 1995, Toyota and Lexus activities for the central Europe region were reorganized into a cluster called Toyota Central Europe located in Budapest. This cluster consists of four countries working separately yet together – Hungary, Poland, Slovakia, and the Czech Republic. European headquarter, Toyota Motor Europe, is located in Brussel (BCSDH, 2015).

In 2018, Toyota was the sixth largest company in the world by revenue. According to rankings in Best Global Brands 2017 which was done by Interbrand, Toyota was ranked as the 7th most valuable brand and at the same time as the most valuable brand in the car industry (Toyota Central Europe - Czech s.r.o., 2019).

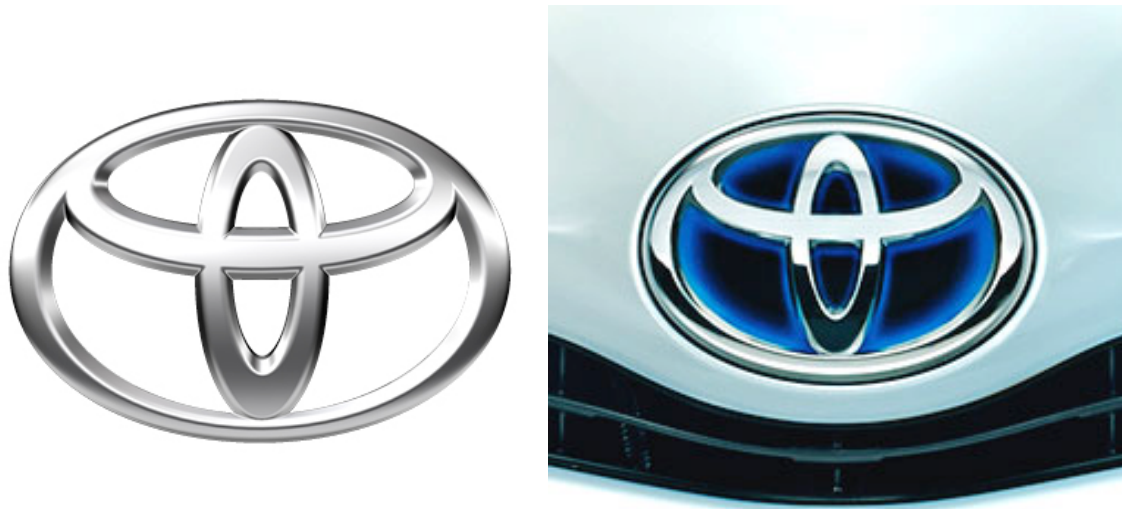
Toyota is also known for selling and encouraging the mass-market adoption of hybrid vehicles. These days there are more than 12 million vehicles sold worldwide and 200 000 vehicles sold in Europe with hybrid technology. The first mass-produced hybrid car was launched in 1997. Speaking about new technologies, Toyota is also the first car manufacturer to sell a hydrogen fuel-cell vehicle commercially (Toyota Central Europe - Czech s.r.o.).

Toyota is also known for its activities in the non- automotive business – financial services, industrial vehicles, and equipment, housing or IT (Toyota (GB), 2013).

4.1.1 Logo

Logo is an important aspect of every company. It is featured on products, documents and promotional materials of the company, helping to identify and create image-building.

Current Toyota logo was introduced in 1989. It consists of three ovals that are combined in a horizontally symmetrical configuration. Each oval represents different value – two ovals inside the larger oval represent the heart of the customer and the company and are overlapping to represent the relationship and trust between each other. These two overlapping ovals also symbolize the letter “T”. The outer oval symbolizes the world embracing Toyota. This logo was also designed to look same from the rear-view mirror as from normal view. Therefore, the logo is easily recognized. An unofficial story behind the logo is that the two ovals inside the larger one look like an eye of the needle and thread, as the heritage of the Loom Workers. The color of the background is red. Red is a color of energy, is highly visible and also communicates the Toyota spirit of excitement. The blue color is used on hybrid vehicles (Toyota Motor Corporation, 2019).



Picture 3: Logo of Toyota – regular on the left, for hybrid on the right, sources: (Toyota Motor Corporation, 2019)

4.1.2 Portfolio

As the main business activity of Toyota is producing and selling vehicles, the portfolio consists of several categories of cars. This portfolio is localized to each market therefore not all vehicles offered for example in the U.S. are offered in the Czech Republic and the

other way around. Also, equipment may differ from market to market. Below is a list of products which are promoted and offered in the Czech Republic and their pictures can be seen in Appendix A.

The portfolio consists of 18 cars and can be divided into several superior groups, which are sometimes overlapping – cars into the city, family cars, off-roads, sporty cars and utility vehicles. Except for utility vehicles and sports cars, in each category hybrid vehicles can be found.

Hybrid vehicles are vehicles with two interconnected units - a gasoline engine and an electric motor. There is also a high-capacity battery that keeps the energy you can get for example when braking. These three components are working together effectively and save fuel. It is also not necessary to charge the battery – it charges itself (for example when braking) (Toyota Central Europe - Czech s.r.o.).

Cars into the city are smaller cars with their compact dimensions and great driving characteristics. Into this category models such as Aygo, Yaris, Corolla or also Toyota C-HR can be included. Aygo is the smallest model and therefore is the ideal car into the city. Yaris can be included in B-segment cars and is the smallest model with the possibility of hybrid drive. Corolla is the most popular car worldwide and is newly offered in three different types of body - as hatchback, sedan or touring sports. Each of them is unique (it is not that the touring sports is just a few centimeters longer than the hatchback, it is a whole different type of the body) and customers can then choose which body and engine is the best option for them. Toyota C-HR is a modern crossover which combines the best of coupé and SUV. Into family cars can be included, except some of the aforementioned models, Prius family (Prius+ and Prius Plug-in Hybrid) and Proace Verso. Prius Plug-in Hybrid is a hybrid vehicle, which can be charged from a plug and is able to drive up to 50 km distance only on electric. There is also a possibility to buy a solar panel which is used to recharge the battery and extends the driving range by another 5 km. This model represents the revolution in the world of personal cars. Prius+ is a family car with the possibility to transport 7 passengers. Proace Verso is a versatile vehicle with the possibility of several configurations so all family members can fit in.

Camry is one of the iconic cars and came back to the Czech market after 14 years with the 4th generation of the hybrid system. RAV4, Land Cruiser and Hilux can fit into the off-road

group. From the beginning of 2019, the new model year of RAV4 is offered with the new bold stylistic concept of the body, sharp lines, massive silhouette with distinctive details and with the all-new hybrid unit. Land Cruiser is a pioneer of 4x4 drive technology and has the longest experience as a 4x4 vehicle. Hilux is known as the indestructible car from the beginning of its production. Proace is a utility vehicle with the possibility of several configurations. Toyota also offers two sporty cars. GT86 and GR Supra. The sporty icon of the 60's Toyota 2000GT was the inspiration for the new Toyota GT86 and pays the tribute to the timeless design of Toyota's traditional sports cars. GR Supra is a legendary sporty car and its first generation was produced in 70's. There will be only 20 pieces within the Czech market, therefore for customers it is necessary to reserve it.

Mirai, in a literal translation from Japanese means "the future", determines the new era of cars. It uses hydrogen to produce electricity and produces only clean water. Thus, it has extraordinary environmental parameters.

4.1.3 Marketing communication channels

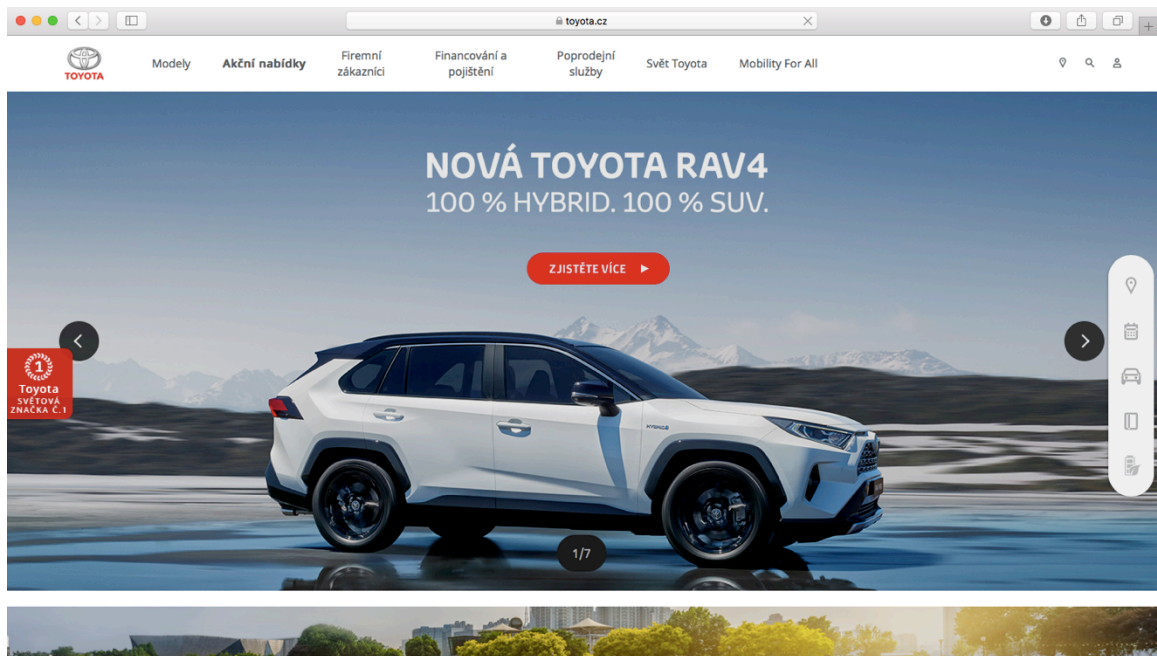
There are several marketing communication channels which are used by Toyota to promote its activities. These activities are mainly action offers, promotion of new models, events or sponsorship.

Website

The website is the basic channel for internet marketing and people should find there the relevant, important and interesting information about the product they are looking for. At Toyota's homepage, several banners can be found. These banners are logically sorted by importance. From the first to last banner – Corolla and Auris final sale, limited action offers to Aygo, Yaris, Toyota C-HR Prime, RAV4, Proace and Proace Verso, new generation of RAV4, parking with hybrid vehicles in blue and purple zones in Prague for free, fleet offer to models Proace and Proace Verso, Toyota Dream Car Art Contest and aftersales offer. Each banner leads to a subsection where more information about each offer can be found. These banners are adjusted to current campaigns and offers.

Toyota has on its website several subsections, each of them dedicated to specific content. There are sections such as models, action offers, fleet customers, finance and insurance, aftersales, world of Toyota, mobility for all. Section models is dedicated to models which

Toyota offers. Each model has its own car chapter, where basic information, pictures, and selected equipment elements can be found. People also can find e-catalogues and pricelist for the selected model and also links to car configuration, test drive, and sales points. There are also microsites linked to action offers, pricelists and basic overview where people can choose the car they want, hybrid vehicles, fleet offers, trade-in offers and selection edition. Under action offers limited action offer to selected models can be found, also fleet offers and other offers such as aforementioned trade-in or selection edition. Limited action offer promotes final edition of selected models and is one of the most promoted campaigns. Therefore, this subsection is also known as “landing page” and several commercial banners link to this can be seen on the internet. The subsection for the fleet customers consists of special financing for fleet customers, Toyota Business Plus, special offers to fleet customers, or action offers for fleet customers. Subsection dedicated to financing and injury consists of credit product, leasing products, injury products and their description with basic parameters for whom this product suits the best. There are also CTA buttons (call to action) where people can easily go to action offers section or to see sales point. Aftersales subsection offers packets of accessories, winter tires, service, maintenance, and accessories. Subsection called world of Toyota consists of several units. There is a section about Toyota and its ranking among different charts, information about the company in general, contacts, news from the world of Toyota, a section for Toyota owners where people can download for example owner’s manual. As aforementioned, Toyota pays a lot of attention to the environment and new technologies. Therefore, section about the environment, hybrid technology, and new technologies can be found here as well. Like many other car producers, Toyota is involved in different motorsport activities – for example, rally or World Endurance Championship. Therefore, the subsection about motorsport can be found on the website as well. These days there is an art competition called Toyota Dream Car Art Contest going on, therefore the information and rules can be found here as well. The last subsection called Mobility for all is dedicated to the innovation of Toyota, which helps disabled people. The section about Paralympic games is here as well as Toyota is a Worldwide Paralympic Partner. Stories of successful Paralympic sportsmen and women are part of this section. Mobile interface of the website exists as well.



Picture 4: Toyota's homepage, source: www.toyota.cz

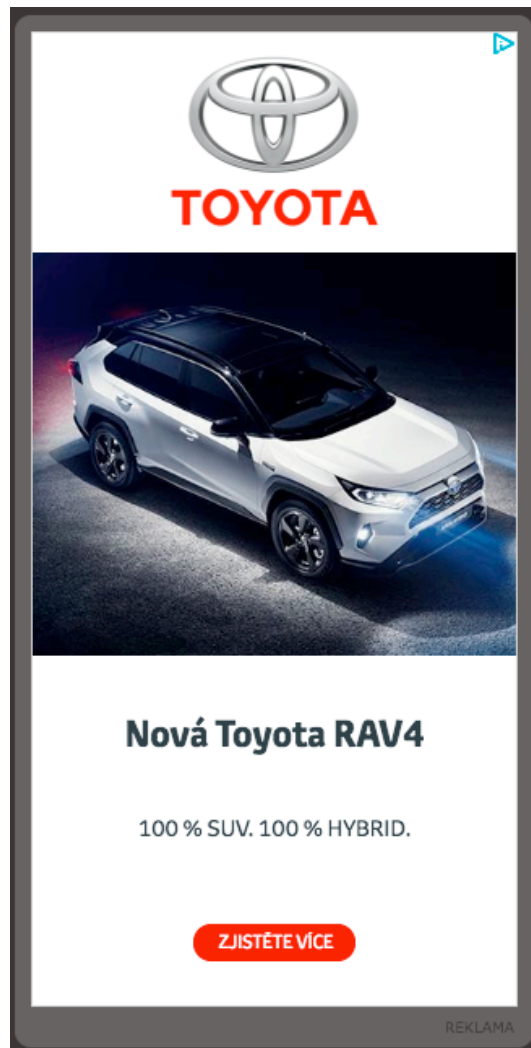
Radio

Radio advertising has its place in a communication mix of Toyota in the Czech Republic. These days there are several commercials going on. They are broadcasted via Radiohouse, which represents radio stations such as Rádio Blaník, Evropa 2, Frekvence 1 or Hitrádio. All these radio stations are nationwide media therefore the commercial can be heard in all regions of the Czech Republic. The campaign usually lasts around three weeks and the particular commercial can be heard several times during the day. It is usually during the morning around 8 a.m. during the afternoon around 7 p.m., when people travel to and from work. These days the image campaign introducing the new model year of RAV4 and tactical campaign for a special price to models Auris Classic and Corolla Classic can be heard. At the end of 2018 and the beginning of 2019, the camping promoting free parking on blue and purple zones with hybrid vehicles could be heard. For this type of commercial the man as a car expert used as an endorsement, also explaining what hybrid technology is. During the weekend 9th and 10th March, the Toyota weekend will take place. Therefore, the commercial promoting this event takes place in the radio advertising as well.

Internet

Internet is one of the most widely spread forms of communication. Toyota uses its own aforementioned website as well as ads in a form of banners. These banners are again either image campaign or tactical offers. As mentioned above, these days the image campaign introducing the new model year of RAV4 and tactical campaign for a special price to

models Auris Classic and Corolla Classic can be seen. These banners are linked to either car chapter in case of RAV4, where people can read basic information about the model as well as see the pricelist or book a demonstration drive, or to the landing page in case of the tactical campaign. There can be seen a special price to selected models and additional information to this campaign. These banners can be seen on websites such as denik.cz, novinky.cz, aktualne.cz, fdrive.cz and zive.cz. These days also the information about Toyota weekend is added. There is also a video with Toyota C-HR Prime as an image campaign for special Prime edition going on.



Picture 5: Image campaign to RAV4 on novinky.cz

Print

Toyota advertises in several magazines. These magazines are both auto-moto and lifestyle, for example in the magazine “Rybářství” (“Fishing”). There is a back cover with fisherman and Land Cruiser. Also, the information about Toyota weekend is added to newspapers.

Direct mail

For the new model year of RAV4 Toyota used direct mail, in which basic information was presented as well as mini e-guide and pricelist. For partners from Prague, a leaflet about parking in blue and purple zones with hybrid vehicles was included.

Point of purchase

As a point of purchase, the dealers’ network can be considered. There are currently 25 authorized dealers and service. These dealers are deployed across the whole country. In each region, at least one of them can be found, 5 of them are in Prague. The showrooms are equipped with modern technologies and the emphasis is also on the airy environment. There is a relaxation zone with large armchairs and a counter with a coffee machine. For meeting with clients, sound-insulated locations are prepared. Salesmen have tablets for car configuration. This way of presenting any model is very handy, modern and customer-friendly. Salesman and client can walk around the car in the showroom and clients can see and think, what he or she wants and use the tablet for the personalized configuration. This configuration can be printed and used as an offer with all the equipment details, technical specifications, and price and bonuses (if there are any). As mentioned above, in the showrooms, there are demo and showroom cars exposed - customers can see, touch and also drive them. There is also a monitor where Toyota news is broadcasted and so called “hero-corner”. Hero corner is a monitor with videos related to the specific model. These videos can describe novelties related to the engine, body type, platform or safety features.

TV advertising

Commercials in the television are also divided into tactical offers or image campaign. As well as in the radio or on the internet, on the television, the commercial promoting new model year of RAV4 and special prices to Auris and Corolla are broadcasted. These commercials last 30sec and are broadcasted on TV station Nova, several times a day,

mainly in the morning around 8 a.m. and in the afternoon around 7-9 p.m. Invitation to Toyota weekend is included from the beginning of March.

Events

As an automobile producer company, Toyota is attending automobile events such as Auta na Náplavce, Legendy or e-Salon, where some models are exposed. There are also individual events organized by Toyota such as Toyota weekend or Toyota Ceremonial Ball.

Auta na Náplavce

Last year, in 2018, the first year of this event took place. During 30th of August and 2nd of September. This event took place at Náplavka, on both banks of Vltava river. Several car-producing companies had their exposition there. Toyota had a stand with hybrid models (Yaris, Toyota C-HR and RAV4) and promoted also free parking with hybrids on blue and purple zones. People could come and see models as well as they could ask questions of presented promoters. There was also an accompanying program such as the concert of Tomas Klus or discussion with experts related to car topics. This event was for free.

Legendy

This event is also known as motorist festival. It takes place at Výstaviště Holešovice and several cars producing companies have their stand there. Last year this event went during 17th and 19th May. There was also an accompanying program – route to off-road, FMX exhibition and many others. Toyota exposed its current models (both conventional and hybrid), hydrogen model Mirai, off road models Land Cruiser and Hilux, racing models Yaris WRC and GT86 and also the historical models – for example the first generation of Prius which is still in operation. People could come and see products as well as ask questions to present promoters. Except promoters, product specialist and PR team were present at the stand, so people could get all the information they needed. According to official website of the event, the stand of Toyota was the best exposition of the event (Legendy, 2018).

e-Salon

In 2018 the first year of e-Salon also known as Clean mobility fair took place. This event was focused on electric cars, hybrid technologies, CNG and LPG, hydrogen, biofuels, and many other alternative drive systems. There was also an opportunity to see smart cities, car sharing projects or autonomous driving. This event took place from 15th to 18th November in PVA EXPO PRAHA Letňany. Toyota promoted its more than 20 years history of hybrid production and revealed its the new model, Camry, which came back to the Czech market after several years. Other models which could be seen there are RAV4, Toyota C-HR, Prius Plug-in or Yaris.

Toyota Ceremonial Ball

Second Ceremonial Ball was on 7th February 2019 in Žofín. In front of the building parked selected models of Toyota and Lexus brands. Iva Pazderková hosted the evening and Boney M sang. During the evening people could buy a ticket to raffle and win for example car for a weekend or tour to rally. Collected money was donated to the Czech Paralympic committee. Around 600 guests came, mainly journalists and business partners.

Toyota weekend

This event is organized several times per year. People can get special prices and discount when purchasing cars or other special offers. First Toyota weekend in 2019 was during 9th and 10th March.

Sponsorship and ambassadors

Toyota sponsors many important events. As its mission is to provide mobility for all, it is mainly sports events and organizations. In 2015, Toyota became the official worldwide partner of the Olympic and Paralympic Games until 2024, including the Olympic and Paralympic Winter Games in Pyongyang 2018 and Beijing 2022, as well as the Summer Olympics in Tokyo 2020 and Paris 2024. Toyota wants to make these games the most innovative in history and therefore uses its modern technology, including hydrogen transport, autonomous driving, car sharing or robotics. Worldwide and local partnerships also support the campaign called Start Your Impossible. Its goal is to encourage employees, business partners and customers to take the first step towards transforming the

world and society around them by breaking down barriers and constraints. The campaign also encourages the development in favor of a friendly, tolerant and sustainable society in which everyone has the chance to face the impossible. Since 2019 Toyota is also a partner of the Czech Olympic Committee and replaces Skoda Auto after 26 years (ČOV, 2019).

Toyota, in cooperation with the Czech Olympic Committee, has also prepared the program to help sport associations called “Proace Verso ProSport”. This program is designed for sports club registered under the Ministry of education and the utility vehicle Proace Verso is leased under favorable conditions. It is a unique opportunity for a sporty environment to ensure the mobility of its competitors and handle material.

Besides Olympic and Paralympic games, since 2019 Toyota also sponsors the Czech Ski Association. Toyota will provide all sections of the Czech Ski Association and to all disciplines (except the cross-country skiing, which has a long-standing automotive partner) with a sufficient number of cars designed to meet the needs of all the teams. Toyota is also planning to extend this cooperation, including support of children and youth skiing (Toyota Central Europe - Czech s.r.o., 2019).

Toyota also has its ambassadors across several sports disciplines. The long-term ambassador is the snowboard crosser Eva Samková and the whole snowboard cross-team. As new ambassadors were in October 2018 also introduced beach volleyball players Markéta Sluková and Bára Hermannová, speed canoeist Martin Fuksa and skateboarder Maxim Habanec. Each of them has a model with a specific designed personalized especially for them. Also, the skateboarding is a brand-new discipline being introduced at the Summer Olympic Games in Tokyo 2020. Toyota provided hybrid Toyota RAV4 and utility vehicles Toyota Proace to Paralympians. With Czech Paralympians Anne Luxová and Anna Pešková and Czech para hockey team Toyota has also prepared local communication campaigns for media and social networks.

RunTour

RunTour has been one of the most prestigious domestic events for seven years. Last year participating record for each race was beaten. The highlight was at Ladronka in Prague,

where the number of registered competitors exceeded three thousand. People can choose if they want to run 500 m, 1000 m, 3 km, 5 km or 10 km (RunTour , 2019).

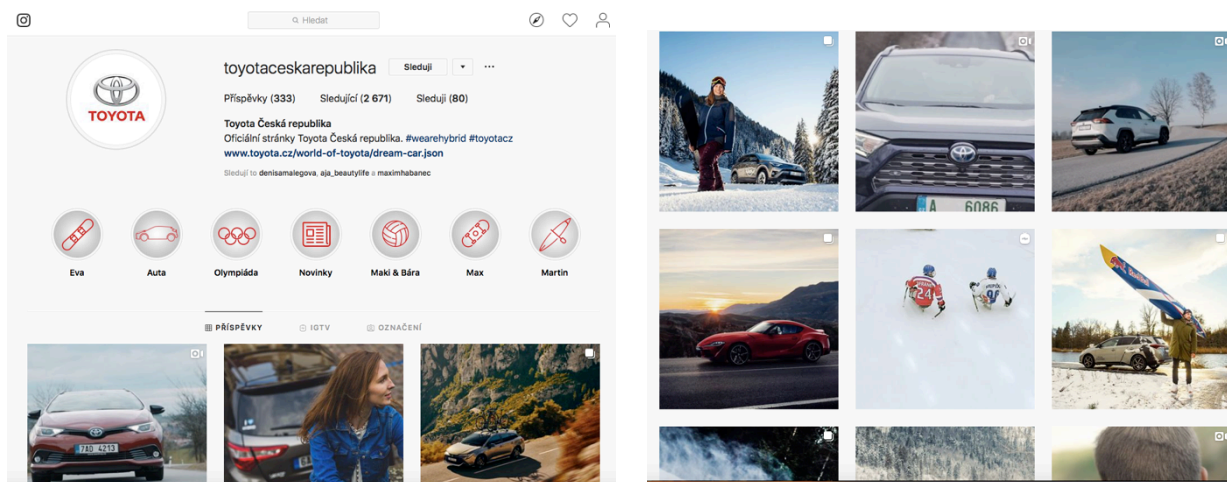
At each run from Run Tours series, Toyota is presenting a stand with its hybrid cars. The campaign also runs on social media - on Facebook, Instagram, and YouTube. Toyota thus supports runners, amateurs, young enthusiasts, families and those for whom normal movement is not a standard. This fits into the company vision - mobility for all. Toyota also provided its models, which carried timekeeping.

Social media

Toyota Central Europe Czech has the account on social media such as YouTube, Facebook, and Instagram and uses these accounts as a means of communication with Toyota fans, customers and with the general public as well.

On the YouTube channel “Toyota Česká republika” there are currently 420 subscribers and 113 videos. These videos are mainly the introduction of products and activities of company- ambassadors, events, introduction of hybrid technology and many others.

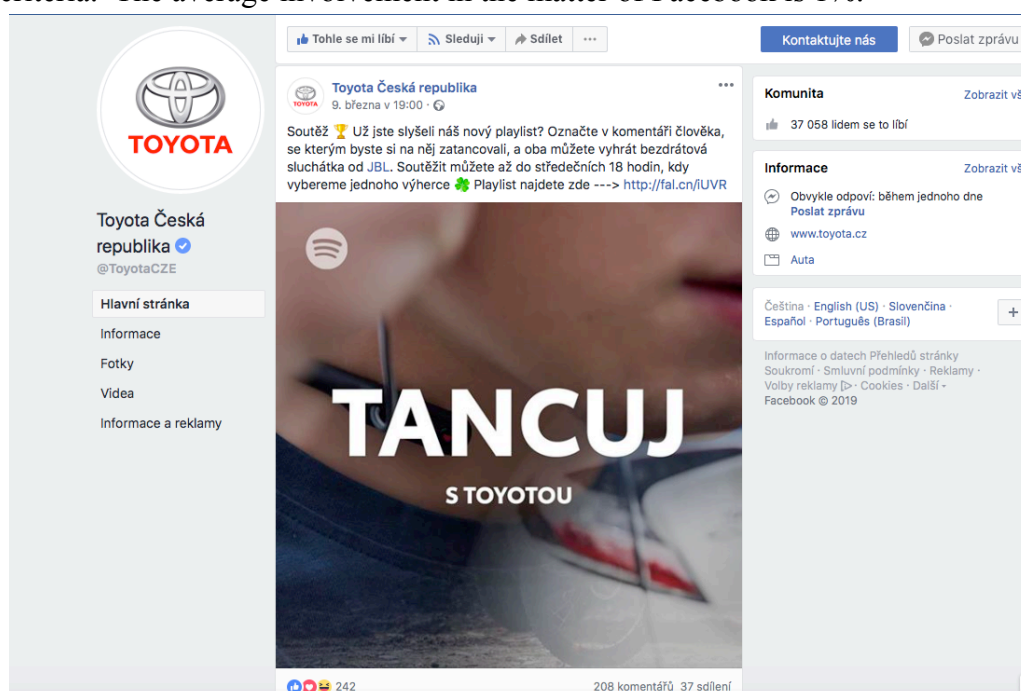
Instagram account “toyotaceskarepublika” has currently 2,671 followers and on its feed, there are currently 333 posts. There is also a possibility to record short videos which are known as “instastory” which followers can see during 24 hours only. These instastories are for example about interesting events, press conference or about the new picture in the feed. Newly there is a possibility to save them so people can watch them repeatedly. Also, the novelty is so-called IGTV where videos longer than one minute can be upload. Toyota for example uploaded videos about its ambassadors and Paralympians or product videos for models Mirai and Land Cruiser. During January 2019, Toyota uploaded photos and videos. Also, the number of fans increased by 14,69% compared to the previous month (Krampera, 2019). Since 1st of January, 33 new posts were added in which 7 were videos. Also, the interaction with followers and reaction from followers increased comparing to the previous month. The average involvement of the fans indicates how many % of the fans of the total response to the post. Toyota is one of the subjects that have the highest involvement from their fans in the current month. In the matter of Instagram, it is 4%.



Picture 6: Official Instagram account, source: [instagram.com/toyotaceskarepublika](https://www.instagram.com/toyotaceskarepublika)

Facebook account “Toyota Česká republika” has currently 37, 058 followers. During January 39 posts were uploaded from which majority were pictures. Together with Mercedes-Benz and Subaru it is the most contributing profile from automotive industry from January.

Only one post was from category “other”, which means for example New Year Wish, was uploaded. Only 6 Toyota’s competitors did the same. Also, the number of fans slightly increased, by 1%, comparing to the previous month (Krampera, 2019). Also, the reaction from followers increased comparing to previous month and Toyota got around twelve thousand reactions and is one of the top three automotive companies based on these criteria. The average involvement in the matter of Facebook is 1%.



Picture 7: Official Facebook account, source: [facebook.com/toyotacze](https://www.facebook.com/toyotacze)

On both channels, Instagram and Facebook, also the contests are announced. Toyota also responds to posts and comments from its followers and tries to give them as many answers as possible.

POS materials

Because most of the purchase decision is made at the dealers, P.O.S. materials are very important part of the communication. Customers can find basic information regarding price, equipment, color, technical specification and other information. Into P.o.S materials can be included catalogues, e-guides, pricelists and a variety of brochures that are displayed in special stands in showrooms. The P.o.S. materials are adapted to ongoing campaigns. These materials are prepared by Toyota Central Europe Czech and are then distributed to dealers. These materials can be also found on the website.

Merchandising

Customers and fans can purchase special merchandised products and show their support and loyalty to this brand. They can choose from a variety of options – they can purchase clothes (t-shirt, polo shirt, jackets, sweatshirts or sunglasses), technical gadgets such (as power bank, charger, USB flash disk or cables), necessary things for travelling (sports bags, trolley, backpacks, briefcase, outdoor bottle, mugs, multi-knife, umbrella) or accessories and office suppliers (pen, token holder, silicon bracelet, notebook, fatboy stool, scrapers). They can also choose from special Gazoo Racing edition – car models, phone case, fridge magnet, mug, rucksack, t-shirt, hat, wallet, key ring and many others. These products can people buy at <http://shop.toyota.cz> or some of them is also possible to buy at dealers or during selected events (for example Legendy).

Contests

There are two types of the contest which can be found at Toyota's communication. One is within the company, which means, this contest is designed for the salesmen. Rules of this contest are based on the number of selected models with selected equipment they sold. This number is then transformed into points and the total score is calculated. First 10 salesmen with the highest score win the predetermined price. This contest took place in 2018.

Another type of contest is designed for customers. This contest is mainly announced on social media and there are several prizes people can win – rent a car for the weekend, JBL headphones or tickets to Ceremonial Ball. The winning prize is connected to the contest question, such as “What is the biggest advantage of the hybrid vehicle in your opinion?” or “What music you grew up on?” or “How many km is it possible to drive with fully fueled Toyota C-HR Hybrid?” etc. These days also the Toyota Dream Car Art Contest is going on and is promoted also on websites. This contest is designed for all children and teens aged 0 to 15 and is hosted by Toyota Motor Corporation (which means it is an international contest for children from more than 80 regions). The first phase is the national round and is later proceed to the world round. Competitors who design the original prototype of a vehicle driven only by creativity and imagination will be able to see how valuable dreams are and how much they can prove through them. The idea behind this contest is simple – to share ideas about the future of mobility. The winner will be announced by the official jury in Japan for each age category. Winners are awarded in Japan at the official ceremony.

Roadshows

Last year Toyota organized Roadshow with utility vehicles Proace and Proace Verso, pick-up Hilux and off-road Land Cruiser. This roadshow took place during May and June and stopped at 13 places with the Czech Republic. At each roadshow stop, the Toyota promo team and a local dealer were available to provide all the information about the vehicles, financing and the possibility to order a test drive.

Other

As mentioned above, Toyota also promotes free parking in Prague in blue and purple zones. For this reason, also the short commercial can be also seen in the cinema before the movie starts. As well as banners in the foyer.

Also, commercial related to the new models can be seen directly on the particular model. Information such as fuel consumption or starting price is communicated.

On TV channel ČT2 every Wednesday at 9:30 pm people can watch documentary series called “Alpami nejen za sněhem” (the Alps not only in snow) with Eva Samková – she shows opportunities for active recreation in popular Alpine resorts. Toyota RAV4 and Proace Verso are also her means of transport and are shown in this document.

4.2 Evaluation of the questionnaire

The questionnaire was responded by 102 respondents.

In the questionnaire, identifying questions were included related to gender, age, and place of the permanent residence. Out of 102 respondents, 51 were men and 51 women, i.e. 50% men and 50% women.

The second question was related to the respondent's age. Most respondents were 18-30 years old, as can be seen in chart 1. This group represents 59 % of all respondents. The second largest group consisted of respondents between 31- 45 years and represents 26% of the respondents. The age group 46-60 represents 12% and only 3% was a category of people older than 61 years.

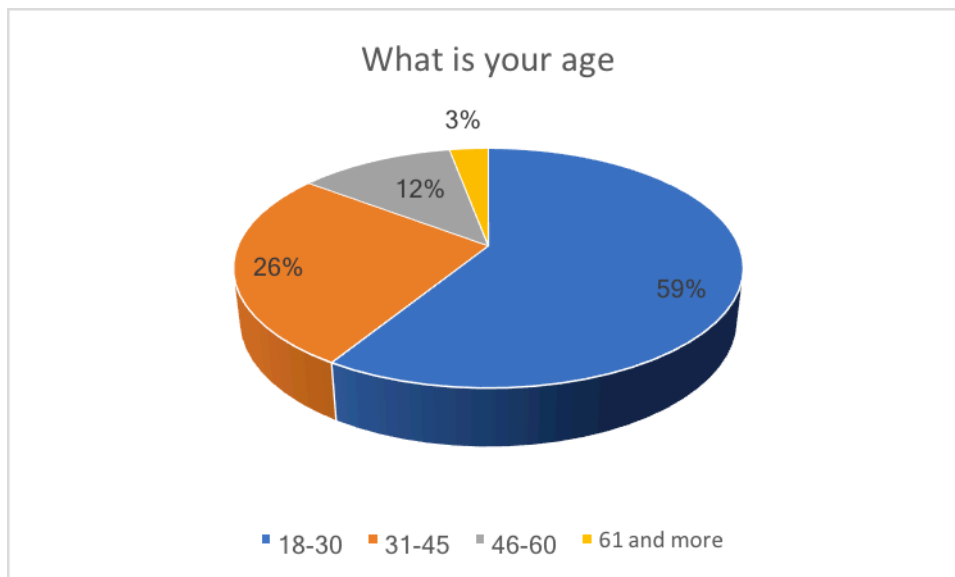


Chart 1: Respondent's age, source: own processing

The third question was related to the place of permanent residence. As it can be seen from the chart 2, 39% of the respondents were from Prague, 16% from Central Bohemia Region, 8% from Plzeň Region, 7% from Liberec Region, 6% from South Moravia Region, 5% from Moravian-Silesian Region, 5% from Ústí Region, 4% from Hradec Králové Region, 3% from Vysočina Region, 2% from Olomouc Region, 2% from South Bohemia Region, 2% from Karlovy Vary Region, 1% from Pardubice Region and 1% from Zlín Region.

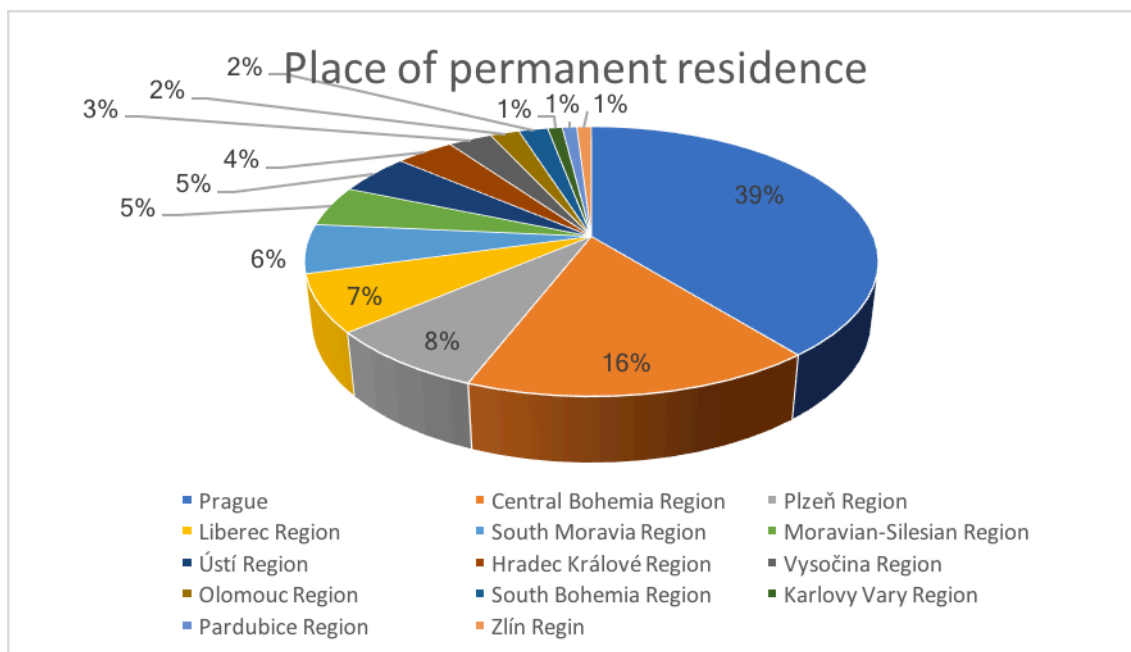


Chart 2: Place of respondent's permanent residence, source: own processing

Next question was related to driving experience – if respondent is an active driver. 78.43 % of respondents are active drivers, 21.57%. Next set of questions was related to intended buying behavior in general– if respondent considers buying a car, which brand, what is important for them when buying a car. 62.74% of the total respondents consider buying a car in the near future, 37.26% do not consider buying a car in the near future. The next question was focused on the car brand which respondents consider when buying a car. This was a question for respondents who answered positively to the previous question. This question was an open one, therefore respondents could fill any car brand or brands they think about without any limitations. From the chart 3 it can be seen, that the majority of respondents consider Škoda as the preferred car and it represents 20%. Toyota was the second most mentioned brand with 12% and Volkswagen the third with 9%. The “y” axis shows the frequency of the mentioned car brand, the absolute numbers.

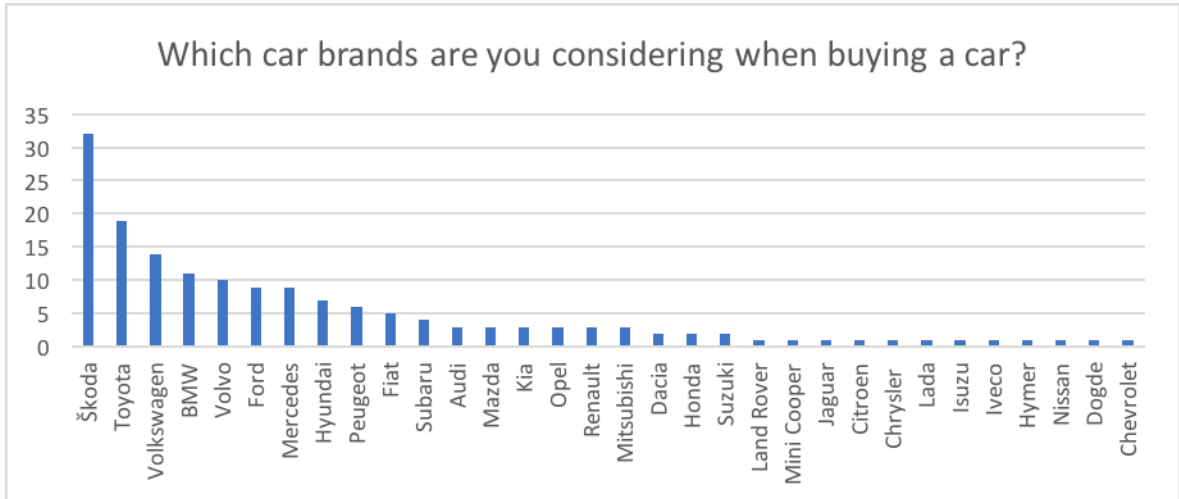


Chart 3: Which car brands are you considering when buying a car? source: own processing

Next question was related to important feature when respondents buy a car. People could choose three aspects out of price, quality, brand, technical specifications, safety, new technologies, design, and experience or add their own aspect if needed. As it can be seen from the chart 4, the three most important aspects are price, quality of the car and technical specifications. Price represents 30%, quality 24%, technical specifications 14%, safety 11%, design 7%, experience 6%, brand 5% and other 3%. Other refers to the possibility to write own aspect. Some of the respondents added the size of the car or the luggage capacity.

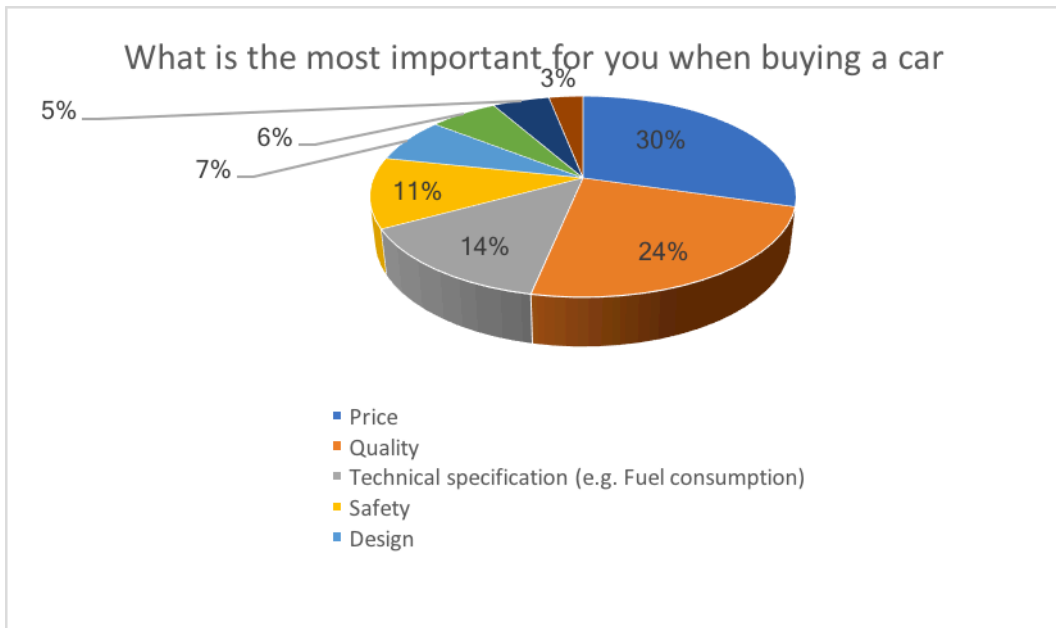


Chart 4: Important aspects when buying a car, source: own processing

Next set of questions was related to Toyota and its marketing communication. 100% of all respondents know this brand. As it can be seen from the chart 5, the most noticed form of promotion was an advertisement, noticed by 49% of respondents. The second most frequent answer was “none”. 11% of people do not register any form of promotion. 10% noticed PR news in media, 10% sales promotion, 7% sponsorship, 7% personal sale, 4% events and exhibition and 2% direct marketing.

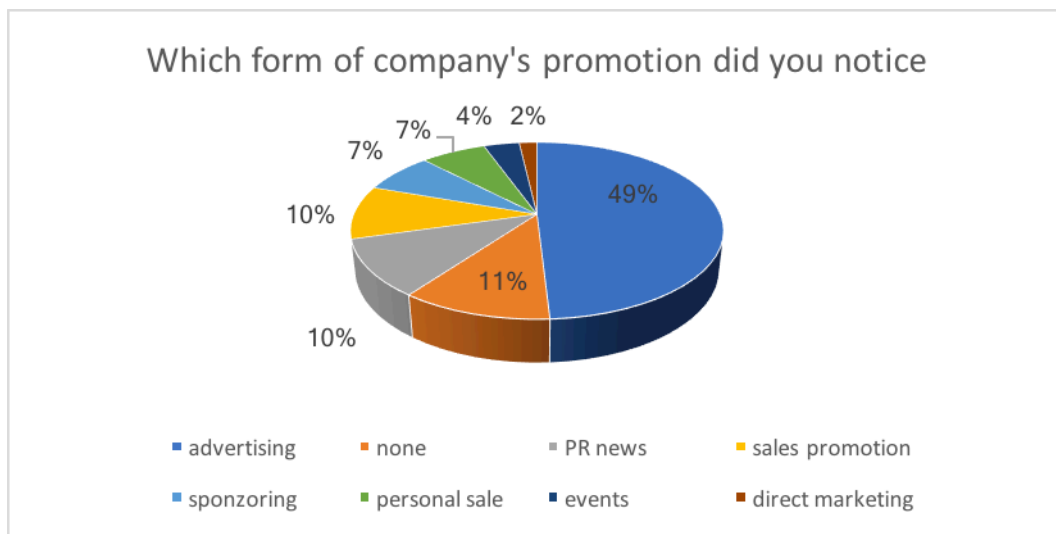


Chart 5: Which form of company’s promotion did you notice, source: own processing

Next question was related to Toyota’s logo because the logo is also a very important part of the marketing communication. 83.33% of respondents can recall the Toyota logo, 16.67% cannot. Respondents who knew the logo were also asked to describe it. They mostly answered that logo is made out of three interconnected ellipsoids forming the letter “T”. Some of the most frequent answers are the following:

“The three oval forms together with the letter T.”

“Letter T in ovals.”

“Three ellipses interconnected.”

“Two thinner ellipses linked to the T-shape, placed in a larger ellipse.”

“It should probably be a letter T, one oval perpendicular and the other vertical.”

“T created from ovals.”

“Three ovals, T-shape.”

Next question was related to Toyota’s commercial, if people saw any of them during the last few weeks and if yes, where. 52.94% of respondents did you see any Toyota commercial during the last few weeks. As it can be seen from the chart 6, from 47.06% of respondents who saw any commercial, 53% of them saw it in TV and respondents also mentioned it was a commercial regarding new RAV4. 25% of respondents noticed the commercial on the internet, 8% on billboards, 4% in the print as PR news in media, 4% in magazines, 4% in radio and 2% received direct e-mail.

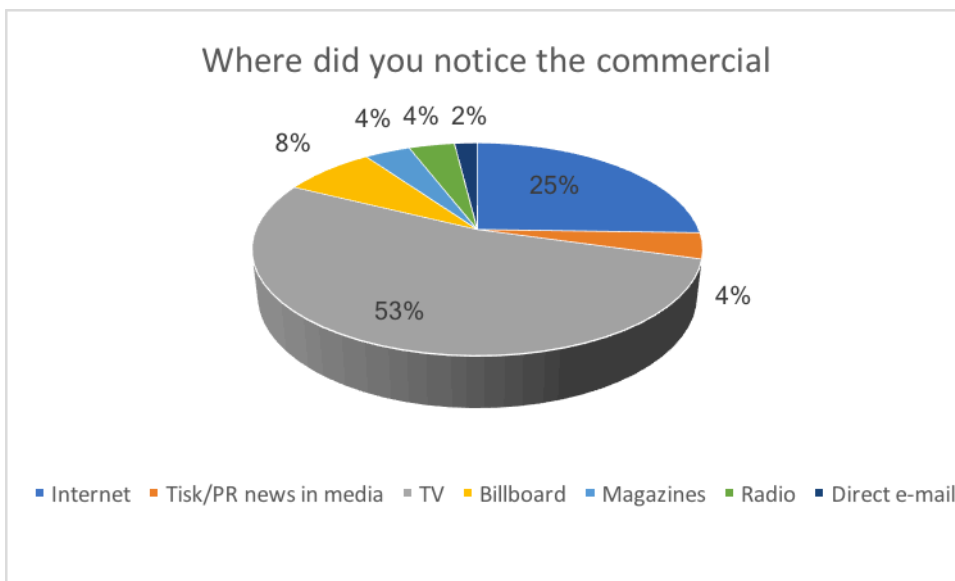


Chart 6: Where respondents noticed company’s commercial, source: own processing

Next question was related to listening to the radio. As it can be seen from the chart 22% of respondents listen to the radio mostly during the morning when they travel to work or school, 20% listen to the radio at the workplace, 18% during their way from work or school in the afternoon, 17% do not listen to radio at all and 12% listen to the radio at home. 12% listen to the radio during another activity, which is not mentioned above, for example when they drive a car without any further specification or at the gym.

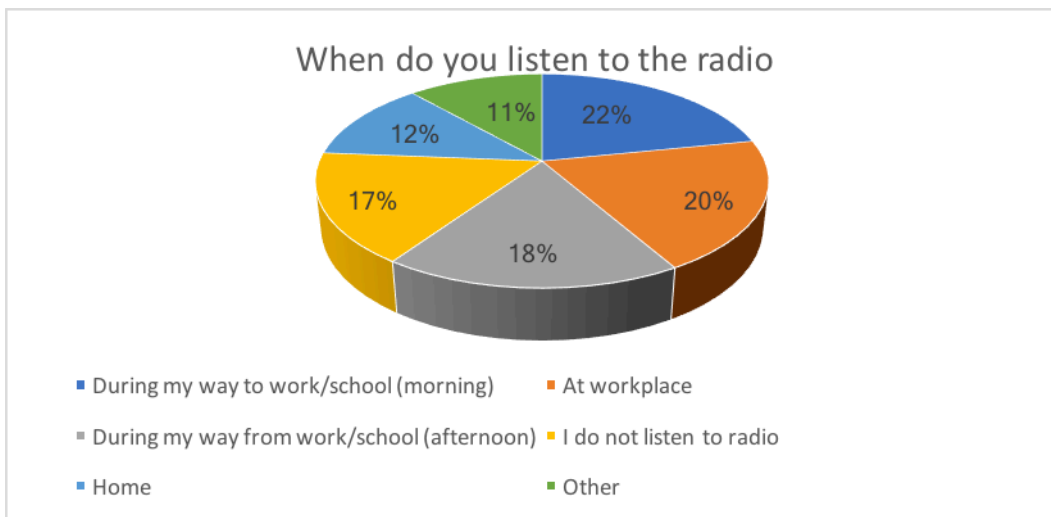


Chart 7: Where respondents listen the radio to, source: own processing

Respondents who listen to the radio mainly listen to Evropa 2 (28%), as it can be seen from chart 8. 11% listen to Impuls, 11% Český rozhlas, 7% Kiss radio, 6% Frekvence 1, 6% Beat radio, 6% Fajn radio, 6% City and 4% listen to Country radio. 15% of respondents listen to other radio stations than the aforementioned ones, for example, Blaník, Spin or Bonton.

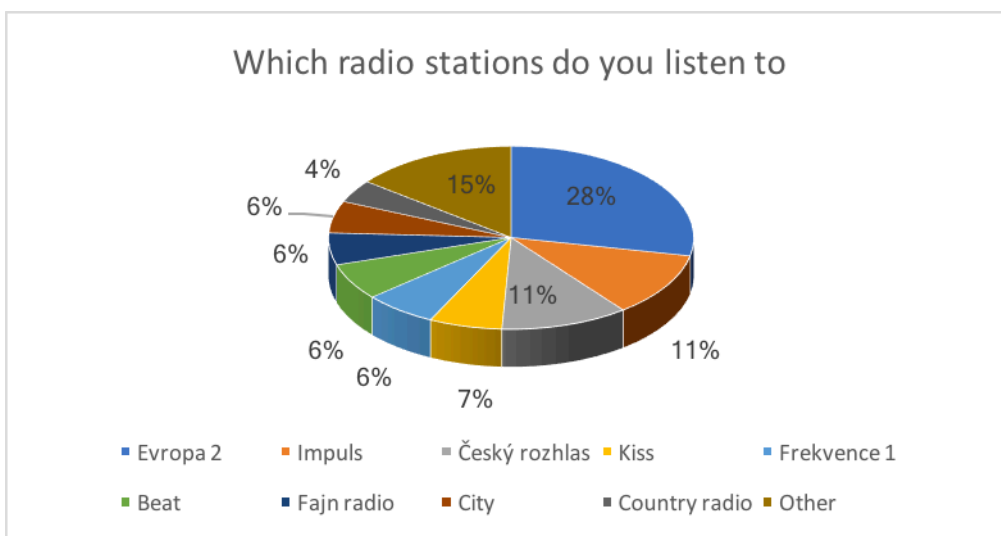


Chart 8: Which radio stations respondents mostly listen to, source: own processing

Next question was related to events Toyota participated at. 92.16% of respondents did not notice any event Toyota was part of and only 7.84% of respondents knew about any event. These respondents could recall events such as “Auta na Náplavce”, “Run Tour”, “Dakar Rally” or “Amper”. The last mentioned is a festival for electric cars.

6.86% of respondents know about Toyota's sponsorship activities and could recall activities such as Run Tour or Olympic and Paralympic games or Sazka Olympijský víceboj. 93.14% of respondents do not know about any sponsorship activities.

Next question was related to the Toyota official website. 67.65% of respondents never visited the website and only 32.35% of respondents ever visited websites.

Table 3 shows the distribution of the answer of the people considering buying a car in the near future. It can be seen that 28.93% of respondents who do not plan to buy a car in the near future did not visit the website and 8.33% did visit the website. Also, 38.72% of respondents who plan to buy a car in the near future did not visit the website and 24.02% did visit it.

Počet z Popisky řádků	Have you ever visited company's website			Sum
	no	yes		
no	28.93%	8.33%		37.26%
yes	38.72%	24.02%		62.74%
Sum	67,65%	32,35%		100.00%

Table 3: Visit of company's website and buying intention – partial answers, own processing

Respondents who visited the website were also asked to evaluate it. They evaluated the following parameters from 1 to 5 (1 is the best, 5 is the worst) – up to date, overall impression, design, information, clarity. Table 4 depicts the answers. The lower the score is, the better. It can be seen that design and information are marked almost equally and have a score of 2.088 and 2.117. Clarity scored the worst with average mark 2.235 and on the other hand, up to date scored the best with the average mark 1.411. Overall impression scored with average mark 2.176.

Answer	Average mark
Design	2.088
Clarity	2.235
Up to date	1.411
Information	2.117
Overall impression	2.176

Table 4: Evaluation of company's website, source: own processing

Next question was related to the brand's ambassadors. 89.22% of respondents do not associate the Toyota brand with any famous person and only 10.78% of respondents do. These respondents mentioned Eva Samková the most, then Maxim Habanec and also car racer Milan Dolák or rally racers Esapekka Lappi, Ott Tänak, Jari-Matti Latvala, Tommi Mäkinen.

Next question was related to the contest and nobody from respondents participated in any contest organized by Toyota.

Next two questions were related to social media. First of them was related to Facebook, if respondents are the fan of Toyota on this social media. 5.88% of respondents are the fan of Toyota on Facebook, 94.12% are not. Respondents were also asked to evaluate the fan page and they mainly mentioned that posts are not posted that often.

Next question was related to Instagram if respondents are the fan of Toyota on Instagram. 1.96% of respondents are the fan of Toyota on Instagram and 98.04% are not. Respondents were also asked to evaluate the fan page and they mainly responded that posts are not posted that often as well.

Because Toyota is known for its adoption and encouraging hybrid vehicles, therefore the next question was related to this topic. Respondents were asked if the fact that Toyota also produces hybrid vehicles that are more environmentally friendly will change their buying decision. 34.31% of respondents would buy hybrid vehicles that are more environmentally friendly and for 65.69% of respondents, this is not a reason to buy hybrid vehicle.

In the table 5, the distribution of the answers of people considering buying a car in near future can be seen. Even though for 42.15% out of people considering buying a car in near future this fact is not a reason to buy hybrid vehicles, for 20.59 % considering buying a car in near future this could be a reason why buy hybrid vehicles. For 23.54% of respondents who do not consider to buy a car in the near future this fact is not a reason to buy this type of vehicle, for 13.72% who consider to buy a car in a near future this is a reason to buy hybrid vehicle.

Počet z Is the fact that Toyota produces also hybrid vehicles which are more environmentally friendly the reason why would you buy it?			
Popisky řádků	Popisky sloupců		Sum
	no	yes	
no	23.54%	13.72%	37.26%
yes	42.15%	20.59%	62.74%
Sum	65.69%	34.31%	100.00%

Table 5:Hybrid vehicles and buying intentions - partial answers, source: own processing

Table 6 shows the detailed answers to this question based on gender. It can be seen that both genders would predominantly not consider buying hybrid vehicles. Man would not consider buying hybrid vehicles in 37.35% of cases and females in 28.43%. Nevertheless, 21.57% of females and only 12.75% of men would consider buying more environmentally friendly vehicle.

Počet z Is the fact that Toyota produces also hybrid vehicles which are more environmentally friendly the reason why would you buy it?			
Popisky řádků	Popisky sloupců		Sum
	no	yes	
man	37.25%	12.75%	50.00%
female	28.43%	21.57%	50.00%
Sum	65.69%	34.31%	100.00%

Table 6: Hybrid vehicles and gender – partial answers, source: own processing

Respondents were also asked if they noticed the promotion of parking in blue and purple zones with hybrid vehicles for free. 28.43% of respondents know about this fact and 71.57% does not know.

Table 7 shows the detailed answers based on the intended purchasing behavior related to hybrid vehicles. It can be seen that 12.75% respondents considering buying a hybrid vehicle because it is more environmental friendly saw the commercial related to free parking in blue and purple zones and 21.57% did not notice this commercial. 50% of people did not notice this commercial and also do not intent to buy a hybrid vehicle and 15.69% saw this commercial but do not intend to buy a hybrid vehicle.

Počet z Did you notice the commercial related to free parking in blue and purple zones?			
Popisky řádků	Popisky sloupců		Sum
	no	yes	
no	50.00%	15.69%	65.69%
yes	21.57%	12.75%	34.31%
Sum	71.57%	28.43%	100.00%

Table 7: Hybrid vehicles and commercials related to free parking- partial answers, source: own processing

One of the last questions was related to marketing communication of Toyota in general if people think that its promotion is sufficient. As it can be seen from chart 9, 51% respondents think that the promotion is good, 15% think that the promotion is very good,

15% think that the promotion is sufficient, 10% think the promotion is excellent and 9% think the promotion is insufficient.

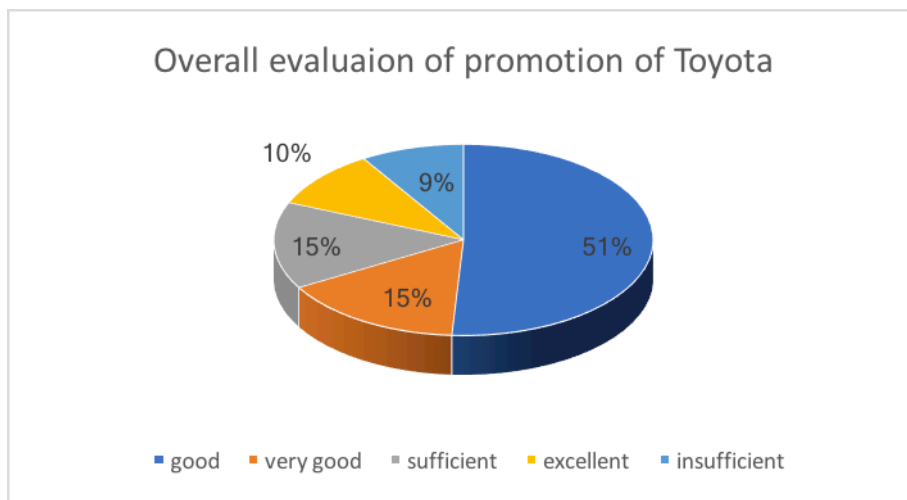


Chart 9: Overall evaluation of company's promotion, source: own processing

The very last question was optional and served to respondents as an opportunity to add an opinion on this topic. Several respondents used this opportunity and mainly wrote, that Toyota is a producing high-quality car but is not promoted sufficiently. Also, many of the respondents are owners of some Toyota cars and are very happy with this vehicle.

"I like Toyota but it does not present itself much. Although it produces quality cars."

"According to various car tests Toyota is ranked as one of the least faulty cars in different age categories of vehicles - especially in comparisons to German cars."

"Toyota in the Czech Republic, compared to other brands, is passive, insufficiently promoted."

"The ad is in convenient quantity, imaginative, do not force itself. If I had a price range equal to a new car electric cars or hybrids, I would buy Toyota. According to reviews, it is one of the highest quality brands and Toyota hybrids is owned by half of Japan. I saw it when I was there."

4.3 Results of qualitative research

Screen recording is for example used to analyze work with a particular program, but it can be used to record the visit of the website as it was in this thesis. Respondents were referred to the website www.toyota.cz and received a simple task - imagine you want to buy a car and find as much as possible information you need. After they had all the information they needed, the recording was stopped. In the end, the set of questions were asked about the user-interface of the website.

Respondents spent mostly around 7-8 minutes on websites. The longest time spent on the website was 15 minutes, the shortest 6.5 minutes.

The first respondent looked at the homepage, then clicked on the section “models”, which he was looking at for a while and then chose the new Corolla Hatchback from the shown models. The respondent opened a so-called "car chapter" with basic information about the model, which the respondent read and then clicked on the price list button, and he also went through it. In the price list, he looked mainly at prices and equipment. At the equipment section, the respondent skipped from page to page because of explanatory notes. On the other hand, he spent the least time on technical specifications. A pop-up window with a test drive for the model has also been opened to the respondent on the relevant car chapter.

The respondent continued to click on the action offer section. He looked at this landing page, but did not click on the individual offer of the model. Finally, the respondent was interested in the possibility of financing in the finance and insurance section.

The second respondent looked at the homepage, then clicked on the section models, he was looking at it for a while and then chose the Camry from the shown models. The car chapter related to the selected model was opened with basic information about the model, which the respondent read. After a while when respondent was searching for the pricelist button, he clicked on it and went through it. All sections in the price list were studied comparatively long except for the section about the history of this model, which was basically skipped. After seeing the price list, the respondent tried to find a configurator on the website where he could compile the car as he wished. It took him a while to find this section, but he managed.

The third respondent looked at the homepage and went through the displayed banners. Then he clicked through the banner to the action offer. He was looking at it for a moment and chose Yaris from the models. After a while he went through the other models from the offer. Finally, the respondent chose the Aygo out of the models and through CTA (call to action) button went to the car chapter. He read about the model for a while, but then he was interested in the offer of hybrid models and so he clicked on a microsite with a hybrid. Here he chose the Toyota C-HR and saw its price list. He looked mainly at prices, equipment and colors. Finally, he clicked on the page on the facts and myths about hybrids. The fourth respondent looked at the homepage, then clicked on the section models then chose Toyota C-HR from it. The car chapter was shown to the respondent with basic information about the model. Using the icon on the right, the respondent clicked on the price lists of all models, choosing the price list for Toyota C-HR. Within it, the respondent looked mainly at prices and equipment. Then the respondent clicked in the menu on the special offers. Here he hesitated which to choose (for entrepreneurs or non-entrepreneurs). It took him a while to orient himself, but then he looked at the action offer for non-entrepreneurs, specifically the Corolla Classic. Finally, he looked at places where to find dealers in an interactive map close to his home, where it is also possible to book a test drive with this model.

The fifth respondent looked at the homepage and then visited the special offer and clicked on a microsite with hybrid cars. Here he chose the Toyota C-HR and clicked on its price list. Here he only looked at the prices and partially on the equipment. He also tried to find out if it was a plug-in hybrid. As C-HR is not produced as a plug-in, respondent went back to the model menu. Here he selected the Prius Plug-in hybrid and read the basic information about it on the relevant car chapter. Afterwards, he clicked on the after-sales service offer in the menu and calculated the price of regular maintenance for the model Auris and the selected engine, including details of the price of the work. At the end respondent also chose Mirai from the shown models and read basic information about hydrogen drive.

The last respondent after the short orientation on the website clicked on the section models and then microsite with hybrid models. Here he chose the Toyota C-HR and looked at its price list. Here he looked primarily at prices. He then returned to the model section and chose the Aygo model. On the relevant car chapter, he read the basic information and

clicked on the price list. Here he mainly looked at the action offer at the beginning of the price list. He then went back to the website and clicked on the special offers and chose the Yaris and then opened its price list. But he did not see all of it. He went back to the action page and looked at the models again. Finally, he returned to the Aygo model.

First impression of the website

For some respondents, the web was nicely prepared and well arranged. Some respondents found that some features on the homepage, and in some features, that are on other subpages are disturbing. On the website, there is a pull-out part on the left, informing about the car manufacturer's position on the market. If you went through it, even not intentionally, the information is pull-out so you can click and read the entire message.

"I am a bit annoyed by the popping up of the" world brand "on the left, hampering in banners and overall it hinders when scrolling."

Some of the respondents mind the menu, especially from a technical perspective. If a person approaches the menu, he/she must click through each section - the menu will not appear automatically.

"I like the site, but roll-ups in the menu are scrolling slowly, so one may think it is not working. I would expect it to direct me to another page of that submenu right away."

However, some of the respondents do not really like the site and do not find it user-friendly.

"Unclear. I did not know what to click on to get a car deal. It took me a while to find out. And I think it should not take me that long."

However, all of the respondents agreed that they found the information they were looking for on the website. Some of them were interested in hybrid models and liked the fact that there is a separate page that brings together information about this type of drive. Not only

does this chapter offer hybrid drive models, but also refutes the myths and explains how this technology works.

“Yes, I found what I wanted. I was interested in hybrids, so I was glad I could read about it in the chapter related to this technology, how it works.”

Website clarity

As mentioned above, for some of the respondents the first impression about the website was not entirely friendly and found it confusing and not properly organized. It took them a long time to get oriented within the website and get to know where to find the information they needed. They found the main problem in the main menu because they did not know what section they were looking for. They did not find it so intuitive. However, after some time of browsing, they got an overview. Some respondents also did not like the look of the action page. They were a little confused at the beginning before they got to know the offer better (note: related to the action page for entrepreneurs). The page is always displayed with one model that occupies a larger page area, and the other models in the menu are smaller compared to it. It took a while for the respondent to orient in it and find a model that would interest him/her.

“It is not the worst, but at first glance, it's a bit confusing before you get used to it. If I rated it on a scale of 1-10 where 10 is the higher, I would give it a 5. I saw a better website.”

“At first, I did not know what and where to find ... until I was browsing for a while, I found what I wanted ... I just thought I would find it right at the beginning.”

One of the respondents said that if he wanted to compile a vehicle himself based on the information he had, finding a configurator was somewhat difficult. Site visitors can find it in the right-hand bar that appears on each page or in the “Shopping Tools” section after clicking in the menu.

"... I wanted to compile a car based on the information, but I could not find the configurator, which is poorly located. But I found the information I was looking for. "

Some of the respondents liked the website. Positively evaluated the look and information in each car chapters. What they also like is the way they get on the car chapter - they appreciate the individual pictograms as a subsequent car chapter of the individual models.

"It is quite clear, pictures of particular cars are relatively large, you can imagine how it looks like, basic information in the car chapter is interesting and sufficient to get an idea."

For some respondents of the website was clear and the menu led them to chapters where they found information they needed. Respondents also praised the amount of information that can be found on the website. Whether it is about the model itself, the offer of other services or the hybrid microsite or Toyota Safety Sense security package microsite.

"It was okay for me. I got to know the website and clicked on a few possible sections where I found what I needed. For a moment, I was wondering where to find information about hybrids. This is little hidden in the menu. But personally, I did not mind to click through it several times - I do not know the site and at least I got a chance to see a lot of things. And finally, I got where I wanted to within it."

"I like the way the details about maintenance are written, how much it costs and what the price consists of. In the car chapter, there are pictures of how the car looks. I found what I needed."

Pricelist

Respondents were asked questions related to the pricelist - its clarity in general and clarity of information. There are currently two designs of pricelists. Respondents chose such models that have either new or old design, therefore both of them were analyzed.

As for clarity, most respondents evaluated pricelists as clear. They are, according to them, divided as is usually used by other car companies. Except for price it also includes technical specifications or equipment and packets of accessories that can be purchased and

a slightly better car can be compiled based on customers wants and needs. However, some packets can be combined under specific conditions - for example, they apply only to a certain grade, certain motorization, or combination with another packet is needed. This information was clear and understandable to most respondents.

"Packets were clear even though the note was written in small letter, that it could only be combined with some grades. And even if not, then in the equipment section it is written that it is included or not or if it is possible to buy it. So, it is pretty clear to me."

Some of the models chosen by the respondents were subject to discount or action. This information was included in the pricelist and was recognized by the respondents.

"The prices were clear, it was a discounted model, so the price shown was both standard and discounted, which was also clear because it was written in different color."

However, the pricelist was not 100% clear for some of the respondents. There was too much information for them - it was mainly related to the special offer, which is located at the beginning of the pricelist. The action pricelist is followed by the standard price list.

"The pricelist was less clear to me, maybe too much information. Less clear were the first two pages – I would split it into two separate pricelists."

For some respondents, the indexes which can be found in some pricelists and are related to equipment conditions were annoying. These indexes indicate, for example, the condition of necessity to have a manual or automatic transmission, the color of interior or upholstery and etc. These indexes are mostly explained at the end of the equipment section. However, it usually has two pages and respondents had to come back and forth.

"For me, I would give indexes to each page so that you do not have to go back and forth."

Respondents liked the graphical layout of pricelists. Especially the presence of pictograms or illustrative pictures - it is more attractive for them as such.

"I like the graphical layout of packets - it's more interesting, it breaks the text, it is easy to read the whole paragraph, and pictures make a nice difference to the page full of text and keep the attention."

Overall evaluation

Respondents were asked if there was something on the website that would force them to leave, what they would like to improve and evaluate the site after they have seen it in more detail.

In addition to popping cookies, none of the respondents were bothered enough to leave the website. Most often they would also give the website a rating of 8 out of 10 possible. There are also some who would rate the site with number 5.

The improvement could be seen mainly in highlighting the microsite of hybrids. Finding it was more complicated for respondents. Respondents see this as unused potential as Toyota is known for this technology and can also educate about it.

"Perhaps I would highlight section about hybrids a bit - since I went to see them specifically, the models themselves were not difficult to find. But the information about how the hybrid works was a little hard to find and I had to click through website multiple times. It did not bother me, but it is a pity that Toyota is known for hybrids, and the information about them is not so easy to find."

Some respondents would also welcome a slightly clearer section with models. In addition to the models, there are sections on special edition Selection, trade-in bonus or hybrids. The problem is that the section starts with these subpages, which are in car design and there is slight disorientation where the "real" models start. Respondents would solve this by a small graphics improvement.

"In the section models are available also " special offer / hybrid models / Selection" etc. It looks like a car, but first, you have to look at it carefully to see where the model you looking are looking for is. I would at least graphically differentiate it so that models might start on the next row and it is not that confusing."

Some of the respondents would also suggest highlighting configurator that is also more difficult to find. There is also a recommendation to adjust the main menu. Respondents would welcome a slightly more specific naming of the sections - at the moment they find some headlines not specific enough and they do not know where to look for the information they are looking for. They would also include a section referring to, for example, an Authorized Used Car Dealer.

"I would propose to adjust the main bar to what I want to look for. I want to buy a car, I need a service, etc. I honestly did not know what to imagine under some headlines. I was a little bit lost in the offer for fleet customers as well."

5 Results and Discussion

All of the respondents know Toyota brand. The most noticed form of company's promotion was an advertisement, followed by the fact that 11% of respondents did not notice any form of promotion. Respondents who noticed any form of promotion saw mainly TV advertisement or other ads on the internet. Respondents could recall the advertisement related to the new RAV4 – imaginary campaign.

Advertisement on the radio was noticed by 4% of the respondents. These respondents listen to mostly radio station Evropa 2 which Toyota uses as one of the promotion channels. From the respondents' answers, it could be seen that many of them also listen to other radio stations such as Impuls or Kiss radio, which are not represented by Radiohouse. Using other radio stations can help to improve this communication channel and reach a wider audience.

None of the respondents also have ever participated in a contest organized by the company. This could be related to the fact, that these contests are mainly declared on social media. Not only that Toyota does not have many fans on Facebook and Instagram, but also only 5.88% are a fan of Toyota on Facebook and 1.96% of respondents are a fan of Toyota on Instagram.

Toyota became the international sponsor of Olympic and Paralympic games, Czech Ski Association, and company sponsors also other activities related to sport (for example RunTour) and mobility – as it is also its vision of the future – “Mobility for all”. Based on this, Toyota's ambassadors are mainly sportsmen such as Martin Fuksa or Eva Samková who was recognized as one of them by respondents.

Despite these facts, Toyota was ranked as the second brand considering when people intend to buy a car. The three most important factors for respondents when they want to buy a car are price, quality, and technical specification. Therefore, this could be one of the reasons why there is a high number of respondents who did not notice any form of company's promotion, yet Toyota is ranked on the second place among considering brands. Japanese cars are known for their quality, reliability, and value. They are also associated with long lasting vehicles (Zulfiqar Motors Pakistan, 2017).

As people mostly go on the internet where they can find many information they need, the company's website can be considered as the fundamental communication channel. This channel was ranked positively concerning the up-to-date information. What was not that

positive is its clarity. There are many ways how people can get the pricelist – the easiest one is through the main menu where people can click on models and then pricelist. Needless to say, none of the respondents proceeded this way. They either read the car chapter first and then through it downloaded the pricelist or went through special microsites related for example to hybrids. Respondents were also distracted by pop-up banners, roll-up menu or some of them mentioned that there is too many information and it was a little confusing for them at first glance. Respondents, on the other hand, liked the graphical layout of pricelists, yet the part with indexes was sometimes bothering as the explanatory note was at the end of the section. What was also positively evaluated was the microsite related to hybrids. As Toyota is known for taking care of the environment and selling and encouraging the mass-market adoption of a hybrid vehicle, this microsite is a way to go.

Market share of hybrid and electric vehicles within the Czech market is around 2% (Bureš, 2018). Nevertheless, Toyota's hybrids have the dominant position within that. Since January 2018, Toyota's hybrid vehicles have the highest share according to the registration of new vehicles from the Car Importers Association (RTV data, s.r.o., 2019). During some months, the share was around 70%. Because of the strict emission rule set by the European Union, this shows the potential to also focus marketing to hybrid vehicles. Yet almost 21% out of people who intend to buy a car in the near future would be willing to buy a hybrid, there are still 42% out of this group who would not buy it. This can be due to several reasons – price, different and new technology to Czech tradition, maintenance of hybrid vehicles etc.

This can be the potential of its marketing communication, as was also mentioned by respondents. There is a special microsite related to hybrid vehicles on the company's official website. This website consists of myths and truths and information about the hybrid drive. This microsite is hard to find within the menu on the homepage. Therefore, the independent headline and button related to that can be designed so this microsite is easier to reach.

One of the improvement can be a choice of ambassadors. A recent trend is a healthy lifestyle and being environmentally friendly and sustainable. This could be a potential for hybrid vehicles being tested by influencers from this field as they have a great reach thanks to this trend. These influencers can be both male and female, as both genders answered

they predominantly do not want to buy a hybrid vehicle, even though women could be more open to that as 21% of them, and only 12% of men, answered they would buy a hybrid vehicle. As an example, Kamila Rundusová, known as Kamu, can test the hybrid vehicle. She is primarily a chef but is known as a person who is really keen on the environment and promotes a healthy lifestyle. A vehicle which is more environmentally friendly can therefore suits her mindset and the mindset of the audience – she has 185 thousand followers on Instagram. Another person can be Karel Kovář known as Kovy, influencer with 572 thousand followers on Instagram and 758 thousand subscribers on YouTube. Kovy is interested also in political and ecological topics. He also makes videos on YouTube related to political issues and current affairs. As the electrification of vehicles is a hot topic in media these days, Kovy can be used as an endorsement and educate his audience about his topic. This can be a little bit different collaboration than just car rental followed by its review. Car rental can be part of the collaboration as well, as the personal experience is the best experience. Thus, this could be an interesting topic not just for Kovy, but also for his audience.

Also, these collaborations can be used as content for social media, because some of the respondents complained that there could be more posts in the feed.

Related to the pricelists, explanatory notes can be written on each page, therefore, people do not have to scroll back and forth.

Since January 2018, Toyota has been ranked among the top 10 most registered personal car brands. In the second half of the same year, it was ranked among the top five. Toyota is thus in a position to have higher market share and its potential can also be seen in its marketing communication (RTV data, s.r.o., 2019). Also, Toyota offers models to target and satisfy as many customers as possible – from the screen recording it could be seen that young people living in the city chose Aygo or Corolla Hybrid, older people who want comfortable and premium ride chose Camry and young and middle age group of people from city chose either Toyota C-HR or also searched for hybrid vehicles. Therefore, people can choose the type of vehicle which suits best to their needs and wants.

Improvements can be done on the website as well. As many people said that it was a little bit confusing for the first time. Pricelists are now available under tiny pictogram button on the right side on the homepage, under the chapter called models or through particular car chapter. Thus, pricelists can be placed into a separate category in the menu, therefore they

will be easy to find. A similar thing can be done with car configurator as well. As it is hard to find, it could be put into the headline in the main menu. People can therefore directly compile the car and do not have to complicatedly search for it through the website.

The main offer in the menu can be adjusted and so new category related to used cars can be added. This category would show authorized car dealers who sell used vehicles in an interactive map with opening hours and contacts including dealer's website, so further information can be found there.

6 Conclusion

In today's highly competitive environment, it is essential that individual companies have a well-developed marketing strategy and subsequent marketing communication. Automotive customers no longer make decision based only on price, as the questionnaire survey also shows. There are a number of factors involved in the decision-making process, so it is very important to pay attention to marketing communication to provide consumers information about the benefits of buying the product.

Although the Toyota's marketing is not highly registered by selected respondents, Toyota is ranked as one of the top of the mind brand concerning when purchasing a new car as well as concerning registration of new personal cars. This can be because of word of mouth and sharing positive experience between potential customer and his or her friends as well as general awareness of the high quality of Japanese cars.

There are a room and potential for improvement of marketing communication. While TV advertising remains the most dominant means of communication, Internet is also an important platform and social networks are becoming more and more important as well. This also proves the decision of Facebook and its improvement of so-called "automotive inventory ads" to help better reach potential customers.

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8 Appendix

Appendix A: List of company's portfolio





Proace



Proace



GT86



Supra



Mirai

Appendix B: Questionnaire survey

1. Jste aktivní řidič?
 - ano
 - ne
2. Zvažujete nyní či v budoucnu koupi auta?
3. Které značky aut zvažujete při koupi?
4. Co je pro vás nejdůležitější při výběru nového vozu? (vyberte max. 3)
 - cena
 - kvalita
 - značka
 - zkušenosti
 - design
 - bezpečnost
 - nové technologie
 - technické specifikace (výkon, spotřeba, emise)
 - jiné
5. Znáte značku Toyota?
 - ano
 - ne (konec dotazníku)
6. Kterou formu propagace jste u firmy zaznamenal/a?
 - reklama
 - osobní prodej
 - podpora prodeje (slevy, akce)
 - výstavy, veletrhy
 - PR zprávy v médiích
 - přímý marketing
 - sponzorování
 - žádný
7. Vybavíte si logo značky Toyota?
8. Popište logo značky Toyota:
9. Zaznamenal/a jste v poslední době nějakou reklamu na Toyotu?
 - ano
 - ne
10. Kde jste reklamu zaznamenal/a?
11. V jakých situacích rádio posloucháte?
 - ráno cestou do práce/do školy
 - odpoledne cestou z práce /ze školy
 - během práce jako kulisu
 - neposlouchám rádo
 - jiné
12. Které rádiové stanice posloucháte?
13. Zaznamenali jste v poslední době nějakou akci, na které jste mohli vidět vozidla značky Toyota?
 - ano
 - ne
14. Uveďte prosím, o jakou akci se jednalo.
15. Zaznamenali jste v poslední době nějak událost sponzorovanou firmou Toyota?
 - ano
 - ne
16. Uveďte prosím, o jakou akci se jedná či jednalo.
17. Navštívil/a jste někdy webové stránky firmy?
 - ano
 - ne
18. Zhodnoťte webové stránky firmy (1-nejlepší, 5-nejhorší). (www.toyota.cz)
 - design

- přehlednost
 - aktuálnost
 - informace
 - celkový dojem
19. Spojujete si značku Toyota s nějakou slavnou osobou?
 - ano
 - ne
 20. Uveďte prosím, o jakou osobnost se jedná.
 21. Zapojil/a jste se do některé soutěže, kterou firma vyhlásila?
 - ano
 - ne
 22. Uveďte prosím, o jakou soutěž se jednalo.
 23. Jste fanouškem Toyoty na Facebooku?
 - ano
 - ne
 24. Ohodnoťte prosím působení této stránky na Vás.
 25. Jste fanouškem Toyoty na Instagramu?
 - ano
 - ne
 26. Ohodnoťte prosím působení této stránky na Vás.
 27. Toyota kromě konvenčních automobilů vyrábí také vozy s hybridním pohonem, který je šetrnější k životnímu prostředí. Je pro Vás důvodem k nákupu tato skutečnost?
 - ano
 - ne
 28. Zaznamenal/a jste reklamu na parkování s hybridními vozy v Praze na modrých zónách?
 - ano
 - ne
 29. Připadá Vám propagace značky Toyota v České republice dostatečná? Např. jestli zaznamenáváte dostatek reklamního sdělení v televizi, na billboardech, v tisku atd.
 - výborný
 - chvalitebný
 - dobrý
 - dostatečný
 - nedostatečný
 30. Chcete k tomuto tématu něco dodat?
 31. Jaké je vaše pohlaví:
 - muž
 - žena
 32. Jaký je Váš věk?
 - 18-30
 - 31-45
 - 46-60
 - 61 a více
 33. Jakého je místo vašeho trvalého bydliště?
 - hl. m. Praha
 - Středočeský kraj
 - Plzeňský kraj
 - Liberecký kraj
 - Jihomoravský kraj
 - Moravskoslezský kraj
 - Ústecký kraj
 - Královohradecký kraj
 - Vysočina
 - Olomoucký kraj
 - Jihočeský kraj

- Karlovarský kraj
- Pardubický kraj
- Zlínský kraj

Appendix C: Additional questions related to screen recording

- 1) Jak byl Váš první dojem z webových stránek?
- 2) Našel/la jste na stránkách potřebné informace?
- 3) Jak hodnotíte přehlednost webových stránek?
- 4) Jak hodnotíte přehlednost ceníku?
- 5) Jak hodnotíte jasnost informací v ceníku?
- 6) Je zde nějaký faktor, který by Vás přinutil ze stránek odejít?
- 7) Je něco, co Vám na stránce chybělo? Co lze zlepšit?
- 8) Kdybyste měl/a ohodnotit stránky na stupnici 1-10 (10- nejlepší), jakou známku byste jim dal/a?

Appendix D: Records of screen recording

Records of screen recording can be seen in included DVD.