

PROJECT REPORT ON
"CUSTOMER BRAND PERCEPTION OF MARUTI SUZUKI
WITH SPECIAL REFERENCE TO INDUS MOTORS "
MALLAPALLY, KERALA

Submitted by
SUBIN VARGHESE OOMMEN

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

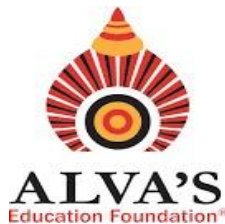
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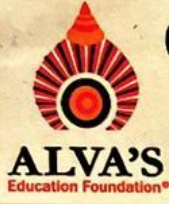


Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

September- 2023



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @Moodbidri)

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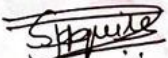
Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SUBIN VARGHESE OOMMEN** bearing USN 4AL21BA117 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A STUDY CONDUCTED ON CUSTOMER BRAND PERCEPTION OF MARUTI SUZUKI WITH SPECIAL REFERANCE TO INDUS MOTORS (MALLAPALLY, KERALA)**" is prepared by him under the guidance of **Mrs. Priya Sequeira**, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Subin Varghese Oommen Reg.No – 4AL21BA117, MBA Marketing & HR, 4th Semester student of Alvas Institute of Engineering & Technology, Karnataka has successfully completed his project from 17th April to 26th May

During the course of project, the candidate was found to be observant and gained practical knowledge.

We wish him all success.

For Indus Motor Company Pvt. Ltd.

Head-HR



For INDUS MOTOR Co. (P) LTD

HR - MANAGER

Authorized Signatory



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DECLARATION

I, Subin Varghese Oommen, hereby declare that the project entitled "A Study on Customer Brand perception of Maruti Suzuki with special reference to Indus Motors at Indus motors showroom Mallapally is prepared by me under the guidance of Mrs Priya Sequeira, Head of department, PG Department Of Business Administration, Alva's Institute of Engineering and Technology and external assistance by Sudhishmon M, Marketing Head ,Indus motors Mallapally. I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a project of a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma to any other University or Institution.

Place: Mijar

Date: 8/09/2023



Signature of the student

ACKNOWLEDGEMENT

I am happy to take this opportunity to extend my sincere thanks to all those who have supported me, directly and indirectly in completing this project meaningfully.

I would like to thank my external guide Mr. Sudhishmon and staff Maruti Suzuki Indus motors Mallapally for their encouragement, suggestion and support throughout the duration of my project.

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My thanks to my internal guide Mrs Priya Sequeira, HOD PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for her feedback and suggestions which have greatly help me in completing this project.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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EXECUTIVE SUMMARY

This project titled “A study on customer brand perception of Maruti Suzuki with special reference to Indus motors is submitted in partial fulfilment of the requirement for the award of Master of Business Administration. The main objective of the study is for understanding the factors that influence the brand perception among the consumers. For this purpose, the primary data is collected through the questionnaires, websites, publications and text books. Firstly conducted project involved a comprehensive analysis of Maruti Suzuki Indus motors, encompassing its core objectives, services, strengths, weaknesses, opportunities, and threats through a SWOT analysis. A structured questionnaire was administered to a diverse sample of Maruti Suzuki customers, capturing quantitative data on their brand perceptions, satisfaction, and demographics. To enhance brand perception, Maruti Suzuki should invest in product innovation, eco-friendly initiatives, and personalized customer experiences. Strengthening communication channels to address customer feedback and concerns is also vital. This research provides valuable insights into the customer brand perception of Maruti Suzuki. While the brand enjoys a positive reputation overall, there are areas where improvements can be made to align the brand image with evolving consumer expectations. By focusing on product quality, innovation, and customer-centric strategies, Maruti Suzuki can continue to thrive in the competitive automotive market and ensure a strong and positive brand perception among its diverse customer base.