

A Project Report on  
“A STUDY ON CUSTOMER BRAND LOYALTY TOWARDS HERO MOTOCORP WITH  
SPECIAL REFERENCE TO KARTHIK HERO, SHIVAMOGGA.”

**Submitted by**  
**RAGHU NAIK**  
**4AL17MBA27**  
**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

*In partial fulfillment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

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Assistant HR Manager  
Sree Karthik Hero  
Shivamogga.

**INTERNAL GUIDE**

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**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225**

**APRIL 2019**

**Sree Karthik Hero**



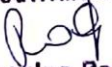
## CERTIFICATE

Dated 19022019

This is to certify that Sri RAGHU NAIK studying Master of Business Administration in ALVAS INSTITUTE of ENGINEERING and TECHONOLGY @ Moodabidre has attended and completed his project work Internship Training on " ORGANIZTION STUDY " in shivamoga under Group of AUTOMOBILE SALES & SERVICE of HERO PRODUCT under an AUTHORIZED DEALER of SREE KARTHIK MOTORS Bye Pass Annexes , N.T ROAD Shimoga-577201

This Certificate is issued only for academic Purpose

**SREE KARTHIK MOTORS**

  
Managing Partner

**SREE KARTHIK HERO Authorised Dealer Hero Moto Corp. Ltd.,**

**Show Room : N.T. Road, Bye Pass Annexue, Shimoga - 577 201. Tel : 08182 228266, 228366**

**Workshop : N.T. Road, Bye Pass Annexue, Shimoga - 577 201. Tel : 08182 228266, 228366**



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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### Certificate

This is to certify that **Mr. RAGHU NAIK** bearing **USN 4AL17MBA27** is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on **"A STUDY ON CUSTOMER BRAND LOYALTY TOWARDS HERO MOTOCORP WITH SPECIAL REFERENCE TO KARTHIK HERO, SHIVAMOGGA"** is prepared by him under the guidance of **Mrs. Shiny Joseph**, Assistant Professor, 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, Belagavi, Karnataka.

**Mrs. Shiny Joseph**  
Internal Guide

**Dr. R. Wranton Perez**  
HOD, MBA

**Dr. Peter Fernandes**  
Principal

## EXECUTIVE SUMMARY

The project entitled “**A Study on Customer Brand Loyalty Towards Hero Motocorp with Special Reference to Karthik Hero, Shivamogga**” includes automotive industry profile, company profile, product and services, SWOT Analysis, Infrastructure facilities, research methodology, theoretical background, Literature review, Analysis and interpretation, findings and suggestions.

Customer Brand Loyalty level of commitment and involvement of a customer has towards their organization and its values. As engaged customer is aware of business context, and works with colleagues. It is a positive attitude held by the customers towards the organization and its values.

Customer Brand Loyalty is a key construct that much be understood by any organization, because it is one of the key parameters that can promote the growth of the organization. While engaged customer loyalty help in increasing the organization's productivity consequently leading to increased customer satisfaction, disengaged employees on the other hand cause low productivity levels and increase. Low Customer Brand Loyalty level is a key cause for increasing attrition rates. The focus of this study at Sree Karthik Hero assess that the engagement level of customers in quality satisfaction and services etc. The result indicates that the overall level of customer involvement is moderate. Awareness about what is expected at business.