



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 23/05/2018

CERTIFICATE

This is to certify that **Mr. Karthik V** bearing USN **1AY16MBA30** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Customer Attitude Towards BIMAL Auto Pvt. Ltd**” **Bangalore** is prepared by him under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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ACHARYA

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Place: Bangalore

Date:

KARTHIK V

(1AY16MBA30)

DECLARATION

I **KARTHIK V** , a student of MBA in AIT do hereby declare that this project work report titled “**A STUDY ON CUSTOMER ATTITUDE TOWERDS BIMAL AUTO PVT LTD**” has been submitted by me in partial fulfilment of the requirement for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum, Karnataka during the academic year 2016-2018.

I have undergone a summer project for a period of 10 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 from any other university/institution.

Place:

KARTHIK V

Date:

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TABLE OF CONTENTS

| Chapters | Contents | Page No. |
|-----------------|--|--|
| | Declaration Acknowledgement Certificate by the Company Certificate by the College Executive Summary | |
| 1 | Introduction Industry profile Company profile Vision, mission & quality policy Products / Services profile Areas of operations competitors swot analysis Futuregrowth and prospects | 1 4 5 3 3 4 4 1 |
| 2 | Conceptual background & literature review Theoretical background of the study Literature REVIEW | 23 24 11 |
| 3 | Research design Statement of the problem | 24 26 |

| | | |
|----------|---|-----------|
| | Need for the study | 26 |
| | Objectives | 27 |
| | Scope of the study | 27 |
| | Research methodology | 27 |
| | Hypothesis | 29 |
| | Limitations | |
| 4 | Data Analysis and interpretation | 30 |
| 5 | Summary of Findings | 53 |
| | Conclusion | 56 |
| | Suggestions | 57 |
| | Bibliography | |
| | Annexures | |

LIST OF TABLES

| Table no. | Particulars | Page Nos. |
|------------------|---|------------------|
| 4.1 | Distribution of consumers by Age | 30 |
| 4.2 | Consumer's Education | 32 |
| 4.3 | Consumer's Income | 34 |
| 4.4 | Number of Own Cars | 36 |
| 4.5 | From where did you get the information about this brand? | 38 |
| 4.6 | Who influenced your purchase decision? | 40 |
| 4.7 | Brand Name | 42 |
| 4.8 | Occupation and the Usage of Car | 44 |
| 4.9 | Income and Brand name | 46 |
| 4.10 | Demand of Vehicle is depend on Resale Value | 48 |
| 4.11 | Occupation and the Usage of Car | 50 |

LIST OF FIGURES AND GRAPHS

| Chart No. | Particulars | Page Nos. |
|------------------|---|------------------|
| 4.1 | No of respondents | 32 |
| 4.2 | Consumer's Education | 34 |
| 4.3 | Consumer's Income | 36 |
| 4.4 | Number of Own Cars | 38 |
| 4.5 | From where did you get the information about this brand? | 40 |
| 4.6 | Who influenced your purchase decision? | 42 |
| 4.7 | Brand Name | 44 |
| 4.8 | Occupation and the Usage of Car | 46 |
| 4.9 | Income and Brand name | 48 |
| 4.10 | Demand of Vehicle is depend on Resale Value | 50 |
| 4.11 | Occupation and the Usage of Car | 52 |
| | | 54 |
| | | |
| | | |
| | | |

EXECUTIVE SUMMARY

This research was conducted for the period of 10 weeks from January 14 2018 to March 24 2018, by taking “**A STUDY ON CUSTOMER ATTITUDE TOWARDS BIMAL AUTO PVT LTD** ”. After proper discussion with all customers, external guide and internal guide to work on this research. Sincere effort were made to study about the Customer attitude for which proper response were received from customers as well as company.

Good services were provided by the company and received proper guidance by the organization. There is a provision for customers to make complaints and feedback which will be considered by the company for its future growth and development.

The research includes introduction about the internship, information about the topic of the research, objectives, scope and literature reviews. The next part includes theoretical background of the study and at end data interpretation and findings, suggestions and conclusion.

The research was conducted with the view to analyse, evaluate and to consider the feedback received by the customers and utilize the best resources for betterment of the organization. The best alternative was chose to increase the sales of the organization and in turn increases the profits.

CHAPTER 1

INTRODUCTION

Indian vehicle division is one of the heart ventures of Indian economy. Till mid 1980s, there had been no longer very many gamers inside the Indian vehicle segment and become experiencing obsolete and substandard improvements. After 1991 the India government discharged monotonous standards and opened the Indian market for all. At present the Indian vehicle put it up for sale is swarmed with parcel of Indian and similarly multinational brands like Maruti, Honda, Chevrolet, Skoda, Renault, BMW, Hyundai, Nissan, Audi, Fiat, Toyota and General Motors and so on In India, the car commercial enterprise gives manual paintings to round five lakh humans..

India's auto publicize stays instructed by explorer cars in the little bit (area An) and limited pircce (divide B), The Indian voyager vehicle industry has been progressing always since a last decade beside the recessionary stage saw in the midst of FY 2009. Regardless of the subsidence in 2009, the Indian vehicle publicize has gotten the huge bit of the general business in family unit and moreover in worldwide markets. of late the Indian auto industry has achieved amazing achievement. India is eleventh greatest explorer vehicle publicize and is greatest three wheeler grandstand in world

India being the second most populated country on the planet and the improvement rate of Indian economy is moreover high when appeared differently in relation to made countries, which draws inside seeing huge demand in the Automobile Small Car Industry. India is getting the chance to create business part for general auto beasts. India is en route and has most diminished explorer vehicle penetration

There are diverse purposes behind the improvement of the Indian vehicle advertise, for instance, -

1. The all inclusive community have more Optional income as economy is creating.
2. Augmentation in the need of adaptability as a result of urbanization and unwinding travel.
3. Availability of organization centers and spare parts in close locale.
4. Change in avenue system.

For most of the all inclusive community, getting an auto is the second most objective and expensive decision, adjacent to purchase of a house; for the auto creators, first-time auto buyers allow them to influence positive brand to picture which absolutely could be reflected in next coming a very long time since clients could make repeat auto purchasing. "Purchasing conduct" is of prime importance in promoting and has created consistently. It is essential to grasp purchaser buying conduct as it accept a basic part while obtaining things. Regular human needs are creating, want is creating. Auto Models are no uncommon case to this lead.

Market has ended up being outstandingly engaged and has ended up being to a great degree 'basic place' to consider the lead of buyers and moreover give accommodating encounters what a purchaser requires in a thing in a consistent remarkable condition. Client lead moreover differentiates for same Car under underneath conditions-

1. New Car dispatch in publicize
2. Auto is in publicize for 1-2 years
3. Auto is in the market for more than 4 years
4. Purchase of second hand Car

Only through research, the organization can consider the customer's purchase behavior. By better understanding the customer's observations, the organization can determine the activities needed to resolve customer issues. They can distinguish their own quality and shortcomings, keep abreast of competitors, and outline future development directions and changes. Due to fierce competition and innovation, wagon advertising is rapidly changing. This requires that car manufacturers keep abreast of the buyer's tendency and quickly take action to quickly reflect changes. Therefore, it is very attractive to understand the trends of shoppers in the fast-changing wagon market and how the customer's buying process is.

INDUSTRY PROFILE

Bimal Automotive Agency India Private Limited is a private organization founded on February 11, 2011. It is a representative of a non-governmental company and has registered a agency registered in Bangalore. Its approved quotation fund is Rs. 5,000,000, surely the capital is Rs. 4988000. It involves the upkeep and repair of engine motors [together with cleansing and cleaning, etc.

Bimal Auto Agency India Pte. The Annual General Meeting (AGM) Co., Ltd. Remains indexed on September 28, 2017. According to the facts of the Corporate Affairs Department (MCA), its currency information have been recorded continuously on March 31, 2017.

Bimal Automotive Deputy Indian Politician Executive. The agency has Naveen Kumar Sarawgi, Bhagchand Sarawgi and Sumit Kumar Sarawgi.

At Bimal , we believe that our courting will not quit with the idea of making you a automobile again. This is just the beginning of applicable acquaintances and calls for strong help and high quality of experience. Bimal is the largest Bimal Maruti Suzuki automobile dealership in Bangalore and serves customers from 18 areas thru this town, bringing them high-quality and unparalleled afflictions.

Bimal has been perceived on a national level through the 10 platinum grants in most recent 15 years. Just dealership in Karnataka to accomplish this accomplishment.

Keep running by a committed group of experts, exceptionally equipped with significant industry learning, sponsored with 300 in number MSIL prepared specialists, 140 Bronze bosses, 110 administration counselors/specialists, 75 specialized consultants, we offer proficient administrations and ideal client state of mind to more than 15,000 clients consistently.

We welcome you to encounter the genuinely coordinated auto purchasing, support, and the various related vehicle administrations Bimal brings to the table through the biggest Bimal auto Maruti Suzuki organize in Bengaluru.

ABOUT THE COMPANY:

Built up in 2002 as an employer firm in Bangalore, Bimal Auto Agency is an authorized Bimal vehicle Maruti Suzuki India Limited (MSIL) tourist automobile service provider. In 2007, its charter was converted from that of a Partnership Firm to a Private Limited Company. The organisation's duties, in any case, began in 1984 in Guwahati. It is a family-claimed commercial enterprise with Mr. Naveen Sarawgi as the Chief Executive Officer. As

of now, the corporation has a nearness at around 18 regions in Bangalore, with 18 offers shops, in excess of eleven benefit outlets, two applied auto outlets and 9 driving schools. BAAIPL has been evaluated as a platinum service provider in 9 out of 12 years by means of MSIL. The employer recorded a internet benefit of Rs. 4.02 crore on a running pay of Rs. 702.86 crore for the year completing March 31, 2016.

Basis The correction in standpoint mulls over the control in the organization's capital structure and scope markers because of term credits profited in FY2017 towards subsidizing a land procurement. ICRA, notwithstanding, takes comfort from the sound valuation of the property and its normal by and large deal in the close term. The rating likewise thinks about the volume de-development amid 9M FY2018 by virtue of repressed deals volume of NEXA models because of increment in aggressive force from other as of late initiated NEXA showrooms in Bangalore. Plus, diminishment in institutional deals, resulting to end of Ritz by Bimal auto Maruti Suzuki India Limited (MSIL) in February 2017, likewise affected BAAIPL's enterprise volumes to some extent. BAAIPL's edges from offer of autos preserve on ultimate slight, inalienable to the car dealership commercial enterprise. Additionally, competition seemed by the corporation from different MSIL merchants and similarly merchants of other Original Equipment Manufacturers (OEMs) within the Bangalore district applies weight on its offers and net revenues. Be that as it can, the equal is counterbalanced to some extent through earning were given from better edge portions including overhauling, and offer of extras and adornments.

By the by, the rating keeps on getting solace from the broad experience of the promoters in the car dealership business and BAAIPL's solid market position in and around Bangalore, supported by its across the board nearness in the city. The rating additionally emphatically factors in the market authority of MSIL, BAAIPL's chief, with a 50.3% piece of the pie in residential traveler vehicles fragment amid 9M FY2018 which is probably going to help development prospects in the close term. Further, with the conceived speculations towards setting up an extra NEXA showroom, which is probably going to initiate tasks in Q1 FY2019, BAAIPL's incomes are relied upon to witness solid development in the close term.

Viewpoint: Stable

The Stable viewpoint mirrors ICRA's desire that BAAIPL will keep on benefitting from the broad experience of the promoters in the business and solid market position of its key, MSIL. The standpoint might be overhauled to 'Positive' if the organization accomplishes noteworthy development in incomes and can monetise its freehold land and impact a significant lessening under water levels, prompting change in the capital structure and scope markers. The viewpoint might be modified to 'Negative' if there is further drop in working salary, prompting diminish in gatherings from activities and bringing about further debilitating o

Key rating drivers Credit strengths Long Song document in automobile-dealership commercial enterprise – BAAIPL has been an accepted supplier of MSIL's passenger vehicles since 1970 and the agency's Bangalore operations started out in 2002. The verified music file in dealership enterprise coupled with its big presence in Bangalore vicinity supports BAAIPL's increase prospects to an quantity.

Healthy revenue boom expected in the close to term, aided via graduation of one greater NEXA showroom in Q1 FY2019 – The operating profits of BAAIPL grew at a CAGR of 25.6% in the beyond years, FY2016 and FY2017, aided by graduation of a NEXA showroom and 5 different sales showrooms in FY2016. However, the sales volumes declined in 9M FY2018 because of subdued income of NEXA models as a consequence of increase in competitive depth from different currently-began NEXA showrooms in Bangalore. Besides, drop in institutional sales next to discontinuation of Ritz by means of MSIL in February 2017 additionally impacted the income volumes to an extent. Nevertheless, one greater NEXA showroom that is being set up by means of the organisation is expected to begin operations in Q1 FY2019 and the identical is probably to resource in healthy sales boom within the near to medium time period.

Strong market role of MSIL, aided via positive reception of new models and continued healthy call for for present models - MSIL has sustained its management function inside the Indian home passenger cars segment as in the beyond. The market proportion has been improving over time, pushed by means of achievement of its new fashions and persevered with the wholesome performance of existing models. During 9M FY2018, the market percentage of MSIL improved similarly to 50.31% (as compared to 47.31% during 9M FY2017) on the lower back of effective reaction for its new fashions which includes Baleno, Vitara Breeza and refreshes of Wagon R, Swift and Swift Dzire.

CREDIT CHALLENGES

Moderation in capital structure – BAAIPL's capital structure moderated in FY2017 subsequent to term loan of Rs. 20.0 crore availed in March 2017. The borrowing was towards funding the purchase of land located near the company's showroom in Mahadevapura, Bangalore, at a cost of Rs. 21.72 crore. However, with no major debt-funded capital expansion plans on the anvil, BAAIPL's capital structure is likely to improve going forward, supported by reduction in debt levels following scheduled repayments, coupled with improvement in net worth position, aided by accruals from operations.

Thin earnings margins thanks to dealership nature of operations – Inherent to vehicle-dealership business, with commission shape decided through the important, the earnings margins have remained skinny for BAAIPL. However, revenues derived from higher-margin segments which includes workshop earnings, sale of spares and accessories assist the corporation's profitability to an extent.

Intense opposition from other automobile sellers - Due to the presence of MSIL distributors and vendors from numerous different unique gadget manufacturers, the opposition in Bangalore is fierce, which places strain at the employer's income volume and earnings margins.

Bimal Automotive History and Milestones Maruti Suzuki India Limited Bimal Automotive Maruti Suzuki is One Of the main car manufacturing groups in India. It is the marketplace pioneer within the introduction and profits of the auto commercial enterprise. The historic backdrop of Bimur Maruti Suzuki is extraordinarily enchanting. In February 1981, Bimal Automobile Maruti Udyog Co., Ltd. Changed into consolidated into the terms of the 1956 Indian organization regulation. 1 Bimal Maruti Udyog's essential goal is to modernize the Indian vehicle enterprise and deliver excessive-effectiveness autos and widespread limit vehicles.

The enterprise changed into installed as a central authority. Agency and Suzuki is a secondary partner for the production of center-class rickshaws in India. On October 2, 1982, the business enterprise signed a license and a joint.Challenge agreement with Suzuki.Motor Japan Corporation. In 1983, the organisation.Commenced to provide and launch the Bimal

car Maruti 800. In 1983, the employer launched the long-awaited Maruti Omni of the Bimal, and released the Bimal Maruti Gypsy in the Indian market in 1985.

Gypsy is the first current. Four-wheel pressure. Vehicle on the Indian marketplace. In June 1986, the organisation introduced. The new version of the Bimal Maruti 800. Four In 1987, the employer. Exported 500. Cars to Hungary. For the primary. Time. And entered foreign markets. In 1990, the business enterprise. Released the Maruti 1000, the primary. Indian sedan Bimal. In 1992, Suzuki Motors Japan elevated the organization's shares to 50%. In 1993, the agency released the Bimal Maruti Zen and within the marketplace launched the Bimal Maruti Esteem in 1994.

OVERVIEW OF BIMAL AUTO MARUTI SUZUKI INDIA LIMITED

Bimal Automotive Maruti Suzuki India Co., Ltd. Money owed for approximately 50% of the entire income of the enterprise. According to the range of vehicles produced and offered, the corporation is the biggest subsidiary of Suzuki Motor Corporation. Since its first launch on December 14, 1983, the corporation has produced more than 10 million automobiles..

Bimal Maruti Suzuki is the best Indian business enterprise with over 10 million income for the reason that its established order.

The company has production websites in Gurgaon and Manesar in Southern New Delhi, India. The two centers can produce extra than 1. Five million automobiles (1,500,000 motors) each yr.

Bimal Car Maruti Suzuki Offers 16 manufacturers and greater than 150 variants, from humans's car Bimal Maruti 800 to the modern live-utility vehicle Ertiga Bimal Maruti Suzuki's product The portfolio includes Bimal Maruti 800, Alto, Alto K 10, A-Star, Estilo, Wagon-R, Ritz, Swift, Swift Dzire, SX4, Omni, Ecoco, Kizashi, Grand Vitara, Gypsy and Ertiga.

The employer employs greater than nine,000 human beings (as of March 31, 2012). Bimal Automotive Maruti Suzuki's income and provider community is India's largest automaker. The enterprise organisation has been named the first purchaser of the JD Power survey for 12 consecutive years.

In the past 25 years, Bimal Maruti Suzuki has gained the hearts Of customers with excessive quality products and services.

The organisation is engaged inside the manufacture, buy and sale of automobile and elements corporations. The organisation's other sports consist of the advertising of used automobile sales, fleet control and car financing.

The agency includes 7 subsidiaries, especially, Bimal Maruti Insurance Agency Services Ltd., Bimal Automobile Maruti Insurance Agency Services Ltd., Bimal Automobile Maruti Insurance Agency Services Ltd., Bimal Automotive Maruti Insurance Agency Services Ltd., and Bimal Automobile Maruti Insurance Agency. Service. Maruti Insurance Agency Logistics Co., Ltd. And True Value Solutions Ltd.

Bimal Maruti Suzuki believes inside the simple concept of "smaller, smaller, lighter, shorter, cleaner". The paintings subculture is specific. From the general manager to the employees, there may be a not unusual uniform and a commonplace canteen.

Bimal Maruti Suzuki believes inside the following middle values

- Customer obsession
- Fast, flexible and mobile for the primary time
- Innovation and Creativity
- Network and partnership
- Open and studying

The table below describes the various models of the Bimal Maruti Suzuki, classified according to their market segments.

Table 3.1: Maruti’s Locally Manufactured Vehicles

| Sr.No | Model | Type Or Segment |
|-------|-------------------|-----------------|
| 1 | Bimal auto Maruti | Mini |
| 2 | Alto 800 | Mini |
| 3 | Alto K10 | Compact |

| | | |
|----|-------------|-----------------|
| 4 | Omni | Vans |
| 5 | Gypsy | Utility Vehicle |
| 6 | Estil0 | Compact |
| 7 | Wagon R | Mini |
| 8 | Eeco | Vans |
| 9 | A-Star | Mini |
| 10 | Ritz | Compact |
| 11 | Swift | Compact |
| 12 | SX4 | Mid Size |
| 13 | Swift Dzire | Super Compact |
| 14 | Ertiga | Utility Vehicle |

Source: Report by Bimal auto Maruti Suzuki India Limited

The following table highlights the imported vehicles of Bimal auto Maruti Suzuki.

Table: Maruti's Imported Vehicles

| Sr. No | Model | Type or Segment |
|---------------|--------------|------------------------|
| 1 | Grand Vitara | Utility Vehicle |
| 2 | Kizashi | Passenger Executive |

Source: Report by Bimal auto Maruti Suzuki India Limited

Note- After 2000 - 2001, the nomenclature of the category/section/sub-category of the auto industry has modified, and in keeping with the record of the Indian Automobile Manufacturers Association, the auto is seemed as Mini(A1), Compact(A2), Mid - experience Car period (A3), executive (A4), senior (A5) and comfort (A6). After 2000, Van became taken into consideration as a multipurpose vehicle. At present, it's far determined that few automobile corporations do not comply with the above subdivision phrases, so the car category can be one-of-a-kind.

MANUFACTURING FACILITIES OF BIMAL AUTO MARUTI SUZUKI

Bimal Maruti Suzuki has done its aim with fantastic excellence in production. In order to meet the desires of the market, modern Bimar Maruti Suzuki's manufacturing facility is akin to the nice inside the global in terms of quality, productivity and Operational performance.

Bimal Maruti Suzuki has cutting-edge production flowers in India. The annual manufacturing capacity of the two production plant life is 12,50,000 cars.

SALES AND SERVICE NETWORK (STATIONS)

Bimal Automotive Maruti Suzuki's income and provider community is India's largest automaker. As of March 31, 2010, the organisation had 802 income retailers in 555 cities and a couple of,740 provider outlets in 1,335 towns

The following chart genuinely depicts the wide community of Bimal auto Maruti Suzuki

The pie chart above depicts the income of the Bikel Automotive from 2011 to 2011 of 1, a hundred, even as 801 cities are protected through its income community. It became also pointed out that there have been 1,653 legal carrier stations in 2011-12 and the entire variety of actual shops in 2011-12 become 409.

As a long way as provider networks are concerned, Bimal Maruti Suzuki additionally gives safety for households on the highway due to the fact there may be a preservation workshop each 30 km on most high-density highways in India. In addition to the helpline wide variety provided with the aid of the agency.

BIMAL AUTO MARUTI INSURANCE

Bimal Maruti launched coverage offerings in 2002. Bimal Automotive Maruti provides car coverage for its customers with the assist of country wide insurance agencies, Bajaj Allianz, New India Insurance and Royal Sundaram. The carrier was mounted via the agency and the two subsidiaries, Bimal Auto Maruti Insurance Dealer Services Pvt Ltd and Bimal Car Maruti Insurance Brokers Pvt Ltd have been hooked up.

BIMAL AUTO MARUTI FINANCE

In order to sell profitable growth, Bimal Maruti released the Bimal Automobile Maruti Finance in January 2002. Bimal Maruti and the City Group and GE respectively released joint ventures, Citicorp Bimal Maruti and Bimal Maruti Countrywide, to help their clients in acquiring loans.

To this end, Bimal Maruti has partnered with ABN Amro, HDFC Bank, ICICI Bank, Kotak Mahindra, Standard Chartered Bank and Sundaram Finance to release this joint mission mission, including its strategic partnership in vehicle finance. In March 2003, Bimal Maruti and the National Bank of India reached a strategic partnership.

Bimal auto maruti true value

In order not only to generate revenue for dealers, but also to provide new bicycles for the new bimal maruti at a reasonable price by buying used cars in exchange for new ones, bimal car maruti suzuki launched a real value-added subsidiary.

Based on the actual value, the seller can choose to pay by cash/cheque, or in exchange for a truly valuable car or a brand new bimal maruti suzuki car. As a sign of confidence, in order to reassure customers, every car that buys the true value of the bimal car maruti has been checked and certified by a bimal maruti engineer, and the car has a one-year warranty and three free services.

Bimal auto maruti driving school

Accidents and avenue protection have continually been an crucial region of situation for the government and the people. In order to improve avenue protection and instill protection and machine riding behavior, bimal automobile maruti suzuki opened bimal car driving education faculty (mds). These using schools are geared up with sensible schooling and attitude schooling. Before driving a vehicle, use a international-class riding simulator to provide college students with arms-on revel in. The bimal Maruti Driving School began operations in Bangalore in March 2005 and labored with distributors to promote its country wide

community. The business enterprise has established greater than two hundred massive-scale vehicle using colleges all through the united states of america.

A awesome feature of bimal vehicle maruti using school is that lady teachers educate woman teachers. According to the statement of marmali suzuki, chairman of bimal car mmal.R.C.Bhargava, the modernization of the auto enterprise is incomplete except humans research secure using paths.

Institute of driving & traffic research (IDTR)

Bimal Maruti Suzuki Introduced a worl-class driving schooling facility to India via the Driving and Transport Institute. These consist of particularly formulated multilingual principle courses, clinical format of using tracks and superior driving simulators that could mirror using conditions in India. The first Delhi authorities was mounted in 2000 and became hooked up collectively with the Delhi authorities (on the outskirts of Delhi). In 2010-eleven, idtr turned into set up in cooperation with the Ministry of Tribal Development of Gujarat. The purpose of this Initiative is to increase riding abilties of tribal adolescents. Currently in Haryana (two nations are placed in Rottach and Bahadurga respectively), in New Delhi (loni and sarai kale khan), One in Gujarat (Baroda) and the opposite in Uttaranka De (Dehradun).

National road safety mission

The countrywide avenue safety project is the flagship street protection initiative released through the usage of the organization in December 2008. According to the initiative, the enterprise agency promised to offer at ease riding exercise education to greater than 50,000 people inside 3 years. The essential purpose of this initiative is to enable them to paintings inside the using industry.

N2n fleet management

N2n is a simple form of end-to-end fleet management that provides companies with leasing and fleet management solutions. Customers who have already registered for the service include Benckiser, Sona Steering, India Gas Administration (Gail), DuPont, Doordarshan, Indian singers, transword, etc. This service Includes end-t0-end solutions for the entire vehicle, including leasing, maintenance, convenience services and remarketing

Awards/recognition won by bimal auto maruti suzuki

Thanks to excellent performance and continuous innovation, bimal car maruti suzuki has won various awards and achievements as follows:

- Indian Business Standard 2011 Company Award
- One of the Top 10 Most Popular Companies in The Wall Street Journal
- 11th consecutive access into the jd energy asia pacific 2010 India customer support index (csi) survey of the pinnacle 11
- Ranked No. 1 within the 2010 Model - Initial Power Quality Study
- 2011 Cnbc-tv18 Grand Prize.
- The employer marketing campaign “kitna deti hai” was indexed as one of the 2010 advertising and marketing campaigns by the cnbc-tv18 advertising and marketing program.
- Nhrdn (National Human Resource Development Network) Outstanding Performance Award 2010 Trailblazer Award
- Maruti’s high college ranked first within the quadcopter overall purchaser mindset (tcs) take a look at.

Recent popular brands of bimal auto maruti suzuki india limited

Today, the bimal automobile maruti suzuki has launched many a hit fashions for each social class, along with the bimal car maruti 800, alto, wagon-r, fast, speedy dzire. Recently, bimal vehicle maruti suzuki released numerous fashions within the Indian marketplace, which has usually been the middle of attraction.

Bimal auto maruti Alto 800

On October 16, 2012, the bimal automobile maruti suzuki launched its most expected vehicle bimal vehicle maruti alto 800. Prior to the release of this alto 800, the organisation had pre-released 6000 upgrade bookings for this upgrade version 6. The organization has invested about Rs 47 billion, 200 engineers of Suzuki Motor Co., and marmali suzuki of BIMAL Motor Company have participated inside the improvement of Alto 800, which has been more

than four years. The 800 euros of gas variety from rs.2,44,000 - rs.2,nine.9,000. Alto 800's cng model is priced among 3,19,000 and rs.Three,fifty six,000, and its gas performance is 30.Forty six kilometers consistent with kilogram. The new Alto 800 is designed for access-stage users. The new Alto 800 functions -

- Wavefront design
- Fresh and spacious indoors
- The pleasant course mileage
- Easy using and managing
- Safer power.

Bimal auto maruti wagon R

Bimal vehicle maruti suzuki wagon r is an indian model of the suzuki wagon r. The wagon became released in December 1999 and has gone through 3 upgrades in view that 2003 and 3 enhancements in 2006 and 2010.

Wagon r is the 0.33 great-selling model of the bimal car maruti suzuki aggregate, which 1s a superb aspect in small packages. Recently, the corporation 1aunched a brand new station wagon driven by using the enterprise's famous k-collection engine. New vehicles ready with advanced safety machine icats can prevent automobiles from being stolen. The new station wagon can use the bs-iv specification in the cng and lpg variations. The pace of the auto is among four,26,000 and 4,42,000 euros. Soon after, the organisation will launch a diesel version of the station wagon at a rate of approximately 550,000 euros.

Bimal auto maruti swift

Swift is considered One of the largest sales automobiles Of bimal auto maruti suzuki. Swift become released 1n 2005 and has executed super fulfillment inside the Indian market. In the past six years, the bimal car maruti has bought six hundred,000 vehicles. Currently, this car has a 3-4 month waiting duration. Recently, the bimal vehicle maruti suzuki added the new quick with the identical 1.2-liter k-series fuel and a 1.3-liter crdi diesel engine. This new aircraft is much lighter than the vintage one. The enterprise has improved diesel gas efficiency with the aid of 6% and gas gasoline with the aid of 4%. The new Express Edition has a hundred and forty new features. This is quicker, wider, longer, and 30 kg lighter than

the old one. Together with the supplier, the enterprise invested approximately Rs 55 billion to broaden a brand new rapids. The range among rs.5,50,000 - 5,eighty,000 may be very huge.

Bimal auto maruti suzuki ertiga

Bimal Automotive Maruti Suzuki India Co., Ltd. Released the maximum anticipated UV (multi-cause automobile) at the Indian vehicle marketplace on Thursday, April 12, 2012, with prices ranging from 539 to 8.45 million rupees (besides Delhi). Ertiga gives petrol and diesel variations. The employer has already released the ertiga with a K-14 1.4-litre petrol engine. Due to its strong engine, style, Overall performance and comfort, bimal car maruti suzuki known as it luv (existence-saving car). The organization has Invested 4 million euros to develop ertiga. There are six variations of this automobile. According to Mr. Nakanishi, general manager of bimal vehicle maruti suzuki, "ertiga is suitable for small vehicle customers who want to improve to large vehicles."³¹

A-star

A-celebrity is one of the well-known feathers of bimal vehicle maruti suzuki released in 2008. The a-star uses the maximum advanced light 998 cc k 10 b petrol engine. The A-Class is the first-rate satisfactory fuel efficiency vehicle in 19 kilometers. The price of A-famous person is among three,ninety,000 - four,eighty,000. It can offer lxi, vxi, at, zxi, zxi (opt), twin airbags, abs with ebd, anti-robbery devices, child protection rear door locks, headlights leveling, excessive brake lighting and other five different fashions.

Star is the primary product of bimal automobile maruti suzuki. It is geared up with the Indian kb series engine, which meets the new emission requirements of India, Euro four and Euro 5. The A-big name is One of the rare hatchback models in the bimal version. Maruti suzuki is very famous in Europe. For target customers, considering young humans in India, they'll promote A-stars

Vision

- Leaders of the Indian car industry, creating consumer pride and shareholder wealth; India's satisfaction. Our center values:

- Customer overwhelm
- Fast, bendy and forerunners
- Innovation and creativity
- Network and partnerships
- Open and studying

Swot analysis

Strengths

- Bimal Automotive Maruti Udyog Co., Ltd. (mul) leads the marketplace with a market percentage of forty eight. Seventy four
- The principal benefit of many countries is the presence of a network of dealers and after-profits provider centers within the direction of the united states.
- Many nations have accompanied specific promotional techniques to speak thoughts approximately their merchandise to humans.
- Bimal Maruti Suzuki had the very best home income, promoting 7,655,333 devices inside the previous economic 12 months and promoting nine,664,447 cars. Its present day domestic income reached 10 million U.S. Bucks.
- Strong brand price and constant customer base are the blessings of many companies
- There are approximately 15 motors in the bimal vehicle maruti product portfolio. Good fuel performance product line together with bimal vehicle maruti rapid, diesel, mid-variety and so on.
- Alto nevertheless beats the very quality-selling small automobile
- Mul have become the first vehicle business corporation to start used vehicle profits through its proper fee entity.

Mul has a excellent marketplace percentage, so after-sales provider is the main revenue contributor.

Weaknesses

- Poor car interior quality compared to modern and other emerging foreign companies such as Volkswagen and Nissan
- Government intervention due to sharing of multiple countries.

- The younger generation is beginning to have a keen interest in new marine brands
- The unions of management and the company are in poor condition. Recent strikes by employees slowed production and affected sales.
- Bimal Car Maruti did not prove himself in the suv section like other players.

Opportunities

- Mul launched the lpg version Of the wagon r, which is good move
- Mul can start developing electric vehicles to better replace fuels.
- Maruti's cervo 600 has great potential to tap the middle class market and poses a powerful threat to nanotechnology
- The new car from the bimal car maruti will occupy the market share and is expected to create the same magic power as the bimal car maruti self-esteem (currently unusable).
- The company's export capabilities bring new hope to the U.S. and U.K. markets
- The country's economic growth continues to increase and the governm • Mul launched the lpg version of the wagon r, which is a superb move
- Mul can begin growing electric powered vehicles to better update fuels.
- Maruti's cervo 600 has first-rate capability to faucet the middle class market and poses a effective risk to nanotechnology
- The new automobile from the bimal vehicle maruti will occupy the market percentage and is predicted to create the equal magic electricity as the bimal automobile maruti vanity (currently unusable).
- The employer's export abilities deliver new wish to the U.S. And U.K. Markets
- The usa's monetary boom keeps to boom and the authorities is running difficult to boom GDP to double digits.
- ent is working hard to increase GDP to double digits.

Threats

- Mul's recent market share has dropped from 50.09% in the previous year (2011) to 48.09%
- Like Bigal Maruti Suzuki, major players like Hyundai and Tata have lost market share because of smiler companies like Volkswagen-Polo. Due to its market share, Ford's market share has increased significantly.

- Tata Motors recently launched products such as Nano 2012, and Indigo e-cs is posing a major threat to its competitors' market segments.
- China may compete because they also plan to enter the Indian automotive market
- The launch of Hyundai H800 may lead to a decline in Alto's sales

Financial statement

1 Financial document

2 We have audited the connected financial statements of Bimal Vehicle Maruti Suzuki India Limited (hereinafter referred to as "the corporation"), which consist of the balance sheet as of March 31, 2014 and the every year income and loss as of March 31, 2014. Summary of bureaucracy and coins go together with the waft statements and crucial accounting rules and other explanatory statistics we have signed when we speak with this report.

Management's responsibility for the financial statements

The business enterprise's control is liable for the schooling of the monetary statements. The accounting necessities described in Section 211 (3c) are actual and quite mirror the corporation's financial function, economic popularity and cash flows. India's "Corporate Behavior 1956" (hereinafter referred to as "conduct") and the Accounting Standards for Financial Instruments: Recognition and Measurement Issued by the Institute of Chartered Accountants Of India NO. 30, as lengthy as it does not violate some other accounting standards employer (accounting standards) rules , Corporate Affairs Department, September 13, 2013 Section 211 (3c) of Section 211 (3c) of the Corporations Act, Notice No. 15/2013 of 1956, Section 133 of the Company Law of 2013. This duty consists of the design, implementation and protection of inner controls related to the schooling and delivery of right and honest economic statements, and there are not any material misstatements because of fraud or errors.

Auditors' responsibility

Our obligation is to specific an Opinion on those monetary statements primarily based on our audit. We performed the audit according with the auditing requirements issued with the aid of the Chartered Accounting Firm of India and other applicable authoritative statements. These

requirements require that we have a look at ethical requirements and plan and perform the audit to reap reasonable guarantee whether the economic statements are loose from fabric misstatement.

The audit includes the machine of obtaining audit proof and expertise the amount and disclosure of the economic statements. The techniques determined on depend on the auditor's judgment, which incorporates the assessment of the danger of fabric misstatement of the monetary statements, whether or not or not due to fraud or mistakes. In wearing out the danger assessment, the auditor should remember the internal manipulate associated with the steerage of the employer and the honest presentation of the financial statements for you to format an audit way that is suitable to the occasions, but have to no longer touch upon the entity concerned. An audit also includes comparing the appropriateness of accounting rules used and the reasonableness of accounting estimates adopted by way of control, similarly to comparing the overall presentation of the monetary statements.

We keep in mind that the audit evidence we've acquired is enough and appropriate to offer the idea for our audit opinion.

Opinion

We accept as real with that primarily based on our great statistics and the motives given to us, the related monetary statements provide necessary behavioral information for the desired behavior in accordance with accounting thoughts and give a real and honest opinion. India accepts:

- (a) Balance Sheet, the popularity of the organisation as of March 31, 2014;
- (b) for the purpose of the earning statement, the income for the 365 days completing in that yr; and
- (c) Cash waft within the coins waft statement for the year completing.

Emphasis of matter

Regarding the monetary statements of the freehold land of manesar, which changed into received thru Haryana State Industrial and Infrastructure Development Co., Ltd. ("hsiidc"), the quantity modified into 7.496 billion euros and 1.376 billion US bucks. Please phrase 32

(vii). In the case of a call for of US\$7.496 billion, the company has decided to withdraw the compensation of the Supreme Court of Punjab and Haryana (the “High Court”) in accordance with the selection of the Supreme Court of India and transfer the case to the landowner. High court docket application. With regard to the demand of one.376 billion U.S. Dollars, the organisation’s enchantment to the High Court is expecting its verdict. In phrases of the above requirements, the corporation has already paid 3.7 billion euros in protest prices to hsiidc. As the very last rate adjustment amount (if any) cannot be determined at this degree, it isn't always requisite to growth the compensation for the above freehold land.

Report on other legal and regulatory requirements

According to the “Company (Audit Report) Order 2003 (hereinafter known as the “Order”) revised through the Central Government of India below Section 227(4a) “Corporate (Audit Report) (Amendment) Order 2004”, and based at the attention of appropriate The corporation’s books and information are reviewed and, primarily based on records and elements given to us, we have protected inside the annex statements on the topics described in paragraphs 4 and five of the order.

According to the necessities of Article 227(three) of the Act, we record:

- (a) We have obtained all of the information and factors we recognize and believe which might be crucial for our audit;
- (b) We agree with that in line with our assessment of these books, the employer has retained suitable money owed in accordance with the regulation;
- (c) The stability sheet, earnings declaration and cash float declaration processed on this file are constant with the money owed;
- (d) We accept as true with that the stableness sheet, earnings declaration and coins float assertion processed in this record are in conformity with the accounting standards and accounting standards said in Article 211(3c) of this Law. Financial units: The size method accepted by the Institute Of Chartered Accountants of India is inconsistent with one-of-a-kind accounting necessities stipulated by means of the employer in accordance with Section 211(3c) of the Company's promulgated Act (Accounting Standards) along side Article 211(3c) of the Corporations Act 1956 Read the Circular of the Corporate Affairs Department Circular No. 15/2013 of September thirteen, 2013 on Article 133 of the Corporations Act;

(e) As of March 31, 2014, the board of administrators had acquired a written declaration from the board of directors. As of March 31, 2014, no director modified into disqualified from being appointed as phase 274(1)(g).

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

ATTITUDE

Consumer attitudes are consumer-to-consumer (1) beliefs, (2) emotions, and (3) and a mixture of behavioral intentions for certain objects - within the context of marketing, usually brands or retail stores. These components are treated together because they are highly interdependent and collectively represent the power that influences how consumers react to objects.

Psychological and behavioral consistency. For a few reasons, buyers often do not act in a reliable manner:

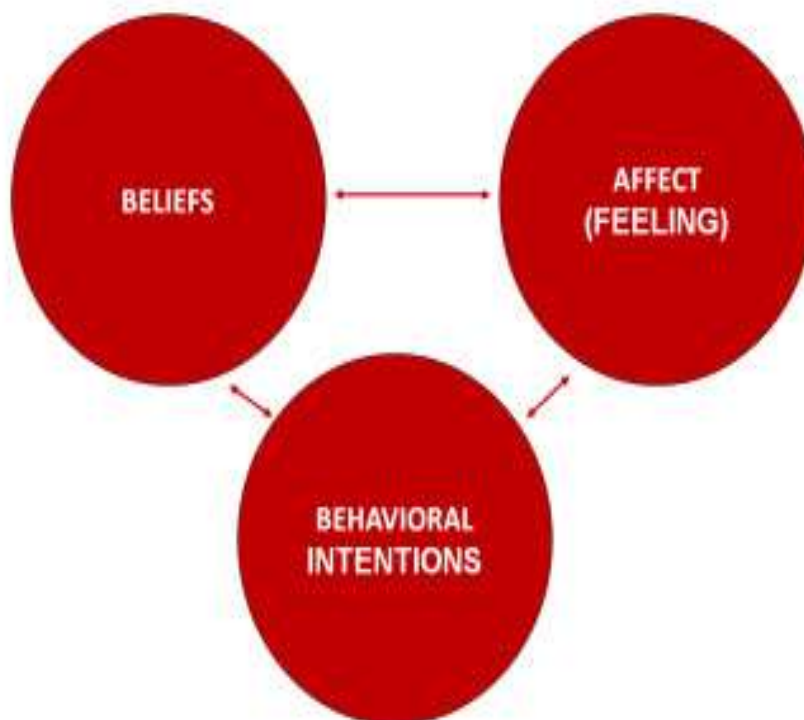
Capacity. He or she might be not able do as such. Albeit middle school understudy likes get trucks and might want to get one, she may do not have a driver's permit.

Contending requests for assets. In spite of the fact that the above understudy might want to purchase a pickup truck on her sixteenth birthday celebration, she would rather have a PC, and has cash for just a single Of the two.

Social impact. An understudy conceives that smoking is extremely cool, however since his companions believe it's appalling, he doesn't smoke.

Estimation issues. Estimating states of mind is troublesome. As a rule, shoppers don't intentionally set out to list how emphatically or contrarily they feel about mopeds, and when an economic scientist gets some information about their convictions about mopeds, how vital these convictions are, and their assessment of the execution of mopeds concerning these convictions, customers frequently don't give extremely solid answers. Along these lines, the purchasers may act reliably with their actual states of mind, which were never revealed on the grounds that a wrong estimation was made

Customer Attitude



Whether Mentality Behavior Consistency. Purchasers frequently don't act reliably with their demeanors for a few reasons:

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CHAPTER 3

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

Customer choice process is a complex phenomenon. Settling on a choice to purchase an item or administrations includes numerous procedures. The writing on mark inclination ponders uncovers that for the choice of strong items, particularly four wheelers, the client needs to invest much energy to assess and pick the coveted one, in light of their need and financial condition. The promoting systems took after by the producer and advertiser and additionally pre-imagined thought of the purchaser likewise assume an indispensable part in determination of a specific brand and to get more fulfilled. Just a set number of endeavors have been had to contemplate the effect of brand inclination factors on client's state of mind. So the analyst has made an endeavor to recognize the brand inclination of Bimal auto Maruti Suzuki Swift autos in the examination territory and to analyze

Due to the development of globalization and development, the steady development of the automotive industry has taken center stage in catching up with the Indian market. This car is no longer considered a luxury, but it has now passed its daily life and become a demand. Customers have now changed their minds. Yesterday's luxury is now a necessity. To become an effective advertiser, it is important to consider the impression of upcoming buyers and track their identity drivers.

NEED FOR THE STUDY

This study will be confined to the clients of Bimal auto Maruti Suzuki auto in Bangalore to discover the clients inclinations and their needs anticipated from the entrepreneurs. This investigation will dissect the demeanor level and issues of the client. It will know the variables that impact the client to purchase the item. This examination is essential to know the vital changes in item highlights and client's inclination about the item. The examination will be helpful for the organization to roll out vital improvements in value, plan, application and so on.

OBJECTIVES OF THE STUDY

The goal of this study is:

1. Analyze the relationship between various demographic variables and customer attitudes.
2. Identify the different sources of information used by the buyer and their role, and make purchase decisions at the same time.
3. Understand the interviewee's views on the Bimal Maruti brand after-sales service, resale value, fuel efficiency, vehicle attitudes, price perspectives, and sources of information.
4. Research respondents' preference when purchasing the Bimal car brand Maruti.
5. Learn about customer demographics of Bimal Maruti Suzuki
6. Examining factors affecting customers' purchase of Maruti Suzuki in the Bimal car
7. Analysis of Maruti Suzuki's Customer Attitude Level in Bimal Car

SCOPE OF THE STUDY

The scope of this study is to first understand the consumer's purchase of the Bimal car Maruti Suzuki Cars. The scope of the restriction is limited to studying the factors affecting consumer preferences when purchasing the Malumi Suzuki car in India and considering the level of attitudes they face in the Bimal car Maruti Suzuki car. This is done to avoid perceptual bias and to provide objectivity for research.

Research Methodology

The study turned into designed to test the mind-set of Bimal Auto clients. Due to the scope of the have a look at, researchers decided to use simple random sampling techniques to pick out sample respondents. A overall of 100 interview schedules had been written, of which handiest eighty interview schedules had been crammed out. Due to the unfinished reaction,

the review of these schedules resulted in the rejection of 30 interview schedules. Therefore, this look at used 50 complete interview schedules.

Sampling Design and Data Collection:

- The scope of the study consists of all Bimal Maruti customers
- Sample size: 50
- Sampling method: convenient sampling method
- Data Types: Primary and Secondary Data

Basically, there are two types of data methods: primary and secondary. My information comes from two sources (primary and secondary).

Primary Data:

The determined facts changed into accumulated at once from the first-hand enjoy. The principal statistics is the facts accrued specifically in your studies venture. One of the blessings of raw data is that it is able to be tailored in your research needs. The downside is the high price of acquisition.

The primary records became amassed thru surveys and person interviews accumulated by using customers. Collect information approximately the initiatives I use. Structured non-camouflage questionnaires and the forms of questions I use in surveys are ordinarily closed questions. All closed types have a selection of alternatives. The styles of open issues are completely unstructured.

Secondary Data:

Data and data collected by past or parties that have been published are referred to as second-hand data. Data collected by people other than users. Common data sources for commercial purposes include census, information collected by government agencies, Organizational records, and data originally collected for other research purposes.

The data comes from various magazines, books and company websites. For my research, I also used these second-hand resources. The data I collect through these secondary sources is company profile, area details, company goals and goals, etc.

data collection

Tools: Structured
investigation method
Questionnaire

Hypothesis

In my research, I knew that Fifty percent of the population had a good attitude toward Maruti Suzuki. In the Maruthi Suzuki car, customers can get the best brand cars and get reasonable rewards. Analyze the attitude of consumers to the Bimal Auto with the following personal data of the respondent

Occupation, car use, income & brand

Chi-square test = $(O-E)^2 / E$

Limitations of the study

A good report describes and explains the results of the study. Therefore, any restrictions that occur during the study will be transmitted to the report and become a limitation of the report. In short, it can be said that a study is as accurate as the limitations of its research. Each project has its own limitations, and so does mine. Here are some of my research limitations:

- The analysis of this study was based on information collected from the users of the Maruti Suzuki car at the Bimal car.
- This study is a survey of opinions; it may be prudent to extend the results to other areas.
- Due to time constraints, only 50 respondents were considered.
- The result is entirely dependent on the information the respondent may provide.
- The investigation time is only two months and it is impossible to carry out meticulous research. In turn, it may affect the survey results.
- Different people have different thinking processes and different attitudes. Therefore, they respond differently to research questions. Therefore, the answers received are sometimes very good and sometimes even negative.
- Due to unavoidable circumstances, research must stop for a period of time

CHAPTER 4

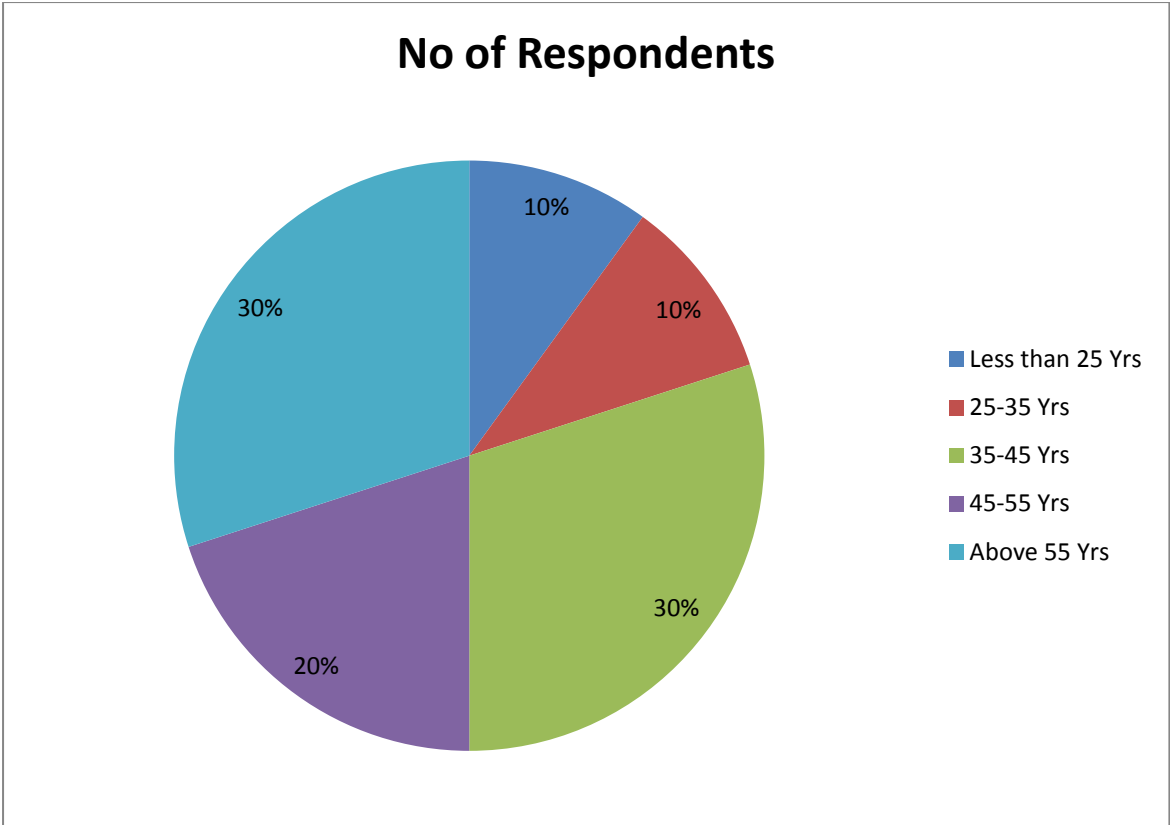
DATA ANALYSIS AND INTERPRETATION

Table 1: Distribution of consumers by Age

| Sl. No | Age | No of Respondents | Percentage |
|---------------|------------------|--------------------------|-------------------|
| 01 | Less than 25 Yrs | 05 | 10 |
| 02 | 25-35 Yrs | 05 | 10 |
| 03 | 35-45 Yrs | 15 | 30 |
| 04 | 45-55 Yrs | 10 | 20 |
| 05 | Above 55 Yrs | 15 | 30 |
| Total | | 50 | 100 |

Analysis:

From the desk, it is able to be seen that 15 respondents are over fifty five years antique, 10 are among the ages of 45 and 55, 15 are among the a long time of 35 and 45, and five respondents are elderly 25 Aged to 35 years antique. Five respondents are based on age. The client's age is less than 25 years vintage.



Interpretation:

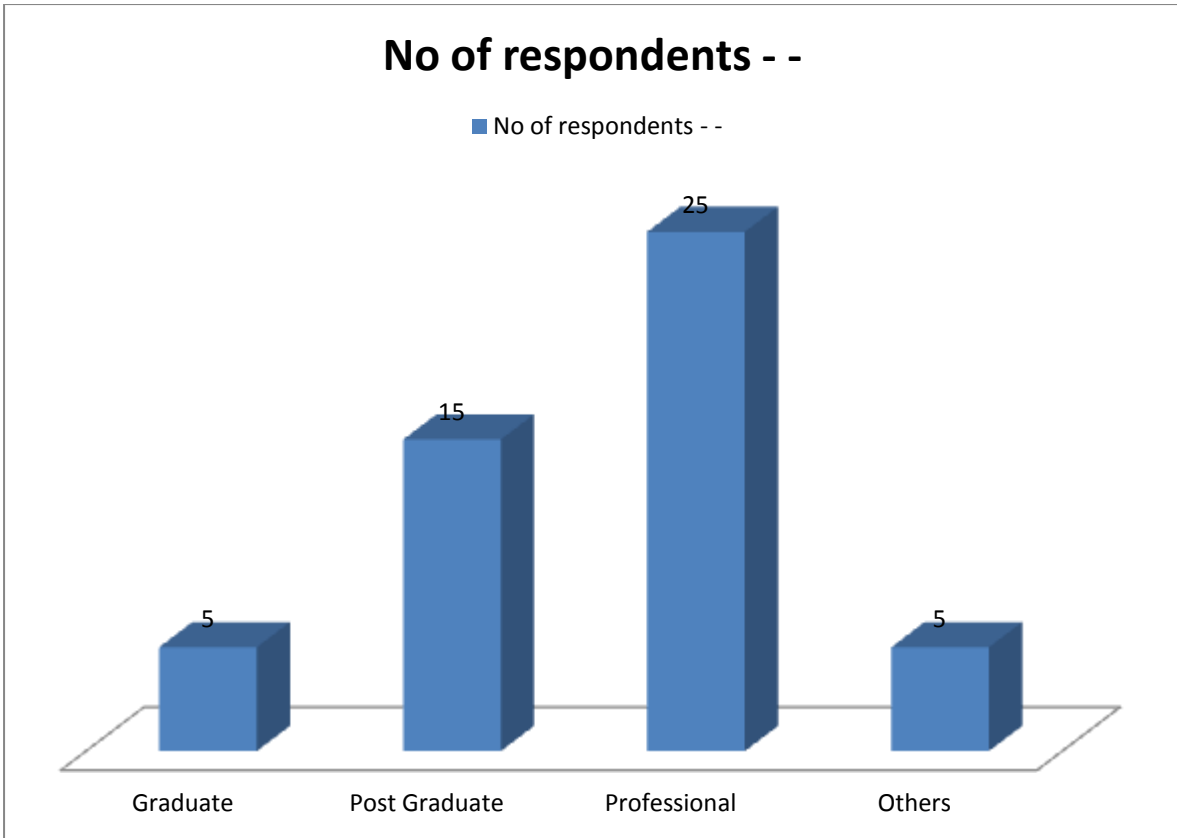
It may be inferred from the graph that majority of respondents age is between 35-45 years and above 55 years.

Table 2: Consumer's Education

| Sl. No | Education Level | No of respondents | Percentage |
|---------------|------------------------|--------------------------|-------------------|
| 01 | No Formal Education | - | - |
| 02 | School level | - | - |
| 03 | Graduate | 05 | 10 |
| 04 | Post Graduate | 15 | 30 |
| 05 | Professional | 25 | 50 |
| 06 | Others | 05 | 10 |
| | Total | 50 | 100 |

Analysis:

From the table, it may be analyzed that 25 respondents did not have professional group of workers, 15 respondents had been graduates, five respondents have been graduates, and 5 respondents had been from other categories.



Interpretation:

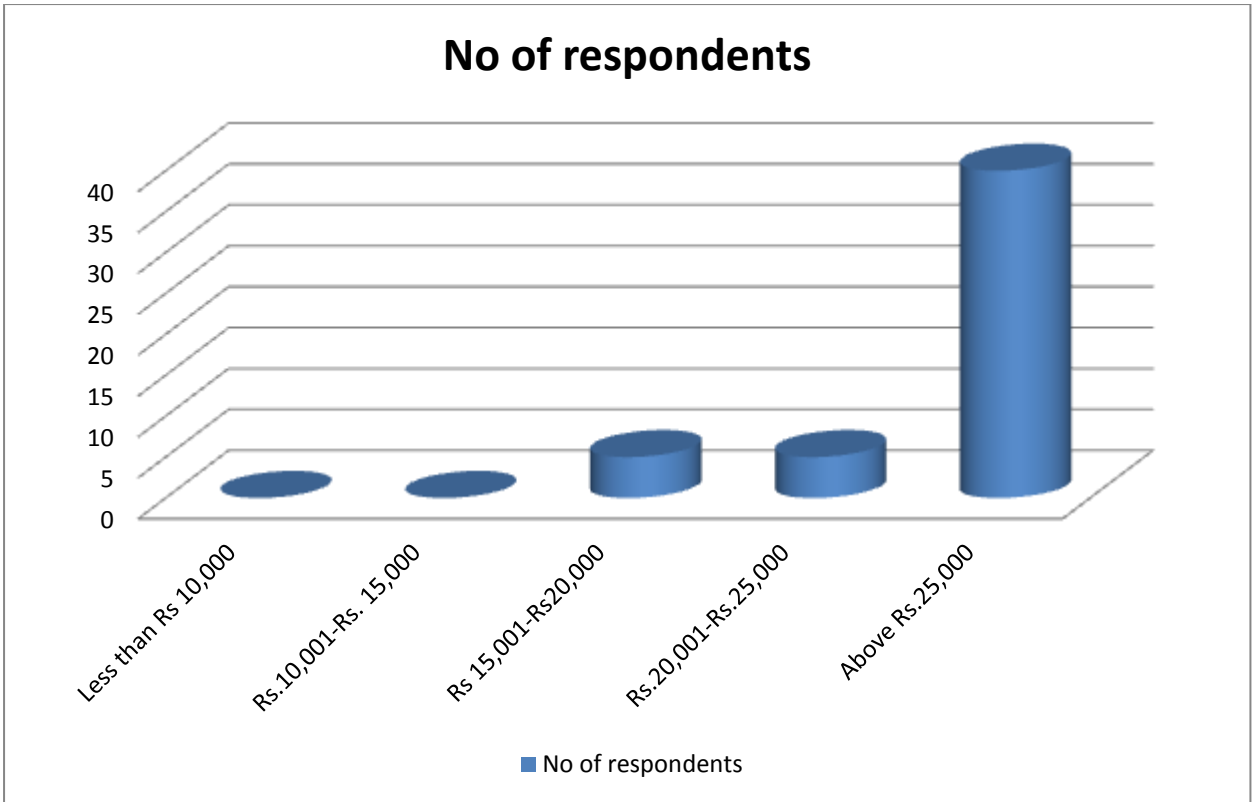
From the chart, it could be inferred that maximum of the respondents are experts. So agencies need to consciousness on specialists promoting their motors. As the main supply of have an effect on expert is advertising, groups need to put it on the market on a expert basis.

Table 3: Consumer's Income

| Sl. No | Monthly Income | No of respondents | Percentage |
|--------|----------------------|-------------------|------------|
| 01 | Less than Rs 10,000 | 0 | - |
| 02 | Rs.10,001-Rs. 15,000 | 0 | - |
| 03 | Rs 15,001-Rs20,000 | 05 | 10 |
| 04 | Rs.20,001-Rs.25,000 | 05 | 10 |
| 05 | Above Rs.25,000 | 40 | 80 |
| | Total | 50 | 100 |

Analysis:

From the table it can be analysed that 40 no of respondents income is more than Rs 25,000, 5 no of respondents are having Rs between 20,001-25,000, 5 no of respondents income is between Rs 15,001-25,000



Interpretation:

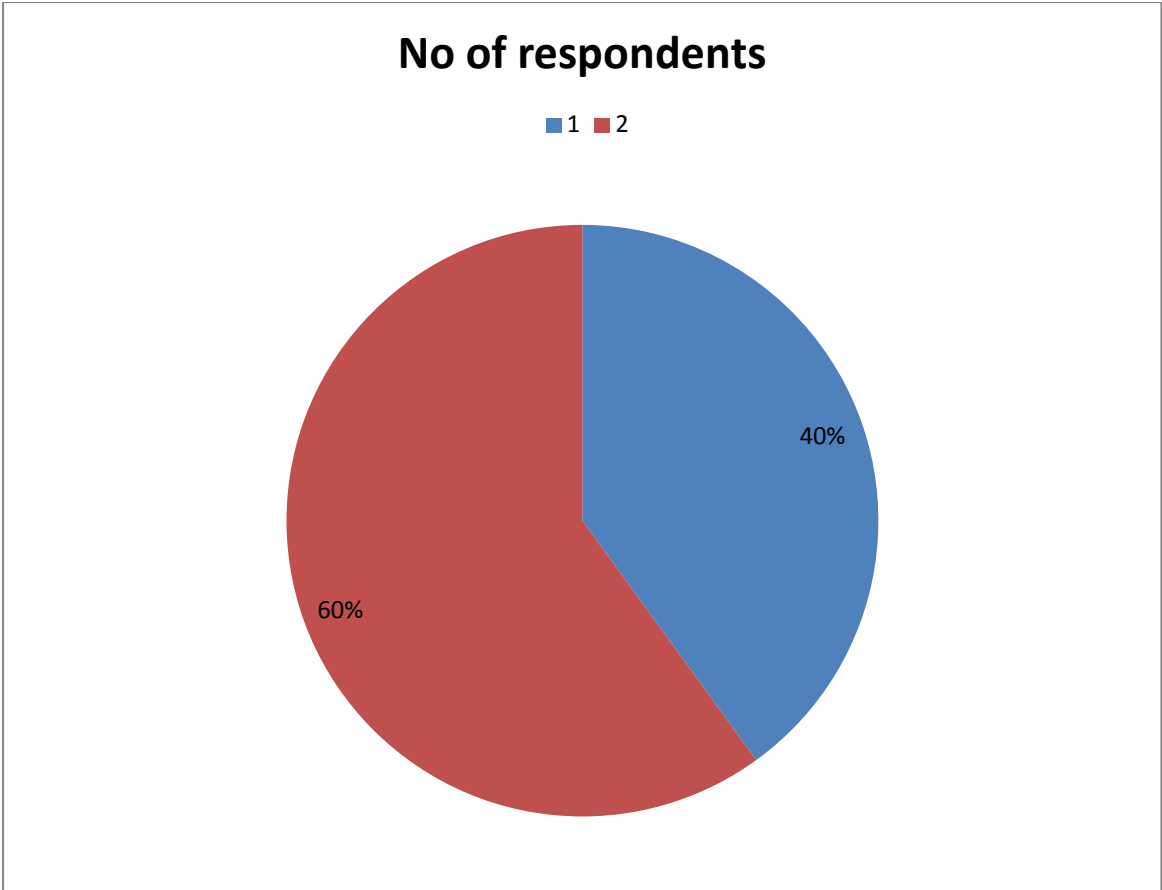
From the graph it can be inferred that Majority of 80% respondents income is more that Rs. 25,000

Table 4: Number of Own Cars

| Sl. No | No of Own Cars | No of respondents | Percentage |
|---------------|-----------------------|--------------------------|-------------------|
| 01 | 01 | 20 | 40 |
| 02 | 02 | 30 | 60 |
| 03 | 3 | 0 | 0 |
| | Total | 50 | 100 |

Analysis:

From the table it can be analysed that 20 no Of respondents own a 1 car, 30 no of respondents own more than 1 car



Interpretation:

From the graph it can inferred that majority 60% of respondents own more than 1 car

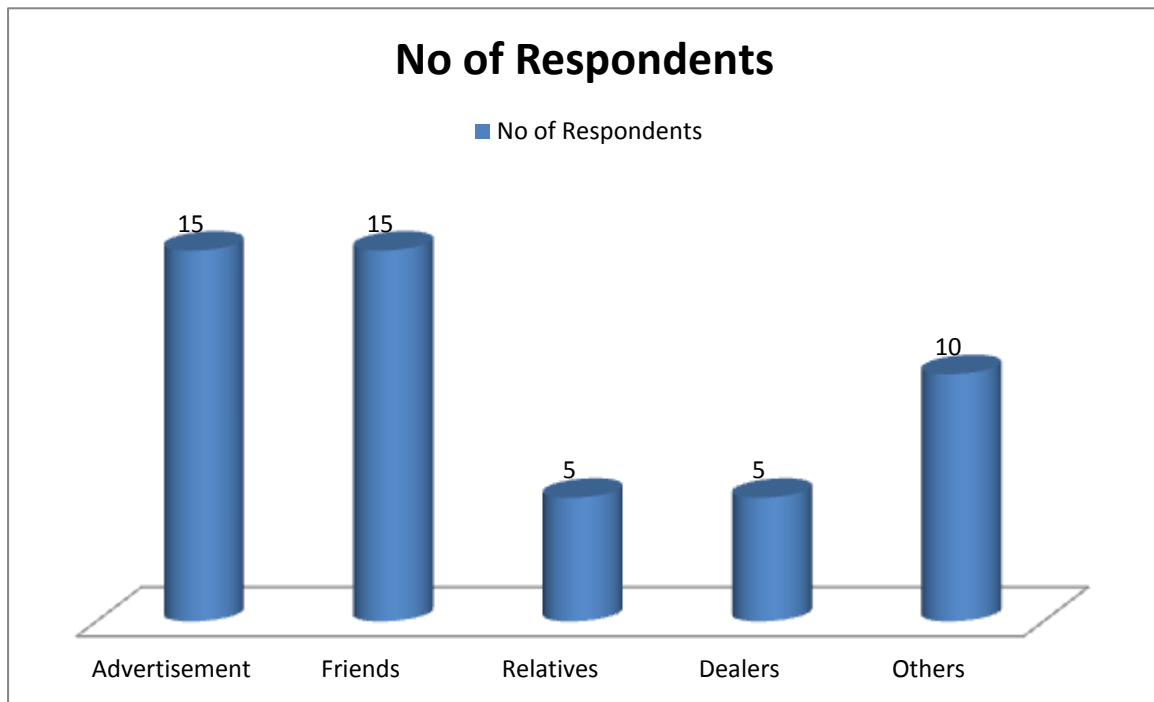
Table 5: From where did you get the information about this brand?

| Sl. No | Sources | No of Respondents | Percentage |
|---------------|----------------|--------------------------|-------------------|
| 01 | Advertisement | 15 | 30 |
| 02 | Friends | 15 | 30 |
| 03 | Relatives | 05 | 10 |
| 04 | Dealers | 05 | 10 |
| 05 | Others | 10 | 20 |
| | Total | 50 | 100 |

Analysis:

As may be seen from the table, 15 of the 50 respondents have been from marketing, 15 were from pals, 5 had been from relatives, 5 have been from distributors, and 10 had no

respondents. Respondents get data from different human beings.



Interpretation:

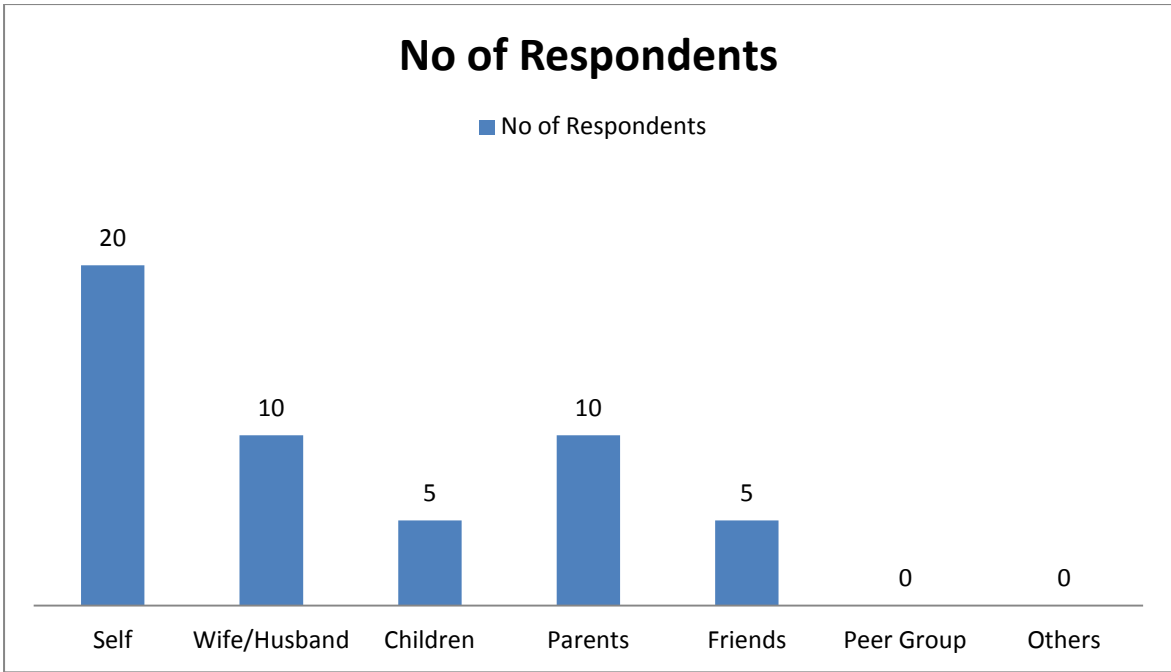
From the graph it can be inferred that majority of respondents got information about brand from advertisement and friends.

Table 6: Who influenced your purchase decision?

| Sl. No | Factors to be Influenced | No of Respondents | Percentage |
|---------------|---------------------------------|--------------------------|-------------------|
| 01 | Self | 20 | 40 |
| 02 | Wife/Husband | 10 | 20 |
| 03 | Children | 05 | 10 |
| 04 | Parents | 10 | 20 |
| 05 | Friends | 05 | 10 |
| 06 | Peer Group | - | - |
| 07 | Others | | |
| | Total | 50 | 100 |

Analysis:

From the table can be analyzed 20 respondents made their own decisions, 10 respondents were not affected by the wife/husband, 5 no respondents from their children, 10 respondents did not receive their parents Affected, five respondents did not suffer from their influence friends.



Interpretation:

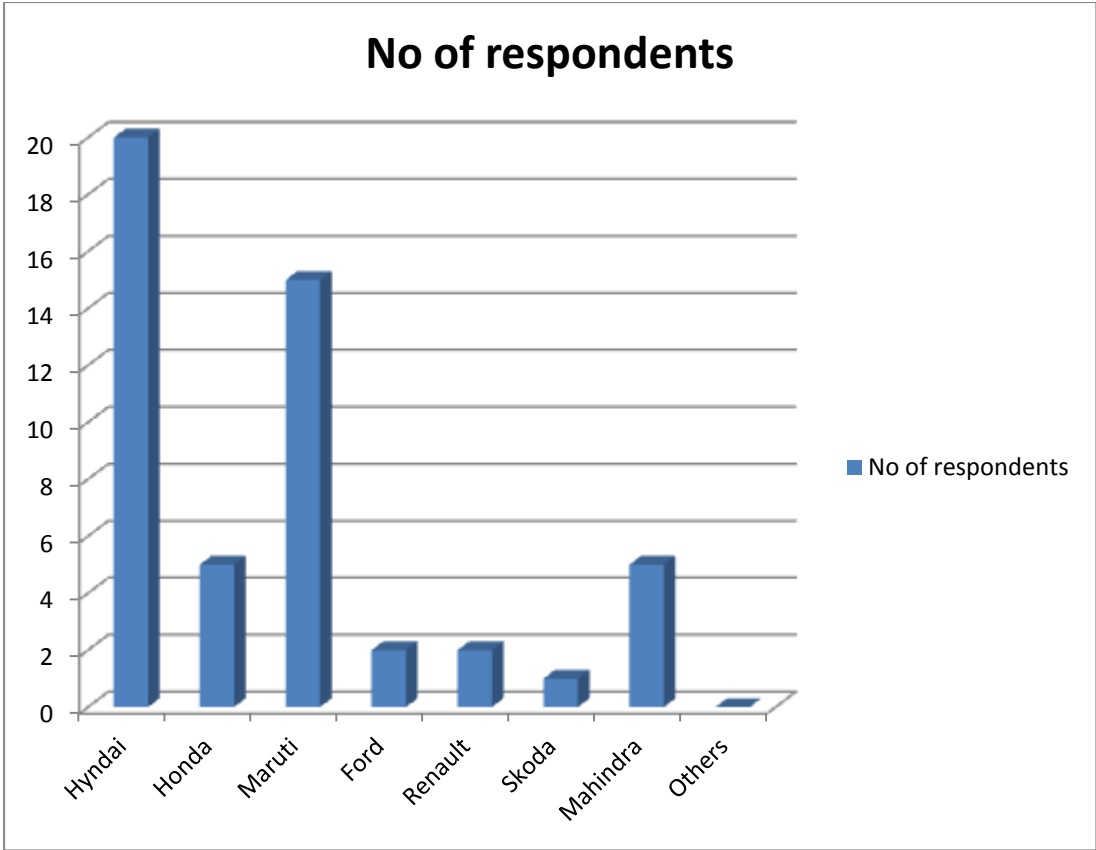
From the above graph it can be inferred that majority 20 of respondents influenced from their own decisions.

Table 7: Brand Name

| Sl. No | Brand Name | No of respondents | Percentage |
|---------------|-------------------|--------------------------|-------------------|
| 01 | Hyndai | 20 | 40 |
| 02 | Honda | 05 | 10 |
| 03 | Maruti | 15 | 30 |
| 04 | Ford | 02 | 04 |
| 05 | Renault | 02 | 04 |
| 06 | Skoda | 01 | 02 |
| 07 | Mahindra | 05 | 10 |
| 08 | Others | - | - |
| | Total | 50 | 100 |

Analysis:

From the table can be analyzed, none of the 20 modern brand respondents, 5 respondents without a brand name, 15 respondents without the Maruthi brand, 2 respondents without Ford, 2 No respondents have Renault, Skoda has 1 and 5 have no Mahindra.



Interpretation:

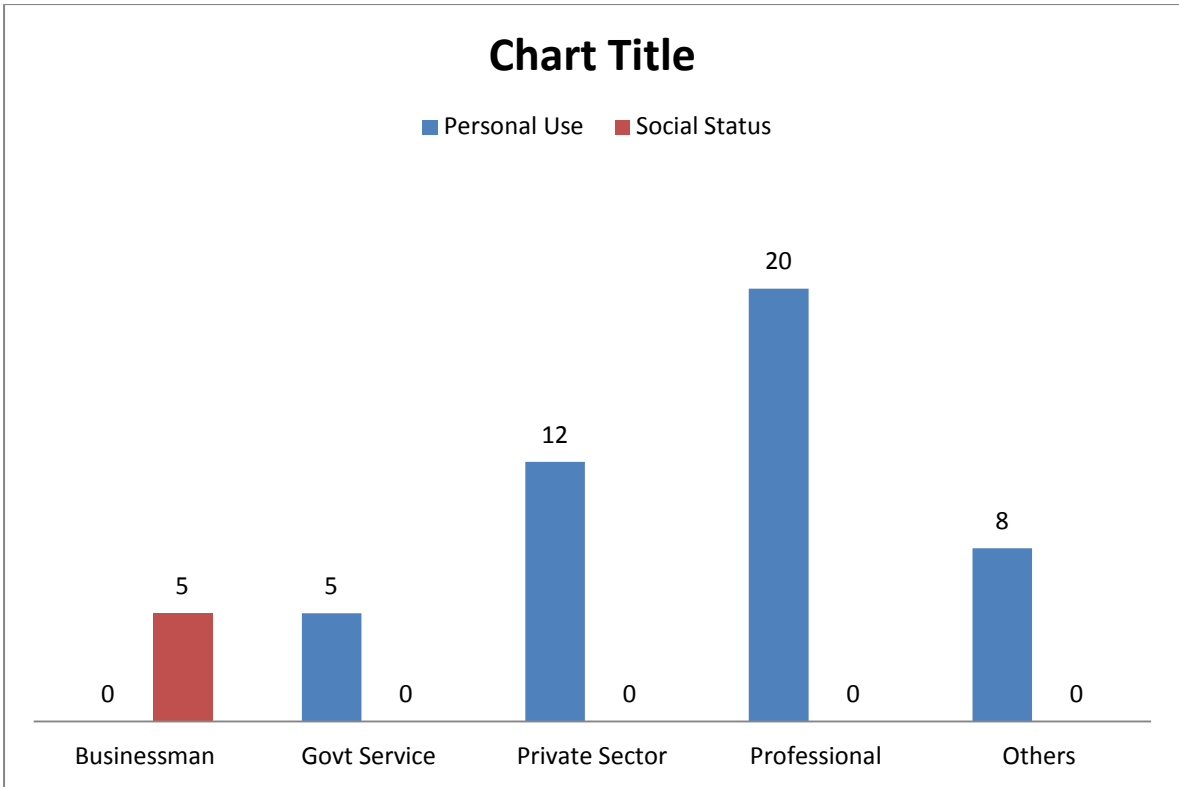
From the above graph it can be inferred that majority of respondents having Hyundai as their brand name

Table 8: Occupation and the Usage of Car

| Occupation | Personal Use | Social Status | Total |
|-------------------|---------------------|----------------------|--------------|
| Businessman | 0 | 05 | 05 |
| Govt Service | 05 | - | 05 |
| Private Sector | 12 | - | 12 |
| Professional | 20 | - | 20 |
| Others | 08 | - | 08 |
| Total | 45 | 05 | 50 |

Analysis:

From the above table, it can be seen that the occupations and car use of the 20 respondents were not used by professionals and were used by individuals. Twelve non-respondents worked in the private sector and used the car for personal use. Five were investigated. People come from government departments. They are also used for individuals. Five respondents are businessmen. They use their cars to gain social status.



Interpretation:

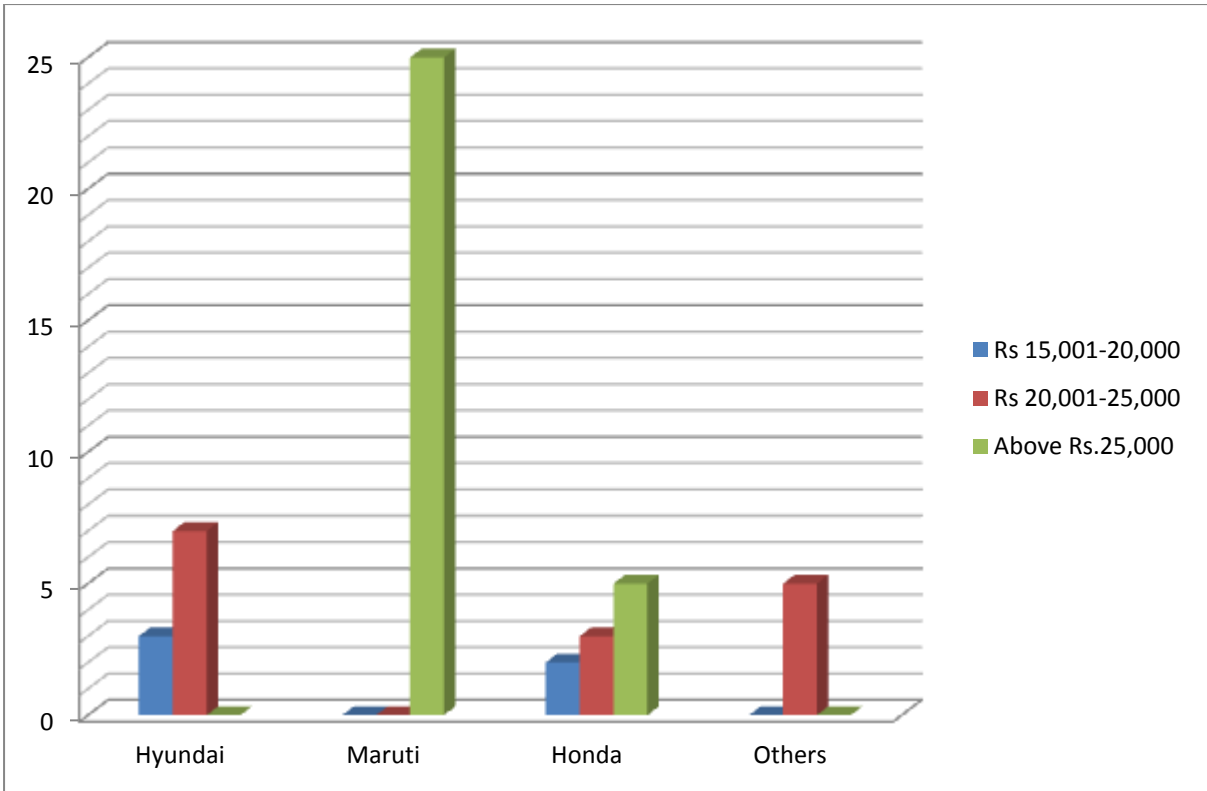
From the graph it can be inferred that majority of respondents occupation is professional and they use the cars for their personal use

Table 9: Income and Brand name

| Income | Hyundai | Maruti | Honda | Others | Total |
|----------------------|----------------|---------------|--------------|---------------|--------------|
| Rs 50,000-1,00,000 | 03 | 0 | 02 | | 05 |
| Rs 1,00,000-3,00,000 | 07 | 0 | 3 | 05 | 15 |
| Above Rs.3,00,000 | 0 | 25 | 05 | - | 30 |
| Total | 10 | 25 | 10 | 05 | 50 |

Analysis:

From the table it can be analysed that 25 no of respondents income is above Rs. 5,00,000 and having brand name of Maruti, 3 no of respondents having income between Rs. 50,000-2,00,000, 7 no of respondents having income of Rs. 2,00,001-3,00,000.



Interpretation:

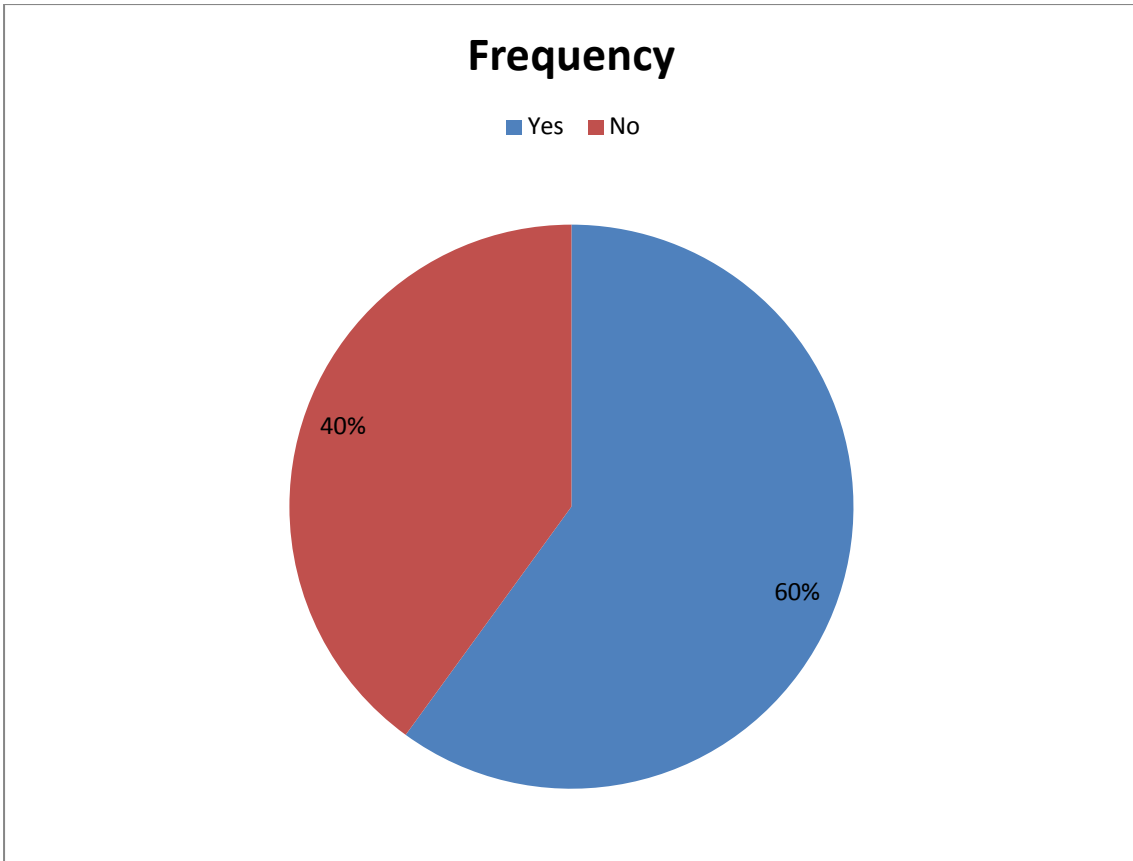
From the above graph it can be inferred that majority of respondents own a Bimal auto Maruti brand cars

Table 12: Demand of Vehicle is depend on Resale Value

| Factor | Frequency | Percent |
|---------------|------------------|----------------|
| Yes | 30 | 70 |
| No | 20 | 30 |
| Total | 50 | 100 |

Analysis:

From the above table it can be analysed that 30 no of respondents says yes that demands the vehicle and resale value of vehicle, and 20 no of respondents says no



Explanation:

From the above chart, it can be inferred that most respondents think that the vehicle is required, which depends on the resale value.

hypothetical test

Analysis of consumer behavior of passenger cars with the help of the respondents' personal data

Occupation, car use, income and brand

Chi-square test = $(O-E)^2 / E$

Table: Occupation and the Usage of Car

| Occupation | Personal Use | Social Status | Total |
|-------------------|---------------------|----------------------|--------------|
| Businessman | - | 05 | 05 |
| Govt Service | 05 | - | 05 |
| Private Sector | 12 | - | 12 |
| Professional | 20 | - | 20 |
| Others | 08 | - | 08 |
| Total | 45 | 05 | 50 |

Expected Frequency

| Occupation | Personal Use | Social Status | Total |
|-------------------|---------------------|----------------------|--------------|
| Businessman | 4.5 | 0.5 | 05 |
| Govt Service | 4.5 | 0.5 | 05 |
| Private Sector | 10.8 | 1.2 | 12 |
| Professional | 18 | 02 | 20 |
| Others | 7.2 | 0.8 | 08 |
| Total | 45 | 05 | 50 |

Chi Square test

| O | E | (O-E) | (O-E)² | (O-E)²/E |
|----------|----------|--------------|--------------------------|----------------------------|
| 0 | 4.5 | -4.5 | 09 | 02 |
| 05 | 4.5 | 0.5 | 01 | 0.22 |
| 12 | 10.8 | 1.2 | 2.4 | 0.22 |
| 20 | 18 | 02 | 04 | 0.22 |
| 08 | 7.2 | 0.8 | 1.6 | 0.22 |
| 05 | 0.5 | 4.5 | 09 | 18 |
| 0 | 0.5 | -0.5 | 01 | 02 |
| 0 | 1.2 | -1.2 | 2.4 | 02 |
| 0 | 2 | -0.2 | 04 | 02 |
| 0 | 0.8 | -0.8 | 1.6 | 02 |
| | | Total | | 28.88 |

Result and Discussion

Degree of freedom = (C-1) (r-1) = 5

For 5 degree of freedom at 55 level of significance =9.49

Calculated value=28.88 Table value = 9.49

The calculated value 28.88 is greater than the table value 9.49 and the hypothesis is rejected. Hence, there is significant relationship between the Occupation and usage of car.

Income and Brand name

| Income | Hyundai | Maruti | Honda | Others | Total |
|---------------------|----------------|---------------|--------------|---------------|--------------|
| Rs 15,001 to 20,000 | 03 | - | 02 | | 05 |
| Rs 20,001 to 25,000 | 07 | - | 03 | 05 | 15 |
| Above Rs.25,000 | - | 25 | 05 | - | 30 |
| Total | 10 | 25 | 10 | 05 | 50 |

Expected Frequency

| Income | Hyunda | Maruti | Honda | Others | Total |
|---------------------|---------------|---------------|--------------|---------------|--------------|
| Rs 15,001 to 20,000 | 01 | 02.5 | 01 | 0.5 | 05 |
| Rs 20,001 to 25,000 | 03 | 07.5 | 03 | 01.05 | 15 |
| Above Rs.25,000 | 06 | 15 | 06 | 03 | 30 |
| Total | 10 | 25 | 10 | 05 | 50 |

Chisquare test

| O | E | (O-E) | (O-E)² | (O-E)²/E |
|----------|----------|--------------|--------------------------|----------------------------|
| 03 | 01 | 02 | 04 | 04 |
| 07 | 03 | 4 | 16 | 05.33 |
| 0 | 06 | -0.6 | 36 | 06 |
| 0 | 02.5 | -2.5 | 07 | 02.8 |
| 0 | 07.5 | - 7.5 | 15 | 02 |
| 25 | 015 | 10 | 100 | 06.67 |
| 02 | 01 | 01 | 01 | 01 |
| 03 | 03 | 0 | 0 | 0 |
| 05 | 06 | -0.1 | 01 | 0.17 |
| 0 | 0.5 | -0.5 | 01 | 02 |
| 05 | 01.5 | 03.5 | 07 | 04.67 |
| 0 | 03 | -0.3 | 03 | 01 |
| | | | | 035.64 |

Degree of freedom = (C-1) (r-1) = (4-1) (3-1) = 5

The calculated value 35.64 is greater than the table value 9.49 and the hypothesis is rejected. There is significant relation

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

Findings

- This section lists the different results that appear within the scope of the study
- This section manages the results and findings of the risk accordingly
- Most respondents to Maruti Suzuki Automobile, so it is more popular car
- People think that Maruti Suzuki has a wide variety of cars to choose from
- People are satisfied with the prizes of maruti Suzuki cars and are willing to spend this prize to buy maruti Suzuki cars
- Most respondents consider Maruti's service better than other cars
- Obtaining new automotive fuel proficiency is a component that individuals believe will affect their purchasing options
- People think that hundi is the largest part of Maruti Suzuki Motors
- Respondents rated the alternative brand very well. The logo image is also the key point that affects the customer's purchase choice.
- Maruti Suzuki has good fuel proficiency, in-depth evaluation and extensive classification and coloring options
- Most respondents are willing to purchase maruti Suzuki cars in the future

Proposals/Recommendations

1. . Powerlessness and unwavering quality for fuel on various countries limits the improvement of Indian vehicle Industry. Similarly money used all around for fuel esteeming is USD & any adjustment in cash has arrange impact on fuel cost which hoses the auto bargain. Producers need to revolve around elective forces to move the possible destiny of automobile industry.

2. . Disregarding the way that automobile industry can't be shielded from the effects of back off and subsidence in economy, Industry ought to be more in sync with improvement and headway of India.

3. Growth in additional money and propelled training will remain the guideline drivers of future push cars. Automobile producers need to track these examples and alter their thing strategies.

4. The increment In number of ladies auto proprietors, utilizing the auto for their office, faculty and family work, hence turning into a powerful gathering, calls for discrete consideration of auto makers and advertisers to center their key endeavors toward this path.

5. During introductory hunt, TV ads On auto models and brands, seek on web sites of the maker and visit to merchants/wholesalers were the prime sources where clients assembled data On auto models and brands, advertisers should need to center around these variables to grab the eye of the proposing future clients.

6. When it came to choice in view of Inclinations, Individual needs, the best space parameters were - the need Of the business firm, peer weight from Other relatives owning an auto and Overhauled the model to suit individual aspiration. Advertisers need to comprehend these prerequisites and center their showcasing methodologies towards these client necessities.

7. In the classification of Individual inclination on comfort factors, overwhelming components were comfort in driving, esteem for cash and inside Outline, which bested the prerequisite rundown. Auto portion savvy examination likewise drew out these particular

solace necessities Over every one of the brands. Makers may investigate these perspectives to their auto configuration, so to draw in auto travelers, inclined to choose the models in light of these criteria.

CONCLUSION

Vehicles have turned into the fundamental need of life .with raising pay level, the standard of leaving of individuals has been expanding. There are a great deal of consumer who are purchasing autos and there is increasingly redirection towards purchasing conduct in autos as they are competitively valued and there is a considerable measure of variety as far as brands. Modles ,hues and so on

With the quick expanding in auto brands,consumers truly need to think cry settling on a decision or choosing for the maruti Suzuki auto to be purchaced. Because of expanded compitation more work is to be finished by the advertising offices so needs to comprehend the buy conduct of the customer. Therefore this examination would help the

companies in understanding the variables that influencing the purchase choice of the buyer and their desire from the traveler cost

After the review, it can be presume that maruti Suzuki autos have a decent future in india. Piece of the overall industry of the maruti Suzuki autos expanding vey quickly . brands like hundi,hond,and goodbye were the most preferd autos.

Likewise it can be infer that lion's share of the respondents are satisfiyed of maruti Suzuki autos

- An comprehension Of the shopper empowers an advertiser to take promoting choices which are perfect with its purchaser needs. From think about there are different significant class of purchaser mentality determinants and desires, specifically financial, mental, political, geological, statistic and Product and Technology.

- In higher fragment autos like Executive and Premium brand picture is primary Integral factor which gives affirmation Of addressing their necessities Interms Of security, execution and highlight prerequisites.

- Global brands are profoundly favored in Executive or more fragments. So auto Organizations Ought to embrace the "Think-Global, Act-Global". Approach in procedure making which includes Institutionalization Over the world.

- Brand worldwide nearness is judged by shoppers in light of accessibility around the world with Institutionalized items, mark name, dispersion channels and Interchanges. By going worldwide, the Organization will appreciate an expansion In piece Of the Overall

industry, which demonstrates increment sought after for their items. With that, the Organization can create with economies of scale, lessen cost per unit promotion Increase generation effectiveness bringing about serving clients productively and financially.

- Most imperatively, contrasted with nearby brands, Organizations with worldwide brands will have the capacity to Infiltrate into business sectors all the more effectively, in any case to high or low status looking for customers, worldwide brands with legitimate technique will empower them to accomplish an Improved worldwide picture.

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ANNEXURE

Questionnaire

NAME : _____

AGE : a)20-30 b)30-40
c)40-50 d)50-60 e)60-70

SEX : M F

OCCUPATION : Business Govt Employee
Student Pvt Employee

INCOME : Below1000-10,000
Rs. 10,000-20,000
Rs. 30,000-40,000

Occupation:

1. which is your favourite small car in maruti suzuki?

a)Alto b) Zen estilio c)switz d)wagoneR

which particular brand of MARUTI SUZUKI are you using currently?

a)Alto b)Zen estio c) switz d) wagoneR e) A star

3. why you are giving first performance to MARUTI SUZUKI while buying small car?

a)Good facilities b) Quality service c)price d) good design d) better milage

4. which promoyional media is influencing you to buy small car?

a)broad casting b) product demonstrating c) word of mouth d) publication

5. which company is your second choice while buying small car?

a)ford b) Hyundai c) Tata d) Chevrolet e) volkswagon

6.Reaso for your choice?

a)brand name b) feature c) price d) milage

7.what is your opinion about service of MARUTI SUZUKI if we upgrade to sedan whether you will opt for this same?

a)yes b)no

8. Are you satisfied about the price of MARUTI small car comparing the others?

a)Highly satisfied b) satisfied c) Neutral d) Dissatisfied

9.which is your favourite design of small car of MARUTI SUZUKI?

a) Alto b) Zen estilo c) Swift d) WagonR e)A star f) Ritz

10. Do you want any changes are you expecting in the small car segment of MARUTI SUZUKI?

a)Increase mileage b) Add new Facilities c) Reduce price d)Introduce diesel models e) Changes in design

11. Do you want any changes in small cars of MARUTI SUZUKI?

a) YES b) NO

12.Do you feel that there will be demand for a model which is in the nano platform?

a)Yes b)No

13. What are the qualities they have to include when introducing this car?

Answer).....
.....

14.what is your opinion if they are giving dieasel option for WAGONR ,AITO,A Star and Zen ESTILO?

A) Will be successful B) Will be failure

15. Rate the following feature of Maruti SUZUKI?

| | Excellent | Very Good | Good | Average | Poor |
|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Facilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Design | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Service | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mileage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

16. if MARUTI SUZUKI is planning to launch another small car which particular price range you prefer?

- a) 100,000-200,000 b) 200,000-300,000
c) 300,000-400,000 d) 400,000-500,000 e) 500,000-600,000

17. 'A star' and ZEN Estilo' have less demand than other MARUTI SUZUKI small cars, what are the reasons?

- a) Tehnical fault b) Facilities c) Design d) Price e) mileage

18. Do you feel that the introduction of more models with in the small car segment will improve sales of MARUTI SUZUKI?

- a) YES b) NO

19. Which is your favourite colour in car?

- a) White b) Black c) Red d) Blue e) Brick Red f) The silky silver
g) Sunlight copper h) Azure gray

20. What you feel about advertising strategy of MARUTI SUZUKI?

- a) Motivating b) Informative c) Makes no Difference



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student : KARTHIK V

Internal Guide : MR. NIJAGUNA G

USN No : 1AY16MBA30

Specialization : Marketing and Human Resource

Title of the Project : A study on Customer attitude

| Week | Work Undertaken | External Guide Signature | Internal Guide Signature |
|--------------------------|--|--------------------------|--------------------------|
| 17-01-2018 to 27-1-2018 | Understanding Structure, culture and functioning of the Organization | Alexkashy | enijgp |
| 29-01-2018 to 10-02-2018 | Preparation of Research instrument for data collection | Alexkashy | enijgp |
| 12-02-2018 to 24-02-2018 | Data Collection | Alexkashy | enijgp |
| 26-02-2018 to 10-03-2018 | Analysis and finalization of report | Alexkashy | enijgp |
| 12-03-2018 to 17-03-2018 | Submission of Report | Alexkashy | enijgp |


COMPANY SEAL



BANGALORE
COLLEGE SEAL

