CERTIFICATE

This is to certify that **Mr. JISHNU MURALEEDHARAN. P** (Reg. No.1AZ16MBA26) is a IV semester M.B.A student of Acharya Institute Of Technology , Bangalore has successfully undergone the ten weeks project work about " Brand Loyalty " under Marketing specialization in our organization during the period from 15th January 2018 to 24th March 2018.

His conduct during this period and inquisitiveness about the subject matter to acquire knowledge has been well and good. During the training he has been trained in various departments and has been guided by us in his project work.

For **STAR PLASTICS**

Place : Mullurkara
Date : 29th March, 2018.

Manager
(Admn. & Finance)

ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 08/05/2018

CERTIFICATE

This is to certify that **Mr. Jishnu Muraleedharan P** bearing USN **1AZ16MBA26** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Brand Loyalty of Customers Towards Star Plastics Pvt. Ltd., in Thrissur, Kerala**" is prepared by him under the guidance of **Prof. Bhanu Krishna V** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

16 May 18

Signature of Principal/Dean   Academics

DECLARATION

I, Jishnu Muraleedharan P, hereby declare that the Internship report entitled "A STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARDS STAR PLASTICS PVT.LTD IN THRISSUR, KERALA" with reference to "STAR PLASTICS PRIVATE LIMITED, MULLURKKARA" prepared by me under the guidance of Prof. BhanuKrishna V, faculty of M.B.A Department, Acharya Institute Of Technology and external assistance by Mr. K.G.K. DAS, Manager, Star Plastics.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten 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: BANGALORE

Signature of the student

Date: 15-05-2018

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

The project was undertaken to access the brand-loyalty and overview of star plastics Pvt Ltd in Thrissur. The internship has been carried over a period of 10 weeks; brand-loyalty is created when a person satisfies on a company product and continues to use the product for a longer time. Brand-loyalty also helps the company to increase the market share and help the company for a long run. The company is a major player and manufacturer of plastic fittings in Kerala. Even if the company is well aware of the brand building and advertisement activities they are not getting the much market and growth outside the state. They face a lot of competition from various other brands. The competitors in other places are also having the same brand-loyalty given to customers in a well expected manner. This project will identify what is brand-loyalty of the star pipes in Kerala and how they started the business in a small state like Kerala and got broadened to other places outside the state and to other countries.

Star plastics are plastic manufacturers focused on producing plastic pvc pipes and fittings and allied products. Plastic industry is rolling out a noteworthy improvement in the monetary advancement and development of different key segments in the nation like automotive industry, healthcare, electronics, construction, Fmcg etc. This project is carried out to focus on both; the brand-loyaltyof star and how plastic industry has changed the face and growth of the county and economy.

For this study I have used questionnaire and interview methods to collect my primary. The questionnaires had been collected from 100 dealers of star in Thrissur district of Kerala. The questionnaire and collected data were analyzed and interpreted in the chapter-4 of this project.

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

The project was carried out in order to find out BRAND LOYALTY OF CUSTOMERS TOWARDS STAR PLASTICS PVT.LTD Mullurkkara, Thrissur. The company is focused on production of wide range of PVC-Pipe and fitting, allied products. Star is market leader in Kerala. Today PVC-pipes industry is facing tough competition and has become a very essential aspect for the company to attract its customers and to create loyal consumers. Recently more PVC companies are emerging in our country, thus each company strives hard for its existence and to retain its customers.

Star plastics is the one of quickest and largest growing company providing varied products such as PVC fittings for large industries and agricultural pipes to the Indian market. Working in India and UAE they take extraordinary pride in their logically upheld items and endeavors that organization makes each day to enhance individual's lives. Star Plastics dependably continue updating innovation; they utilize the most recent world-class machine`s. The automated quality-control lab, logistic-division, says a lot of affinity to keep tuned in to the circumstances. STAR Channels and Fittings have presently built up a solid nearness within the whole Middle-East. Beginning with preparing 10-MT of PVC per month, it presently produces 1500-MT of PVC each month. Its items achieve a wide client base from local customers to modelers and manufacturers. Their production-center`s provide a research and Development(R&D) center where it takes a shot at applying the most recent advancements to item blend. "STAR-Plastics" is producing and dispersing quality-item`s for the water and waste-water industry for a long 30 years, where they have distribution centers across South-India and over Middle-East. STAR-Pipe`s Products stays focused on giving clients quality items and expert administration.

1.2 INDUSTRY PROFILE

Indian plastic-industry had made a great change and advancement current decades. Plastic-industry had developed a lot as an important sector of the country. The material is increasing remarkable significance in various circles and per-capita(p.a) utilization is expanding in quick pace. Consistent directions, improvements in polymer`-innovation, processing-machineries, and cost-effective manufacturing are quick supplanting typical material`s in different segment`s with plastic`s. Today PVC-pipes enterprises are confronting extreme rivalries and have turned into an exceptionally basic viewpoint for any organization. Indian-plastic`s industry had a wonderful opening in "1957" with start of poly-styrene. From that point, critical advance has been made, and the industry has developed and differentiated quickly. The industry traverses the nation and has in excess of 2,000 exporters. Indian-plastics industry makes and pushes out an broad varieties of raw-material`s, plastic-molded extrude-good`s, polyester-film`s, molded/soft luggage-item`s, writing-instrument`s, plastic-woven sack-bag`s, "polyvinyl-chloride"(PVC), Leather cloth and sheeting, packaging, consumer-good`s, sanitary-fittings, electrical-accessories, laboratory or medical-surgical ware, tarpaulin, laminates, fish-nets, travel-ware, and others. Nation's plastic`s sector is providing great energy in-terms of; capacity, infrastructure`s and then in skilled men force. It is upheld by an extensive number of polymer makers, and plastic-process machinery and mould-work makers of the country. Development index of our countries plastics-industry is one of the best and quickest in the world, in terms of plastics utilization it had developed at 16% for every year compared to other places like china where they have 10% p.a and 2.5% p.a in United Kingdom (UK).

1.3 COMPANY PROFILE

"Star-Plastics" is an "ISO" certified company which was started with proper prescience, knowledge and commitment of a person P.K .PAUL (Founder), who accepted in pitching his dreams past the limits. Company began its operation on 1984 by a dynamic personality "Paul" who started a small pvc fittings unit at Thrissur in Kerala. His goal was to of manufacturing of good quality of pvc materials and its fittings at a reasonable-value. Till that time majority of industry was in the hands of northern states of India. "Paul`s" competitive mind and hard work for his determination made a niche for his of products`s to start in Kerala. But for his efforts and hard work, within a short time period made success in both south and north Indian markets.

In 1988 star plastics got to be the first "PVC-pipe and Fitting" manufacturing company in south-India to get the prestigious`s "ISI" mark for quality. From there the next plan was for the market-expansion which made star to setup offices and branches at different locations in and outside the country and made them as one of the major players in the field of plasic`s manufacturing. Later in 1994 star began to start production and marketing if flexible--hoses in the brand-name of " STAR-FLEX".

To take over new responsibilities Mr. Paul introduced Mr. Bobby who is his eldest son. He took over the responsibilities for supervising production, logistics and travelled long for searching much business opportunities. As globalization made a huge impact in the global market he made a scope for exporting products to other countries like UAE, Qatar, Bahrain etc. In 1998 P.K Paul sad demise effected the functioning of the company and its vision. This made Bobby to took over the responsibilities along with his brother Mr.Anto Paul who was handling the overseas operations and technological affairs of the company. Now the present group of star consist of various groups like Star-Plastics, Shine-Star, Shine-Star, Star-exporters & fine Polymers; which is a new venture of star` for the purpose of exports.

To take over the challenge of "globalization", in 2000 Star set-up a core team and started working for "ISO" certification. On Aug.2001; Star had become the first company who manufacture P.V.C and fittings to receive the "ISO-9002" certification. From there star had a great run and they became the market leader in Kerala and Tamilnadu. They made a great competition for other companies in other states. The company also made a huge presence in other like Middle-East in Dubai. This is a Multi-core and a multi-product

company where they are deeply involved in the distribution, sale, manufacturing, installation and servicing to attract customers and to bring satisfaction together with social responsibilities.

From the last decade there has been notable growth in star groups which mad them emerge as a leader in the plastic industry market. Star-Plastics had a turn over of 100 crore per annum and manpower strength of more than more than 200 employees. The company has more than 40% of growth each year because of new and young dynamic People coming to the company. The company increased the production by 50% within these 2 years and made a huge additional-investment.

Star group made a great development as a professionally managed company consisting of 8 manufacturing unit and 3 production centers with total capacity of 3850 Meter Perannum. There are numerous centralize back administrations which are entirely made for the foremost existing standards for quality and for client administrations, where they are constantly motivated for the fulfillment of the company dreams.

1.3.1 PROMOTERS

The company is created by P.K Paul the Founder of the company. Along with the promoters who are;

Bobby paul   - Managing Director

Managing partner - Anto Paul

Partners   - Mrs. Rosy Paul, Lisha Bobby, Fina Anto.

1.3.2 VISION, MISSION AND QUALITY POLICY:

Vision: - "Maintain the hegemony as the most reliable provider of high quality PVC products to meet the diverse requirements of potable water-distribution, domestic-plumbing, bore-wells and lift-irrigation purposes. We aim to make each of our products a paragon of quality and technical excellence. Through our constant Endeavour's of research and innovation we strive to come up with new products that help architects and builders keep ahead of the times".

Mission: - serve water projects, construction activities and agriculture on global level to ensure customer-satisfaction.

Quality policy:

It is the policy of the company to continually meet and exceed customers need by manufacturing and supplying pvc-pipes and fittings as per agreed quality at the agreed time and in the agreed quantity. Customer's satisfaction will be our priority in all our activities. The management and employees are committed to comply with requirements and continually improve the effectiveness of the quality management system.

- To manufacture and market goods, which comply with the consumers requirements.
- To achieve customer satisfaction is the basic philosophy of the organization.

1.3.3 PRODUCTS

The company product includes plumbing equipment materials such as P.V.C-pipes, fittings, S.W.R-fittings and P.V.C-adhesive. Star-fitting leading names fittings over all the states. These pipe fittings are manufactured from the finest grade P.V.C resin trusted and acclaimed all over the-country for quality. Due to high tensile strength and reliability used in Industry, homes etc.

The company's fittings are also available in above 10 shapes and measures start from 20mm to 200mm. These fittings are also in 3 different colors. Injection modulated P.V.C-Pipe fitting gives a total assurance for the safety it also comes with "ISI" specification and guarantee safety on, non-toxic water for all purposes.

The company concentrate on the production of a different range of PVC-Pipes fitting, allied product. Their items are basically categorized as

'PLUMBING AND WATER-DISTRIBUTION'
- ❖ C-P.V.C HOT AND COLD WATER SYSTEM
- ❖ U.P.V.C PLUMBING PIPES
- ❖ HIGH PRESSURE PVC PIPES

'PLUMBING AND DRAINAGE'
- ❖ S.W.R FITTINGS
- ❖ DIMENSIONS OF U.P.V.C PIPES FOR SWR

'PRESSURE PIPES-SYSTEM'
- ❖ U.P.V.C-PRESSURE PIPES
- ❖ U.P.V.C-PRESSURE FITTINGS
- ❖ U.P.V.C-BRASS INSERTED FITTINGS

'PIPES FOR BORE-WELL'
- ❖ CASING-PIPES

'ADHESIVE AND DELIVERY-HOSES'
- ❖ SUCTION AND DELIVERY-HOSE
- ❖ STAR BOND-HEAVY DUTY PVC ADHESIVE

1.3.4 AREAS OF OPERATION

The company operates its activities in different places. Company uses high quality of raw material for its products.

PRODUCTION-CENTERS:
- **STAR-Plastics in Mullurkkara, Thrissur(dist)**
- **Shine-Star in Minaloor, Thrissur(dist)**
- **Star-Flex in Velappaya, Thrissur(dist)**
- **Star-Pipes in Choolissery, Thrissur(dist)**
- **Star-Pvc Pipes and Fittings(Pvt) ltd in sri perumbathur, Chennai**
- **Star-Implex Industries llc in Dubai, UAE**

1.3.5 INFRASTRUCTURE FACILITIES

Company functions in a vast land. Its infrastructure is spread around to a large area. They have basic amenities from

- Washrooms
- Canteen
- Parking space.etc.

Company has a nice atmosphere and a good working-condition for workers to work. They have various departments, and they function clearly & neatly for sustainance of brand-image.

1.4 COMPETITORS INFORMATION

In Kerala Star-plastics has much Markets than any other companies, Star-Plastics is market leader in homeland, but when it comes to other states and places there are lot of other company which gives high competitions to Star-plastics, some of the companies are:

- Prince-pipes &fittings PVT Ltd.
- Supreme plastics
- Finolex industries
- Astral pipes
- Sealexcel Pvt Ltd
- Waterec india Pvt Ltd.

1.5 SWOT ANALYSIS

In every organization/company there will be some Strengths(S), Weakness(W), Opportunities(O), and Threats(T). It is very important for the company to identify each of the points and understand about themselves. Here am going to mention the SWOT of the star plastics.

Strength:
1. Company has good brand-image in the minds of clients.
2. Products are accepted by all around globe because of the quality.
3. It is Multi-Unit & Multi–Product Company, providing all products in PVC-Pipe industry.
4. They have a great role in places like Europe, middle-east, Africa`.

5. Company has a good performing marketing team and a powerful distribution-system.

6. Company has well dedicated marketing-force with effective&efficient promotion-strategy.

7. Company is completely equipped with computerized-departments, production units &corporate offices where they connected using intranet.

8. Star has committed work-force provided with technically skilled labours and superior officers, keeping harmony in the workplace and helps in maintain work goals together.

9. Stringent quality-measures adopted, backed by a strong quality control and R & D team.

Weakness:

1. Every workers in the Organization doesn't follow the dress code in the office and workers dress are worn according to convenience.

2. Company has limited-branches all over india.

3. Lack of distribution-channel, where they not concentrating much even in the kerala. They cover not much rural places and they need much improvements in their marketing.

4. Advertisements should have made much reach to the market, where they focus less into it.

Opportunities:

1. PVC-Pipe industry growth in the country is a big opportunity for the company.

2. There are immense opportunities for company to expand the market as the country is in development stage and it has lot of more to do it.

3. There are more opportunities in Government-Sector, where they can cover. (E.g. Govt. is providing subsidies to farmer`s for buying agriculture`-equipment's).

4. There is a huge growth in real-estate on account of nuclear-family.

5. There is an opportunity of gaining agricultural promotional schemes by govt.

Threats:

1. Pricing strategy is a threat for company when the price of raw-materials and other substances increases.

2. Competitors in the industry are more and they are strong enough to compete.

3. Changing technologies and substitute products over the plastic is a threat.

4. Competitors like (Hy-count- Pipes, A-One-Polymers, Finolex Industries etc.) are changing their strategie`s and formulating new type to capture new market`s.

5. As PVC is a plastic element which is non-biodegradable is a pollution maker and there is a high chance to ban plastics in the future.

1.6 FUTURE GROWTH AND PROSPECTS

The globalization and economics happened in the global world-market shown new challenges to the company. Now star is making out plans to these challenges translated as an opportunity. There is planning to make a centralized system for their software network so that the work progress and can be viewed from anywhere where they have branch/corporate offices. Each steps and company sales and marketing progress and their current scenario can be viewed using this software.

At present the company is capable to making only 10% of the market requirements, inorder to make much more increase in the production company is planning to increase the production capacity and to a maximum extent. The company is also planning purchasing new powerful and efficient modern machineries capable of being producing large number of units at a time. The research and development(R&D) of the company is trying to make thieir products reach to international market, by learning the neeed and modern technologies that they need to survive in that market. This help company to reach its customers there in the international market and make manufacturing an easy procedure with cost effective manner

Star is now mainly concentrating much of expansion of the company. Star is trying is to create a monopoly market in the world. Where their products are highly demandable than the other products. The company also focuses on dividing the market state-wise, where they segment the market according to their customer's needs and wants. Company is now planning to make much effort towards creating demand for market inside India and with the success it leads them to start a new career for competing them in international markets and be market leader in every part of the world.

1.7 FINANCIAL STATEMENTS

BALANCESHEET OF 2015-16 (Tab No:1.1)

STAR PLASTICS,THRISSUR

BALANCE SHEET AS AT 31ST MARCH, 2016

		As per Schedule	As at 31st March, 2016	As at 31st March, 2015
			(Rs)	(Rs)
I.	**LIABILITIES**			
	1 Partners Funds			
	(a) Partners Capital Accounts	1	7,27,00,000.00	4,65,00,000.00
	(b) Partners Currrent Accounts	2	(5,00,57,630.00)	(4,43,59,279.99)
	2 Investment Subsidy received from SIDBI		15,00,000.00	15,00,000.00
	3 Loan Funds:			
	Secured Loans	3	19,37,36,226.28	21,20,58,016.27
	4 Deferred Tax Liability (Net)		22,79,098.00	33,69,262.00
	5 Current Liabilities and Provisions	4		
	(a) Current Liabilities		30,39,21,164.78	31,11,24,974.13
	(b) Provisions		5,71,31,569.00	3,82,40,705.00
			361052733.78	349365679.13
	TOTAL		58,12,10,428.06	56,84,33,677.41
II.	**ASSETS**			
	1 Fixed Assets:			
	(a) Tangible Assets	5	16,25,36,063.58	17,81,76,656.22
	2 Investments	6	16,71,250.00	29,74,750.00
	3 Current Assets, Loans and Advances:	7		
	(a) Inventories		143733092.63	14,25,49,023.15
	(b) Trade Receivables		13,00,57,666.58	9,72,43,387.67
	(c) Cash and Bank Balances		5,42,52,142.70	6,36,76,949.65
	(d) Other Current Assets		2,26,734.04	8,55,797.27
	(e) Loans and Advances		8,87,33,478.53	8,29,57,113.45
	TOTAL		58,12,10,428.06	56,84,33,677.41
	Significant Accounting Policies and Notes to Accounts	15		

MANAGING PARTNER:

BALANCESHEET OF 2016-17 (Tab No:1.2)

STAR PLASTICS, THRISSUR

BALANCE SHEET AS AT 31ST MARCH, 2017

		As per Schedule	As at 31st March, 2017 (Rs)	As at 31st March, 2016 (Rs)
I.	**LIABILITIES**			
1	**Partners Funds**			
(a)	Partners Capital Accounts	1	8,27,00,000.00	7,27,00,000.00
(b)	Partners Currrent Accounts	2	(5,71,40,413.70)	(5,00,57,630.00)
2	Investment Subsidy received from SIDBI		15,00,000.00	15,00,000.00
3	**Loan Funds:**			
	Secured Loans	3	18,26,31,699.61	19,37,36,226.28
4	Deferred Tax Liability (Net)		-	22,79,098.00
5	**Current Liabilities and Provisions**	4		
(a)	Current Liabilities		31,12,87,506.45	30,39,21,164.78
(b)	Provisions		7,67,96,165.00	5,71,31,569.00
			388083671.45	361052733.78
	TOTAL		59,77,74,957.36	58,12,10,428.06
II.	**ASSETS**			
1	**Fixed Assets:**			
(a)	Tangible Assets	5	17,15,95,438.55	16,25,36,063.58
(b)	Capital Work-In-Progress		24,42,244.00	-
2	Investments	6	13,80,750.00	16,71,250.00
3	Deferred Tax Asset (Net)		2,00,121.00	0.00
4	**Current Assets, Loans and Advances:**	7		
(a)	Inventories		169391481.87	14,37,33,092.63
(b)	Trade Receivables		13,21,40,243.90	13,00,57,666.58
(c)	Cash and Bank Balances		5,83,86,805.74	5,42,52,142.70
(d)	Other Current Assets		4,60,411.85	2,26,734.04
(e)	Loans and Advances		6,17,77,460.45	8,87,33,478.53
			42,21,56,403.81	41,70,03,114.48
	TOTAL		59,77,74,957.36	58,12,10,428.06
	Significant Accounting Policies and Notes to Accounts	15		

MANAGING PARTNER:

CHAPTER- 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

Brand-loyalty happens when an individual buys his items from a producer or from a specific company instead of acquiring from other company or producer. It is the person's adore of using a specific item & utilizing same item which makes him faithful to that item. Loyalty` comes when clients are prepared to buy a company` item indeed at higher costs, prepared to go for anyplace to buy item-brand.

This study, in showcasing, comprises of buyers commitments towards re-purchase or otherwise proceeds utilizing the brand` and can be illustrated in repeated-purchasing of an item and other positive; behaviors like "Word of Mouth-backing".

Examples of brand-loyalty promotions:

- ➢ My Coke-Rewards
- ➢ Pepsi-Stuffs
- ➢ Marriott-Rewards

Brand-loyalty` is just more than basic repurchasing of "products/services". Clients may re-purchase a product due to some reasons (Like seller Lock- in a lock viable alternative, or out of comfort. This sort of loyalty` is called as "Spurious-loyalty". A later study appeared that client devotion is influenced by client fulfillment, but the affiliation varies based on client switching-costs. Genuine brand-loyalty is created when clients have a high state of intellect to a brand` which is at that point shown through re-purchase behaviors. This sort of loyalty` can be an extraordinary resource to a firm; Clients are happy to give higher-costs, because they may costs less, but they can also bring new client's to the firm. In case if a person has brand-loyalty towards a Company called "A"; he will buy company "A's" items even Company "B's" products are cheaper` or of a better quality. From this point of numerous marketers Loyalty` towards a brand in terms of customer utilization may be a main figure. However the companies ought to make sure that they aren't holding loyal; but also unbeneficial clients.

Usage rate

Kotler's heavy users` are probably to be excessively imperative to the brand. As a outcome, supplier's regularly divide their clients as heavy, medium and light users`; as distant as they can, they target overwhelming clients. In any case study shows that overwhelming clients of a brand` are not always the foremost productive to a company.

Loyalty

The 2nd element is that, if client is dedicated to a brand. Philip-Kotler, once more characterizes four designs of behaviors.

- Hard-CoreLoyals – those who purchase from one every time.

- Split-Loyals – those who aren't loyal` on one or more brands.

- Shifting-Loyals – those who aren't regular; changing brands.

Bandwagons - with no dependability (conceivably 'deal prone', continually seeking out for deals or 'vanity-prone', seeking out somewhat distinctive). Once-again, study shows that customer-loyalty may be more nuanced fine-grained develop than what was already thought. Particularly, customer-commitment which has 5 dimension, a few commitment`-dimensions (constrained commitment may indeed adversely affect client devotion).

Factors influencing Brand-Loyalty

It is recommended that "Loyalty`'" consists of level of predispositional` dedication in direction of a brand. "Brand-loyalty" is regarded as multi-dimensional assemble. It is made-up by numerous districts psychological-technique and it includes multivariate-measurements. Clients perceived valve, logo agree with, clients' pride. Repeating purchase-behavior, and dedication are observed to be important thing which influence` elements of brand-loyalty followed via apparent values, satisfactions and brand` agree with Fred Reich held, one such significant writers on brand`-loyalty, claim that enhancing purchaser-loyalty` should have remarkable effects on profitability. Though, studies suggest that the association amongst consumer-loyalty and monetary results inclusive of firm productivity and stock- market outcomes is not as turned into as soon as believed. Many corporations can also overspend on customer-loyalty, after which do now not attain the meant advantages. In advantages from brand -loyalty particularly, longertenure or staying as a customers for longer - was stated to be lower sensitivity to rate. These declare had no longer been empirically tested till these days. Current studies determined evidence that longer- term clients had been indeed much less sensitive to charge boom. but, the claims of Reichheld had been empirically tested by way of Tim Keininghani and no longer found to preserve. Byron Sharp confirmed empirically that conduct affects attitudinal response now not the other manner round. Long term clients are much less sensitive due to the fact is tougher for them to completely forestall the use of the logo. In any other examine Mittal and Kamakura showed that though satisfied clients

were much more likely to repurchase their previous emblem of automobile, the connection changed into no longer very strong, varied for unique consumer companies, confirmed non — linear pattern for exclusive groups, and become certainly non-existent for some consumer organizations.

Industrial market

In the industrial market, corporations regards the heavy` user as predominant accounts to be handled by means of superior sales employees or even managers` while light users may be dealt through the general sale pressure or through a broker.

Portfolios of brand's

"Purchasers buy portfolio of manufacturers". They change regularly between brands`, regularly due to the fact that they simply need an alternate. For this reason brand penetration of brand-share reflect best a statistical hazard that most people of customers will however that brand subsequent measure as an elements of portfolio of brand they prefer to. It doesn't assure that they'll be loyal. Influencing the statistical probabilities going through a purchaser deciding on form portfolio of preferred manufacturers, which is required in this context, is a very exclusive function for brandmanager; in comparison with the an awful lot less difficult-one historically described of recruiting and holding devoted customers. The concept additionally emphasizes the want for dealing with continuity.

Benefits of brand-loyalty

Advantages in brand-loyalty are` longer residency and decreases impact to its price hikes. Latest study explains proof which is long-term clients are much less-sensitive of price-hikes. Consumers purchase, "Portfolios of brands". They switch frequently between brands, frequently due to the fact that they in reality need a change. For this reason "brand-Penetration" or "brand-share`" displays just a statistical chance that most people of clients will purchase that brand next time as a part of a portfolio of brands. It does no longer assure that they may stay loyal.

On growing promoting and loyalty that inspire customer for certain kind of movement, organizations are constructing brand-loyalty via presenting extra than making an advertisement. Supplying incentive like big=prize create environment wherein clients see that advertisement greater than simply the advertiser. People are more likely to come back to the

organization that makes use of exciting promotions or loyalty-programs than organizations with normal and common message "buy our brand because we're the excellent."

Five key traits a loyal customer

> ➢ Loyal customers will go on purchasing the same products they use. Loyal customers don't purchase other products.
> ➢ Loyal customer continues as customers even price impact.
> ➢ Loyal customers go searching for that same product anywhere.
> ➢ A loyal customer helps in suggesting for any change.

Measuring Loyalty

The method to measure loyalty is closely related to how loyalty is described. Proper calculation for loyalty can only arise when there is a correct definition of the concept thus, through the years, many researcher have advanced technique for measuring and assessing the extent of brand-loyalty in numerous field and context.

From the meaning given to brand-loyalty by Jacob`y and Chestnut` (1978), there has been 3 specific technique to measure the loyalty-; behavioral-measurements, attitudinal-ones and combined-measurements, currently, researchers made advanced method for measuring loyalty by extending the option of loyalty` by both behavioral and attitudinal factors. A crucial evaluation of these studies will assist to a better measurement for brand loyalty.

Measuring customer brand-loyalty has been a problem for several studies. Currently, brand-loyalty is alleged as a high-quality effect of behavioral function of repeated-relationship among buyers and the sellers. This made researcher to measure the extent of client brand-loyalty based on rate of recurrence of the purchase and brand-awareness. Also the method neglects significance to understand the method on which purchasers take choice of undertaking a certain buy behavior.

The marketing literature has enough theories that try and provide an explanation for the term "loyalty". The primary benefit of behavior principle is that loyalty addressed beginning from an current consumer, and is easy to discoverer. Those actual behaviors are the base of the real turnover and profit and possibly it is the most critical loyalty component for the companies.

Brand-Equity

It's term used in `marketing where it talks about value of getting nicely- recognized 'Brand-name', created totally on the thought that renowned brand-name can create more revenue from its products than has less popular brands, as the people(customers) believe that an item or product with a renowned name can be highly believable otherthan product with much less renowned names`.

The terms which refers to the value of a brand, According to this study, it has been measured from various angle which are; cognitive psychology & Information-economics.

According to cognitive-psychology brand-equity depends upon customer's consciousness in brand-specifications and association`s, where it creates characteristic belief.

According to information-Economic`s, a good brand-name gives a best symbol product-quality to buyers and then generates income for the return in their brand-investments. It is precisely proven that brand-`equity performs one such important function inside willpower of price-structure and companies are capable of charging premium prices that which can achieve from brand-equity later controlling` product-differentiation. Few advertising researcher`s have made conclusions that brand`s are valuable property of an enterprise where brand-equity could also boom the economic price of a brand for the brand creators.

2.2 LITERATURE REVIEW WITH RESEARCH GAP

1) J. Douglas McConnell (1968) has performed a research where he mentions that a field test with a factorial layout shows that customer's advanced-choices for brands of physically homogeneous-item, except for its brand-name and price.

2) Cathy.J. Cobb-Walgren, Cynthia Ruble and Naveen Donthu (1995): Explains about aftermath of brand-equity. Specific author also examines the effects of brand-equity in consumer preferences and their purchase`s idea's. After the study it has been examined from two category of hotel & house hold-cleansers, brand` with good advertising-budget will achieve high brand-equity also they were greater preferences for purchasing.

3) Jagdish N. Sheth (1968) in his paper said that, factor analysis is a tool to measure the parameters, where the empirical model to access "brand-loyalty" is based on the consumer's purchasing pattern.

4) Deepak and Agarwal (1996) in their research explains that issues trade promotion & balancing media (with push and pull strategy)of manufacturers in consumers packed products. The examination brought forward that if one-brand is stronger with cost effective then that brand` needs less advertising than the other brands, but if more loyalty` is existing then advertising is more required.

5) Tülin Erdem`, Joffre Swait,Susan Broniarczyk, Dipankar-Chakravarti,(1999), shows in their research paper about the relation between the brand-equity, consumer learning and about the consumer choices taking two modern trend in market places which are store brands & internet. Brand-equity` is normally described as a progressive software which brand endow a product, in comparison to non`branded part. Examination intensified this meaning & suggested brand value is incremental impact of the brand`s on all parts of the customer`s assessment & decision-making process.

6) Lampo, Sandra Scamardo (2001) explained in his study that, brand- development is crucial in services, he made a statement that it is more important than the product branding. This model of service brand preference provided helped a lot of academician`s and brand-managers a framework to know link between the service brand-associations, services types and services brand-preference. Ultimate outcome showed need of fundamental aspects in services-branding where it has given more impact to present study.

7) Arjun-Chaudhuri & Morris B. -Holbrook (2001) in his study examine`s two properties in brand-loyalty` which are Purchase- Loyalty& Attitudinal Loyalty`. They make these linking variable from chain-effect to the brand-trust and then brand effect to Brand-Performance. The outcome of the result says that both the product and brandlevel variable are controlled for brandtrust and brandeffect together can determine the Purchase`loyalty in highmarket share, where attitudinal loyalty can be related with high relative prices.

8) Kevin lane Keller (1993) in his research has explained a conceptual show of brand value from the view point of a buyer. Customer`-based brand-equity is created when customer is well know with the brand and holds a few favorable, solid, & special brand affiliations in memory. The article moreover investigates a few particular viewpoints of this conceptualization by considering how customer based brand value is built, measured, and overseen.

9) Steve Hoeffler & Kevin Keller (2002) in his study explains "Building brand-equity through Corporate-Societal-Marketing". In his article, creators portray 6 methods via which corporate societal marketing construct brand-value:

(1) Building/Creating Brand-Awareness,

(2) Enhancing/promoting Brand-Image,

(3) Putting in Brand-Credibility,

(4) Bringing out Brand-Sentiments,

(5) Making a feel of Brand-Community, &

(6) Evoking Brand-Engagement.

10) Susan`M. Broniarczyk & AndrewD. Gershoff (2003), in research-display two tests that have a see at the affect of brand value on customer valuation of such minor traits and the corresponding affect which can have on brand`-value. The results expressed that each intemperate & less value producers pick up from advertising an highlighting trivial characteristic within the nonappearance of a disclosure of its genuine esteem.

11) Girish`N.Punj & Clayton.L. Hillyer(2004), conducted a study where 4 cognitive components were categorized as global brand-attitude, strength of preference, brand-

knowledge, &brand-heuristic. The result`s suggest each one the diagnosed cognitive additives are essential determinants of client-based brand-equity.

12) Pankaj Aggarwal (2004), in his paper quoted that, while customers form relations with brands they use and norms of their interpersonal relations as a guide for the brand-assessment. The two relationship sorts were tested, which are trade relationship and communal relationship. the trade relationship are which benefits are given to others for getting something in return where the communal relations are given to expose situations according to different desires. The outcome of this presents that the request for a goback situation infavour is instant and the assessment of a communal and exchange participants are not drastically different.

13) RolandRust, Katherine-Lemon, &ValarieZeithaml (2004), in project explains about a unique strategic frame-work that permits competing with marketing approach. The change happened inside the companies consumer-equity in its exchange with the contemporary and destiny. Customer`s lifetime value added throughout all consumers inside industry. To show this method can be worked out in a particular company setting and to expose the technique used to check and to validate the version, author`s illustrate depth utitlity of this approach by the help of using statistics from the aircraft industry.

14) Janell D Townsend (2005) explains that source & effect in brand-fairness on the automotive enterprises, where centered to recogonize effect of company level strategic move on consumer based dimensions in Brand-Equity, awareness, intended loylaty perceived economy, quality and image. The outcome show high effect of advertising as measured using annual costs, in all the dimensions of Brand-equity except its luxurious iamge.

15) Charm Gon Kim and Hong-Bumm Kim (2004), in their inference said that strong brand value is altogether connected with income for quick-service hotels. The inquire about inspected 4 components of brand equity, especially, brand awareness, brand image, brand loyalty, and perceived quality. of these traits, brand awareness had the foremost capable coordinate affect on incomes, indeed as dependability had the slightest impact. one of the opposite finding was that, awareness affirmed the littlest affect on brand equity, distant eclipsed by means of image then loyalty, and item quality.

16) Peter.J.Danaher, Isaac.W.Wilson and Robert.A. Davis (2003), in research compared buyer brand-loyaltyin online and conventional shopping situations for over 100 brands in 19

grocery item categorie`s. They compared observational loyalty with a pattern model , an unused fragmented Dirichlet demonstrate, which has idle classes for brand choice and gives precise show for buy behavior. The result`s appear that observed brand-loyaltyfor big market share brands which are bought online are essentially higher than anticipated, with the reverse result for small share brands.

17) James.B.Faircloth, Louis.M.Capella and Bruce.L.Alford (2001), in research talks about impact of brand state of mind and brand image on brand value. The results demonstrate that brand value can be controlled by autonomous construct level by giving particular brand affiliations or signals to customers which these affiliation`s will result in images and attitudes which impact brand equity.

18) La`uranne-Buchanan, Carolyn.J.Simmons &Barbara.A.Bickart (1999), says that the retailer display decision can negatively impact the equity of a well known and efficient brand. The results shows that high equity brand valuations are impacted by nonfamiliar context when, a mixed display structure leads customers to assure that context brand is important for evaluating the high equity brands. The second statement says that the precedence given to one brand over the other in display make the expectation brand deirrerecnes or their similarities accessible. The third statement says that the unfamilier context dis-confirm these expectation.

19) Chan.Su.Park & V.Srinivasan (1994) , in study explain`s measuring and working out a brand's equity in a product class and evaluating the equity of the company's extension into an additional but related product class. It uses a consumer based definition of brand equity because they brought price endowed through the manufacturer to the product as perceived by means of a client. It measures brand equity because the change between an character customer's total brand preference and his or her company choice on the foundation of objectively measured product attributal level`s.

20) Casey, Russell-Allan` (2003)in research tells about effect on company equity on brand abilities. Previous findings state that luxurious manufacturers show up tobe equipped to lengthen un related classes. The results additionally advocate that scholars who attend historically Black school/institution perceive brand extension otherwise than pupils that attend a Predominately White college. Final Statements endorse businesses needing to make an un`related company extension should make an eye on their target population before making a brand extension

CHAPTER-3
RESEARCH DESIGN

3.1 STATEMENT OF PROBLEM

This research` takes a look on brand-loyalty of the star-plastics company in Thrissur district. This is to find loyalty` of the company among the customer groups. How much the company does have brand-image in minds of the customers and in the market. The research study focus on finding these issues and solve how much company has the ability to enter and compete with other competitors in other places outside Kerala.

3.2 NEED OF STUDY

The study addresses brand-loyalty of STAR-PVC pipes and fittings in Mullurkkara, Thrissur. Indian-plastic industry has got the potential to continue its fast growth even if competition is faced inside the industry. The study will help the company to make their products exposed more to the market by exposing their competitive` advantage and by knowing the brand trust and brand loyal among the customers about the product which will help them to formulate new market strategies and new efforts to their product marketing and service. The study is conducted based on customers of star-plastics in the Thrissur area.

3.3 OBJECTIVES

- To know the brand-loyaltyof STAR-PVC pipes and fittings among the customers.
- To evaluate the purchase of loyal group.
- To know the factors influencing brand-loyaltyof STAR-PVC pipes and fittings.
- To know the effects of price hikes on brand-loyalty.

3.4 SCOPE OF STUDY

The study addresses to the brand-loyalty of Star PVC pipe and fitting in Mullurkkara, Thrissur. The study is conducted through customers of Star-plastic from the areas of Thrissur. The study will expected to take 60 days of live research starting from 15.01.2018 to 24.03.2018 with the core objective of the research of the research to know the Brand-loyalty of Star-PVC pipes & fitting In Thrissur area. Brand-loyalty means the faithfulness of buyer to a unique manufacturer, expressed by means of their repeat purchases, without reference to the advertising and marketing stress generated through the competing brands. The success of organization mostly depends on the how much we maintain relationship with our buyers.

3.5 RESEARCH METHODOLOGY

SOURCE OF COLLECTING DATA

Two sources to gather information are to be specific:

a. Primary-Source
b. Secondary-Source

PRIMARY DATA

The Primary-Data is the direct data which I get through individual meetings, interview and questionnaire. This information will give the most key data for making my examination.

SECONDARY DATA

The secondary source included brochures, annual reports, magazines, internet, magazines and journals. Etc.

SAMPLING SIZE

Sample size is taken for the project is 100

SAMPLING METHOD

Convenience sampling method was used to collect sample from the population.

3.6 HYPOTHESES

H0: The frequency of purchase does not depend upon Income Groups

Ha: The frequency of purchase does depend upon Income Groups

Descriptives (Tab No:3.1)

How often do you buy from STAR ?

	N	Mean	Std Deviation	Std Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Lessthan 100000	42	2.1667	1.10247	.17012	1.8231	2.5102	1.00	5.00
100000-200000	34	2.9706	1.02942	.17654	1.6114	2.3298	1.00	5.00
200000-300000	14	3.0000	1.35873	.36314	2.2155	3.7845	1.00	5.00
300000-400000	5	3.6000	1.14018	.50990	2.1843	5.0157	2.00	5.00
400000- and above	5	3.6000	.70711	.31623	2.1220	3.8780	2.00	4.00
Total	100	3.0660	1.18112	.11811	2.0956	2.5644	1.00	5.00

The above descriptive table shows that there is variation with respect to Income level shows in Mean Value. As the Income level Increases, Their frequency of purchase also increases.

ANOVA (Tab No:3.2)

How often do you buy from STAR

	Sum of Squares`	d.f	Mean-Square	F	Sig.
Between-Groups	22.106	4	5.527	4.526	.002
Within-Groups	116.004	95	1.221		
Total	138.110	99			

The above Table (ANOVA) shows that the frequency of purchase depends upon Income group with significant value 0.002 which is less than 0.05. Alternative hypothesis should be accepted. It means Customers frequency of purchase depend upon Income level.

3.7 LIMITATION

➢ The project is only surveyed and conducted in a small location like Thrissur in kerala.

➢ The company never revealed their problems they faces and other labour issues happening inside the organization some of these information from these areas has restricted me to collect information for this project.

➢ Some of the respondents were busy in their own work and they gave less focus to questions asked to them.

3.8CHAPTER SCHEMES

Chapter 1- Introduction

First chapter contains the introduction to the project where it explains about the industry-profile, company-profile, competitor's-information, swot-analysis of company and its financial statement.

Chapter 2- Conceptual background and literature review

Second chapter consist of theoretical background to the project, then literature review of the project topic.

Chapter 3- Research Design

Third chapter contains components needed for conducting project research; it has statement of problem, need, objectives, & Scope of study. The chapter also contains hypotheses and limitation for the project.

Chapter 4- Analysis and Interpretation

This chapter contains data's collected for the project, data analysis, interpretation of data collected and the statistical tools which are used for the project.

Chapter 5- Summary of findings, conclusion, suggestions

This is the final chapter of this project. Where it explains about the total of all the project- Findings, Suggestions, Conclusion.
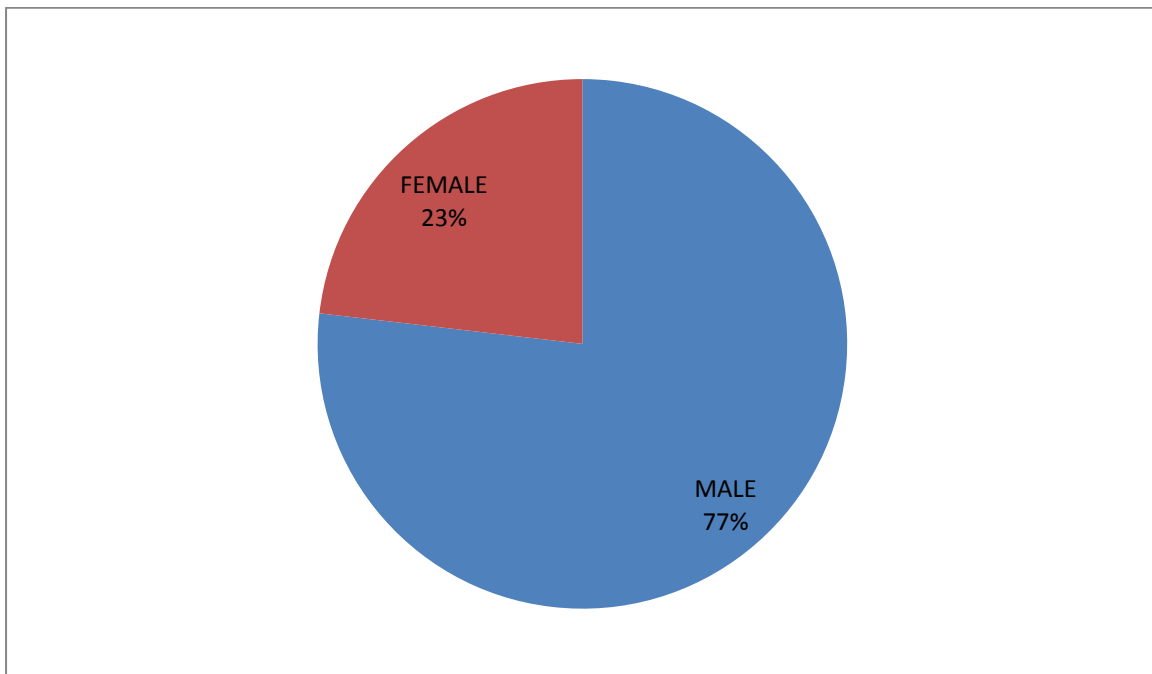
CHAPTER-4

ANALYSIS AND INTERPRETATION

4.1 DATA

1) **Gender of Respondent`s ? (Tab No:4.1)**

| ATTRIBUTE`S	NO OFRESPONDENT`S	PERCENTAGE
Male	38	77%
Female	22	23%
TOTAL	**100**	**100**

(Chart No:4.1)

Interpretation

The above table indicates that out of 100 respondents 77% of the respondents are male and 23% are female.

2) Age Group of Respondent ? (Tab No:4.2)

ATTRIBUTES	NO OF RESPONDENT`S	PERCENTAGE
Less than 20	13	13%
20-29	24	24%
30-39	28	28%
40-49	19	19%
50 and above	16	16%
Total	**100**	**100%**

(Chart No:4.2)
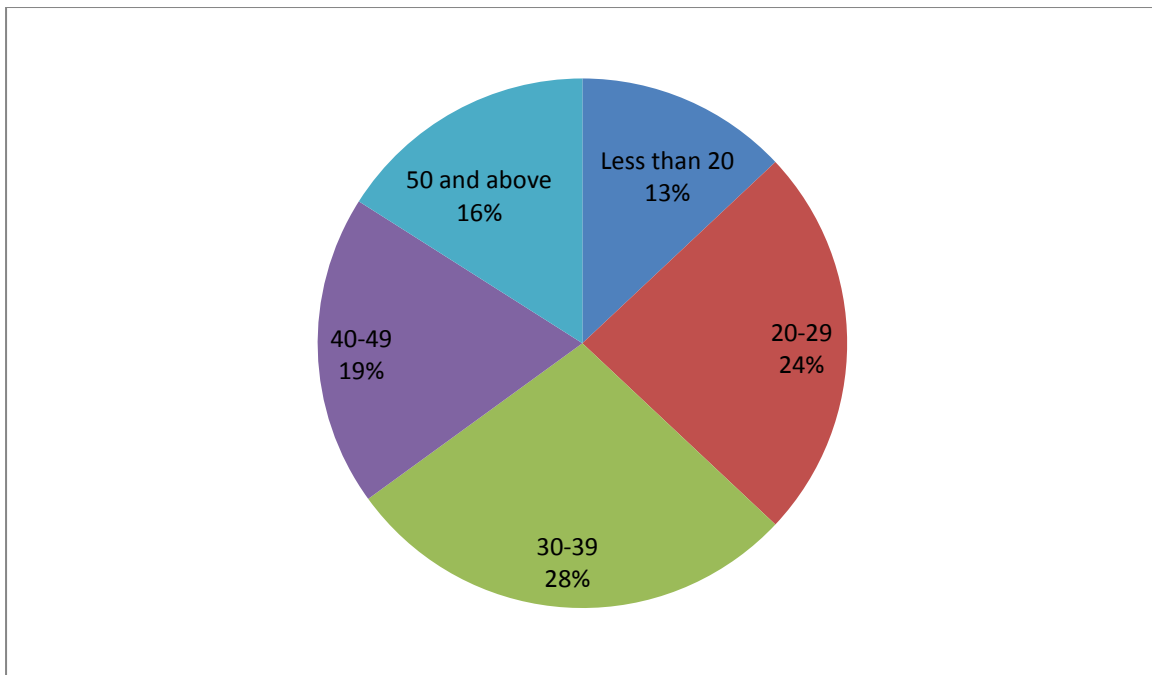
Interpretation

The above table indicates 13% of the age group belong to the age of below 20, 24% of people are having an age between 20 and 29, there are 28% of people in the age group between 30-39. 19% of people are in the age group of 40-49 and there are only 16% of the people who belongs to more than 50 years of age.

3) Educational Background? (Tab No:4.3)

ATTRIBUTE`S	NO OF RESPONDENT`S	PERCENTAGE
School	19	19%
Graduate	32	32%
Post Graduate	26	26%
Others	23	23%
Total	**100**	**100%**

(Chart No:4.3)
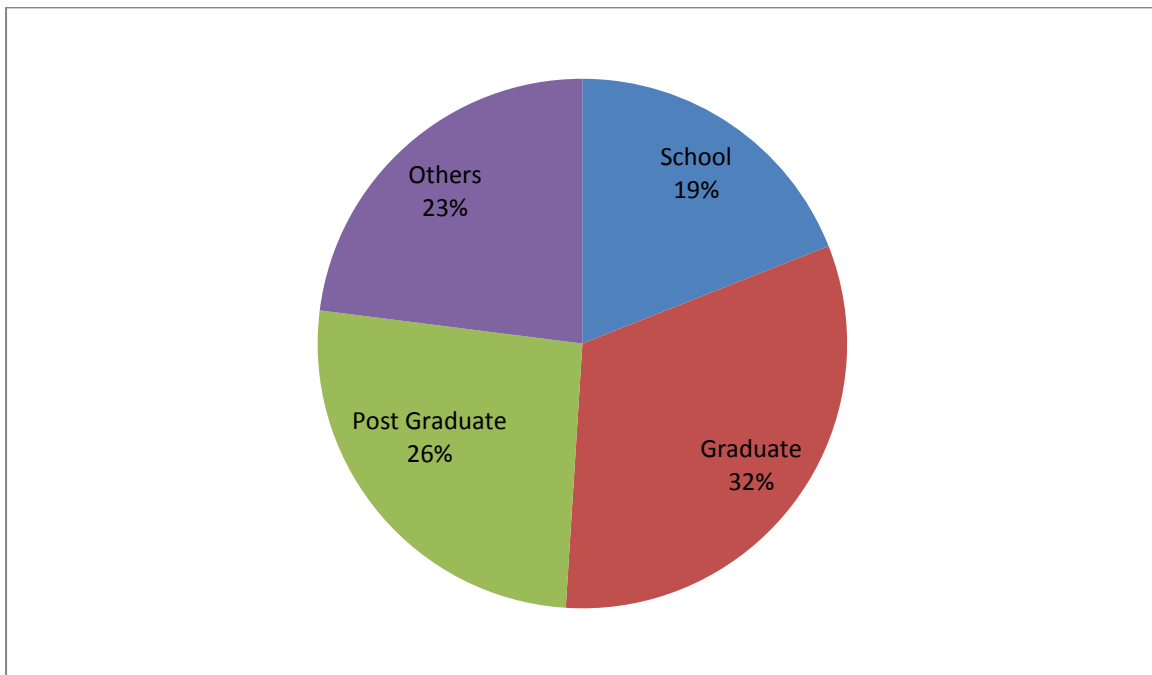
Interpretation

The above table indicates that 32% of respondents are graduate, 26% of people are postgraduate 19% of respondents have school education and 23% of them have other qualifications..

4) **Annual Income? (Tab No:4.4)**

ATTRIBUTE S	NO OF RESPONDENTS	PERCENTAGE
Less than 100000	42	43%
100000-200000	34	33%
200000-300000	14	14%
300000-400000	5	5%
400000 and above	5	5%
Total	**100**	**100%**

(Chart No:4.4)
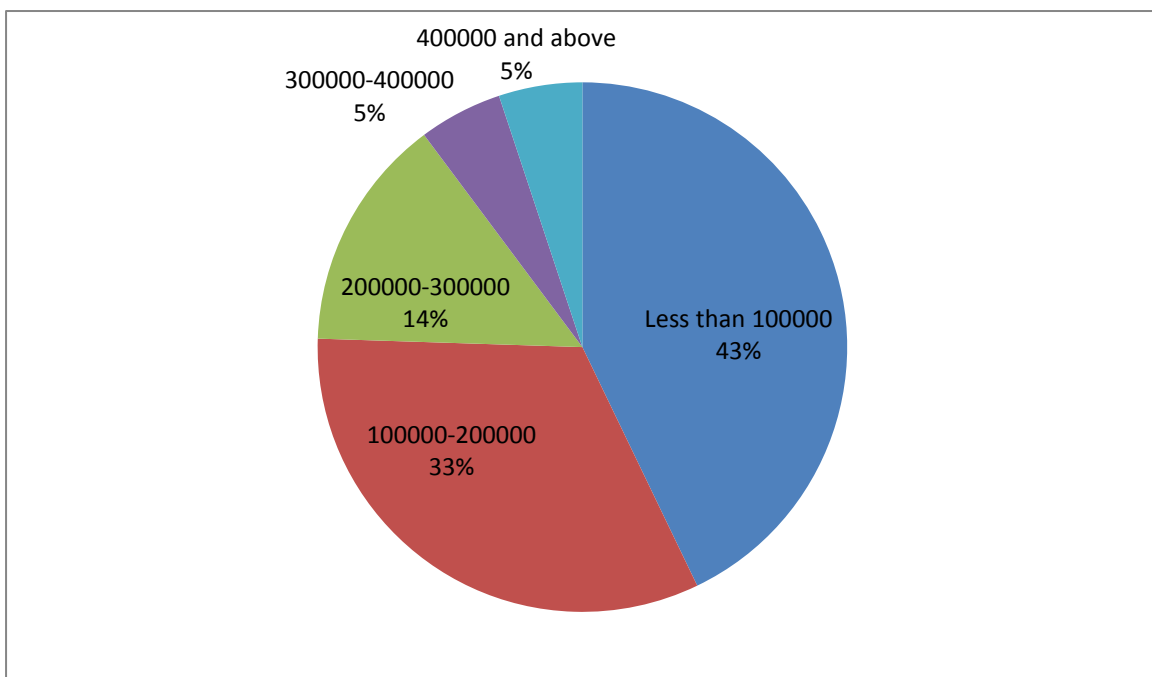
Interpretation

The above table tells us that 43% of respondents has less than1lakh of annual income, 33% of1lakh-2L income, 14% has   2L-3L income, and 5% has more than 3L-4L and same 5% has 4Lakh above income.

5) How often do you buy from STAR? (Tab No:4.5)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Always	30	30%
Frequently	30	30%
Sometimes	22	22%
Very often	13	13%
Never	5	5%
Total	**100**	**100**

(Chart No:4.5)
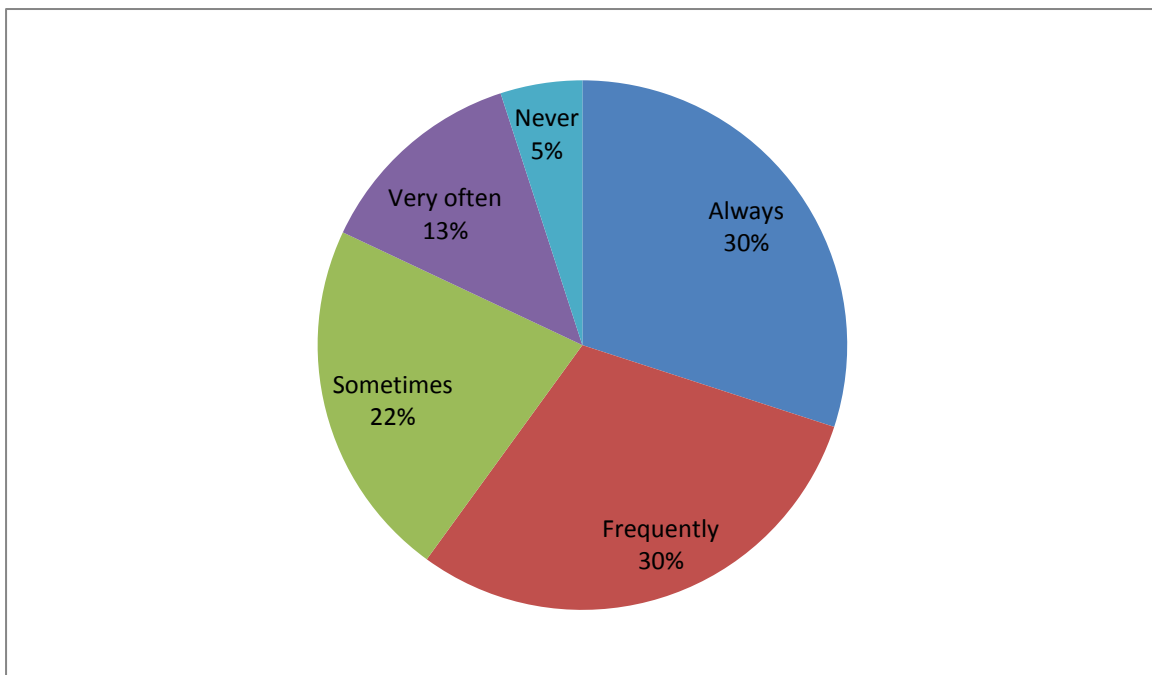
Interpretation

The above result gives us result that 30% of respondents always and frequently buy star-product brands, 22% sometimes buy item, 15% often and 5% never bought their items again.

6) For how long you are using STAR? (Tab No:4.6)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Below 1 year	23	23%
1-3 year	34	34%
3-5 year	23	23%
Above 5 year	20	20
Total	**100**	**100**

(Chart No:4.6)
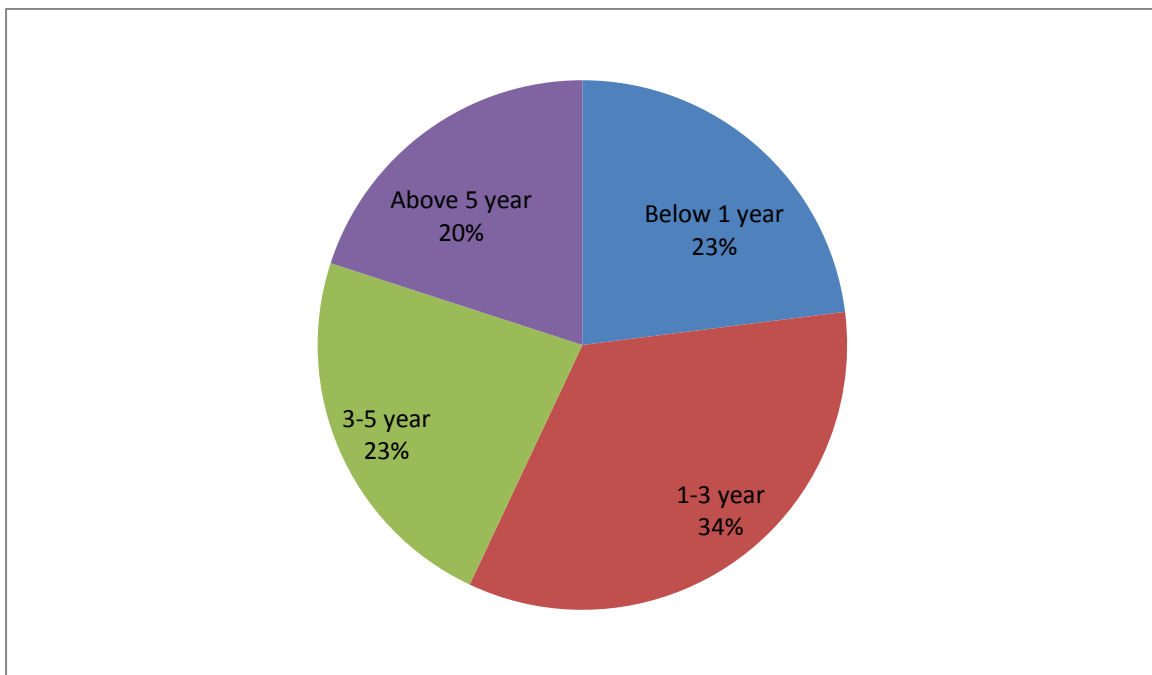
Interpretation

The above results imply the views that 34% of respondents started using the item for 1-3 yrs.23% of people are using for 3-5 years; the same percent people are using for below 1year. There are 20% people who are using the products for above 5years.

7) What will you do if you don't get STAR brand products at a required time?

(Tab No:4.7)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Purchase different product	35	35%
Postpone purchase	36	36%
Search for product at different location/shop	29	29%
Total	**100**	**100**

(Chart No:4.7)

Interpretation

The above results tells that 36% of people postpone their purchase if item is not available in stock, 35% said that they purchase other product if not available, and 29% said they will search for other shops if not available.

8) How did you get to know about STAR? (Tab No:4.8)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Friends	7	7%
Advertisement	34	34%
Internet	25	25%
Sales promotion	24	24%
Other	10	10
Total	**100**	**100**

(Chart No:4.8)
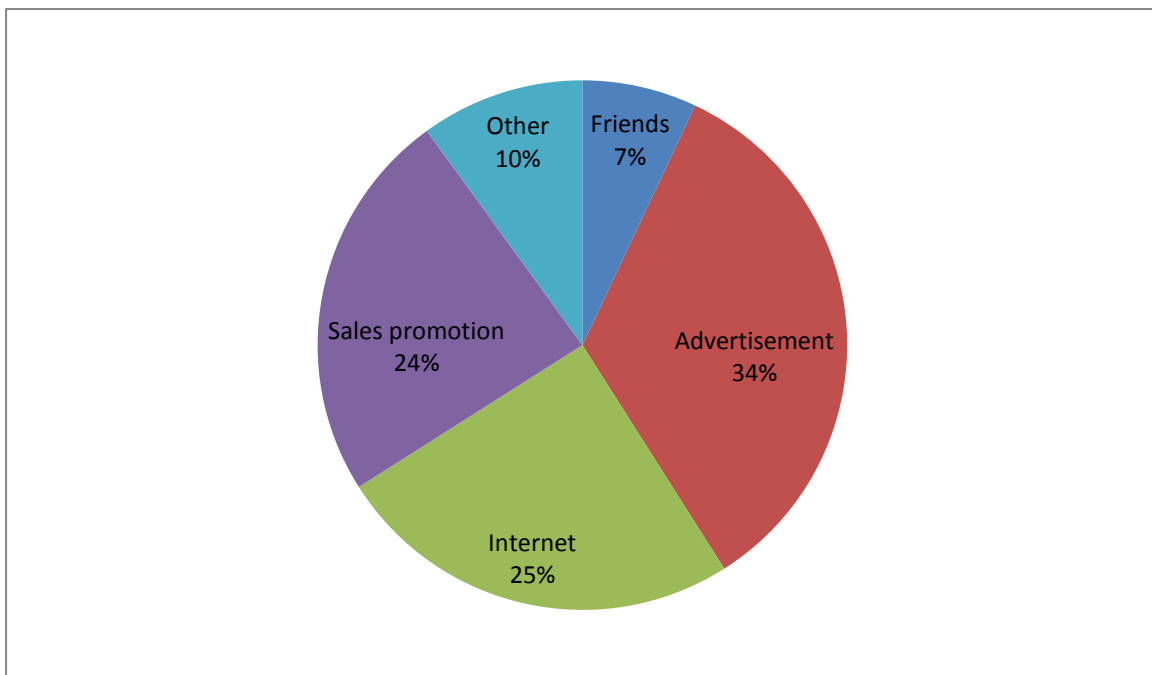
Interpretation

The above table shows that 34% got to know company product by advertisement, 25% through internet and 24% through sales promotion. There are 7% of respondents who received this company info through their friends, then 10% through other sources.

9) **Will you recommend this brand to others? (Tab No:4.9)**

ATTRIBUTE`S	NO OF RESPONDENT`S	PERCENTAGE
Yes	73	73%
No	27	27%
Total	**100**	**100**

(Chart No:4.9)
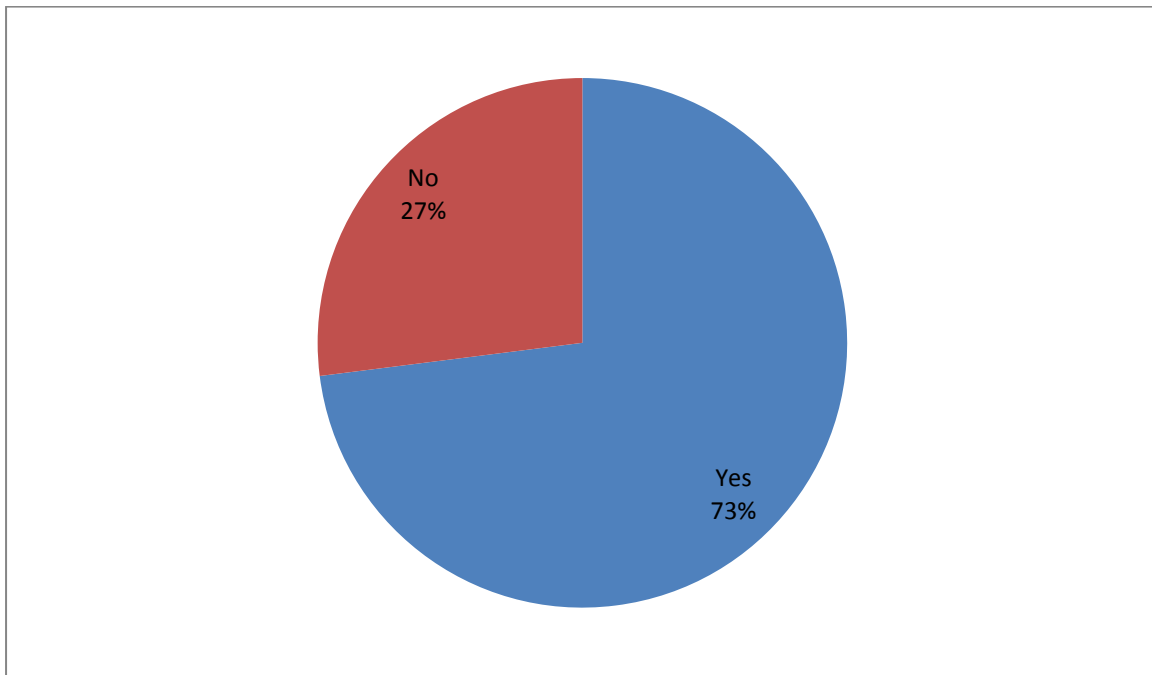
Interpretation

The above table makeus understand that 73% of respondents say "yes" if they are asked to recommend to others and only 27% said no to that.

10) Are you ready to Purchase Star Products even when price hike happens?

(Tab No:4.10)

ATTRIBUTE`S	NO OF RESPONDENT`S	PERCENTAGE
Yes	69	69%
No	31	31%
Total	**100**	**100**

(Chart No:4.10)
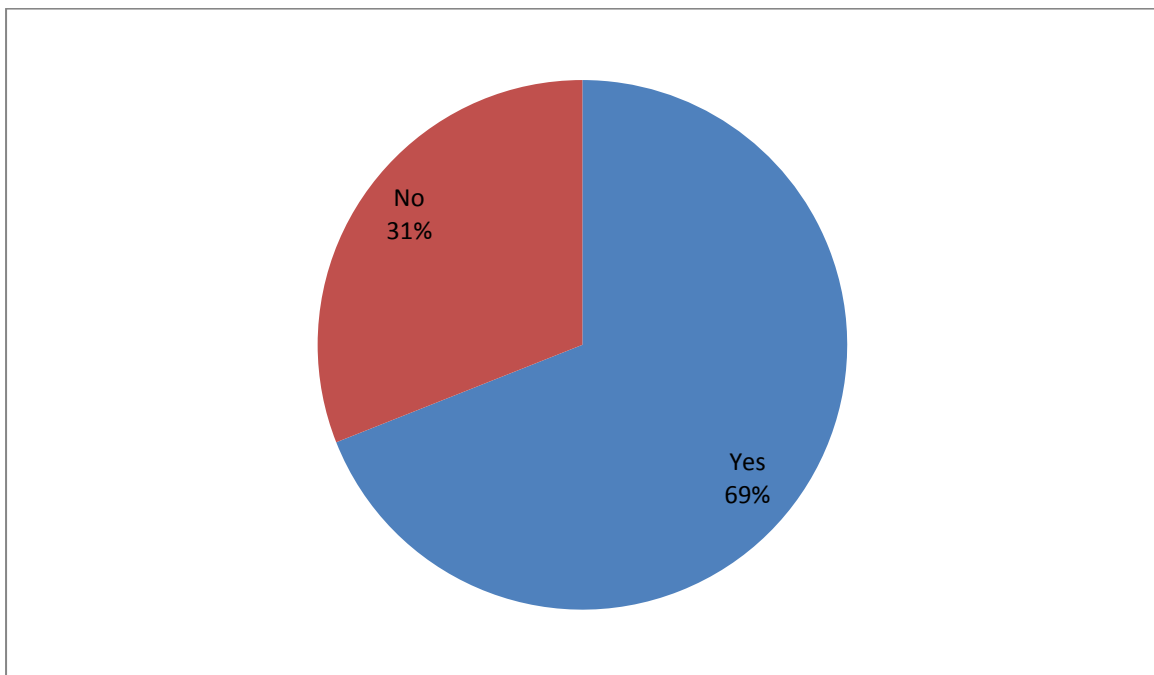
Interpretation

The above results give us an inference that 69% of respondent are happy to purchase company items even price increases, there are only 31% who said no to this

11) Do you feel that you can trust in Star Brand? (Tab No:4.11)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Strongly-Agree	49	49%
Somewhat Agree	25	25%
Strongly-Disgree	12	12%
Somewhat Disagree	8	8%
Neither Agree nor Disagree	6	6%
Total	**100**	**100**

(Chart No:4.11)
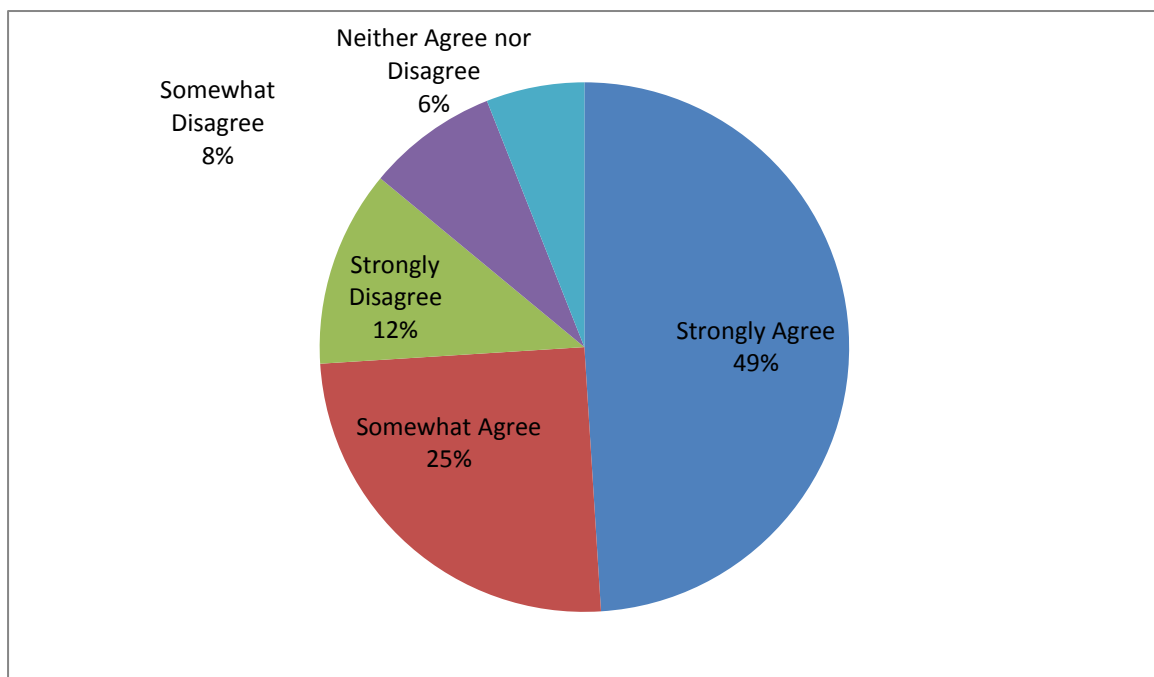
Interpretation

The above results interpret that 49% of respondents strongly-agree to believe in this company item, 25% somewhat agree, 12% Strongly-Disgree, 8% somewhat disagree and 6% neither agree nor dis-agree to the question asked.

12) I will switch over to other alternative product if available with same quality?

(Tab No:4.12)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Strongly-Agree	19	19%
Somewhat Agree	15	15%
Strongly-Disgree	31	31%
Somewhat Disagree	22	22%
Neither Agree nor Disagree	13	13%
Total	**100**	**100%**

(Chart No:4.12)
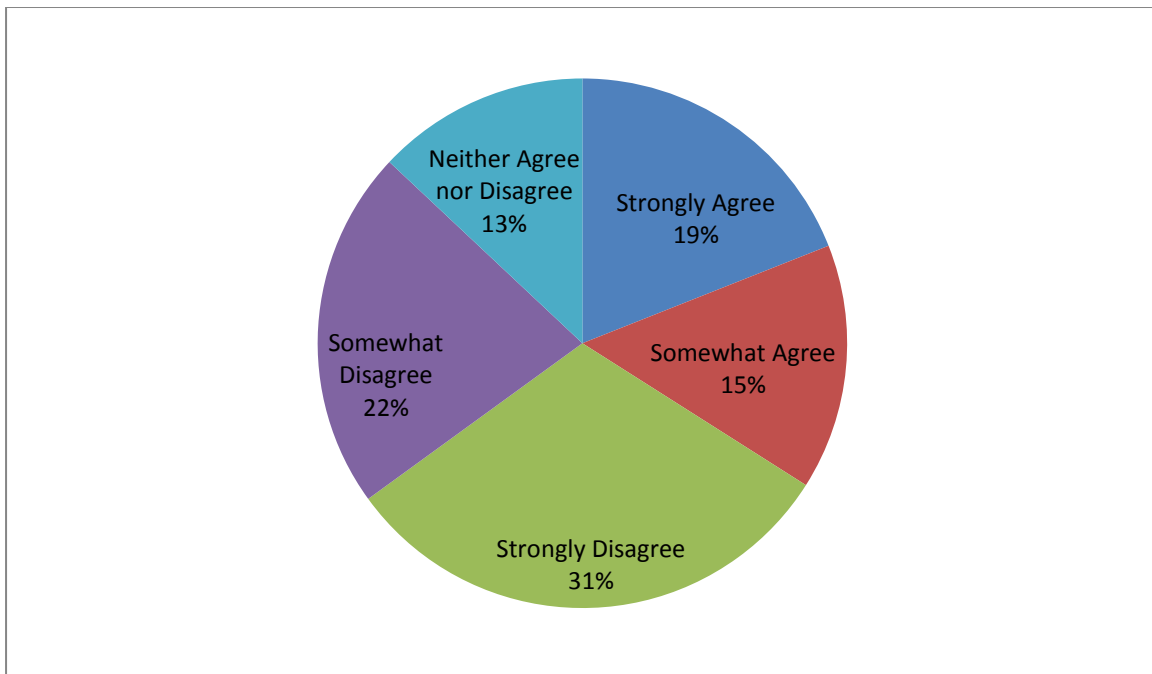
Interpretation

The above table provides us a result that 31% of the respondents strongly-disagree that they will switch to other brands, 22% somewhat-disagree with the statement, 19% Strongly-Agree that they will change product, 15% of people say somewhat-agree, 13% neither agree nor disagree to the statement.

13) Price fixed by Star is affordable for you? (Tab No:4.13)

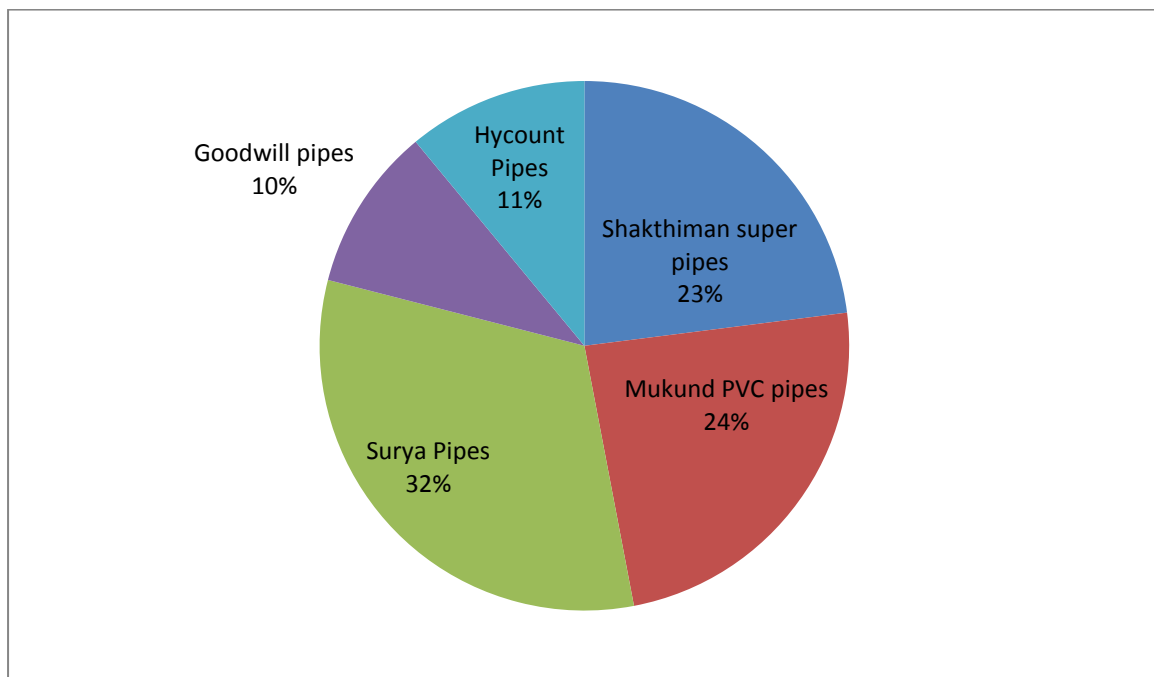| ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Strongly-Agree	16	16%
Somewhat Agree	33	33%
Strongly-Disgree	19	19%
Somewhat Disagree	14	14%
Neither Agree nor Disagree	18	18%
Total	**100**	**100**

(Chart No:4.13)
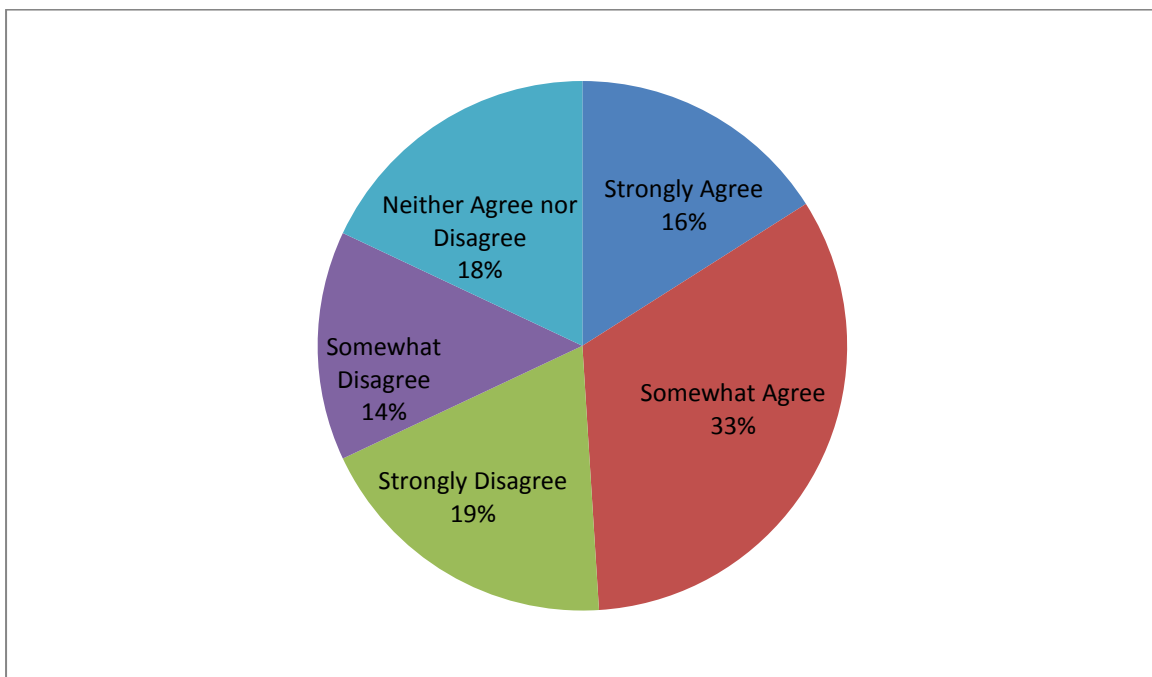
Interpretation

The above table shows that 33% of the respondents somewhat-agree that company prices are affordable, 19% strongly-disagree, 18% neither-agree nor disagree, 16% strongly-agree, 14% somewhat-disagree to the statement.

14) Name the brand you used/purchased other than Star? (Tab No:4.14)

| ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Shakthiman super pipes	23	23%
Mukund PVC pipes	24	24%
Surya Pipes	32	32%
Goodwill pipes	10	10%
Hycount Pipes	11	11%
Total	**100**	**100**

(Chart No:4.14)

Interpretation

The above table tells us 32% of respondents purchase surya-pipes other than companies products, 24% purchase mukund, 23% shakthi-man, 11% hy-count ,and 10% for good-will.

15) Quality of star pipes is good compared to other brands? (Tab No:4.15)

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Strongly-Agree	45	45%
Somewhat-Agree	23	23%
Strongly-Disagree	16	16%
Somewhat-Disagree	10	10%
Neither-Agree nor Disagree	6	6%
Total	**100**	**100**

(Chart No:4.15)
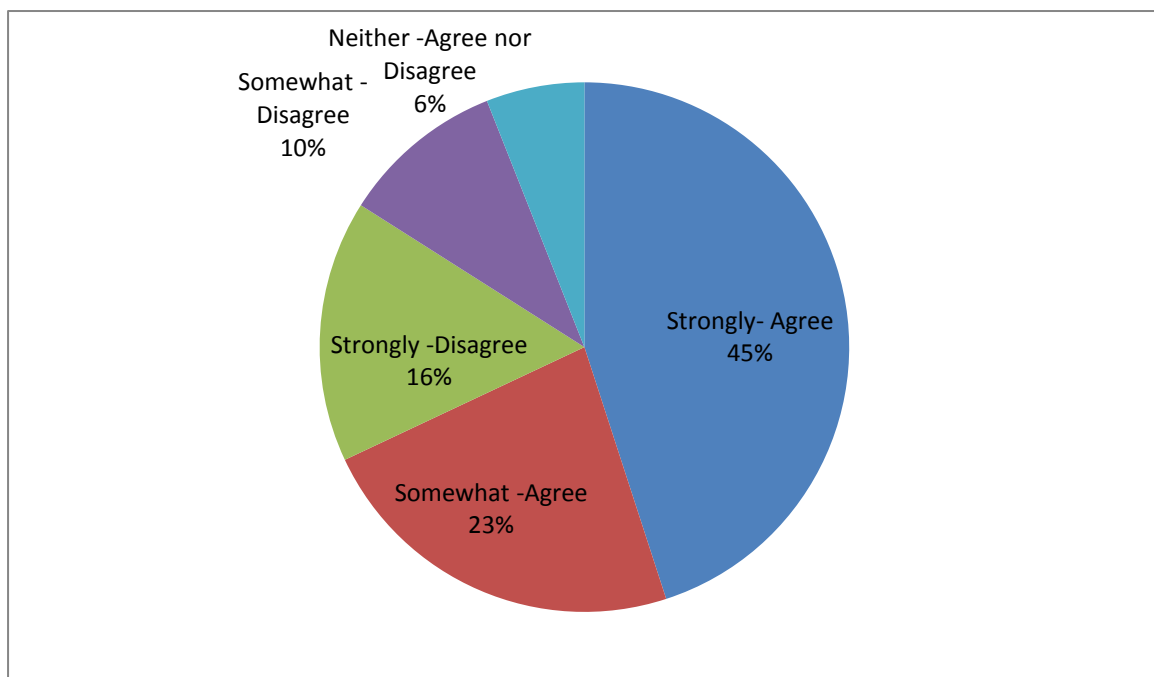
Interpretation

The above graph shows that 45% of respondents strongly-agree that companies' products have quality compared to other product; 23% somewhat agree, 16% strongly-disagree, 10% somewhat dis-agree and 6% neither-agree or dis-agree.

4.4 STATISTICAL TOOL RESULT

The statistical tool used in this project is correlation and this has been done using the spss software and with help of excel sheets.

CHAPTER-5

SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 Findings:

"Star-Plastics" are number one P.V.C-Pipe fitting Producer in south India and they have also got the best "I.S.I" mark for quality in August 2001. Star became the first P.V.C-fitting`s manufacturer in South India to receive "I.S.O-9002" certification.

- Quality` of the products is of international standards.
- Quality` of the product is checked by doing 9 tests in their laboratory.
- Company has got less demand for its products out of the state- Kerala.
- It is also understood that company manufactures products which has reasonable price and that is the reason why company gets a good loyalty among customer- group.
- From the questionnaire it has been found that the trusts of the company by its customers are high.
- The customers of the product highly rely on the company products other than other company products for their purposes.
- "Surya-pipes" has also high demand for its products like how "star" has got.

5.3 CONCLUSION

The study conducted at "STAR-PLASTICS" Company, Mullurkkara, Thrissur which is considered as one of established leader in P.V.CPipe products South of india. By doing this project it helped me in exploring and getting wider outlook about the industry ,organization environment, how they are been managed. The company has 6 manufacturing centers and 5 marketing branches scattered around South-India & Middle-East Asia, keeping their operations all over the world. The project was a common study with regard to all functions and operations/ aspects of "STAR". The company has seven functional departments where they operate. Its been analyzed that company have good working-environment and a good coordination is made between each of the departments of the organization for the soft functioning and attainment of the organization goal for maintaining the company's brand-image among its customers.

The company loyalty has been verified and checked through questionnaire in this project. From this project I was able to understand that company has good loyalty among the customers and has good demand for its items in the market. The company products are of superior quality and that is reason why the respondents said in the questionnaire that they believe in quality and brand-name of the company.

5.2 Suggestions:

- ❖ It has been found that company has less demand product out of Kerala; so they can focus of its product market out of state and start promotional strategies to create its demand.
- ❖ Company needs to focus on its target market in Kerala and should focus on creating demand through sales promotion and through digital marketing.
- ❖ It has been found that company cleanliness and orderliness has to be improved.

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ANNEXURE

QUESTIONNAIRE

"A STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARDS STAR PLASTICS PRIVATE LIMITED"

QUE 1: Gender of respondant?

    A) Male   B) Female

QUE 2: Age-group of the respondant?

    A) Less than 20   B) 20-29

    C) 30-39   D) 40-49

    E) 50 and above

QUE 3: Educational Background?

    A) School   B) Graduate

    C) Post graduate

    D) Other

QUE 4: Annual Income?

    A) Less than 100000   B) 100000-200000

    C) 200000-300000   D) 30000-40000

    E) 400000 and above

QUE 5: How often do you buy from STAR?

    A) Always   B) Frequently

    C) Sometimes   D) Very Often

    D) Never

QUE 6: For how long you are using STAR?

    A) Below 1- year   B) 1- 3 years

    C) 5- years   D) More than 5-years

QUE 7: What will you do if you don't get STAR brand products at a required time?

    A) Purchase different product   B) Postpone purchase

    C) Search for product at different location/shop

QUE 8: How did you get to know about STAR?

    A) Friends   B) Advertisements

    C) Internet   D) Sales promotion

    E) Other

QUE 9: Will you recommend this brand to other?

    A) Yes   B) No

QUE 10: Are you ready to Purchase Star Products even when price hike happens?

    A) Yes   B) No

QUE 11: Do you feel that you can trust in Star Brand?

    A) Strongly- Agree   B) Somewhat- Agree

    C) Strongly- Disagree   D) Somewhat- Disagree

    E) Neither- Agree nor Dis-agree

QUE 12: I will switch over to other alternative product if available with same quality?

    A) Strongly- Agree   B) Somewhat- Agree

    C) Strongly- Disagree   D) Somewhat- Disagree

    E) Neither- Agree nor Dis-agree

QUE13: Price fixed by Star is affordable for you?

    A) Strongly- Agree   B)Somewhat- Agree

    C) Strongly- Disagree   D) Somewhat- Disagree

    E) Neither- Agree nor Disagree

QUE14: Name the brand you used/purchased other than Star?

    A) Shakthiman super-pipes   B) Mukund-PVC pipes

    C) Surya Pipes   D) Goodwill pipes

    E) Hycount-Pipes

QUE15: Quality of star pipes are good compared to other brands?

    A) Strongly- Agree   B) Somewhat- Agree

    C) Strongly- Disagree   D) Somewhat- Disagree

    E) Neither- Agree nor Dis-agree

WEEKLY REPORT

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: JISHNU MURALEEDHARAN. P
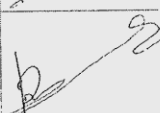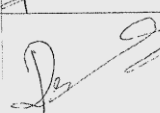
Internal Guide: BHANU KRISHNA .V

USN No: 1A216MBA26

Specialization: MARKETING

Title of the Project: "A STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARS STAR PLRDH. PVT. LTD IN THRISSR, KERALA

Company Name: STAR PLASTICS

Company Address: STAR Plastics, Mullurkkara (Po), Thrissur PIN - 680583

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Understanding the company and industrial Profile, Company Vision-Mission		1
22-01-18 to 27-01-18	Studying the Products/service Profile of the Company.		2
29-01-18 to 03-02-18	Preparation of 1st chapter - Collecting required information		3
05-02-18 to 10-02-18	Interaction with Product Departments		4
12-02-18 to 17-02-18	Interaction with Quality Assurance Department		5
19-02-18 to 24-02-18	Interaction with Marketing and HR Department		6
26-02-18 to 03-03-18	Understanding Company swot, theoritical background Collection		7

05-03-18 to 10-03-18	PReparing the Project Research Design and Preparing Questionnaire		8
12-03-18 to 17-03-18	Interacting with Employees of company and understanding their issues, survey		9
19-03-18 to 24-03-18	Analysing and Preparing /interpretation of Data.		10

HOD

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