ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Sai Thilak S** bearing USN **1AY16MBA66** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on **"A Study on Impact of Brand Trust and Brand Loyalty on Consumer Behavior" at Shreya Cars Pvt. Ltd., Shivamogga** is prepared by him under the guidance of **Prof. Suhas Patel,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Suhas 26/5/18

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

26 May 18

Signature of Principal

PRINCIPAL
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RENAULT
Passion for life

Date: 02-04-2018

To whom so ever it may concern

This is to certify that Mr.**SAI THILAK S** bearing USN: **1AY16MBA66** studying Second year MBA at **ACHARYA INSTITUTE OF TECHNOLOGY BANGALORE** has carried out the project on the topic "**A STUDY ON IMPACT OF BRAND TRUST AND BRAND LOYALTY ON CONSUMERS BEHAVIOUR**" in our organization from **15th January 2018** to **24th March 2018** under our guidance.

During this period his performance and conduct were found to be good.

We wish him all the success in his future endeavors.

Thanking You

FOR SHREYA CARS PRIVATE LTD

Agencies India Pvt. Ltd.

AUTHORIZED SIGNATURE

RENAULT SHIVAMOGGA
SHREYA CAR AGENCIES INDIA (P) LTD.
Shankar Mutt Road, Shesharipuram,
S.R. Circle, Shivamogga - 577 201.

Tel : 08182 268411 / 268412
www.shreyarenault.in

TIN : 29311322388 SERVICE TAX : AAWCSB144GSD001

DECLARATION

I SaiThilak S, hereby declare that the project report entitled “A study on impact of brand trust and brand loyalty on consumer behaviour “with reference to Shreya cars PVT Ltd, Shivamogga prepared by me under the guidance of Prof. Suhas Patel Sir, faculty of MBA department, Acharya Institute of Technology and external assistance by Shiva Kumar, GM, Shreya cars PVT Ltd. I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, 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: 28-5-18

ACKNOWLEDGEMENT

The success and the final outcome of this project required a lot of guidance and assistance from many people and I'm extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank each one of them.

I respect and thank Mr. Shiva Kumar for providing me an opportunity to do the project work in Shreya cars PVT Ltd, Shivamogga and giving me all the support and guidance which made me complete the project duly. I am extremely thankful to them for providing such a nice support and guidance, although he had busy schedule managing the company's tasks.

I also thank Dr.S.C. Pilli Principal of Acharya Institute of technology, Bangalore and Dr. Nijaguna HOD of MBA department for their cooperation in completing the project work.

I owe my deep gratitude to my project guide Pr.Suhas Patel sir who took keen interest on my project work and he guided me all along, till completion of my project work. Also, I would like to extend my sincere thanks to all staff for their timely support.

SAI THILAK S

1AY16MBA66

TABLE OF CONTENTS

LIST OF TABLES

LIST OF CHARTS

EXECUTIVE SUMMARY

The project report was based on “A STUDY ON IMPACT OF BRAND TRUST AND BRAND LOYALTY ON CONSUMER BEHAVIOUR” which is conducted the period of 10 weeks at Shreya cars Pvt Ltd. A project was conducted to gain fewer knowledge and source the information on the related topic.

The literature review was done using the reference books and journals.

Shreya cars Pvt Ltd is an authorized dealer of Renault cars. They have both sales and service facilities.

A detailed study of customers trust and perception on the Renault brand has been done for ten weeks.

A detailed analysis is made under the guidance of the company and college and interpreted for the same.

Overall perception was that existing customers are mostly satisfied with the brand and their services.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The change of Marketing is Evolutionary instead of Revolutionary. There is no single reaction to the subject of what is publicizing?

Advancing is out of date craftsmanship. There are particular implications of advancing given by various specialists. The regular focus of promoting has been to make the items open at places where they are required. This idea later on changed by moving the highlight from "exchange" to 'trust and devotion' of human needs.

According to Converse, Hugey and Mitchell "Advancing combines every one of the exercises joined into the making of spot, time and proprietorship utilities. Place utility is made when stock and associations are accessible at spots they are required; Time utility, when they are open when they are required; and Possession utility, when they are exchanged to the general population who require them."

RAY COREX

Defines:

“Marketing of all activities by which a company adapts itself to it’s environment-creatively and profitably”.

THE VARIOUS TYPES OF MARKETS ARE:-

1. Needs Markets, (for example, eat less carbs looking for business sectors) Product showcase, (for example, shoe advertise).

2. Demographic Market, (for example, the adolescent market).

3. Geographic Market, (for example, the French market).

4. The other Non-Consumer Markets are Voter Markets, Labour Markets and Donor Markets.

CONCEPTS OF MARKETING:

The Core Concepts of Marketing is needs, wants and request, product, values, trust and loyalty, exchange, transaction, marketing, marketers.

MARKETING MIX

The showcasing mix models (generally called the 4 p's.) are used by business as gadgets to help them in looking for after their goals. The showcasing mix principles are controllable factors, which must be intentionally directed and should address the issues of the portrayed target pack. The exhibiting mix is a piece of the affiliations organizing procedure and involves separating the portrayed:

1.2 INDUSTRY PROFILE

Auto business in India is one of the greatest and it accounts with an every year era of 23.37 million vehicles in the FY 2014-15.Thereby the auto fabricating is the business segment that has accomplished most extreme development in utility vehicles since starting and at exhibit records for about segment of India's business segment for utility vehicles. In the midst of the latest couple of months a couple vehicle makers have started contributing. The production of Renault-800 in 1983 meant the begin of change in the Indian auto industry.

A ROLLING REVOLUTION ON THE ROAD:

The human development begun from bullock-truck, and the continuous headway in the way of life required the utilization of various methods of transportation. Presently the auto has turned into a cutting edge need with fast urbanization and changes in way of life. The quantity of auto proprietors has been expanding step by step as owning an auto have turned into the grown-up toy for the present individuals. It would appear that a fantasies work out when a man buy an auto. Presently individuals are changing from bike to four-wheeler. This demonstrates identity adjustment as a part of person's identity and furthermore prompts transportation solace and portability without weakness it is dream worked out as expected when a man figures out how to buy an auto. This is valid on account of non-metro and littler towns where the cost of owning an auto coordinates that of a house.

GROWTH OF CARS:

The origination of A car vehicle as we tend to in all probability am mindful occurred over a period of years. it had been just in 1885 the main car vehicle mixed down inside the town. The past attempts however powerful were stream-energized road vehicles. the $64000 bounce occurred in 1885 once the four stroke engine was made. Gottilegeb Daimler and Nicolas Otta participated on the mission until the point that they went into unsoundness.

Daimler made his own engine, that he used each for cars and for the underlying hackney mentor auto. After the present day car vehicle was the work of differing people.

ADVENT OF CARS IN INDIA:

From the tedious beat of the bullock-truck to fly age, Asian nation has voyaged to such an extent. a conventional Indian's dream won't not be the dream shrewd HONDA or the stately auto. Be that since it may, the one he will bear the cost of is that the Hyundai Santro or Renault Alto.

It was in 1998 that the primary machine rode down on the Indian avenues. From that time until the essential war around 4000 cars were particularly transported into Asian nation from remote makers.

The geographic district motors (HM) was begun in 1942, boss car (PAL) in 1944 to make cars in Asian nation. It was PAL, World Health Organization conveyed the central Indian car in 1949. metric direct unit focused on car fragments and will convey their underlying car basically in 1949.

In the 50's the administrative get together of Asian nation permitted underwriting basically to seven vehicle traders to figure in India-HM, API, AMP, LIL, PAL, M and amp; M and telephone organization.

The 60's seen the dream of 2 and 3 wheeler's exchange Asian nation and inside the 70's things were a comparative.

Since the 80's the Indian vehicle exchange has seen a surprising development with the crevice of Indian shores to outside makers. This saw the segment of Renaultton the Indian avenues.

The Maruthi 800 was religious community to the Indian market. It required exclusively a little auto stop and was helpful inside and outside since it gives keen cost to money.

In the year to take after there have been passages from the world goliaths like Daewoo, Hyundai, Honda, Mitsubishi rescript, Wilhelm von Opel and Toyota. This made a genuine rivalry inside the market.

The 90's have turned into the softening reason for the car business in Asian nation. on these lines the Indian purchasers is frequently being enchanted by the Indian and out of entryways creation. Considering the Indian market inside the most up and coming couple of years, obviously the Indian business can create from quality.

THE CURRENT STATUS OF THE INDUSTRY IN INDIA:

The Indian vehicles business has flourished ever inside the late years.

This extra normal advancement that the Indian vehicles business has seen could be a result of 2 primary issues particularly, the change in their exchange compensations.

Likewise, the easing wanders, for instance, extricating from the remote trade and regard laws, diminishing of commitments on imports and preparing the stinting cash philosophies started by the association of Republic of India have acknowledged generally rudimentary half en passant on the Indian machine business to stunning statures. it's assessed that the give of somebody autos tripled separated from their course of action inside the most recent 5 years. amid this approach, the give of autos has finished a figure of one million clients and is relied on to amplify any. It's similarly be seen that the enthusiasm for sumptuous models, SUV's and scaled back autos for family proprietors has by and enormous stretched out because of advancement inside the exertion uttermost ranges of the buyers.

The broadened eagerness for Indian vehicles has accomplished an expansive scope of multi-national machine affiliations, especially from Japan, USA and Europe getting into the Indian market and managing in an exceedingly joint exertion with the Indian organizations. conjointly the systematization of vehicles quality has any made prepared to remain up a full arrangement high progression for the business.

India could be a discernible machine middle class and it's strong toll advancement requirements for future. The Indian machine business has made a total of nineteen.84 million vehicles in April-Jan 2016, which fuses voyager vehicles, 3 wheelers, 2 wheelers and business vehicles as against nineteen.64 million in April-Jan 2015.

Signs of fiscal progression territory unit jumping up to be extra certain each in common and in urban Republic of India with the measure of families owning automobiles and cruisers expanding basically as nowadays.

The machine segment of Republic of India will deliver up to US$300 billion in every year pay by 2026, which may make sixty five million further occupations and contribute very twelve-tone framework to India's GDP according to the Automotive Mission orchestrate 2016-2026. Composed along by Kingdom of Thailand (Society of Indian Automobile Manufacturers) and Government.

1.3 COMPANY PROFILE

Shreya cars private LTD was established in the year 2016. It is situated in the city of Sivamogga. Shreya cars private LTD is the largest dealer of Renault cars in Shivamogga.

Mr. Ravi Kumar is the CEO. Renault Corporation was found in the year1899 as Society

Renault Freres by Louis Renault and his brothers Marcel and Fernando. This company produces variety of cars and vans, before that it used to produce tractors, busses, tanks etc.

Mr Carlos Ghosn is the current CEO of Renault.

It is the seventh leading car manufacturer in India.

The headquarters is situated in Boulogne Billancourt near Paris.

Renault is also known for motor sport, especially rallying and F1. Its work on mathematical curve modelling for car bodies is significant in the history of computer graphics.

1.4 VISION, MISION AND QUALITY POLICY

VISION STATEMENT

To create incomparable automotive value for our consumers by pleasantly blending in safety, quality and efficiency. With our miscellaneous team, we will provide responsible stewardship to our community by achieving stability and security now and for future generations.

MISSION STATEMENT

Realizing dream of mankind by creating a new future through creative thinking and continuously challenging new limits. Renault'sphilosophy's key elements arerealization of possibilities,unlimited sense of responsibilityand respect for mankind.

QUALITY POLICY

The fundamental Quality Policy of Renault to provide a better product and service to our customers is as follows:

- To provide customer’sfuture value by continuously improving the quality.
- To secure effectiveness in technology and quality of Engineering – Procurement – Construction Management.
- To capitalize on business efficiency through knowledge management and initiation of organized risk management.

1.5 PRODUCTS / SERVICE PROFILE

Products	Brands		
Four Wheelers	Clio	Koleos	Flunce
	Kwid	Modus	Duster
	Kangoo	Lodgy	Twingo
	Scala	Logan	Pulse
	Captur		

1.6 COMPETITORS INFORMATION

TATA motors

Hyundai

Ford

Maruthi Suzuki

Nissan

Chevrolet

1.7 SWOT ANALYSIS

Strength

- Customer trust and loyalty in UK market
- Collaboration with Nissan
- Presence in international market
- Wide variety of models
- Availability in more than 120 countries with employees over 150,000
- A very good involvement in global motorsport events by means of teams and sponsors

Weakness

- Penetrating in Asian market is tough
- Cases of some models considerably affected brand image
- Poor brand portfolio which leads to less sales
- Expensive service

Opportunities

- Investment on hybrid cars
- Electric cars
- Develop a strong relationship and partnership with leading car companies
- Spread out the sales and servicing network to increase market penetration

Threats

- Competition from other leading brands
- Innovative features introduced by competitors which lead to product differentiation
- Very less brand awareness

1.8 FUTURE GROWTH

Indian unit of Renault Motor is working on a multipronged strategy for future growth and deeper penetration into rural markets, introduction of utility vehicles and a sharper focus on premium products as well as improved technology.
Indian market where price and fuel efficiency often determine the success of passenger vehicles, it has delivered a solid performance consistently and flagged its position as the second car maker, with Duster, Kwid, Pulse and Lodgy, staying among the preferred choice of buyers for years. It has also found success with more premium models such as the Duster SUV, and refreshed its portfolio of products regularly to keep up customers' loyalty.

It is working on steadying its leadership in the premium 10-20 lakh segment and it expects to grow faster than overall market. It claims a more than 20% market share in 10-20 lakh price range in India, with products such as Duster, Kwid, Pulse and Lodgy.
With new emission rules, car maker is also considering bringing mild hybrid technology in next two years.

Another key focus area for Renault is rural crowd; it sees significant opportunities with growing purchasing power of rural people. To achieve this, Renault is increasing its presence in the ruralmarket.

1.9 ACHIEVEMENTS OR RECOGNITION:

- **Duster-** car of the year 2013 for comfort, safety, design and its performance.
- **Pulse –** super mini of the year and premium Hatchback of the year.
- **Scala –**mid size sedan of the year and creative TV commercial of the year.
- Not only this Duster has won many awards from top gear, NDTV, zig wheels, auto junction as best SUV.

CHAPTER 2

LITERATURE REVIEW

REVIEW OF LITERATURE

- **Adebanjo, D., and Michaelides, R., 2010**. Examination of Web 2.0 empowered e-groups: a contextual investigation. Technovation 30 (4), 238– 248.

- **Adjei, M., Noble, S., and Noble, C. (2010)**. The impact of C2C correspondences in online brand groups on client buy conduct. Diary of the Academy of Marketing Science.

- **Algesheimer, R., Dholakia, U. M., and Herrmann, A. (2005**). The social impact of brand group: Evidence from European auto clubs. Diary of Marketing, 69 (4), 19– 34.

- **Bagozzi, R. P., and Dholakia, U. M. (2006)**. Open source programming client groups: An investigation of cooperation in Linux client gatherings. Managament Science, 52 (7), 1099– 1115.

- **Bender, T. (1978)**. Group and Social Change in America, New Brunswick, NJ: Rutgers University Press.

- **Bergami M. and Bagozzi R.P. (2000)**. Self categoritazion, full of feeling duty and gathering confidence as particular parts of social personality in the association, British Journal of Social Psychology, 39, 555-577.

- **Jill Griffin (2002).** Customer loyalty; how to earn it, how to keep it.

- **Costa R (2013)**. The effortless experience conquering the new battleground for customer loyalty

- **Jeffrey Gitomer (1998)**; customer satisfaction is worthless, customer loyalty is priceless; how to make customers love you, keep them coming back and tell everyone they know.
- **Noah Fleming (2016)**; customer loyalty loop , the science behind creating great experiences and lasting impressions.

- **Stephan A Butscher (1998)**; customer loyalty programmes and clubs.
- **Harvard Review (2011)**; Harvard business review on increasing customer loyalty.
- **Noah Fleming (2015);** evergreen; cultivate the enduring customer loyalty that keeps your business thriving.
- **Jill Griffin (1995)**; customer loyalty; how to earn it, how to keep it.
- **JoAnna Brandi (2001)** ; building customer loyalty; 21 essential elements in action.
- **Evangelista (2005)**; loyalty, myth; hyped strategies that will put you out of business and proven tactics that really work.
- **Carmine Gallo (2012)**; the apple experience; secrets to building instantly great customer loyalty.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENTS OF THE PROBLEM:

The purpose behind driving this investigation is to encourage the $64000 thought in regards to the experiences of buyers and their satisfaction level with Renault. What sorts of issue they go up against among the wake of acquiring the vehicles. The explanation behind driving this investigation is else to actuate requirements of buyers for Renault. Clients were chosen thusly the examination was framed with respect to the general population's convictions, trust and devotion and desires identifying with the Renault. This was fundamentally the matter that was found to direct this venture i.e. "Client trust level overview for Renault."

3.2 NEED FOR STUDY

The main research focus of current study is to analyse the impact of brand trust and brand loyalty on consumer behaviour with respect to Renault cars, customer's opinion and perception about the various parameters of the Renault cars. By this, the organization can concentrate on the key areas of improvement which increases sales and loyalty of customers towards the brand.

3.3 OBJECTIVE OF STUDY

- To make a study on brand trust and loyalty of consumers towards Renault brand.
- To assess the importance of brand trust and brand loyalty.
- To understand the level of likeness of consumers towards Renault cars.
- To measure level of customer satisfaction towards products and services offered by Renault.

3.4 SCOPE OF STUDY

The scope of research work is limited to Shreya cars PVT LTD, authorised dealers of Renault cars. The parameter taken for current research study is limited which include brand trust and loyalty of consumer. Therefore, the study focuses on the customers of Renault car.

3.5 RESEARCH METHODOLOGY

The current research study is descriptive in nature. This type of research is used to describe the characteristics of a population which is been studied. The study aims at finding ‘what is’, so observational and survey methods are frequently used to collect data. The three main purpose of research is to describe, explain and validate the findings.

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. Random sampling method is used for selecting samples.

SAMPLE SIZE

The sample size is 100 people.

SAMPLE AREA

Sample area is Shivamogga town.

METHODS OF DATA COLLECTION

Both primary and secondary data collection methods are used

Primary data

Primary data is collected from the respondents by distributing questionnaires.

Secondary data

Secondary data is collected from- previous records, internet, books and documents.

3.6 LIMITATIONS OF STUDY

1. The after effects of this investigation cannot be named as making a decent representation of the impression of the populace.

2. Study was limited to the Shivamogga town.

3. Test estimate taken was one hundred respondents; the outcomes may require differed had there been an outsized specimen measure.

4. It's all that plenteous possible that a tad bit of the respondents may require given the wrong learning.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS (Tools)

Data Analysis is done only after editing, coding, classification and tabulation of data. After making the process, the data become meaningful information. After analysing the data, it should be interpreted.

Respondents	Shivamogga
Customers	100
Total	100

Simple percentage Analysis

Basic rate investigation/rate examination alludes to an uncommon ruler of proportion with the assistance of outright figures it will be hard to translate any significance from the gathered information, yet when rate are discover then it turns out to be anything but difficult to locate the relative contrast between two or more properties. It is often used in data presentation for the simple number reducing all of them to zero to hundred which fact facilitates relative comparisons formula used for calculations.

Percentage = No. of respondents in each group/ Total respondents * 100

TABLE.1

TABLE REPRESENTING AGE OF THE CUSTOMERS

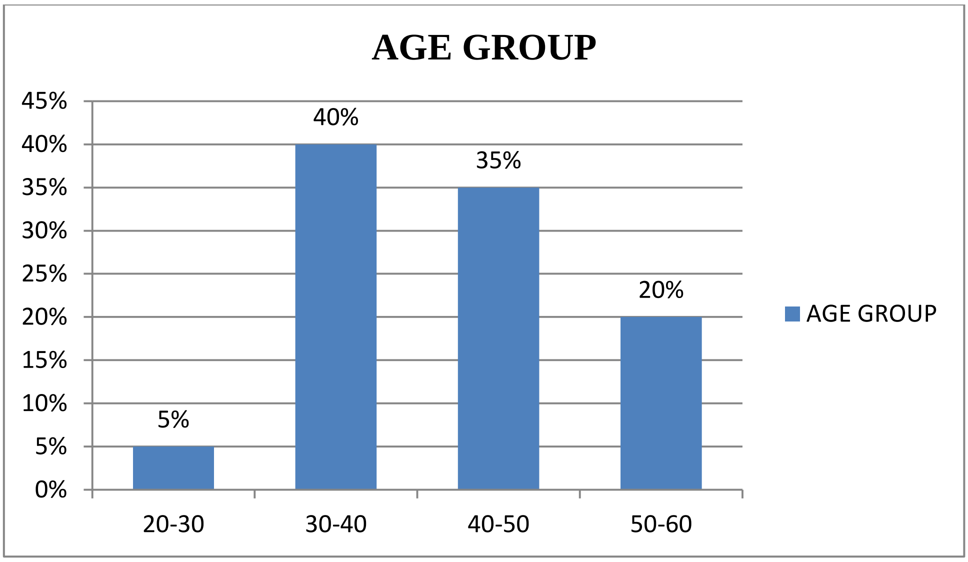
SL.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	20-30	5	5
2	30-40	40	40
3	40-50	35	35
4	50-60	20	20
	Total	100	100

ANALYSIS

The above table demonstrates that 35% of the aggregate respondents drew closer are between the age gathering of 40-50. 40% of the respondents are between the age gathering of 30-40, 35% of the respondents are between the age gathering of 30-40, 18%% of the respondents are in the age gathering of 50-60 and 5% of the respondents are in the age gathering of 20-30.

GRAPH 1:

SHOWING PERCENTAGE OF THE RESPONDENTS ACCORDING TO AGE GROUP



INFERENCE

Most of the respondents fall between the age group of 30-40.

TABLE.2

TABLE REPRESENTING RESPONDENTS GENDER

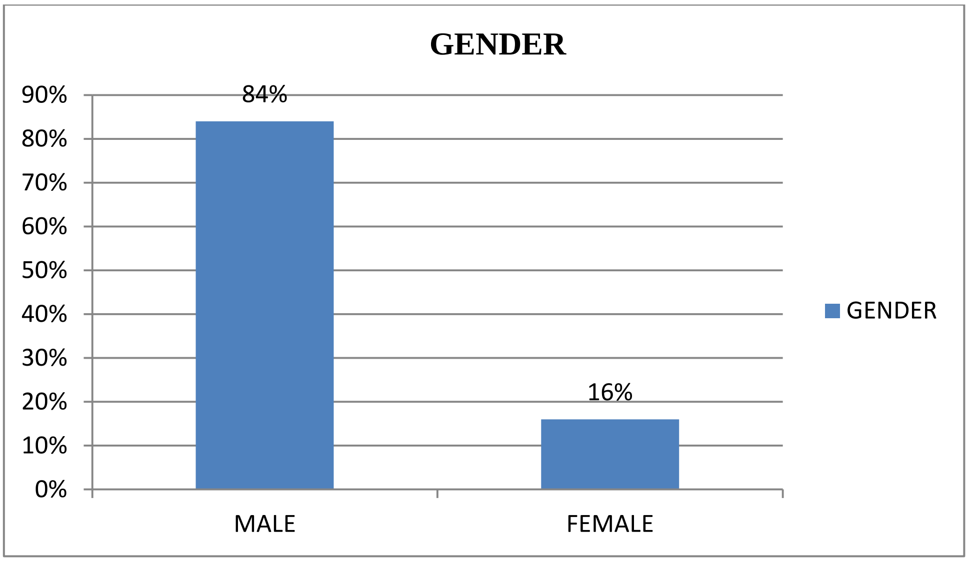
GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	84	84
FEMALE	16	16
TOTAL	100	100

ANALYSIS

The above table shows that 84% of the respondents are males and 16% of the respondents are female.

GRAPH 2:

SHOWING PERCENTAGE ACCORDING TO GENDER OF THE RESPONDENTS



INFERENCE

Most of the respondents approached were males.

TABLE-3

TABLE REPRESENTS OCCUPATION OF RESPONDENTS

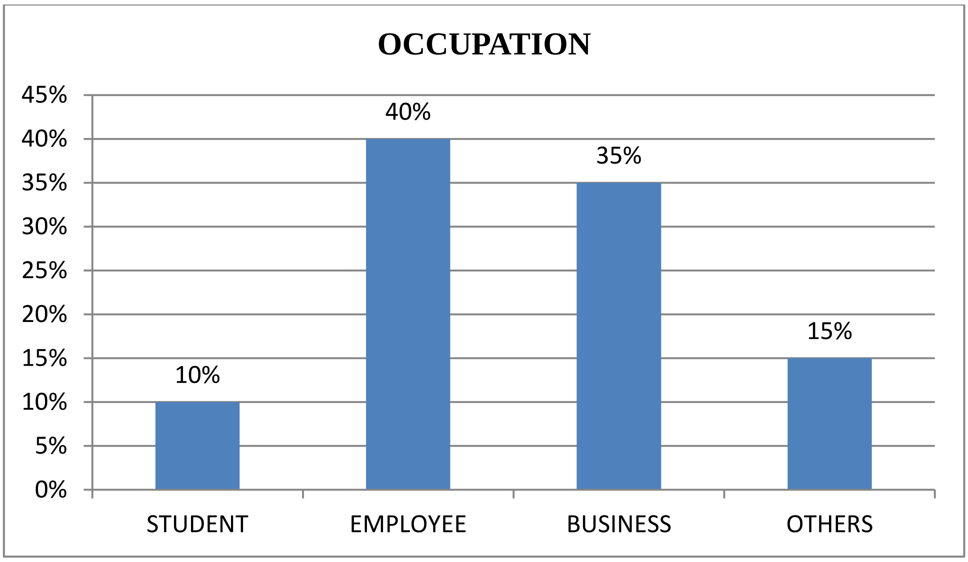
OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
STUDENTS	10	10
EMPLOYEES	40	40
BUSINESS	35	35
OTHERS	15	15
TOTAL	100	100

ANALYSIS

The above table shows that 10% of the respondents are students, 40% of the respondents are private employees, 35% of the respondents are business, and 15% of the respondents were others.

GRAPH 3:

SHOWING PERCENTAGE OF RESPONDENTS ACCORDING TO THEIR OCCUPATION



INFERENCE

Most of the respondents approached are private employees.

TABLE.4

TABLE REPRESENTING ANNUAL INCOME OF RESPONDENTS

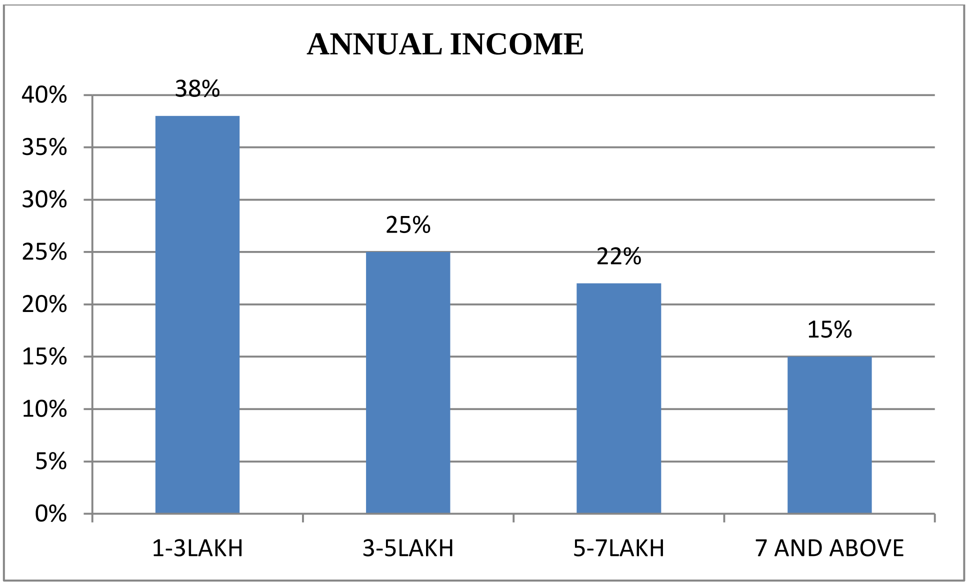
INCOME	NO. OF RESPONDENTS	PERCENTAGE
1-3 LAKH	38	38
3-5 LAKH	25	25
5-7 LAKH	32	32
7 AND ABOVE	15	15
TOTAL	**100**	**100**

ANALYSIS

The above table shows that 38% of the respondents are from 1-3 lakh, 25% of the respondents are 3-5lakh, 32% of the respondents are 5-7, lakh and 15% of the respondents were 7-or more.

GRAPH 4:

SHOWING PERCENTAGE OF RESPONDENTS ACCORDING TO THEIR ANNUAL INCOME



INFERENCE

Most of the respondents approached have an annual income of 1-3 LAKH.

TABLE 5

TABLE REPRESENTING THE MODEL OF CAR OWNED BY RESPONDENTS

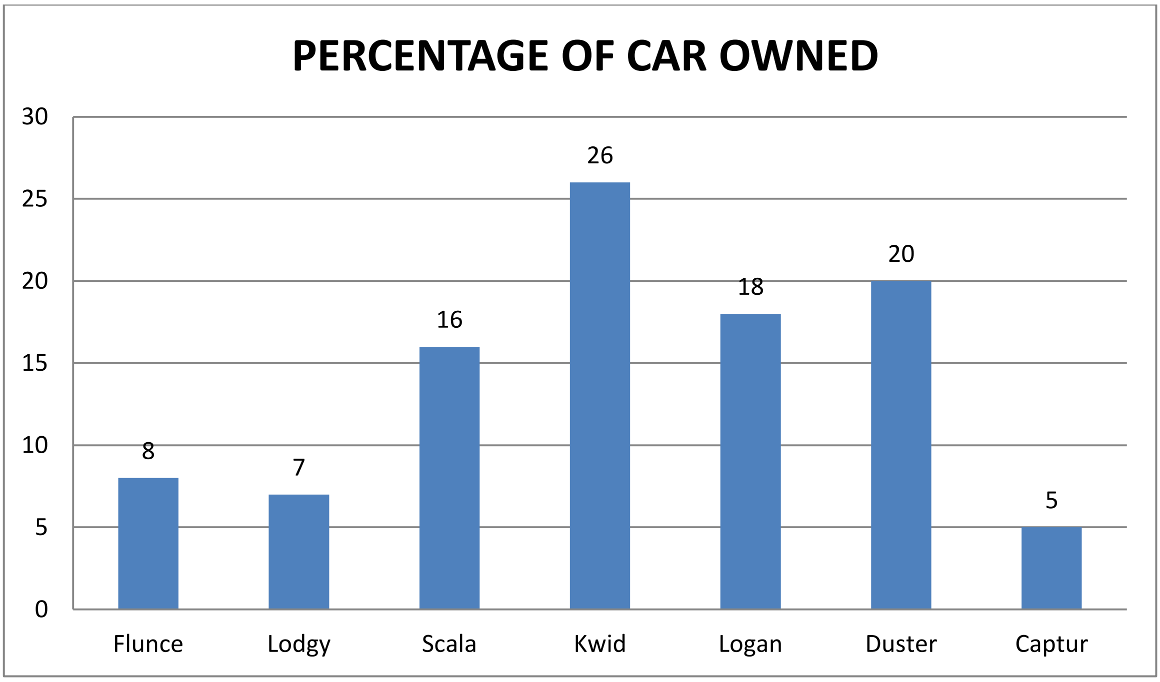
MODELS	OWNED	PERCENTAGE
Flunce	8	8
Lodgy	7	7
Scala	16	16
Kwid	26	26
Logan	18	18
Duster	20	20
Captur	5	5
TOTAL	100	100

ANALYSIS

The above table shows that 8% of people use Flunce, 7% use Lodgy, 16% use Scala, 26% use Kwid, 18% use Logan, 20% use Duster and 5% use Capture models respectively.

GRAPH 5:

SHOWING THE PERCENTAGE OF MODELS OWNED BY THE RESPONDENTS



<u>INFERENCE</u>

Most of the respondents approached own kwid car.

TABLE.6

TABLE REPRESENTING RESPONDENTS USING RENAULT VEHICLE FROM YEARS

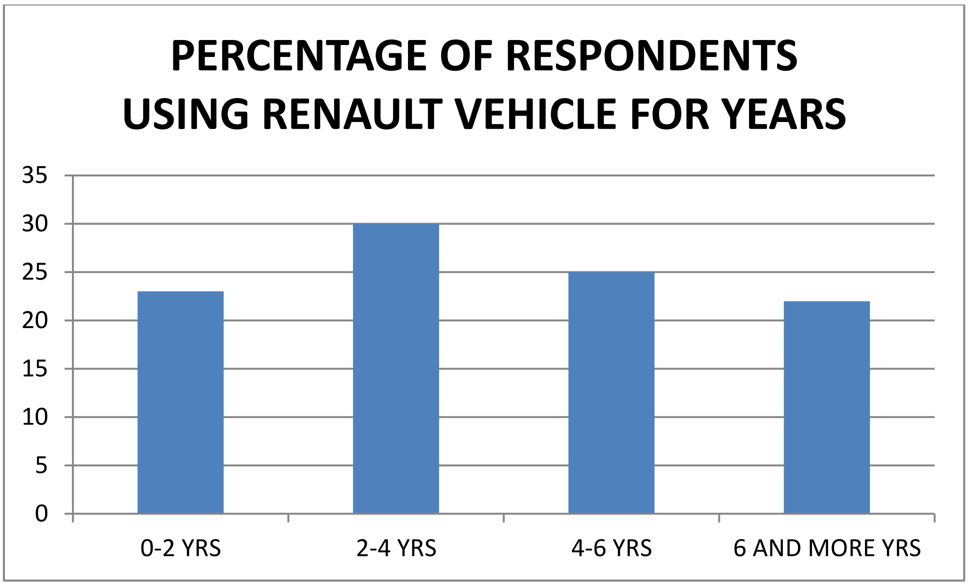
YEARS	**NO. OF RESPONDENTS**	**PERCENTAGE**
0-2	23	23
2-4	30	30
4-6	25	25
6 and above	22	22
TOTAL	100	100

ANALYSIS

The above table demonstrates that 23% and 30% of consumers keep their vehicle 0-2 yrs and 2-4 yrs respectively, and 25% and 22% of consumers keep their vehicle for 4-6 yrs and 6 and above.

GRAPH 6:

SHOWING PERCENTAGE OF RESPONDENTS USING RENAULT VEHICLES FOR YEARS



<u>INFERENCE</u>

Most of the respondents approached are using Renault car from 2-4 years.

TABLE.7

TABLE REPRESENTING RESPONDENTS PREFERNCE FOR CHOOSING RENAULT CAR

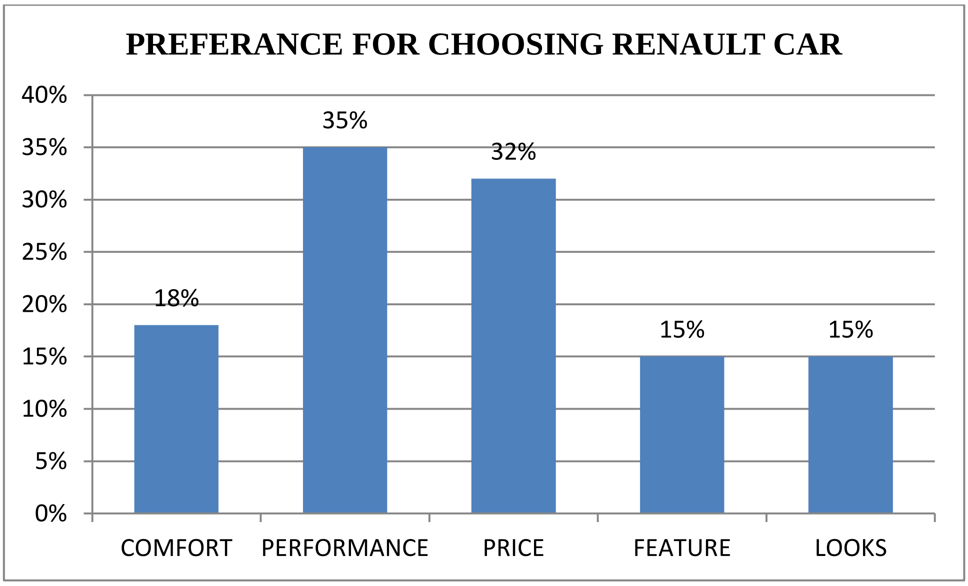
	NO. OF RESPONDENTS	**PERCENTAGE**
COMFORT	18	18
PERFORMANCE	35	35
PRICE	32	32
FEATURES	15	15
LOOKS	15	15
TOTAL	100	100

ANALYSIS

The above table shows that 18% of the respondents say comfort, 35% say performance, 32%, 15% and 15% say price, features and looks.

GRAPH 7:

SHOWING THE REASON FOR CHOOSING RENAULT



<u>INFERENCE</u>

Most of the respondents approached have chosen Renault car for performance.

TABLE.8

TABLE REPRESENTING SATIFACTION LEVEL OF RESPONDENTS

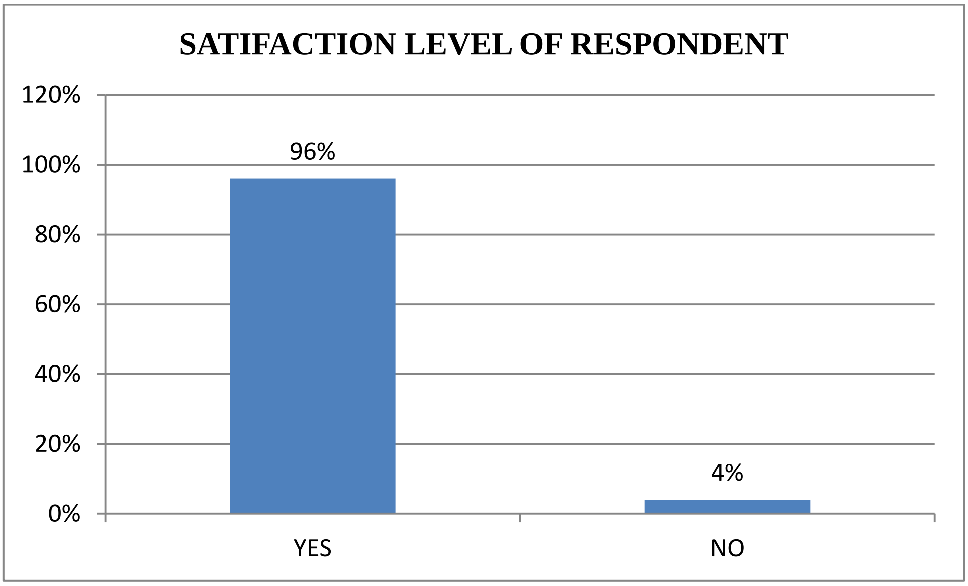
	NO. OF RESPONDENTS	PERCENTAGE
YES	96	96
NO	4	4
TOTAL	100	100

ANALYSIS

The above table shows that 96% of the respondents are satisfied 4% of the respondents are not satisfied.

GRAPH 8:

SHOWING SATISFACTION LEVEL OF RESPONDENTS



INFERENCE

Most of the respondents approached are satisfied.

TABLE.9

TABLE REPRESENTING AWARENESS OF RESPONDENTS TOWARDS RENAULT BRAND

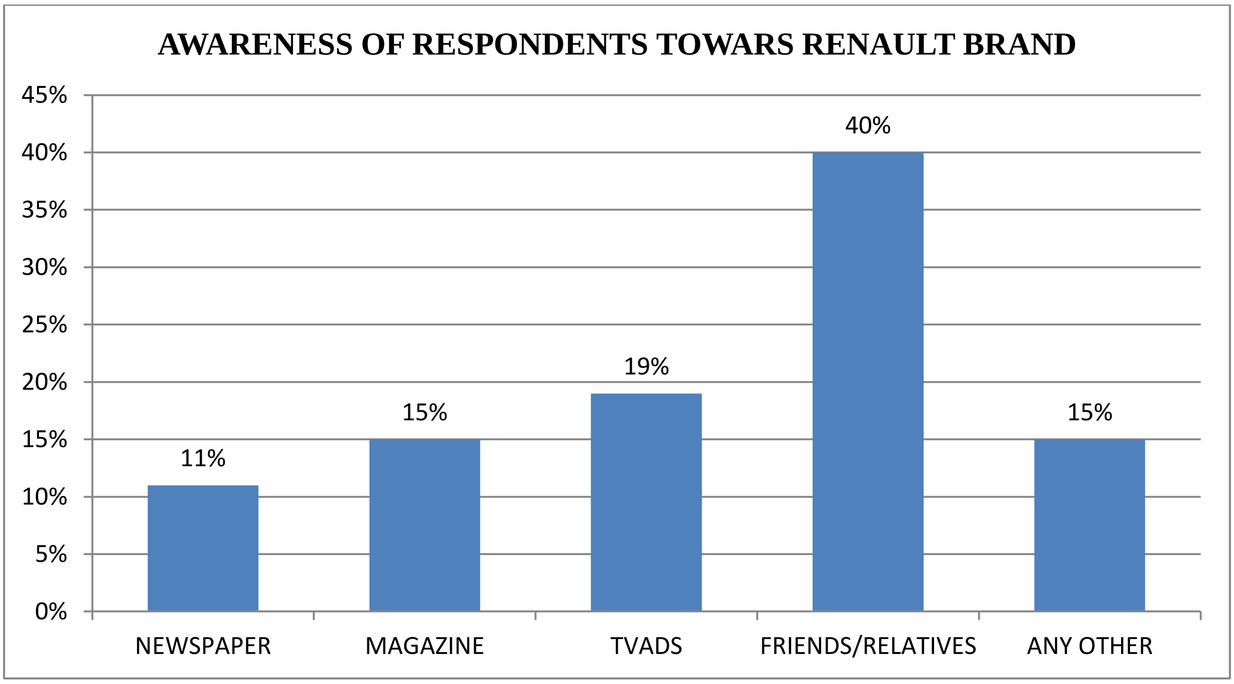
	NO. OF RESPONDENTS	PERCENTAGE
NEWS PAPER	11	11
MAGAZINE	15	15
TV ADS	19	19
FRIENDS/RELATIVES	40	40
ANY OTHER	15	15
TOTAL	100	100

ANALYSIS

The above table shows that awareness is mainly from friends/relatives with 40% and then from TV ads, any other, magazine and newspaper.

GRAPH 9:

SHOWING HOW DID THE RESPONDENTS CAME TO KNOW ABOUT RENAULT



<u>INFERENCE</u>

Most of the respondents approached came to know about Renault cars from friends/relatives.

TABLE.10

TABLE SHOWING CUSTOMER AWARENESS ABOUT RENAULT'S ADDS ON SERVICES.

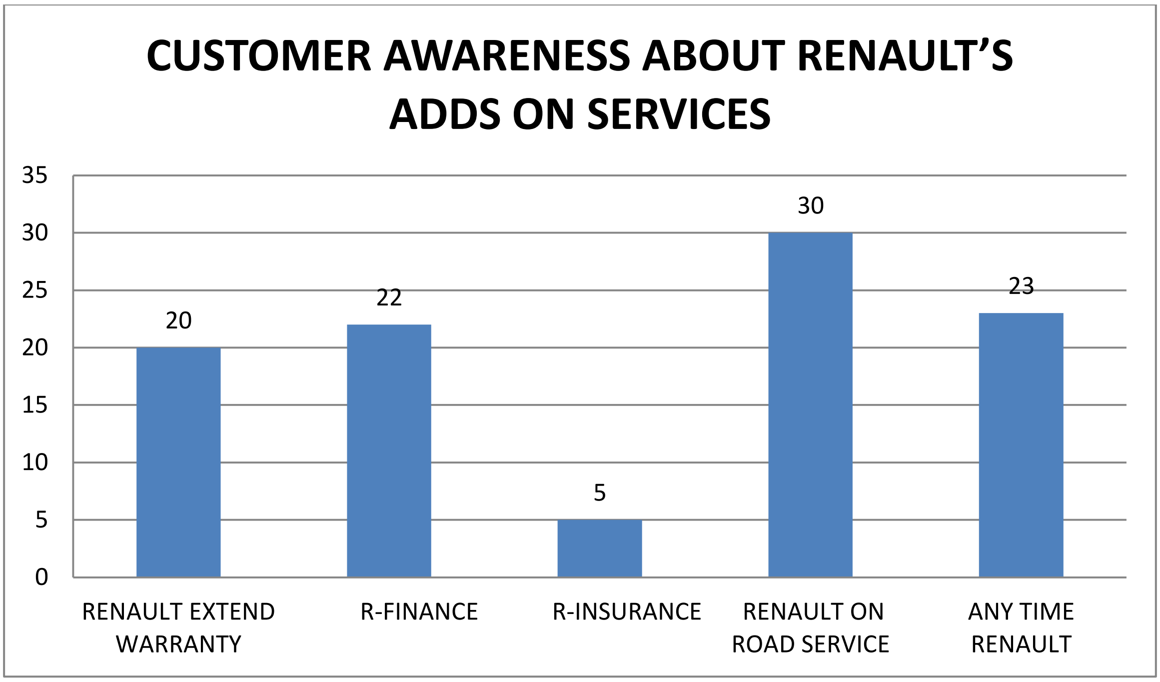
	NO. OF RESPONDENTS	**PERCENTAGE**
RENAULT EXTEND WARRANTY	20	20
R-FINANCE	22	22
R-INSURANCE	5	5
RENAULT ON ROAD SERVICE	30	30
ANY TIME RENAULT	23	23
TOTAL	100	100

ANALYSIS

The above table shows that 20%, 22% and 5% are aware of Renault extended warranty- R-finance and insurance and 30% and 23% are aware of Renault on road service and any time Renault.

GRAPH 10:

SHOWING PERCENTAGE OF RESPONDENTS AWARE ABOUT THE ADD ON SERVICES OF RENAULT



INFERENCE

Most of the respondents approached are aware of Renaults add on services except R-insurance.

TABLE.11

TABLE REPRESENTING THE RESPONDENTS WILLING TO BUY ANOTHER BRAND

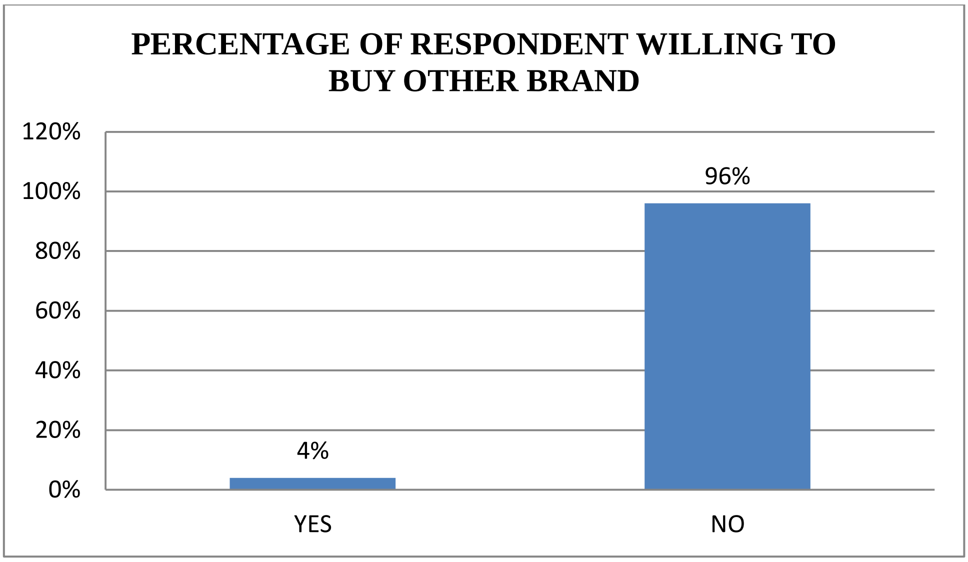
	NO OF RESONDENTS	**PERCENTAGE**
YES	4	4
NO	96	96
TOTAL	100	100

ANALYSIS

The above table shows that 96% of the respondents are not interested in buying another brand, 4% of the respondents are interested in buying another brand.

GRAPH 11:

SHOWING THE PERCENTAGE OF RESPONDENTS WILLING TO BUY OTHER BRAND



INFERENCE

Most of the respondents approached say no to another brand.

TABLE.12

TABLE REPRESENTING THE RESPONDENTS FEELING CONVINIENCY OF SERVICE NETWORK

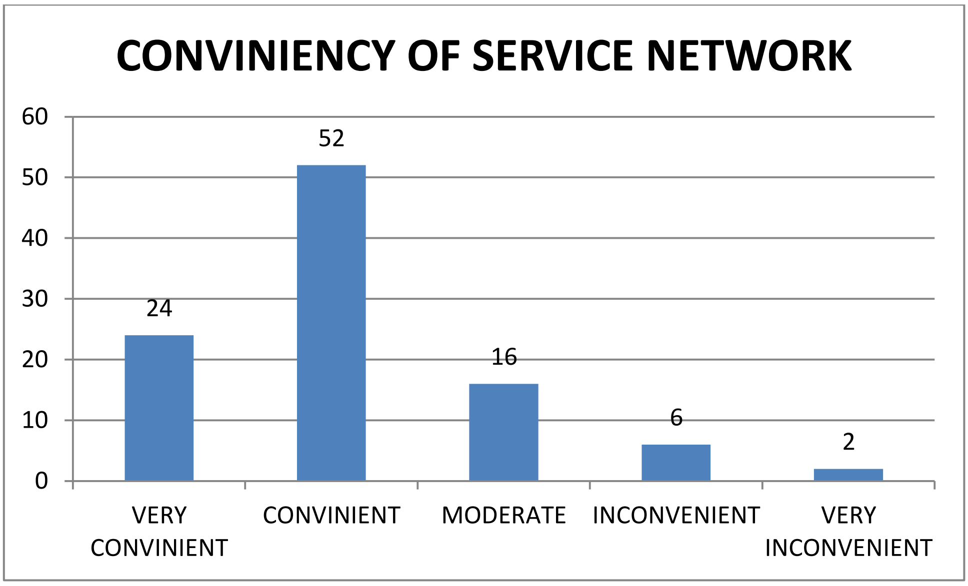
	NO OF RESPONDENTS	**PERCENTAGE**
VERY CONVINIENT	24	24
CONVINIENT	52	52
MODERATE	16	16
INCONVENIENT	6	6
VERY INCONVENIENT	2	2
TOTAL	100	100

ANALYSIS

The above table shows that 24% of the respondents are very convenient, 52% are continent, 16% have moderate feeling, 6% are inconvenient and 2% are very inconvenient about the service network of Renault.

GRAPH 12:

SHOWING PERCENTAGE OF RESPONDENTS



INFERENCE

Most of the respondents approached convenient about service network.

TABLE.13

TABLE REPRESENTING THE RESPONDENTS EXPECTATIONS ON RENAULT VEHICLE TO KEEP

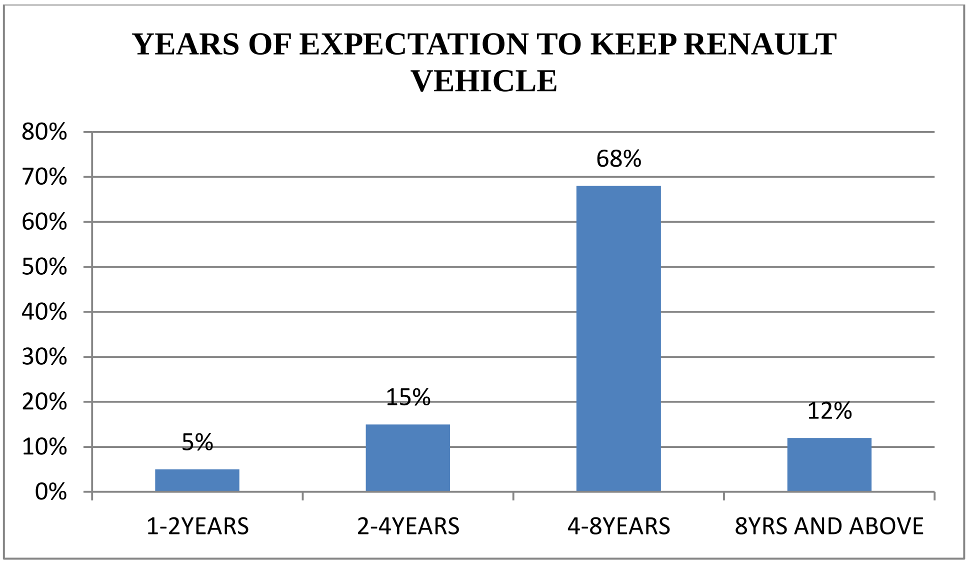
	NO OF RESPONDENTS	**PERCENTAGE**
1~2 YEARS	5	5
2~4 YEARS	15	15
4~8 YEARS	68	68
8YRS AND ABOVE	12	12
TOTAL	100	100

ANALYSIS

The above table shows that 88% of the respondents are yes and 12% of the respondents are no.

GRAPH 13:

SHOWING THE NUMBER OF YEARSTHE PERCENTAGE OF RESPONDENTS EXPECTED TO KEEP THEIR VEHICLE FOR



<u>INFERENCE</u>

Most of the respondents approached are willing to use the vehicle for 4-8 years.

TABLE.14

TABLE REPRESENTING THE PRE - SALES TRUST AND LOYALTY LEVEL OF THE CUSTOMER

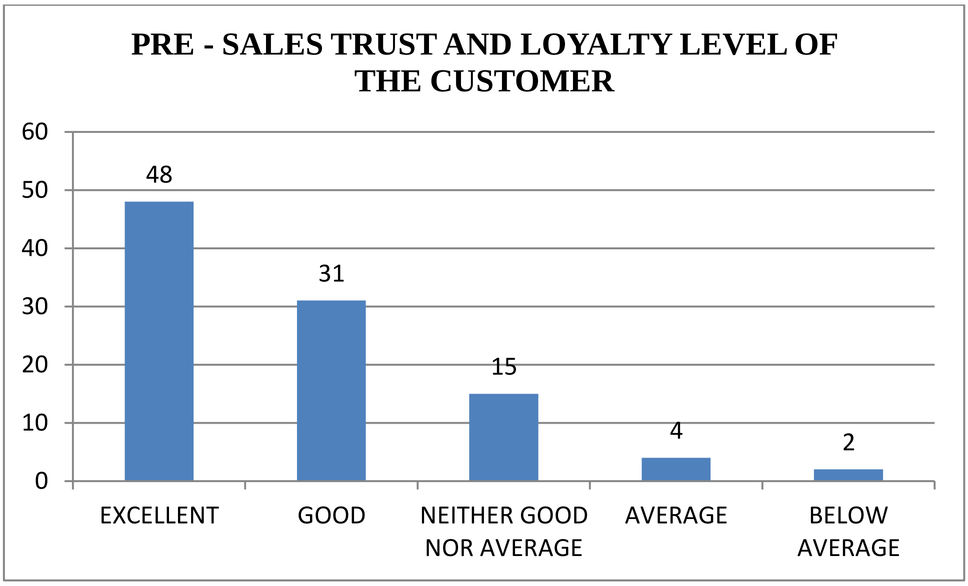
	NO. OF RESPONDENTS	**PERCENTAGE**
EXCELLENT	48	48
GOOD	31	31
NEITHER GOOD NOR AVERAGE	15	15
AVERAGE	4	4
BELOW AVERAGE	2	2
TOTAL	100	100

ANALYSIS

The above table shows that 48% of the respondents say Excellent, 31% say good, 15% say neither good nor average, 4% say average and 2% say below average with respect to the pre-sales and loyalty level of customer.

GRAPH 14:

SHOWING PERCENTAGE OF RESPONDENT



INFERENCE

Most of the respondents approached say they have excellent level of pre-sales trust and loyalty towards Renault.

TABLE.15

TABLE REPRESENTING THE CUSTOMER POST SALES TRUST AND LOYALTY LEVEL

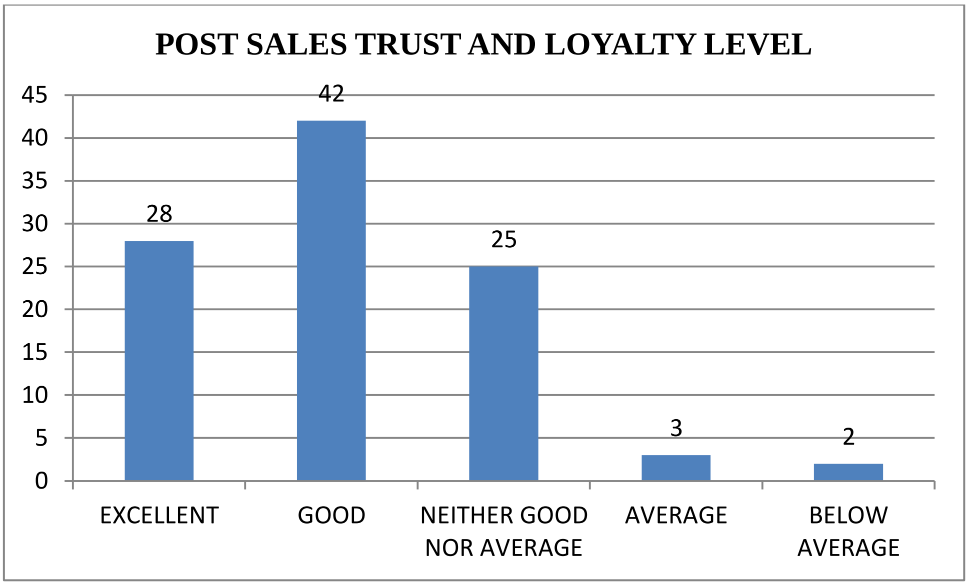
	NO. OF RESPONDENTS	**PERCENTAGE**
EXCELLENT	28	28
GOOD	42	42
NEITHER GOOD NOR AVERAGE	25	25
AVERAGE	3	3
BELOW AVERAGE	2	2
TOTAL	100	100

ANALYSIS

The above table shows that 28% of the respondents say Excellent, 42% say good, 25% say neither good nor average, 3% say average and 2% say below average with respect to the post-sales and loyalty level of customer.

GRAPH 15:

SHOWING PERCENTAGE OF RESPONDENTS



INFERENCE

Most of the respondents approached say they have good level of post-sales trust and loyalty towards Renault.

TABLE.16

TABLE REPRESENTING THE RESPONDENTS USE THEIR CARS MOSTLY

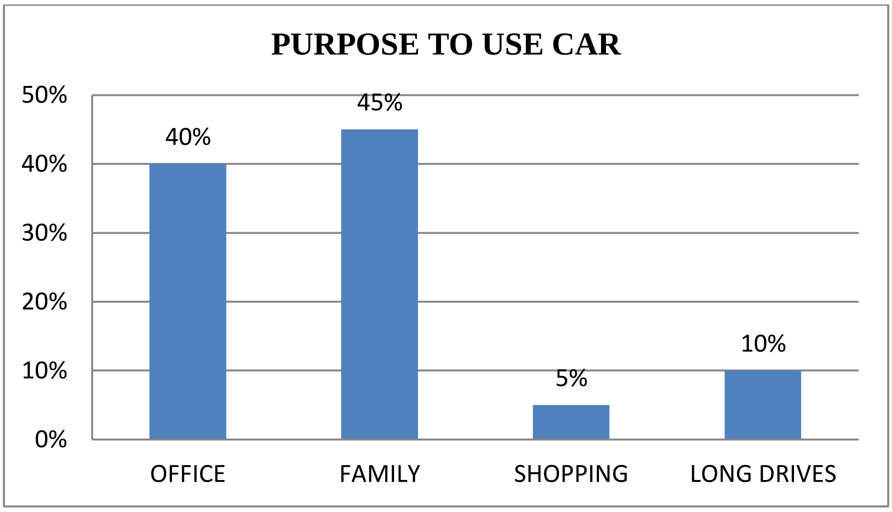
	NO. OF RESPONDENTS	**PERCENTAGE**
OFFICE	40	40
FAMILY	45	45
SHOPPING	5	5
LONG DRIVES	10	10
TOTAL	100	100

ANALYSIS

The above table shows that 40% of the respondents say office and 45%, 5% and 10% says family, shopping and long drives.

GRAPH 16:

SHOWING PERCENTAGE OF RESPONDENTS



INFERENCE

Most of the respondents approached use their car for family.

TABLE.17

TABLE REPRESENTING THE CUSTOMERS OPINION ABOUT THE RENAULT ‘S VEHICLES VALUE FOR MONEY.

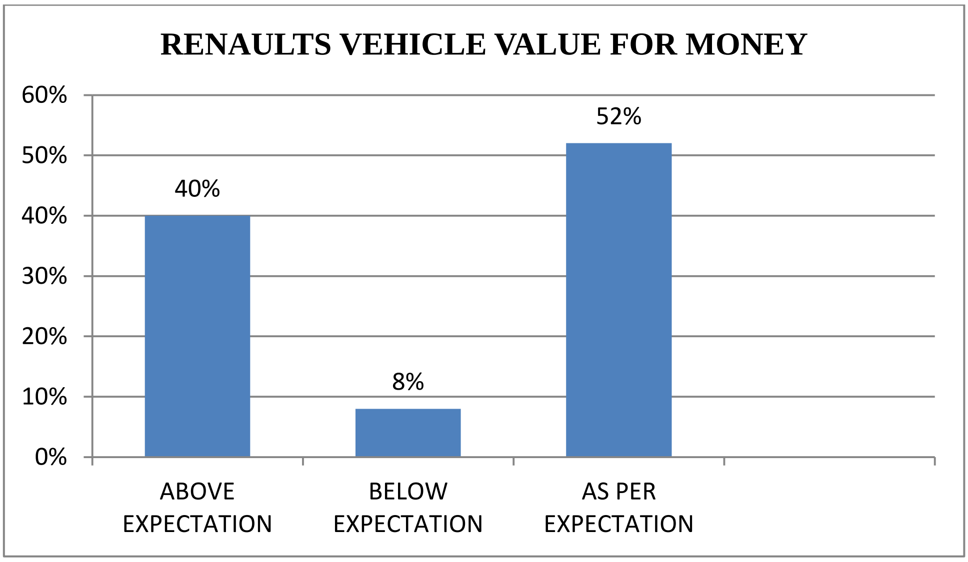
	NO. OF RESPONDENTS	**PERCENTAGE**
ABOVE EXPECTATION	40	40
BELOW EXPECTATION	8	8
AS PER EXPECTATION	52	52
TOTAL	100	100

ANALYSIS

The above table shows that 40% of the respondents say above expectation, 8% and 52% say below expectation and as per expectation.

GRAPH 17:

SHOWING PERCENTAGE OF RESPONDENTS



INFERENCE

Most of the respondents approached say that the value for money is as per their expectation.

TABLE.18

TABLE REPRESENTING THE RESPONDENTS SAYING ABOUT THE AVAILABILITY OF SPAREPARTS

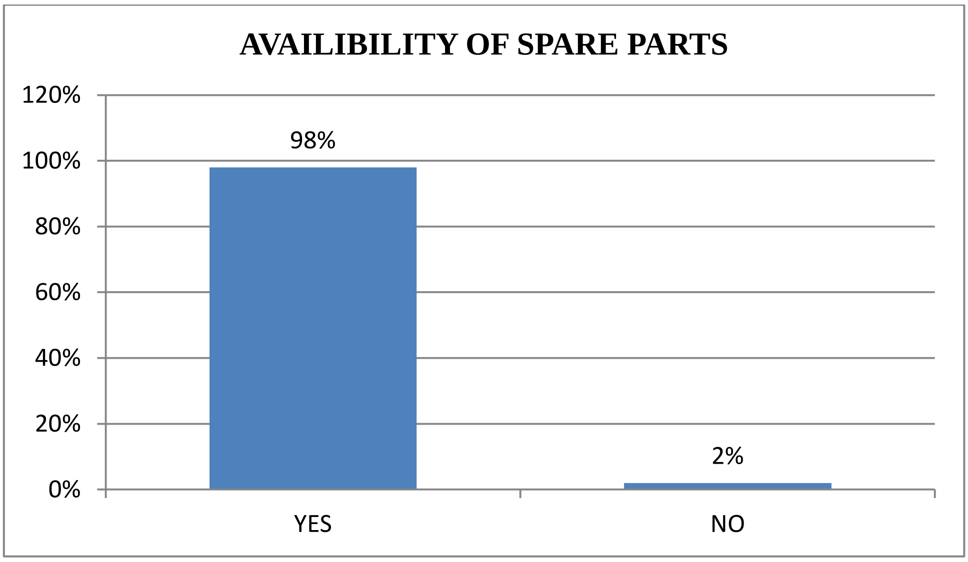
	NO OF RESPONDENTS	**PERCENTAGE**
YES	98	98
NO	2	2
TOTAL	100	100

ANALYSIS

The above table shows that 98% of the respondents say yes and 2% of the respondents say

GRAPH 18:

SHOWING PERCENTAGE OF RESPONDENT



INFERENCE

Most of the respondents approached say that the spare parts are easily available.

TABLE.19

TABLE REPRESENTING THE RESPONDENTS WHO ARE INTERESTED IN RECOMMENDING RENAULT BRAND TO OTHERS

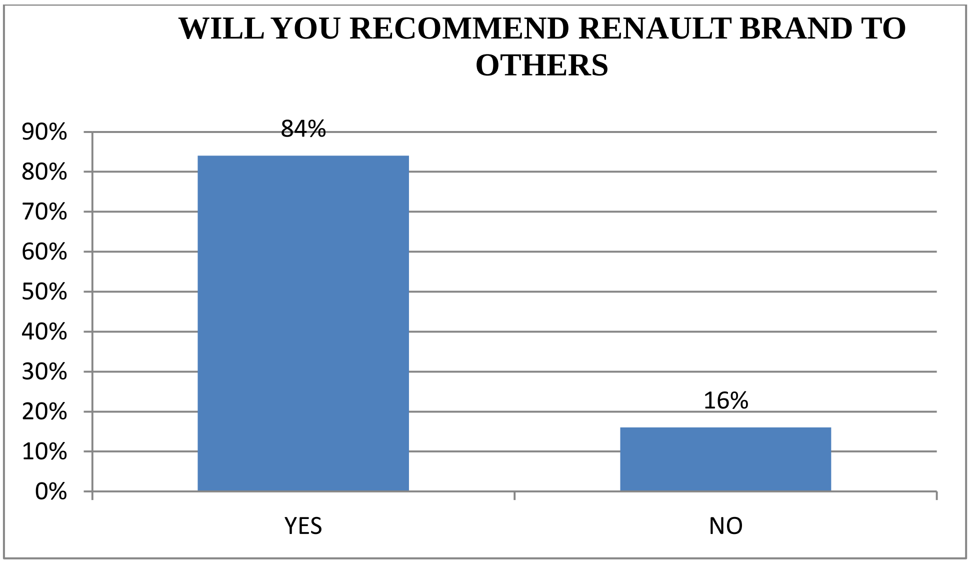
	NO OF RESPONDENTS	**PERCENTAGE**
YES	84	84
NO	16	16
TOTAL	100	100

ANALYSIS

The above table shows that 84% of the respondents say yes and 16% of the respondents say no.

GRAPH 19:

SHOWING PERCENTAGE OF RESPONDENTS



INFERENCE

Most of the respondents approached say that they recommend Renault for others.

TABLE.20

TABLE REPRESENTING THE RESPONDENTS FEELING OF TOTAL PERFORMANCE OF RENAULT VEHICLE WHEN COMPARED TO THE OTHER CARS

`

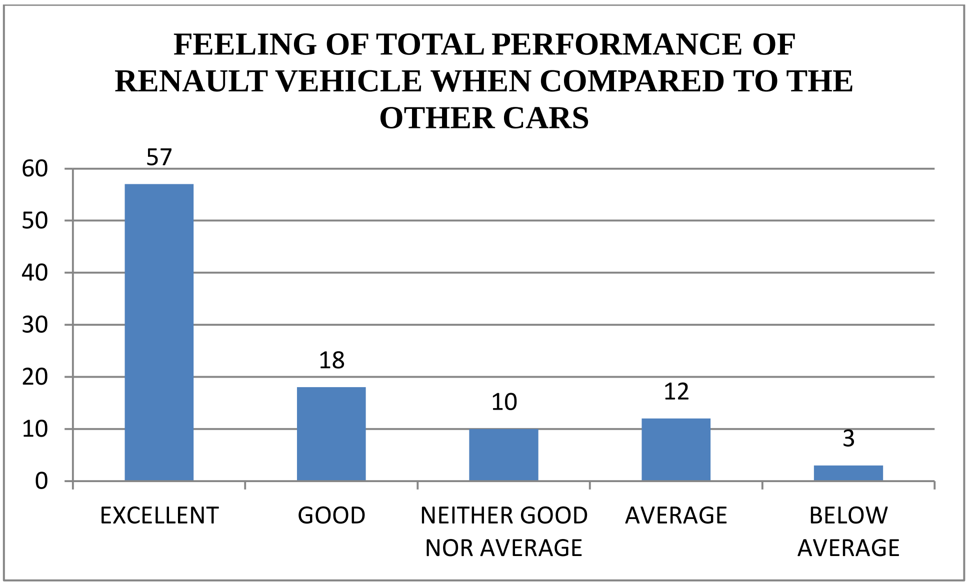
	NO. OF RESPONDENTS	**PERCENTAGE**
EXCELLENT	57	57
GOOD	18	18
NEITHER GOOD NOR AVERAGE	10	10
AVERAGE	12	12
BELOW AVERAGE	3	3
TOTAL	100	100

ANALYSIS

The above table shows that 57% of respondents say excellent, 18% good, 10% say neither good nor average, 12% say average and 3% say below average feeling about performance of Renault when compared to other cars.

GRAPH 20:

SHOWING PERCENTAGE OF RESPONDENTS



INFERENCE

Most of the respondents approached say they have an excellent feeling about Renaults performance when compared to other cars.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

1.40% of the respondents are Private Employees.

2.26% of the respondents own Kwid model.

3.30% of the respondents are using Renault car from 2-4 years.

4.35% of the respondents are using Renault car for performance.

5.96% of the respondents are satisfied with the Renault car.

6. We observe that awareness about Renault is mainly from friends/relatives.

7. It is concluded that customers are aware about add on services of Renault.

8. It is concluded 96% of the respondents are not willing to by another brand

9.52% of respondents are feeling convenience of service network of Renault

10. 68% respondent’s expectations on Renault vehicle to keep it for 4-8yrs

11.48% of respondents say pre-sales trust and loyalty is excellent

12.42% of respondents say post-sales trust and loyalty is good

13. It is concluded that 45% of respondents use their cars mainly for family purpose

14. It is concluded that 52% of respondent say Renault vehicle is value for money.

15. Most of the respondents say there is easy availability of spare parts.

16. Most of the respondents say they will recommend Renault brand to others.

17. 40% of respondents are between age group 30-40.

18. 84% of respondents are male.

19. 38% of respondent’s annual income is between 1-3 Lakh.

20. 57% respondents feel excellent about Renaults performance when compared to other brands.

5.2 CONCLUSION

From the sector survey it's come back to proverbial that automobile market in Shivamogga includes a fashionable, huge & competitive market. Renault includes a sensible market share during this market and additionally has competition with national and international automobile firms.

Here costumer’s square measure awake to totally different offers and new and restricted trends in their wares seem from time to time as a trial to extend the selection of consumers still has come back on prime of all different leading automobile brands. Customers additionally count the worth of cash that they pay. And hence, they need most trust and loyalty from the merchandise on that they're defrayment their valuable cash.

5.3 SUGGESTIONS:

- They should also focus on sectors other than private employees.
- Renault should try to increase the sales of premium class cars to increase profits.
- Other than performance Renault should also concentrate on fuel efficiency and other features, which attract customers.
- Should increase their advertisement strategies.
- Should also concentrate on SUVs.
- Renault should introduce models which are liked by younger age people.

RECOMMENDATION

1. Quality of business

2. Principally vendors haven't got their express site

3. Renault got the opportunity to see as liberal markdown offers in the midst of exhibition Season to equip their arrangements.

4. Renault got the chance to advance in Sports since recreations range unit more cutting into the give of mass entertainment channels.

5. Renault will start money Bond subject as against giving cash Discount with a great deal of regard. Buyers met all requirements for a wage bond zone unit encashable, after a fifteen year sum.

6. A part of investigate drives got the chance to be broadcasted.

7. Ought to be a considerable measure of particular in regards to Post Sales Follow Up on the grounds that it exhibits the worry of the association with the shopper.

8. Ought to put in extra attempts to progress Renault Finance, car vehicle card and Accessories.

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Annexure

Please put a (✓) mark against each option where ever required.

Name:

Phone no:

Email:

1) Age group

   20-30
   30-40
   40-50
   50-60

2) Gender

   Male
   Female

3) Occupation

   Student
   Employees
   Business
   Others

4) Model of car owned

   Flunce
   Lodgy
   Scala
   Kwid
   Logan
   Duster
   Capture

5) Using Renault vehicle from years

0-2
2-4
4-6
6 and above

6) Preference for choosing Renault car

Comfort
Performance
Price
Features
Looks

7) Annual income of the respondents

1-3 lakhs
3-5 lakhs
5-7 lakhs
7 and above

8) Satisfaction level of respondents

Yes
No

9) Awareness of respondents towards Renault brand

Newspaper
Magazine
TV ads
Friends/ relatives
Any other

10) Customer awareness about Renault add on services

Renault extended warranty
R- Finance
R- Insurance
Renault road service
Any time Renault

11) Respondent willing to buy another brand

Yes
No

12) Respondents feeling convenience of service network

Very convenient
Convenient
Moderate
Inconvenient
Very inconvenient

13) Respondents expectations to keep Renault vehicle for years

1-2 years
2-4 years
4-8 years
8 years and above

14) Pre-sales trust and loyalty level of the customer

Excellent
Good
Neither good nor average
Average
Below average

15) Post sale trust and loyalty level of the customer

Excellent
Good
Neither good nor average
Average
Below average

16) Purpose for buying the car

Office
Family
Shopping
Long drives

17) Customers opinion about Renault's vehicles value for money

Above expectation
As per expectation
Below expectation

18) Availability of spares of Renault cars

Yes
No

19) Would you recommend Renault brand to others

Yes
No

20) Performance of Renault vehicle when compared to others

Excellent
Good
Neither good nor average
Average
Below average

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

WEEKLY PROGRESS REPORT(16MBAPR407)

Name of the Student: Sai Thilak S

Internal Guide: Prof. Suhas Patel

USN No: 1AY16MBA66

Specialization: Marketing& HR

Title of the Project: A study on Impact Of Brand Trust And Loyalty On Customers Behaviour

Company Name: Shreya Cars Pvt Ltd

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction about Shreya Cars Pvt. Ltd & its operation		
22-01-18 to 27-01-18	Learning about different operations & products by Shreya Cars. Ltd		
29-01-18 to 03-02-18	Orientation & gathering information about the growth of the Company.		
05-02-18 to 10-02-18	Orientation with functional department of the Organization & detailed study of department		
12-02-18 to 17-02-18	Research problem identification.		

19-02-18 to 24-02-18	Preperation of the research instrument for data collection		
26-02-18 to 03-03-18	Theoretical background of the study		
05-03-18 to 10-03-18	Data collection & data analysis.		
12-03-18 to 17-03-18	Interpretation of the data gathered during the survey.		
19-03-18 to 24-03-18	Final report preparation & submission.		

Shreya Car Agencies India Pvt. Ltd.

BANGALORE