

## **EXECUTIVE SUMMARY**

The MBA program offered by VISVESVARAYA TECHNOLOGICAL UNIVERSITY, has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period ranging six weeks after the 3<sup>rd</sup> semester.

A study on the brand awareness towards the MARUTI SUZUKI at Sarathy Auto Cars Kollam aims at understanding the customers perception, understanding and their satisfaction level towards the brand. Brand awareness is the customers conscious or unconscious decision expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image or level of quality at the right price.

Brand awareness has a key role in determining the behavior of a buyer and it has the final decision. Until a buyer has clear cut view about the product they never dare to make a purchase, whereas awareness about a particular brand make him to take quick decision and go forward. The motive of any company is to achieve the maximum of the market share. This is only possible by building a higher percentage of brand awareness and brand loyalty. Any company can survive if there is computational activity and brand loyal customers in the market.

The project was carried out as per research. Favourable goals were set for the study. To meet the goals primary research was undertaken with the help of questionnaire, the target respondents were the customers of Maruti Suzuki at kollam. Tables and charts were used to translate data into meaningful information.

The report consist of the introduction to the industry and company profile. Later portion of the report deals with the theoretical background of the study, data collection and analysis, findings and suggestions, conclusion on the study undertaken. Finally the report has bibliography and the questionnaire attached to it.