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DEEMED-TO-BE **UNIVERSITY**

Research Project Synopsis

Name	
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Elective	
Date of Submission	

1. Title of the Study:

A Study on the Impact of Brand Loyalty on Repeat Purchases at Maruti Suzuki.

2. Statement of the Problem:

In the contemporary, fiercely competitive automotive industry, client retention is as vital as customer acquisition. Attracting new clients requires considerable marketing expenditure, however maintaining current customers via brand loyalty often results in enhanced profitability and continued market share. Maruti Suzuki, a prominent vehicle company in India, with a substantial consumer base; yet, the primary issue is to maintain customer loyalty and encourage repeat purchases over time.

Brand loyalty is affected by several elements, such as product quality, post-purchase service, brand perception, emotional attachment, and overall consumer pleasure. Notwithstanding Maruti Suzuki's established reputation, evolving consumer tastes, the emergence of new automotive brands, technical innovations, and aggressive pricing tactics from competitors may influence customer loyalty and repurchase intentions. It is essential to ascertain the extent to which brand loyalty influences recurrent purchase behavior among Maruti Suzuki consumers. Moreover, recognizing the principal factors of loyalty will enable the organization to enhance its customer interactions and maintain its competitive edge. In the absence of such insights, Maruti Suzuki jeopardizes its loyal customer base to rivals, thereby affecting its long-term growth and profitability. This research aims to examine the impact of brand loyalty on repeat purchases at Maruti Suzuki, offering practical insights to improve customer retention efforts.

3. Objectives of the Study:

1. To study the concept of brand loyalty in the automobile sector.
2. To analyse the relationship between brand loyalty and repeat purchase behavior at Maruti Suzuki.
3. To evaluate customer perceptions of Maruti Suzuki's brand image and its influence on loyalty.
4. To identify the key factors contributing to brand loyalty among Maruti Suzuki customers.

4. Significance of the Study:

This study holds significant importance for understanding the role of brand loyalty in influencing repeat purchases in the automobile sector, with a specific focus on Maruti Suzuki. The findings will provide valuable insights into customer perceptions, satisfaction levels, and the factors that strengthen loyalty toward the brand. For Maruti Suzuki, the study will help in identifying critical areas that enhance customer retention, improve after-sales service, and maintain a strong brand image in a highly competitive market. It will also contribute to existing literature on consumer behavior and brand management, serving as a reference for researchers, marketers, and automobile companies aiming to develop effective customer retention strategies. Ultimately, the research will bridge the gap between theoretical concepts of brand loyalty and their practical implications in driving repeat purchases.

5. Research Methodology:

5.1. Research Design

The present study will adopt a descriptive research design to analyze the impact of brand loyalty on repeat purchases at Maruti Suzuki. The study will incorporate a mix of both qualitative and quantitative approaches to gain comprehensive insights. The quantitative aspect will focus on numerical data collected through a structured questionnaire, while the qualitative aspect will explore respondents' perceptions and attitudes toward the brand.

5.2. Sources of Data Collection

5.2.1. Primary Data

Primary data will be collected through a structured questionnaire designed on a Likert scale to measure various aspects of brand loyalty and repeat purchase behavior. The questionnaire will be administered to selected respondents through both online and offline modes.

5.2.2. Secondary Data

Secondary data will be collected from reliable published sources such as company reports, industry publications, marketing journals, research papers, official websites, and relevant articles. This data will be used to support and validate the findings from the primary data.

5.3. Sampling Design and Technique

5.3.1. Sample Size

The sample size for the study will be 100 respondents.

5.3.2. Sample Unit

The sample unit will consist of existing customers of Maruti Suzuki who have purchased the brand's vehicles at least once.

5.3.3. Sampling Technique

The study will adopt a Convenient Sampling Technique, selecting respondents based on their availability and willingness to participate in the survey.

5.4. Tools Used for Data Analysis

The collected data will be analyzed using Percentage Analysis, presented through tables and pie charts for better understanding and interpretation of results.

5.5. Period of the Study

The duration of the study will be 8 weeks, which includes the phases of questionnaire design, data collection, analysis, and report preparation.

6. Limitations of the Study:

- The study is limited to customers of Maruti Suzuki and may not be applicable to other automobile brands.
- The sample size is restricted to 100 respondents, which may not fully represent the entire customer base.
- The use of convenient sampling may introduce bias in respondent selection.
- The study focuses on customer perceptions, which may be subjective and influenced by individual experiences.
- Data collection is limited to a specific time frame of 8 weeks, which may not capture long-term trends.

Work Plan

Week No.	Activities
Week 1	a) Conduct a detailed literature review on brand loyalty and repeat purchase behavior. b) Identify research gaps and finalize research objectives. c) Draft preliminary framework for the study.
Week 2	a) Finalize the research title and scope of the study. b) Prepare and submit the research synopsis. c) Design the structured questionnaire based on research objectives.
Week 3	a) Distribute the questionnaire to selected respondents. b) Begin collecting primary data from customers of Maruti Suzuki. c) Collect relevant secondary data from reliable sources.
Week 4	a) Continue and complete primary data collection. b) Verify and clean the collected data for accuracy. c) Organize data in a structured format for analysis.
Week 5	a) Conduct percentage analysis of collected data. b) Prepare tables and graphical representations (pie charts). c) Begin interpretation of key findings.
Week 6	a) Complete interpretation of results. b) Draft the findings and discussion sections. c) Relate findings to the research objectives and literature review.
Week 7	a) Prepare the conclusion and limitations of the study. b) Draft the significance, recommendations, and scope sections. c) Begin compiling the full research report.
Week 8	a) Proofread and finalize the research report. b) Format the report as per academic guidelines. c) Submit the final report.