

1.1 INTRODUCTION

Every organization works toward achieving specific objectives, and to meet these goals, a variety of activities must be carried out. These activities can range across different functions such as production, marketing, human resources, finance, transportation, service, research, logistics, purchasing, and storage, among others. These activities are interdependent, working together to ensure the organization's objectives are fulfilled efficiently. Marketing, in particular, plays a critical role in an organization's success. It is through marketing that a company reaches its customers, generates sales, and sustains the business cycle. Marketing activities must be closely coordinated with other functions, especially production. Production alone cannot serve its purpose without marketing, and vice versa. Furthermore, marketing also interacts with finance, research, and human resources, ensuring a holistic approach to achieving business goals.

Marketing is the process through which organizations create customer interest in their products or services, developing strategies that guide sales techniques, business communication, and overall business development. It is an integrated approach that not only builds strong customer relationships but also creates value for both the customer and the organization. By identifying, satisfying, and retaining customers, marketing management becomes a central component of overall business management. Over time, marketing evolved as a strategic response to stagnant market growth caused by mature markets and overcapacities. The marketing concept emphasizes that achieving organizational goals depends on understanding the needs and wants of target markets and delivering these satisfactions more effectively than competitors. Organizations must adapt their strategies to anticipate customer needs and meet them more successfully to stay profitable.

1.2 SIGNIFICANCE OF THE STUDY

The automobile industry today is the most lucrative industry amongst others. Due to increase in disposable income and lifestyle parameters in both rural and urban sector and availability of easy finance are the main drivers of high volume car segment. Thus the purchasing behavior of customers helps the brand to know what a customer actually wants. Thus such a study on “Customer behavior towards Jaguar Land Rover” will help in knowing the needs of every customers and to satisfy them. The customer's wants are

to be considered for further developments that needs to bring up on existing models and upcoming models.

1.3 STATEMENT OF THE PROBLEM

“Consumer behaviour describes how consumers make purchase decisions and how they use and dispose of the purchase goods or services” therefore we can understand the importance of consumer behaviour for a marketer and as a vital process during the decision purchase process. A marketer needs to identify who their consumers are in order to be capable of selling their products, generate revenue and profitability but also to be able to satisfy them for future purposes such as market share through recognition, and only once identifying their consumers’ behaviour can success be achieved. In relation to purchasing a car why would it be essential for a marketer to be able to understand its consumers behaviour in order to target them more effectively?.

1.4 OBJECTIVES OF THE STUDY

- To understand the purchasing behavior of customers towards jaguar land rover
- To analyze the purchasing behavior of customers towards jaguar land rover
- To find out the needs and wants of the customers of jaguar land rover
- To identify the strengths and weakness of the brand in market
- To suggest possible changes in sales and servicing departments for improved customer satisfaction

1.5 SCOPE OF THE STUDY

Purchasing behavior of customers vary upon each and every one of them. So the brand is required to fulfill their wants in order to enhance their market share. Customers requirements allow the brand to focus on priorities that needs developments. These studies helps the production and servicing departments in the future. These corrective measures enhances the customer appeal and satisfaction in this competitive market.

1.8 LIMITATIONS OF THE STUDY

The study was subjected to some limitations they are ;

- Limited span of time caused limited collection of data
- Findings may vary upon each city
- Wide range of opinions created multiple findings Incomplete responses

CONTENTS

SL NO	CHAPTER NAME	PAGE NO
1	INTRODUCTION	1-3
2	REVIEW OF LITERATURE	4-7
3	THEORETICAL FRAMEWORK	8-21
4	DATA ANALYSIS AND INTERPRETATION	22-42
5	FINDINGS, SUGGESTIONS AND CONCLUSION	43-45
	BIBLIOGRAPHY	
	APPENDIX	