

Project Dissertation

**“DO LEADING BRANDS NEED TO HAVE THE
BEST QUALITY PRODUCTS?”**

MASTER OF BUSINESS ADMINISTRATION

Submitted By:

Anurag Kumar

2K13/MBA/14

Under the Guidance of:

Dr. Vikas Gupta

Assistant Professor, DSM



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

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CERTIFICATE

It is to certify that the Project report titled “**DO LEADING BRANDS NEED TO HAVE THE BEST QUALITY PRODUCTS?**” is an authentic task carried out by **Mr. Anurag Kumar**, student of MBA program at Delhi School of Management, Delhi Technological University. I further confirm that the study taken up by him has been carried out under my supervision and guidance. He made sterling efforts throughout the entire project.

Prof. Pradeep Kumar Suri
Head of Department
Delhi School of Management
Delhi Technological University

Dr. Vikas Gupta
Assistant Professor
Delhi School of Management
Delhi Technological university

DECLARATION

I Anurag Kumar , student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi- 42 declare that this dissertation titled “**DO LEADING BRANDS NEED TO HAVE THE BEST QUALITY PRODUCTS?**”, submitted in partial fulfilment of Degree of Masters of Business Administration is an original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This dissertation has not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Name of the Student: Anurag Kumar

Signature:

Place:

Date:

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Anurag Kumar
2K13/MBA/14
Delhi School of Management
Delhi Technological University

ABSTRACT

When we go to a market to buy a product, what do we take into consideration when there are several options available in the same price range? Well of course it's not just one thing. This dissertation shows what are the factors and elements that a consumers takes into account when he is about to make a decision to buy a product. The study was conducted for different groups of people like different household income , age group and gender and tries to figure out what are such criterion that people take into account when they make a decision while buying a product and to what extent do they affect their buying behaviour. The comparison amongst such factors is carried out. The factors were divided into three groups considered for this project.

1. Customer Attitude
2. Quality Attributes
3. Firm's Marketing Strategies

In the end it turns out that the quality of the product matters the most then comes the customer's attitude and behaviour towards the product and then plays the effect of Firm's marketing and positioning strategies.