

PROJECT REPORT ON
“A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR OF
CUSTOMERS WITH REFERENCE TO VOLTAS PVT LTD, BANGALORE”

Submitted by
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

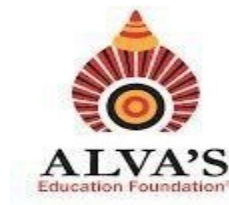
Under the guidance of

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SEPTEMBER 2023



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Date: 22nd July 2023

CERTIFICATE

This is to certify that **Mr. Bharath Gowda SL**, Student of MBA IV Semester (Reg. No.4AL21BA112), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from **13.04.2023 to 27.05.2023** in our organization on the topic of "**A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOR OF CUSTOMERS WITH REFERENCE TO VOLTAS PVT. LTD.**" as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For Voltas Pvt. Ltd

VOLTAS LIMITED


Gurudhath Raju

Marketing Manager, VOLTAS

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Date: 01-09-2023

CERTIFICATE

This is to certify that **BHARATH GOWDA S L** bearing **USN 4AL21BA112** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **"A STUDY ON CUSTOMER SATISFACTION AND BUYING BEHAVIOUR OF CUSTOMERS WITH REFERENCE TO VOLTAS PVT LTD, BANGALORE"** is prepared by him under the guidance of **Mr. Prajwal B K**, Assistant Professor PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I **Bharath Gowda SL**, hereby declare that the Project report “**A study on Customer Satisfaction and Buying Behaviour of customers with reference to Voltas Pvt Ltd, Bangalore**” was prepared by me under the guidance of Assistant. Professor **Prajwal BK**, faculty of M.B.A Department, **Alva’s Institute of Engineering and Technology, Mijar**, and external assistance by **Gurudhat Raju**, Marketing Manager at **Voltas Pvt Ltd, Bangalore**.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by **Visvesvaraya Technological University, Belgaum**.

I have undergone a summer project for Six 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: **Mijar**

DATE: **05/09/2023**



SIGNATURE

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I am genuinely grateful to my external guide Gurudhath Raju, Marketing Manager at Voltas Pvt Ltd, Bangalore, and my internal project guide Assistant. Professor, Prajwal BK for their project guidance, encouragement, and opportunities provided.

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My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

This study examines customer satisfaction and buying behavior with reference to Voltas Pvt Ltd, a prominent player in the consumer durables industry. Understanding customer satisfaction and buying behavior is crucial for organizations to develop effective marketing strategies and build strong customer relationships. The objective of this study is to identify the key factors that influence customer satisfaction and buying behavior among customers of Voltas Pvt Ltd and explore the strategies employed by the company to meet customer expectations. To achieve this, a comprehensive literature review on customer satisfaction theories and buying behavior models will be conducted. Primary data will be collected through surveys and interviews with customers who have interacted with Voltas Pvt Ltd products or services. The data collected will be analyzed using statistical techniques, such as correlation analysis and regression analysis, to identify the factors that significantly impact customer satisfaction and buying behavior. The study aims to uncover factors such as product quality, pricing, brand reputation, customer service, and product features that influence customer satisfaction and buying decisions. It will also examine the role of word-of-mouth, online reviews, and trust in shaping customer behavior. The findings of this study will provide valuable insights into the factors that drive customer satisfaction and influence buying behavior in the context of Voltas Pvt Ltd. These insights can be used by the company to enhance its marketing strategies, improve customer service, and strengthen customer loyalty. To conclude with recommendations for Voltas Pvt Ltd, highlighting specific areas where improvements can be made to enhance customer satisfaction and drive positive buying behavior. Keywords: customer satisfaction, buying behavior, Voltas Pvt Ltd, consumer durables, marketing strategies, customer relationships, product quality, pricing, brand reputation, customer service, product features, word-of-mouth, online reviews, trust, recommendations.