

PROJECT REPORT ON
A STUDY ON EFFECT OF BRAND NAME ON CONSUMER
PURCHASING DECISION WITH REFERENCE TO LAMINA
FOUNDRIES

Submitted By

JYOTHI

4AL21BA036

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide:

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Karkala



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2021-23



Lamina Foundries Limited

Regd. office & Works: NITTE-574 110, Karkala taluk, Udupi dist., Karnataka State, India

Tel: 91-08258-298890 * Email: foundrysales@lamina.co.in * CIN: U85110KA1981PLC004151

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Tel: 91-0824-2407364 * Web: www.laminafoundries.com

DATE 18042018



www.3a.co
ID: 9000023429

Ref: LFN/HRD/0131/2023-2024

Date: 27.5.2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms.Jyothi (USN 4AL21BA036) MBA the bonafide student from Alva's Institute of Engineering & Technology Mijar has undergone Project work on "Marketing" in our organisation in partial fulfilment of her degree of Master of Business Administration from 18th April to 27th May 2023.

During the project work she has shown keen interest towards learning various aspects.

We wish her all the best for her future endeavours.

For LAMINA FOUNDRIES LTD.


Authorised Signatories



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **JYOTHI** bearing **USN 4AL21BA036** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A STUDY ON EFFECT OF BRAND NAME ON CONSUMER PURCHASING DECISION WITH REFERENCE TO LAMINA FOUNDRIES**" is prepared by her under the guidance of **Mr. Guruprasad Pai, 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.


Signature of Internal Guide


Mrs. Priya Sequeira


Signature of Principal

Dept. of Business Administration
Alva's Institute of Engineering & Technology
Moodbidri - 574 225

PRINCIPAL
Alva's Institute of Engg. & Technology
Moodbidri - 574 225, D.K.

DECLARATION

I, Jyothi I, hereby declare that the Project report entitled "A_ STUDY ON EFFECT OF BRAND NAME ON CONSUMER PURCHASING DECISION WITH REFERENCE TO LAMINA FOUNDRIES" prepared by me under the guidance of MR. GURU PRASAD PAI, faculty of MBA Department, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, mijar and external assistance by MR.AVINASH MARKETING HEAD, LAMINA FOUNDRIES LTD. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of 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: moodbidri


Signature of the Student:

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Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIET for their valuable suggestions in completing this Project Report.

EXECUTIVE SUMMERY

Project is an exchange of knowledge and experience exchange between the students as well as the organization. The project helps students from deciding whether they want to stay in their current job path or change it. A project is a commitment to working for an organization for a set, limited period of time.

The project also aids in the creation of a network of contacts, the collecting of reference letters that may be included on a resume, and the addition of particular knowledge to a resume. Projects are commonly utilized as a technique to build capabilities while learning in a working background by applying theory in practice. We get to learn about various positions and duties that can be useful in the future while working on a project with an organization. As a result, this helps the interns to fulfil their responsibilities when still in graduation.

The fourth semester project, which lasted for six weeks, helped us to gain knowledge and experience about the corporate world.

The topic mentioned earlier enables us for understanding essential component of every organization and its importance of knowing how it affects customers. The introduction to the project is covered in the first chapter of this study. The first chapter is an overview of the industry, followed by a chapter on the company, which includes a background on the company's SWOT analysis and other general information about the company. The third chapter is based on an examination of the literature, followed by a chapter on the theoretical background, followed by a chapter on data analysis and the interpretation of respondents' collected data, and the final chapter provides information on the summary of findings and any necessary recommendations. An essential component of the VTU MBA curriculum is the project work Provide exposure to and knowledge about this industry.