

PROJECT REPORT ON
"A Study on Exploring the Influence of Online Reviews on
Customer Purchase Behaviour with reference to Sona TVS
Motors BC Road"

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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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Sona TVS Motor

B.C Road



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

SEPTEMBER- 2023

SONA MOTORS

Authorized Dealer TVS Motors Co .LTD

GSTIN: 29ASUPP8043Q1ZF



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Date :-01-09-2023

CERTIFICATE

TO WHOM-SO-EVER IT MAY CONCERN

This is to certify that **Mr. Neelesh (USN NO :4AL21BA051)** MBA . Alvas Institute of Engineering and Technology Mijar Moodabidri Undergone Project work in our Organization **SONA TVS** in the Topic "**A Study on Exploring the Influence of Online Reviews on Customer Purchase Behaviour** " For the period from **17-04-2023 to 25-05-2023** & had Successfully Completed.

During the period he was found to be sincere & hard working . We wish him all the best for the future endeavors.

Sincerely,

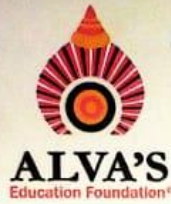


(MAHAMMAD RIYAZ)
(BRANCH MANAGER)



SONA MOTORS

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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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 **NEELESH** bearing **USN 4AL21BA051** 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 EXPLORING THE INFLUENCE OF ONLINE REVIEWS ON CUSTOMER PURCHASE BEHAVIOUR WITH REFERENCE TO SONA TVS MOTORS BC ROAD**" 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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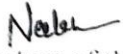
Declaration

I Neelesh, hereby declare that the Project report entitled "A study on Exploring the Influence of Online Reviews on Customer Purchase Behavior" with reference to Sona TVS BC Road prepared by me under the guidance of Prajwal B K, PG Department of Business Administration, Alvas institute of engineering and technology and external assistance by Divya Lakshmi, Sona TVS BC road.

I also declare that this Project work is towards the partial fulfillment 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: Mijar


Signature of the Student

Date:05/09/2023

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

The Project work " A Study on Exploring the Influence of Online Reviews on Customer Purchase Behaviour." This study examines the influence of online reviews on customer purchase behaviour, with a focus on the TVS Company. Online reviews have become increasingly important in today's digital age, as consumers often rely on them to make informed decisions about their purchases. In the case of TVS Company, which manufactures and sells televisions, understanding the impact of online reviews on their customers' buying decisions is crucial for their marketing and business strategies.

The research findings indicate that online reviews do indeed play a significant role in influencing customer purchase behaviour for TVS Company. A vast majority of respondents reported that they regularly read online reviews before making a purchase decision. These reviews provide valuable information about the product's quality, performance, and overall customer satisfaction. Positive reviews were found to have a strong positive impact on purchase intentions, while negative reviews had the opposite effect. Therefore, TVS Company should actively encourage satisfied customers to leave positive reviews and address any negative feedback promptly to mitigate their impact on potential buyers.

Furthermore, the study also reveals that the credibility and authenticity of online reviews are critical factors that influence customer trust. TVS Company can enhance its online reputation by encouraging genuine and unbiased reviews from verified customers. Overall, this study underscores the importance of online reviews in shaping customer purchase behaviour for TVS Company and emphasizes the need for a proactive approach in managing and leveraging these reviews to drive sales and customer satisfaction.