

A PROJECT REPORT ON

“A study on consumer perception towards Mysore sandal soap with reference to Channarayapatna and Hassan”

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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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MOODBIDRI, DAKSHINA KANNADA DISTRICT.



KARNATAKA SOAPS & DETERGENTS LIMITED.

BANGALORE-55

(A Government of Karnataka Undertaking)

No: 27, Industrial Suburb, P.B No: 5531

Bengaluru-Pune Highway, Rajajinagar, Bengaluru-560055, KARNATAKA

CERTIFICATE

NO: KSDL/HRD/AGM (TRAINING)/23-24/

Date: 30.06.2023

This is to certify that Ms. Varshini B S, USN No. 4AL21BA104, Student of MBA, Alva's Institute of Engineering & Technology, Shobhavana Campus, Mijar, Moodbidri-574225, has completed her 6weeks Project work on "A Study on Consumer Perception towards Mysore Sandal Soap" at Karnataka Soaps & Detergents Limited Bengaluru-560055.

During Project work her academic ability and character was good.

DEPUTY GENERAL MANAGER i/c
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Place: Bengaluru

Date: 01-09-2023


CERTIFICATE

This is to certify **VARSHINI B S** bearing **USN 4AL21BA104** 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 PERCEPTION TOWARDS MYSORE SANDAL SOAP WITH REFERENCE TO CHANNARAAYAPATTANA AND HASSAN"** 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.

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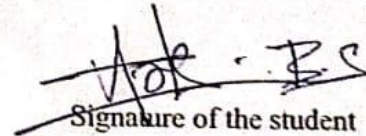
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DECLARATION

I Varshini B S hereby declare that the Project Report "A study on consumer perception towards Mysore sandal soap at with reference to Channarayapatna and Hassan" at Karnataka Soap and Detergent Limited Bangalore , prepared by me under the guidance of Mr. Guruprasad Pai Department of Business Administration, Alva's Institute of Engineering & Technology Shobha Vana campus Mijar , Moodbidri. I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a project for a period of six weeks . I further declare that this project based on the original study undertaken by me and not been submitted for the award of any degree from any other University/Institution.

Date : 04/09/2023


Signature of the student

Place: KSDL at
Bangalore

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Place: Mijar

Varshini B S

Date: 06sep2023

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EXECUTIVE SUMMERY

The main purpose of the study conducted to analyze consumer perception towards sandal soap manufactured by KSDL , focusing on the town of Channarayapatna and Hassan .The study aimed to gain insights into consumer perception , attitudes , and behaviours regarding sandal soap products , identifying key factors influencing their perception and purchase decision.

This report shows clear picture of the company and consumer perception towards Mysore sandal soap. This executive summary is short detailed information of establishment of soap industry, how the soap industry plays a major role in india and top one sandalwood soap industries in India. And next coming to chapter one company profile of KSDL which includes history of the selected company how it got started , regarding organization profile of the company , what are its vision , mission ,quality policies , product profile, promoters ,financial statement of the company. Coming to second chapter it includes theocratical background of the study , Literature review about the consumer perceptions, information collected through the secondary data .In Third chapter research design it includes the statement of the problem, need for the study, objectives, hypothesis, limitation of the study and sample size of population is 120.In fourth chapter it includes collection of data through questionnaires and its analysis ,interpretation. Fifth chapter includes findings of the study highlighted the significance of consumer perception , suggestions and conclusion drawn from the study.