

**PROJECT REPORT ON**  
**“A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA**  
**OUTLET KARKALA, UDUPI DISTRICT”**

**SUBMITTED BY**

**VIDHYA NAIR**

**4AL21BA105**

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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**2022-23**

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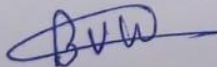
### **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **MS. VIDHYA NAIR** pursuing her MBA from Alva's Institute of Engineering & Technology, Mijar bearing USN **4AL21BA105** has completed her Project work entitled "**A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET KARKALA, UDUPI DISTRICT**" in our organisation from 17.04.2023 to 27.05.2023.

She has shown interest in learning and her conduct and character was good.

We wish her every success in her life and career.

For Padutirupathi Enterprises  
Proprietor's signature



Proprietor



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

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Date: 01-09-2023

## CERTIFICATE

This is to certify that VIDHYA NAIR bearing USN 4AL21BA105 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 CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET KARKALA, UDUPI DISTRICT" 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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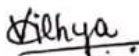
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## DECLARATION

I, **VIDHYA NAIR** bearing USN 4AL21BA105 hereby declare that the Project report entitled **"A STUDY ON CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET"** has been prepared by me under the guidance of **Mr. GURUPRASAD PAI, Assistant Professor**, faculty of M.B.A Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. SRINIVASA HEGDE, Marketing Department, Bata Showroom Karkala**. 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: Mijar

Date: 04/09/2023

  
Signature of Student:

## **ACKNOWLEDGEMENT**

I wish to take this opportunity to express my honest expression of gratitude to each and every individual who helped me in the finishing of the work directly or indirectly.

I would like to extend my gratitude to my guide, Mr. Guruprasad Pai Assistant Professor of MBA, Alva's Institute of Engineering and Technology, Mijar

I am privileged to thank our Mrs. Priya Sequeira HOD of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am very much great full to Dr. Peter Fernandes, Alva's Institute of Engineering and Technology, Mijar.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

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## **EXECUTIVE SUMMARY**

This study is conducted on” **CONSUMER PERCEPTION WITH REFERENCE TO BATA OUTLET**”. This project report provides the general information about rewards provided by KARKALA, UDUPI DISTRICT.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the reward system and its impact on employee motivation.

In the 1<sup>st</sup> chapter you will find the details about the industry and company profile of Bata Karala, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3<sup>rd</sup> chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4<sup>th</sup> chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

The chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.