

PROJECT REPORT ON
“A STUDY ON EXPLORING FACTORS INFLUENCING PURCHASE
DECISIONS FOR POWERPOINT BATTERIES.”

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

Under the guidance of

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2023-24



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THIS IS TO CERTIFY THAT

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Year MBA of ALVAS INSTITUTE OF ENGINEERING
AND TECHNOLOGY, MIJAR had completed his Project
Work in our organisation from 23-04-2024 to 06-06-2024

Theme of Project Work-


**“A study on Exploring Factors Influencing Purchase
Decisions for PowerPoint Batteries”**

At the time of Project Work, his Character was good.

We wish him all the Best for his Future Endeavours.

Regards

For PowerPoint Battery Industries


Yours faithfully

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangaluru
- Kalasa
- Kaup



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NBA (CSE & ECE)

Date: 09/09/2024

CERTIFICATE

This is to certify that **Pruthviraj** bearing USN 4AL22BA068, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "A Study on exploring factors influencing purchase decisions for Powerpoint Batteries", is prepared by him under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I Pruthviraj, bearing USN 4AL22BA068 hereby declares that the Project Title entitled "A Study on exploring factors influencing purchase decisions for powerpoint batteries" prepared by me under the guidance of Mrs. Priya Sequiera, Head of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by Mr. Sathyanarayana, Marketing Manager Powerpoint battery industry moodbidiri.

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

I have undergone a summer Project for 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.

Date: 21/09/2024

Place: Mijar



Signature of the student

Pruthviraj

(4AL22BA068)

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I express my deepest gratitude to my parents and finally members for their active role in my professional development without which my higher studies would have been just a dream.

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EXECUTIVE SUMMARY

In an institute we learn about the theoretical concepts. But in the present-day scenario, environment surrounding the business is complex and dynamic. The industries are so much diversified and specialized that it requires us to be nourished with knowledge and skills in the respective field of our specialisation. Exposure is the key and it gives the practical knowledge.

For this reason, VTU designed a scheme under which the students of MBA have to undertake the “Project work” for the period of 6 weeks. I have written a report about company’s knowledge and analysis of the problem. This report has been written in simple language including the five chapters.

Project on **“A study on Exploring Factors Influencing Purchase Decisions for PowerPoint Batteries”** There are five chapters in this report. The introduction and history of powerpoint batteries are covered in the first chapter. The conceptual backdrop and literature review of the subject under study are presented in the second chapter. The third chapter, on research design, includes the problem statement, justification for the investigation, goals, parameters, research approach, and study limits. The examination and interpretation of the data gathered in questionnaire and personal interview are covered in the fourth chapter. The study's findings, conclusions, and recommendations are covered in the fifth chapter. After that, there is a bibliography that lists the several websites that were used to gather secondary data and the literature study for the project. The Annexure includes the questionnaire used for the study.