

PROJECT REPORT

on

“A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Belagavi District.”

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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MUNISHWAR PVT LTD



ALVA's INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOOBBIDRI



DATE: 05/06/2024

Place: Belagavi

This is to certify that Mr. **SHODHAN JAIN** (USN: 4AL22BA089) student of 2nd year MBA (4th semester) Alvas's Institute of Engineering and Technology Mijar, Moodbidri. Has undergone the Project at ShriMunishwarpvvt Ltd . upon the successful completion of his project titled "A study on effect of post purchase satisfaction and perception towards Royal Enfield bikes with special Reference to Belagavi district" In our organization during the period of 21-04-2024 to 05-06-2024.

During this study of Project his character found satisfactory We wish all the best in his future endeavours.



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Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

Date: 10/09/2024

CERTIFICATE

This is to certify that **Shodhan Jain** bearing USN 4AL22BA089, 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 customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Belagavi District", is prepared by him under the guidance of Dr. Guruprasad Pai, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva – Voce Examination

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Signature of Internal Examiner
(Name & Affiliation)

Signature of External Examiner
(Name & Affiliation)

DECLARATION

I Shodhan Jain, bearing USN 4AL22BA089 hereby declares that the Project Title entitled **"A STUDY ON CUSTOMER POST SATISFACTION AND PERCEPTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO BELAGAVI DISTRICT"** prepared by me under the guidance of Dr Guruprasad pai, Asistant professor faculty of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by Mr. Vasant rao HR Manager Munishwar Pvt Ltd Belagavi.

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.

Place: **Mijaj**
Date: **09/09/24**



Signature of the Student
Shodhan Jain
(4AL22BA089)

Acknowledgment

It was my privilege to undergo the company study at Shri munishwar pvt ltd Royal Enfield Motors are many people who have helped me to complete this study successfully. It is with the gratitude that I acknowledge the help, which guided my efforts with success.

It is my foremost duty to express my wholehearted thanks to my guide Dr. Guruprasad for the valuable guidance, support and motivation during the course of this study. The inspiration provided by my guide at every stage of my work has helped me immensely in completion of this organization study and preparation of this report. I am also very thankful to Alva's institute of engineering and technology and faculties of the MBA department for their co-operation.

My profound thanks to Mr. Vasant rao he who took interest in explaining concepts and imparting necessary inputs pertaining to the organization study, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation.

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EXECUTIVE SUMMARY

The Project work “A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Belagavi District”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi

This report is divided in to five chapters. First chapter is about Introduction and History of shri munishwar pvt ltd . Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected to understand the satisfaction level on Royal Enfield Bikes by the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.