



PROJECT REPORT ON

**“A Study on Customers Perceptions of Elixer Water Purifier With Reference to Services
Provided By S.K.F Elixers, Moodbidri”**

Submitted By

Mr Vinod Kumar

USN: 4AL17MBA51

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

**Prof. Shiny Joseph,
Asst. Professor,
Department of MBA,
AIET, Mijar.**

EXTERNAL GUIDE

**Mrs. Ashwini,
Assistant Marketing Manager,
SKF Elixer, Moodbidri,**



DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

2019-2019



CERTIFICATE

This is to certify that

VINOD KUMAR

Student of MBA-HR & Marketing (2nd Year – 4AL17MBA51)
Alva's Institute of Engineering and Technology has completed Project on

'Customer perception of Elixer Water Purifier' in our organization
from 3rd Jan 2019 till 28th Feb 2019.

During the period of his project work, has been found to be keen learning and
displayed good conduct and character.

We wish him success in his future career.

HR Manager



HOD, Sales & Marketing

SKF ELIXER INDIA PVT. LTD

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www.skfelixer.in



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is to certify that **Mr. VINOD KUMAR** bearing **USN 4AL17MBA51** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “**A STUDY ON CUSTOMER PERCEPTION OF ELIXER WATER PURIFIER WITH REFERENCE TO SERVICE PROVIDED BY SKF ELIXERS, MOODBIDRI**” is prepared by him under the guidance of **Mrs. Shiny Joseph**, Assistant Professor, 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, Belagavi, Karnataka.


Mrs. Shiny Joseph
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

EXECUTIVE SUMMARY:

SKF Elixer is unit of SKF Group Pvt Ltd, Moodbidri. SKF Elixer undertakes the activity of manufacturing and sales activities of water purifiers. That is water purifiers industry .SKF group involves in the production of boilers, bearings and marketing activities of their products.

The study conducted investigates the customers perception in the related to water purifiers in related to SKF Elixer. Here study consists 100 samples size has been taken and survey among of those customers taken into considerations.

The primary data was collected through distribution of questionnaire and later it has been used for data collection, interpretation and tabulation and analysis of the data received. As per my experience from this study conducted found that, the customer preferences are more regarding the product quality service provided and technology used in the water purifiers. It also came to know that customer perception changes on the basis of compulsion of water necessity in individual life through the technology which is posed in the purifier storage capacity and service provided by specific company toward the customers.

Advertisements and promotional activities are also the factor that impact on customer awareness about the product characteristics and their importance. As per statistical tool used the service provided by the SKF Elixer is good and their preferences on the technology and service provided is much greater compared to other factors such as advertisements, storage capacity and price.

The survey reveals that the more number of respondents are most likes the message in the SKF elixir Indian Pvt ltd advertisement. The survey states that the more respondents are strongly agree the promotional activities help in guiding customers purchase decision. The survey finds that majority of the customer responded that, Brochure is the other forms for advertise or get promotional information about SKF elixir water purifier. The survey find that majority of the respondents are believable in the SKF Elixer advertisement