

R B G

Internship Report on
"Consumer buying behavior towards M/s Royal automobile Sadalga"



Submitted By

Mr. RAHUL.A.PIMPALE

USN: 4LV15MBA09

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

Dr. Ravi kulkarni

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

EXTERNAL GUIDE

Mr. Devaraj badiger

Royal automobile

Sadalga.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

CERTIFICATE

This is to certify that Mr. RAHUL PIMPALÉ (Reg. No. 4LV15MBA09) a student of final year MBA of Alvas Institution of Engineering and Technology Mijar. Had completed the summer internship project work on "A study on consumer buying behaviour towards M/s Royal Automobiles Sadalga during the year 2016-17 for period of 10 weeks from 02-01-2017 to 10-03-2017.

The project has been successfully completed by his satisfactory under our guidance, during the study his character and conduct was found satisfactory and we wish him all the best for his future.

DATE - 11-3-2017

PLACE - SADALGA

For M/s. Royal Automobiles


Partner

M/s Royal Automobiles

(Balagouda Patil)



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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Certificate

This is to certify that **Mr. Rahul.A.Pimpale** bearing USN 4LV15MBA09 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "Consumer Buying Behavior towards M/s Royal Automobiles Sadalga" is prepared by him under the guidance of **Dr. Ravi Kulkarni**, Faculty Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.


Ravi Kulkarni,
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA

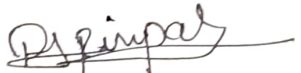

Dr. Peter Fernandes
Principal

DECLARATION

I, RAHUL PIMPALE, hereby declare that the Internship report on “CONSUMER BUYING BEHAVIOUR TYOWORDS M/S ROYAL AUTO MOBILE SADALGA” prepared by me under the guidance of Dr. Ravi kulkarni Associated Professor of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by Mr. Devraj badiger royal automobile sadalga .

I also declare that this Internship work is towards the partial fulfillment 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 twelve 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.


signature of the student

Place: Mijar

Date: 18/5/2017

Acknowledgement

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Dr. Ravi kulkarni** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Devaraj Badiger**. **Royal automobile sadalga** And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Place: Mijar

Signature of the student.

Date: 15/May/2017.

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EXECUTIVE SUMMARY

The project was undertaken in Royal automobile Sadalga . the study has made to know "Consumer buying behavior towards M/s Royal automobile Sadalga ".

The project duration was ten weeks and the project dealt with studying the consumer buying behavior of Hero motor bikes . The project started with the induction program which acquainted me with the concept of service functions and gave me the overview regarding various aspects of the showroom. After having on overview as to how the showroom works, I started with the research on various dimensions of the organization. documents where provided to know about the showroom business divisions, location of offices, hierarchies, reporting relationship, welfare activities, safety measures followed, five decades journey of the showroom etc. after acquiring an insight about the organization, I prepared questionnaires to identify and analysis consumer buying behavior.

The main objective of study was to major To Know the customers are interested to purchasing the bike with respect to in plant training at "Royal automobile sadalga".

100 samples customers have been selected by using random sampling method .The collecting information by survey method, data is tabulated and analyzed lastly conclusion and suggestions have been given.

The study concludes with a view that, attitude of customers towards buying of bike is an important factor for future development of the showroom.