

Internship Report on
"Visual merchandizing and its impact on customer buying decision"



Submitted By

Mr. Basavaraj vakrani

USN: 4AL15MBA07

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment 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. Prathap YT

Manager of Kanva mart

Gangavathi



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri

2015-2017

RB4

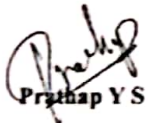
DATE: 10.03.2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Basavaraj Vakrani (4AL15MBA07) a MBA student of "Alva's institute of Engineering and technology", Moodbidri has successfully completed, His project work and internship On "Visual merchandizing and its impact on customer buying decision" Kanva mart Gangavathi". From 02nd January, 2017 to 10th March, 2017.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him every success in life



Prathap Y S

Manager of Kanva mart

Gangavathi

Kampli road Gangavathi -583227 Contact No: +91 7204568519



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax 08258-262726

Email : principalalet08@gmail.com, Web: www.alet.org.in

Date: 15-May-2017

Certificate

This is certified that **Mr. Basavaraj Vakrani** bearing USN 4AL15MBA07 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 "**Visual merchandizing and its impact on customer buying Decision**" is prepared by him under the guidance of **Dr. Ravi Kulkarni**, 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, and Karnataka.

Dr. Ravi Kulkarni,
Project guide

Prof. P. Ramakrishna Chadaga
Dean MBA

Dr. Peter Fernandes
Principal


Declaration

I, **Basvaraj vakrani**, hereby declare that the internship report entitled "**Visual merchandizing and its impact on customer buying decision**" with reference to **Kanva mart Gangavathi**. Prepared by me under the guidance of **Dr. Ravi kulkarni**, Department of Business Administration, Alva's Institute of Engineering and Technology and External assistance by **Prathap YT, manager of Kanva mart Gangavathi**.

I also declare that this internship work is towards the partial fulfillment of the university regulation 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 five 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


Signature of the student.

Date: 16/May/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. Prathap YT. Manager of Kanva Mart Gangavathi** 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. Rama Krishna 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.

Basavaraj vakrani.

TABLE OF CONTENTS

| Sl.no | Chapter | Particulars | Page No |
|--------------|-----------|--------------------------------------|---------|
| 1 | Chapter 1 | Introduction | 1-4 |
| 2 | Chapter 2 | Industry and Company profile | 5-12 |
| 3 | Chapter 3 | Theoretical Background | 13-14 |
| 4 | Chapter 4 | Interpretation and analysis | 15-38 |
| 5 | Chapter 5 | Findings, Suggestions and Conclusion | 39-41 |
| Bibliography | | | 42 |
| Annexure | | | |

Executive summary

Project report title "Visual merchandizing and its impact on customer buying decision". Kanva mart Gangavathi. The research is conducted to get a clear view about how visual merchandizing impact on customer buying behaviour. The aim of the study is to know the customers opinion of Visual displays considered during purchase and know determine factors of visual merchandise and impact on customer buying decision. As well as to study how visual merchandise urge the buying decision. At Kanva mart retail outlet Gangavathi and provide valuable suggestion to company based on the study.

The questionnaire was prepared to get accurate information. It was distributed to 120 customers in the Kanva mart outlet. Primary data collected with the help of questionnaire and interview. Secondary data collected through company broucher, Magazines and journals.