

Project Report on  
**“ A STUDY ON FACTOR INFLUENCING BRAND PREFERENCES OF BEER  
CONSUMPTION ON YOUTH OF GULBARGA REGION, UNITED BREWERIES PVT  
LTD, PUNE”**

**Submitted by  
ABHISHEK KAMBLE  
(4AL17MBA04)**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

*In partial fulfillment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**EXTERNAL GUIDE**

Mr. Mohamed Mujahid  
Area sales Executive  
United Breweries Pvt Ltd, Pune

**INTERNAL GUIDE**

Ms.Shiny Joseph  
Professor  
A.I.E.T., Mijar



**Department of MBA**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.K -574225**

**APRIL 2019**



Date- 26/03/2019

This is to certify **Mr. Abhishek Kamble** a student of **MBA (MARKETING AND HR) Alva's Institute of Engineering and Technology, Mijar, Moodbidri, Karnataka** has successfully completed the summer internship on topic **"Study on factors influencing brand preference of beer consumption on youth of Gulbarga region"** for United breweries Pvt. Ltd. for the period from 5<sup>th</sup> Jan 2019 to 25<sup>th</sup> Feb 2019.

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

We wish you all the best for your future.

FOR UNITED BREWERIES PVT. LTD.

Mohamed Mujahid

Area Sales Executive



Scanned with

United Breweries Ltd,

220, 2nd Floor, B Wing, Clover Center, A Wing, Moledina Road, Camp, Camp, Pune, Maharashtra  
411001.



## 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 : principalaiet08@gmail.com, Web: www.aiet.org.in

Date: 11<sup>th</sup> April 2019

### Certificate

This is to certify that **Mr. ABHISHEK KAMBLE** bearing USN 4AL17MBA04 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 FACTORS INFLUENCING BRAND PREFERENCES OF BEER CONSUMPTION ON YOUTH OF GULBARGA REGION AT UNITED BREWERIES PVT LTD, PUNE MAHARASHTRA” 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

## **Executive Summary**

I, Abhishek Kamble completing M.B.A from Visvesvaraya Technological University, Belgaum. I am doing my project on **“Study on factors influencing brand preferences of beer consumption on youth in Gulbarga region”** with special reference to UB Groups, Pune, Maharashtra.”

It is an analysis of consumer brand preference towards the UB Groups and observation on growth of sales rate of beer and its consumption in Youth. At this point there were both negative as well as positive responses from the customers, the employees were very kind and cooperative enough in the organization to help me understand the whole sales as well as promotional process and meeting the customers and they also clarified my doubts regarding work. Primary data was collected through questionnaires and personal interviews, and Secondary Data were taken from Books, Magazines, and Websites. 120 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of UB customers and their opinions about the brand.

I was able to get constructive feedback from customers and field work also helped me to understand the practicality or the work environment.