

Project Report on
**“A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS
BIGBASKET”**

Submitted by
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(4LV17MBA23)**

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. Naveenbalraj
Assistant Manager
Bigbasket

INTERNAL GUIDE

Mr. Johnson Fernandes
Professor
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Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

APRIL 2019



Innovative Retail Concept Pvt Ltd

No. 18, 2nd & 3rd Floor, Reliance Digital Building, Opposite Yes Bank,
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CIN NO U74130KA2010PTC052192

06-04-2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that MR. NAVEENGOWDA (REG NO 4LV17MBA23), Student of MBA, at Alva's Institute of Engineering and Technology, Moodbidri, Karnataka, has done a project work on **"A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS BIGBASKET"** at Innovative Retail Concepts Pvt Ltd from 03-01-2019 to 15-02-2019.

During this period his conduct and performance were satisfactory.

For Innovative Retail Concept Pvt Ltd

Mr. Naveenbalraj
(Ast Manger)
Bigbasket





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. NAVEEN GOWDA** bearing **USN 4LV17MBA23** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "**A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS BIGBASKET**" is prepared by him under the guidance of **Prof. Johnson Fernandes**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

Prof. Johnson Fernandes
Internal Guide

Dr. R. Wranton Perez
HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

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Executive Summary

Project entitled “A study on consumer perception and preference towards Bigbasket”, Bangalore. This project mainly focuses on the online grocery shopping consumers.

It is an analysis of consumer perception towards the online shopping and observation on growth of usage of Bigbasket application for grocery purpose. At this point there were both negative as well as positive responses from the consumers, the employees were very kind and cooperative enough in the organization to help me understand the whole research and promotional process as well as meeting the customers and they also clarified my doubts regarding service. Primary data was collected through questionnaires and personal interviews, and Secondary Data were taken from Books, Magazines, and Websites. 100 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of Bigbasket customers and their opinions about its service and application usage.