" A STUDY OF CUSTOMER SATISFACTION LEVEL ON RETAIL CHAIN IN BANGALORE CITY WITH REFERENCE TO THE KANTAR IMRB INTERNATIONAL"

A STUDY CONDUCTED AT TRADE JINI FINANCIAL PVT LTD

Submitted By

Vinod Bankapura

4AL17MBA50

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 Guidelines Of

Internal Guide	**External Guide**
Dr. G. V Joshi	**Mr. Varadaraj**
Department Of MBA	**DA Manager, IMRB**
AIET, Mijar.	**Bangalore**

Department of master of business and administration

Alvas Institute of Engineering and Technology

Mijar

2017-2019

KANTAR IMRB

CERTIFICATE

This is to that **Mr. Vinod Bankapura** has successfully and satisfactorily completed "**A study on customer satisfaction level on retail chain in Bangalore city with reference to the KANTAR IMRB International**".

This project has been executed for the partial fulfillment for **MBA Program in marketing** under our supervision and guidance during the period 3rd January 2019 to 28th of Feb 2019

During his association with us, we found him to be very sincere, dedicated and hardworking.

Guide Name: S R Venugopal (Sr DA Executive)

We wish him all the success in his future endeavors.

Yours faithfully,

M. Varadaraj

Varadaraj M

(DA Manager)

Date: 12th April 2019

Certificate

This is to certify that **Mr. VINOD BANKAPURA** bearing **USN 4AL17MBA50** is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "**A STUDY OF CUSTOMER SATISFACTION LEVEL ON RETAIL CHAIN IN BANGALORE CITY WITH REFERENCE TO THE KANTAR IMRB INTERNATIONAL**" is prepared by him under the guidance of **Dr.G.V.Joshi,** 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.

Dr.G.V.Joshi
Internal Guide

12/04/19

Dr. R.Wranton Perez
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EXECUTIVE SUMMARY

The Undertaking Report Title "A Study On Customer Satisfaction Level On Retail Chain In Bangalore City With Reference To The KANTAR IMRB International'' Is Submitted To Partial Satisfaction Necessity Of The Honor Of Master Of Business Administration.

My literature study and research took off with the assignment of developing a customer satisfaction model for a commercial B2B trading company. Any organization, whether B2B or B2C has to listen to its external customers and stakeholders. A number of studies shows the various findings and results. I have analysis the customers through the questionnaires method. In this method analysis the overall customers to find the how much they fulfill the needs and wants.

The project includes industry profile, company profile, SWOT analyses, Objectives of the study, Methodology, Analysis and interpretation, findings suggestions and conclusion. For the study different statistical tools have been used such as mean and standard deviation test has been used to test the hypothesis.

During the course of my studies, I got detailed information Kantar IMRB; its organization and administration. I have analyzed the sales and service procedure of the company. I have collected the data by random sampling method. I have placed conclusion some recommendation to retail chains. Because with the use of primary data to judge the customer satisfaction with limited ratios and study of problem in brief.

Finally in study I have learn lot of things I have done data analysis and hypothesis analysis to determine the customer satisfaction and know about the customers. In this study as help my carrier and my feature. So I earn lot of information in this project.