

A PROJECT REPORT ON
“A STUDY ON CUSTOMER’S ATTITUDE TOWARDS ONLINE SHOPPING WITH
REFERENCE TO DECATHLON SPORTS PVT LTD”

Submitted By

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4AL18MBA01

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Assistant Professor

PG department of business administration

AIET, Mijar

EXTERNAL GUIDE

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Chickjala, Bengaluru.



Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

2020

COMPANY CERTIFICATE



Post Office. Survey No. 78/10A20 - Chikkajala Village. Bellary Road Bettahalsoor, Bangalore. Karnataka 562157

Ph. No. 0888 4419976

Date: 14/02/2020

TO WHOM SO EVER IT MAY CONCERN

We here by certify that Mss. AR Pavithra Reg. No. 4AL18MBA01 a student of MBA Alva's Institute of Engineering & Technology, Moodbidri - 574225. She has done the project on topic of "Customer attitude towards online shopping" From 6th Jan. 2020 to 14th Feb 2020.

Her performance during the training period was found good.

We wish her all the best in her future endeavors.

For Decathlon Sports India Pvt. Ltd.

For Decathlon Sports India Pvt. Ltd.

Authorized signatory
Manager

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24 June 2020

CERTIFICATE

This is to certify that **A R PAVITHRA** bearing USN **4AL18MBA01**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled **"A STUDY ON CUSTOMER'S ATTITUDE TOWARDS ONLINE SHOPPING WITH REFERENCE TO DECALTHLON SPORTS PVT LTD, BANGALORE"** is prepared by her under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

Dr. Peter Fernandes
Signature of Principal

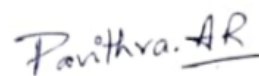
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DECLARATION

I, A.R. Pavithra Reg. no 4AL18MBA01, hereby declare that the project report entitled “CUSTOMER’S ATTITUDE TOWARDS ONLINE SHOPPING” with reference to “DECATHLON SPORTS INDIA PVT LTD” is prepared by me under the guidance of Mrs. Priya Sequira, Assistant Professor of Department of MBA, Alva’s Institute of Engineering and Technology, Mijar and external assistance by Mr. Praveen Shetty, Marketing head at Decathlon Sports Pvt Ltd.

I also declare that this project work is towards the partial fulfilment 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 6 weeks. I further declared that this project is based on the original study undertaken by me and has not been submitted for award of any degree/ diploma from any other university/ institution.



DATE: 04 July 2020

A.R. PAVITHRA

PLACE: Mijar

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ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any task would be incomplete without expressing the sense of gratitude towards those who made it possible, whose constant guidance and encouragement served as a beckon of light.

A special note of gratitude goes to the organization 'Decathlon Sports India Pvt Ltd' for providing me an opportunity to undergo the 6-week internship.

I would also like to express my sincere thanks to Mr. Praveen Shetty, Marketing Head of the firm for providing me with an opportunity to do my internship in the firm and for the kind co-operation and assistance he extended to me during the course of my study.

I am gratefully indebted to my internal guide Priya Sequiera, Assistant Professor, Dept. of MBA, AIET, for encouraging me and for her constant support throughout the course of the study and helping me completing it successfully.

I would like to express my heartfelt gratitude to thank Dr. Peter Fernandes, Principal, AIET for his valuable suggestions and moral support throughout the course of my study.

I am also thankful to all the faculty members, teaching and non- teaching staff of Dept. of MBA, AIET for their co-operation extended to me during my study. I finally thank my family and friends for their constant support and guidance.

DATE: 04 July 2020

A.R. PAVITHRA

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Executive summary

As per the curriculum of Visveswaraya technological university the students of MBA have to undergo an internship program of 6 weeks to have a practical experience. This is an essential academic requirement, which is followed by comprehensive report writing usually the choice of organization is based on the area of specialization of the student. This internship furnishes the student with an exposure into the practical world. They are able to look different concepts, given books take up a form and come to life.

I have under taken the project at DECATHLON SPORTS PVT LTD in Chickjala, Bengaluru. It is one of the major manufacturers and marketers of sportswear all over world. For the project work (18MBAPR407) I was assigned as trainee under marketing department for the considerable time duration which helped me to gain insight about the type of work they do and study the function of organization.

This report is an endeavor to cover the overall organization structure, departments, procedures and functions of the organization and also covers industry profile, company profile with their objective that the company have.

This report also features the SWOT analysis, strength, weakness, opportunity and threat of the organization in the present situation. As a result of the study it has been able to get hands on experience of the work culture in the organization.