

“A study on customer attitude towards the purchase of batteries in Moodabidri and its impact on sales of Power Point Batteries.”

By

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION**

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CERTIFICATE

This is to certify that
Mr.Afnan[USN:4AL18MBA05] student of Alvas
Institute of Engineering & Technology Mijar
Moodbidri has successfully completed his Project
work in our Organisation on the Topic : **A Study on
customer Attitude towards the Purchase of
Batteries in Moodbidri & its impact on sales of
Powerpoint Batteries** “ for a period of 6 Weeks from
January 6 to February 15-2020

During this Period he was found sincere & hard
working in his Approach towards the internship work
& his conduct was good. We wish him all success in
his future Endeavors.

For Powerpoint battery Industries


Proprietor

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur
- Hebri
- Udupi
- Surathkal
- Dharwad
- Mangalore
- Kalasa
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24 June 2020

CERTIFICATE

This is to certify that **AFNAN AHMED SHEIKH** bearing USN **4AL18MBA05**, 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 ATTITUDE TOWARDS THE PURCHASE OF BATTERIES IN MOODABIDRI AND ITS IMPACT ON SALES OF POWER POINT BATTERIES**" is prepared by him 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
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DECLARATION

I, **Afnan Ahmed Sheikh** bearing USN 4AL18MBA05 hereby declare that the Project report entitled "A Study on customer attitude towards the purchase of batteries in Moodabidri and its impact on sales of Power Point Batteries" prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Sathya Narayan Kamath, Accounts Department, Power Point Batteries.

I also declare that this Project work is towards the partial fulfilment of the university regulations 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 six 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.



Signature of the Student

Place: Moodabidri

Date: 2/07/2020

ACKNOWLEDGEMENT

Any task that is under taken reaches successful completion not only by individual efforts but also by the guidance and support of many others. On undergoing this internship and making of project report I sincerely thank everyone who has been a part of this endeavour.

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Afnan Ahmed Sheikh

Table of Contents

Chapter No.	Particulars	Page No.
1	Introduction , Industry profile and Company profile	1-23
2	Conceptual background and Literature review	24-30
3	Research Design	31-35
4	Analysis and Interpretation	36-54
5	Findings, Suggestions and conclusions	55-59
	Bibliography	60-61
	Annexure	62-66

List of Tables

Sl.NO	Particulars	Page No
4.1	Table showing Gender wise classification of respondents	37
4.2	Table showing Marital status of the respondents	38
4.3	Table showing classification on basis of age group	38
4.4	Table showing classification of respondents on basis of income level	39
4.5	Table showing brand specific	40
4.6	Table showing price comparison is essential for purchase decision of battery	41
4.7	Table showing consideration of quality	42
4.8	Table showing highly priced electronic battery is good in terms of quality and performance	43
4.9	Table showing Advertisements act as a good source of information in purchase decision	44
4.10	Table showing offers or discounts are necessary for batteries	45
4.11	Table showing necessity of guarantee/warrantee period for battery	46
4.12	Table showing after sale service is an important for an electronic battery	47
4.13	Table showing product features important than price and quality of product	48
4.14	Table showing every customer is properly attended by counter boys	49
4.15	Table showing factors influence to purchase the battery	50
4.16	Table showing delivery services are necessary for products	51
4.17	Table showing satisfaction towards the services provided by Power Point Batteries	52

4.18	Table showing consulting others while selecting a store	53
4.19	Table showing recommending Power Point to others	54

List of Graphs

SI.NO	Particulars	Page No
4.1	Graph showing Gender wise classification of respondents	37
4.2	Graph showing Marital status of the respondents	38
4.3	Graph showing classification on basis of age group	39
4.4	Graph showing classification of respondents on basis of income level	40
4.5	Graph showing brand specific	40
4.6	Graph showing price comparison is essential for purchase decision of battery	41
4.7	Graph showing consideration of quality	42
4.8	Graph showing highly priced electronic battery is good in terms of quality and performance	43
4.9	Graph showing Advertisements act as a good source of information in purchase decision	44
4.10	Graph showing offers or discounts are necessary for batteries	45
4.11	Graph showing necessity of guarantee/warranty period for battery	46
4.12	Graph showing after sale service is an important for an electronic battery	47
4.13	Graph showing product features important than price and quality of product	48
4.14	Graph showing every customer is properly attended by counter boys	49
4.15	Graph showing factors influence to purchase the battery	50
4.16	Graph showing delivery services are necessary for products	51
4.17	Graph showing satisfaction towards the services provided by Power Point Batteries	52

4.18	Graph showing consulting others while selecting a store	53
4.19	Graph showing recommending Power Point to others	54

Executive Summary

Consumer attitude is said to be an applied discipline as some decisions are significantly affected by their behaviour or expected action. Understanding the customer attitudes can help a business understand their customers better and perhaps even change their attitudes. Attitude loads any person's decision of activity, and reactions and reactions to challenges. A person with an inspirational mentality is bound to purchase an item and this result in the chance of loving or despising an item.

The aim of the study is to analyse the customers' attitude, satisfaction and perception towards the purchase of batteries in Moodbidri. Based on a sample of 60 customers, the analysis and interpretation of the study is carried out. This project study attempts to understand the customer attitude towards the purchase of electronic batteries and its impact on the sales of company. The study tried to reveal that how customers attitude towards batteries and brands are influenced by their attitude, perceived credibility, interactivity, usefulness and ease of use. The study finds that customer attitude, perception, satisfaction influence them to purchase the products.

In this study, there was a good exposure for learning day to day activity of the organisation and it provides theoretical background and the analysis on the customer attitude.