

“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**

Under the guidance of

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July-2020



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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

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- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangalore
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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.



Place: Moodabidri

Signature of the Student

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.

I would like to express my honest thanks to Principal **Dr. Peter Fernandes**, for encouraging us to carry out this project study.

I express my gratitude to my internal guide **Prof. Priya Sequeira**, for constant support and encouragement to carry out my internship project successful without much difficulty.

A special token of gratitude goes to the organisation **Power Point Batteries** and the owner **Mr. Mahendra Verma Jain**, for providing all the facilities for making my internship a successful one.

I am great fully indebted to my external guide **Mr. Sathya Narayan Kamath**, for encouraging me and for his constant support throughout the course of the project work and helping me complete it successfully.

I will extend my regards the accounts department and sales department and also to all the employees who gave me great support to carry out this report.

It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept my going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship.

Afnan Ahmed Sheikh

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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.