

**“A STUDY ON BRAND PREFERENCE OF CONSUMERS WITH  
REFERENCE TO POWERPOINT BAG INDUSTRIES”**

Submitted 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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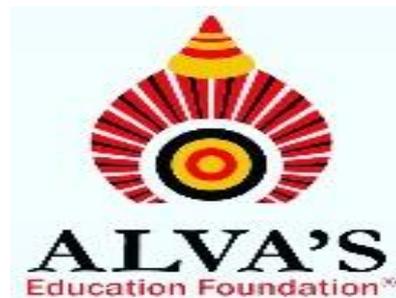
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**Mr Vincent D'Souza**

**Marketing Executive**

**Power Point Bag Industries**

**Jodukatte, Karkala Taluk**



**POST GRADUATION DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**Shobhavana Campus, Mijar, Moodbidri Taluk D.K-574227**

**July 2020**



**POWER POINT™ BAG INDUSTRIES**

Date: 26/06/2020

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Mr. Swaroop Renjala, (USN 4AL18MBA85) a MBA Programme course student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Moodbidri-574225 has successfully completed the internship project at our organization from 1-1-2020 to 15-2-2020 as a part of his curriculum requirement.

His performance and conduct during the project were good.

We wish him all the success in his future endeavors.

For Power Point Bag Industry

  
Partner

Mahaveer Hegde  
(Managing Director)

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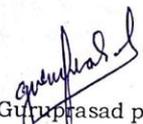
## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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### CERTIFICATE

This is to certify that **SWAROOP RENJALA** bearing USN **4AL18MBA85**, 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 BRAND PREFERENCES OF CONSUMERS WITH REFERENCE TO POWER POINT BAG INDUSTRIES**" is prepared by him under the guidance of **Mr. GURUPRASAD PAI B**, 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.

  
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Signature of Internal Guide

  
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Signature of HOD  
  
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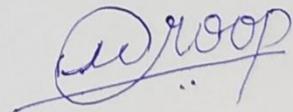
  
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## DECLARATION

I, SWAROOP RENJALA, hereby declare that the project report entitled "A STUDY ON BRAND PREFERENCES OF CUSTOMERS WITH REFERENCE TO POWERPOINT BAG INDUSTRIES" prepared by me under the supervision and guidance of Prof. Guruprasad Pai B, faculty of M.B.A department, Alva's Institute of Engineering and Technology, Mijar, and external assistance Mr. Vincent D'Souza, the Marketing Executive of Power Point Bag Industries and 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 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.

Date: 1.7.2020

Place: Mijar.



(SWAROOP RENJALA)

## **ACKNOWLEDGEMENT**

It is my great pleasure to extend my thanks and gratitude to those who have been instrumental in the completion of this project report.

I thank Prof. Peter Fernandes, Principal, MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and our beloved head of the department Prof. Claret Mendonca, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their support to undertake this project.

I sincerely express deep sense of gratitude to my internal guide Prof. Guruprasad pai B Alva's Institute of Engineering and Technology, Mijar, Moodbidri for his careful and valuable guidance, never ending patience and constant encouragement throughout the project.

I am also thankful to Mr Mahaveer Heggade, the owner of Power Point Bag Industries, Mr Vincent D'Souza, the Marketing Executive of Power Point Bag Industries for providing me the opportunity to undertake this project, without which this project would not have been possible.

Lastly I would like to thank my family and friends for extending their support in completing the report.

(Swaroop Renjala)

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## **Executive summary**

The topic deal with “A STUDY ON BRAND PREFERENCE OF CUSTOMERS WITH REFERENCE TO POER POINT BAG INDUSTRIES”. Consumer attitude is said to be an applied discipline as some decisions are significantly affected by the behaviour or expected action. Understanding the customers attitude can help a business understand their customers better and perhaps even change their attitudes. Attitude loads any person’s decision of activity, 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 information collected for this study is from primary and secondary sources, where I personally discussed with the marketing executive about the process and gained information from various E-sites. The aim of the study is to analyse the customers attitude and perception towards the power point bag industries, Karkala. Based on the 100 sample analysis and interpretation has been carried out. Study tried to reveal that how customers attitude on bags and their brand preferences with related to bag. Study revealed customers attitude, perception, satisfaction influence them to opt for particular brand.

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.