

**PROJECT REPORT ON**  
**ANALYSIS OF CUSTOMER SATISFACTION TOWARDS**  
**PRODUCTS OF MAHARAJA SOAPS INDUSTRY PVT. LTD**

*Submitted by*

**VIDYA T**

**USN:4AL18MBA86**

*Submitted to*



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

*Under the guidance of*

**INTERNAL GUIDE**

**Prof. GURUPRASAD PAI**

**Dep of MBA**

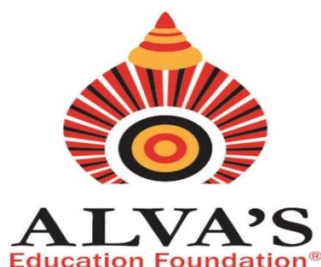
**AIET, Mijar**

**EXTERNAL GUIDE**

**Mr. SHEKAR**

**H R MANAGER**

**MSIPL Davanagere**



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

**MIJAR, MOOBBIDRI, MANGALORE TALUK, D.K – 574225**

**Batch 2018-2020**

## CERTIFICATE OF COMPANY



### MAHARAJ SOAPS INDUSTRY (P) LTD.,

#768/500, Lokikere Main Road, Near KIADB Industrial Area, Davanagere -577005

Trade Name: **SHASHI** & **SAYALI**. Fax No: 08192 262896. Office No: 08192 262826

Web: [www.msipgroup.com](http://www.msipgroup.com). GST No: 29AAGCM2311R1Z3. E-mail: [msipl99@outlook.com](mailto:msipl99@outlook.com)

Mfr: **SHASHI** & **SAYALI** Detergent cakes, Washing Powder, Scouring Powder, Dish wash Bar, Salt & Liquid Detergents.



REF: 115/2019-20

Date: 23/03/2020

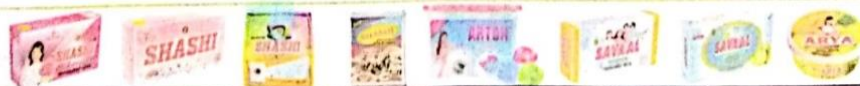
### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Vidya T (USN: 4AL18MBA86)** Pursuing **MBA.**, from "**Alva's College**" Moodubidire has successfully completed her project report with special reference to "**Maharaj Soaps Industry Pvt Ltd., Davanagere** for a period from 06 weeks under the guidance of **Ms. Lakshmi Jois HR(HR Executive)**

During this tenure we found her to be very keen in learning. Her conduct during this period was satisfactory.

For Maharaj Soaps Industry Pvt., Ltd.

*Lakshmi Jois*  
23/3/2020  
Authorised Signatory





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalalet08@gmail.com, Web:www.alet.org.in

24 June 2020

### CERTIFICATE

This is to certify that VIDYA T bearing USN 4AL18MBA86 is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "ANALYSIS OF CUSTOMER SATISFACTION TOWARDS PRODUCTS OF MAHARAJA SOAPS INDUSTRY PVT. LTD." is prepared by her 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.

Mr. Guruprasad Pai B  
Signature of Internal Guide

Dr. Claret Mendonca  
Signature of HOD

DEAN  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225

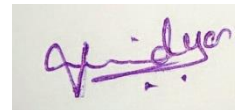
Dr. Peter Fernandes  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
Mijar, MOODBIDRI - 574 225, D.K

## DECLARATION

I, **VIDYA T** Reg. No. (4AL18MBA86), I hereby declare that the project report on “**ANALYSIS OF CUSTOMER SATISFACTION TOWARDS PRODUCTS OF MAHARAJA SOAPS INDUSTRY PVT. LTD.**” Is Prepared by me under the guidance of **Prof. GURUPRASAD PAI**, faculty of MBA Department, at Alva's Institute of Engineering And Technology Mijar, Moodbidri, and External assistance by **Mr Shekar MS Maharaja Soaps industries private limited Davangere city.**

I also declared that this internship work is toward the partial fulfillment 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 declared 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: 24 June 2020

Place: Mangalore

VIDYA T

MBA

## **ACKNOWLEDGEMENT**

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

I wish to express my heartfelt gratitude to a number of people who have been associated with me through out this project. At the outset I would like to acknowledge my gratitude to **DR. CLARET MENDONCA**, HOD of Department of Business Administration.

I am deeply indebted to my faculty and research guide prof **Guruprasadpai**, Assistant Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to Mr **Shekar MS** Maharaja soaps industries Pvt Ltd, Davangere and staffs for granting permission and providing requisite information regarding the project.

**VIDYA T**

## TABLE OF CONTENT

CHAPTER NO	TITLE	PAGE NO
1	Introduction	1-15
2	Conceptual background and literature review	16-20
3	Research Design	21-23
4	Data Analysis and Interpretation	24-34
5	Findings, Suggestions and Conclusions	35-36
	Bibliography	37-39
	Annexure	40-43

## LIST OF TABLES

TABLE NO	TITLE	PAGE NO
Table-4.1	Table Showing the Gender of Respondents	24
Table-4.2	Table Showing Income of Respondents	25
Table-4.3	Table Showing Education of The Respondents	26
Table-4.4	Table Showing Unique inShashi Soap Products to Other Brands	27
Table-4.5	Table Showing Which Factor Influences You to Buy Shashi Soap Products	28
Table-4.6	Table Showing Which Media You Come to Know About Shashi Soap Products	29
Table-4.7	Table Showing Suitable Media to Creating Awareness	30
Table-4.8	Table Showing Which Promotional Tool Is Suitable forShashi Soap Products	31
Table-4.9	Table Showing Which Promotional Activities Create Long Term Impact	32
Table-4.10	Table Showing What Should Be the Ideal Time Slot to Advertise toShashi Soap Products	33
Table-4.11	Table Showing Consumer Opinion Regarding Shashi Soap Performance	34

**LIST OF GRAPHS:**

<b>GRAPH NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
Graph-4.1	Graph Showing the Gender of Respondents	24
Graph-4.2	Graph Showing Income of Respondents	25
Graph-4.3	Graph Showing Education of The Respondents	26
Graph-4.4	Graph Showing Unique inShashi Soap Products to Other Brands	27
Graph-4.5	Graph Showing Which Factor Influences You to Buy Shashi Soap Products	28
Graph-4.6	Graph Showing Which Media You Come to Know About Shashi Soap Products	29
Graph-4.7	Graph Showing Suitable Media to Creating Awareness	30
Graph-4.8	Graph Showing Which Promotional Tool Is Suitable forShashi Soap Products	31
Graph-4.9	Graph Showing Which Promotional Activities Create Long Term Impact	32
Graph-4.10	GraphShowing What Should Be The Ideal Time Slot To Advertise To Shashi Soap Products	33
Graph-4.11	Graph Showing Consumer Opinion Regarding Shashi Soap Performance	34



## **EXECUTIVE SUMMARY**

I have selected topic for my project is “A study on Customer Satisfaction towards Maharaja soap, Davanagere”

As a part of course requirement that students of Master Degree in Business Administration course of Visvesvaraya Technological University, to take up project for Six weeks. The basic purpose of the project is to enable the students to be exposed to the working of an organization and managers, to relate the concept learned by students to the working of the organization, to understand the practical aspect of working of the organization

The objective of my research is to identify and evaluate factors that influence customers, store image in the minds of customers, to measure the buying decision of customers.

For the Tools of data analysis I have used SPSS which analyse data to Pearson Chi-Square for findings there is association between two variables. Also prepare frequency table for the same I have Used Microsoft Excel for Prepare a frequency chart.

This Practical course helps in understanding the importance of the Customer satisfaction