

**“ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS MALENADU
COFFEE”**

By

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

MASTER OF BUSINESS ADMINISTRATION

INTERNAL GUIDE

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TO WHOM SO EVER IT MAY CONCERN

It is certified that Ms. Sushmitha D, student of fourth semester of MBA from "Alva's Institute of Engineering and Technology", has done her project on "**Analysis of consumer buying behaviour towards Malenadu Coffee**" from M/s Malenadu Planters Coffee Curing Works Private Limited for the period from 01.01.2020 to 15.02.2020.

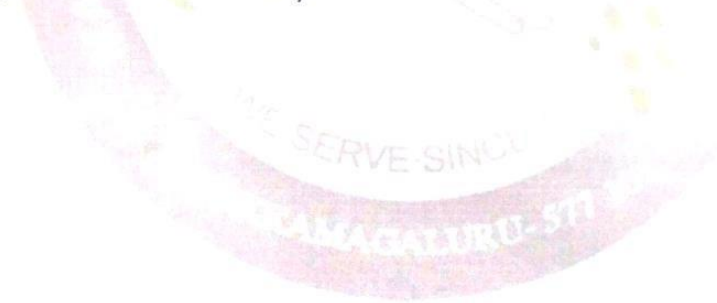
We appreciate her sincere efforts during her project and we found her conduct to be good .

We wish her all the best for her future endeavours

For Malenadu Planters Coffee
Curing Works (P)

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CERTIFICATE

This is to certify that SUSHMITHA D bearing USN4AL18MBA82 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 Consumer Buying Behaviour towards Malenadu coffee" 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.

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DECLARATION

I, SUSHMITHA D hereby declare that the project report entitled “**Analysis of Consumer Buying Behaviour towards Malenadu coffee**” prepared by me under the guidance of

Prof. Guruprasad Pai, professor of M.B.A Department, Alva’s Institute of Engineering and Technology and external assistance by **Shiv Shankar**, Human Resource Manager, Malenadu planters coffee curing works private limited, chikkamagaluru. I also declare that this project work is towards the partial fulfilment of the university. Regulations for the award of degree master of business Administration by Visvesvaraya Technology 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: Mijar

Date:



Signature of the Student

SUSHMITHA D

ACKNOWLEDGEMENT

I, SUSHMITHA D 4th semester student of MBA course Alva's Institute of Engineering and Technology Mijar, Mangalore wish to express my gratitude of all concerned people who helped me to successfully complete this reports as a part of fulfilment of master of Business Administration.

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Executive summary

Executive summary explain about the systematic study done on particular topic in the organisation. It envisages brief detail about a study on “Analysis of consumer buying behaviour towards Malenadu Planters Coffee curing works Private Limited”. This consumption is helps to have a quick insight into the study covering all the topics under the study.

The need for the study arose because in the past few years a few new entrances were found in the city which gave good competition to each other. With such competition it becomes necessary for any company to maintain consumer delight and ensure that good standards are maintained in vis-à-vis competition.

For this purpose coffee consumers in the chickmagalur city are interviewed. This study is directed towards addressing consumer complaints by finding out their opinion and getting their suggestion.

The main finding of the study were that the quality and the taste were the most important factors influencing in selecting Malenadu Planters coffee. Majority of the people consider that the product is available for a reasonable price even though some says that it is costly. Consumers are totally satisfied with the present quality of Malenadu Coffee. The product has good brand image and Malenadu Coffee is not only sold in Chickmagalur but also through Karnataka and in many places in the adjoining state like Maharashtra and Andhra Pradesh. It is also sold in big cities like Pune, Mumbai and Delhi. The firm has a good number of loyal customers.

However it has to consider that the project is built on the basis of the information given by the entrepreneurs and the opinion of the randomly selected consumers.

The number of non-users of Malenadu Coffee is more because Chikkamagaluru is a coffee town. Many of the people prepare coffee power home themselves in required quantities whenever it required. They usually do not purchase any other coffee.