

**Project report on**  
**“A STUDY CONDUCTED ON CONSUMER BUYING BEHAVIOUR**  
**WITH SPECIAL REFERNCE TO PANTALOONS FASHION**  
**PRODUCTS, MANGALORE”**

**Submitted by**  
**Mr. Rajesh Dias**  
**USN: 4AL19MBA54**

**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**

**Mrs. Priya Sequeira**

**Assistant Professor,**

**Department of MBA,**

**AIET, Mijar.**

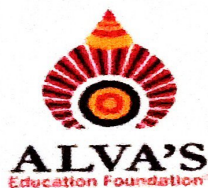
**EXTERNAL GUIDE**

**Mr. Sandeep. B**

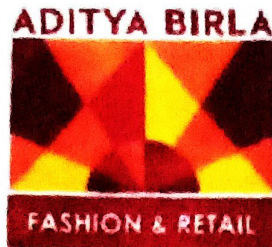
**Store Manager,**

**Pantaloon, Forum Fiza Mall,**

**Mangalore**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.**



Date: 14 July, 2021

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Rajesh Dias**, **Alva's Institute of Engineering and Technology, Mangalore** has successfully completed his summer internship project on "A study conducted on consumer buying behavior" in **Pantaloons**, for a period 22<sup>nd</sup> February, 2021 to 4<sup>th</sup> April, 2021.

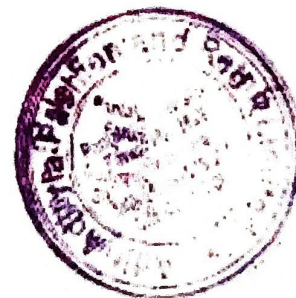
He has shown keen interest to learn things in the functional area besides being very punctual.

During his tenure with us, we found him to be sincere and hardworking.

For **Aditya Birla Fashion & Retail Ltd.**



**Binoy Philip**  
Assistant Manager – Human Resource



**pantaloons**

**Aditya Birla Fashion and Retail Limited (Formerly known as Pantaloons Fashion & Retail Limited)**

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# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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AIET/MBAID/28

20 July 2021

## CERTIFICATE

This is to certify that **RAJESH DIAS** bearing USN **4AL19MBA54**, 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 CONDUCTED ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCE TO PANTALOONS FASHION PRODUCTS, MANGALORE**" 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  
Internal Guide

  
Dr. Claret Mendonca  
HOD

  
Dr. Peter Fernandes  
Principal

**PRINCIPAL**  
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Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation

## **DECLARATION**

I **RAJESH DIAS**, hereby declare that the Internship report entitled "**A study conducted on consumer buying behaviour with special reference to pantaloons fashion products, Mangalore**" prepared by me under the guidance of **Mrs. Priya Sequeira**, Assistant Professor PG Department of Business Administration, **Alva's Institute of Engineering and Technology** and external assistant by **Mr. Sandeep. B.** Store Manager of **Pantaloons Forum Fiza Mall**, **Pandeshwar, Mangalore**.

Also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of **Master of Business Administration** by **Visvesvaraya Technological University** **Belgum**.

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: 19/07/2021**

**Place: Mijar, Moodbidri**



**Signature of the student**



## 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.

Firstly I thank Almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project and also difficult situation of COVID 19.

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr Claret Mendonca, HOD of PG Department of Business Administration.**

I am deeply indebted to my faculty guide **Mrs. Priya Sequeira**, Assistant professor, **PG Department of Business Administration**, for her regular supervision and valuable suggestion. I wish to convey my whole hearted gratitude to **Mr. Sandeep. B Store Manager, Pantaloons, Forum Fiza Mall, Pandeshwar Mangalore** and **Francis k, Department Manager of Pantaloons** and his staff for granting permission and providing valuable information regarding the project

It is my privilege to thank our beloved principal **Dr Peter Fernandes** for giving me the opportunity to take up this project. My profound gratitude to all the faculty members of the **PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.**

Finally I extend my gratitude to my parents for their love and encouragement. And I thankful to my sister and friends for their consent co-operation and support to completed successfully.

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## **EXECUTIVE SUMMARY**

The project is based the study on "Consumer buying behaviour of fashion products of pantaloons. " This study is very much helpful to know the customer buying behaviour of the different customers. How the customer are influenced towards the fashionable products of pantaloons. Customers are mainly affected towards the products by the effective advertisement on TV, newspaper, magazines. Now a days online advertisement is more effective than any other advertisement. By the interaction with the hundred customers I found out that the customers have different wants and preferences.

This study is mainly divided into five chapters. The initial chapter gives the introduction, introduction about the internship, company profile, industry profile, history and in second chapter conceptual back ground And literature review an in third chapter research design, methodology and limitations and in fourth chapter analysis and interpretation of the graphs. And in fifth chapter findings conclusion and suggestions.