Project Report-17MBAPR407

ON

A Study on Consumer Perception with Reference to Girias Investment Pvt ltd, Bengaluru

BY

TEJAS GOWDA S P
1AZ17MBA52

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
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March 2019

16th February, 2019

TO WHOM SO EVER IY MAY CONCERN

This is to certify that Mr.Tejas Gowda S P, bearing the USN No 1AZ17MBA52, MBA student of Acharya Institute of Technology, Bengaluru (affiliated to Visvesvaraya Technology Belagavi) has completed his project in our fame on the topic **"A Study on Consumer Perception with Reference to Girias Investment Pvt ltd"** from 03-01-2019 to 16-02-2019. During this Project we found he is sincere, hardworking and having a good behavior and moral character.

This certificate is provided by us to Mr. Tejas Gowda S P. This will be strictly used for his academic purposes only.

For Girias Investment Pvt. Ltd.

INVESTMENT PRIVATE LTD BANGALORE

Mahesh Kumar K

MARKETING MANAGER

Date: 09/04/2019

CERTIFICATE

This is to certify that **Mr. Tejas Gowda S P** bearing **USN 1AZ17MBA52** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Consumer Perception with Reference to Girias, Bangalore"** is prepared by him under the guidance of **Dr. Janardhan G Shetty,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD 11/4.

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11.04.19
Dr. Devarajaiah R.M.
Dean-Academics
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Bengaluru-107.

Signature of Principal/Dean Academics

DECLARATION

I, **TEJAS GOWDA S P**, hereby declare that the Project report entitled **"A Study on Consumer Perception with Reference to Girias Investment Pvt ltd, Bengaluru"** prepared by me under the guidance of **Dr. Janardhan G Shetty**, Associate Professor of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr. Mahesh Kumar K, Girias Investment Pvt ltd, Bengaluru.**

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of 6 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: Bengaluru

Date :11/04/2019

Tejas Gowda. S.P.

Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R,** beloved Dean-Academics**, Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Dept. of MBA, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Dr. Janardhan G Shetty,** Associate Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Mahesh Kumar K**, Girias Investment Pvt ltd, Bengaluru. Who gave me golden opportunity to do this wonderful Project in their esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my parents, friends and all the staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: BENGALURU TEJAS GOWDA S P

Date: 1AZ17MBA52

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EXECUTIVE SUMMARY

For betterment individual surveys are done to analyze the consumer behavior in the marketing mix strategies of Girias. For this a random sampling of more than 100 respondents was done. A detailed structure of each of the surveys and their respective analysis are described below: -

Research objective:

- Primary Research Objectives:

  To do analysis on the consumer behavior of women buying linen ethnic wear on the basis of the following:

  - Demographic details of the consumers.
  - Purchase destinations of their products.
  - Frequency of purchase of their required products.
  - Factors affecting their buying decisions.
  - Purpose of their buying of products.
  - Spending on the Girias in the past 4 to 5 years.
  - Time of purchase preferred by them.
  - Preferences of styles and degree of the products usage.
  - Reasons for preferring products.

- Secondary objectives:
  - To know which brands/retail stores are offering in various products for both men and women category.
  - To design a promotional strategy that any be devised to increase the sales of products.
- Research Methodology:
  - Sample Size: 105
  - Research designs: This is an explanatory research type. Structured questionnaires are made keeping in mind about the various as aspects of consumer behavior.
  - Source of data: The sources of data are primary in nature. The information about the various aspects of consumer behavior mentionable above are gathered by filling up structured questionnaires by the consumer of online shopping which is done themselves.
  - According to the coverage : Macro Study

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE INTERNSHIP:

Internship program help to increase the realistic knowledge of corporate world by linking to the, what we learn from lecture in college. By this we can add to our practical knowledge of the corporate and also it is more effective than the theoretical knowledge. From this I come to know the how organization works, how they take decision, company culture and working style. Then student gets on possibility to come into organization, that time they come to know the practice, work culture, management style, and administrative progress and organization objectives of the company.

Therefore to get the realistic experience and get ready report, the titles of the study is chosen “A Study on consumer perception with reference to girias PVT LTD.” For the period of 10 weeks internship at Girias private limited.

TOPIC CHOOSEN FOR STUDY:

“A Study on consumer perception with reference to Girias.”

Importance of the topic

This study concentrates on what factors will influence the customers to make decision of buying the Products online. The current study only reviews customer awareness for online shopping and is not traditional shopping or traditional shopping. The current study is an effort to understand relationship between perception and customers attitude towards e shopping.

Perception

"Awareness can be clear as a select process, the definition of organization and urge to be a meaningful and coherent picture of the world". It is an individual chooses the organization and describes the information to create meaningful images of what they have heard or seen. The same stimulus works on two individuals in different forms because they have different grasp. Marketers need to create awareness about their message because it does not matter Expected Customer. Often the customer understands this information, and usually retains what he has learned in that person.

Meaning of purchaser awareness

Consumer influence, awareness and / or marketing concept that involves consciousness about a company or its contributions. Consumer perception is usually influenced by advertising, reviews, public associations, communal media, personal experience and extra channel.

MEANING OF MARKETING

Marketing is a process of planning and managing the concept, price, promotion and distribution of goods, services and ideas to create an exchange with the intended group to satisfy consumers and corporate objectives.

ADVANCEMENT OF PUBLICITY CONCEPT

The product concept

The product concept holds that consumer will favors those products that offer the most quality, performance or innovative feature. Managers in this product oriented organization focus on making superior products and improving them.

The selling concept

The selling concept holds that consumer if left alone will or ordinary not buy enough of the organization products. The organization products. The organization must therefore undertake an aggressive selling and promotion effort.

MARKET

The market is one of the different systems, organizations, actions, public dealings and infrastructure parties exchange. While parties can exchange goods and services by exchange of goods, most markets offer buyers their goods or services (including workers) instead of money from buyers . The market must be more than one buyer or seller to be competitive. It is suggested that two people can be traded, but at least three people are required to have the market, so there is a competition on its two sides. However, competitive markets depend on a large number of buyers and sellers. Single seller and multi-buyer market is monopoly. Single buyer and multi vendor market monopoly. These are overwhelmingly incomplete competition. Types of market, scale (volume and geographic range), location, and types of participants, as well as the types of business goods and services vary.

In mainstream economics, any structure that allows buyers and sellers to exchange any kind of goods, services and information is a marketing concept. Exchange of goods or services for money is a business. Market participants include good buyers and sellers who influence their price. This influence is an important study of economics and has increased many theories and models about supply and demand base market forces.

In markets, buyers and sellers have two roles. This market makes business easier and distributes and distributes resources in society. Markets allow any merchant item to be evaluated and priced. A market emerges more or less naturally or deliberately constructed by human communication to enable the exchange of services and goods rights. Historically, markets have emerged in physical markets, usually from small communities - or, towns and cities.

1.2 INDUSTRIAL PROFILE:

Shopping is a process that consumers buy goods or services directly from the marketplace, without an intermediary service on the Internet. This is a form of electronic commerce. The sales or purchase business will be completed in real time and electronic at Amazon.com for new books. In some cases, however, an intermediary may be involved in sales or purchase transactions such as transactions in eBay. Fill the physical analogy of purchasing products or services at online shop, e-shop, e-store, internet store, web shop, web store, online store or virtual store bricks and mortar retailers or shopping centers. This is according to an electronic deal conducted by companies such as Amazon.com. It is called Business Online (B2B) online shopping when the business is purchased from another business. A large amount of electronic commerce is carried out electronically for realistic materials, such as access to premium content on the website, but most of the electronic business involves shipping physical goods. Online retailers are sometimes called e-tailors Almost all major retailers now appear electronically on the World Wide Web. Online Marketplace such as eBay and Amazon Marketplace has significantly reduced the financial and reputation restrictions for entry into SMEs that want to trade online. These markets provide web presence, marketing and payment services, and, in the case of Amazon, fulfilling. This allows SMEs to concentrate on their main potential. Maintaining supplier relationships. In addition, SMEs have online options as these markets compete with each other (some retailers sell in many markets) and retail vendors websites. They will compete with paid search providers and others in providing marketing to SMEs. 3 Consumer ratings are one of the key points of market locations that allow SMEs to build a reputation for the low cost of the offline environment. This aspect of fame can be achieved quickly (a piece of response produces only a rating) and specific platforms (ie ratings are not transferred).

1.3 COMPANY PROFILE:

Girias investment private limited, have earned a reputed in the retail industry as a supplier of home appliances and accessories and other electronics items. Girias range includes Television, home audio and video, air conditioner, washing machines and computers. These are sourced from the trustworthy and reliable vendors of the industry. These are highly acknowledged for attributes like performance, less electricity consumption, longer functional life, high tensile strength and corrosion resistance. The ultimate goal is to offer an unparalleled range to the clients at the market leading prices. In the endeavor, Girias are supported by an enriched vendor base that helps to meet the mounting demands and requirements of the clients within the stipulated time frame. Girias vendors make best use of available resources so as to deliver an excellent quality range. We ensure to check the performance and durability before offering at the clients end. Leveraging on these efforts, we are able to garner a distinct position in this highly competitive domain.

Management principles

1. To attain the best talent.
2. To serve the customer.
3. To provide the best product and services with minimal cost.

BUSINESS OPERATIONS

- Bangalore
- Chennai
- Mangalore
- Mysore
- Hubli
- Coimbatore
- Selem

1.4 COMPETITORS

- Viveks
- Vasant and co.
- Vijay sales
- Sony mony elec

1.5 PROMOTERS:

Sachin Jain

Mallikarjun agarwal

Sanjay jain

1.6 Vision, Mission

Mission:

Our mission is to empower every person on the planet to achieve in more.

Visualization

The first and best choice in the market is to meet all customer requirements. Following sales requirements, our efforts are to make good products from the best brands at the best price, with the responsibility of caring for customers. It is possible with the best relationships we share with all our principles and suppliers; they believe the market is the best bet to showcase their products.

Consumer confidence in the brand Girias is our biggest strength and our long-term vision of always respecting that trust. We grow only on the basis of our customer relationships and we continuously try to prevent the barrier when customers are expecting more time from us. It keeps our toes up and constantly adapts to customer needs and faces the challenges of dynamic marketing and high consumer opportunity.

1.7 SWOT ANALYSIS

SWOT analysis, such as analysis of capabilities, weaknesses, opportunities and threats, is a widely used strategy for maintaining structural identification and analysis of factors that determine the outcome of any proposal, plan, and product or business case.

STRENGTH:

Capabilities are strong and positive characteristics of any company or business, which gives them a tip over their competition and contributes to their success. Capabilities can be obvious (physical, touchable) internal capabilities such as human resources, assets, enforcement, production, trade secrets, etc ... or obscure (physical, abstract) company culture, brand awareness, business processes, market status, etc ... All capabilities, as they are in control of the company, must be constantly enhanced to maintain competitive advantage over others.

WEAKNESS:

Any process that prevents a company's growth or success, areas or resources is classified under the weakness category. Weakness is always caused by internal factors for the company and thus, if properly identified, can work and improve.

OPPORTUNITIES:

The most important parameter to evaluate any company's success is growth and external rules, situations and situations help the company expand its size and income.

Chances are always companies postpone the positive direction and power differently, depending on the factors outside the company's control.

Examples - Upcoming advances in the communication industry, less stringent business laws, demand growth.

THREATS:

Any factors that could risk the company's success may lead to lower sales, with lower profits or declines in growth being identified as threats. Threats and weaknesses are the same but external factors threaten, ie activities that are not directly controlled by the company.

1.8 FUTURE PROSPECTS GROWTH OF COMPANY:

The future has a good promise and we try to achieve and conquer more milestones at GIRIAS. This is our endeavor to reach more closer to the customer base by opening more stores. It is most convenient after our support and sales support system to deliver high-quality products from major brands and more competitive prices. We are sure we can look forward to a better future with our customers, with our constant hunger to ensure that our customers trust in the brand of Girias.

1.9 FINANCIAL STATEMENT

Ratio Analysis:

present relation: This shows the company's ability to fulfill its current liability with existing assets. The current ratio formula is below:

Present Assets

Current relation = -------------------------------

present Liabilities

Particulars	Mar 18	Mar 17
Current Assets	9624.98	8154.76
Current Liabilities	4533.09	3668.87
Current Ratio	2.12	2.22

Interpretation: Its ideal ratio is 2:1. Thus the company can meet its Current liabilities through company's current assets.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 CONCEPTUAL BACKGROUND:

This follows the problem recognition stage. The desired products are not known but the need is quickly satisfied when it is easily accessible. If customers are unsure about the brand and the product, it can be well-satisfied, how and where it can be, for them to find the right information. Information can be obtained from any sources such as the customer, family, friends, quote groups etc. Vendors provide information to seller and advertising distributors. As a result of data collection, the customer becomes aware of the brand and their type of availability. The reviewer should identify information about customer saas and each source's importance in preparing effective communication to target consumers.

2.2 LITERATURE REVIEW:

Author/researcher	**Tittle of the article/study**	**Objectives outcome/findings**
Minjoon Kim (2004)	Investigation study on customer perception	Organized a study study on the quality of the web retailer and customer satisfaction of their satisfaction. There were specific objectives of this research
Narges Delafrooz, Laily Hj. Paim, Ali Khatibi (2009	Estimation of attitude toward online shoping	Drove the examination of the examination on the development on an instrument to estimate the attitude towards online shopping. The objective of this study is to enable consumer web shopping presentations and components to effectively explore and evolve a vision

		for web shopping and web shopping expectations.
Tonita Ruyter (2004)	What customers do to shop online	A Literature Review. The focal point of this paper is to propose framework to assemble researchers' perceptions toward web shopping in the US and Europe and intend to supermarket on the Internet.
Arvind Rangaswamy,(2001)	alert on purchaser choice behavior online	Effects of brand name, price, and other search characteristics. The purpose of the study is to facilitate the purpose of the fuse (1) brand names are more important online or at standard provisions
Su-Chao Chang and Chi-Min Chou (2010)	learning on factor impacting customers web shopping	Factors affecting consumer web shopping behavior: integrate the needs and work-based relationship perspectives. This study is planned to take a nap in relation to the preparations and the effects of dedication based and bonding building units
Claudia Bridges (2006)	learning on online shopping behavior	Online Shopping Behavior: Key Dimensions and

		Research Synthesis. Vital Goals include (a) To mention four estimates of the Web Shopping Channel that integrate the uniqueness of the Direction, Colonial, Consumer Organization, and Experience in a written work review and Ace judgment perspective,
Naiyi (2004)	Dimensions of consumer	Online shopping focuses on consumer perceived risk dimensions. The model of the structure is made in this paper with seven parts of the buyer's apparent risk to buy the web.
Christy Cheung, (2005)	dangerous appraisal of online customer behavior	This study tries to provide critical criticism of the pre-theoretical written work and offers a coordinated model of online buyer behavior.
Elisabeta 2014	Virtual groups of purchasers	Internet and virtual groups have replaced buyers, social commands and partnerships, accessed data, better person communication and improved correspondence capabilities
Sylvia M. 2013	Online networking	In their exploration report they clarified that in spite of the expansion of online

		networking and the widespread adoption of these assorted specialized apparatuses, there is an absence of studies that conceptualize the qualities of social networking as saw by clients and think about the apparent attributes or advantages of various online networking sorts.
Joseph A. Anyadighibe 2011	Impact of online micromarketing on clients	This study tries to research the impact of online networking micromarketing on clients 'fulfillment in the household carrier industry in Nigeria. In particular, the study measured the impact of online networking micromarketing on clients' eagerness to prescribe administration to others (informal correspondence), clients'
Christine A.Odhimbo, 2012	Systems of brand mindfulness of brand visibility	The study of how to research the user's snip to make brand intelligent research on how to get a social media system and to investigate the difficulties of drawing attention to those organizations wandering into online networking systems for

		brand wibility expansion.
Heidi MariegaardPoulsen (2012),	Advertising approaches	The two minimal effort transporters Ryanair and EasyJet have both encountered a lot of achievement in Europe as of late with rising traveler numbers, expanding benefits and high load factors. While the two carriers might seem comparable, they have picked two particular online networking advertising approaches
Trisha DowerahBaruah 2012	Online networking	This test revealed that social media offers direct, personal structure, assembling financial gatherings, assembling, gathering data, and gauge emotions. One of the basic concepts in online networking, with online networking, does not completely control one's message
Murray Aitken (2014),	Effect of online networking on the utilization of meds	including the part that pharmaceutical makers are playing in utilizing online networking stages as a component of their plan of action. It incorporates new

		examination of the part of Wikipedia and its linkage to drug use
JariSalo (2013)	Buyers use of online networking	This exploration addresses the subject of why buyers use online networking particularly in connection to music utilization and how music industry organizations could enhance their social matching so as to network endeavors organization techniques with purchaser thought processes.
J Suresh Reddy(2001)	Impact of E commerce networking	Marketing is a business action that affects emerging new information technology. Internet companies provide new channels of communication and communications. It helps in creating a close cost effective relationship with customers in marketing, customer support and sale.
Neelika Arora(2008)	Trends in online advertising	In India, internet is the medium which is a accepted by many industrial segment which includes telecom, education, credit cards, apparel/clothing, banking

		service and tourism, FMCG and automobiles.
Sumanjeet (2002)	Online banner advertising	”- in Indian Journal of Marketing has published that. Internet is the online space where companies can place advertisement in various portals. Millions of people use interne every day all over the world and its usages will increase day by day

CHAPTER 3
RESEARCH DESIGN

TITLE OF THE STUDY

A study on ‘’customer perception at Girias pvt ltd ’’

3.1 Statement of the problem

The growth and success of the organization depends on the level of the customer's satisfaction. So it is essential to make the customers satisfied by providing quality customer services. It is necessary to know customer satisfaction levels regarding GIRIAS.

In this age of intense competition, the company wants to identify the factors that make the most customer satisfaction possible, so that the company can help existing customers create brand loyalty by attracting customers.

All of these issues led to a systematic and detailed survey of the company's "customer perception towards the Girias".

3.2 Objectives of the study

1. To appreciate the perception of customers towards products of company.
2. To know the customer satisfaction levels regarding Girias.
3. To understand the factors influencing perception of customers.
4. To understand the customers' expectations about Girias.
5. To know the respondents problems towards Girias.

3.3 Scope of the Study

The scope of the look at is prolonged most effective to the respondent of Bangalore it does now not cover all the purchaser the use of girias merchandise. The observe may even help in launching new products with new features inside the marketplace. The take a look at offers a detailed view on the positive and negative factors of the product to the management. On the idea of records received from the customers of girias the organisation can improve for that reason.

3.4 Research methodology

The most intellectual human activity used in the nature and subject matter investigation is defined and deals specifically to collect, analyze, and understand the data. The research method used here is the primary information and is based on secondary information studies.

TOOLS USED FOR DATA COLLECTION:

Data was collected for this survey both primary source and secondary Source. Random sampling is where selection of data is done in such a way That the chance of selection of each unit of data is the same. This eliminates Human bias in all form

Primary data: This will store data for the first time Research by visiting respondents. It is collected by conducting direct Personal investigation and questionnaire is filled. The samples are met directly and interviewed on various aspects to survey contained in the Questionnaire.

Secondary data: it refers to the data that is collected from secondary Sources for the second or subsequent times. Secondary data is used for the Introduction, company profile and product profile.

SAMPLE

In general, the model is a large matter (s) similar to and a limited amount of representation. Objects can be counted as individual items that are available as units for sale or counting items that can be considered as personality substance.

Sampling technique name of sampling technique

Samples have been selected on a random manner and judgment has been made on this basis. They act as representatives to the rest of population.

Sample size

A total of 50 customers of Girias were selected as sample size. These are also individuals who owned their products for at least a year so at they could know their satisfaction level. The survey was conducted in the Bangalore.

3.5 Hypothesis of the Study

- **Hypothesis 1**
- H0: There is no effect on traditional shopping with the penetration of online shopping
- H1: There is an effect on traditional shopping with the penetration of online shopping

Hypothesis 2

- H0: All the online shopping portals are not genuine
- H1: All the online shopping portals are Genuine

Hypothesis 3

- H0: Customers doesn’t buy goods/products searched in the internet always
- H1: Customers does buy goods/products searched in the internet always

3.6 Limitations of the study

1. This study is conducted only in Bangalore and so is considered only by the respondents in Bangalore.

2. A resolution is assumed to be true or appropriate, based on the assumption, that answers given by the respondent are true.

3. If the time given to the study is low, more in the deep study will be done.

4. Answers from the target may be biased by their part's interest.

5 Certain respondent were hesitant and some of them were not willing to respond.

CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

Plan for analysis

Data composed from different sources is carefully calculated, classified, categorized, analyzed and defined. Statistical techniques have been analyzed with the help of mean and percentages to interpret data and draw attention. Conclusions, suggestions and recommendations are provided by these sources.

DATA ANALYSIS

A study has been made about "Consumer Consciousness for GIRIAS Investment Limitations" by collecting data from customers. The respondents have collected data through the interview through structured questionnaires. The questionnaire was created for the purpose of studying the questionnaire.

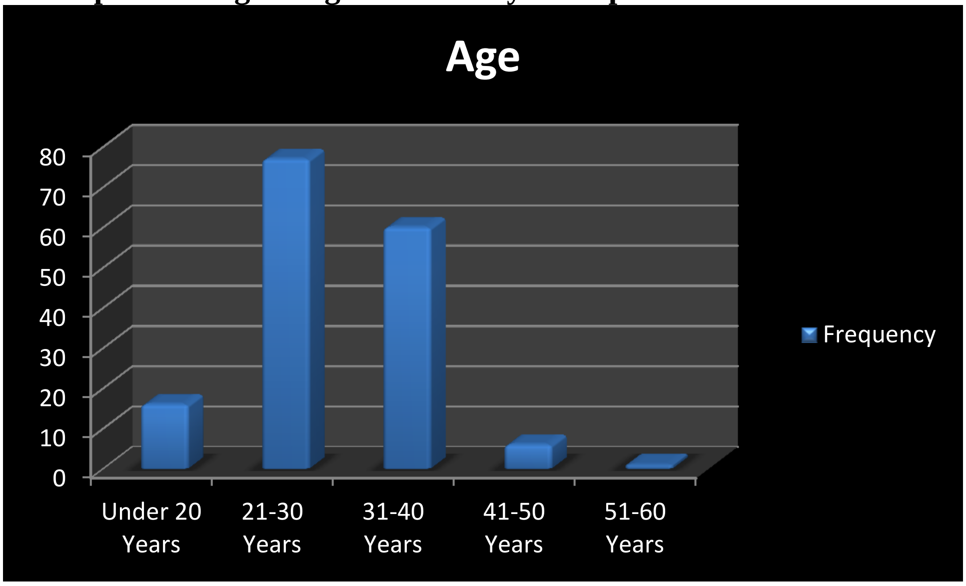
Questionnaires are designed to analyze consumer behavior and perceptions towards GIRIAS products, and the decision to come to the final conclusion is taken.

4.1 Table showing the age of the study's competitor

Age

		Number	%	Valid Percentage	Aggregate %
suitable	Under 20 existence	16	10.0	10.0	10.0
	21-30 existence	77	48.1	48.1	58.1
	31-40 existence	60	37.5	37.5	95.6
	41-50 existence	6	3.8	3.8	99.4
	51-60 existence	1	.6	.6	100.0
	Sum	160	100.0	100.0	

41 Graph showing the age of the study's competitor



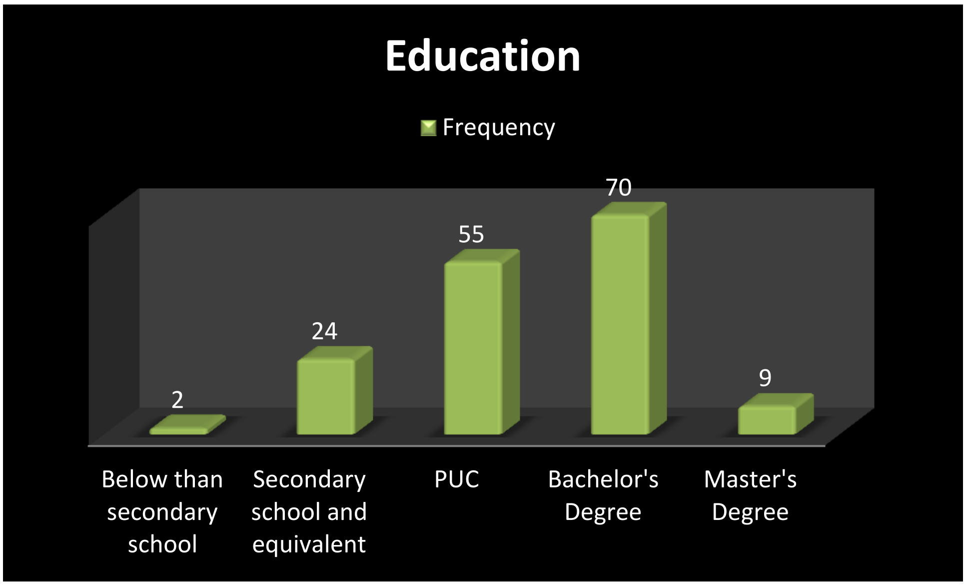
Most talented people who are selected for the survey are between the ages of 21-30 years, with the table showing the age-wise classification of respondents who respond to 37.5% of respondents with 77% and 48% of those under the age group. 31-40 years and 16 years of age are under 20 years of age.

4.2 Desk displaying the training qualification of the respondents of take a look at

Training

		Number	%	Valid Percentage	Aggregate %
suitable	Below than secondary school	2	1.2	1.2	1.2
	Secondary school and equivalent	24	15.0	15.0	16.2
	PUC	55	34.4	34.4	50.6
	Bachelor's Degree	70	43.8	43.8	94.4
	Master's Degree	9	5.6	5.6	100.0
	Total	160	100.0	100.0	

4.2 Graph displaying the education qualification of the Respondents of the take a look at



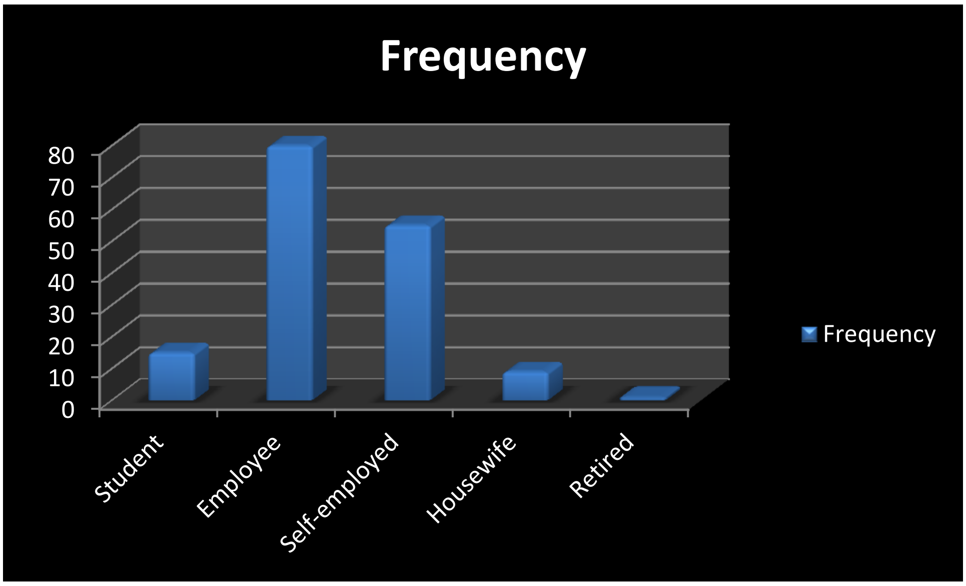
The table shows the education classification of the respondents where majority of the respondents are educated with bachelors degree with 43.8% followed by 34.5% of the respondents with PUC and 5.6 %age with masters degree.

4.3 Table displaying the career of the Respondents of the look at

Profession

		Number	%	Valid Percentage	Aggregate %
suitable	Student	15	9.4	9.4	9.4
	Employee	80	50.0	50.0	59.4
	Self-employed	55	33.1	33.1	92.5
	Housewife	9	5.6	5.6	98.1
	Retired	1	1.9	1.9	100.0
	Total	160	100.0	100.0	

4.3 performance of the occupation of the Respondents of the Study

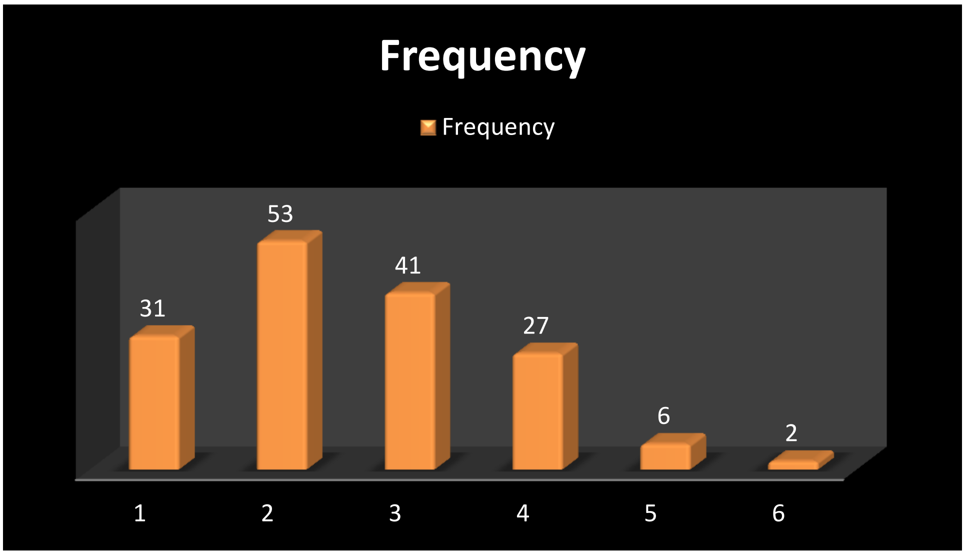


The table shows the occupation of the respondents in which majority of the respondents are employees running in numerous authorities and corporate sectors with 50% accompanied by using 33% of the respondents are self employed who're having their own commercial enterprise and 9.four% out of one hundred% are the scholars who're still pursuing their schooling.

4.4 Table Showing the number of community income in the house of the Respondents of the Study

		Number	%	Valid Percent	Aggregate %
Valid	1	31	19.4	19.4	19.4
	2	53	33.1	33.1	52.5
	3	41	25.6	25.6	78.1
	4	27	16.9	16.9	95.0
	5	6	3.8	3.8	98.8
	6	2	1.2	1.2	100.0
	Total	160	100.0	100.0	

4.4 Graph Showing the number of society income in the house of the Respondents of the Study

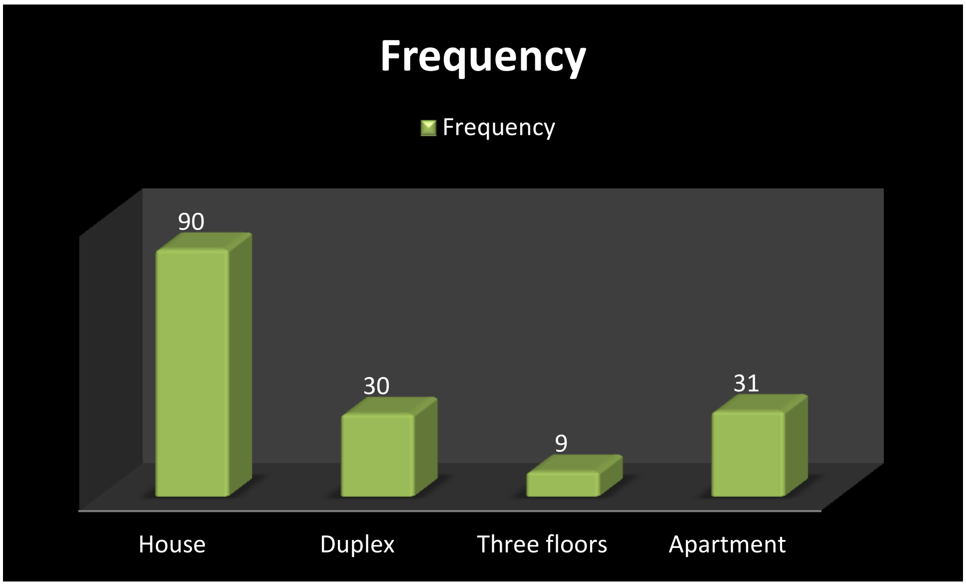


The table shows the number of people living in the respondent's house where out of the 160 respondents majority of them said that 33.1% of them said that theirs is nuclear family with only two members in the house followed by 25.6% having 3 members in their house living followed by many of the bachelor who are living alone in the house.

4.5 Table Showing the type of the house of the Respondents of the Study

		Number	%	Valid Percent	Aggregate %
Valid	House	90	56.2	56.2	56.2
	Duplex	30	18.8	18.8	75.0
	Three floors	9	5.6	5.6	80.6
	Apartment	31	19.4	19.4	100.0
	Total	160	100.0	100.0	

4.5 Graph Showing the type of the house of the Respondents of the Study

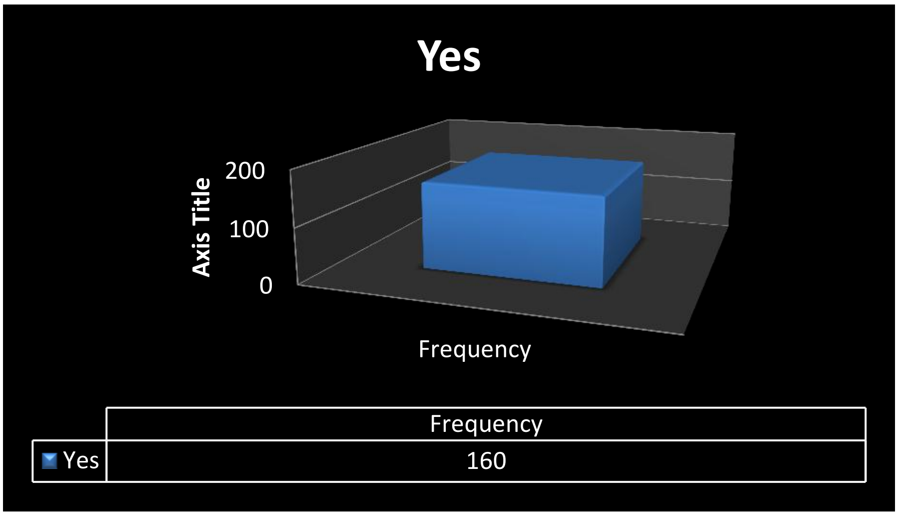


The table shows the type of house the respondents are where majority of them said that they are living in independent house and rooms with 56% followed by 19.4% living in flats in the apartments and followed by 18% living in the duplex houses.

4.6 Table showing the Respondents response towards purchasing any products online

	Number	%	suitable Percentage	Aggregate %
suitabl agreed e	160	100	100	100

4.6 Graph showing the Respondents response towards purchasing any products online

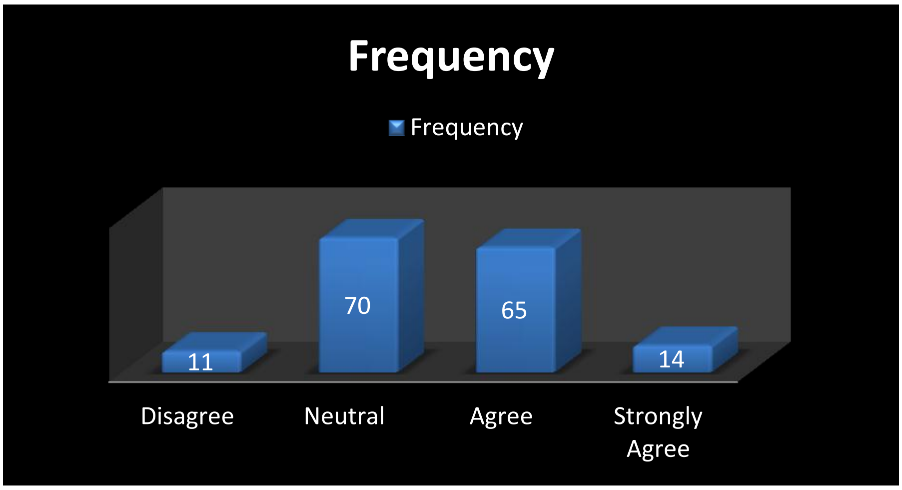


There was question which was raised to the respondents of the study asking to know whether they have brought any products online and 100% of the respondents said they have bought the products at least once which is great sing that people have become habituated for buying products online.

4.7 Table showing the Respondents response on time delivery as reason for purchasing products online

		Number	%	suitable Percentage	Aggregate %
suitable	oppose	11	6.9	6.9	6.9
	impartial	70	43.8	43.8	50.6
	consent	65	40.6	40.6	91.2
	powerfully concur	14	8.8	8.8	100.0
	sum	160	100.0	100.0	

4.7 Graph showing the Respondents response on time delivery as reason for purchasing products online

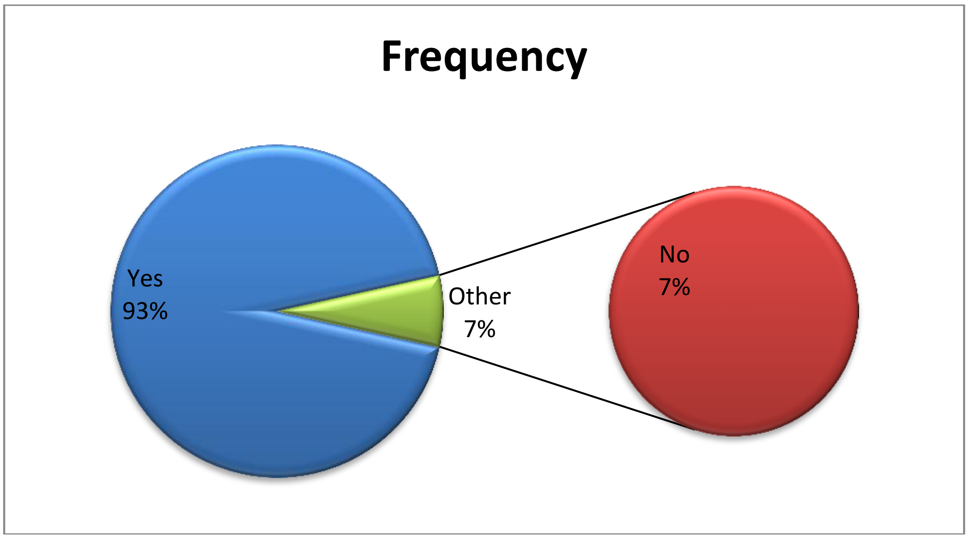


The above table and the graph shows the respondents response towards on time delivery is the reason for purchasing the products online where majority of the respondents 40.6% agreed that on time delivery is the reason for purchasing the products online followed by 43% remaining neutral on this aspect and 8.8% strongly agree with this.

4.8 Table showing the Respondents response towards reducing the Number of traditional shopping due to online shopping

		Number	%	Valid Percent	Aggregate %
Valid	Yes	149	93.1	93.1	93.1
	No	11	6.9	6.9	100.0
	Total	160	100.0	100.0	

4.8 Graph showing the Respondents response towards reducing the Number of traditional shopping due to online shopping

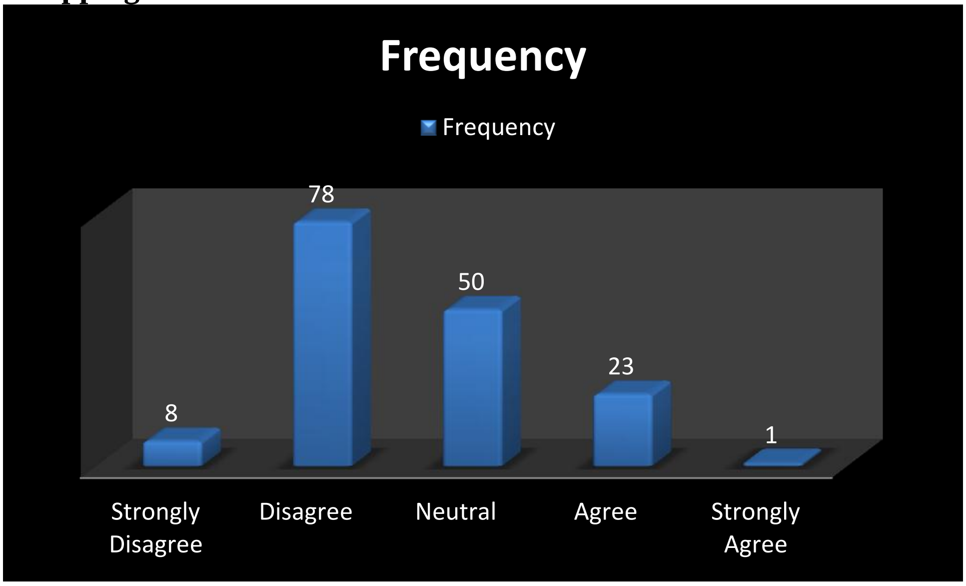


The above table and the graph shows the respondents response towards opportunity for online has reduced the Number of traditional or conventional shopping where majority of them 93% said yes the penetration of the online shopping has definitely reduced the Number of the traditional and only 7% of them saying that no the intensity of online shopping has not made any impact on the traditional shopping.

4.9 Table showing the Respondents response towards they feel secured while doing online shopping

		Number	%	Valid Percent	Aggregate %
suitable	powerfully oppose	8	5.0	5.0	5.0
	oppose	78	48.8	48.8	53.8
	impartial	50	31.2	31.2	85.0
	concur	23	14.4	14.4	99.4
	powerfully concur	1	.6	.6	100.0
	sum	160	100.0	100.0	

4.9 Graph showing the Respondents response towards they feel secured while doing online shopping

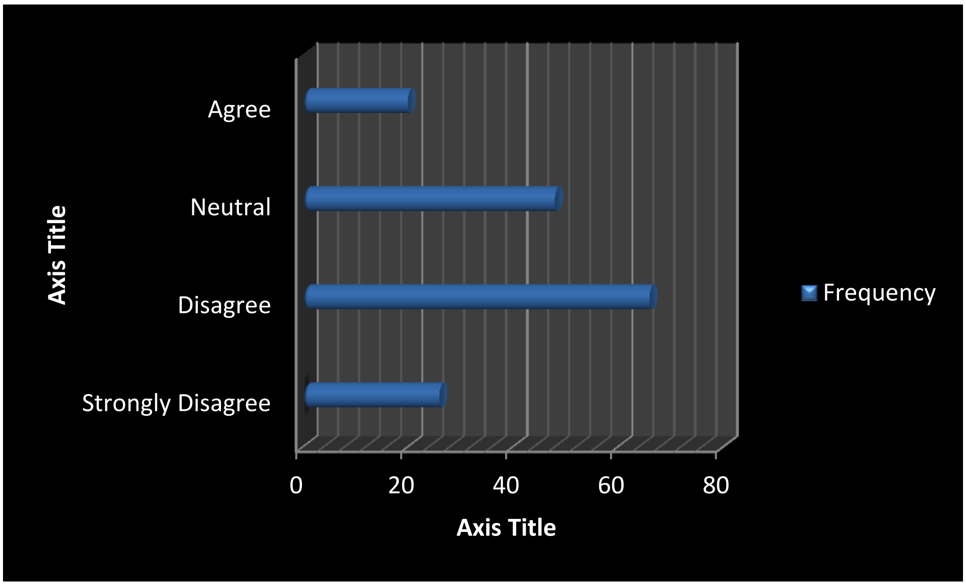


The above table and the graph shows the respondents response towards online is secured to purchase products is the reason for purchasing the products online where majority of the respondents 48.8% disagree with the factor that online shopping is secured followed by 31% remaining neutral on this aspect and only 14% of them agreed on this.

4.10 Table showing the Respondents response towards all online shopping portals are genuine

		Number	%	suitable Percentage	Aggregate %
suitable	powerfully oppose	26	16.2	16.2	16.2
	oppose	66	41.2	41.2	57.5
	impartial	48	30.0	30.0	87.5
	concur	20	12.5	12.5	100.0
	sum	160	100.0	100.0	

4.10 Graph showing the Respondents response towards all online shopping portals are genuine

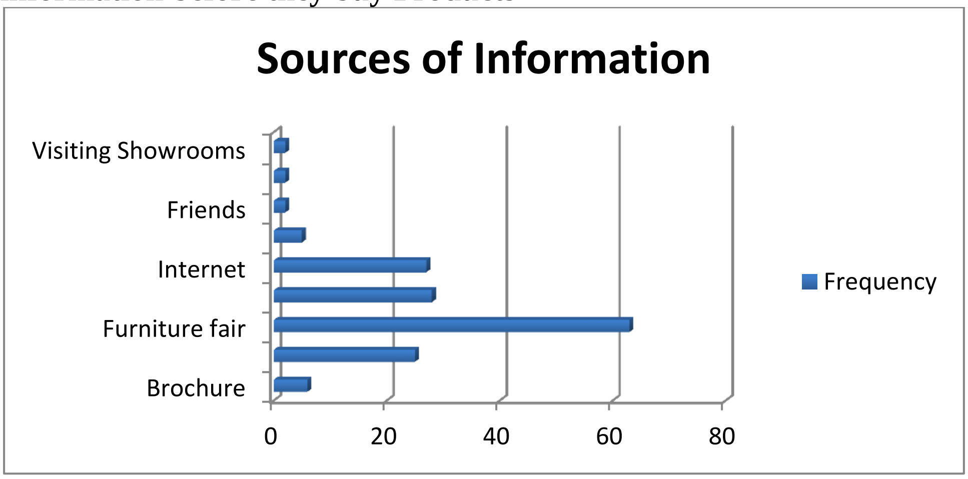


The above table and the graph shows the respondents response towards all the online shopping portals are genuine where majority of the respondents 41% disagree with the factor that online shopping portals are genuine followed by 30% remaining neutral on this aspect and 16% of them completely disagree on this.

4.11 Table showing the Respondents response towards sources of collecting information before they buy Products

		Number	%	Valid Percent	Aggregate %
Valid	Brochure	6	3.8	3.8	3.8
	Catalogues	25	15.6	15.6	19.4
	Productfair	63	39.4	39.4	58.8
	Books/Magazine	28	17.5	17.5	76.2
	Internet	27	16.9	16.9	93.1
	Family/Relatives	5	3.1	3.1	96.2
	Friends	2	1.2	1.2	97.5
	Sales People	2	1.2	1.2	98.8
	Visiting Showrooms	2	1.2	1.2	100.0
	Total	160	100.0	100.0	

4.11 Graph showing the Respondents response towards sources of collecting information before they buy Products

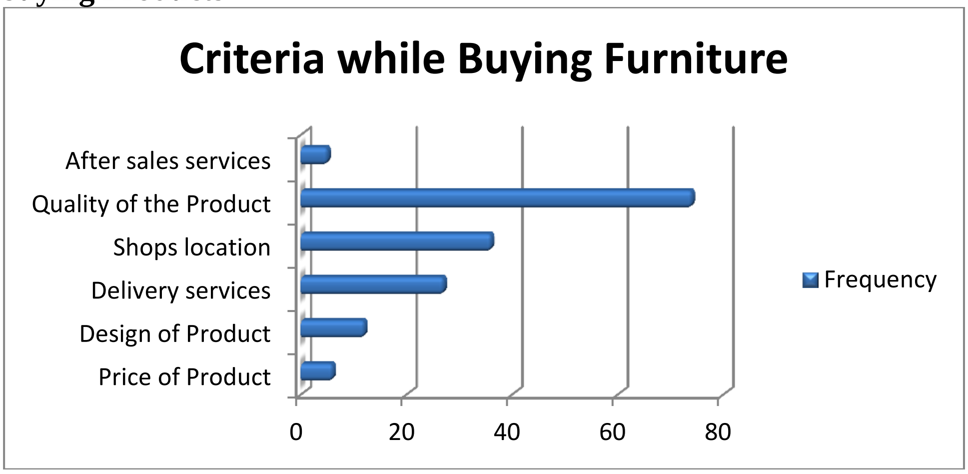


Majority of the respondents for the study depend on the Productfair 39.4% as the source of collecting the information about the Productsand the brands followed by depending on magazines, internet and catalogue for collecting the various information about the Product’s.

4.12 Table showing the Respondents response towards most significant criteria while buying Products

		Number	%	Valid Percent	Aggregate %
Valid	Price of Product	6	3.8	3.8	3.8
	Design of Product	12	7.5	7.5	11.2
	Delivery services	27	16.9	16.9	28.1
	Shops location	36	22.5	22.5	50.6
	Quality of the Product	74	46.2	46.2	96.9
	After sales services	5	3.1	3.1	100.0
	Total	160	100.0	100.0	

4.12 Graph showing the Respondents response towards most significant criteria while buying Products



Study aimed to know the factor that the buyers look forward while buying the Productand majority of the respondents said that they their primary criteria is quality followed by other things like shop location, delivery services etc.

4.13 Table showing the Respondents response towards how many stores they visit while buying Products

		Number	%	Valid Percent	Aggregate %
Valid	One	84	52.5	52.5	52.5
	Two	41	25.6	25.6	78.1
	Three	15	9.4	9.4	87.5
	Four	15	9.4	9.4	96.9
	Five	5	3.1	3.1	100.0
	Total	160	100.0	100.0	

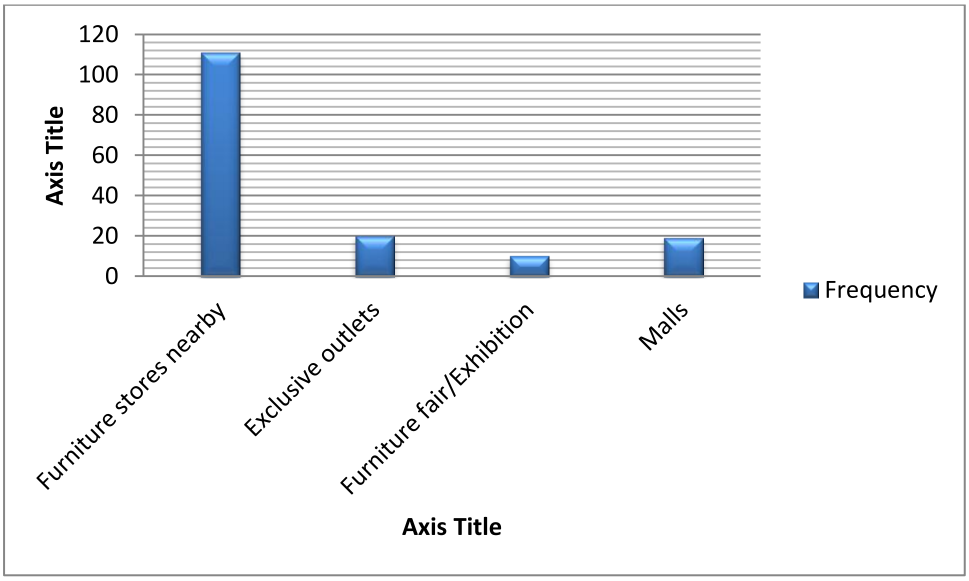
4.13 Graph showing the Respondents response towards how many stores they visit while buying Products

Majority of the respondents 52.5% said that they visit one store for buying the Product followed by 25% said they go for at least before making the purchasing decision of Product which shows that the buyers would have made enough of research regarding the stores, and the brands and then makes the purchasing decision.

4.14 Table showing the Respondents response towards usually where do they buy Products

		Number	%	Valid Percent	Aggregate %
Valid	Product stores nearby	111	69.4	69.4	69.4
	Exclusive outlets	20	12.5	12.5	81.9
	Product fair/Exhibition	10	6.2	6.2	88.1
	Malls	19	11.9	11.9	100.0
	Total	160	100.0	100.0	

4.14 Graph showing the Respondents response towards usually where they buy Products

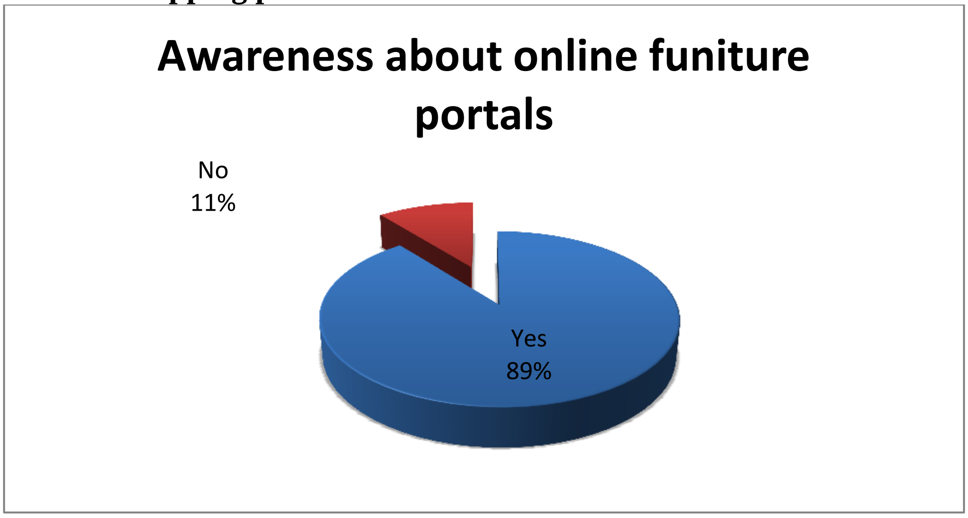


Majority of the respondents 69% buy the Productfrom the Productstores nearby followed by 12.5% of them buying it from the exclusive outlets and then malls and exhibitions respectively.

4.15 Table showing the Respondents response their awareness about online Products shopping portals

		Number	%	Valid Percent	Aggregate %
Valid	Yes	143	89.4	89.4	89.4
	No	17	10.6	10.6	100.0
	Total	160	100.0	100.0	

4.15 Graph showing the Respondents response their awareness about online Productsshopping portals

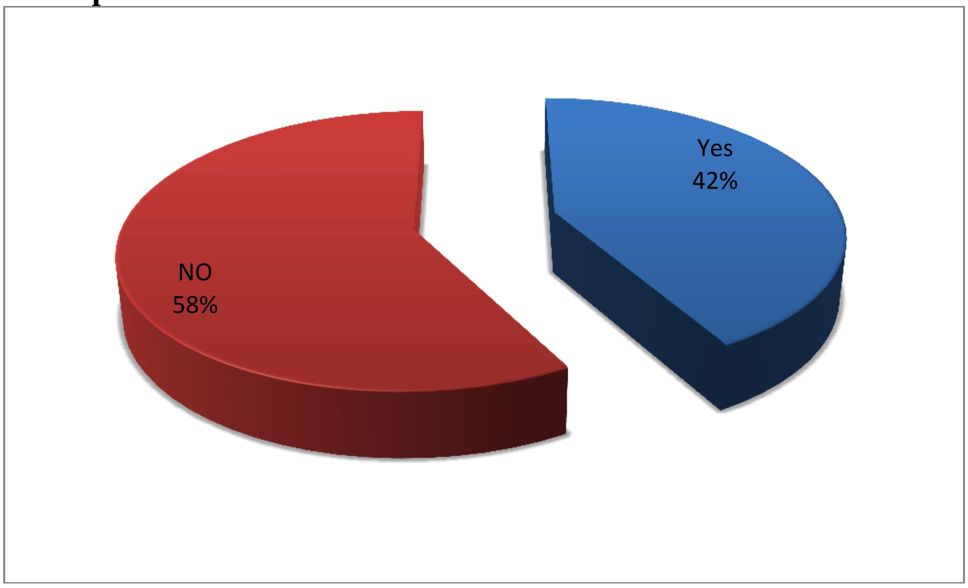


The above chart and the table clearly depicts the awareness about the online Product shopping portals where majority of them 89.4% said that they do have knowledge about the Productshopping portals and ignorable number of the respondents 10.6% said that they are not aware of it.

4.16 Table showing the Respondents response towards buying Products through online portals

		Number	%	Valid Percent	Aggregate %
Valid	Yes	67	41.9	41.9	41.9
	NO	93	58.1	58.1	100.0
	Total	160	100.0	100.0	

4.16 Graph showing the Respondents response towards buying Products through online portals

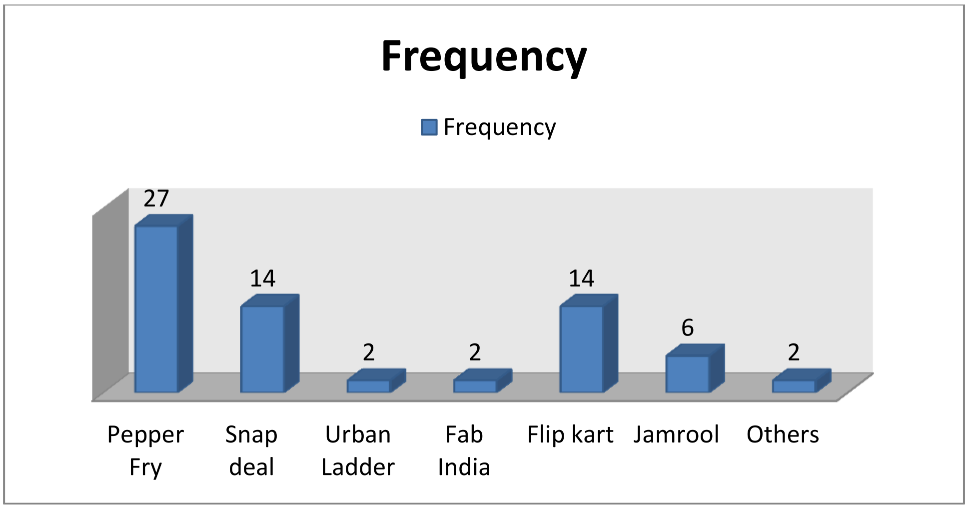


The above chart and the table clearly depicts the whether they have Products where in majority of them said that 58% they have not bought Products and only 41.9% of them have purchased Products. Hence forth further study consider only those respondents who have purchased the Products.

4.17 Table showing the Respondents response towards through online portals they brought Product

		Number	%	Valid Percent	Aggregate %
Valid	Pepper Fry	27	16.9	40.3	40.3
	Snap deal	14	8.8	20.9	61.2
	Urban Ladder	2	1.2	3.0	64.2
	Fab India	2	1.2	3.0	67.2
	Flip kart	14	8.8	20.9	88.1
	Jamrool	6	3.8	9.0	97.0
	Others	2	1.2	3.0	100.0
	Total	67	41.9	100.0	
Missing	System	93	58.1		
Total		160	100.0		

4.17 Graph showing the Respondents response towards through online portals they brought Product

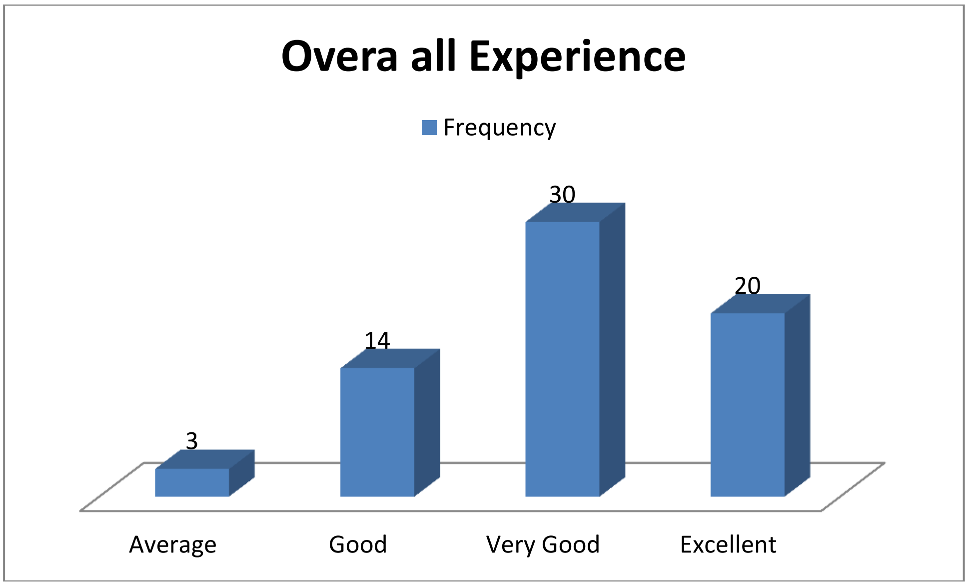


The above table and the graph shows the various online shopping portals through which the respondents have bought the Product only 67 respondents have taken into consideration since only those respondents have bought the Product online and majority of them have bought it from pepper fry.com followed by snap deal and flip kart.

4.18 Table showing the Respondents response towards overall experience with the online portals they brought Product

		Number	%	Valid Percent	Aggregate %
Valid	Average	3	1.9	4.5	4.5
	Good	14	8.8	20.9	25.4
	Very Good	30	18.8	44.8	70.1
	Excellent	20	12.5	29.9	100.0
	Total	67	41.9	100.0	
Missing	System	93	58.1		
Total		160	100.0		

418 Graph showing the Respondents response towards overall experience with the online portals they brought Product

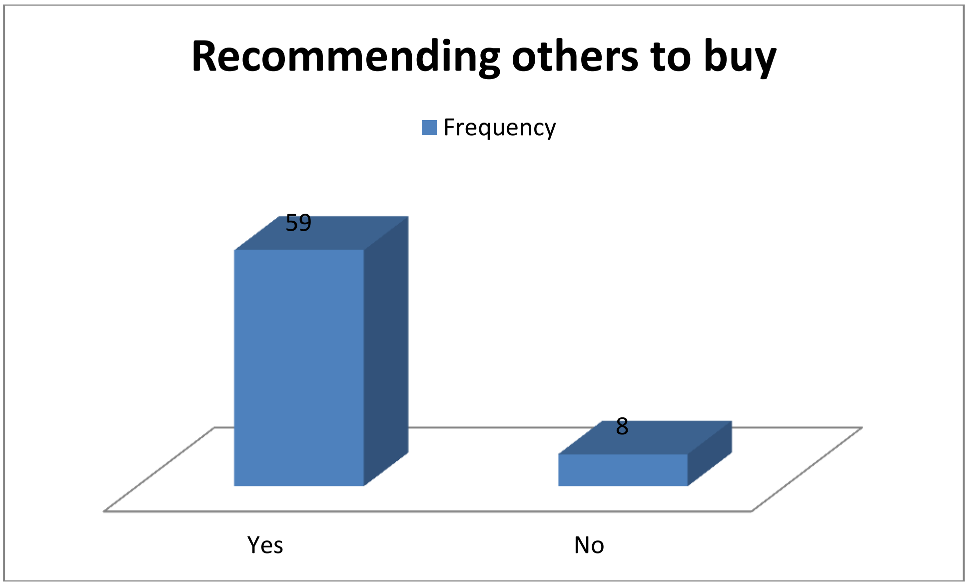


The table has try to analyze the overall experience of the respondents with the buying of Products through different shopping portals where majority of them said that the experience was very good with 18.8% followed by 12.5% saying excellent.

4.19 Table showing the Respondents response towards recommending the purchasing of Products

		Number	%	Valid Percent	Aggregate %
Valid	Yes	59	36.9	88.1	88.1
	No	8	5.0	11.9	100.0
	Total	67	41.9	100.0	
Missing	System	93	58.1		
Total		160	100.0		

4.19 Graph showing the Respondents response towards recommending the purchasing of Products

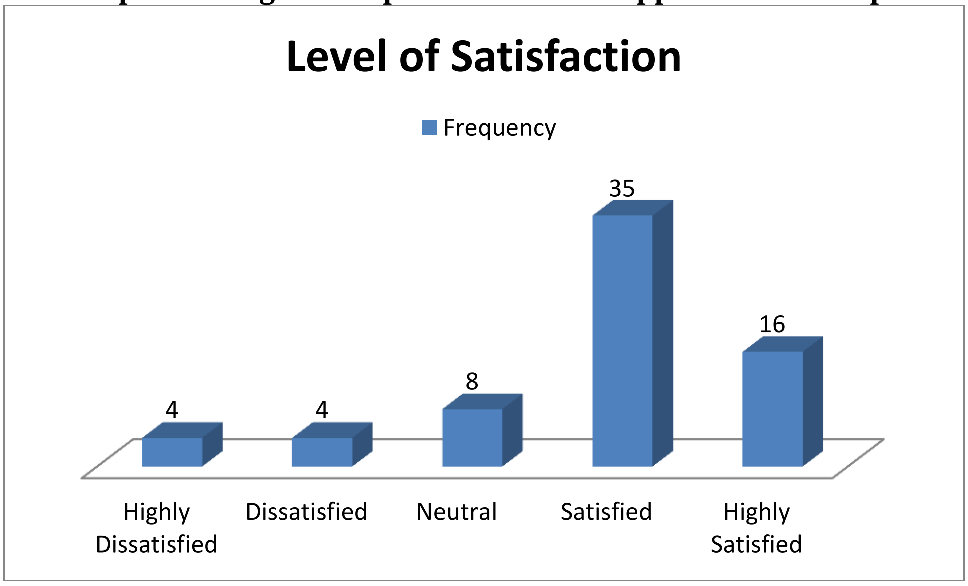


The above tables shows the respondents response towards recommending others to purchase Product online where in majority of the people said that they would recommend which constitutes of 36.9% followed by ignorable 5% of them saying no they would not recommend.

4.20 Table showing the Respondents level of satisfaction towards purchasing of Products

		Number	%	Valid Percent	Aggregate %
suitable	extremely disappointed	4	2.5	6.0	6.0
	disappointed	4	2.5	6.0	11.9
	impartial	8	5.0	11.9	23.9
	fulfilled	35	21.9	52.2	76.1
	very fulfilled	16	10.0	23.9	100.0
	sum	67	41.9	100.0	
Missing	System	93	58.1		
Total		160	100.0		

4.20 Graph showing the Respondents level of approval towards purchasing of Products

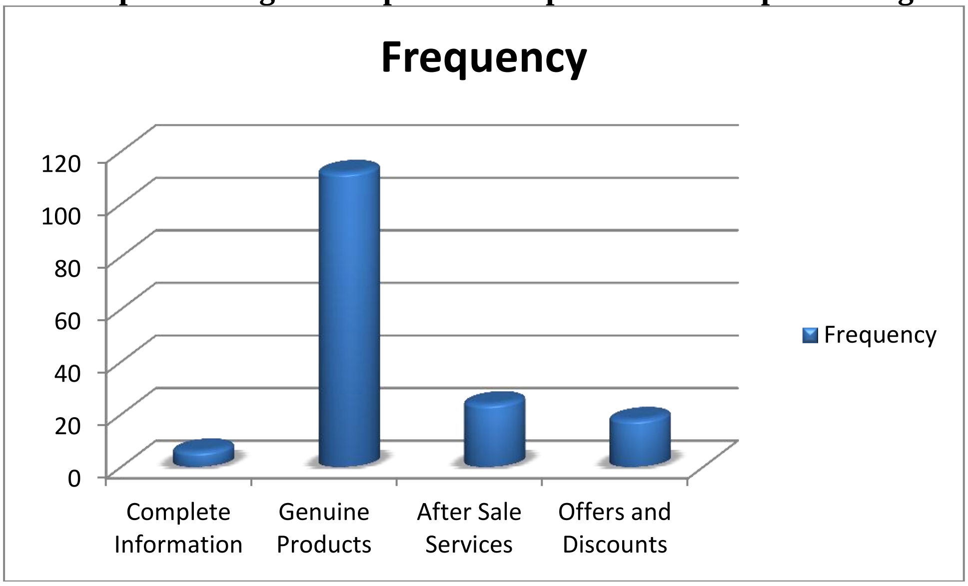


The table has try to analyze the satisfaction level of the respondents with the buying of Products through different shopping portals where majority of them said that are satisfied with 18.8% followed by 10% saying highly satisfied.

4.21 Table showing the Respondents expectation while purchasing of Products

		Number	%	Valid Percent	Aggregate %
Valid	Complete Information	6	3.8	3.8	3.8
	Genuine Products	112	70.0	70.0	73.8
	After Sale Services	24	15.0	15.0	88.8
	Offers and Discounts	18	11.2	11.2	100.0
	Total	160	100.0	100.0	

4.21 Graph showing the Respondents expectation while purchasing of Products

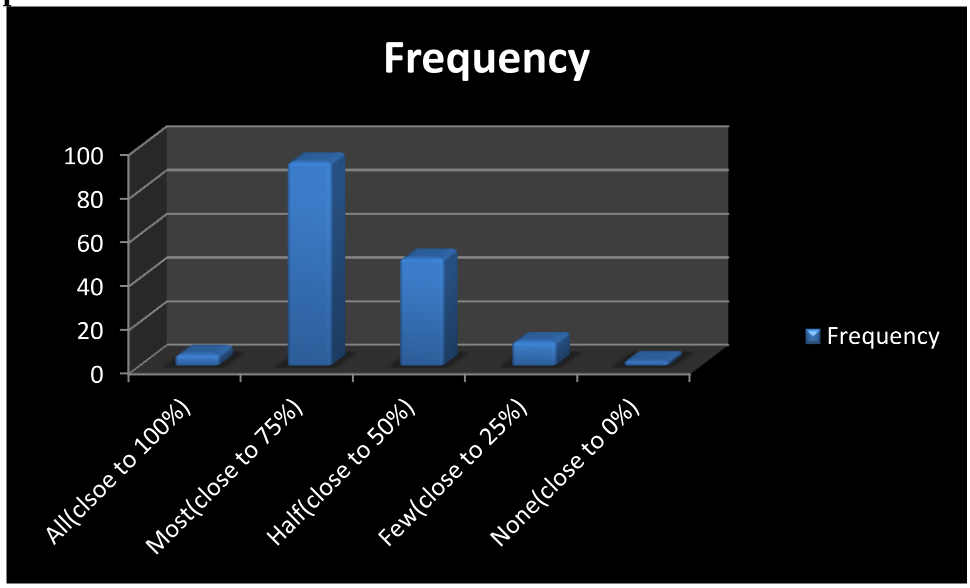


The above table clearly depicts the expectation of the respondents while buying the Product online. Where majority of the respondents said that they expect online portals to deliver the genuine products 70% followed by 15% of them saying best after sales service is what they expect.

4.22 Table showing the Respondents response towards Number of purchasing the product or service which were searched in the internet

		Number	%	Valid Percent	Aggregate %
Valid	All(close to 100%)	5	3.1	3.1	3.1
	Most(close to 75%)	93	58.1	58.1	61.2
	Half(close to 50%)	49	30.6	30.6	91.9
	Few(close to 25%)	11	6.9	6.9	98.8
	None(close to 0%)	2	1.2	1.2	100.0
	Total	160	100.0	100.0	

4.22 Graph showing the Respondents response towards Number of purchasing the product or service which were searched in the internet

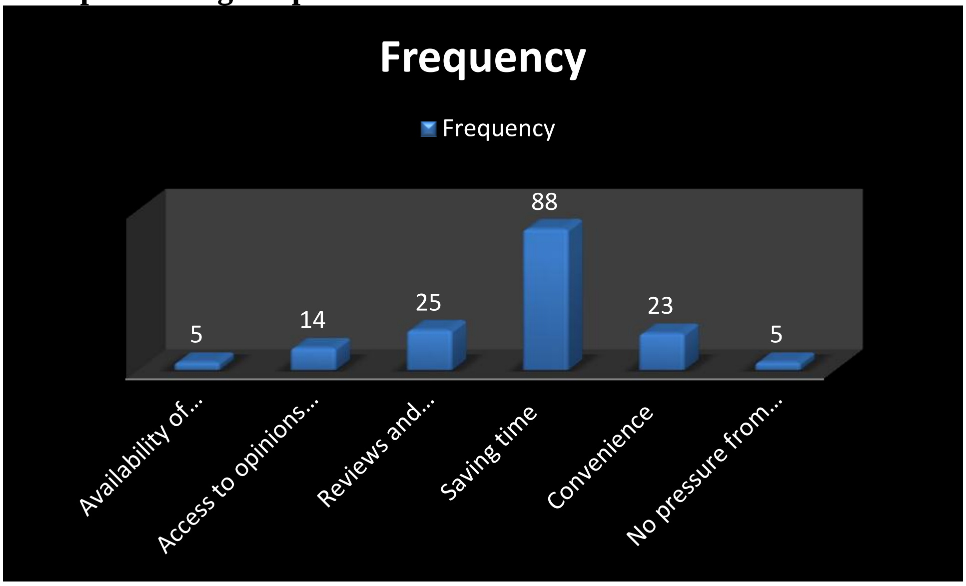


The above table shows the Number of purchasing of the products which were searched in the internet where majority of the respondents said that 58% mostly buy the products which they have searched in the internet followed by 30% of them said there are half chances of buying it.

4.23 Table showing the Respondents response towards key reasons for using internet while purchasing the product

		Number	%	Valid Percent	Aggregate %
Valid	accessibility of in sequence from vendor	5	3.1	3.1	3.1
	get entry to to reviews of different clients	14	8.8	8.8	11.9
	evaluations and suggestions from specialists	25	15.6	15.6	27.5
	Saving time	88	55.0	55.0	82.5
	convenience	23	14.4	14.4	96.9
	No stress from sales human beings	5	3.1	3.1	100.0
	general	160	100.0	100.0	

4.23 Graph showing the Respondents response towards key reasons for using internet while purchasing the product

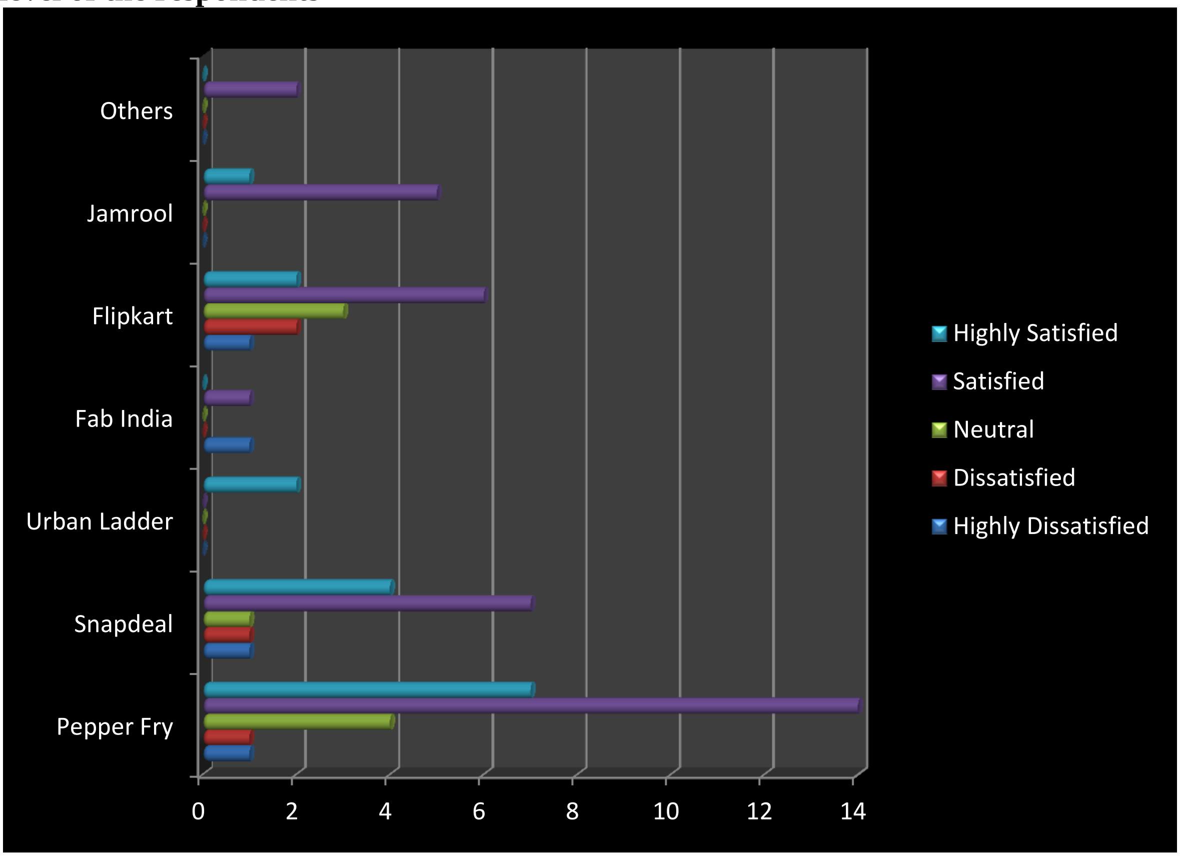


The important reason for buying products online is it is time saving followed by it gives reviews and recommendations.

4.24 Cross tabulation between online portal and the satisfaction level of the respondents

	Online Portal	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Online Portal	Pepper Fry	1	1	4	14	7
	Snap deal	1	1	1	7	4
	Urban Ladder	0	0	0	0	2
	Fab India	1	0	0	1	0
	Flip kart	1	2	3	6	2
	Product Hub	0	0	0	5	1
	Others	0	0	0	2	0
Total		4	4	8	35	16

4.24 Graph showing the Cross tabulation between online portal and the satisfaction level of the respondents



Chi-rectangular exams

	worth	difference	Asymp. Sig. (2-sided)
Pearson Chi-rectangular	22.871[a]	24	.527
probability Ratio	20.636	24	.660
Linear-by-Linear association	.500	1	.480
N of legitimate instances	67		

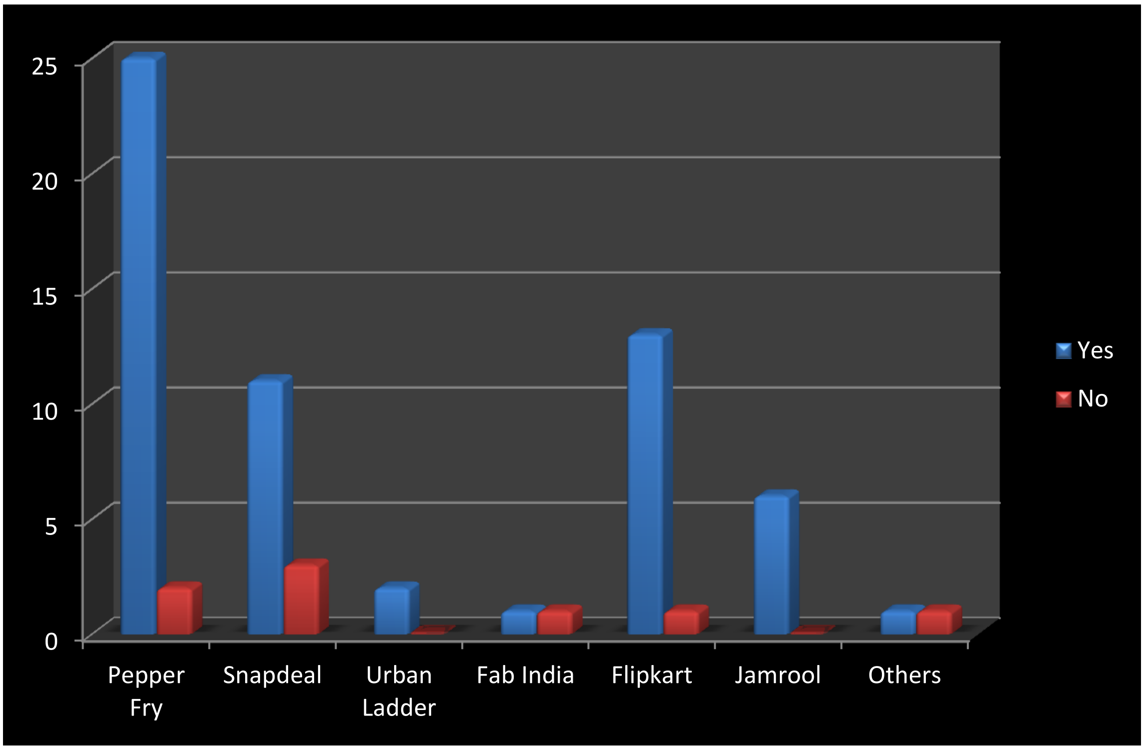
a. 31 cells (88.6%) have predicted remember much less than 5. The minimal predicted be counted is .12.

Irrespective of any portals that the respondents had chosen for the purchasing of the Product online they are satisfied with the portals that they chose for the purchasing of the Product. Online portals like pepper fry, Product hub, snap deal, urban ladder, fab India and other such portals majority of them expressed their satisfaction towards the online portals. And the parson's chi-square tests shows the value of .527 which exhibits that there is no relationship between the online portals that the customers have selected and the satisfaction level.

4.25 Cross tabulation between online portal and recommending to others

	Online Portals	Yes	No	
Online Portals	Pepper Fry	25	2	27
	Snap deal	11	3	14
	Urban Ladder	2	0	2
	Fab India	1	1	2
	Flip kart	13	1	14
	Product Hub	6	0	6
	Others	1	1	2
Total		59	8	67

4.25 Graph showing the Cross tabulation between online portal and recommending to others



Chi-rectangular checks

	worth	df	Asymp Sig. (2-sided)
Pearson Chi-square	8.628[a]	6	.196
likelihood Ratio	7.451	6	.281
Linear-via-Linear affiliation	.073	1	.787
N of valid cases	67		

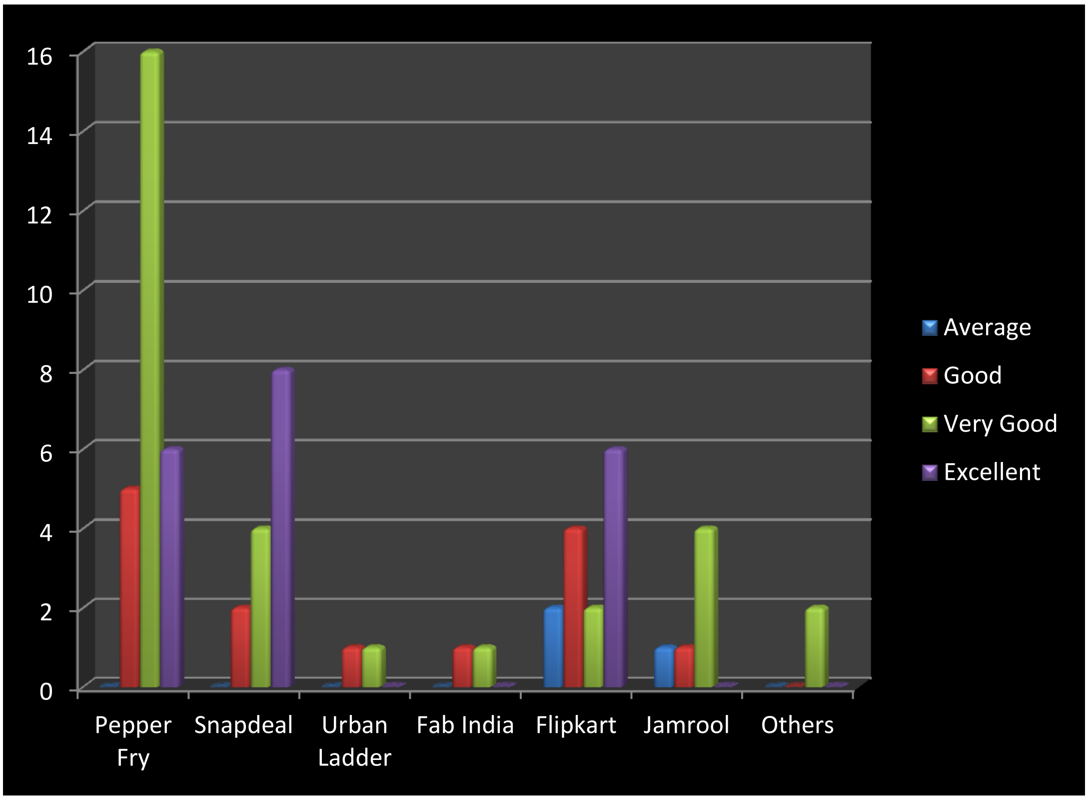
a. 10 cells (71. four%) have expected rely less than 5. The minimum anticipated depend is .24.

Irrespective of any portals that the respondents had chosen for the purchasing of the Product online. Online portals like pepper fry, Product hub, snap deal, urban ladder, fab India and other such portals majority of them expressed their positive attitude towards the online portals and the happy customers are the marketing tool for the company and they said that they would recommend the portal to others to buy Product. And the parsons chi-square tests shows the value of .196 which exhibits that there is no relationship between the online portals that the customers and recommend it to others.

4.26 Cross tabulation between online portal and over all experience

	Online Portals	Average	Good	Very Good	Excellent	Total
Online Portals	Pepper Fry	0	5	16	6	27
	Snap deal	0	2	4	8	14
	Urban Ladder	0	1	1	0	2
	Fab India	0	1	1	0	2
	Flipkart	2	4	2	6	14
	Product Hub	1	1	4	0	6
	Others	0	0	2	0	2
Total		3	14	30	20	67

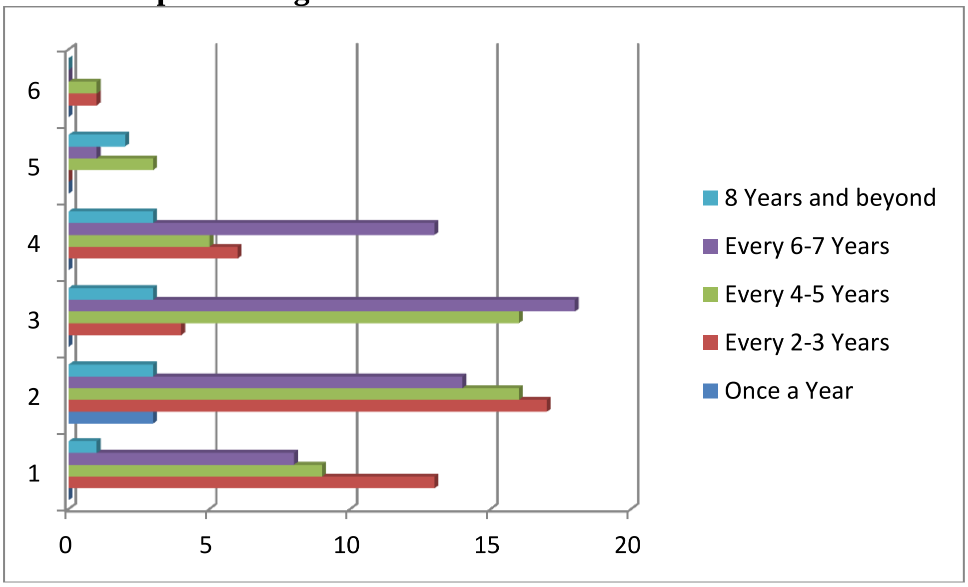
4.26 Graph showing Cross tabulation between online portal and over all experience



4.27 Cross Tabulation between number of people living in the house and Number of purchasing Product

	Number of people who live in the same house	Once a Year	Every 2-3 Years	Every 4-5 Years	Every 6-7 Years	8 Years and beyond
Number of people who live in the same house	1	0	13	9	8	1
	2	3	17	16	14	3
	3	0	4	16	18	3
	4	0	6	5	13	3
	5	0	0	3	1	2
	6	0	1	1	0	0
Total		3	41	50	54	12

4.27 Graph Cross Tabulation between number of people living in the house and Number of purchasing Product



Hypothesis

H0: There is no effect on traditional shopping with the penetration of online shopping
H1: There is an effect on traditional shopping with the penetration of online shopping

Have you reduced the Number of traditional shopping due to online shopping?

	Observed N	Expected N	Residual
Yes	149	80.0	69.0
No	11	80.0	-69.0
Total	160		

Test Statistics

	Have you reduced the Number of traditional shopping due to online shopping?
Chi-Square	119.025[a]
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell Number is 80.0.

The Pearson chi square value shows that .000 is the end result that is lesser than the table value .half henceforth the null hypothesis is rejected and the alternative hypothesis there's an impact on conventional buying with the penetration of on-line buying is every day.

H0: All the online shopping portals are not genuine

H1: All the online shopping portals are Genuine

CHAPTER 5
FINDINGS, SUGGESIONS AND CONCLUSION

5.1 FINDINGS

- ✓ The majority of the respondents who were chosen for the survey are male with the percentage of 74% followed by 26% of female constituting 42 numbers.
- ✓ The majority of the respondents who were chosen for the survey are of young age respondents age between 21-30years which constitutes of 48% with 77 number followed by 37.5% of respondents with the age group of 31-40 years and 16 respondents are falling under the age group below 20 years.
- ✓ Majority of the respondents are educated with bachelor’s degree with 43.8% followed by 34.5% of the respondents with PUC and 5.6 percentage with master’s degree.
- ✓ Majority of the respondents are personnel operating in diverse authorities and company sectors with 50% observed by 33% of the respondents are self-hired who're having their own enterprise and nine. Four% out of a hundred% are the scholars who are still pursuing their education.
- ✓ Majority of them said that 33.1% of them said that theirs is nuclear family with only two members in the house followed by 25.6% having 3 members in their house living followed by many of the bachelor who are living alone in the house.
- ✓ Majority of them said that they are living in independent house and rooms with 56% followed by 19.4% living in flats in the apartments and followed by 18% living in the duplex houses.
- ✓ Total of 100% of the respondents said they have bought the products at least once which is great sing that people have become habituated for buying products online.
- ✓ The majority of the respondents 40.6% agreed that on time delivery is the reason for purchasing the products online followed by 43% remaining neutral on this aspect and 8.8% strongly agree with this.

- ✓ The majority of the respondents 71% agreed shopping 24 hours is the reason for purchasing the products followed by 19% remaining neutral on this aspect.
- ✓ The majority of the respondents 71% agreed online shopping takes less time to purchase products followed by 19.4% remaining neutral on this aspect.
- ✓ The majority of the respondents 43.8% agreed online shopping takes less time to purchase products followed by 34.4% remaining neutral on this aspect.
- ✓ The majority of them 93% said yes the penetration of the online shopping has definitely reduced the frequency of the traditional and only 7% of them saying that no the intensity of online shopping has not made any impact on the traditional shopping.
- ✓ The majority of the respondents 43.8% agreed online shopping takes less time to purchase products followed by 34.4% remaining neutral on this aspect.
- ✓ Majority of the respondents 48.8% disagree with the factor that online shopping is secured followed by 31% remaining neutral on this aspect and only 14% of them agreed on this.
- ✓ Majority of the respondents 41% disagree with the factor that online shopping portals are genuine followed by 30% remaining neutral on this aspect and 16% of them completely disagree on this.
- ✓ Majority of them 33.8% said that they buy Products every 6-7 years followed by 31.2% said that they buy every 4-5 years and 25.6% said that they buy it every 2-3 years.
- ✓ Majority of the respondents for the study depend on the Product fair 39.4% as the source of collecting the information about the Products and the brands followed by depending on magazines, internet and catalogue for collecting the various information about the Product’s.

- ✓ Majority of the respondents said that they their primary criteria is quality followed by other things like shop location, delivery services etc.
- ✓ Majority of the respondents 52.5% said that they visit one store for buying the Product followed by 25% said they go for at least before making the purchasing decision of Product which shows that the buyers would have made enough of research regarding the stores, and the brands and then makes the purchasing decision.
- ✓ Majority of the respondents 69% buy the Product from the Product stores nearby followed by 12.5% of them buying it from the exclusive outlets and then malls and exhibitions respectively.
- ✓ Majority of them 89.4% said that they do have knowledge about the Product shopping portals and ignorable number of the respondents 10.6% said that they are not aware of it.
- ✓ Majority of them said that 58% they have not bought Products and only 41.9% of them have purchased Products. Hence forth further study considers only those respondents who have purchased the Products.
- ✓ Majority of them have bought Product from pepper fry.com followed by snap deal and flip kart.
- ✓ The table has try to analyze the overall experience of the respondents with the buying of Products through different shopping portals where majority of them said that the experience was very good with 18.8% followed by 12.5% saying excellent.
- ✓ Majority of the people said that they would recommend which constitutes of 36.9% followed by ignorable 5% of them saying no they would not recommend.
- ✓ Majority of them said that are satisfied with 18.8% followed by 10% saying highly satisfied.

- ✓ Majority of the respondents said that they expect online portals to deliver the genuine products 70% followed by 15% of them saying best after sales service is what they expect.
- ✓ Majority of them 40.6% spend 20-30 minutes and followed by 31.9% spending 30-60 minutes.
- ✓ Majority of the respondents said that 58% mostly buy the products which they have searched in the internet followed by 30% of them said there are half chances of buying it.
- ✓ The important reason for buying products online is it is time saving followed by it gives reviews and recommendations.

5.2 SUGGESTIONS

- GIRIAS focus is to grow nationally which can be achieved by expanding their branches in smaller cities of the country.
- Respondents feel Girias need to come up with more offers retain its customers, by providing offers such at 50% discount sale, lucky draws, free gifts on purchases of a particular amount etc..
- Girias should concentrate more on others forms of media such as radio, websites and so on in advertising so that company may improve the sales.
- Girias thought to improve its courting advertising efforts and deliver higher carrier to its patron via imparting efficient and well timed offerings, timely deliver shipment, after sale services, etc. Girias could also improve its relationship marketing through opening online store which could help customer to serve them better.
- Girias should be committed to their strong customer support by taking their feedbacks regularly, improving themselves according to the customer needs, wants and demands.

5.3 CONCLUSION:

It's far concluded that the assignment gives a clear image on the subject “A observe ON customer notion” with the reference to GIRIAS toward their merchandise, striving its way long, alongside its consumer to high-quality future. To be the great and the primary choice in the market to cater to all patron desires. it's far the enterprise’s endeavor to offer the pleasant merchandise from the main manufacturers on the excellent viable prices at the side of the obligation to take care of the purchaser after sales wishes, consequently client belief plays a pivotal function in growing sales and constructing up the logo. The faith that the customer have in emblem, is the bigger strength and it is the long time imaginative and prescient to always honor that faith. Enterprise might only develop primarily based at the patron relations and it is employer’s regular endeavor to up the bar each time the purchaser expects greater from them.

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ANNEXURE

Balance Sheet for the year 2018 and 2017 **(Rs in Cr)**

Particulars	**March 2018**	**March2017**
Liabilities		
Share Capital	101.08	64.59
Reserves and Surplus	2588.90	1322.86
Net worth	2989.98	1387.45
Secured Loan	3979.21	4455.74
Unsecured Loan	1.70	126.58
Total Liabilities	6670.89	5969.77
Assets		
Gross Block	1966.64	1984.96
(-) Depreciation	1371.17	1200.22
Net Block	595.47	784.74
Capital Work in Progress	187.18	6.25
Investment	796.35	692.89
Inventories	233.31	3567.76
Sundry Debtors	2086.55	922.74
Cash at Bank	119.61	97.84
Loans and Advances	7185.51	3566.42
Total Current Assets	9624.98	8154.76
Current Liabilities	4380.06	3495.34
Provisions	153.03	173.53
Total Current Liabilities	4533.09	3668.87
Net Current Assets	5091.89	4485.89
Total Assets	6670.89	5969.77

QUESTIONNAIRE

1. Gender

◯Male ◯ Female

2. Age

◯ Under 20 years ◯ 21-30 years ◯ 31-40 years

◯ 41-50 years ◯ 51-60 years ◯ Above 60 years

3. Education

◯ Below than secondary school ◯ Secondary school and equivalent

◯ College or PUC ◯ Bachelor's Degree

◯ Master's Degree ◯ Doctoral degree

4. Occupation

Student ☐ Unemployed ☐ Employed ☐ Self Employed ☐ Retired ☐

5. How many members are living in your House?

One ☐ Two ☐ Three ☐ Four ☐ Five ☐ Six ☐ Seven ☐

6. Please mention the type of a House you are living in?

Independent House ☐ Duplex ☐ Apartment ☐ Others Please Specify ☐

7. Have you Ever Purchased Products Online?

Yes ☐ NO ☐

8. Please mention your level of agreement for the Below Description?

I get On time delivery by purchasing the products online?

Strongly Disagree	Disgree	Neutral	Agree	Strongly Agree

9. I can buy products online 24/7 that’s the reason I purchase products online.

Strongly Disagree	Disgree	Neutral	Agree	Strongly Agree

10. Online Shopping Takes Less time to purchase Products.

Strongly Disagree	Disgree	Neutral	Agree	Strongly Agree

11. It is easy to make Product Comparison online.

Strongly Disagree	Disgree	Neutral	Agree	Strongly Agree

12. I feel Secured while doing online Shopping

Strongly Disagree	Disgree	Neutral	Agree	Strongly Agree

13. All the online shopping portals are Genuine.

Strongly Disagree	Disgree	Neutral	Agree	Strongly Agree

14. Online Shopping has reduced the frequency of Traditional shopping.

Yes ☐ No ☐

15. How often do you buy Product?

2-6 Months ☐ Once in a year ☐ 2-3 years ☐ ☐ 3-4 years 4-5years ☐

5years and above ☐

16. What is the source of Information you get when you plan to buy the product?

T.V Brochure Catalouges Fair Magazines

Internet Family/Relative Friends Showrooms Sales People

17. What is the most significant factor that you look for while purchasing the product.

Price Design Delivery Location Quality Services

18. How many Stores do you visit before buying the Product?

One Two Three Four Five Six and Above

19. Where Do you Buy Product?

Products Stores Nearby Exclusive Outlets Fair/Exhibitions Malls Others

20. Are you aware of the any online product shopping portal?

Yes No

21. Have you made online shopping for product?

Yes No

22. How was your Experience of buying product online?

Poor Average Good Very good Excellent

23. Through which online portal did you buy Product?

Pepper Fry Snap Deal Urban Ladder Fab India Flipkart

totoby Others

24. Will you recommend others to use online portals to buy Products

Yes No

25. What do you Expect from the online Product Shopping portal?

Complete Information Genuine Product After Sale Services

Offers and Discounts

26. Are you satisfied with the Products that you bought online?

Highly Dissatisfied	Dissatisfied	Neutral	satisfied	Highly satisfied

27. What Kind of Information that you look into before buying the Product Online?

Detailed Information about the Product ☐

Price Comparison ☐

Location of the Store ☐

Varieties of Product ☐

Other Information ☐

28. How much time do you spend searching for the Product online?

Less than 5 Min ☐ 5-10Mins ☐ 10-20 Min ☐ 20-30 Min ☐
30-60Min ☐ >60Mins ☐

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

ACHARYA

NAME OF THE STUDENT: TEJAS GOWDA S P

INTERNAL GUIDE: Dr. JANARDHAN G SHETTY

USN: 1AZ17MBA52

COMPANY NAME: GIRIAS INVESTMENT PVT LTD

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3rd Jan 2019 – 9th Jan 2019	Industry Profile and Company Profile		
10th Jan 2019 – 17th Jan 2019	Preparation of Research instrument for data collection		
18th Jan 2019 – 25th Jan 2019	Data collection		
26th Jan 2019 – 2nd Feb 2019	Analysis and finalization of report		
3rd Feb 2019 – 9th Feb 2019	Findings and Suggestions		
10th Feb 2019 – 16th Feb 2019	Conclusion and Final Report		

GIRIAS INVESTMENT PRIVTE LIMITED BANGALORE

Company Seal

ACHARYA INSTITUTE OF TECHNOLOGY BANGALORE 560 107

College Seal

HOD Signature

11/4

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