

EXECUTIVE SUMMARY

The MBA programme offered by the VISVESVARAYA TECHNOLOGICAL UNIVERSITY has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period ranging from 6 weeks during the 3rd semester.

A study on CUSTOMER SATISFACTION AND BUYING BEHAVIOUR with reference to VOLTAS LIMITED, Bangalore aims to assess the elements, which have influence on customers satisfaction and the behaviour. A study on buying behaviour is one of the essential ingredients which enable the company to achieve their objectives.

Customer satisfaction is a concept that more and more companies are putting at the heart of their strategy, but for this to be successful, they're needs to be clarity about what customer satisfaction means and what needs to happen to drive improvement.

The project was carried out as per research. Favourable goals were set for the study. To meet the goals primary research was undertaken with the help of questionnaire, the target respondents. Tables and charts were used to translate data into meaningful information.

The report consists with introduction to the industry and the company profile. Later portion of the report deals with the theoretical background of the study, data collection and explanation, findings and suggestions by studying the people view about the services and products of the Voltas Pvt ltd, collecting information about elements that has to be included and improved so as to attract more of customers and giving recommendation to the company for its improvement.