

**SUMMER INTERNSHIP PROJECT**

**ON**

**“A STUDY ON CONSUMER BUYING BEHAVIOUR AT MOTIRAM  
FRAGRANCE”**

Submitted To:

**DMSR  
G.S. College of Commerce & Economics, Nagpur  
(An Autonomous Institution)**

Affiliated To :

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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**NAAC Accredited “A” Grade Institution**



**Academic Year 2022-2023**



## CERTIFICATE

This is to certify that the investigation described in this report titled “**To Analyze and determine consumer buying behaviour**” has been carried out by **Mr. Yash Haribhau Kakde** during the summer internship project. The study was done in the organization, **Motiram Fragrance**, in partial fulfillment of the requirement for the degree of **Master of Business Administration of DMSR, G.S.College of Commerce & Economics (An Autonomous Institution) affiliated to R. T. M. Nagpur University, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

**Dr. Aniruddha Akarte**

**( Faculty Guide )**

**Dr. Sonali Gadekar**

**( MBA Coordinator )**

Certificate



# Motiram Fragrance

Nehru Putla Itwari Nagpur - 440002

Date: 31/10/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Yash Haribhau Kakde, a student of MBA Sem-II, Department of Management Sciences & Research, G.S College of Commerce & Economics Nagpur, has successfully completed his summer Internship program from 16/09/2022 To 31/10/2022 under our guidance. During the period of his internship, he was found punctual, hardworking and inquisitive.

We wish him every success in life.

MOTIRAM FRAGRANCE



NAGPUR

## ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**Motiram Fragrance**” and I am sincerely thankful to them for providing this opportunity to me.

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**1. INTRODUCTION**

The word perfume is from a Latin phrase meaning “through smoke” and was thought to have been invented by the ancient Egyptians who burned fragrant woods and plants for their pleasant odours. Over the years perfume has been used, refined and enhanced by every major civilization and today perfume as we know it is a very big business.

The effect of the progress on Indian Aroma Industry is felt significantly after western influx of different perfumes in India. In Indian Aroma Industry however, this change is definite and will supposedly spread in much larger markets than the west because of sheer market size and growth. One of the effects of western influence is the intense use in Soaps, Cosmetics & Personal perfumes. It is estimated that the total global market size of F & F and allied industry is of the order of USD 20 billions (Rs. 100,000 Crores). Indian share is about 10% of the globe, which is USD 2000 Millions (Rs. 10,000 Crores). Indian population is however 17.8% of the globe which indicates potential growth (Source: FFDC). Fragrances industry have a turnover of Rs. 3000 Crores, Flavors have a turnover of Rs. 2250 Crores, Aroma chemicals have a turnover of Rs. 2800 Crores and Essential oils have a turnover of Rs. 1950 Crores. This study is carried out to know the buying behavior of consumers and the factors which are important in choosing any perfume.

**Today's modern perfume has three main components:**

- **The scent** – Virtually anything natural or synthetic that has an odor can be used in the making of perfume. Typically scents are made from flowers, citrus, spices, woods and sometimes even leather.
- **The fixative** – These ingredients act to stabilize the aromatic compound and help to make the scent last longer.
- **The solvent** – This is usually alcohol and keeps bacteria from forming and helps maintain an even consistency so it can be easily applied.



## **CONSUMER BUYING BEHAVIOUR**

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Buying Behavior is the decision processes and acts of people involved in buying and using products.

Consumer behavior helps companies understand what their customers want and need, so they can offer products and services that appeal to their target audience. This is helpful for businesses who want to expand their reach into new markets or demographics.

### **How to Conduct a Consumer Behavior Analysis:-**

- Segment your audience. The first step to a customer behavior analysis is segmenting your audience.
- Identify the key benefit for each group.
- Allocate quantitative data.
- Compare your quantitative and qualitative data.
- Apply your analysis to a campaign.
- Analyze the results.

### **How to Conduct a Consumer Needs Analysis:-**

- Step 1: Consumer segmentation. A customer needs analysis begins by identifying which Customers to engage
- Step 2: Direct consumer feedback
- Step 3: Leverage consumer data
- Step 4: Unsolicited consumer feedback
- Step 5: Analyze and visualize consumer data

## **Determinants of consumer buying behavior?**

In a general scenario, we've got five main factors that determine consumer behavior, i.e. these factors regulate if a target customer purchases a product or not. These factors are namely Psychological, Social, Cultural, Personal, and Economic factors.

### **Major Factors Influencing Consumer Behavior:**

- Psychological Factors.
- Social Factors.
- Cultural Factors.
- Personal Factors.
- Economic Factors

## **2. COMPANY PROFILE**

Motiram fragrance Industry LLC is a family owned business in Nagpur, founded in 1979 by visionary Motiram Mande. His vision is now been carried forward by his three sons, each dedicated to carry forward a specialized task, yet collectively achieve the core objective of brand growth.

Over almost four decades, the company has built a solid foundation of pioneering entrepreneurial vigor, creating some of the best and most exclusive fragrances, which have established a reputation for quality, luxury and elegance. Today, Motiram fragrance ranks amongst the Maharashtra's foremost fragrance companies. Motiram's Oriental and Industrial perfume lines have found wide acceptance and preference within a wide customer base across the Maharashtra.

Motiram pioneered the concept of exclusive and dedicated mono brand fragrance store; right after its establishment- an initiative which became a widely emulated trend in the regional perfume retail industry. Strategically located right in the heart of Nagpur, the store showcased a profound range of merchandise, ambience and a distinctive level of service.

## COMPANY OFFERING PRODUCTS

### PERFUMES:-

SR.NO.	NAME	RS. (IN DOZEN)
1	ROSE PERFUME	200
2	MAGNET PERFUME	210
3	HEENA PERFUME	960
4	ICE-BLUE PERFUME	200
5	RED ROSE PERFUME	200
6	SHAMAMA PERFUME	960
7	CHANDAN PERFUME	210

### INDUSTRIAL PERFUMES:-

SR.NO.	NAME	PRICE (INC GST)
1	BLACK STONE ARO	1570
2	COCKTAIL AG	1655
3	DIVNE SANDAL	2720
4	EXOTIC PINEAPPLE	2480
5	FRESH MOGRA	1405
6	HARBAL HAVAN	1035
7	LAVENDER AG	1780

### **3. OBJECTIVES OF THE STUDY**

**Following are the objectives of the study:**

- This study aims to Analyze and determine “Consumer buying behavior”,
- To know the frequency distribution of selected sample of consumers towards perfume.
- To Identify the important dimensions in perfume buying behavior consumers.
- To improve communication skills.
- To apply the practical knowledge in actual organization.

#### **4. SCOPE OF THE STUDY**



- 
- Client Service and business development.
  - Reality Check of market.
  - Implementing Different tools and techniques of products.
  - Helps to understand clients and make impressive products.
  - Creating innovative Products.
  - Learning marketing strategies.
  - Bifurcation according to need of clients.

## 5. NEEDS OF STUDY

- High Reach of Brand
- Brand Awareness
- Building a customer based
- Brand image
- Measurable results
- Retaining Loyal Customer

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**6. CONTRIBUTION DURING SIP**

- While applying for the internship, I had send my application from college to the company “Motiram Fragrance”, then I received an appointment letter asking me to complete my internship.

**1<sup>st</sup> and 2<sup>nd</sup> week –**

- I have taken a knowledge about products and I had done market survey with senior
- Sales man. Learning market positions, competitor analysis in market.

**3<sup>rd</sup> and 4<sup>th</sup> Week –**

- Marketing in local market areas.
- Visit at distributors and vendors for the purpose of selling and supply of products
- Gaining the knowledge of local market area

**5<sup>th</sup> and 6<sup>th</sup> Week –**

- Visiting new market and finding new customers
- Marketing of that products

## 7. LIMITATIONS

Owing to lack of time and resources, the researcher has been able to explore limited dimensions of consumers behavior of buying perfumes. Given a time in future, more researches may be perform in the area for giving inputs to be incorporated in the perfume market.

## 8. RESEARCH METHODOLOGY



## **Introduction to Research Design:**

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis is of data in a manner that aims to combine relevant cet other search purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

In the present chapter it deals with the methodology of the concerned study in terms of statement of the problem sampling procedures, size of the sample and description of the tool have been explained.

Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones.

**Meaning :-**

Research design or methodology is simply a plan for study. It is called a blueprint to carry out the study. It is like a plan made by an architect to build the house, if research is conducted without a blueprint, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

## **Data collection methods:**

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data to achieve the research objectives. All data sources can be classified into two:

- **Primary data -**

primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.

- **Secondary data –**

Secondary data are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is the secondhand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis.

Here the secondary data was obtained from---

Various textbooks, registers, magazines, journals. Dissertations etc.

## 9. FINDINGS

### **Findings of the study:**

- The factors of perfume buying have major impact on rating of perfume.
- The usage of perfume is more in the age group of 18-30 years.
- Fragrance is the most important factors as received from respondent's responses.
- The significant value  $.009 < .05$ , so null hypotheses is rejected and hence factors have impact on overall ratings of perfumes buying behavior of consumers in the Indian market.
- The age group of 18-30 years is more aware of perfumes.
- The improvement suggested by respondent is on the quality aspect on perfume ranges.

## **10. SUGGESTIONS**

- Motiram fragrance should try to get more clients through growth.
- Their own website should add more information and pictures.
- Maintain a social media presence
- Make use of remarketing
- Use shoppable posts
- Posts ads in a blogs

## **11. CONCLUSION**



- I have Analyze and determine “Consumer buying behavior”
- Distribution of selected sample of consumers towards perfume.
- I have Identify the dimension in perfume buying behavior consumers.
- I have improved my communication skills.
- I have learned to apply practical knowledge in actual organization.

## 12. BIBLIOGRAPHY

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