



NSL Sugars Ltd, Unit-II
(Lessee of SSKN Aland)

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CIN No. U15429KA1999PLC026121

DATE: 02 MAY, 2018.

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Dileep Kumar(USN No. 1AY16MBA16) Student of MBA VI sem of Acharya Institute of MBA, Bangalore has under taken project "A Study on Consumer Buying Behavior" (with Reference At NSL sugars Ltd.) Unit- II Bhusnoor" TQ Aland Dist- Kalaburgi from 15 JAN 2018 to 24 MAR 2018. And he has gain the practical training in related aspects under our supervision and guidance.

During the above training period his performance was found satisfactory

We wish him all the best in his future endeavors.

For NSL Sugars Ltd., Unit-II
(Lessee of S.S.K.N, ALAND)

Authorized Signatory



Prepared by: HR & Admin

An  GROUP Company



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 18/05/2018

CERTIFICATE

This is to certify that **Mr. Dileepkumar** bearing USN 1AY16MBA16 is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “A Study on Consumer Buying Behavior Towards NSL Sugar Ltd., Unit-II Bhusnoor” Kalaburgi is prepared by him under the guidance of **Prof. Archana Vijay** 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

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

I **DILEEPKUMAR** hereby declares that the project report entitled on “**A STUDY ON CONSUMER BUYING BEHAVIOR**” with reference to **NSL SUGARS LTD,UNIT- II Bhusnoor, Tq Aland Dist Kalaburgi.** prepared by me under the guidance of **Prof. ARCHANA VIJAY** faculty of MBA Department in **ACHARYA INSTITUTE OF TECHNOLOGY** and external guidance by **MANJUNATH, HR & ADMIN, At NSL SUGARS LTD,UNIT-II Bhusnoor, Tq Aland Dist Kalaburgi**

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration in Visveswaraya Technological University, Belgaum.

I have undergone the project for the period of 10 weeks. I further declare that this project is based on the original study undertaken by me and not has submitted for the award of any degree/ diploma from any other university or institution.

Place: Bangalore

Date: 28/05/2018


Signature of the student

ACKNOWLEDGEMENT

I would like to acknowledge many people who shown interest and have also put great efforts towards my project. I would like to thank my internal guide **Prof. ARCHANA VIJAY**, MBA department, Acharya Institute of Technology, Bengaluru and I also thank my External guide **MANJUNATH**, HR & Admin NSL SUGARS LTD, UNIT-II Bhusnoor, Tq Aland. I wish to express my sincere thanks to The Principal of Acharya Institution of Technology for their co-operation.

I wish to express my thanks and deep gratitude to **Dr.Prof. NIJAGUNA**. HOD, Department of MBA, AIT for the guidance and support in completion of project. Finally, I express my sincere thanks to all the staff of MBA department of AIT for their valuable suggestions in fine tuning the report.

DILEEPKUMAR

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EXECUTIVE SUMMARY

Marketing is an organizational function and a whole package of measures for the creation, communication, and providing an added value to customers and for managing the relationship between customers and the organization. This is a process, in the context of integrated companies building solid associations with customers and create value for their clients and each other.

The evaluation of consumer behavior is the utilization of general concepts of behavior determined experimentally, interpret the rights of the consumption. It is positioned at the interface of the psychology- On the one hands, and the marketing of science - the research of consumer behavior and marketing specialists, particularly in the context of the conversation - of the other.

It is important that the purchasing behavior of consumers is influenced by various factors such as culture (culture, culture and social layer); reference groups of the population (social, family, interpersonal and personal tasks and states); (age, phase of the life cycle, profession, the economical circumstances, lifestyle, personality and the idea of itself).

Study of consumer behavior with respect to NSL is being undertaken as a part of research study in order to find out the factors affecting the consumer behavior and the measures taken to attract more number of customers.

A survey as a descriptive study is being undertaken to find out the consumer behavior, where a sample of 100 customers were surveyed in order to find out their behavior and preferences. It was found that consumers prefer branded products over unbranded ones and advertising and promotional schemes influence their purchasing behavior.

Company should thereby focus on improving the brand image by advertising more aggressively and offering attractive promotional schemes to the customer.

CHAPTER 1

INTRODUCTION

The assumption is that in recent times marketing professionals now have dynamics and the customer has the control over the strategic selections made by the companies. The particular companies will be the challenge the impulses of the new age of the food products and your sample purchase. With this situation, India is no exclusion. This is a land of diverse cultures and traditions, for the understanding of the consumer" model purchase into a difficult task. With the intro of globalization and other changes in the country many food product companies internationally started out to disturbances on the Indian market of food products due to the potential open-eraflure. Environmental issues turbulence today as never before and business services also promising than actually before. In the age of intense competition, where the customer is king, the success depends crucially on the efficiency of the operators in the implementation of what you have promised and the responsibility lies with the organizations the development of such a culture, in the ethics of the affaires are followed, the value for the services and high-quality services will be offered to a level of customer satisfaction. To cover the dynamic clients understand consumer behavior is important.

As a true believer in the concept marketing should try their best for the needs of the consumer. The service companies should follow a proactive approach is first the processes service and satisfaction before in contact with customers and also reagent is so hurry for the customer to sue, and tell you what to do. This study is an attempt to think about the kind of focus on the activation and his promise in the service companies, because as the pledge is a clear sign of the strength and duration of the customer relationship leads. The service sector is dominated by the Indian economy today contribute to more than half of our national income. Since services are untouchable in nature and not verified before the purchase is actually very critical, therefore, to deliver what was promised for the customers of the target group. Consumer behavior studies play an important role in the supervision of the Marketing Strategies Marketing and decide.

Consumers are often studied, because some discussions are significantly affected by their behavior or their decisions are expected. For this reason, the behavior of the consumers, that means, a discipline applied. Such applications may exist on two levels. The position of micro

also includes the consumer in order to support a company or business to achieve their goals. In the macro or interpersonal perspective consumer influence with each other the economical and interpersonal conditions in a community in general.

1.1 INDUSTRY PROFILE

The sugar industry, including the production, processing and marketing of sugar especially saccharin and fructose). The world's biggest of extract from sugar cane (mainly in tropical regions and 20% sugar beet, above all, climate is temperate in the USA or Europe). Sugar is a part of the foundations required for carbonated drinks, alcoholic sweetened, a few kilometers only eat fast recovery, sweets, candies, confectionery, baked goods and the industry.

Report 2013 cc, oh study holds the world market for sugar and sweeteners around 77. 5 billion yuan 2012 almost 85% sugar generally agrees that the increase in \$ an yearly growth rate of 4. 6%.

In front of around 160 million tonnes of sugar each year. The biggest manufacturer of Brazil (22%), India (15%) 10%) and the European Union. A total of more than 123 - sugar generating countries, but only 30% of the transaction arose on the international market. In 2011 the trade value is 33. 5 billion sugar exports, the export of sugar from developing countries 47 billion and 12. 2 billion dollars from developed countries

NSL-PRODUCTS

RAW SUGAR

Natural brown sugar, raw sugar cane sugar or entire sugar, has maintained a small to a large number of molasses the mother liquor evaporation of the Sugarcane juice. In accordance with the weight, brown sugar cane sugar production fully 70% sugar depends on how much is still the crystallization of molasses, which in turn depends on whether the brown sugar was centrifuged or not. If there are more molasses. Natural brown sugar are minor in the nutritional value and mineral content. Some natural brown sugar has a special name and function of sales, turbinatemia centrifuged raw sugar or if you are to a large extent. Brown Sugar slightly centrifuged or unrefined (centrifuged) non-reserved much higher degree of syrup and the so-called various names at the global level, in accordance with their country of origin: for example, panelrapider agriculture and agricultural product processing industry, for example piloncillo muscovite.

LIQUID SUGAR

In cooking, or syrup is a thick, viscous liquid mainly types of solutions, sugar water contains large amounts of the dissolution of the Sugar, but show little Trend, fixed deposits of watch crystals. Its consistency is similar molasses. Viscosity from more than one between the hydrogen dissolved Sugar, it has many Calcium Hydroxide (OH) group, and the water. The syrup can be dissolved in the sugar water or by reducing natural sweet fruit juice such as sugar cane juice, juice sorghum or maple sap. Corn syrup is determined by the use of enzymes corn starch, the process will then be converted into a sugar.

REFINING SUGAR

Eliminate refined sugars, by raw sugar improved process that you want to delete the original molasses sugar cane is synthesized from sugar cane or beet sugar. The original sugar can consume in the refining process, delete unwanted flavors, results in sophisticated sugar or sugar. Sugar may be countries, it will be used in the refining process and is a regular occurrence. The first phase is known as the attribution and immerse involving sugar syrup soften the concentration of the crystal and remove adhesive brown coating is not dissolved. The crystals

and then separate the wine and dissolved in water. The resulting syrup is used when the treatment of carbon or by dependent phosphorylation of process. Both of the precipitation, a good solid syrup, when it is filtered out by the many impurities, remove the at the same time. To remove the color is achieved through the use of granular activated carbon or ion exchange resins. Sugar syrup is concentrated in the boiling water and then cooling and seed and crystallization, result in sugar the specifics. Wine is peeling out of the centrifugal and white crystalline dry hot air and ready to be packaged or use. The excess of alcohol is a fine of sugar in the nectar International Commission method sugar Analysis Settings, standard to measure the purity of refined sugar, called ICUMSA number; the lower number indicates a higher tier of the purity of refined sugar.

NOT REFINED SUGAR

Refined sugar is widely used in industries need higher quality. The refined sugar was pure (ICUMSA 300) the following raw sugar (ICUMSA than more than 1,500. color purity and sugar, the standard number of the International Committee of the (ICUMSA method sugar Analysis), smaller ICUMSA digital display, high purity sugar.

MOLASSES

Molasses, or black syrup (UK, for human consumption; called "molasses") another viscous product - refining the sugar cane sugar beet sugar or into Molasses due amount of sugar, methods of extracting, and age of plants. The sugar cane sugar honey are delightful taste and aroma, mainly for sweeteners and seasonal foods in the United States, Canada and other areas of beet sugar and honey is a foul smell and - unpleasant, it is mainly used as animal feed additives in Europe and Russia mainly produced. It is defined in the component breakdown commercial brown sugar. Sweet sorghum syrup can be referred to as "popular sorghum syrup" in the southern United States of similar products include syrup, honey, maple syrup, corn syrup and "anti-slurry. Most of the alternative syrup has a moderate taste.

SUGAR ALCOHOL

Sugar alcohol also called glycol polyalcohol's class, or glycerol's, organic compounds are usually from sugar, constitute a set of Class 1 / 13.5 ten thousand tons of years. On the contrary, the name might be recommended in sugar, no sugar alcohol is also non-alcoholic beverages. They are all white, water soluble solid, can naturally occurring or in industrial production in the sugar. They are extensively used in the food industry as thickener and sweeteners. In the commercial food, sugar alcohol, etc. are all common sugar cane sugar it is often combined with high intensity of artificial sweeteners sweetness is relatively low. Xylitol is perhaps the most popular sugar alcohol because of their similar to the visual appearance of sugar cane and sweet.

INTERNATIONAL SUGAR ORGANIZATION

The particular International Organization for sugars, intergovernmental organization with head office in London, United Kingdom, the international agreement on sugar from the needs of customers as a reliable body accountable for the management of the protocols. In contrast to its predecessor, the 1968 version of the Worldwide Convention on sugar. This individual did not have the authority to handle the international trade in sugar. The particular price of export quotas, measures to promote industry and sugar consumption for the collection and dissemination of information on the sugars market in the research for new ways to utilize sugar and related products as well as in the discussions of the intergovernmental forum for sugars in May 2015. Users: The European Union and the other countries 61SUGAR.

INDUSTRY ASSOCIATION

The sugar industry association is the industry leader in the sugar industry in the United States. This is a known at least 1 1960s part as the sugar on the basis of the research. The more extensive public attention in 2016 for nutrition study with the Chairman of the research foundation John Hickson road, has commissioned in 1960s. 3 The Harvard University scientists, including grass-roots Hegsted mark, after which the United States officials from the Ministry of Agriculture and the Honorable Frederick FUNG staring at the university, nutrition, not publicly 6,500 Usd(near 50,000 USD in 2016 is equivalent to review selected industries - CNY (research.

Typically the developed document in the newest England Journal of Treatments the "minimize the website link between the sugar and heart health and challenge the role of the saturated fat that business lead to the very center of the problem. The paper helps to condition the diet guidance 20 years away from even taking into account the dangers of sugar and its role, obesity diet plan. In Sept. 2010 2016, study regarding the historical past of the 1000s of web pages of documents from the archive of Harvard University or college in the United Declares of Illinois and other libraries, publishing is 4713 B. C. Kahn, Miss Angeles Schmidt and Stanton glints(glints" professor of drugs at the Department of UCSF) Jama. Sugar industry is capable of disrupting the discussion in the sugar 10 glints", was quoted as saying, The New York Times. Marion nestle professor, nutrition, food research and public health in New York University, respectively, had written a letter to support 2016JAMA, article "convincing evidence", "sugar industry started to study "explicitly exempt sugar as the main risk factors of Coronary Heart Diseases Association "sugar response 2016JAMA publications said that the standard disclosures and conflicts of interests - non-simply do not exist or are less strict 1960s, the most important thing is the increasing use of title - Color Card quality scientific research. We are disappointed that the diary of the JAMA status is referred to this trend. "The New England Journal of Medicine started to require financial disclosure in 1984

1.2 COMPANY PROFILE

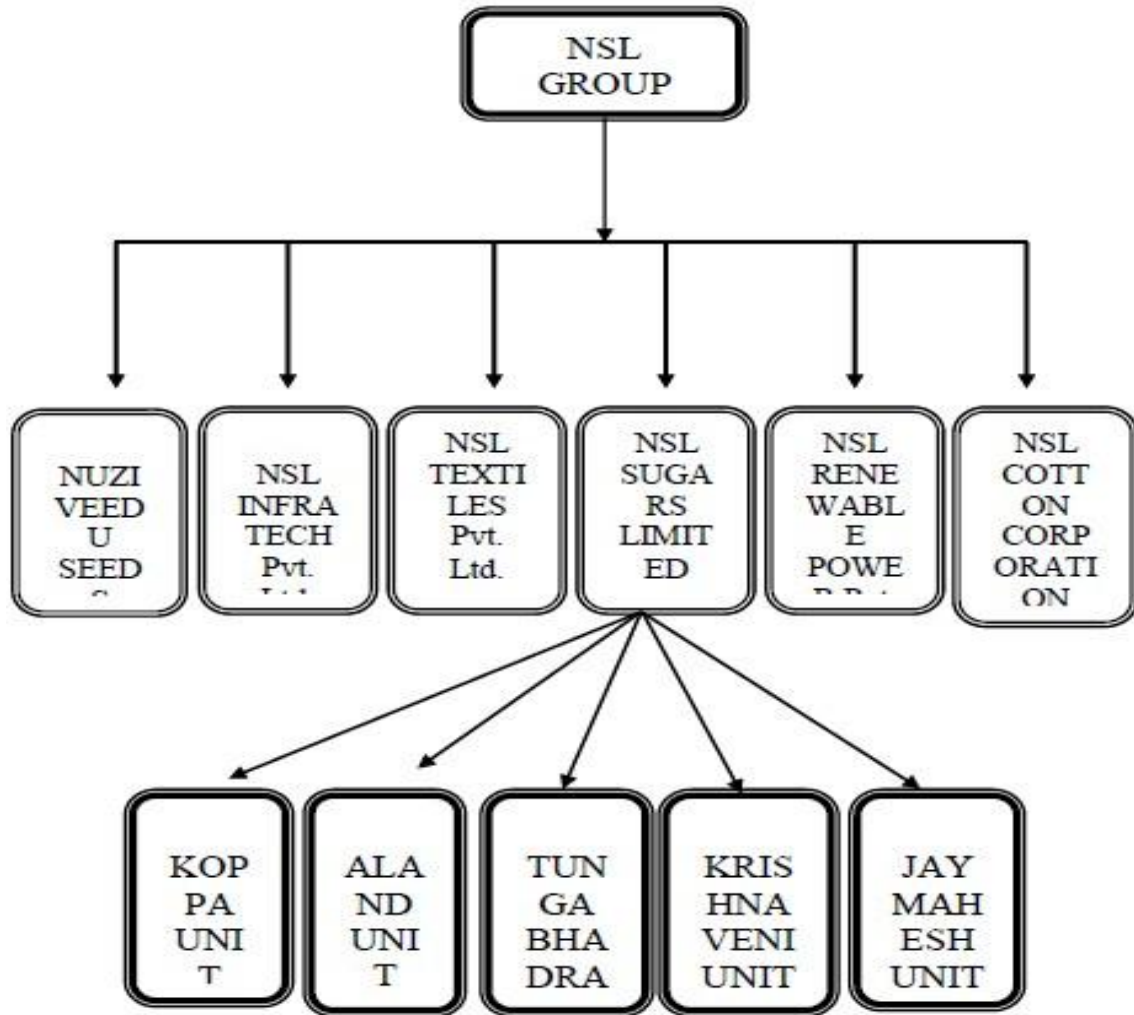
Legislation on national security (Nuziveedu seeds Limited) is the typical example of the man and his eyesight. The continuing efforts plus imagination are all prepared will considerably reduce the vision of an organization in India from farming and rural development.

Nuziveedu seeds started his trip in 1973, Brain Shri Venkata Puli Ramaiah atmosphere extremely difficult. The Ranke is simple and preserve their faith, to ensure that it offers overcome the challenges plus foundation of better items to come. The foundations from the father has been enhanced, as well as the introduction of the particular Son of Sri Lanka M Prabhakar, there is a organization leader since 1982. The particular company has developed through the years associated with in research, advertising and the chain, the particular most ambitious seed businesses in India. With this procedure more than a trans-national companies. The production associated with seed of nuziveedu cross seed quality seed associated with cotton and so favored cotton cultivation and reputable zones of the region.

With the magnitude of the successful seed enterprises, the abolition of the National Security Law on the Group has expanded its scope and diversity of integration into other agricultural infrastructure and related industries such as textiles, sugar, cotton, electricity and infrastructure enterprises, set up a unit of the story of NSL groups than the story of the seed company and a big business growth. This is a statement made by a man and his vision. This is a daunting task and unimaginable vision into a system while maintaining the focus on the contribution of agriculture and rural development.

The company's flagship product, the National Security Law Group nuziveedu seeds, is the world's largest seed company in India, although nuziveedu seed continue to grow and scale new heights. (NSPL)nuziveedu seeds, the flagship company of the Group, established in 1973 is a leading agricultural biotechnology companies and today's biggest seed company in India.

ORGANIZATION STRUCTURE



IN HR DEPARTMENT WE HAVE MANY OTHER DEPARTMENTS LIKE:

- Reception.
- Administration.
- Main entrance security.
- Human resource.
- Information technology.

It is a seasonal industry. The working process starts from September/October to May.

Sugar cane is the major raw material to produce sugar. And it has by products like Pressmed (use for fertilizer), Bio gas (use for producing paper), Molasses (for producing distillery, Ash (will be used by formers).

SALIENT FEATURES OF NSL SUGAR'S INTEGRATED COMPLEX ARE

- zero waste plant meant that all the product generates a longer processing into utility products.
- Biogas molasses and fall back to the mud is any sugar in the manufacture and processing in ethanol/correction of esprit and organic and natural manures were respectively.
- The financial and social development. With measures to combat air pollution. The company has the clean development mechanism and carbon credit agreement with international organizations.
- The law on national security, was adopted by the Conference of the best technology awards in paragraph 40 of the Convention SISSTA Annual Report 2007/2008. The company has achieved tremendous acceleration in the past 7 years, ambitious plans in the near future to take their growth is to become the top players 5 within the industry. The company also has an ambitious plan to expand their business in overseas. This is one of the few sugar company has implemented SAP a complete IT solution in the sugar

industry. It is the introduction of modern technology, IT operational processes and systems. The quality of its sugar has comparable and, best of all, therefore, get advanced Tag.

PROMOTERS

CORPORATE TEAM - NSL SUGARS

Mr. M.Venkatramaiah – Founder Chairman of the company.

Mr. M Prabhakar Rao – Group Chairman

Mr. K Ramakoteswara Rao _ Vice Chairman.

Mr. Hari K V _ Joint managing director.

Mr. Basavaiah s _ Whole time director.

Mr. TCS Reddy – Chief operating officer.

Mr. Jitendra kumar – Agm- Financial manager.

Mr. Manab Mitra – Vice president (International business).

Mr. Ningangouda belli – Assistant General manager (Human Resource).

Mr. Piyush Garg – General manager (Commercial).

CORPORATE HEAD OFFICE

NSL Sugar Limited, the NSL icone, 4ème floor, # 8-2-684/2/A road no. 13 Banjara Hills,
Hyderabad500 0345, AP - India.

Noida : B-127, 1st floor, Sec-2, NOIDA-201301(Delhi NCR).

Registered Office:No. 60/1, 2nd cross Residency road, Banglore-560 025.

1.3 Vision, Mission and Quality Policy

VISION:

- As one of the most crucial players in the sugar industry.
- For an organization that all of our speakers are happy to work together with all of us
- For the management of the affaires effectively and transparency.
- For the participation of most employees with equal opportunities for your growth.

MISSION:

- For your transformation of the glucose NSL Ltd, a company with growth with a target profits for buyers, workers, farmers and modern society.

QUALITY OF HR POLICIES

SL.NO	POLICY	APPLICABILITY/ ENTITLEMENT
1	CODE OF CONDUCT- RESPONSIBILITY OF ALL EMPLOYEES	The company expects employees for an ethical approach in its areas of competence as well as they represent the company's statutory / government authorities.
2	Environment, Health and safety Policy(EHS) – CSR objectives	This policy has been developed as a , , statement of our commitment to the protection of our people, our neighbors and the environment in the process , our activities.
3	NSL Sugars Grade Policy	Grades of NSL Sugars TOP MANAGEMENT SENIOR MANAGEMENT MIDDLE MANAGEMENT JUNIOR MANAGEMENT
4	ID card policy	This is applicable to all the employees of primary and top-level management. Click the identity card within the specified design will be issued to each employee's accession to the cost of the Company. The company will provide the ID Card / Case, clip, code, etc. , with the ID card protection and display card is working properly
5	Business card policy	All the ranks of the staff of the managers and above will be visiting card. Other levels of staff will be issued by the access card with job responsibilities, clear the needs and recommendations that by the Report Manager.
6	Man power planning, Recruitment and Selection policy	All appointments will be strictly based on manpower of the sanctions of the departments and units of the leadership of HR as part of the annual budget of the men of the power company consultations and HR
7	Transfer policy	It is classified into four different groups

		<p>Transfer</p> <p>Request transfer</p> <p>Deputation transfer</p> <p>Secondment transfer</p>
8	Retirement policy	<p>This policy should be applied to all of the staff of the National Security Law on the sugar in the Management category.</p> <p>The retirement age of the National Security Law by sugar of employees will be 58 years , the date of retirement shall be final in the work of the day month , employees to complete his monthly pension would last 1 day to achieve 58 years</p>
9	Retainer ship policy	<p>It applies to the top-level and senior management grade of staff.</p> <p>This policy will only apply to existing staff of majority age of aging and to be rehired , each business requirements and their past performance.</p> <p>Not all retired employees will be hired as fixed. It will be a purely on the basis of the case is the need for a case-by-case basis.</p>
10	Medicalexpenses reimbursement policy	<p>This policy is applicable to junior to top management grade employees and this scheme would provide reimbursement of medical expenses up to Rs. 25000/- per annum as per the CTC structure.</p>
11	Residential apartment policy	<p>Purchasing of residential apartments to tenured employees NSL at special discounted rates</p> <p>All permanent employees who have been in the services of NSL Sugars and have completed a minimum of 3 years of service at the time of availing the opportunity.</p> <p>Eligible employees will be provided residential apartments</p>

		at a discounted rate on select properties being developed by NSL in various towns and cities, subject to fulfillment of conditions.
12	Salary advance	<p>This policy shall be applicable to all the employees from junior to top management grade.</p> <p>Salary advance amount to be given to the employee shall be less than the one month's net take home salary of the employee.</p> <p>An employee is eligible to take salary advance a maximum of 3times in a calendar year</p>
13	Personal loan to employees	<p>This policy is applicable to junior to middle management grade employees.</p> <p>Minimum eligibility to avail personal loan is the person should have served the organization for at least 3 years.</p> <p>Eligible employee can avail personal loans for marriage, hospitalization, education, purchase of two wheelers or any other approved purpose.</p>
14	Marriage complements	<p>All employees from junior to top grade are eligible for marriage compliments.</p> <p>Gift amount will be 20% of the employee's one month basic salary subject to a minimum of rupees 2001. the amount arrived at will be rounded off to the next Rs. 51/- or 101/-.</p> <p>Special gift check of Rs. 5116/- as marriage compliment will be given to the eligible employees for the marriage of his or her daughters.</p>
15	Employee get-together	<p>This policy shall be applicable to all the employees from junior to top management grade.</p> <p>Company would subsidize the expenses of such a get-together up to 2500 per employees.</p>

		The subsidy will be covered by the budget (at rupees) 500 per employees, per annum.
16	Guest house policy	<p>This policy shall be applicable to all the employees from junior to top management grade.</p> <p>All outstation employees who joined newly will be provided guest house facility.</p> <p>New juniors will not be charged for the first 7days. In case they wish to exceed their stay, subject to a maximum of 3days, they will need to approval from unit head/GM (HR) and forward it to the administration department and the minimum charges for the per day-Rs. 1000/-.</p>
17	Dress code policy	<p>This policy shall be applicable to all the employees from junior to top management grade.</p> <p>Men can wear formal hale sleeve/full sleeve collared and button/up with shirt tail tucked in, suits blazers, jackets, formal pants, ties (optional) and limit accessories/jewelers on week days from Monday-Friday.</p> <p>Women can wear salwar kameez/ churidars, saris, formal pants with formal hale sleeves or full sleeve shirt and minimal make up and jeweler on week days from Monday to Friday.</p> <p>Saturday can be a casual day for dressed but not for attitude</p>
18	Merit Scholarship to employees children	<p>The following categories of scholarship are available for the children of our employees.</p> <p>Category A- Intermediate education</p> <p>Category B- Recognized vocational education</p> <p>Category C- Under graduate education- regular</p> <p>Category D- Under graduate education- Professional</p> <p>Category E- Graduate and post graduate education – regular</p>

		Category F- Graduate and post graduate education – Professional
19	Blackberries, Mobile phones and Data card policy	<p>This policy covers agreement of blackberries, mobile phones and data cards to eligible employees.</p> <p>Mobile phone- Every bill which exceeds plan amount up to 10% is reimbursed by the company will need specific business head approval prior to payment by the company with the recommendation of department head.</p> <p>Blackberries are provided only to top management grade employees only.</p> <p>Data card are applicable to eligible employees- All HOD's – employees who are on travel, NIS section of the accounts department and other employees who are in need of the data cards approval will be taken through the unit HR and corporate HR team.</p>
20	Emoluments and Benefits	<p>Emoluments and Benefits contain – Salary components of the employees.</p> <p>Basic salary</p> <p>Conveyance/ Transport allowance</p> <p>House rent allowance</p> <p>Education allowance</p> <p>Leave travel assistance</p> <p>Gratuity payment</p> <p>Variable pay</p> <p>Reimbursements - Vehicle maintenance expenses, medical and residential telephone.</p> <p>Normal deductions- PF deduction, Professional tax, IT deductions, deductions for loans</p>
21	Payment of gratuity scheme	Gratuity is payable to every employee who has rendered continuous service for not less than 5 years.

		<p>Superannuation</p> <p>Retirement or Resignation</p> <p>Death or disablement due to accident or disease</p>
22	Performance appraisal system	<p>Our company follows the cycle of April – March for implementing annual revision, covering both increments and incentives.</p> <p>Employees on the rolls of the company as on 30th September will be eligible for increment.</p> <p>Employees who have joined after 30th September will be eligible for increment in the next year.</p> <p>Employees who are on rolls of the company on the date of release of increment will only be eligible for increment i.e., employees who have resigned – whether received or not on the date of release of increment later shall not be eligible.</p> <p>From manager and above grade employees need to complete the self approval forms of the employees and submit the same to corporate HR team.</p>
23	Promotion policy	<p>Basic for recommending a promotion should be the aggregate effect of the following.</p> <p>Past performance record for the last 3 years</p> <p>Performance in the present job</p> <p>Potential of the employee for success at the higher level.</p> <p>Presently latent knowledge and skills possessed by the employee, which could be used at the higher level.</p> <p>Peer level acceptance.</p>
24	Recognition policy	<p>This policy aims at providing managers with a variety of approaches, which could be used for recognizing good performance of employees.</p> <p>Every person need to be valued not only for what he does, i.e., for his good performance, for also for hides inherent</p>

		<p>worth as a human being.</p> <p>Recognizing is not to be used for maintaining people as if they are material resources.</p> <p>Reorganization is to be used for acknowledging that people are the source of everything including, all other resources.</p>
25	Membership of professional bodies	<p>It's applicable for senior and top management grade employees.</p> <p>Employees to be recognized as leaders in their respective professional circle.</p> <p>Sharing of experience and expertise with co-professionals outside the organization for self development with the approval from COO and JMD.</p>
27	Staff meeting	<p>Policy is applicable for junior and top management grade employees.</p> <p>It would be a formal system of not only getting to know but also reporting to the views of all employees.</p> <p>Staff meeting would be an interactive communication procedure, which enables all employees to share their thoughts and opinions on matters that are relevant to the organization, its working methods and practices.</p>
28	Employees suggestion scheme	<p>This scheme is introduced to encourage employees to contribute useful ideas and to reward those suggestions are accepted and adopted by the company. Company feels that even in non-manufacturing (Non-technical and commercial) areas there exists substantial scope to bring down the transaction cost.</p> <p>All permanent employees including trainees are eligible for this scheme.</p> <p>Mode of participation- it can be either individual basic and/</p>

		or group of employees either from the same department or cross functionality
29	Domestic travel policy	<p>This policy is applicable for all employees of NSL Sugars on their domestic travel entitlement like accommodation and related expanses increased during official tour.</p> <p>It is applicable to all employees who are called upon by the management to process on out station duties foe company business.</p> <p>Travel would be considered as business travel for eligibility of loading and boarding allowances, if an employee has to stay away from his or her place of work for more than a day or the one way journey under taken for business purpose from his or her head quarters is more that 50KMS.</p> <p>Domestic travel rules are applicable for tours when stay at an out station is of short duration.</p>
30	Domestic travel policy	<p>This policy is applicable for all employees of NSL Sugars on their domestic travel entitlement like accommodation and related expanses increased during official tour.</p> <p>It is applicable to all employees who are called upon by the management to process on out station duties foe company business.</p> <p>Travel would be considered as business travel for eligibility of loading and boarding allowances, if an employee has to stay away from his or her place of work for more than a day or the one way journey under taken for business purpose from his or her head quarters is more that 50KMS.</p> <p>Domestic travel rules are applicable for tours when stay at an out station is of short duration.</p>
31	Leave policy	All employees will be entitled for the below leaves from top management to junior management grade.

		<p>Calendar year bins on Jan 1 and ends on Dec 31 every year.</p> <p>Earned leave: 15 working days per calendar year.</p> <p>Casual leave: 10 working days for calendar year.</p> <p>Sick leave 10 working days for calendar year.</p> <p>Maternity leave: 12 weeks (applicable for women employees) as per the maternity benefit act.</p>
32	E-mail creation, Usage and interned usage policy	<p>This policy covers the following areas.</p> <p>Creation of e-mail ID of an employee.</p> <p>E-mail and internet acceptable use policies to be followed by employees and associates of the company.</p> <p>Policy applies to all employees, retainers and consultants employed or associated with the company here in after called “associates” who use the company’s e-mail and internet services.</p>
33	Laptop policy	<p>All employees above grade AGM will be issued laptops.</p> <p>Other grade employees will be issued laptop based upon job responsibilities, demonstrated need and upon recommendation of the reporting manager.</p> <p>Employees whom travel very frequently as a part of their job.</p> <p>Employees whose job requires heavy use computers during their business meetings, presentations and after office hours.</p> <p>Issuance of laptops will be approved solely by the management’s discretion.</p>
34	Termination policy	<p>Policy covers terminations of all kinds and levels of employees whether permanent or temporary or on contract either terminated by the company or voluntary termination by the company.</p>

		<p>Employee fails to meet the organization standards of work or conduct.</p> <p>Disciplinary action is necessary due to violation of the organization's work rules and regulations.</p> <p>Employee can be terminated by the company on any of the reasons i.e., performance, reasons of conduct.</p>
35	Voluntary termination(Resignation)	<p>Employee intending to resign from the services of the organization must inform in writing by letter or e-mail about his or her intention to their immediate supervisor or head of the department.</p> <p>Notice period has to be served by the employee as it's indicated in the terms of the service.</p> <p>Resignation and relieving of the employee will be done only on working days not on holidays.</p>
36	Exit interview feedback	This form is available for easy access and clear understanding
37	Whistle blower policy	<p>policy is for all employees of NSL sugar, third-party suppliers, consultants, customers, etc. The operating at any of the locations of the Company.</p> <p>Employee Public or disclosure of the immoral and improper practices in the organization, wanted to put a stop to immoral and improper practices.</p> <p>Do Not Confirm Approval Standard socio-professional behavior.</p>
38	Sexual harassment	Policy is for all employees of the National Security Law, sugars and is deemed to be interested in the conditions of service of all employees. This means that include any of the following content referred to below. Unwelcome sexual

		<p>advances, request or require sexual intercourse, either explicitly or implicitly in employment, promotion, and the evolution of the examination or of any of the company's activities. New Year's Eve teasing, and innuendo and mockery of physically isolated is likely to interfere with the [the privacy of the individual. The act or acts in the authority to create the environment for the quarters or intimidation of people who belong to the other sex.</p> <p>Any undesirable gesture by an employee in the neutral colors.</p> <p>Employee harassing another employee can be the same person. But this does not mean that the prospector is heterosexual.</p>
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PRODUCTION OF NSLS

RAW SUGAR



- LIQUID SUGAR



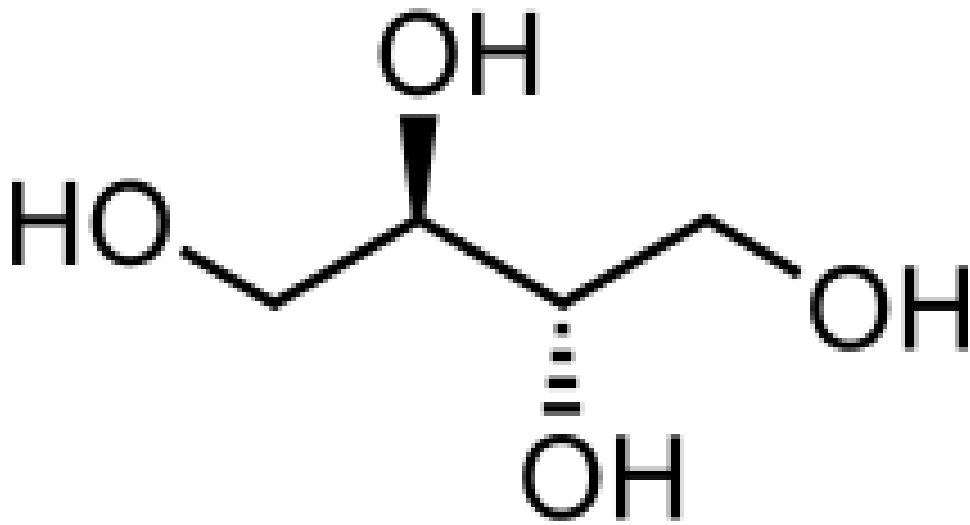
- **REFINED SUGAR**



- **MOLASSES**



- SUGAR ALCOHOL



- BROWN SUGAR



- **POWDERED SUGAR**



- **MERINGUE**



- **CUPCAKE**



- **MARSHMALLOW**



- CAKE



- HONEY



GLOBAL COMPETATORS INFORMATION

RANK	COMPANY	COUNTRY
1	Sued Zucker AG	GERMANY
2	Cosan SA Industria & Comercio	BRAZIL
3	British Sugar Plc	UK
4	Tereos International SA	FRANCE
5	MITRE Phol Sugar Corp.	THAILAND
6	Nordzucker Gmbh & Co KG	GERMANY
7	Louis Dreyfus	NETHERLANDS
8	Wilmar International Ltd.	SINGAPORE
9	Thai Roong Ruang Sugar Group	THAILAND
10	TurkeySeeker Fabrikalari	TURKEY

1.4 SWOT ANALYSIS

STRENGTH

- Existence of efforts of the strategic planning of recruiting offers several modern options for the
- Instruments to enhance the work of your resources are available (for example, guide to come across and Manuel Training)
- Deidre tested, the mission. The particular employees feel section of the team "
- The strength of the shipping company of the general public sector is the large network of functions in certain districts.
- Public Transportation Corporation is a company with more than one, 000 employees.
- It supplies a selection of measures to interpersonal assistance, where it's not there in the private transport corporation

WEAKNESS

- Lack of communication, both formal and informal, with different features in ministries and simply no assessment and up-date practices and strategies with regard to human resources,
- Lack associated with accountability of the supervisors and employees clear plus measurable values of overall performance, such as public transportation corporation is a large company difficult to co-ordinate all employees and employees.
- Buses not obliged, within an appropriate manner within relation to private transportation companies.

OPPORTUNITY

- "Staff", more creative and adaptable options (for example, settlement, and facilities)
- advanced technology can be obtained to promote a more efficient dialog the activities of the individual resources *f* availability of information on wise practice in the field of individual resources
- The human resources you can do a great engine power is possible.
- KARNATAKA Government offers many concessions to the shipping company; whether it makes use of the possibilities it is to use profit-making for the federal government and the society.
- Applying the resources of the society, the bus luxury article ultra Deluxe and the public for extended journeys.

THREATS

- A lot of the time employees (ETP) and limitations imposed by the
- Federal government of the legislative assemblage in the direction of privatization improve the competition in the services of other organizations can win personnel and companies in us all, there was more than 12 renowned transport corporation in Karnataka
- The society has for the public and take over your competitors.
- Exclusive companies contain numerous tour bus, the government, so that you are usually in competition with them

CHAPTER 2

THEORETICAL BACKGROUND OF THE STUDY

2.1 THEORETICAL BACKGROUND

Typically the consumption and customer intake process in connection with various people, buyer or the customer and the buyer is generally used as a synonym which an individual who will actively get involved in the purchase. Typically the consumption process involves about three activities progresses decisions: perseverance of personal data or groups welcome, locate and buy products and use of goods. Customer: "customers" is usually used for on a regular basis, specifically, buy from a business or company. The "customer" to each person generally carry on an activity (evaluation, acquisition, help or the provision of goods and services) uses the definition of consumer habits. 2 Therefore a "customer" is in the form of a company makes it clear that consumers do not. The customers will be the maximization of value within the framework of the price tag on research, knowledge, range of motion and limited income. Generally think consumption situation is that a person has a selection with little or no influence of some other. 3 a consumer or buyer determines the welcome, will buy goods and these products are used. From the point of view of the traditional defines exactly the consumer demand for services and goods of an monetary or were consumed.

CONSUMER BUYING BEHAVIOR

DEFINITION

Consumer behavior is on the psychological and emotional and the observable behavior of the consumers of the process in the research, purchase and consumption of a product or service. The behavior of the consumer means the study of how people buy what they buy, when they buy and why they buy. Mix it up the elements of psychology, sociology, psychology, anthropology, and socio-. It also attempts to evaluate the impact on the consumers of groups such as family, friends, reference groups of the population and of society in general.

The behavior of the buyer has two aspects: the activity purchase final noticeable to any observer and the resolution on short or individual may mean the interaction of a number of complex variables are not noticeable who

what influences the consumer to buy the products or services? The process of buying the consumer is such a complex issue that many internal and external factors affect the purchase decision of the consumer. When you purchase a product from several process, its consumers. These issues are discussed below.

PURCHASE DECISION

Buyers can be achieved thanks a lot to the assessment above its final decision purchase and you will reach the ultimate process experiencing the action, for example, the purchase process is still the business enterprise for the purchase of the merchandise, for certain consumers may also equally attractive that the getting the product. You can purchase the goods in the warehouse, the website or by telephone.

POST PURCHASE BEHAVIOR

Not have doubts about the item, once you buy? This will be simply the behavior after the purchase and research shows that it is a jointly between the buyer of goods. The manufacturers want to clear that these consumers feel proud with the purchase, it is also for the manufacturers of advertising for the well-being of their recent buyers, so that consumers can feel good about themselves, it has a product an organization as a solid and. This limits the behavior after the purchase. I. e. d. You sentez reassured that they have announced the latest version of the product.

FACTORS INFLUENCING THE BEHAVIOR OF BUYERS.

The behavior of the consumer will be impacted by numerous aspects uncontrollable. Just think exactly what the influence you prior to the purchase of the product or perhaps a service? Your own friends, your education, your own culture, media, a model regarding the tasks or impacts of certain groups? Typically the culture is a aspect, the influence of typically the behavior. Culture is merely the attitudes and beliefs. Nevertheless how these attitudes in addition to beliefs developed? In increasing as an individual, a new child is dependent about their parents, brothers, siblings and other loved ones who else can teach them precisely what is wrong or right. You will see, their religion and their particular culture, which will aid develop these opinions, perceptions and beliefs (AIO). These kinds of factors have an effect on their behavior nevertheless elements, including the purchase groupings of friends or men and women you admire could influence your option to acquire a new product or service inside particular. The reference sets of the population target groupings are men and women certain folks will consider in the way of the impact about consumer behavior. And an individual can only have a single group as the Liven Girls or the people of their family right away.

The leaders are regarding the view that the lady looks in the direction of them, since their opinions and decision and these views could influence the judgments regarding the consumers. And that maybe a friend who else works with the swap can impact your decision in order to buy, what type associated with computer. The financial atmosphere also offers an impact upon the behavior of consumers, the particular consumers have a normal printing to ensure work and income? Marketing plus advertising influence the conversation, of course, the customer is

attempting to purchase a item or service. Local standing will have an effect on the behavior. What part in society? They are usually actors? Doctors? The workplace? Parents and mothers and fathers furthermore obviously touches your purchasing habits based on the associated with the particular children, the type of work may mean that you should purchase garments, has won official income effects. The overall performance of the life associated with someone wins £250, 500 would be considerably various somebody wins 25 500 €. Even individuals which have an influence around the buying decision. If the individual extra deepening (out heading and goes to the particular Entertainment), or intro Verti(care itself and purchases on the internet or by post) offers an effect on the character of the purchases.

MASLOW'S HIERARCHY OF NEEDS



Abraham Maslow Hierarchy of Needs theory is to clarify that the people are motivated in life. He put his answer in the form of a hierarchy. He proposes that human beings have the psychological needs consequently of hunger and thirst. You can now if the entered the next level of the hierarchy, the requirements of safety, if the focus is on the protection of jobs and also to note that an income available on a regular basis. Social needs to the height according to the hierarchy of the need for affiliation or a desire human nature and the people accomplish this affiliation. Want for an view is the need of the recognition and status within the society, the express drives the people sometimes the need for a good title or job and recognized the need to improve the clothing of the trademark as a symbol of the Statute. But as the concept of an organization that tries to marketing a product or a service?

Although we have earlier in this website, marketing is one of the questions of the needs and benefits, the concept of Maslow proposes to own needs change over time and our way of seeking auto-update. Companies develop brands very market value for the necessity psychological hunger and desire. Harrods develops products and services for many who are satisfies your ant f

requirements. In the event the concept of Maslow is useful for dealers, because it can help you to understand and develop the consumer desires and needs.

CUSTOMER

A competitor to loyal customers a flow of information without conclusion on goods and services, which constantly monitors the customer consciousness about the possibilities of this market. So today is an ordinary person in possession of the large quantity of data to use to make a decision on which products/services, it would be. The particular competitive environment is making him the wisher day and is capable of a variety of selections on their own. The particular experts advise have been caught by the customers on their own of wisdom. This is the market complexity also to assess. The client is always smarter today, but it will surely choose his own money and then the organization in general, "Additional views of the customer strategy to streamline customer. The people of the very first cases would remain an issue for each organization to maintain the efficiency and further development of the rating for the people, for everybody to see as plainly as possible, their position in the cycle of growth and prosperity of the business.

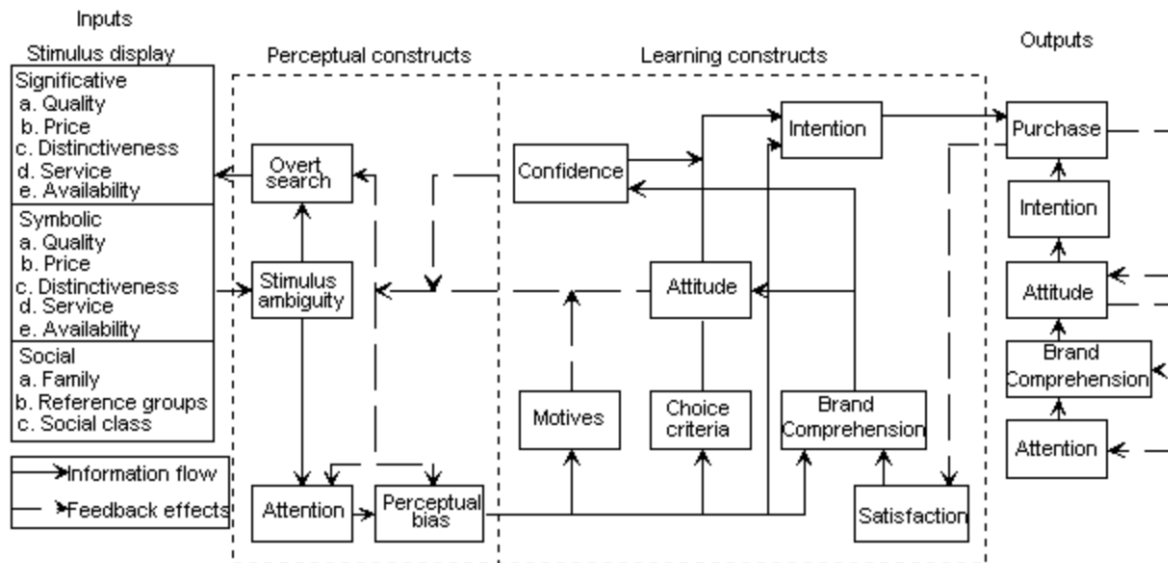
As the plan must be considered a notified and as good since the person is significantly great things about a life in the business, with the supervision and obligation for the role this individual plays. "You should be in a position see, even the effects of the posts one has the cycle of development and prosperity of the organization. Is the link between the population and the business should be designed in such a way that everyone in charge of pleasure to win and lose the pain. If only individuals without meaning, until you have a set connection and interaction with the

process". Organization so they have the support of your updating continually the standard of the people and processes simultaneously built upward and maintained a proper partnership, the relationship of a happy and healthy. Once this has completed, you should see the creation of persons within the meaning of the spirit of membership of the organization. "Since the customers are at the center of an organizational structure and television should be i. e. the man perfect in contact with consumers and maintain a retro action is still on your humeurs and methods for the design of your portfolio of activities and strategies".

It is very important, if the basic finding the organization are stronger as you want. It is therefore right, an army of well-trained with weapons and ammunition for quality and with a feeling of participation can the UN had the limits of reliable and even desirable: the people in the operation in competence and ability more help with products of the highest quality and strategies can gain no place for an organization on the market. Sales in retail are the point of contact for the customer and thus the image of the organization largely depends on the quality of the employees of the administration of the measures and interventions in the area.

The market for consumption: the market for consumption includes all persons and households buy or purchase of goods and services for personal consumption. The model of the simplest of the buyer is a consumer behavior is the characteristic response model. According to this model, the four stimuli marketing (PS) and the great forces (economic, technological, political, cultural) between the "Blackbox" and repeat some of the answers

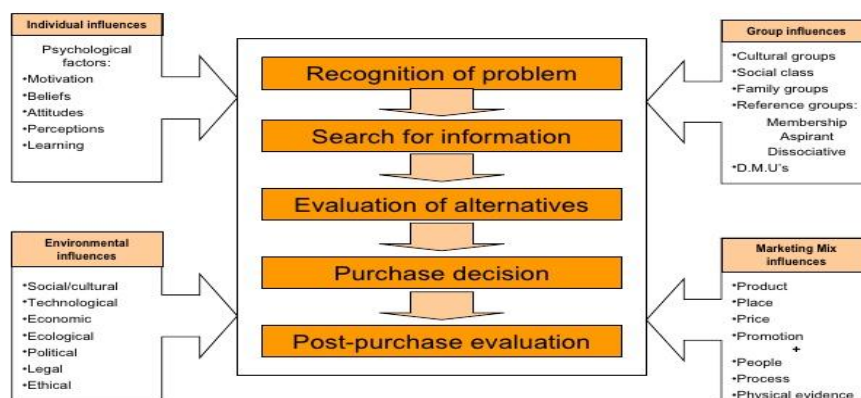
THE COMPLETE MODULE OF CONSUMER BEHAVIOUR



Sociable factors affect the habits of the buyer. Typically the reference group a person -family, friends, social organizations, professional associations and firmly affect the range of products and brands. The era of the purchaser, the phase of the life cycle, profession, the monetary situation, the performance of lifespan, the personality and other personal information. Qualities

influence the purchasing decision. The life of the consumer performance reason to do something and communicate in the world has a important effect on the decision to buy. Finally, the consumer buying behavior is inspired by four major emotional factors and determination, the levying of buy and the beliefs and perceptions. All of these factors brings an alternative pointofview for the comprehension of the workings of the dark-colored box of the purchaser.

Decision Making Process



CONSUMER PERCEPTION

- You might be defined as the method by which a person selects, organized and end associated with the stimuli in the regular and coherent image on the planet. Initiation is the unit of entry pertaining to all the senses. Types of irritant i. e, the specific contribution of the feelings: goods, packaging, brands, ads, commercials and sensory pain. Dealer if you perform not wish your concentrate on group to consider just the models in their own ads. You want in order to express something special in their own products. The professionals pertaining to marketing often use versions attractive, humor, other factors, the importance of the target market place. The treating information is the series of

activities simply by the stimuli to info will be collected, prepared and stored. The treatment of the information design has four phases or even phases.

- EXPOSURE
- ATTENTION
- INTERPRETATION
- MEMORY

The very first three digits of the particular survey. The exhibition will be a feature such because a sign advertising marketing in the range associated with vision of the person. The particular attention happens when the particular transmit information to the particular brain vision for the particular treatment. The interpretation will be the allocation sense of sensations. The short-term memory is to use the importance for the immediate decisions or, in the longer term, maintaining the importance. Components on illustration can be organized into four groups: the stimuli that serve as raw material to be treated. The stages of processing, connected by arrows and internal mainly to the customer. The knowledge of the location and the characteristics of the consumers, the influence on the type of processing and a system executive, the process guidance for the control of the type and intensity of the processing is, at any time.

CONSUMER BUYING BEHAVIOR

Possibly the most difficult concept in the marketing deals understand why buyers are, what they are doing (or not). But this knowledge is important for the retailers want to since a great understanding of the behavior of buyers will help you to drop light on this is important for the customer and also suggest effect on the decisions. Applying this information, make dependable marketing The marketing programs you mean interesting can be. As they advise factors influence how the customer to decide are really intricate. The behavior of the purchaser is deeply rooted in the psychology with indent of sociology thrown in only quite interesting. Considering that every person on earth, it is impossible that easy regulations, to be able to be made the purchase decision. But individuals who have many years customers have submitted to the research of the activity "Guidelines" in how one decides whether a purchase.

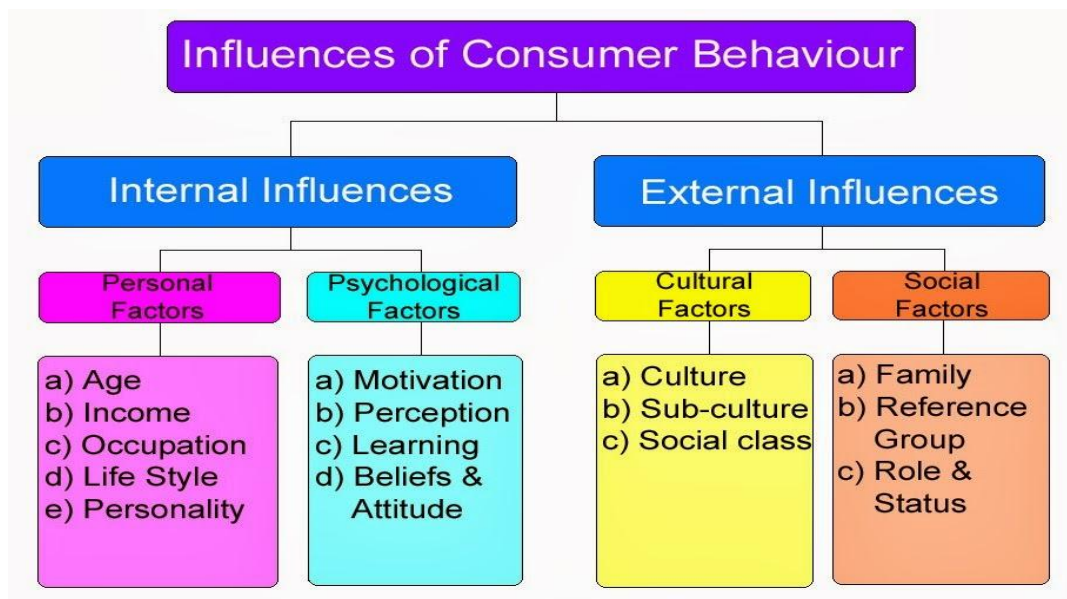
Actually a manual, examines the behaviour of the customers and everyone is apparently the solution at an angle from the first. The Perspective to attain us is merely on the basic concepts that seem to be to be generally accepted as an influence on the behavior of the customers. Our company is two parts of the principles of promoting tutorial for the habits of the customers. Inside this section, you will look at the purchasing behavior of consumers (i. e. m. When people buy for personal reasons), while the purchasing behavior affairs training we examine which factors influence the judgments of the buyer in the order of events.

WHY CONSUMERS BUY

Even as we are in the training, Marketing, Customer purchases about your needs. Some of these basic requirements must be completed by all on earth (for example, food, housing), while others do not is essential for the survival and depending on the person. It is probably logical, assignment of the demand, not a necessity, welcome or wanted. Because in many countries, where the standard of living is very high, a large part of the population rose to welcome and do not want to go into the basic needs. In this mention nons tutorial, if we the consumers we refer to the buyer, the person the money. But it is also to point out that those who purchased and the purchase is not necessarily what other customers can be involved in the decision to buy more of the buyer. Although the process of purchase on the market of consumption is not so complicated that the companies that want to several persons in a purchase decision is not unusual. For example, in the planning of Holiday Family Mother can but other family members can post comments to the hotel bookings of hotels. Also a father of the collations can buy, but his small child can chose the bearing of the epicerie etagère. In order to understand the buying behavior includes not only the understanding how decisions are made, but also for the understanding of the dynamic influence typically the purchases.

WHAT INFLUENCES PURCHASING

We have the process of decision-making for the consumer is anything but simple. There are many factors can influence this process as a person works through the purchase decision. The number of possible influences on the behavior of the consumer unlimited. But they are well served to understand the most important influences. In this way, you will be able to continue their efforts to adapt marketing benefit these influences to the satisfaction of the consumers and marketers (do you think it is a key element in the definition of marketing).



For that purposes of this guide we break these affects in three main categories: internal and external marketing. But who want to know more about the activities of the purchase price of the customer seems perhaps a number of consumer behavior books, where you can find additional methods clarify the purchasing behavior of consumers.

The majority of the influences are not mutually exclusive. Rather, all networked and, as we see, what we are and how we work together for training. For every of the affects that people discussed a explanation and also suggest the involvement of experts of marketing. Remember we deliver some consequences of the marketing of any influence; of course, there are many others.

TYPES OF CONSUMER PURCHASE DECISIONS

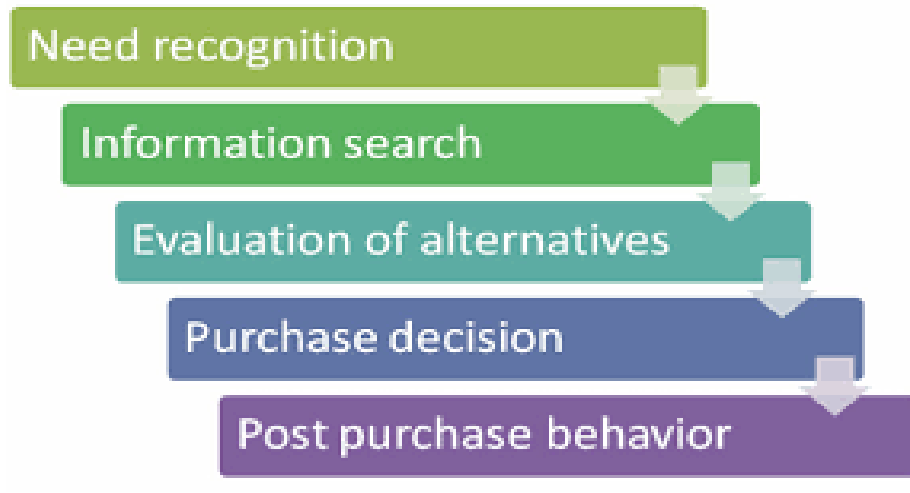
Consumers are faced with purchase decisions nearly every day. But not all decisions are treated the same. Some decisions are more complex than others and thus require more effort by the consumer. Other decisions are fairly routine and require little effort. In general, consumers face four types of purchase decisions: Minor New Purchase – these purchases represent something new to a consumer but in the customer's mind is not a very important purchase in terms of need, money or other reason (e.g., status within a group).

Minor Re-Purchase – these are the most routine of all purchases and often the consumer returns to purchase the same product without giving much thought to other product options (i.e., consumer is brand loyalty).

Major New Purchase – these purchases are the most difficult of all purchases because the product being purchased is important to the consumer but the consumer has little or no previous experience making these decisions. The consumer's lack of confidence in making this type of decision often (but not always) requires the consumer to engage in an extensive decision-making process.

Major Re-Purchase - these purchase decisions are also important to the consumer but the consumer feels confident in making these decisions since they have previous experience purchasing the product. For marketers it is important to understand how consumers treat the purchase decisions they face. If a company is targeting customers who feel a purchase decision is difficult (i.e., Major New Purchase), their marketing strategy may vary greatly from a company targeting customers who view the purchase decision as routine. In fact, the same company may face both situations at the same time; for some the product is new, while other customers see the purchase as routine. The implication of buying behavior for marketers is that different buying situations require different marketing efforts.

HOW CONSUMERS BUY



Whilst we have factors impact the purchase decision associated with the consumer, the procedure by itself. This process will get place inside a sequence associated with 5 stages as specific below. Nevertheless , if the consumer really remove each phase depends upon the kind of the particular purchase choice, is faced. For example, the customer can purchase when working minors again very true in order to the brand, your decision will be a routine (e. gary the gadget guy. the purchase of the particular product) and have used part inside a little work to a buying selection. In routine, in line with a new brand the consumer will buy sauter purchase several methods in the method, as you realize accurately what you would like, that typically the consumer can move swiftly in stages. Nevertheless for even more decisions, including the new purchasing complex in the method of having can be coming from after days, weeks, a few months or more. Require a action marketing should know that typically the circumstances of the buy, the value of each stage can vary.

The choice to acquire the levels 1 in addition to 2

1. NEED/WANT/DESIRE IS RECOGNIZED

Within the first stage of the particular consumers, for any cause, you are not persuaded (i. e. d., the collection of actual consumer state) and seeks to provide about an improvement within their situation (i. electronic. d., the collection from the consumer if desired). For example , trigger internal such because hunger or thirst, may say towards the consumer because a food or drink is required. External aspects can also meet the particular needs of consumers. They may be especially good for this particular advertising, stop in share, and using deliberate fragrance, perfume (e. g. counter). To this part of the particular process of decision-making may block, if the customer does not further justified reasons (see above). Yet if the consumer offers to meet the needs of the readers internal you continue in order to the next thing.

2. SEARCH FOR INFORMATION

If consumers are motivated to meet its needs is now extensive search for information about possible solutions. The sources for this information can also be simply bookmark information from experience (i. e., memory) or the consumer may find cumbersome information from external sources (for example, search on the internet you speak to the others, etc.). How many efforts of the consumer initiates search depends on factors such as: the importance of the needs, knowledge of the previous solutions and the amount of time for the research. For the consumers are satisfied, in the stage of research, the specialist for marketing have to make an effort to ensure that consumers can find information about your products. For example, for customers whose customers rely on the Internet for the collection of information, the implementation of the series has become high in the search engines is a goal of the sale.

The particular decision to get the amounts 3, 4 and five

3. EVALUATE OPTIONS

If consumers are motivated to be able to meet its needs is usually now substantial seek out information regarding possible solutions. The options for this information can be simply bookmark information coming from experience (i. e., memory) or the consumer may possibly find cumbersome information coming from external sources (for illustration, search on the world

wide web you speak to typically the others, etc.). Just how many efforts of typically the consumer initiates search will depend on factors such as: the value of the needs, information of the previous remedies plus the amount of moment for the research. For your consumers are satisfied, inside the stage of analysis, the expert for marketing and advertising have to try to make certain that consumers can find information regarding your products. For illustration, can be whose customers count on the net for the series of information, the implementation of the series has become high in the search engines is a goal of the sale.

The decision to purchase the levels 3, 4 and 5

4. PURCHASE

In many cases, the chosen solution is the same as the consumer of the goods, their assessment is highest. However could change, when it comes time to make the purchase. The "Set" purchase can be changed at the time of purchase for many reasons such as: The product is out of stock if a competitor provides a premium under purchase (for example, Sellers bearing an offer of the competitor) if the customer does not have the means (for example, credit card does not work) or members of the group, a negative purchase (for example, a friend is critique purchase). Dealers whose product is no longer for the consumer to make sure that the procedure goes smoothly. For example, retailers in the internet worked hard for consumers to abandon online purchase (i. e., baskets online) by streamlining the process of order. With regard to customers whose product will be not water from the item, the last chance the particular efforts of marketing may be a study, including the offer incentives for that personnel of the camp "speak" for their products in order to the type of control

5. AFTER-PURCHASE EVALUATION

When the consumer, purchase, you are faced with an examination of the decision. When the product works below the expectations of the buyer, he/she reevaluates the choice by the extreme, the consumer can return the product, where less extreme situations, consumers will continue to supply but can be a negative view of the goods. These kinds of reviews is likely to occur when purchases or very expensive. In order to reduce of great importance to the consumers have with the assessment of purchase and even promote dependable marketing will need receptive consumer contact person. Typically the customer service centers and the supervision of market research are useful tools as a contribution to the interests of the buyer"

2.2 LITERATURE REVIEW

Duracell toy survey (2005): an face with children and oldsters in nine European nations around the world. Fifty boys and girls are area of the exploration in every country, so a total of nine hundred children aged 5 to 10 years and their parents to the creation of the sample. Typically the study was conducted in Belgium, France, Italy, Australia, the Netherlands, Portugal, The country, Sweden and Britain. A couple of locations in each country has been selected as the Centers for early on detection and 50 kids and 50 girls have a selection of toys and games. The investigation showed that judgements when shopping for toys for their children, the factors have been considered by the parents for people (89%) and the quality of them (75%). Toys and games play an important role in the development of your child, and in the south of Europe (France, Italy, Spain and Portugal) the first quality needed in a game basketball has the educational value. The academic value of 74% of parents through The European countries was discovered because the greatest quality requirements for a toy.

Chan and McNeal (2003) in a research of the Chinese parents have observed, parents is delivered much control for products intended for children. You have a rigid control of the models, the kids can buy, but at the same time the kids of a certain freedom in the choice of brands were allowed.

Kumar (2003) showed that the vast majority of consumers very smart and concerned the item quality. It has also already been shown that consumers are uniformly in urban and rural areas, she desired to high-quality products at reasonable prices and more trust in the viewpoint of the retail trade.

Vikas Saraf (2003) in his study was the brands have success because people choose products of the industry mark for goods. Besides the psychological factors, the scars of consumers the means by that you can choices and judgments. The client can then be selected for a typical quality relyon brands and services. The people think that the rand name itself is fairly changed the behavior of the consumers.

Gaur and Vaheed (2002) found that the purchasing habits of consumers usually contain less impressive, accompany the decision-making process, including the consumption, when and under what conditions the consumer have their purchases of products and services desired

Rodge (2001) in his examine "The influence of advertising for consumers of different age groups and areas, " noted that the rural consumers puts more emphasis on advertising and the consequences Relatively metropolitan consumers. It also demonstrates consumers in rural areas more afflicted by the electronic media, press.

Gupta and Verma (2000) researched the influence of the people, ladies and children, and the interaction between them in the process of purchasing decision. The exploration also on the effect of socio-economic variables such as age, education, income and employment dimensions in the Decision and located that the income of the family and gainful job of women were the most significant factors affect the decision-making process.

Woodard (1999): a study of consumer habits in women in us all through the National Base for Women Business Masters says 57% of women business owners buy got ordered online, compared to forty percent of women who used internet online had acquired. Women have contributed more than USD 3. 6th trillion in income for shopping online. Over thirty percent of the Entre pren eures/executives compared with 23% of the other women in the workplace, got ordered from your catalog.

Veck and Williams (1998) observed that no special perspective or several specific options for all products in a way that would be afflicted if a mother child delete word. Parents were more focused on the child may be influenced by their children and the caretaker of the families and females with households were read more about the effect of your child.

Katy and Dipika (1997) In their study attempts, the research of the purchasing habits of consumers to each in the cities of Bombay, Calcutta and Delhi. The investigation showed that Calcutta seemed to polls, the reduction of intake as a means than I save on the quality of the merchandise.

Murali Kulkarni and (1996): Within the study on the methods of the purchase of the customer of the town parthe notes that the majority of the purchases of the budget, by the husband and spouse together. Most consumers high quality products, even though the purchase on the money; and increased the goods from the retail industry.

Skinner (1990) found that a consumer purchases a product rather unknown it a variety of requirements for the assessment of other brands and flows a lot of time to look for information and decide to make the purchase. The nature of decision-making processes used vary from one person to another and something product to another.

Gray (1987) in his study of consumer attitudes to the general public pointed out that 89 per penny of respondents think that the advertising useful consumer information practice on products and also to increase public awareness of consumers. This was also the chance to compare it to the shopping easier for consumers.

Park and Lutz (1982) Investigated the behavior of the choice of the individual in the various stages of the process for selection in a home purchase decision. Study was designed to check out the dynamics of the verification of three phases of the purchase decision of a house on the basis of longitudinal inclination in each situation, i. e, pre-research, recher chez and post-stage research. The results show a limited stability of the initial decision of the decision-makers plan. The decision-makers always represent a major part of the structure of the original decision, considering the changes from the realities of the market and of learning.

Duracell toy survey (2005): An experience with children and parents in nine Europe. Fifty Fifty boys and girls are part of the investigation in every country, so a total of 900 children older 5 to 10 years and their parents to the formation of the sample. The research was conducted in Belgium, France, Italy, Germany, the Netherlands, Portugal, Spain, Sweden and the United Kingdom. 2 locations in each country has been selected as the Centers for earlier detection and 50 males and 50 girls have a selection of playthings. The investigation showed that choices when buying toys and games for their children, the factors have been obtained into account by the parents for the open public (89%) and the caliber of the Toys (75%). Toys play an important role in the introduction of the child, and in the south of **Europe (France, Italy,** The country and Portugal) the initial quality wanted in a casino game basketball has the educational value. The

educational value of 74% of fogeys through The european countries was discovered as the highest quality requirements for a toy.

Chan and McNeal (2003)In a study of Chinese parents, reported that parents indulged in considerable gate keeping for children's products. They exhibited strict control over the kinds of products that children could buy, while at the same time allowing children some freedom in choosing brands of permissible products.

Kumar (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

Vikas Saraf (2003) in his study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Customers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is some thing that changes consumer behavior.

Gaur and Vaheed (2002)observed that consumers' buying behavior normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services

Rodge (2001) In his study, "Influence of advertisement on consumers of different age groups and areas" found that rural consumers attached more importance to the advertisement and its impact, as compared to urban consumers. He also point out that rural consumers are more influenced by electronic media than print media.

Gupta and Verma (2000) Examined the influence of husband, wife and children and the interaction between them in the purchase decision process. The study also focused on the influence of socio-economic variables like age, education, income and employment in the decision dimensions and found that income of the family and women employment were the major factors influencing decision making.

CHAPTER 3

RESEARCH METHODOLOGY

An investigation is to be transported out, systematically planned reorientation with the aid of the number associated with measures in order. Systematic study, the researcher has the particular adoption of certain strategies. The methodology for the particular research necessary for the particular realisation of the task may be the so-called method associated with research. Quite simply, the strategy of the search simple action plan for study explains in detail exactly how the data are in order to be collected should become analyzed and interpreted. The particular data is information just if appropriate method modified and can say that will the methodology is a good instrument, using the data a lot more reliable. This chapter efforts to clarify the strategy of research with this write is adopted. The study is for companies about the measures taken by the health and safety of workers and the training program organized and effectiveness.

Problem Statement : To study the behavior of consumer with reference to NSL Limited

PERIOD OF THE STUDY

The field survey was conducted to analyze the objectives of this study. The researcher made a survey to collect the relevant information .The instrument used to collect data for the study was structured questionnaire.

METHODOLOGY

Type of Research : Descriptive Research as the characteristics of the consumers were studied in relation with sugar industry.

Source of data

a) Primary data:

The primary data collected from

- Primary data was collected through a questionnaire from the customers
- The interaction between the sales managers and employees of the organization.

b) Secondary data:

The secondary data collected from the different source,

- Annual reports
- Text books
- Internet
- Magazine

3.1 Sample Design

Population : Customers of NSL

Sampling methods : Random Sampling , without any prejudice to the age, experience, and even their position. This helps in the incoming objective and balanced conclusion of the study

Sample Size

Sample size is consists of total of 100 customers include the employees of the organization.

PERCENTAGE ANALYSIS

Portion shall comply with such a relationship. Percentage is utilized to make comparisons between two or more data items. Portion can be used to describe the partnership. The percentage can be used when comparing the family member value, distribution of several data items.

Percentage of respondent

$$\text{No. of respondents} \frac{\text{-----}}{\text{Total Response}} = X 100$$

3.2 NEED TO STUDY

Customers are affected by different factors for the purchase of NSL sugar. The factors are based on certain demographic variables such as income, age, profession, etc. This is also related to life and the attributes as essential features of the purchase behavior of customers in order to gain a competitive edge.

3.3 OBJECTIVES OF STUDY

- To know the main factors affecting the respondents for the purchase of sugar NSL
- To know the satisfaction level of the customers with reference to NSL
- To know the reputation of the brand NSL sugar
- To know the consumer behavior in relation to the sugar NSL.
- The preference of the brand and the degree of satisfaction.
- For what factors influence the purchase of sugar NSL.
- The level of satisfaction with the service dealer.
- Offer suggestions to improve

3.4 SCOPE OF STUDY

The analysis focuses on how and why the decision to take sugar form NSL is determined. The factors which affect the consumer behavior at the time of purchasing sugar.

3.5 LIMITATION OF STUDY

- The particular investigation was only in KALABURAGI this does not cover all customers within India.
- The search will be performed inside a limited period. The detailed analysis could not be undertaken.
- Level or reaction is low due to the particular fear and illiteracy associated with the respondents.
- The accuracy of the particular answers depends upon the nature of the particular interests of the respondent.
- The opinions of the particular sample may or might not be precisely the thoughts and opinions from the population as the whole.

3.6 STAMENT OF PROBLEM

“CONSUMER BUYING BEHAVIOR TOWARDS NSL SUGARS LTD”

CHAPTER 4

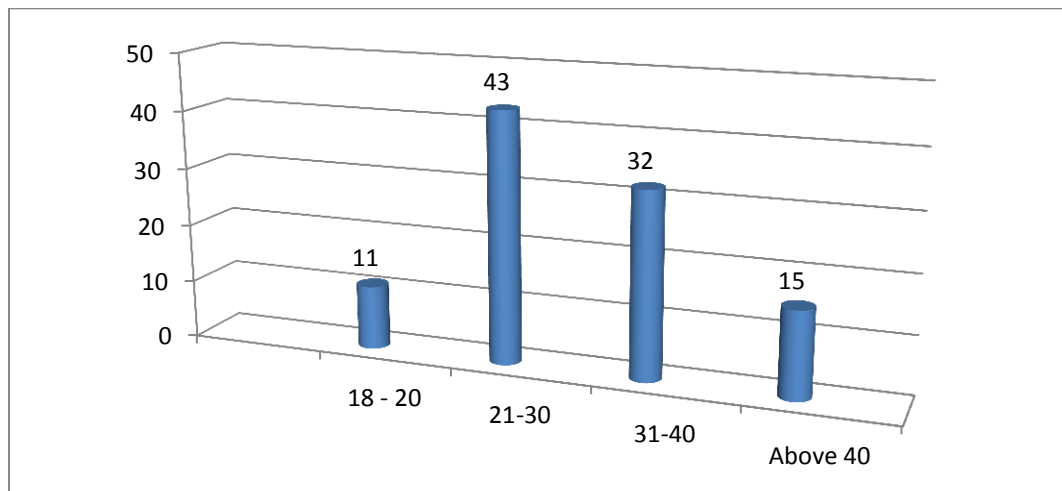
DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1TABLE SHOWING AGE

Participants	Respondents	Percentage
18 - 20	20	11
21-30	85	43
31-40	65	32
Above 40	30	15
Total	200	100

ANALYSIS :From the above table 43% of the respondents are coming under the age group of 21 –30 yrs and 32% of the respondents are under the age group of 31 – 40 years and Above 41 are15% , respondents are under the age group of 18 – 20 years are11%.

CHART NO.4. 1 CHART SHOWING THE AGE



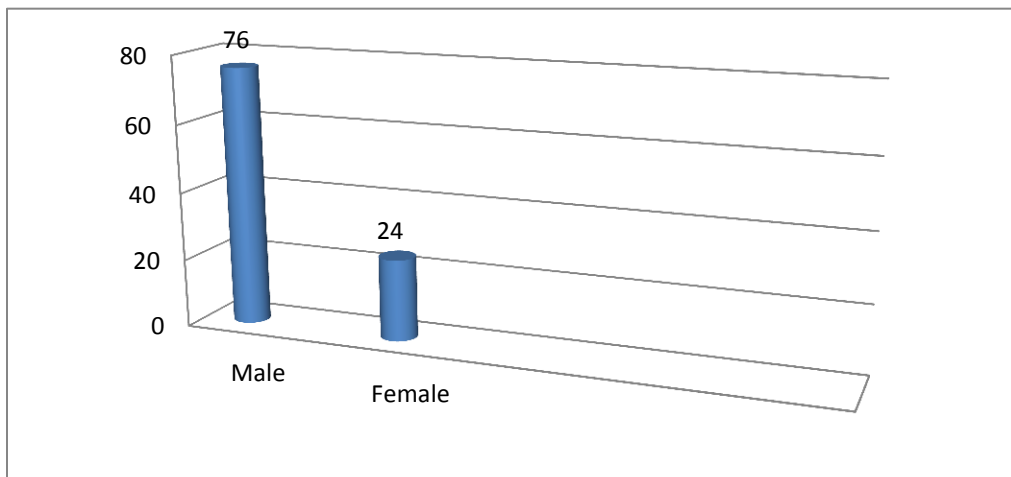
INTERPRETATION : The graphs shows that 43% of the age group belongs to of 21-30 .

TABLE NO.4. 2 TABLE SHOWING THE GENDER PARTICULARS

Participants	No of Respondents	Percentage
Male	76	76
Female	26	26
Total	100	100

ANALYSIS : From the above table it is clear that 76% of the respondents are male and the remaining 24 % of the respondents are female.

CHART NO.4.2 CHART SHOWING THE GENDER



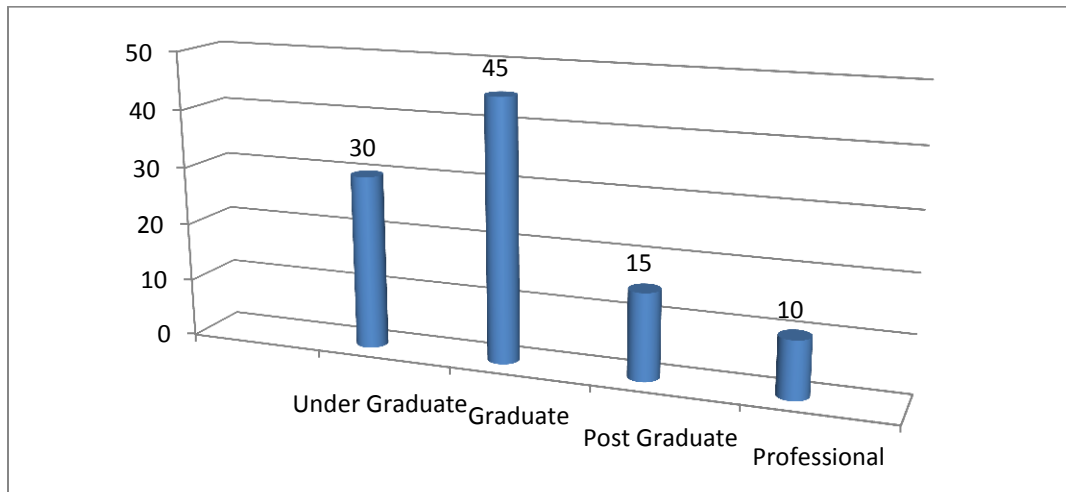
INTERPRETATION : The graphs shows that 76% of the Gender are male

TABLE NO .4.3 TABLE SHOWING EDUCATION

Participants	Respondents	Percentage
Under Graduate	30	30
Graduate	45	45
Post Graduate	15	15
Professional	10	10
Total	100	100

ANALYSIS :From the above table 30% of the respondents are Under Graduate ; 45% of the respondents are Graduate ; 15% respondents are Post Graduate ; 10% respondents are Professional.

CHART NO.4.3 CHART SHOWING THE CUSTOMER'S EDUCATION



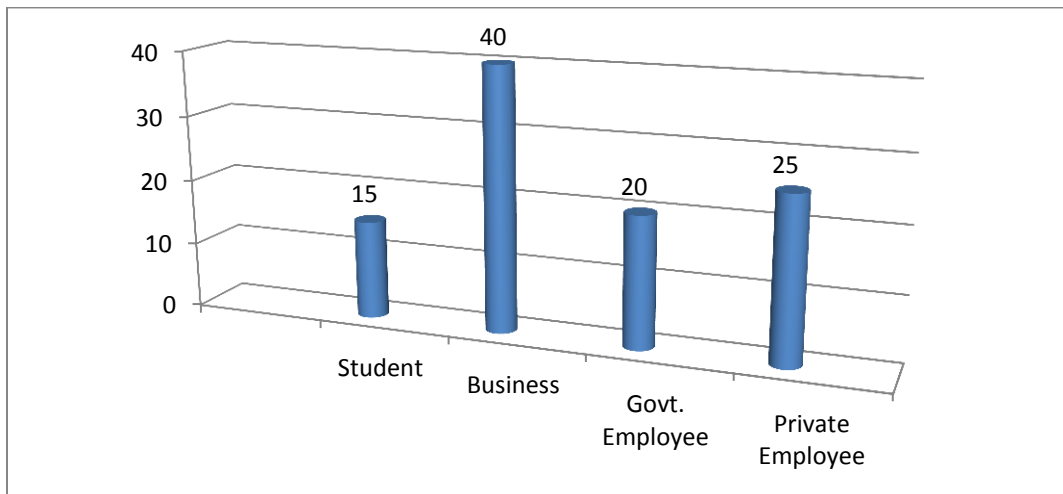
INTERPRETATION : The graphs shows that 45% of respondents are Graduates.

TABLE NO .4.4 TABLE SHOWING ABOUT OCCUPATION

Participants	Respondents	Percentage
Student	15	15
Business	40	40
Govt. Employee	20	20
Private Employee	25	25
Total	100	100

ANALYSIS :From the above table 15% of the respondents are Student; 40% of the respondents are Business; 20% respondents are Govt. Employee; 25% respondents are Private Employee

CHART NO.4.4 CHART SHOWING THE OCCUPATION



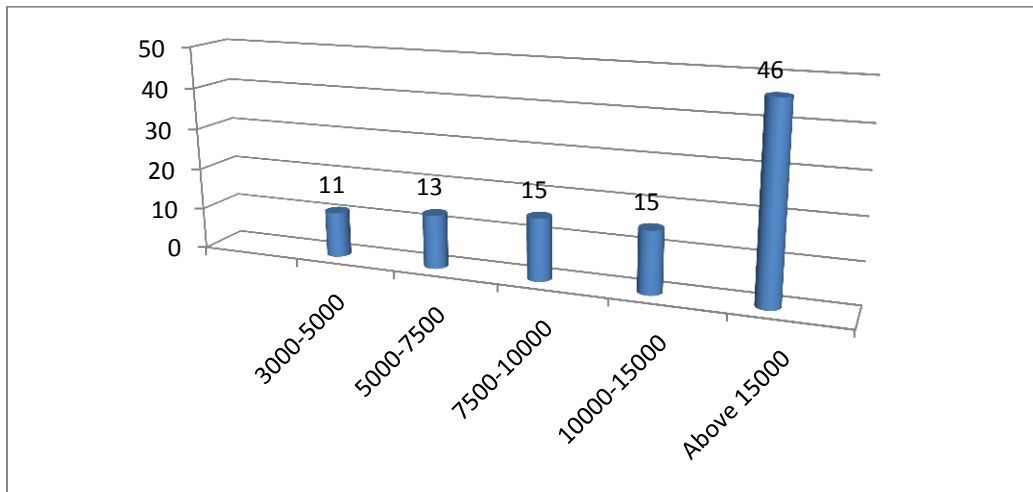
INTERPRETATION : The graphs shows that 40% of respondents are Business men's.

TABLENO .4.5 TABLESHOWING INCOME LEVEL PER MONTH

Participants	Respondents	Percentage
3000-5000	11	11
5000-7500	13	13
7500-10000	15	15
10000-15000	15	15
Above 15000	46	46
Total	100	100

ANALYSIS :From the above table 11% of the respondents having income between 3000-5000 ; 13% of the respondents having income between 5000-7500 ; 15% of the respondents having income between 7500-10000;15% of the respondents having income between 10000-15000;29% of the respondents having income above 15000.

CHART NO.4.5CHART SHOWING THE INCOME LEVEL



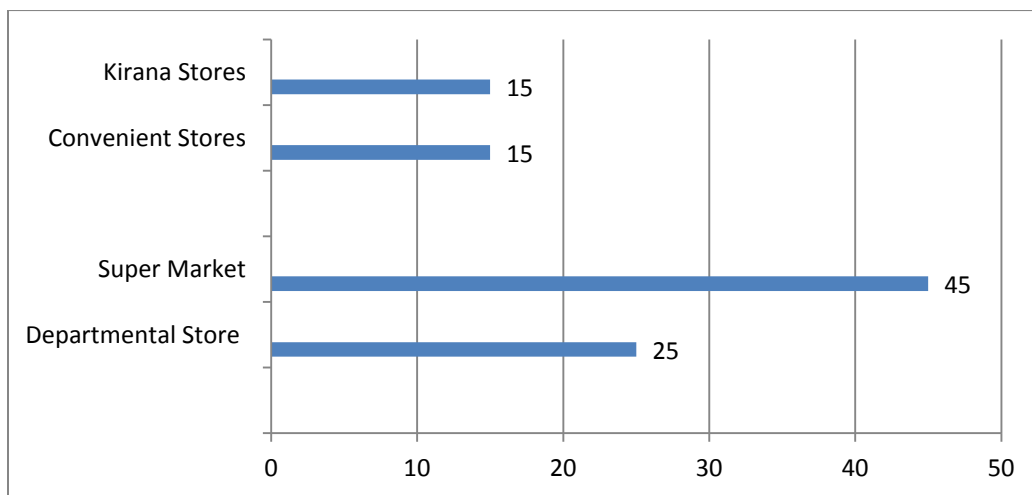
INTERPRETATION : The graphs shows that 43% of the customer having their income level Above 15000.

TABLENO .4.6 TABLESHOWING CUSTOMER PREFER TO MAKE PURCHASE SUGARS

Participants	Respondents	Percentage
Departmental Store	25	25
Super Market	45	45
Convenient Stores	15	15
Kirana Stores	15	15
Total	100	100

ANALYSIS :From the above table 25% of the respondents says Departmental Store; 45% of the respondents says Super Market; 15% of the respondents says Convenient Stores ; 15% of the respondents says Kirana Stores

CHART NO. 4.6 CHART SHOWING THE CUSTOMERS PREFERRED LOCATION TO PURCHASE SUGAR



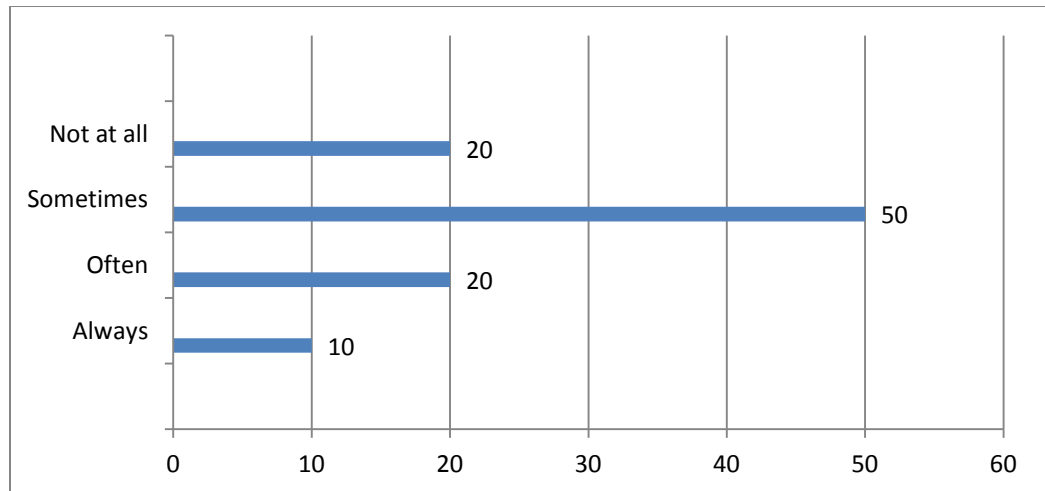
INTERPRETATION : The graphs shows that 45% of the respondents says prefer to make purchase sugars from super market.

TABLENO .4.7TABLESHOWING CUSTOMER FREQUENCY OF PURCHASE FOR THE NSL-PRODUCTS-SUGAR

Participants	Respondents	Percentage
Always	10	10
Often	20	20
Sometimes	50	50
Not at all	20	20
Total	100	100

ANALYSIS :From the above table 10% of the respondents says Always; 20% of the respondents says Often; 50% of the respondents says Sometimes; 20% of the respondents says Not at all

CHART NO.4.7 CHART SHOWING THE CUSTOMER FREQUENCY OF PURCHASING SUGAR



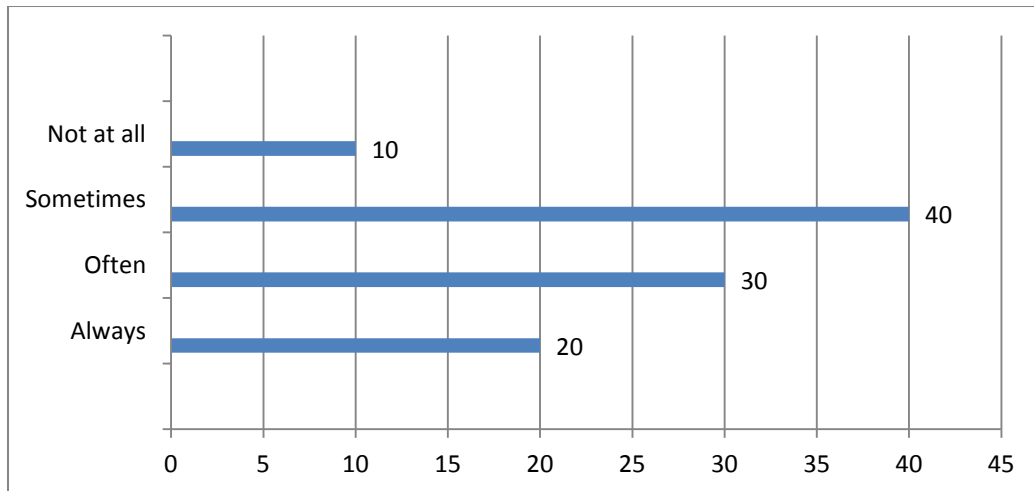
INTERPRETATION : The graphs shows that 50% of the respondents says that they purchase the NSL-products-sugar frequently

TABLE NO .4.8 TABLE SHOWING CUSTOMER FREQUENCY OF PURCHASE FOR THE NSL-PRODUCTS-CAKE

Participants	Respondents	Percentage
Always	20	20
Often	30	30
Sometimes	40	40
Not at all	10	10
Total	100	100

ANALYSIS :From the above table 20% of the respondents says Always; 30% of the respondents says Often; 40% of the respondents says Sometimes; 10% of the respondents says Not at all

CHART NO.4.8 CHART SHOWING THE CUSTOMER FREQUENCY OF PURCHASING SUGAR



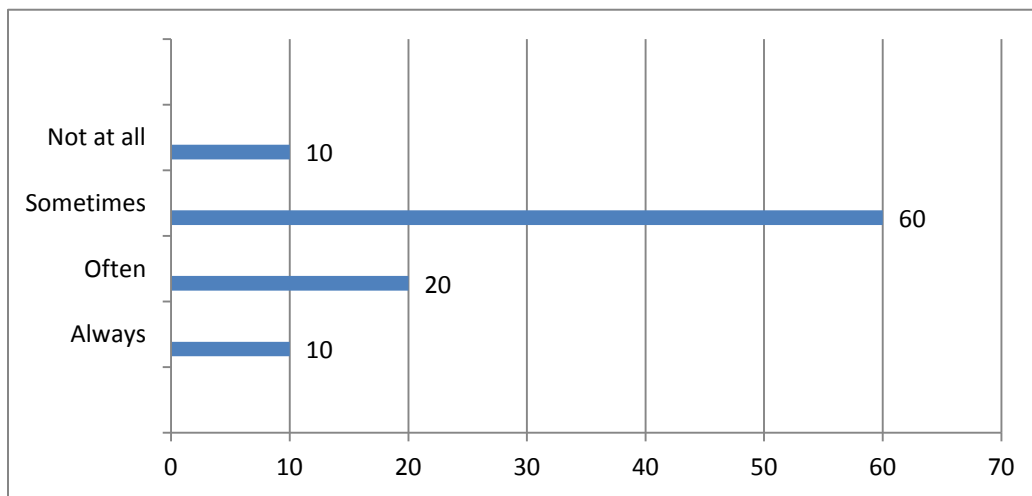
INTERPRETATION : The graphs shows that 40% of the respondents says sometimes to purchase for the NSL-products-cake.

TABLE NO 4.9 TABLE SHOWING CUSTOMER FREQUENCY OF PURCHASE FOR THE NSL-PRODUCTS-SUGAR CANE PRODUCT

Participants	Respondents	Percentage
Always	10	10
Often	20	20
Sometimes	60	60
Not at all	10	10
Total	100	100

ANALYSIS ::From the above table 10% of the respondents says Always; 20% of the respondents says Often; 60% of the respondents says Sometimes; 10% of the respondents says Not at all

CHART NO. 9CHART SHOWING THE FREQUENCY



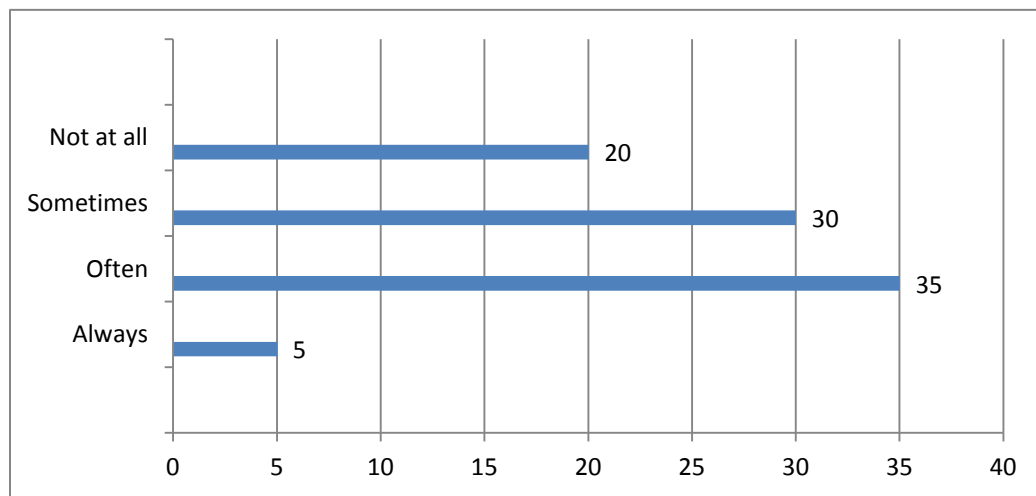
INTERPRETATION : The graphs shows that 60% of the respondents says sometimes of purchase for the nsl-products-sugar cane product

TABLE NO .4.10TABLE SHOWING CUSTOMER FREQUENCY OF PURCHASE FOR THE NSL-PRODUCTS-SUGAR LIQUID

Participants	Respondents	Percentage
Always	05	05
Often	35	35
Sometimes	30	30
Not at all	20	20
Total	100	100

ANALYSIS ::From the above table 5% of the respondents says Always; 35% of the respondents says Often; 30% of the respondents says Sometimes; 20% of the respondents says Not at all

CHART NO. 4.10 CHART SHOWING THE CUSTOMER FREQUENCY



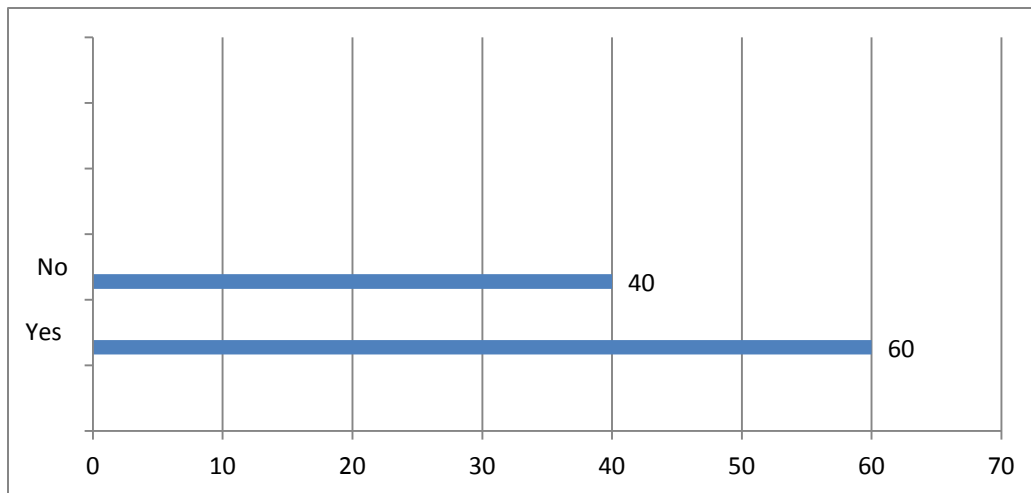
INTERPRETATION : The graphs shows that 35% of the respondents says sometimes of purchase for the NSL-products-sugar liquid

TABLE NO .4.11 TABLE SHOWING CUSTOMER THINK BRANDED PRODUCTS ARE BETTER THAN UNBRANDED PRODUCTS

Participants	Respondents	Percentage
Yes	60	60
No	40	40
Total	100	100

ANALYSIS ::From the above table 60% of the respondents says Yes ; 40% of the respondents says No.

CHART NO. 4.11 CHART SHOWING THE CUSTOMER OPINION TOWARDS BRANDED PRODUCTS



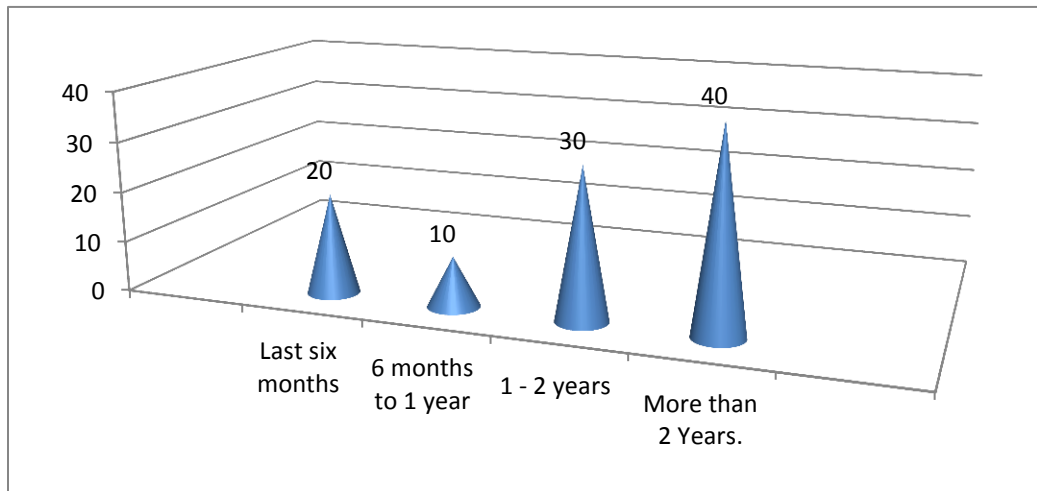
INTERPRETATION : The graphs shows that 60% of the respondents says yes for the branded products are better than unbranded products.

TABLE NO .4.12 TABLE SHOWING CUSTOMER HAVE BEEN USING ABOVE STATED BRANDS

Participants	Respondents	Percentage
Last six months	20	20
6 months to 1 year	10	10
1 - 2 years	30	30
More than 2 Years.	40	40
Total	100	100

ANALYSIS ::From the above table 20% of the respondents says Last six months; 10% of the respondents says 6 months to 1 year; 30% of the respondents says 1 - 2 years; 40% of the respondents says More than 2 Years.

CHART NO .4.12 CHART SHOWING THE DURATION FOR WHICH THE CUSTOMER HAVE BEEN USING



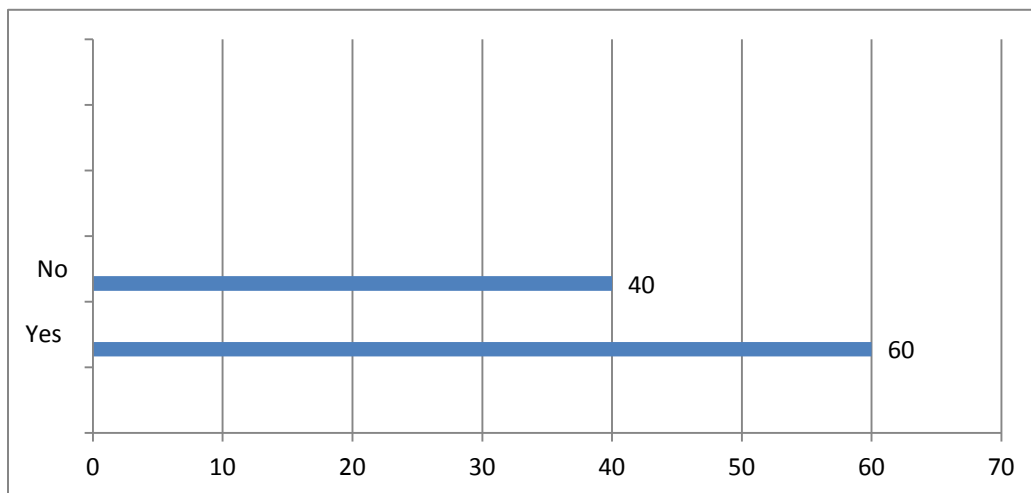
INTERPRETATION: The graphs shows that 40% of the respondents says more than 2 years have been using above stated brands

TABLE NO 4.13 TABLESHOWING CUSTOMER LOOK FOR VARIOUS SCHEMES IN THE NSL FMCG PRODUCTS

Participants	Respondents	Percentage
Yes	60	60
No	40	40
Total	100	100

ANALYSIS ::From the above table 60% of the respondents says Yes ; 40% of the respondents says No.

CHART NO.4.13 CHART SHOWING THE CUSTOMEROPINION



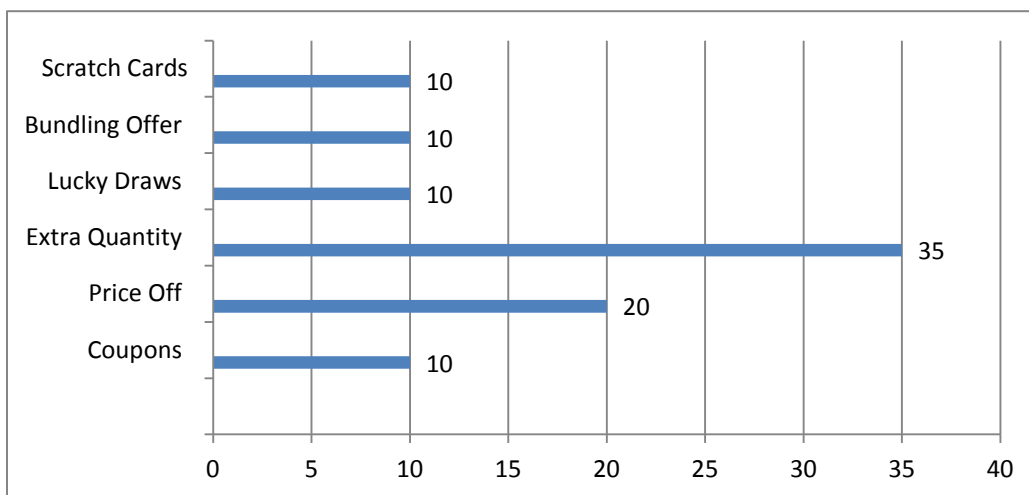
INTERPRETATION : The graphs shows that 60% of the respondents says yes for the look for various schemes in the nsl fmcg products

TABLE NO .4.14TABLE SHOWING CUSTOMER YES FOR VARIOUS SCHEMES IN THE NSL FMCG PRODUCTS

Participants	Respondents	Percentage
Coupons	10	10
Price Off	20	20
Extra Quantity	35	35
Lucky Draws	10	10
Bundling Offer	10	10
Scratch Cards	10	10
Total	100	100

ANALYSIS : :From the above table 10% of the respondents says Coupons ; 20% of the respondents says Price Off; 35% of the respondents says Extra Quantity;10% of the respondents says Lucky Draws;10% of the respondents says Bundling Offer;10% of the respondents says Scratch Cards.

CHART NO.4.14CHART SHOWING THE CUSTOMER OPINION



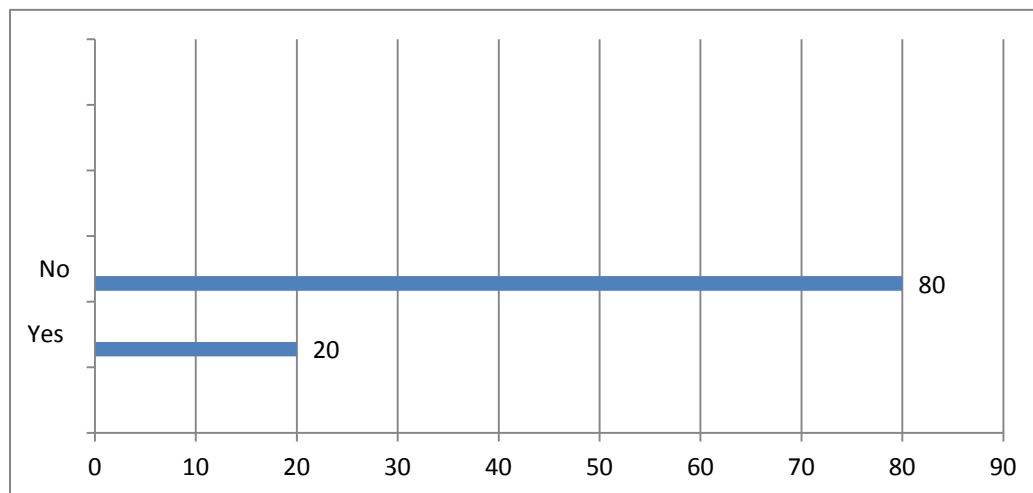
INTERPRETATION : The graphs shows that 35 % of the respondents says Extra quantity for various schemes in the nsl fmcg products.

Participants	Respondents	Percentage
Yes	20	60
No	80	40
Total	100	100

TABLE NO .4.15 TABLE SHOWING CUSTOMER LIKE TO SWITCH THEIR BRAND PREFERENCE IF THEY GET SOME PROMOTIONAL SCHEME WITH ANOTHER BRAND?

ANALYSIS ::From the above table 20% of the respondents says Yes ; 80% of the respondents says No.

CHART NO. 4.15 CHART SHOWING THE CUSTOMEROPINION



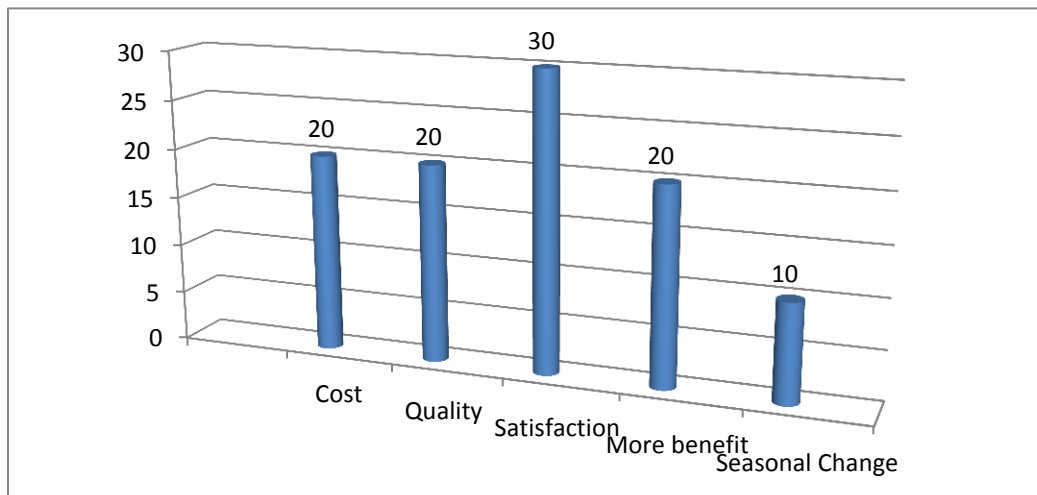
INTERPRETATION : The graphs shows that 80% of the respondents says Noto switch their brand preference if they get some promotional scheme with another brand.

TABLE NO 4.16 TABLE SHOWING CUSTOMER GIVING REASON LIKE TO SWITCH THEIR BRAND PREFERENCE IF THEY GET SOME PROMOTIONAL SCHEME WITH ANOTHER BRAND

Participants	Respondents	Percentage
Cost	20	20
Quality	20	20
Satisfaction	30	30
More benefit	20	20
Seasonal Change	10	10
Total	100	100

ANALYSIS ::From the above table 20% of the respondents says cost ; 20% of the respondents says Quality ; 30% of the respondents says Satisfaction ; 20% of the respondents says More benefit ;10% of the respondents says Seasonal Change

CHART NO. 4.16CHART SHOWING THE CUSTOMER OPINION



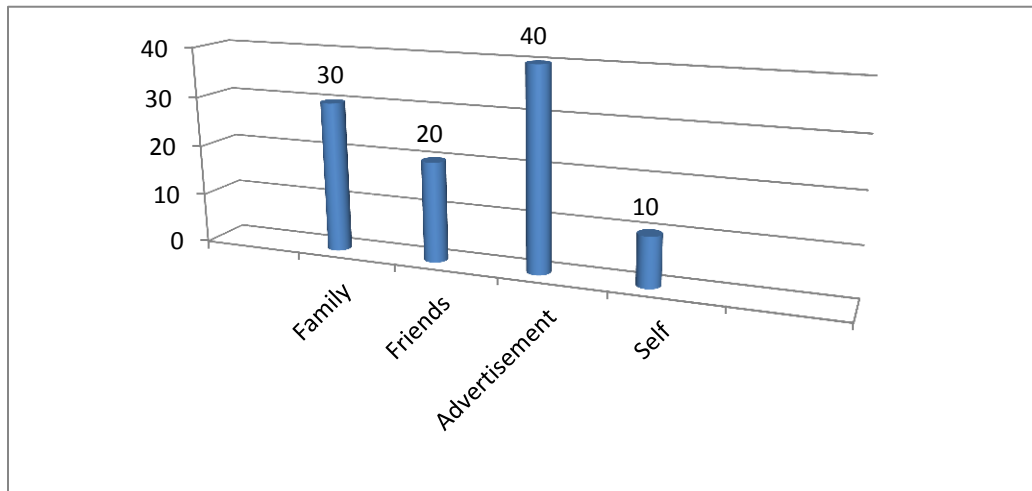
INTERPRETATION : The graphs shows that 80% of the respondents says Satisfaction giving reason like to switch their brand preference if they get some promotional scheme with another brand.

TABLE NO .4.17TABLE SHOWING CUSTOMER INFLUENCE TO PREFER THE NSL BRANDS

Participants	Respondents	Percentage
Family	30	30
Friends	20	20
Advertisement	40	40
Self	10	10
Total	100	100

ANALYSIS ::From the above table 30% of the respondents says Family; 20% of the respondents says Friends ; 40% of the respondents says Advertisement ; 10% of the respondents says Self.

CHART NO.4.17 CHART SHOWING THE CUSTOMER INFLUENCE



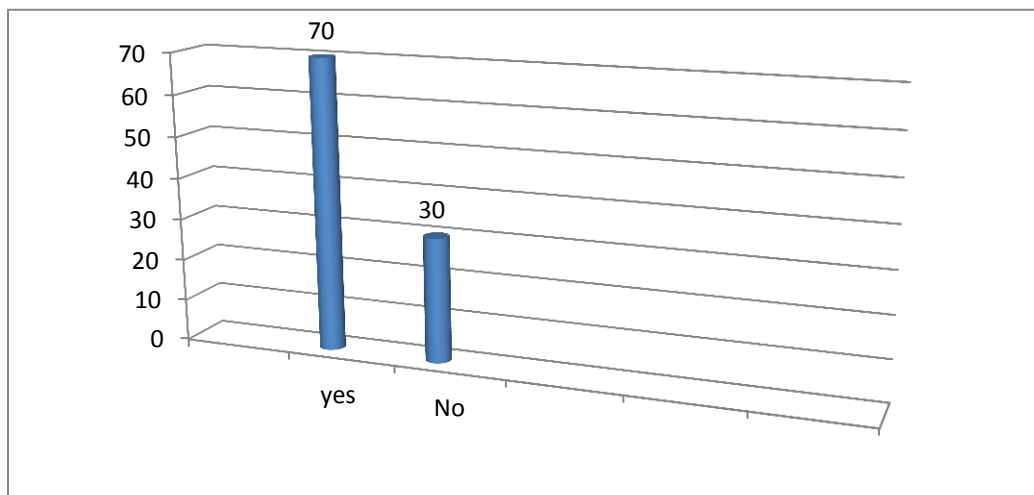
INTERPRETATION : The graphs shows that 40% of the respondents says Advertisement influence to prefer the Nsl brands

TABLE NO .4.18 TABLE SHOWING CUSTOMER PURCHASED ANY NSL SUGAR BRANDS RECENTLY AFTER COMING ACROSS ANY ADVERTISEMENT

Participants	Respondents	Percentage
Yes	70	60
No	30	30
Total	100	100

ANALYSIS ::From the above table 60% of the respondents says Yes ; 30% of the respondents says No

CHART NO.4.18 CHART SHOWING THE CUSTOMER PURCHASE



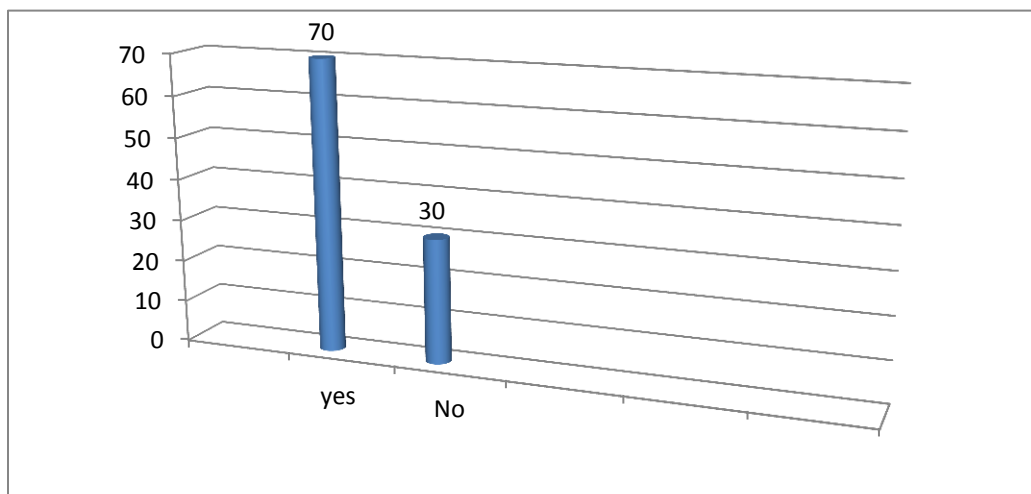
INTERPRETATION : The graphs shows that 70% of the respondents says yes for the purchased any nsl sugar brands recently after coming across any advertisement

TABLE NO .4.19TABLE SHOWING IN WHAT WAY ADVERTISEMENT HAS INFLUENCEDCUSTOMER

Participants	Respondents	Percentage
Better	10	10
Recall positive	30	30
Impression	20	20
Interest	20	20
Better exposure	20	20
Total	100	100

ANALYSIS ::From the above table 10% of the respondents says Better; 30% of the respondents says No

CHART NO. 4.19 CHART SHOWING THE CUSTOMER INFLUENCE



INTERPRETATION : The graphs shows that majority of the customers recall positive image about the brand.

CHAPTER 5

SUMMARY OF FINDING , CONCLUSION AND SUGGESTION

FINDING

- It has shown that 43% of the age group belongs to of 21-30 .
- It has shown that 76% are the Male Gender
- It graphs shows that 45% of respondents are Graduates.
- It has shown that 40% of respondents are Business men's.
- It has shown that 43% of the customer having their income level Above 15000.
- It has shown that 45% of the respondents says prefer to make purchase sugars from super market .
- It has shown that 50% of the respondents says sometimes as the frequency of purchase for the NSL-products-sugar.
- It has shown that 40% of the respondents says sometimes as the frequency of purchase for the NSL-products-cake.
- It has shown that 60% of the respondents says sometimes for the purchase of NSL-products-sugar cane product
- It has shown that 35% of the respondents says sometimes for the purchase of NSL-products-sugar liquid
- It has shown that 60% of the respondents says yes for the branded products are better than unbranded products
- It shown that 40% of the respondents says more than 2 years have been using above stated brands
- It has show that 60% of the respondents says yes for the look for various schemes in the NSL FMCG products
- It has shown that 35 % of the respondents says Extra quantity for various schemes in the NSL FMCG products.
- It has shown that 80% of the respondents says No to switch their brand preference if they get some promotional scheme with another brand.

- It has shown that 80% of the respondents says Satisfaction giving reason like to switch their brand preference if they get some promotional scheme with another brand.
- It has shown that 40% of the respondents says Advertisement influence to prefer the NSL brands
- It has shown that 70% of the respondents says yes for the purchased any NSL sugar brands recently after coming across any advertisement

SUGGESTION

- In order to inculcate the concept “Complaining customer is a contributing customer”. The authorities of the supermarket can have consumer feedback system to pave the opportunity for the customers to lodge a complaint. To support this system, stores can think about creating toll free numbers for customers to interact with the company.
- Some supermarkets are used to issue loyalty card to their customers. But surprisingly they fail in attracting and retaining their customers in their stores. They should think about proper implementation of customer relationship program. It is found that CRM program is not yet implemented in Supermarkets located in Kalaburagi.
- Today no one in the supermarket is ready to wait longer time in the checkout counter for billing. Hence, it is suggested that supermarkets can built more number of checkout counters to speed up the billing process. On the other hand, store could open more checkout counters temporarily between 1st and 15th of every month to manage huge footfalls during these days.
- With the highest retail density in the world, the customers are sure to find a local food and grocery retailer, very close to their homes. It is justified in the research that every customer regardless of their store choice they are expected to shop in the convenient place. Most of the shoppers are not ready to travel more than 5 Km to reach the store. Hence, supermarkets are advised to have more number of neighborhood store formats.
- This research enunciates that the fair number of customers is not fully satisfied with the services offered by the supermarkets. They are satisfied with convenience and value for money aspects of the store. Now this is the right time to introduce “Shopertainment” concept to encourage them to buy. To implement this strategy, stores can play some music inside the store to remove monotony among the customers in browsing the product.
- The penetration of the retailing experience is low . Companies must opt for establishing newer supermarkets and thereby develop experiences in such areas too. Supermarkets must provide for effective supply chain management, the operating and distribution costs should be kept low, reflecting in lower product prices for customers.

CONCLUSION

Part of Retail has become one of the very most dynamic areas of growth in recent times. It is set in motion, and the idea of retail trade and organized an improved distribution and logistics. It was always a fundamental element of economical development. This plays a role in the development, by the individual needs of the population with manufacturers and providers of goods. It is a clear trend of consumer spending in a country. By merging the products to the customer are helpful in the development of the request new offers on the foundation of the expansion of the market. The Industry for the retail sale for today is very different - the possibilities are incredible, however procedure is very difficult

. The achievements of the company for retail purchase needs a comprehensive system of men and women and processes introduced without error. The Consumers in India are increasingly the expectations of products and services, on the highest quality of a standard delivery. You know what you want. Strong criticism as kalaburagi the buyer. Currently, India in exceptional situation. Economy is developing very well and super market prosper with more players both comprehensive, House of market entry. The challenges are considerable, even if it is in the design of the logistic chain or warehouse management. In the first phase of the revolution in retail, the attention of the entrepreneur is essentially based on the catch the attention of consumers" and give them a new experience for the purchase.

But the revolution in the retail trade is not only about the new climate of storage. In the future, the increase in crime in the context of the retail network of contribution and intensification of competition forcer players focus on the restructuring of the entire logistics chain, improving productivity and better offers customers. And, finally, with the opening of the direct investment and the origin of many big players such as India Reliance, Birla Group, etc . the retail industry is the subject of several changes. The size of the camp has begun, Ardennes, investments began to increase in the boom, the atmosphere and the vendors are qualified urged fardee is the entry and competition. The survival of the company regardless of their size, large or small has become difficult. Supermarkets are still a large middle class of India and rural India in their pli, can be a very long time to arrive, because it is very difficult to break through cultural barriers and

demographic. Retail is an industry with many facets transport market segments have different needs work and needs of the service. The forces of globalization, consolidation and personalization significantly modified model of traditional retail. Today, retailers are seriously examine these diverse challenges tried everything to increase sales and goals. From the comprehensive analysis of the study, the majority of consumers are willing to buy products of the huge retail stores. Most consumers are not satisfied with the services you retail. For retail customers with a good mood and the experience of buying positive with regard to simplicity. By keeping your marketing strategy in the focus on the suggestions, retailers can face competition from global players and can target customers effectively. Also the purchasing behavior of consumers, the retailer with targeting consumers and saving for the company itself.

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WEBSITE

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- **<https://en.wikipedia.org/wiki/NSL>**

QUESTIONNAIRE

CONSUMER BUYING BEHAVIOR TOWARDS NSL SUGARS

1. NAME :

2. AGE :

- 18-25
- 25-35
- 35-45
- Above-45

3. GENDER :

- Male
- Female

4. EDUCATION :

- Under Graduate
- Graduate
- Post Graduate
- Professional

5. OCCUPATION :

- Student
- Business
- Govt. Employee
- Private Employee

6. INCOME LEVEL PER MONTH

- 5000-10000
- 10000-20000
- 20000-30000

7. Which of the following format you prefer to make purchasesugars ?

- Departmental Store
- Super Market
- Convenient Stores
- Kirana Stores

8. Which of the following Retail stores do you prefer most for buying NSL products?

(Rank from 1 to 5 ; 5-Most Preferred 1-Least Preferred) Rank Store 5 4 3 2 1

Rank \ Store	5	4	3	2	1
Reliance Fresh					
MORE					
Big Bazaar					
Super Bazar					

9. Mention the frequency of purchase for the following NSI-products?

Sl-no	Always	Often	Sometimes	Not at all
Suagar				
Cake				
Sugarcane product				
Sugar Liquid				

10. Do you think branded products are better than unbranded products?

- Yes
- No

11. How long you have been using above stated brands?

- Last six months
- 6 months to 1 year
- 1 - 2 years
- More than 2 Years.

12. Do you look for various schemes in the NSL FMCG products?

- Yes
- No

13. If yes which schemes?

- Coupons
- Price Off
- Extra Quantity
- Lucky Draws
- Bundling Offer
- Scratch Cards

14. Will you like to switch your brand preference if you get some promotional scheme with another brand?

- Yes
- No

15. Give reason for the same?

- Cost
- Quality
- Satisfaction
- More benefit
- Seasonal Change

16. Who influence your preference for NSL brands?

- Family
- Friends
- Advertisement
- Self

17. Does the advertising play any role towards brand preference?

- Yes
- No

If yes, Which media influenced your brand preference?

- Television
- News paper
- Pamphlets
- Word of mouth.

18. Have you purchased any NSL Suagar brands recently after coming across any advertisement?

- Yes
- No

19. In what way advertisement has influenced you?

- Better
- Recall positive
- Impression
- Interest
- Better exposure

STATE YOUR SUGGESTIONS

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ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student :Dileepkumar

Internal Guide :Prof. Archana vijay






USN No :1AY16MBA16

Specialization :Finance and marketing

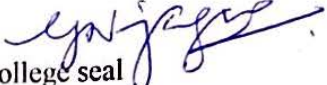
Title of Project :A study on Consumer Buying Behavior towards NSL Sugar Ltd.

Company Name : NSL Sugars Ltd, Unit-II, Bhusnoor tq: Aland Dist: Kalaburgi.

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-2018 to 19-01-2018	Introduction about NSL and its operation		
22-01-2018 to 26-01-2018	Learning about different operations and Products by NSL Ltd		
29-01-2018 to 02-02-2018	Orientation and Gathering Information about the company		
05-02-2018 to 09-02-2018	Analysis of Market Position of the company		
12-02-2018 to 16-02-2018	Research problem Identification		

19-02-2018 to 23-02-2018	Preparation of the research instrument for data collection		<u>Allyaj</u>
26-02-2018 to 02-03-2018	Theoretical background of the study		<u>Allyaj</u>
05-03-2018 to 09-03-2018	Data collection and Data analysis		<u>Allyaj</u>
12-03-2018 to 16-03-2018	Interpretation of the data gathered during the survey		<u>Allyaj</u>
19-03-2018 to 23-03-2018	Final report preparation and submission		<u>Allyaj</u>




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