

**PROJECT REPORT ON AN ANALYSIS OF CONSUMER
BEHAVIOUR AT THE ADIDAS SHOWROOM (KOHIMA)**



**SUBMITTED ON PARTIAL FULFILLMENT OF BACHELOR
OF BUSINESS ADMINISTRATION (BBA)**

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UNDER THE GUIDANCE OF

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SUBMITTED TO: NORTH BENGAL UNIVERSITY





TRIBAL Enterprise



Date: 27-02-2024

Ref No:

TO WHOM IT MAY CONCERN

This is certify that Mr. Bevek Goutom S/o. Guru Prasad Goutom, student of St. Joseph's College, Darjeeling has successfully completed his internship on the topic "Consumer Behaviour" from 23/01/24 to 27/02/24

During the period of his internship program with us he had been exposed to different process and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

For Adidas
Adidas Kohima

Proprietor
Authorized Signature

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ACKNOWLEDGEMENT

I extend my sincere gratitude to the manager of Adidas in Kohima and my supervisor, Ms. Sushma Gurung, for their invaluable support and guidance during this research endeavour. The manager's insights into the showroom operations and Ms. Gurung's mentorship were crucial in shaping the direction and completion of this project. Their expertise and encouragement have been indispensable throughout the research process.

The manager's willingness to share knowledge and facilitate access to resources within the showroom, combined with Ms. Gurung's constructive feedback, greatly enriched my understanding of consumer behaviour. Together, their support has played a pivotal role in the successful culmination of this study.

Sushma Gurung
3/06/24

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performance, style, and innovation, as well as strategic collaborations with athletes, celebrities, and designers.

Financial Performance:

Adidas has demonstrated strong financial performance over the years, with steady revenue growth and profitability. The company's financial success reflects its ability to innovate, adapt to market trends, and effectively execute its business strategies.



FINDINGS AND ANALYSIS.

1. What is your age group?

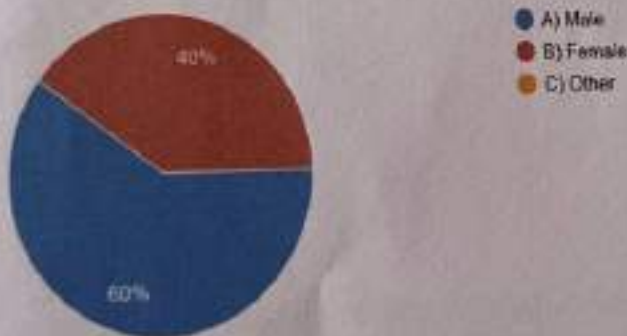
30 responses



The pie chart illustrates the distribution of age groups among consumers. The largest segment comprises individuals aged 25-34, accounting for 33.3% of the total consumer base. Following closely, 23.3% fall within the 18-24 age range. Those aged 45 and above represent 20% of the consumers, while the 35-44 age bracket constitutes 13.3%. Lastly, the under 18 demographic makes up 10% of the consumer population.

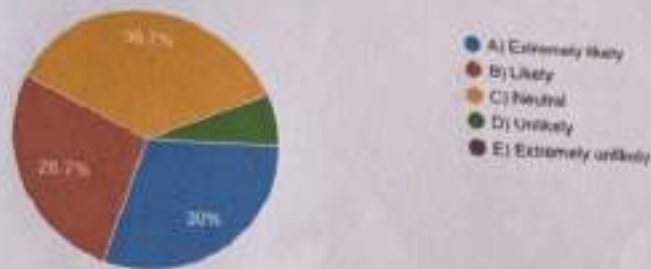
2. What is your gender?

30 responses



Examining the gender breakdown of our consumer base, males dominate with a representation of 60%, indicating a significant majority. In contrast, females constitute 40% of our consumer demographic, reflecting a notable but smaller portion of our overall customer base.

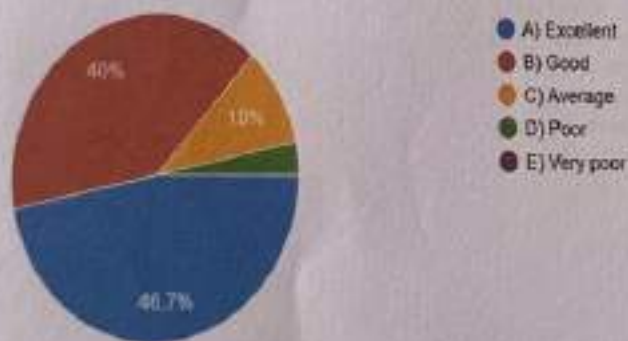
5. How likely are you to recommend the Adidas showroom in Kohima to a friend or colleague?
30 responses



Customer sentiments regarding recommending the Adidas showroom in Kohima vary. A notable 30% express strong likelihood to recommend it, while 26.7% are likely to do so. However, 36.7% remain neutral, warranting further investigation into their experience. Interestingly, no respondents are extremely unlikely to recommend the showroom. The remaining percentage leans towards being unlikely, suggesting potential areas for improvement.

6. How would you rate the friendliness and helpfulness of the staff at the Adidas showroom in Kohima?

30 responses



The findings from the survey indicate that a significant majority, 86.7%, rated the friendliness and helpfulness of staff at the Adidas showroom in Kohima positively, with 46.7% describing it as excellent and 40% as good. Only 10% found it average, while no respondents rated it as poor or very poor. This suggests a strong overall satisfaction with the staff's friendliness and helpfulness, reflecting positively on the showroom's customer service standards.

- C) Occasionally D) Rarely
E) Never
13. What is your age group?
A) Under 18 B) 18-24
C) 25-34 D) 35-44
E) 45 and above
14. What is your gender?
A) Male B) Female
C) Other
15. What is your occupation?
A) Student B) Professional/Office worker
C) Homemaker D) Self-employed
E) Other
16. How would you describe your shopping frequency at the Adidas showroom in Kohima?
A) Regular (weekly/monthly) B) Occasional (every few months)
C) Rare (once or twice a year) D) First-time visitor

INTERNSHIP DIARY***Day 1: Starting Out***

- Started my internship at the Adidas showrooms in Kolumba. Got to know the team and learned about the store layout.

Day 2-5: Getting into Gear

- Shadowed staff to understand how things work. Helped out with small tasks and observed how they interacted with customers.

Day 6-10: Assisting Customers

- Started helping customers find what they need. Learned how to make recommendations and provide good service.

Day 11-15: Making it Look Good

- Worked on setting up displays to make the products look appealing. Found out how important it is to catch people's eye.

Day 16-20: Keeping Track

- Helped with keeping track of what's in stock and what needs restocking. Learned how to use the inventory system.

Day 21-25: Spreading the Word

- Got involved in promoting new products and deals. Helped out with social media and putting up signs in the store.

Day 26-28: Listening to Customers

- Asked customers for feedback to see how we can improve. Looked at what they had to say and shared it with the team.

Day 29-30: Wrapping Up

- Took some time to think about what I've learned. Put together a report with my thoughts and ideas for the future.