

**STC COLLEGE OF BUSINESS ADMINISTRATION  
BANAHATTI**



**AFFILIATED TO  
RANI CHANNAMMA UNIVERSITY BELAGAVI**

**A PROJECT REPORT ON  
CONSUMER BUYING BEHAVIOUR**

**Undertake at  
"GOKAK TEXTILES LIMITED"**



**Submitted by  
SWALIYA A. NAIKWADI  
BBA FINAL YEAR  
Reg. No. B2023227**

**COLLEGE GUIDE**

**Prof. S. B. UKKALI**

Coordinator of STC College,  
Banahatti

**COMPANY GUIDE**

**Rasoolahmed C. Pattanakudi**

Training Officer  
Gokak

**2022-2023**

JANATHA SHIKSHANA SANGHA'S  
SHREE TAMMANNAPPA CHIKKODI COLLEGE OF  
BUSINESS ADMINISTRATION,  
BANAhattI.



## Certificate

This is to certify that **Ms. Swalya A. Naikwadi** Reg No. B2023227 has satisfactorily completed one month In-Plant training on **Consumer Buying Behaviour** at **Gokak Textiles Limited** in partial fulfillment of the requirement for the award of Bachelor's Degree in Business Administration (BBA) by **Rani Channamma University Belagavi** for the year 2022-2023.

*Enriching Managerial Talents . . .*

Coordinator

Prof. S. B. Ukkali

Co-Ordinator,  
B. B. A College,  
BANHATTI - 587 311  
Dist. Bagalkot

Internal Guide

Prof. S. B. Halemani

Principal

Dr. G. R. Junnaykar

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**GOKAK**  
TEXTILES LIMITED



Registered Office :  
#1, 2<sup>nd</sup> Floor, 12<sup>th</sup> Cross, Ideal Homes,  
Near Jayanna Circle, Rajarajeshwari Nagar,  
Bengaluru - 560 008  
Tel. : +91 80 297 44 077 / 297 44 078  
Website : [www.gokakmills.com](http://www.gokakmills.com)  
Visit Online : <https://gokaktrands.com>

## CERTIFICATE

This is to certify that **Ms. Swaliya A Naikwadi** (Reg No: **B2023227**) student of JSS Shree Tammanappa Chikkodi Arts & Commerce College, Banhatti. Has successfully completed her In-Plant Training a study on "**Consumer Buying Behavior**" in our organization **Gokak Textiles Limited Gokak Mills Division, Gokak Falls** from 28-04-2023 to 27-05-2023

During her In-Plant Training, She has Successfully Completed the Assigned Project. She evinced keen interest in learning and was found sincere, hard working and displayed good conduct and character to the best of my knowledge and belief.

We wish all the success in her future endeavours.

  
(Chidambar Kulkarni)  
Manager-HR

TRAINING DEPT  
GOKAK TEXTILES LIMITED  
GOKAK MILLS DIVISION  
GOKAK FALLS-591308,  
DIST: BELGAVI (KARNATAKA)  
Date: 31-05-2023  
Place: Gokak Falls



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