Appendix 1

Registration Form

1. Name of the Student: Apoorva Xalxo

2. Name of the Organization: Prodev Software Solutions Pvt. Ltd.

3. Name and details of Co Guide in the Organization: Mr. Prince Ali Khan (Founder)

4. Proposed Internship area: Marketing

5. Proposed Internship topic: "A Study on consumer behaviour towards SaaS product at Prodev Software Solutions Pvt. Ltd. "

6. Brief note on your topic:

The study titled "A Study on Consumer Behaviour towards SaaS product at Prodev Software Solutions Pvt. Ltd." helps in understanding consumer behavior in the context of Software as a Service (SaaS) is essential for comprehending how users engage with, buying and make use of SaaS solutions. This study can provide Prodev Software Solutions Pvt. Ltd. with important insights into how customers make decisions, as well as their preferences, pain areas, and the elements that affect their satisfaction and loyalty. By studying these behaviours the company can improve customer experiences, build focused marketing tactics, and improve its product offerings in order to drive growth and retention by analyzing these behaviours. Maintaining competitiveness in the ever-changing SaaS industry and securing long-term success require this study.

Student's Signature:

Approved or Disapproved. If it is disapproved, the reasons for revision.
Faculty Guide's Signature with date:

SYNOPSIS

"A Study on Consumer Behaviour towards SaaS product at
Prodev Software Solutions Pvt. Ltd. "

Submitted by
Apoorva Xalxo
P03AD22M015054

Under the guidance of
Prof. Harinath K,
AIMS Institutes
Peenya, Bangalore.

1. **TITLE OF THE STUDY** : "A Study on consumer behaviour towards SaaS product at Prodev Software Solutions Pvt. Ltd."

2. **NEED FOR THE STUDY** : The study titled "A Study on consumer behaviour towards SaaS product at Prodev Software Solutions Pvt. Ltd." aims to explore the dynamics of the competitive landscape in the software industry and evaluate how the company implements its marketing strategies to gain a competitive edge. Prodev Software Solutions Pvt. Ltd. is motivated to stay competitive, improve customer retention, stay ahead of the curve in terms of product development, maximize return on investment, improve user experience, and make well-informed business decisions, which is why they need to conduct a study on consumer behavior for SaaS products. This research is essential to comprehending and satisfying client wants, which in turn promotes customer satisfaction, loyalty, and corporate success.

3. **STATEMENT OF THE PROBLEM** : The study addresses the challenges faced by Prodev Software Solutions Pvt. Ltd. to completely comprehend how customers use its SaaS product. There are increasing numbers of customers, but there aren't enough detailed insights into how they find, assess, buy, and use these products. The lack of expertise impedes the company's capacity to efficiently create and promote its offerings, leading to below-average rates of client acquisition, retention, and satisfaction.

4. **OBJECTIVES OF THE STUDY:**
   - To examine the factors influencing the decision-making process for purchasing SaaS products.
   - To assess customer satisfaction levels and identify reasons for churn.
   - To analyze the usage patterns and product engagement at Prodev Software Solutions Pvt. Ltd.

5. **SAMPLING:**

   - **SAMPLING TECHNIQUE** : The sampling technique used is convenience sampling. The research instrument used is the questionnaire. Statistical scales used to select sample respondents and for analysis part.

   - **SAMPLING FRAME** : For the study, sampling frame is the company Prodev Software Solutions Pvt. Ltd.

   - **SAMPLE SIZE** : To enhance the representativeness and generalizability of findings, it is advisable to have a moderate sample size, ideally consisting of 50 users.

6. SOURCES OF DATA:

PRIMARY DATA : Information was gathered by creating and disseminating questionnaires to individual and by frequent user.

SECONDARY DATA : The secondary data is gathered from various sources such as journals, case studies, company websites, and relevant articles.

7. TOOLS FOR DATA COLLECTION : Data collection will be done through questionnaire, Google Forms and Various statistical tools used to collect the data.

8. PLAN OF ANALYSIS : Research Analysis will be using the Statistical tools and techniques.

CHAPTER 1- Introduction

CHAPTER 2- Company Profile

CHAPTER 3- Research Design

CHAPTER 4 - Data Analysis and Interpretation

CHAPTER 5 - Findings, Suggestions, and Conclusion

Annexure and Bibliography