



Consumer Behavior and Market Trend

Prepared by

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Submitted in Partial fulfillment of the requirements for the Degree

Bachelor of Business Administration



School of Business
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Internship Proposal Form

Name:	Adiyat Hossain
ID:	192011092
Semester (Spring/Summer/Fall)	Summer
Department:	BBA
Supervisor's Name (Faculty):	Mr. Syed Hasib Rahman
Organization Name:	JB MOTORS
Internship Title:	Consumer Behavior and Market Trend Analysis

Student's signature & date
& date

Supervisor's signature

(Submit your Research Proposal to your Supervisor for approval)

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Date: 18/01/2026

LETTER OF TRANSMITTAL

To,

ULAB School of Business
University of Liberal Arts Bangladesh (ULAB)
688, Beribadh Road
Mohammadpur, Dhaka 1207.

Dear sir

Subject: Submission of Internship Proposal.

Please find attached herewith the proposal for an internship in partial fulfillment of the requirement for a Bachelor's of Business Administration (BBA) at JB Motors.

If you have any questions, please call me at 01929122564

Sincerely yours,

Adiyat Hossain
ID: 192011092
BBA Program
ULAB School of Business
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Part A

Chapter -1

Motivation to do the internship and learning objectives

The internship program is a part of what I need to do for school. It helps me connect what I learn in class to what happens in the world. I really wanted to do an internship because I wanted to see how the things I learn in school can be used in jobs. As a BBA student I thought it was very important to work in a company to learn about how things are done how to be disciplined and how to be responsible at work. The internship also gives me a chance to figure out what kind of job I might want to do and what I am good and bad at. I can get ready for a job, in the future. The learning objectives of my internship were clearly defined before I joined the company. My main goal was to learn about the business operation of an automobile organization. I wanted to see how things work in a company. Firstly, I looked at the business operation of the automobile organization. Then I observed how the management team made decisions and how these decisions were carried out at the level. The learning objectives of my internship also included improving my professional communication skills. I wanted to gain insight from my internship that would help me in real life practices. The internship was an opportunity for me to learn about the automobile organization and improve my skills. I was able to learn a lot about the automobile organization. How it operates. The learning objectives of my internship were very helpful, in guiding me throughout my internship.

1.2 The Internship Placement:

I was really happy to work as an intern at JB motors. JB motors is in Bongshal, Dhaka. My brother actually owns this automobile shop. I had to do this internship as part of my studies. JB motors mostly fixes cars. Sells car parts.

The people at JB motors were very helpful. I got to learn a lot about how they work. My time at JB motors was long enough for me to see how different parts of the company work and to get used to how things are done there. JB motors is a place to learn about cars and how to run a business, like this. The placement was really good because it let me work in different parts of the company. This was great because I got to see what was going on in each area. I learned a lot, about what the company does and how it works. The placement allowed me to rotate across operational areas which helped me gain a broader understanding of the organization activities like what the company is trying to do and how it is trying to do it.

1.3 My Interview Experience :

I was really excited and nervous before my internship viva. I had studied hard for it but I was still worried about talking to the people who would be asking me questions. When I went into the room I saw three people sitting there. A Manager and an HR representative. They looked serious. They were also smiling at me which made me feel a little better, about my internship viva. My internship viva was still making me feel anxious. I tried to calm down and focus on what I had to do.

The session started with a basic question: "Tell us about yourself." I answered it in a way trying to keep it short and to the point. Then they asked me a bunch of questions about the internship. Since I had already learned about that stuff I was able to answer them pretty easily.

One question that was a bit tough was "How would you handle a customer?" I said that I would stay calm really listen to what they have to say and try to find a solution that works for both the customer and the company. I think that is what the internship is about dealing with customers like that. The customer and the company are what matter, in this situation so I would do my best to make sure both the customer and the company are happy.

I think that this experience was really good for me to learn from. If I had to give advice to

people who are getting ready, for a similar viva I would say that they should try to stay calm get ready really well and feel confident the whole time they are doing the viva. The viva is a deal so people should remember to stay calm during the viva and prepare thoroughly for the viva. This will help them do well on the viva.

1.4 About JB Motors

JB motors is a known company that fixes cars in Dhaka. They do a lot of things like fix vehicles. Sell extra car parts. For a time now JB motors has been doing a great job of making sure people are happy with their work and that they can trust them to do a good job. JB motors is really good, at keeping their customers satisfied. They have a good reputation because of this.

The organization operates with a clear mission to deliver quality automobile solutions while maintaining ethical business practices. It's vision is to become a trusted company in the local market by ensuring efficiency, innovation and good customer services. It also emphasizes discipline and teamwork and a positive working environment.

Chapter 2

2.1 Detailed description and Work Environment

JB Motor Parts Shop is a shop in Bangladesh. They sell all sorts of motor parts and accessories. The people who started JB Motor Parts Shop wanted to make sure customers get products and are treated nicely. Now JB Motor Parts Shop is a place that people trust when they need things for their vehicles. JB Motor Parts Shop has been around for a while. People, like going there.

The work environment was really professional and cooperative. People worked well together.

Everyone was disciplined. The employees were always respectful to each other. This made for a healthy workplace atmosphere.

They also made sure the place was safe and clean. This was especially important in the service area where they fix and work on vehicles. All the employees did things by the book to make sure everything ran smoothly. The work environment was great for learning things and improving yourself. The employees at the workplace made it a good place to learn and develop as a person, at the workplace.

2.2 Skills & Learning Experiences

Apart from my desk tasks I have learned a lot, about solving different problems. I have quickly helped customers. Observed the way people behave. I have also seen how employees behave at work and how it affects their job at the company. This experience has taught me about the world in a very hands-on way. The skills I learned are:

1. Time management
2. Developing individual responsibility
3. Adaptability
4. Learned code of conduct
5. Learning about the technology office use
6. Learning Professionalism
7. Adapting diverse culture and background

Chapter 3

3.1 Things I Liked and Did Not Like About The Internship:

Liked aspects:

1. The atmosphere at the JB Motors was really nice. People who work at the JB Motors were very friendly. The employees, at the JB Motors were people. They were always willing to help when you needed help from the employees at the JB Motors.

2. I got the chance to learn things and gain valuable insights from the internship. The internship gave me experience that went really well with the things I learned in school. The internship was a way for me to learn new things and the things I learned were really valuable, to me.

3. I really liked the fact that I got to meet people at the internship. The internship had networking opportunities. I was able to talk to professionals who work in the industry. These professionals were able to share their experiences with me. I was able to learn a lot from them. The internship helped me expand my network. I was able to build connections with professionals in the industry. The networking opportunities at the internship were very helpful, to me.

Disliked aspects:

1. I found that most of my colleagues were nice people but there were a few who did not behave like professionals. Some of these colleagues would ask me questions or try to be too friendly. The colleagues who did this made me feel uncomfortable at times. This behavior also made it hard for me to feel like I was in a place when I was at work, with the colleagues.

2. I did not like some of the tasks I was given because they were the thing over and over. The

tasks were boring. I did not have the chance to think of new ideas or solve problems. This made the work less interesting for me. I wish I had gotten helpful comments, on how I was doing during the internship. I think it would have been good to get feedback on my work and what I could do better. The internship could have been more fun if I had chances to be creative and try new things.

3. We saw that some people at work were biased towards others. Some people in the workplace liked people more than others, which is not fair and can affect how people are treated and if they get the same opportunities as the others. The biases towards others at work can cause problems with fairness and equality in opportunities and treatment for the people, at the workplace especially when it comes to the people who are showing favouritism towards others.

Chapter 4

Personal development plan

4.1 Future plan:

1. I want to continue my education by getting an MBA degree. This will help me learn more about Human Resource Management and open up opportunities for my career in Human Resource Management. I will research MBA programs and apply to the ones that match my goals for my career, in Human Resource Management.

2. I also want to take care of my health. This means I will exercise a lot. I am going to join the gym so I can exercise regularly. My health is important, to me. I will make sure to exercise every day to stay healthy and strong. I will include exercise in my routine so I can stay healthy. My health will be good.

3. I want to find a job at a company where I can use my skills and grow professionally at that

company. I will search for job openings. Then I will customize my resume and my cover letter for each job application. I will prepare well for the interviews so I can show the people at the company that I am the right person for the job, at their company.

4.I want to get an MBA and find a job. This will help me grow as a person and in my career. I also want to stay active. By doing these things I think I can be happy and do work for the companies I work for. Getting an MBA and finding a job are really important, to me. I want to be successful and have a life. I think these things will help me have a future.

4.2 Skills I want to learn:

I am trying to get better at my job. I want to learn many skills. Skills are very important to me because they will help me do my work better. Learning skills will also give me more chances to get a new job in the future. I think skills are the key, to doing at work and getting a good job. Skills will help me grow professionally and skills are what I need to focus on.

I really want to get good at using Excel. Excel is very important for lots of jobs. This is because Excel helps us organize data and analyse the data. We can also make charts and graphs with Excel. If I am good at Excel I will be able to do my job and I will be better at solving problems with Excel.

Another skill I want to work on is understanding data better. We have a lot of data, around us all the time. So it is really important to know how to understand the data. Understanding data will help me make sense of the data and use the data to make decisions with the help of Excel. I want to learn how to look at data and understand what the data means. This will help me make decisions. The data will help me plan things better and make choices at my job.

I also want to improve my communication skills so I can talk to people about the data and what it means. Learning about the data will really help me with my job. I will be better, at planning and making choices with the data.

Talking and writing in a way is really important for me at my job. This helps me explain my ideas in a way. I can work better with my team. I can convince others about my thoughts.

Communication is key. By getting better at communication I will do my job effectively. I will also build relationships with my coworkers. This is what I want to achieve with communication skills at my workplace so I can be good, at my job and work well with my team and my communication skills will really help me.

Part B

Chapter 1

Executive summary

The internship at J.B. Motors in Dhaka was a great experience for me. I got to learn about the automobile business at J.B. Motors. I also did a research study on customer satisfaction and service quality at J.B. Motors. My main goal for doing this internship at J.B. Motors was to see how things work in the automobile business sector and to learn more about customer satisfaction and service quality at J.B. Motors.

I was able to see how the things I learned in class about business are actually used at J.B. Motors. The internship, at J.B. Motors was a part of my academic program and it was very helpful for me to do this internship at J.B. Motors.

I did a lot of things during my internship. I helped with work I watched how the company handled customer service and I did some office work. This was really good for me because I learned how to talk to people work with a team and solve problems. My internship taught me about what's right and wrong in business how to be organized and how to take care of customers. My internship experience with the company was really important, for my career. It helped me become more professional. It helped me figure out what I want to do in the future. I learned a lot from my internship experience. It will really help me with my future plans.

When you are learning about customer satisfaction you also do research on it. A study was done about customer satisfaction and the quality of services at J.B. Motors. The main goal of this study is to see how happy customers are with the services they get. This is done by looking at what customers think about how reliable the servicesre how the staff behaves and how fast the services are. The study also looks at how satisfied customersre overall. To do

this study they used two ways of getting information: by asking customers by looking at information that already exists. The way they designed the study is to describe what they found out about customer satisfaction and the quality of services, at J.B. Motors. The people who buy cars from J.B. Motors are happy with what they get. The staff at J.B. Motors are also doing a job.. There are some things that J.B. Motors needs to work on. For example J.B. Motors needs to make the services they provide to customers better and faster. J.B. Motors also needs to listen to what the customers of J.B. Motors have to say about the services of J.B. Motors and use that to make things better, for the customers of J.B. Motors.

My time as an intern at J.B. Motors in Dhaka was really good for me. I learned a lot about the automobile sector. The internship at J.B. Motors was very helpful. I got to know things at J.B. Motors that will help me in my studies and my job. My experience at J.B. Motors will make a difference in my life. I am happy that I got to work at J.B. Motors, in Dhaka.

Research Title: Customer Behavior and Market Trend Analysis

The company looks at how customer preferences and industry trends are changing and how this affects the performance of JB motor. JB motor is a company that sells motor parts and provides services. They want to know what makes customers buy things what makes them like a brand, how prices affect their decisions and if the quality of the product is important to them. New trends, in the market are changing what people want from JB Motorss products.

The research found that JB motors does well because it is known locally it has a lot of different products and people who buy from them again and again think they are reliable. We can look at how long products last and what kind of support JB motors gives after someone buys something to see how customers behave. The main reasons people choose one motor parts company over another are prices that're not too high. The study also found that more and more people want to be able to do things like order get service quickly and see all the information about a product when they are, on the internet. JB motors needs to pay attention to these things because people are expecting them more every day.

The motor part industries are really affected by what's happening in the market. People look at the market trend analysis to see what is going on. This analysis shows that people want motor parts that're high-performance and energy efficient so they can customize their vehicles. The motor part industries are seeing a lot of competition from retailers and products that are imported from other places. As technology gets better and the economy changes people are spending their money differently. This is changing the way the market works for motor part industries. The motor part industries have to deal with this.

The people, at JB motors are doing a job and they can keep doing well if they do a few things. They need to make sure their customers are happy. That means they have to listen to them and do what they want. JB motors also needs to be online more so people can find them easily. They have to make sure they are selling things that people want to buy.

Some things JB motors can do are make a website where people can buy things ask customers what they think use the internet to advertise and try to sell things to new people. This will help JB motors be competitive and do well for a time. JB motors has to keep doing these things to stay in a position.

Research objective:

The main thing this research is looking at is how happy customers are with J.B. Motors in Dhaka and how they do their services. There are a things this research wants to find out. It wants to know what makes customers happy or not with J.B. Motors. Things like can customers count on J.B. Motors, what the employees are like how fast the people at J.B. Motors. How well they get things done are important. These things are all part of what J.B. Motors does to serve customers. The research is really about customer satisfaction, with J.B. Motors and the quality of their services. The company wants to know what customers think about the service they get. They want to see if the customer service processes they have, in place are working well. The research also looks at the service delivery process to see if there

are any problems. It checks if there are any gaps in the way the company delivers service to customers and how it handles them. The main goal is to understand the customer service processes and find out if they are really working for the customers.

Research Question:

- a. Why Business organizations likely to invest more in automobile in recent times?
- b. Why it is getting important to develop and modernize automobile sector rapidly?
- c. What makes your organization want to put money into the automobile industry?
- d. So what makes your organization want to invest in the automobile industry?
- e. Do you guys do things that're good for the environment when it comes to motor practice or sustainable motor practice?

I think about companies and how they change over time. Do you see any difference, in a company before it starts to grow and after it has grown? For example when a company is small it is one way. Then when it gets bigger it can be a totally different story. I look at a company before. After it grows to see what changes it goes through.

I think about the automobile as something that costs money.. At the same time I think about the automobile as something that will be useful for a long time. So it is of, like the automobile is both an expense and a long-term investment. When you buy an automobile you have to pay a lot of money for the automobile. Then you can use the automobile for many years, which makes the automobile a good investment. I like to think about the automobile as something that will last for a time so I do not mind spending money on the automobile.

Chapter 2

Methodology

2.1 Type of research

This study uses a mix of research methods to look at Consumer Behavior and Market Trend. The part where we talk to people gives us an understanding of what JB Motors customers do and why they do it. The part with numbers helps us see how things like engagement and Market Trend are connected to each other and to Consumer Behavior, at JB Motors.

2.2 Research design

This study looks at how market trends can affect what customers think of JB motors. It uses two types of research one that looks at numbers and another that looks at what people say. The study is a mix of these two methods so we can get an understanding of how market trends impact the way people see JB motors brand. We want to know how JB motors brand is seen by its customers.

We talked to our customer to learn more, about this. We asked 15 customers who follow market trends some questions. They answered a survey so we could get some numbers to work with. For the survey we made a list of questions that our customer had to answer. This helped us understand what our customer thinks about market trends. We did this to get an idea of what our customer likes and does not like about market trends.

The survey had choice questions and short answer questions. It asked people about what they thought, how engaged they were and what they had to say about consumer behavior and market trends. The study is trying to figure out how market trends affect what people think of a brand. It looks at this from two sides, inside and outside by talking to people and looking at numbers from a survey, about consumer behavior and market trends. The study uses both talking to people and looking at numbers to understand consumer behavior and market trends.

2.3.1 Sampling Technique

When we did our study on consumer behavior and market trends we used a way to pick the people we talked to. We chose customers who were available and happy to talk to us when we were doing the survey. We picked this method because it was easy and fast to get the information we needed and it helped us get opinions, from all sorts of consumers. We wanted to see what people thought about consumer behavior and market trends so we used this method to get an idea of what consumers think.

2.3.2 Data Collection Technique

The study used two kinds of information: secondary data. The primary data was gathered by using questionnaires that people had to fill out and by talking to consumers to see what they like how they buy things and what they think. The secondary data came from things like company records reports, about the market, websites and other studies that looked at how consumers behave and what is happening in the market with consumer behavior and market trends.

2.3.3 Data Analysis Technique

The data that was collected was looked at using simple ways of figuring out numbers like what percentage of people do something how often things happen and what graphs show. This helped find patterns in what consumers do what they like and what is happening in the market now. The consumer behavior, preferences and current market trends were studied to understand them. The data and consumer behavior were then used to come up with conclusions that make sense for the study, about consumer behavior.

Chapter 3

Findings

When I was doing my internship I looked at how people buy things and what's popular, in the market right now. I did this by talking to customers doing surveys looking at sales records and watching what is happening in the market every day. The main things I found out from doing this are listed below:

1. Consumer Purchasing Behavior

It was noticed that customers often make repeat purchases when they are happy with the product quality and service. Familiar brands and good past experiences strongly influenced their buying choices.

2. Price Sensitivity

People really noticed when the price of something changed. If the price went up a bit it did not really affect how many things were sold.. If the price went up a lot people bought less or they waited to buy. When there were discounts, special deals during festivals or combo deals people were more likely to buy things. The company found that these kinds of offers were really good, at getting customers to make a purchase. Customers liked getting a deal on the things they wanted to buy, like discounts or combo deals.

3. Impact of Promotions and Advertising

People noticed the product more because of things like ads, in-store promotions and social media marketing. When customers saw these ads they were really interested in the product. They were more likely to buy the product than customers who did not see the ads. The online ads, in-store promotions and social media marketing really helped with this.

6. Market Trend Analysis

The market had a good time when I was doing my internship. It just kept getting better and better. People wanted to buy stuff. This happened because people started living and they knew more about the products. It was also easier for them to get the things they wanted. The companies that tried things and thought about what the customers wanted did a lot better than the other companies. The market growth was very steady during my internship period. The market showed this growth because of the rise in demand for the products. The market had a time because of changes in lifestyle and better awareness of the products and people could get the products easily. Companies that focused on innovation and customer needs these companies did better, than the companies that did not focus on innovation and customer needs.

7. Business Strategy Insights

The study suggests that businesses should focus on improving customer satisfaction, offering fair pricing, and strengthening their digital presence. Understanding customer needs and responding quickly to market changes can help businesses remain competitive.

#Consumer Purchase Frequency

The analysis shows that people who buy the product do so 4 times in a month. If we look at the number of times the product is bought in a month, which we can call the total product purchases and the number of people who buy the product, which we can call the number of product buyers then:

$P=2,000$ purchases, $N=500$ consumers

Average Purchase Frequency = P/N

$$= 2000/500$$

$$= 4 \text{ purchases per consumer per month}$$

#Market Growth Trend

The market demand for these units went up. It was 1,800 units. Now it is 2,100 units. This change happened over one quarter. The growth rate of the market demand is what we are looking at. We call this growth rate GG. To find GG we look at the change, in market demand. Market demand is the thing here. We want to know how fast market demand is growing. So we calculate the growth rate of market demand.

$$G = (Q2 - Q1) / Q1 \times 100G$$

$$= (2100 - 1800) / 1800 \times 100G$$

$$= 16.67\%$$

People are buying things in a way now. This shows that the market is doing well. The reason for this is that consumers are changing what they like and they know more, about things. The market trend is really good because of what consumers prefer. Because they are more aware of the market. The consumers and their preferences are making the market trend positive.

Chapter 4

Recommendation

To make the business better we need to think about what people buy and what is happening in the market. The company needs to make sure customers are happy by making products and helping them when they need it. Happy customers will buy from us again. Tell their friends about our brand. We should answer customer questions fast. Help them after they buy something so they keep coming back, to us. The company should also try to keep prices fair and change them when needed because people notice when prices go up or down. Offering seasonal discounts, special offers, and bundled deals can attract more buyers without greatly affecting profits.

The business needs to be online more because that is what people like to do. They should make their website better. Work well on phones. The business should also use media a lot. This way they can get more people to buy from them the younger people.

They should tell people about their products and discounts, on the internet and social media. They can also put up offers in their stores. The online advertisements and social media campaigns should be clear and nice to look at so people want to buy from them.

The business should not forget about the people who shop in stores. They should still take care of the shopping and the people who shop in stores at the same time. The business needs to do both offline shopping well. Physical stores need to be tidy and have the products that customers want to buy. This is important, for people who like to go shopping in person. The company should ask customers what they think about the products and services. They can do this by giving customers surveys to fill out reading reviews and talking to them directly. This helps the company make products and services.

The company should also pay attention to what's happening in the market and what other

companies are doing. This way the business can change quickly when things change and stay ahead of the companies. The company needs to keep doing this so they can stay competitive. People will keep shopping at physical stores.

Chapter 5

Most boys really like cars and things like that. I am one of those boys. When I was little I was always excited about motor parts. I learned a lot about motor parts from JB motors. Now I can tell what is wrong with a car when I hear a sound. I am getting better at figuring out what is wrong with a car. I talk to people who own cars every day. I find out what is wrong with their cars. Then I tell them what they should do to fix their cars. Motor vehicles are really interesting. I like working with motor vehicles. I learn something, about motor vehicles every day. For example if a customer complains about the acceleration it likely has a weak clutch plate. The car can also have debris on the throttle body.

The shop has also made my daily routine a healthy one, rising up early and early to bed. Time management has also got better efficiency increased. In the end, this internship has been a learning rollercoaster for me, but I believe I have come out as better individual than before.