



CERTIFICATE

This is to certify the project work entitled
“IMPACT OF ADVERTISING ON CONSUMER BUYING
BEHAVIOUR”

Is done by

NAME : **BAKKATATLA LAVANYA**

ROLL NO : **110420405020**

As a part of their Curriculum in the Department of Commerce
IDEAL DEGREE COLLEGE FOR WOMENS
HYDERABAD – 500007

This is work has been carried out under my guidance

B. Madhusudhan

PRINCIPAL: **B.MADHUSUDHAN**



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External EXAMINER

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MENTOR: **S. BHAGYA LAXMI**

ANNEXURE -1

DECLARATION

I here by declare that the project entitled "IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR" is an original work done by me and has been submitted to the Department of Commerce, Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

BAKKATATLA LAVANYA

B. Lavanya
Signature of the student

Ideal Degree College for Women

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NEED FOR THE STUDY

Consumer behaviour plays a major role for the growth of the company in the modern market scenario. The basic idea of this study is to find the Consumer behaviour towards Samsung mobile in Amazon. The needs have to be recognized and necessary steps have to be taken to make the changes.

India is growing rapidly and changes are dynamic. People are changing, the preference and the demand is changing. The market also has to change accordingly.

The purpose of consumer behaviour is not only for retaining the customers but also attracting new customers and increasing the sales also creating and maintenance of brand awareness.

In this competitive market the level of consumer satisfaction decides the success of any product and any company. The right consumers have to be targeted and the right strategy should be implemented at the right time. This will give the desired results.

OBJECTIVES OF THE STUDY:

- To find out the factors influencing to purchase ratio of Samsung mobile.
- To find out the demand of Samsung mobile.
- To study the awareness of Samsung mobile users.
- To find out the level of satisfaction towards Samsung mobile.
- To study the problems faced by the customers Samsung mobile.

CONCLUSION

The researcher had made an effort to find out the level of buying behavior of Samsung mobile and it is clear that the public have high awareness on Samsung services. Samsung mobile services attract people because of its quality, model, price, services and memory capacity in Samsung mobile. Hence it is concluded that if the Samsung mobile has come out with effective advertisement it may highly influence the consumer to purchase Samsung mobile.