



CERTIFICATE

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

Is done by

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As a part of their Curriculum in the Department of Commerce
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This is work has been carried out under my guidance

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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

BANDARI PRAVALIKA

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Signature of the student

Ideal Degree College for Women

ABSTRACT

The different theories on consumer behavior and the relevant research conducted on the understanding of the consumer behavior. After the understanding of the consumer behavior, the different marketing strategies which are to be adapted for the customer loyalty. The success of the company depends on the maintaining of the strong customer relationship. Consumers are the users of any particular product. They may not be the buyers but they are the ultimate users of the product. The telecom industry has flourished a lot in last five years and this is due to the ever increasing customers and service providers in this industry. This detailed study will help in the comprehensive reasoning about the subjects related to marketing and change management. The analysis from the different research articles will help in the understanding of different research theories about this subject

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FINDINGS:

1. Most of the online shopping done online by females and specially Electronics is done by Males.
2. 50% of online shopper's choose Amazon to shop more rather than other sites.
3. Amazon keeps their customers in the satisfied comfort zone.
4. Almost 34% of the respondents are Students
5. Price is the reason to make more online shopping.
6. 38% of the purchases in done by Cash on Delivery option.
7. Amazon is 100% ahead of Amazon with Highly Satisfied customers.
8. Personal Care items bought online is by?? Men!!
9. Online Shopping is based on the demographic factors like age, occupation and gender.
10. Though customers are satisfied with the service they have few drawbacks.
11. Most of the customers showing interest to by Samsung mobiles because of its features and quality..