



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

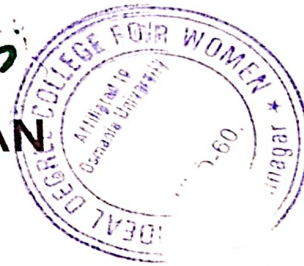
IDEAL DEGREE COLLEGE FOR WOMENS

HYDERABAD – 500007

This 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

BINGI AKSHITHA

B. Akshitha

Signature of the student

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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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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.