

**"A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING
BEHAVIOUR WITH REFERENCE TO POWER POINT BAG INDUSTRY"**

SUBMITTED BY

NISHA

4AL21BA054



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MR. NEERAJ S RAI

Senior Assistant Professor

PG Department of business administration

AIET, Mijar

EXTERNAL GUIDE

MR. VINCENT,

Dy. Manager,

Karkala -574104



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVASINSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022 - 2023



POWER POINTTM BAG INDUSTRIES

CERTIFICATE

This is to certify that Ms. Nisha (USN:4AL21BA054), MBA Student of "Alva's Institute of Engineering And Technology", Moodabidri, has done her project work on "A Study on Impact of Advertisement on Consumer Buying Behaviour in Power Point Bag Industry" at Power point Karkala for 6 weeks.

During the period of her Project work, She has been found to be keen in learning and displaying good conduct & character.

Wishing her all the best in her career.



Marketing Department

SHOWROOM & FACTORY : Behind Lord Gommateshwara Hill, N.H.-169, Karkala - 574 104, Udupi Dist.,
KARNATAKA. G.S.T. : 29AATFP2804J1ZR, Ph. : 08258-298 788 : 8497 041 888 ☎ 8497 830 999
Web. : www.powerpointbagindustries.in e-mail : powerpointbagindustry@gmail.com



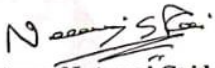
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)


Date: 01-09-2023

CERTIFICATE

This is to certify that NISHA bearing USN 4AL21BA054 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO POWER POINT BAG INDUSTRIES, KARKALA" is prepared by her under the guidance of Mr. Neeraj S Rai, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


Signature of Internal Guide


Mrs. Priya Sequeira
DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar. MOODBIDRI - 574 225, D.K

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India
08258-262724 (O), 262725 (P) principalaiet08@gmail.com www.aiet.org.in

DECLARATION

I, NISHA, hereby declare that the Project report entitled "A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR" with reference to —POWER POINT BAG INDUSTRY KARKALA prepared by me under the guidance of **Mr. NEERAJ S RAI**, Senior Assistant Professor, faculty of M.B.A Department, Alva's institute of Engineering and Technology and external assistance by **Mr. VINCENT**, Marketing department, Power Point Bag Industry Karkala. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 04-09-2023

Nisha
Signature of the student:

ACKNOWLEDGEMENT

I wish to take this opportunity to express my honest expression of gratitude to each and each and every individual who helped me in the finishing of the work directly or indirectly.

I would like to extend my gratitude to my guide, **Mr. Neeraj S Rai**, Senior Assistant Professor of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am privileged to thank our **Mrs. Priya Sequeira**, HOD of MBA, Alva's Institute of Engineering and Technology, Mijar.

I am very much great full to **Dr. Peter Fernandes**, Alva's Institute of Engineering and Technology, Mijar.

I express my deep appreciation to my friends who have extended their wholehearted support and their co-operation during this academic course.

Nisha

Place: Mijar

Signature of the student

Date: 04-09-2023

TABLE OF CONTENT

SL. No	CONTENT	Page Number
Chapter-1	INTRODUCTION	1
	1.1 Introduction to the study	2
	1.2 Industry profile	3
	1.3 Company profile	4
	1.4 Vision and Mission	5
	1.5 Quality policy	5
	1.6 Power point bag products/services	5-9
	1.7 Competitors	9
	1.8 SWOT analysis	9-10
	1.9 Future growth and prospects	10
Chapter-2	CONCEPTUAL BACKGROUND AND LITERATURE REVIE	
	2.1 Background of the study	12-16
	2.2 Literartur review	16-24
Chapter-3	RESEARCH DESIGN	
	3.1 Statement of the problem	26
	3.2 Need for the study	26
	3.3 Objectives of the study	26
	3.4 Scope of the study	27
	3.5 Research methodology	27
	3.6 Hypothesis	27
	3.7 Limitation	27
	3.8 Chapter scheme	28
Chapter-4	ANALYSIS AND INTERPRETATION	29-33
Chapter-5	FINDINGS, CONCLUSION AND SUGGESTIONS	
	5.1 Summary of findings	35
	5.2 Recommendation	36-37
	5.3 Conclusion	37
	Bibliography	38-39
	Annexure	40-44

LIST OF TABLES AND GRAPHS

Table No	Description	Page No
4.1	Table represent the correlation between the customer switch another brand due to advertisement.	30
4.2	Table represents that what motivated them to purchase power point bags.	31
4.3	Table represent how advertisement emotionally felt connected to the customer.	32
4.3.1	Calculation of Chi-Square	33

EXECUTIVE SUMMARY

This study is conducted on” **A STUDY ON THE IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR**”. This project report provides general information about how advertisement will impact on consumer buying behavior provided by POWER POINT BAG INDUSTRY Karkala.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand how advertisement will impact on consumer buying behavior.

In the 1st chapter you will find the details about the industry and company profile of POWER POINT BAG INDUSTRY Karkala, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population chosen from the company.

Chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexures are attached relating to the project.