

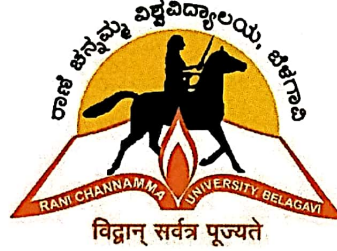
Janata Shikshana Sangha's
SHREE TAMMANNAPPA CHIKODI ARTS AND COMMERCE
COLLEGE, BANHATTI

P.G. DEPARTMENT OF STUDIES IN COMMERCE

(Affiliated to Rani Channamma University Belagavi)

A Project Work On
“IMPACT OF TELEVISION ADVERTISEMENT ON BUYING
BEHAVIOUR OF CONSUMERS IN FMCG PRODUCTS WITH
SPECIAL REFERENCE TO BAGALKOT DISTRICT”

A Dissertation Report Submitted To



RANI CHANNAMMA UNIVERSITY, BELAGAVI

In partial fulfillment of requirement for the award of Degree of

MASTER OF COMMERCE

Research Supervisor

Prof. G. S. Sajjan

M.com, KSET

HOD of Commerce

Shree Tammannappa Chikodi Arts & Commerce College, Banhatti

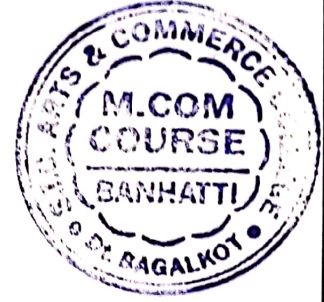
Submitted By

Miss. Bhumika S. Patil

Register No-P15HT21C0003

2022-2023

Janata Shikshan Sangha's



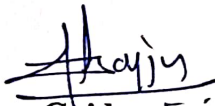
**SHREE TAMMANNAPPA CHIKODI ARTS AND COMMERCE
COLLEGE, BANHATTI**

PG DEPARTMENT OF STUDIES IN COMMERCE

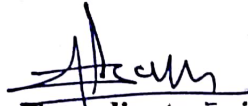
CERTIFICATE

This is to certify that Miss. Bhumika S. Patil bearing Reg. No. P15HT21C0003 has done the project report entitled "**Impact of Television Advertisement on Buying Behaviour Of Consumers In FMCG Products With Special Reference to Bagalkot District**" for the partial fulfillment of M.COM course (IV semester) under my guidance and supervision.

The work has been done satisfactorily and is recommended for consideration towards partial fulfillment of requirement for the awards of the degree of **MASTER OF COMMERCE** by Rani Channamma University, Belagavi.


Guide

Prof. G. S. Sajjan


Co-ordinator

Prof. G. S. Sajjan

HOD
DEPARTMENT OF COMMERCE
STC Arts and Commerce College, Banhatti.


Director

Dr. G. R. Junnaykar
Director

Post-Graduate Studies in Commerce
STC Arts & Commerce College
BANHATTI

DECLARATION

I the undersigned Miss. Bhumika S Patil here by, declare that, this project work entitled "IMPACT OF TELEVISION ADVERTISEMENT ON BUYING BEHAVIOUR OF CONSUMERS IN FMCG PRODUCTS WITH SPECIAL REFERENCE TO BAGALKOT DISTRICT" is a result of my own research work and has not been previously submitted to any other University for any other examination.

I hereby further declare that all information of this document has been obtained and presented in accordance with academic rules and regulations and ethical conduct.

Date:

B. S. Patil
Bhumika S Patil

Place: Banhatti

CONTENTS

CHAPTER NO	TOPIC	PAGE NO
1	INTRODUCTION	1-12
2	REVIEW OF LITERATURE	13-18
3	RESEARCH METHODOLOGY	19-22
4	DATA ANALYSIS AND INTERPRETATION	23-51
5	FINDINGS, SUGGESTIONS, AND CONCLUSION	52-54
	BIBLIOGRAPHY	55