

**IMPACT OF ADVERTISEMENT ON CONSUMER BUYING  
BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER**

**Project Work Submitted to the University of Mysore**

**for the Award of the Degree of**

**MASTERS OF BUSINESS ADMINISTRATION**

**By**

**Mr . MAHENDRA C**

**IV Semester MBA**

**P01ZW21M0060**

**Under the Guidance of**

**Dr. Mahesh R., MBA., Ph.D.,**

**Professor & Co-ordinator**

**Department of Business Administration**

**Dr. B. R. AMBEDKAR POST GRADUATE CENTRE,**

**SUVARNAGANGOTRI, UNIVERSITY OF MYSORE,**

**CHAMARAJANAGAR – 571313,**

**AUGUST- 2023**

**UNIVERSITY OF MYSORE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MYSORE – 570 006**

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**Dr. Mahesh R., MBA., Ph.D.,**

Professor

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**CERTIFICATE**

I hereby certify that the Project entitled **IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR AND BRAND AWARENESS OF TWO WHEELER** is a bonafide record of research work carried out by **Mr.MAHENDRA C.** under my guidance. This project or any part of it has not been submitted to any other University or Institution for the award of any degree or diploma.

Date : 26/08/2023

Place : Chamarajanagar



(Dr. Mahesh R.)

Professor & Co-ordinator,

Dr. B.R. Ambedkar Post Graduate Centre,  
Suvarnangotri ,

Chamarajanagar - 571313