

**A DISSERTATION
ON
“A Study On Brand Image Impact On The Buying
Behaviour Of Consumers In Nalbari Town”**



**SUBMITTED IN PARTIAL FULFILMENT FOR
THE AWARD OF THE
DEGREE OF MASTERS OF COMMERCE UNDER
GAUHATI UNIVERSITY**



বিন্দেম দেবতা বাবম্

**SESSION : 2022-23
NALBARI COMMERCE COLLEGE, NALBARI**

UNDER THE GUIDENCE OF

**MERCY ENGTIPI
ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT
NALBARI COMMERCE COLLEGE ,
NALBARI**

SUBMITTED BY:

**ANURUP KASHYAP
M.COM 3RD SEMESTER
ROLL NO : PC-221-200-0003
REGISTRATION NUMBER : 17048310
OF 2022-23**

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CERTIFICATE

This is to certify that **ANURUP KASHYAP**, a student of M.Com 3rd semester, Nalbari Commerce College, Nalbari under Gauhati University roll no. **PC-221-200-0003** and Registration no-**17048310** was working under my supervision and guidance of his dissertation for the course of Master of Commerce under Gauhati University. His dissertation entitled “**A Study On Brand Image Impact On The Buying Behaviour Of Consumers In Nalbari Town**” which he is submitting is his genuine and original work.

Mercy Engtipi

Signature

Mercy Engtipi

Assistant Professor

Department of Management

Nalbari Commerce College, Nalbari

Date : 22/11/2023

Place : Nalbari

DECLARATION

I, the undersigned Anurup Kashyap student of M.com 3rd semester, hereby declare that the dissertation entitled " **A Study On Brand Image Impact On The Buying Behaviour Of Consumers In Nalbari Town** " submitted by me for partial fulfillment of Master of Commerce under Gauhati University, carried out under the guidance and supervision of Mercy Engtipi, Department of Management, Nalbari Commerce College, Nalbari.

I further declare that this is my own original work and has not been submitted earlier to Gauhati University or to any other institution for fulfillment of the requirement for any course of study.

Date : 22/11/2023

Place : Nalbari

Anurup Kashyap

Signature

Anurup Kashyap

ACKNOWLEDGEMENT

At the very outset , I would like to express my deep sense gratitude to Mercy Engtipi ma'am , Professor of Nalbari Commerce College under whose advice this work has been completed .

I am also thankful to all the professors of Nalbari Commerce College whose invaluable helps have made my Dissertation a successful one . I find no word to gratefully acknowledgement the inspiration given to me by my colleagues .

My greatest thanks are to all who wished me success especially my parents whose support and care makes me stay open earth .

Date : 22/11/2023

Place : Nalbari

Anurup Kashyap

Anurup Kashyap

PREFACE

This Research Project Report has been prepared in partial fulfilment of the requirement for the Subject : Dissertation of M.com 3rd semester .

The main focus of the study was on Consumers Perception like awareness , satisfaction level problems about brand image in Nalbari Town .

I have put my best effort and enumerate every possible information while survey and analysis in the research to make this Research report a satisfactory report .

It was a great opportunity and memorable experience interacting with people and collecting information regarding brand image impact o their buying behaviour .

Lastly , I have tried my level best to prepare the best informative report .

EXECUTIVE SUMMARY

This study is conducted in order to know the impact of brand image on consumers buying behaviour .

Name of the Project :

A Study On Brand Image Impact On The Buying Behaviour Of Consumers In Nalbari Town .

Objective of the Study :

The present study aims to study the following objectives :

- a) To study the perception of consumers towards brand image .
- b) To examine the impact of brand image on the buying behaviour of consumers .

Design of the study :

The research design for this study is selected based on the research objective . This research is actually conducted to make descriptions of the phenomena or characteristics which can be better assessed through Descriptive Research Design Methods . A field survey has been carried out among 40 consumers in Nalbari town area .

Research Methodology :

Research Methodology is a way to systematically solve the research problem by logically adopting various steps , which is presented in as follows –

➤ Method of Sampling :

In this study , Exploratory Research Method is used. The sample for the study is drawn through a simple random sampling method , which is involved probability sampling .

➤ Source of Data Collection :

In this study , Data were collected from both Primary and Secondary Data sources .