

INTRODUCTION AND BACKGROUND ABOUT THE STUDY

This study titled “A Study on Advertisement Effectiveness of Namazco Oils Pvt. Ltd., Pachapoika” aims to analyse the reach and influence of the company’s advertising campaigns among consumers. It further seeks to identify whether the current promotional strategies align with customer expectations and contribute to brand preference and market growth. The findings of the study will provide meaningful insights that may support Namazco Oils in refining its advertising strategies and enhancing customer engagement in the future.

Advertising plays a crucial role in today’s competitive market environment, where businesses continuously seek effective ways to promote their products and influence consumer behaviour. The primary objective of advertising is not only to create awareness but also to persuade customers and establish a strong brand identity. With the increasing availability of products in the market, consumers often rely on advertisements for cues regarding product quality, features, value, and emotional appeal. Hence, assessing the effectiveness of advertisements becomes essential to determine whether they are able to inform, engage, and convince the target audience.

In the fast-growing edible oil sector, advertising has become a vital tool for companies to differentiate their brands and position themselves in the minds of consumers. Factors such as changing food habits, rising health awareness, and the shift towards branded edible oils have increased the importance of effective marketing communication. In this context, Namazco Oils, a recognized brand in the edible oil industry, has adopted various promotional strategies, including digital marketing, television advertisements, print media, and outdoor campaigns, to attract and retain consumers. The brand focuses on highlighting aspects such as purity, nutritional value, quality assurance, and emotional connection through its marketing messages.

Understanding the effectiveness of Namazco Oils’ advertisements is important for evaluating whether the intended message successfully reaches the audience and influences their purchasing decisions. Effective advertisements should attract attention, generate interest, create desire, and lead to action. Therefore, measuring consumer awareness levels, recall value, brand perception, message clarity, and the extent to which advertisements impact buying behaviour are key elements of this study.

SCOPE OF THE STUDY

The present study focuses on assessing the effectiveness of advertisements of Namazco Oils and their impact on consumer awareness, perception, and purchase behaviour. The scope of the study is confined to understanding how advertising influences customer decisions and whether the promotional messages successfully communicate the intended brand values such as purity, quality, and nutritional benefits. The study will cover consumers who are familiar with or potential users of Namazco Oils and will analyse their views regarding recall value, message clarity, emotional appeal, and credibility of the advertisements.

The study also examines the role of different media platforms such as television, digital platforms, print advertisements, and outdoor media in shaping consumer perception. By analysing consumer feedback, the research aims to identify which advertising channels are most effective and preferred by the target audience. Additionally, the scope extends to evaluating whether the advertisements contribute to brand differentiation in a competitive market where multiple edible oil brands compete for consumer attention.

OBJECTIVES OF THE STUDY

- To study the awareness level of consumers about Namazco Oils through advertisements.
- To analyse the impact of advertisements on the purchasing decision of consumers.
- To identify the most preferred advertisement medium for promoting Namazco Oils.
- To evaluate consumer perception regarding the message and content used in Namazco Oils advertisements.
- To find out the level of satisfaction of consumers towards the advertisements of Namazco Oils.

LIMITATIONS OF THE STUDY

- The study is limited to a specific geographical area and may not represent the views of all consumers.
- The sample size may not be large enough to generalize the findings to the entire population.
- Responses may be influenced by personal opinions, memory recall, and bias of the respondents.

- The study focuses only on advertisement effectiveness and does not evaluate product quality or pricing factors.
- Time constraints restricted the depth of analysis and use of advanced research methods.

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