

IMPACT OF ADVERTISEMENTS ON PURCHASE DECISION: AN EMPERICAL ANALYSIS

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ABSTRACT:

The field of communication is ever changing. Brand managers continually attempt to gain advantage over competitors and endeavour to achieve larger market shares and profits for the brands they manage. Advertising has very much become a part of our lives, with the market glutted with endless brands of products and huge product lines. Customers are influenced largely by advertisements in the purchase decision process. The industry leans very largely on advertisements to survive in the ruthlessly competitive market to persuade prospective buyers to buy a product or service. People never like to spend too much of money in buying new products until and unless they are over-influenced by the product itself or factors motivating them to purchase a particular product. Purchase may take place only when the customers are influenced or they may keep quiet and consume some strange product which has no added values. This study aims at determining the influence of advertisements on the buying decisions and analysing the pre-purchase and post-purchase behaviour with relation to impact of advertisements with a special clandestine FMCG product termed to be X.

KEY WORDS: Advertisement, Influence, Persuade, Buying behaviour, Purchase decision process

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