

IMPACT OF EFFECTIVE ADVERTISMENT ON CONSUMER BUYING BEHAVIOUR

By

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Abstract

Purpose-The main aim of this research is to identify the impact of affective advertising on consumer buying behavior. The effective advertising is one which creates positive stimuli in the consumers mind in such a manner that his buying behavior got influenced. There are a number of ways through which an advertisement can become an effective advertisement.

Methodology/sample- The research is carried out on quantitative basis as the scope for his research suggests that it could have some measurable results for investigation. Questionnaire is used to gather the data from the respondents in telecom sector. SPSS is used to analyze the data and in SPSS Pearson moment correlation test is used.

Findings- Findings from the research suggest that, celebrity endorsement, product design, comparative marketing, creative marketing and emotional advertisement are the tools that can better aid in developing customer attention. The findings from the test determine that celebrity endorsement has been decreasing while comparative advertising and its scope is increasing. An advertisement that contains creative and humor will create a long lasting impact on consumer mind and this becomes the basis for change in consumer buying behavior.

Keywords: Consumer Buying Behavior, Creative Advertising, Comparative Advertisement, celebrity endorsement.

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