

THE ADVERTISEMENT ON CONSUMER BEHAVIOR WITH SPECIAL REFERENACE TO THANJAVUR.

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ABSTRACT:

The desire to have a relationship with someone who is attractive is fertile material for advertising strategy. In a car ad, an attractive person gets behind the wheel and is joined on the passenger side behind equally beautiful partner. After a person sees this ad a hundred times, the suggestion that driving that a car would attract that kind of partner works its way into the reptilian brain. And this research about the consumer behavior on advertisement and data collected from 70 respondents.

1.INTRODUCTION

Consumer advertising is messages paid for by companies and delivered through mass media. The objective is to inform or persuade consumer of the merits of your brand and product. Consumer are a large and common target of ads presented through several traditional types of media. Consumer advertising is distinct from trade market or business-to-business ads presented to business buyers.

2.LITERATURE REVIEW

.Punniyamoorthy.(2015) conducted survey onthe advertisement on consumer behaviorMedia should be selected according to the choice of customer.

Kalpana. and Shibu (2016)made research on consumer behavior about advertisementand the result was Highly influenced on consumer buying behavior.

AkwasiAmpofo(2014)explain the advertisement Based on the consumer buying behavior

Sunderaraj,(2018)made research on consumer behavior about advertisement and the result was Influencing the buying behavior of customer.

Sivanesan.(2014) made research on consumer behavior about advertisement and the result was Brand image and advertisement on consumer buying behavior.

3.RESEARCH METHODOLOGY

Structured interview schedule. The primary data had been collected from the 70 respondents in the study area and secondary data were referred from research publications, journals, books and web sources. Using the ANOVA single factor for this research

HYPOTHESIS:

HO: There is no relationship between advertisement and consumer behavior.

H1: there is a significant relationship between advertisement and consumer behavior.

ANOVA TABLE:

Source of Variation	SS	df	MS	F	P-value	F _{crit}
Between Groups	15.46	9	1.718	1.014	0.42721	1.896
Within Groups	999.5	590	1.694			
Total	1015	599				

The evident of the above table, the P is 0.42721 value higher than 0.5 so accept the Alternative hypothesis (H1), in Thanjavur no relationship between advertisement and consumer behavior.

4.CONCLUSION:

According to the above studies the investment in advertising is done to drive human behavior, and the old adage that a picture is worth a thousand words remains true. Humans are also sensory beings, and as such, clever manipulation of perception can be used to influence emotions and opinion. Some ad companies tap into some fairly basic human emotions such as fear narcissism [because you're worth it: L'OREAL] and our love of babies and young animal. This is one of the reasons music is widely used in advertising; listening to music is a powerful trigger of emotions, memories and associates. Many people can remember ads they saw years ago, which suggest that good campaign can also be sticky, allowing investment to be amortized over a longer periods. For example, the L'oreal campaign mentioned earlier originated in the '70s and was brought back 40 years later. Good ads are carefully crafted stimuli aimed at evoking a specific response.

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