

**ADVERTISING AGENCIES AND THE CONSUMER
REACTION**

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ABSTRACT

Advertising is a form of communication with certain distinguishing qualities and some distinctive ways of achieving effects. Advertising in the real world works for many different advertisers, with varied resources, goals and strategies. And it works for them in many different ways. Our study has focused on how advertising communicates with the consumer for the purpose of moving him; changing his attitudes making him buys. This includes television, radio, magazines, newspapers, direct mail, outdoors advertising, transit advertising, theatre programs, local social programs, skywriting, signs on trucks and personal correspondence.

The consumer reaction/reception to new product launches and those of existing products is vital to a product's existence. Positioning and targeting can sometimes lead to product failures. This study will focus on the different ways advertising agencies use to reach the consumers and their interests alive. How they target the people who make all the difference for a product and its advertisement. And how consumers react to the efforts made by the advertising agencies. The objective of the study is to see how advertising agencies target various consumer markets and how do they penetrate into these markets with the use of effective tools and medium. The prevalent factor-affecting consumer's purchasing, is an attractive add. Consumers do not trust the guarantee that's given for Pakistani products whereas for international products, it's easy for them to accept the guarantee. Some consumers are branding conscious. Keeping in view this factor, most advertising agencies target consumers according to their social and cultural values in order to make an impact on their five senses for the purpose of hitting their souls and making them buy.

Our survey results show that 48% of the consumers are sometimes affected by grand sales with respect to their purchasing behavior. Similarly 18% consumers believe that brands serve them as a symbol of their dignity.

Advertising agencies' clients mostly brief advertising agencies before the ads are to be launched for targeting consumers. Looking at the overall scenario, consumers experience satisfaction in daily consumption and are content with the price that they pay for a product.

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