

ADVERTISING AND ITS EFFECTIVENESS



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Topic of Research

"Advertising and its impact on influencing consumer behaviour
and purchase decision"

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ABSTRACT

Our research topic is "Advertising and its Impact". The research question is "To what extent does advertising have an impact in shaping consumer behaviour and influencing their buying decision for soaps?"

The research was conducted primarily by analyzing data collected from getting the questionnaire filled by a sample of 60 respondents. Our stance is that advertising has a lasting impact on the consumers which shapes up their behaviour compelling them to purchase a specific product/ service. Advertising and its effectiveness has been gauged in this research work.

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