

A Study on Impact of Advertisement on Consumer Behaviour

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Abstract: *This study focuses on the impact of advertising on consumer behaviour, recognizing that advertisements across various media platforms influence consumers and their perceptions of products. Digitalization has played a significant role in shaping consumer behaviour. The research collected data through an online survey involving 600 participants of different ages, educational backgrounds, and gender representation.*

The study's findings indicate that newspaper, internet, and television advertisements are associated with changes in consumer behaviour, allowing consumers to gain a better understanding of products in the marketplace. Furthermore, marketers have increasingly invested in magazine and newspaper advertisements to influence consumer behaviour and build loyalty. This research is valuable for marketing managers as it provides insights into how they can enhance the effectiveness of their advertisements and choose the appropriate media channels for their marketing efforts.

Keywords: Media, Platforms, Consumer, Behaviour, Advertisement