

A Study on Influence of Misleading Advertisement with Respect to Consumer Preference and Behaviour of Beverages

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Abstract: *Estimating the impact of Advertisement in Consumer Brand Preference is extremely fundamental for each advertiser. On the off chance that notice doesn't make any sure change in purchasers' image inclination, every one of the assets like cash, time and endeavors spent on notice will go to no end. The majority of the advertisers use Advertising as an instrument to draw in significantly new clients and to hold the current clients. The objectives of this research is to know whether there is an influence of advertisement on consumer brand preferences to soft drinks, preferred soft drink brand, what induces the consumer to buy the product, attractive factor in an soft drink advertisement and how they get information about the soft drinks. The research method followed in this research is empirical research and the sampling method used is convenient sampling. This research has a sample size of 231 responses. This research contains both dependent and independent variables. The independent variables are age, gender, occupation, educational qualifications and marital status. The dependent variables are preferred soft drink brand, what induces to buy a particular brand of soft drink, attractive factor of soft drink, influence of TV advertisement and information about the soft drink. The statistical tools used here are crosstabs, chi-square, correlation, ANOVA. It is found that advertisement is also a factor that influences the consumer to buy a particular brand of soft drinks*

Keywords: ADVERTISEMENT, SOFT DRINKS, INFLUENCE, CONSUMER, PREFERENCE

