

A Study on the Consumer Perception towards Advertising Effectiveness

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Abstract: Advertising plays a crucial role in influencing consumer perceptions, shaping brand image, and driving purchasing decisions. In today's highly competitive market environment, businesses invest heavily in advertising to attract, persuade, and retain customers. This study examines the effectiveness of advertising in influencing consumer buying behaviour. It explores how various advertising elements such as emotional appeal, celebrity endorsement, repetition, digital media exposure, and brand recall impact consumer decision-making. The study concludes that advertising significantly affects consumer awareness, interest, and purchase intention, particularly through digital and social media platforms. However, consumer trust and perceived authenticity remain critical determinants of effectiveness.

Keywords: Advertising, Consumer Behaviour, Purchase Decision, Brand Awareness, Digital Marketing

