## **IJARSCT**



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

Volume 2, Issue 1, October 2022

## Impact of Advertisement and Publicity on Toothpaste Industry

## Ruhaan Pathan

LJ Institute of Engineering and Technology, Ahmedabad, Gujarat, India

**Abstract:** The aim of most businesses is to make profit with ethics & create a product or service that lays positive impact. This is only possible when product or service is communicated effectively to end consumers. Sales channel and other stakeholders. Advertisement sector plays a major role in setting story for brand, communication with customers. This study aims to study impact of advertisement on consumer perception.

DOI: 10.48175/568

**Keywords:** Toothpaste Industry.