

# A Study on Advertising's Impact on Consumer Behavior

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**Abstract:** *Advertisement plays very important role in the business units. Whenever we want to introduce a new project it help to reach out the potential customers and help to educate the uses of the products .Advertising draw the attention of the audience and get them attracted towards the products and services. The sample size for the investigation was fixed at 100. To measure the impact of commercials on customer behaviour, a thorough questionnaire was developed. The findings indicate that while advertising is effective at raising consumer awareness, it is ineffective at instilling powerful perceptions in the minds of consumers. Two variables, such as consumer perceptions and brand awareness about a specific product, will persuade and influence the consumer to buy a product because they have a positive relationship decision making, control, planning, finance and accounting, human relations, and growth management, respectively.*

**Keywords:** Advertisement

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