

Unraveling the Influence of Advertising on Consumer Behavior: Insights, Trends and Psychological Implications

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Abstract: *Advertising plays a pivotal role in shaping consumer behavior and preferences in today's competitive marketplace. This abstract provides an overview of the multifaceted impact on consumer behavior, drawing on existing research and trends in the field. Advertising has a profound influence on consumer decision-making processes. It not only informs consumers about products and service offerings but also creates emotional connections, influences perceptions, and drives purchasing decisions. Entertaining consumers with clever and creative presentations, building trust and confidence in the company and its products, motivating them to buy or take action, defining the product benefits and how they meet consumer needs.*

Keywords: Branding, Product, Awareness, Communicate, Advertisement, Consumer, Trust, Advertising, Psychology