

Captivating Audiences: The Art and Science of Effective Advertising

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Abstract: *Advertising has become an indispensable element of contemporary business strategy and consumer culture, permeating every aspect of modern life. This study aims to comprehensively analyse the multifaceted dynamics of advertising, exploring its profound impact on consumer behavior, societal values, and the economy. Drawing upon a wide array of empirical research, theoretical frameworks, and case studies, this paper delves into the intricate interplay between advertising techniques, consumer psychology, and market trends. The first section of the paper investigates the evolution of advertising, tracing its historical development from traditional print media to the digital landscape, and examines the pivotal role of technological advancements in shaping modern advertising practices. Subsequently, the study delves into the intricate psychology of consumer behavior, unravelling the underlying mechanisms through which advertising stimuli influence decision-making processes, preferences, and brand loyalty. Furthermore, the research critically analyses the ethical dimensions of advertising, shedding light on the ethical dilemmas that arise from the pervasive use of targeted advertising and data-driven marketing strategies. This section also addresses the social responsibility of advertisers, emphasizing the need for transparency, authenticity, and accountability in advertising campaigns to foster a culture of ethical consumerism and trust.*

Keywords: Marketing, Branding, Consumer, Behavior, Promotion