

Effect of Commercial on Buyers Buying Behaviour

Mandeep Singh Ahuja, Pradeep Mali and Abhijit Devkar

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra

Abstract: *This research is conducted to examine the influence of advertising on consumer purchasing behavior. The investigation explores the correlation between advertising and consumer buying patterns, aiming to comprehend the persuasive impact of advertisements on product purchases and identify the most favored advertising channels. The study underscores the significance of advertising for businesses and its sway on consumers. Researchers employed a random sampling method to distribute questionnaires, collecting a total of 150 samples from Udupi, Mangalore, Bangalore, and Mumbai and their surrounding areas.*

Keywords: consumer purchasing