

# A Study on the Impact of Radio Advertising towards Marketing Consumer Products in Coimbatore City

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**Abstract:** Advertisers can direct their message through events and announcements through different areas in consumer market. Radio Advertisements ensures whether every detail has been reached the audience at the right time day by day. The Radio Advertisements is 20% more effective for building new brands than all the types of mediums through the radio they campaign all the consumer products so that it reaches all the people whenever they hear the Radio. There are 100 respondents statistical tools used are Percentage analysis and Rank correlation analysis.

**Keywords:** Advertisers, Consumer products, Events and announcements

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