

# **A Study on Impact of Cadbury Dairy Milk Silk Advertisement on Teenagers with Special Reference to Coimbatore City Reference to Coimbatore City**

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**Abstract:** *Advertising moves the wheels of marketing. A country like ours is developing in all fields, and this is because of advertising of new and developed ideas. The study brings out sufficient information about the effectiveness of advertisement on the Cadbury products. The present era is known for mass production and mass distribution. Similar products are available in the market. This involves stiff competition amongst the produces. Good quality products are produced or expect services are offered there must be known to the public for this mass communication is needed as the population is great or the market area is wide. This calls for adaption of sales promotion and advertising as tools to mobile the marketing machinery. This project is a sincere effort to study the buying behavior of consumers when they buy chocolates. A descriptive research procedure had been applied to come to the conclusions of the project. We have collected 100 responses to bring out the opinion of the people in Coimbatore city.*

**Keywords:** Advertising, Mass Communication, Cadbury Products

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