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Media Advertisements and Consumers Behaviour : A Study

Dr. Rambabu Lavuri[1], Maloth Naresh Naik[2]
[1]*Post Doctoral Fellow, Dept.of Business Management, Osmania University.*
[2]*Research Scholar, Dept.of Business Management, Osmania University.*

Abstract: ***The present research paper think about was directed to discover the effect of promotion activities on buyers conduct towards FMCG items. A survey was set up to evaluate the effect of promotions on FMCG with choosing items, with the sample of 239, the sample information has been gathered from choosing zone in the state capital of Telangana. Information examination was tried by means of unique measurements, rates, ANOVA, relationship and different relapse investigation by utilizing SPSS 20.0 Version. The consequence of ANOVAs the investigation demonstrated that notices, media vehicles, and ad appeals have a beneficial outcome on customer buying of choosing results of Fast moving buyer products, Correlations results demonstrated that there is a solid relationship between's media advertisements, ad appeals with consumer behavior with respect FMCG products in the selected zone. The results of Multiple regression demonstrated that there is a solid connection between's media vehicles and promotions bids. Various relapse results showed that advertisements, media vehicles and promotions advances having a noteworthy effect on purchaser buy choices.***

Keywords: Media, Advertisements, Ads Appeals, Consumer behavior, FMCG, Media vehicles.

I. INTRODUCTION

The objective of all association is to makes benefits and a promoting concern can do that by expanding its deals at profitable costs. This is conceivable, if the item is broadly agile to be the last buyers, channel individuals and mechanical clients and through influential contentions. It is induced to get it. Exposure makes a thing or a thought known to individuals. It is a general term demonstrating endeavors at mass intrigue. As close to home incitement of interest for an item administration or specialty unit by planting monetarily noteworthy news about it in a distributed medium or acquiring ideal introduction of it upon video TV or stage that isn't paid for by the support. Then again, publicizing indicates an explicit endeavor to advance an explicit item or administration at a specific expense. It is a strategy for attention. It constantly deliberates straightforwardly supported by the support and includes certain expense and thus is paid for. It is a typical type of non-individual correspondence around an association or potentially its items thought benefit and so forth that is transmitted to an intended interest group through a mass medium. In like manner, speech the term exposure and promoting are utilized synonymously. Publicizing assumes a critical job during the time spent moving the merchandise from the makers to the shoppers. With mass showcasing to disperse the yield of creation, the GDP may increment to a significant degree. Promoting builds mass advertising while at the same time supporting the purchaser to decisions and inclinations from among the assortment of items offered for his determination and choice. It was just in the last 50% of the nineteenth century, that mass publicizing, as we probably are aware it today, appeared. Large scale manufacturing turned into a reality, and channels of dispersion must be produced to adapt to the physical development of products, making a requirement for mass correspondence to illuminate buyers of the decisions accessible to them. We are altogether impacted with commercials in our everyday life.

II. REVIEW OF LITERATURE

Broad scholarly research has been directed on the brain science of feeling (e.g., Lazarus 1984) and the manners by which promotion evoked emotions may impact customer reaction to advertising correspondence (e.g., Batra and Ray 1986; Holbrook and Batra 1987). Researchers have likewise seen that publicizing may summon both positive and negative feelings when looking to convince. Without a doubt, Brown, Homer and Inman (1998, p. 115), recommend that from a viable viewpoint, "the overall quality of positive and negative inclination impacts conceivably could manage publicists' choices in regards to executional techniques."

As indicated by the Morden (1991) promoting gives the information about the item and make the thought as a top priority about it. Rosaldo (1989) referred to in Monaghan and only (2000) found that culture impacts all human movement is about culture. A new innovation gives the diverse item to the purchasers, it improves the item quality and change the style of item (Stanton and Futrell (1987). Geert Hofstede (1984) has been progressively learned about culture on work esteems; he says that adjustment in culture can

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be effortlessly seen yet the assessment of the way of life in the human instinct is troublesome. Discernment is the psychological procedure, the data are gotten from the person from nature in the wake of sorting out it, and individual draws significance from it. Park and Lessing (1981) suggested that a superior comprehension of customer basic leadership process of the abstract learning in light of the fact that the target information is autonomously identified with the buyer discernment and their basic leadership conduct.

III. OBJECTIVE OF THE STUDY

The goals of the investigation are to understand the accompanying

A. To study the influence of media advertisements on Socio economic factors of consumers.
B. To analyze the impact of the media vehicles procedure in buy choice of buyer on FMCG items.
C. To analyze the effect of media ads appeals on shopper acquiring conduct towards FMCG items.

IV. HYPOTHESIS OF TE STUDY

The following are the hypothesis designed with above objective

1) *HO1:* There is no significant impact of media Advertisements on Socio economic factors of consumers.
2) *HO2:* There is no significant impact of media vehicles on buy choice of buyer of FMCG items.
3) *HO3:* There is no significant effect of ads appeals on shopper acquiring conduct towards FMCG items.

V. METHODOLOGY

1) *Research Design:* Descriptive research
2) *Sources of data:* The examination is worried about the impact of media Advertisements on purchaser conduct towards FMCG items. The information gathered from Primary source and optional sources, essential wellspring of information is gathered from the respondents through organized poll and direct meetings with regard buyers. It was so as to gather information on media vehicles and media offers. Auxiliary information is gathered from different Journals, Periodicals, for example, Magazines, Business papers, and from subject related books and sites. FMCG Products: Toothpaste, Cool beverages, Snacks, Chocolates and Biscuits and so on.
3) *Sample Size:* 174 Respondents From Hyderabad City
4) *Data collection methods:* Data has been collected using a structure questionnaire through survey method and personal interview with consumers.
5) *Sampling area:* Hyderabad city
6) *Sampling Method:* Convenience sampling method has been used.
7) *Statistical tools used:* Frequency, Mean, ANOVAs, Correlation and Multiplr Regression using SPSS 20.0.

To test the reliability of the data, Cronbach's alpha test is conducted.

VI. RESULTS AND INTERPRETATION

Table-1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.791	.473	21

Source: Author's findings

From the Table 1, it shown that the questionnaire is tested for its reliability and presented the results here. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good reliability score. The result given the value of the as **0.791**. It indicates that, the data have a high reliability and validity.

Summary Item Statistics: It is evident that the summary of the means, variances, covariance and inter-item correlations are presented in the following table.

It is obvious the minimum and maximum, mean, Range, and variance values for item means, item variances are positive. Maximum mean is witnessed for Item means is 4.151. Maximum variance is 1.425, maximum inter item covariance is witnessed is.654 and maximum inter-item covariance is found to be. 575.

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Table-2: Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.672	2.154	4.151	2.341	2.024	.224	21
Item Variances	.423	.120	1.425	1.315	12.722	.064	21
Inter-Item Covariances	.042	-.297	.654	1.122	-1.320	.051	21
Inter-Item Correlations	.054	-.714	.575	1.326	-1.121	.054	21

Source: Author's findings

1) General Profile Of Respondnets: The frequency distribution of demographic variables is presented in the following table.

Table-3: Age in years

	Frequency	Percent	Cumulative Percent
20-25	50	20.9	20.9
26-30	67	28.0	49.0
31-35	65	27.2	76.2
36-40	42	17.6	93.7
41 and above	15	6.3	100.0
Total	239	100.0	

Source: Author's findings

More than 28.0% of the total respondents are in the age group of 26-30years, followed by 27.2%, 20.9%, 17.6% and 6.3% by the age of 31-35years, 20-25 years, 36-40 years and 41 years above respectively.

Table-4: Gender

	Frequency	Percent	Cumulative Percent
Male	162	67.8	67.8
Female	77	32.2	100.0
Total	239	100.0	

Source: Author's findings

From the above table it is evident that 67.8% of the total respondents belongs to Male followed with 32.2% by Female respective.

Table-5: Education

	Frequency	Percent	Cumulative Percent
SSC	21	8.8	8.8
Intermediate	8	3.3	12.1
Degree	85	35.6	47.7
Pg Degree	84	35.1	82.8
Ph.D And Above	41	17.2	100.0
Total	239	100.0	

Source: Author's findings

From the results in the above table, it is observed that 35.6% of the respondents are studied Degree, followed by 35.1%, 17.2%, 8.8% and 3.3% studied Pg Degree, PhD and above and SSC education respectively.

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Table-6: Occupation

	Frequency	Percent	Cumulative Percent
Govt Employee	25	10.5	10.5
Private Employee	57	23.8	34.3
Business	101	42.3	76.6
Home Maker	32	13.4	90.0
Others	24	10.0	100.0
Total	239	100.0	

Source: Author's findings

It is evident from above table, that more than 42.3% of the respondents working as Business, and it is observed that 23.8%, 13.4%, 10.5% and 10.0% working as Private Employee, Home Maker, Govt Employee and others respectively.

Table-7: Income in rupees

	Frequency	Percent	Cumulative Percent
Below 20,000	20	8.4	8.4
20,001-30,000	115	48.1	56.5
30.001 - 40,000	48	20.1	76.6
40,001-50,000	30	12.6	89.1
50,001 and above	26	10.9	100.0
Total	239	100.0	

Source: Author's findings

48.1% of family have an income between 20,001-30,000 followed by 20.1%, 12.6%, 10.9% and 8.4% with the income of 30.001 - 40,000, 40,001-50,000, 50,001 and above and below 20,000 have family income level of respondents

a) *Anova :* The analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups. It is conducted in order in order to understand whether there is any significant difference in opinions of demographical respondents and advertisements, the results are presented in the following table.

2) *HO1:* There is no significant impact of media Advertisements on Socio economic factors of consumers.

Table- 8:ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age in years	Between Groups	63.405	18	3.523	2.893	.000
	Within Groups	267.833	220	1.217		
	Total	331.238	238			
Gender	Between Groups	4.010	18	.223	1.017	.001
	Within Groups	48.183	220	.219		
	Total	52.192	238			
Education	Between Groups	27.773	18	1.543	1.326	.003
	Within Groups	255.925	220	1.163		
	Total	283.699	238			
Occupation	Between Groups	18.575	18	1.032	.862	.001
	Within Groups	263.374	220	1.197		
	Total	281.950	238			
Income in rupees	Between Groups	17.006	18	.945	.717	.002
	Within Groups	289.696	220	1.317		
	Total	306.703	238			

Source: Author's findings

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a) Interpretation: It is evident that all 5 dimensions of demographical variable's F value is found to be statistical significant, meaning there by there is significant impact of the media advertisements on Socio economic variables, followed with values of age: F(18,220) = 2.893, p< .05, gender: F(18,220) = 1.017, p< .05, education F(18,220) = 1.326, p< .05, occupation F(18,220) = .862, p< .05 and income in rupees F(18,220) = .717, p< .05 respectively.

3) HO2: There is no significant impact of media vehicles on buy choice of buyer on FMCG items.

Table-9: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
TV	Between Groups	69.652	18	3.870	7.079	.000
	Within Groups	120.256	220	.547		
	Total	189.908	238			
Radio	Between Groups	27.180	18	1.510	3.811	.105
	Within Groups	87.179	220	.396		
	Total	114.360	238			
News paper and Magazine	Between Groups	9.514	18	.529	1.877	.000
	Within Groups	61.967	220	.282		
	Total	71.481	238			
Outdoor	Between Groups	11.278	18	.627	1.669	.002
	Within Groups	82.571	220	.375		
	Total	93.849	238			
Internet	Between Groups	69.652	18	3.870	7.079	.002
	Within Groups	120.256	220	.547		
	Total	189.908	238			

Source: Author's findings

a) Interpretation: It is observed from the above table, media vehicles like TV, News paper and Magazine, Outdoor and Internet F values found to be statistically significant, meaning there by there is significant impact of these three vehicle on buy choice of buyer on FMCG items, followed with values of TV: F(18,220) = 7.079, p< .05, Newspaper and magazine F(18,220) = 1.877, p< .05,Outdoor: F(18,220) = 1.669, p< .05, and internet: F(18,220) = 7.079, p< .05; but vehicle like Radio is not statistically significant, followed with values of radio F(18,220) = 3.811, p >.05.

4) HO3: There is no significant effect of ads appeals on shopper acquiring conduct towards FMCG items.

Table- 10:ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Emotional	Between Groups	2.707	18	.150	.913	.004
	Within Groups	36.247	220	.165		
	Total	38.954	238			
Action	Between Groups	3.551	18	.197	1.075	.001
	Within Groups	40.373	220	.184		
	Total	43.925	238			
Family Drama	Between Groups	2.280	18	.127	.748	.000
	Within Groups	37.260	220	.169		
	Total	39.540	238			
Music and melody	Between Groups	1.562	18	.087	.503	.000
	Within Groups	37.978	220	.173		
	Total	39.540	238			

Source: Author's findings

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a) Interpretation: It is evident that all four dimensions of Advertisements appeal's F value is found to be statistically significant, meaning there by there is significant impact of the advertisements on demographical variables, followed with values of Emotional: F(18,220) = .913, p< .05, Action: F(18,220) = 1.075, p< .05, Family Drama: F(18,220) = .748, p< .05, Music and melody: F(18,220) = .503, p< .05

5) Correlation: correlation tends to be used measures the strength and direction of the linear relationship between demographical variable and with dimensions. The Pearson correlation coefficient measures the strength of the linear association between demographical variable and four major dimensions.

Table-11: Correlation between Variables and consumer behavior

S.no	Variables	Correlation(r)
1	Age	.255*
2	Gender	.172*
3	Education	.211**
4	Occupation	.162*
5	Income (in rupees)	-0.101*
6	Media Vehicles	.282**
7	Media ads appeals	.255*

Source: Author's findings

***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

In order to develop further understanding of relationship among media vehicles, advertisementss appeal with all the demographical variables, the Pearson correlation techniques was calculated in the study, numerical values of the correlation coefficient reflect the degree of association between each of the advertisements constructs. From table-11, Correlation results show that there is a strong positive correlation between media vehicles and media ads appeals with consumer behaviour,Income negative correlation with the consumer behaviour.

a) Multiple Regression: Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It is useful to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable.

6) HO1: There is no significant impact of media Advertisements on Socio economic factors of consumers.

Table-12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.290[a]	.521	.374	.51240	3.241	.000[b]

a. Predictors: (Constant), Income in rupees, Gender, Occupation, Age in years, Education

Source: Author's findings

R Square is found to be 0. .374, meaning there by that 37% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant , the null hypothesis is rejected and alternative hypothesis accepted , meaning there by that there is a significant difference in the variation caused by predictors.

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Table-13: Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.920	.297		11.210	.000
	Age in years	.241	.052	.311	3.423	.000
	Gender	.162	.024	.141	1.121	.002
	Education	.147	.043	.157	1.342	.001
	Occupation	-.112	.052	-.132	-1.341	.001
	Income in rupees	.129	.037	.152	1.003	.002
a. Dependent Variable: Media advertisements						

Source: Author's findings

The coefficient for age (0.241) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for gender (0.162) is significantly different from 0 because its p-value is 0.002, which is smaller than 0.05. The coefficient for education (0.147) is statistically significantly different from 0 because its p-value is 0.001 definitely smaller than 0.05. The coefficient for occupation (-0.112) is statistically significant because its p-value of 0.001 is smaller than .05. The coefficient for income in rupees (.129) is a significantly different from 0 because its p-value is 0.002, which is smaller than 0.05.

7) HO2: There is no significant impact of media vehicles on buy choice of buyer on FMCG items.

Table-14 :Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	f	Sig.
1	.312[a]	.370	.294	.28215	5.372	.000[b]
a. Predictors: (Constant), internet, TV, Newspaper and Magazine, Radio, Outdoor						

R^2 value is found to be 0.294, meaning there by that 29% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant , the null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Table- 15: Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.527	.284		17.334	.000
	TV	.341	.039	.192	.227	.000
	Radio	-.102	.032	.113	1.420	.025
	Newspaper and Magazine	.172	.056	.237	-2.948	.004
	Outdoor	.106	.044	.112	1.273	.005
	Internet	.227	.055	.300	-3.891	.000
a. Dependent Variable: Buy choice of Buyer						

Source: Author's findings

The coefficient for TV (0.341) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05. The coefficient for Radio (-.102) is not significantly different from 0 because its p-value is 0.025, which is larger than 0.05. The coefficient for Newspaper and Magazine (0.172) is statistically significantly different from 0 because its p-value is 0.004 definitely smaller than 0.05. The coefficient for Outdoor (0.106) is not statistically significant because its p-value of 0.005 is smaller than 0.05. The coefficient for Internet (.227) is significantly different from 0 because its p-value is 0.000, which is smaller than 0.05.

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8) HO3: There is no significant effect of ads appeals on shopper acquiring conduct towards FMCG items.

Table-16: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	f	Sig.
1	.428[a]	.513	.447	.12457	75.327	.000[b]

a. Predictors: (Constant), Emotional, Action, Music and melody, Family drama

Source: Author's findings

R^2 value is found to be 0.447, meaning there by that 44.7% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant , the null hypothesis is rejected and alternative hypothesis accepted , meaning there by that there is a significant difference in the variation caused by predictors.

Table-17 :Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.624	.196		1.427	.000
	Emotional	.194	.032	.124	2.142	.001
	Action	.182	.021	.133	1.175	.002
	Music and melody	.257	.043	.257	3.235	.000
	Family drama	.428	.031	.524	7.356	.000

a. Dependent Variable: Consumers behavior

Source: Author's findings

The coefficient for Emotional (0.194) is significantly different from 0 because its p-value is 0.001, which is smaller than 0.05. The coefficient for Action (0.182) is not significantly different from 0 because its p-value is 0.002, which is larger than 0.05. The coefficient for Music and melody (0.257) is statistically significantly different from 0 because its p-value is 0.000 definitely smaller than 0.05. The coefficient for Family drama (0.428) is statistically significant because its p-value of 0.000 is smaller than 0.05.

VII. LIMITATION

A. The study will be carried out to understand the impact of media advertisements on consumer behavior.
B. The sample selected may not represent the whole population. Hence, the limitation of generalization will be there.
C. Since few categories in FMCG products are considered, consumer preference in whole FMCG sector cannot be measured.

VIII. CONCLUSION

The present paper inferred that, effects of media promotions on buyer conduct towards FMCG items. In present period media notices assume a crucial job for imparting target clients by the compelling message, and it has capacity to conveying last client by the best visual and sound correspondence. As for the results showed that More than 28.0% of the total respondents are in the age group of 26-30years, followed by 27.2%, 20.9%, 17.6% and 6.3% with the age of 31-35years, 20-25 years, 36-40 years and 41 years above, followed with evident that 67.8% of the total respondents belongs to Male followed with 32.2% by Female, 35.6% of the respondents are studied Degree, followed by 35.1%, 17.2%, 8.8% and 3.3% studied Pg Degree, PhD and above and SSC, 48.1% of family have an income between 20,001-30,000 followed by 20.1%, 12.6%, 10.9% and 8.4% with the income of 30.001 - 40,000, 40,001-50,000, 50,001 and above and below 20,000 have family income level of respondents

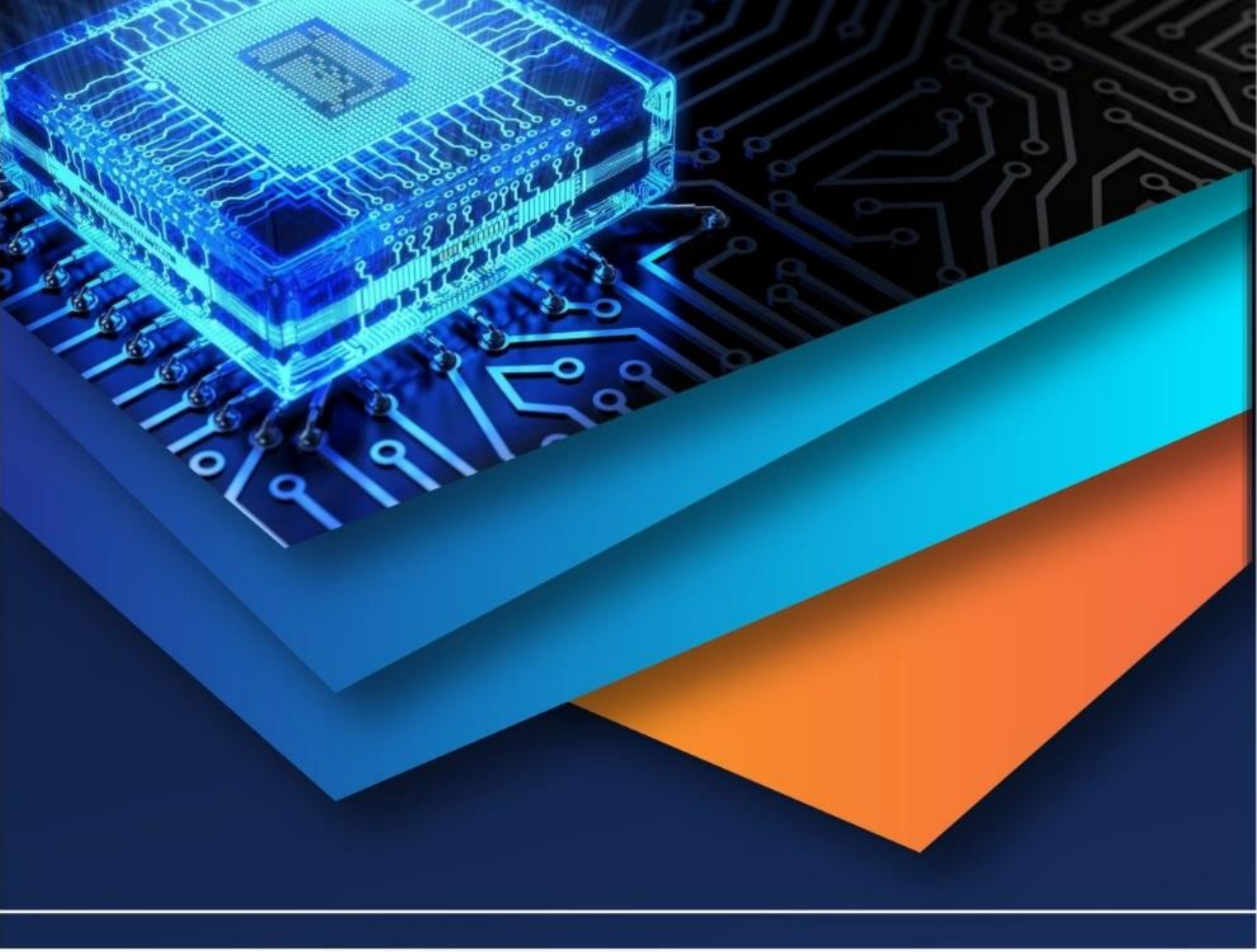
The result of ANOVAs the study showed that media advertisements, media vehicles, and advertisements appeals have positive effect on consumer behavior with of Fast moving consumer goods, Correlations results showed that there is a strong correlation between media ads appeals and media vehicles on consumer behavior, multiple regression results indicated that media ads, media vehicles and media strategy having significant impact on consumer behavior.

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