

IMPACT OF TELEVISION ADVERTISEMENT ON THE CONSUMPTION BEHAVIOUR OF RURAL PEOPLE

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ABSTRACT

Advertising is a marketing concept which aims to influence the buying behavior of consumer. Television advertisements have great influence on consumers due to various factors like the innovations in presentations, the theme of ads, the charisma of the model, the music, slogan and the power of brands and so on, which have multiple dimensions. One of the biggest challenges of the advertisers is to retain the effectiveness of ads to grab the attention of the viewers and transform them as potential buyers. Popularization of electronic media like television as a medium of communication has gained importance in the marketing of products, services, persons, ideas, and corporate entities. Celebrity attachment is one of the factors that heavily influence the buyers of the product. But the influence of television ads on the purchasing behavior of rural consumers particularly consumer durables were not studied well. This paper analyses the influence of TV advertisements on the consumption behavior of rural people.

KEYWORDS: Consumer Behaviour, Television Advertisement, Consumer Durables, Celebrity Attachment