A STUDY ON ADVERTISING STIMULUS ON
CHANGES OF BUYING BEHAVIOR IN TELECOM INDUSTRIES

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ABSTRACT

The consumer’s perceptions are influenced through the exposure, such as seeing an advertisement, Attention which means that the consumer recognizes the advertisement, Awareness which is common if the advertisement involves some humor and Retention that keeps or stays in the mind of the consumer. Advertisements also affect the knowledge by giving information, attitude, personality, lifestyles of the consumers, and the culture of the consumer. The concept of advertising makes it possible to involve the consumers which greatly affect the buying decisions of the consumers. The focus of this project is to look at the stimulus of advertising made on consumer buying behavior in Telecom Industries, with particular emphasis on how consumers react to advertising. This should give some insight into how advertising is approached in order to affect consumer buying behavior. In telecom industry the most important factor which affects the purchase decision of the customers is advertisement.

KEYWORDS: Advertisement, Buying Behavior, Telecom Industry.