ADVERISEMENT EFFECTIVENESS TOWARDS THANGAMAYIL JEWELRY IN MADURAI CITY

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ABSTRACT

Advertising is a common commercial activity. The evaluation of advertising effectiveness is an active area of interest within the advertising research community, and, of course, is most concerned by the advertisers. This study focuses on customer perception towards advertisement. This research was done on the topic “Advertisement effectiveness towards Thangamayil jewelry in Madurai city”. The data were collected with the help of questionnaire from 150 people in Madurai city. The tools used for the analysis include Frequency analysis, Correlation analysis, and Chi-square. The study reveals at evaluating the better mode of advertising in order to attract the customers. This study was conducted during the month of September 2011.