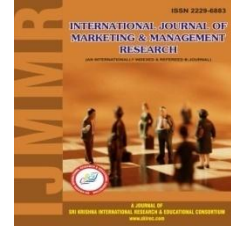




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IMPACT OF ADVERTISEMENT ON CONSUMERS BRAND PREFERENCE

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ABSTRACT

This study investigates the influence of advertisement on customers brand preference using advertising media, reference group, features of advertisement and contents of advertising message as an independent variable and brand preference as a dependent variable. The data were collected from two hundred respondents through questionnaires. These two hundred respondents were selected using two stage cluster sampling and simple random sampling method. The collected data were analysed using descriptive statistics such as frequency, mean and inferential statistics like correlation and regression. The findings of the study indicates as there is a positive and significant relationship between advertising media and brand preference, between reference group and brand preference, between features of advertisement and brand preference and also between contents of advertising message and brand preference. The finding also indicates that television is most preferable and influential media and also customers are interested to see advertisements which are done in their mother tang.

KEYWORDS: *Advertisement, Advertising media, Brand, Brand Preference, Reference Group.*