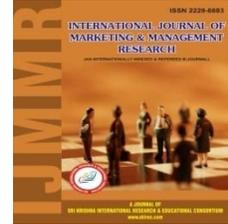




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IMPACT OF CREATIVE ADVERTISING ON CONSUMER DECISION MAKING

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ABSTRACT

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers. Creativity in advertising means different things to different people. The dictionary says it is characterized by originality and expressiveness, imaginative, creative writing. The application of psychological theories to advertising provides an understanding of how consumers process advertising messages and make purchase decisions. Theories of attention, information processing, attitude formation, and decision making all have relevance to understanding how advertising affects consumers. Another important application of psychological principals is to develop an understanding of consumer needs so that products can be developed, designed, and communicated in a manner that reflects the relevant and important needs of consumers. This study is aimed at analyzing the effectiveness of creativity in advertisements on influencing the consumers' mindset about the products and the level of Impact it can bear over the buying behavior of the customers. Through this study contributes by evaluating the advertisements already available and assess the impact it has had on the customers, and based on this necessary recommendations can be provided.