

**A STUDY ON IMPACT OF ADVERTISEMENT ON BUYING BEHAVIOUR
OF CONSUMERS IN TAMIL NADU (WITH SPECIAL REFERENCE
TO TWO WHEELER CUSTOMERS IN KANCHIPURAM)**

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ABSTRACT

**“Advertising moves people toward goods;
Merchandising moves goods toward people”**

-Morris Hite quotes

Today, advertisement cover varied subjects like planning a family, getting a desired child, getting abortion, immunization, child care, pre-natal care, health care and so on. Advertisement has brought in its tentacles society, culture, national integration, economy, politics, music, history, art and many more areas. Advertising is communication used to influence individuals to purchase products or services. Advertising can be displaced on billboards, newspapers, T.V., websites, movies and more.

Advertising education has become widely popular with bachelor, master and doctorate degrees becoming available in the emphasis. A surge in advertising interest is typically attributed to the strong relationship advertising plays in cultural and technological changes, such as the advance of online social networking. A unique model for teaching advertising is the student-run advertising agency, where advertising students create campaigns for real companies.

KEYWORDS: Family, Getting a Desired Child, Getting Abortion, Immunization, Child Care, Pre-Natal Care, Health Care