

**Study on Impact of persuading factors in advertisements on
consumers in Manmunai North divisional secretariat area:
Special reference to advertisements of Fair & Lovely, Sun
silk, Sunlight, Surf Excel, Signal and Lux**

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ABSTRACT

Measuring the impact of persuading factors of an advertisement is vital in determining whether an organization meets its advertising objectives and strategies successfully. Persuasion can be defined as; a process of changing the attitude and behavior of a receiver or consumer.

For the private organizations it is very important to measure the impact because by that they can able to explore how to distinguish themselves from their competitors and also how they can obtain competitive advantage. Likewise the impact of advertisement broadcast by the Uniliver should be assessed to ensure the responsibility of the consumer toward product.

This research work is studied about the 'Study on Impact of persuading factors in advertisements on consumers in Manmunai North divisional secretariat area, Special reference to advertisements of Fair & Lovely, Sun silk, Sunlight, Surf Excel, Signal and Lux.' Uniliver is one of the Leading manufacture in fast moving consuming product world wide. It produces many products to the consumers. It won many awards in the fields which they operating. Anyhow it seems that Unilivers' advertisements also ineffective have some drawback in some elements and external factors also effecting to persuade consumers. Thus, the question was what is the level of impact of persuading factors in Uniliver advertisements? Hence, there was a gap to study about the level of impact of the Uniliver advertising.

In order to measure the impact of persuading factor six-dimensions were considered which included, Product attributes, Brand, Other contents, Features in advertisements, Character and Indirect Message. The structured questionnaire was used to collect primary data for this study from 200 respondents. Collected data were analyzed and evaluated as low, moderate and high level of impact.

The study found that the discussed overall impact is on moderate level and two main persuading factors mostly indicate moderate level of impact. Therefore it was known from the conclusion; the Uniliver advertises have the responsibility to upgrade the impact of persuading factors to high level. Eventually this report recommends some remedial actions that help to improve the impact of the organization.

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