

**A STUDY ON INFLUENCE OF ADVERTISEMENT
IN CONSUMER BRAND PREFERENCE SPECIAL
REFERENCE TO SOFT DRINK MARKET IN
MANMUNNAI NORTH D.S DIVISION
BATTICALOA**

1079



Project Report
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ABSTRACT

Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers. This research work studies about the "Influence of Advertisement in Consumer Brand Preference in the Soft Drink Market", which is one of the most competitive markets in Batticaloa. Every Brand in this market use Advertisement as a major weapon to overcome the fierce Competition.

There are number of Medias available in the market. For this research, Television Advertisements of the Soft Drink Brands only take into consideration. There are numerous Advertisements of different Soft drink brands exposed in Television. But, the main thing here is, the marketer want to identify that, do all these advertisements positively influencing the consumers' brand preference.

In order to study the influence of Advertisement in Consumer Brand Preference, the study considers Information, Communication and Comprehension as the main three variables with three appropriate dimensions for each of the variables. The structured questionnaire was a tool for collecting primary data for this study from 200 respondents. The data were analyzed and the influence of Advertisement in consumer brand preference is evaluated. The study found that these three variables indicate high influence of Advertisement in consumer brand preference. Even though it has high influence in overall view, the advertiser wants to consider the indicators, which have low and moderate influence in their future developments of the Advertisements to maintain its position in the market in the long run. Eventually, this report recommends some actions for improving the influence of Advertisement in consumer brand preference.

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