

*SYNOPSIS*

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Advertising is a form of communication that typically attempts to persuade potential customer to purchase or to consume more of a particular brand of product or services. It is identifiable because it identifies the product and the source of the product. The message should be definite the product and the source of the product. In order to find out the effectiveness of advertisement on the present study “Advertisement effectiveness of select FMCG brands from urban customer perspectives” has been carried out with a objectives.to find the recall ability, remembrance, the and memorability of the advertisement layout most liked by the respondents and the influence of advertisements in purchase of FMCG products and the advertisement induced brand selection, brand, positioned in the mind od the respondents. The study was carried out in Coimbatore city with the sample size of 200 respondents who buy and use FMCG products by using the cluster random sampling. The null hypotheses were tested for the socio economic profile and advertisement viewing behaviour of the respondents with reference to influence of a advertisement in purchase decision of FMCG products. The data collected were analysed used descriptive statics, chi square test, ANOVA, t-test and multiple regression analysis. The advertisement create a huge impact on our thoughts, culture and behavior. An advertisement with a carefully designed message, logo and slogan, pictorial representation, musical background with presence of celebrities which influence the respondents towards memorability of FMCG brands and company.