

ABSTRACT

The objective of this study was to explore advertising strategies and their impact on consumer preferences. It found that simple advertisement strategies were most preferred by consumers, as they are easier to understand and more effective in conveying the message. Additionally, the study examined ethical issues in advertising, revealing that 60% of respondents agreed that ethical considerations are crucial in advertising practices. This highlights the need for transparency and honesty in advertising to build trust with consumers. The study suggests that businesses should prioritize clear, straightforward messaging while being mindful of ethical standards. By doing so, they can enhance consumer satisfaction and brand loyalty. Overall, the research underscores the importance of balancing creative strategies with ethical responsibilities in advertising.