

ABSTRACT

The effectiveness of advertisements in general on buyer behaviour in health drinks market was studied in two nearby districts Madurai and Dindigul. The study adopted descriptive research design analysing the responses collected through interview schedule from 800 respondents selected using the purposive sampling technique. The study focused on the overall effect of advertisements including the cognitive, affective, conative and top-of-mind advertisement effects. The influence of the personal profiles of the respondents on the effectiveness of advertisements was tested using non parametric tests and the extent of influence of the advertisement elements and the influencing personal profiles on the buyer behaviour was studied through the robust binary logistic regression. The present study concluded that the advertisement effectiveness on the consumer behaviour was visible in the health drinks market at the study area. The affective effect was more, followed by conative and top of mind advertisement effects. The cognitive and affective elements of advertisements were significantly influencing the conative effect. Significant differences were noted among the customers in Madurai and Dindigul districts in the cognitive and affective effect of advertisements where the cognitive effect was more in Madurai district and the affective effect was more in Dindigul district. However, there was no regional influence in the conative, top of mind and overall effect of advertisements. The other profiles of the customer especially their nativity, gender and age influenced the top-of-mind advertisement effect whereas age influenced the effect of cognitive and affective elements of advertisements on purchase behaviour of the customers.