

## **ABSTRACT**

The arrival of social media has transformed traditional one-way communication into multi-dimensional, two-way communication. Social media platforms offer an opportunity for customers to interact with other consumers; thus, companies are no longer the sole source of brand communication. Advertising helps to increase brand awareness, brand equity, sales and image enhancement, an information tool, and has the ability to increase consumer loyalty.

The purpose of this research is to address the previously noted gaps in our knowledge regarding media influence on consumer behaviour. Big firms like Sony, TATA, Whirlpool and HP etc. are investing more in the Indian consumer markets. Thus, the need is to build a sense of attachment towards the advertisement, which goes beyond the inducements and directly links the customer to the product. The results of this study will provide pioneering insight into the study of media effectiveness in Dindigul.

Creating awareness is the major factor in the advertisement for urban and semi urban respondents. But rural respondents said advertising is 'Misleading' them. Reason for purchasing a particular brand was price, availability, positive word of mouth, previous experience, shop keeper's advice, trail, quality of the product, reliability of the brand and reputation. Advertising agencies have to sort out this issue by providing a different advertisement for similar brands. Regarding Perceived quality, urban respondents believe that their brand 'provides excellent features and Semiurban respondents believe that their brand 'satisfies their expectations'. Rural respondents believe that advertisement they trust the advertisement that it confirms the quality of their brand is high'. Here all the three resident customers had a positive opinion about the quality of the brand advertised by the advertisers. So that, when advertisers create the advertisement, they have to focus more on the 'trust' of the respondents

The results indicate brand awareness and brand image are the major factors to increase the brand equity of the brand. So, advertisers should concentrate on these two factors and give more emphasis on it. Regarding switching of brand, urban respondents believe that their brand 'costs them' and Semiurban respondents believe that they can switch if there is an 'inter brand in compatibility. Rural respondents said it irritates them to switching from the current brand to another brand. Hence, urban and rural customers are always hesitating to switch from one brand to another. It shows the brand loyalty. Here the minimum advertisement role. Semi urban respondents are ready to switch if there is any inter brand availability. But still all three types of customers have high level of brand loyalty towards their brands.