

## **ABSTRACT**

Advertising, a part of marketing communication, acts as a powerful tool in transmitting an effective message regarding a product or a service from the marketer to the public and the prospective buyers. Advertisements impress the prospective buyers through its verbal jargons, music, theme, appeal and presentation style. An effective advertisement should change the buying attitude of the consumer through effective marketing communication, and it should positively influence the sales. In this research, the researcher has an attempt to identify the impact of advertisement among the rural women on influence of their buying practices. Further, in this research, researcher has examined the benefits and drawbacks of the advertisements also discussed.

Out of total population of 89,39,555 rural women which was mentioned in the Census 2011 Indian survey, the researcher took 1030 rural women as sample size for this research to find the impact of advertisement on changing their behaviour in purchase of products.

The study found that majority of the rural women belongs to Villupuram, up to 30 years aged, graduates, belongs to Rs.20000-30000 family monthly income category, married, having 4-5 members in their family, belongs to nuclear family and known two languages. Further, they frequently watching advertisement for the above 5 years, influenced by the TV personalities and got product features through advertisement. Majority of the rural women have faced some of the problems to viewing advertisement like tempting the purchase of non-essential products and false information about the product. The researcher has given the recommendations like more plausible explanation only added in the advertisement for increase the reliability and trust among the rural women that leads to become the rural women as loyal. In addition to that, the researcher recommended that in order to create trust on celebrity advertisements among the present and potential rural women over exaggeration of the facts by the celebrity and the over exposure of the celebrities can be avoided in the advertisement. Further, the celebrity should not be included in any negative comments in the society.