



ADVERTISEMENTS THROUGH STUDENT'S POINT OF VIEW: A STUDY OF GOAN (INDIA) STUDENTS

Dr Juao Costa

Associate Professor

Rosary College of Commerce and Arts

Navelim, Salcete, Goa

Abstract

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitude, and buying behavior. They spend lot of money to keep individuals interested in their products. To succeed, they need to understand what makes potential customers to behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profile of buyers and to find the common group for communications. The main objective of the study was to understand the views of Goan students on advertisements. More than 2000 students across Goa from different classes were surveyed to collect the data. It was noticed that in general the views of the students towards advertisements is positive.

Key words: Advertisements, Students, Views, Positive

INTRODUCTION

Advertising, Sales promotion and **Public** relations are mass communication tools available to marketers. As its name suggests, mass communication uses the same message for every one in an audience. The mass communication tools trade off the advantage of personal selling, the opportunity to tailor a message to each prospect, for the advantage of reaching many people at a lower cost per person (Ettel et al 1997)

Making decisions on sales is the most difficult task facing many business executives. This is because it is difficult to predict, estimate or determine with accuracy, potential customers' demands as they are uncontrollable factors external to an organization (Muehling, D.D. 1987),. Considering, therefore, the importance of sales on business survival and the connection between customers and sales, it is expedient for organization to engage in programmes that can influence customers' decision to purchase its products. This is where advertising