

Effect of Advertising on the Mindset of Young Consumers

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Abstract

The aim of this research paper was to investigate the determinants of consumer's attitude towards advertising among 300 faculty members of Professional colleges/Institutions. A total of 237 faculty members from private colleges in Mumbai and Thane participated in this research. Six independent variables are determined to examine the influence for the study. The data were collected from 237 valid responses. The outcome shows that Informativeness, entertainment positively relates to consumer's attitude towards advertising.

Keywords: Advertising, media, Consumer psychology, attitude

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