

## **IMPACT ON ADVERTISEMENT OF CONSUMER PREFERENCE FOR JEWELLERY SHOP**

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### **ABSTRACT**

The advertisement has become as integral part of today's marketing scenario. In earlier times, the advertisement was not given as much emphasis as it is being given today. The Instituted of practitioners in advertising defines the term as: "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Here we have a combination of creativity, marketing research & economic media buying. The paper analyses critical factors Impact on the advertisement of consumer preference for a jewellery shop. This study is based on the selected jewelleryes in thiruvananthapuram district and 50 respondents were selected for the purpose of data collections.

**KEYWORDS:** Advertisement, Consumer, Medias & Jewellery