



The impact of visual advertising and attitude of viewers regarding C – Segment car industry in Tamilnadu.

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Abstract

Our study aims to highlight the impacts regarding the visual advertisement pertaining to the C – Segment car industry in tamilnadu. More significance was given to the television viewers and the relative impacts that were given by both male and female genders in tamilnadu state. A random study of our questionnaire were given to various people of both gender in cities like Madurai, Tirunelveli, Chennai, Coimbatore, Trichy, and the results were analysed using descriptive, correlation and regression analysis methods. Our study revealed both positive and negative impacts from television viewers. People gave various responses like entertainment, irritation, informativeness, credibility, demographic values. Though advertising have positive impact, it has more responsibility towards various aspects in the moral, economic, social and regulatory norms in the field of advertisement when it comes to advertise through television and various other visual medias.

Keywords: Attitude, Moral, Fiscal, Societal, Regulatory, viewers

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