



“Effect of Advertising Slogans on Young Consumer’s Buying Behavior; with special reference to Bhopal city”

• Ritu Bhavsar¹

Abstract :

India has the largest youth population in the world. Around 66% of the total population is below the age of 35. Youths are the most potential buyers and consumers of India. Advertisers are working hard to modify their strategies every day to fulfil rising expectations of youth. The purpose of this study is to analyse the effectiveness of advertising slogans on young consumer’s buying behavior. An advertising slogan is a short and catchy phrase that seeks to reinforce the image of the brand of any company. Slogans are an important element of advertising and 2/3rd of global Ads contain slogans. The data was collected from 75 respondents from Bhopal city. A descriptive research design is adopted to analyse and draw conclusion. SPSS as a tool is used to draw inferential results. The study concludes that slogan has potential to change consumer’s buying behavior and has positive effect on their purchase intention.

Keywords; Slogan, Young Consumer, Buying Behavior, Advertising.

¹Faculty member, Makhn Lal Chaturvedi National University of Journalism and communication, Bhopal