OBJECTIVES OF THE STUDY

The present study is took up with the following broad objectives

- The objective is based on the choice of the subject which is to create an interest and especially curiosity for the culture and advertising.

- To find out the level of awareness and to identify the problems availing with the consumers due to the impact of the advertisements.

- To study the various aspects of culture and adapting it with the various changes that has an impact due to the advertising patterns.

- To study and highlight the various levels of competition and its impact on variety of products, companies which may be assumed to have a positive as well as negative impact.

- To correctly evaluate various advertising campaign, understand its significance and know the consumers response towards an advertising message in order to represent and reflect the current cultural values.

- To test the relationship between consumers and impact of various advertisements on them.

- To create suggestions to reduce the negative impacts of television and other media advertising which has generated enormous social tension to which we have not been able to find appropriate solutions with reference to Mumbai.