ABSTRACT

This paper aims to study the impact of emotional advertisements and brand image on the consumer buying behaviour. The main focus of this research would be on the television advertisements made by Parle – G brand which is owned by Parle Products India. Advertising is a way of communication to encourage an audience for making purchase decision about a product and conveying information to viewers. The main factors that are to be studied are entertainment, familiarity, storytelling and advertisement spending as well as brand image and whether they have an influence over the consumer buying behaviour. The respondents of this research are Indian citizens from variety of age and status like senior citizens, housewives, working class, and children. They will be interviewed in which they will be shown the Parle-G five short advertisements and to which they will be asked multiple of questions related to the quality of the advertisements and the attraction to purchasing the product. In this research, the "You are my Parle-G" campaign which is an emotional campaign designed on the emotional yet simple stories of Parle-G customers will be tested to study its impact on the consumer buying behaviour and brand image acting as the mediating variable.

After doing a complete qualitative data analysis it can be contributed that consumer's buying behaviour is influenced by the emotional advertisements however when it comes to a food product such as Parle-g taste is the most important factor that companies should invest their resources on. Further on, from the findings it can be stated that brand image plays a huge role in the influencing relation between emotional advertisements and consumer buying behaviour. As for suggestions, future researchers should focus on increasing sample size, conducting proper research gap and analysis techniques to enrichen the research furthermore.

Keywords: *Advertisement; Advertisement Spending; Brand Image; Consumer Buying Behaviour; Entertainment; Familiarity; Parle-G India; Storytelling*