Advertising is a persuasion, and persuasion is not a science, but an art. Advertising is the art of persuasion. One of the dominant goals of advertising is to persuade the consumer of the benefits of a product or service and to stimulate a purchase. In other sense advertising as a powerful tool of communication creates a mass awareness and induces consumers for a trial. In the present competitive market it is big challenge for the advertiser to make the advertising and its design in such way where the ads are able to increase the consumers’ involvement in form attention, awareness and interest that helps to form positive buying attitude in the consumers mind. Persuasion towards advertising depends on the category of products in ads. So designing of advertisement and its appeal to the consumers depends on the product associated with ads, like for high involvement product need more information and argument nature in ads whereas for low involvement product category such as fast moving consumer goods, there is need of emotional ads.

In the present study we have chosen advertisement of Fast Moving Consumer Goods in the region which is neither fully exposed nor fully isolated from the heavy centers of commercial and cultural life. In this sense it is a virgin area for investigating the effectiveness of advertising process and design on the consumers here. So that we can study the process of effectiveness of advertisements as well as the relative importance and impacts of individual components of advertisements on consumers in terms of awareness, interest, likings, involvement and recollection of the ads that share the effectiveness of the ad design subject to the exposure level of the consumers to advertisements.

On the basis of the problem, in the present research the researcher is trying to find out how the advertising appeals work on buying attitude of consumers of fast moving consumers goods and at the same time what are the effective components of advertising to generate more responses in the mind of consumers
as a whole. Beside this, the other angle of the present study is to find out the socio-cultural dimension in ads and its impact on preference and liking for ads among the consumers here i.e. Cachar district of Assam and that has helped us to enquire and find out the potential cause of advertising and its effectiveness in a wider sense.

Following the research question defined and the objectives of the research finalized, the researcher have analyzed and designing the research work into seven chapters to cover all the requisite information and probable solution based on the research question and objectives. In the chapter one i.e. Introduction, the research covers all the important theoretical dimension relating to present research and the methods to measure the advertising effectiveness, like recall & recognition test applied in the present study, as well as the methodology and statistical tools used for are chi-square, ANOVA and multiple regression. In Chapter two i.e. Socio-cultural and economic profile of Cachar district, here the researchers highlighted the present socio-cultural scenario of the people in this region and their social status, standard of living liking and preferences, at the same time the researchers have analyzed the appropriateness and feasibility of right mix of media and advertising for the people of such region and the conclusion drawn from the study is that a great liking there for FMCGs advertisements when advertisements or ad design contains features like higher emphasis on outdoor advertising, higher urge for local language and music in ad design and their airing on TV, at the same time well known models have crucial role in creating ad effectiveness for the respondents here. Cultural specification in ad design is highly imperative and Price related information has substantial content value for an effective advertising. The third chapter in the present research, i.e. Media cum Advertising exposure on consumers in Cachar-Nature, Characteristics and Features, in this section we have discussed the exposure level of consumers towards different types of media and also found among the various media which are the most important media to capture consumers attention as well as the present scenario of these media in this region. The analyzed results highlight that TV media has crucial role in initiating and
creating interest in ads but strategic role of sustaining and promoting interests in ads is due to the other media exposure. In this sense outdoor and other media including in-store display has catalyst role for TV media created ad interests and recall at the point of purchase. Thus in one sense electronic media advertising effectiveness gets support from static and outdoor media in this regard while static media gets supports introducing the ads to the respondents through the exposure of the respondents to this media. Fourth chapter of the study i.e. Fast Moving Consumer Goods Advertising- Contents and Characteristics, this chapter carry the importance in the sense that this category of products have unique features and characteristics of its own and the consumers’ behavior towards this and the market in general is also different and unique. Therefore it is required that features of this product category and the consumers association with it should be well examined and be related to the advertising design and media mix conducive for making this association productive and successful. This also aims to study the pattern of ad design, media mix and the emphasis on the components of the overall mix of these all in a clear and comprehensive manner. The outcomes emerged from the discussion of the chapter is that though electronic media is important in advertising but to crate strong image within the consumer mind outdoor and in-store display also carry same importance. In this sense we can say that motion ads are important but static ads also act as a catalyst factors for the motion ads and act as a stimulant for motion ads. Outdoor media supports the electronic media as a sustainer and a stimulator of images created or tried to be created by repetition as in the present fast and fluid life conditions. So advertisers need to develop their strategy towards outdoor ads and there is a need for higher investments in this sector. The most important and crucial discussion of the present research is cited in chapter no five i.e. Effectiveness of Fast Moving Consumer Goods Advertising on Consumers in Cachar District- A Critical Analysis. In this chapter the researchers have analyzed the research objectives and the proposed hypotheses in different contexts of testing the process of advertising effectiveness, like in the context of appeal, different components of advertising and socio-cultural dimension and its impact. Results derived from this are clearly state that advertising appeal play a
vital role to create positive buying attitude of the respondents' and also the sources of appeal (i.e. components of exposure here) directly affect in changing buying attitude of the respondents. The results in the light of advertising appeal prove that ads design in sympathetic and accommodative of socio-cultural dimension create more impact in the mind of consumers. The result also found that among the different components of exposure; market, store and print exposure are the most important. The importance of individual components of interest among the respondents, it was found that respondents have shown their more preference towards message and background at the time of recall but in case of recognition more preferences come from the message and brand rather than model/celebrity. So from both the cases we can say that the respondents of this region have given higher importance towards message. The testing of hypothesis of the present research indicates that fast moving consumer goods advertising have some impact on buying attitude of the consumers. Model/celebrity is an important factor of interest to generate more positioning of interest in the minds of consumers rather than message and background set up at the time of recall in advertisements. So model/celebrity acts as an effective component of advertisement to make the advertisements more effective. The results in this region also support that cultural specific or culture accommodative ads generate more impact and responses in the mind of consumers. Based on the above five chapters we have designed chapter six, i.e. Findings and Conclusions. This section covers all the important findings and conclusions emerged from the discussion of every chapter as well as from the objectives and hypotheses. Here we found that among different categories of respondents and also in general, advertising appeal has a role to make positive buying attitude in the consumers mind. Among all the components of ads like message, brand, model/celebrity and background design of ads are the most important factors where high interest level have been counted among all classes of respondents. The results in this region also support that specific culture in ads generate more impact and responses in the mind of consumers. At the last phrase of the present research we have tried to highlight some general recommendation, emerged from the discussion of the present research and posited in the name of the
chapter i.e. Suggestions, the important suggestions derived from the whole research are that the socio-economic scenario of this region, liking and preference of the respondents as well as availability of different media vehicles assist the advertising agencies in the development of appropriate creative strategy based on the demographic profile of the respondents in this region to change the attitude of the consumers towards advertisements. Apart from traditional media, there is an ample scope for the advertiser to increase the exposure level of the respondents through market exposure where all the categories of respondent are highly exposed. And for this advertisers need to increase their concentration to market development including the convenience an ambience besides congenial atmosphere to help the respondents to move around in the market place. It will itself be proven at the end as an important advertisement media and supportive agent to enhance ad effectiveness. The specific cultural ad designs are more acceptable among the respondents, it is the most probable that if advertisers use the local celebrity/ models in place of national one it would be much more successful in attracting attention of the respondents in this regard. This is last phrase of discussion of the present research.

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