

**EFFECTS OF TV ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR:
THE CASE COMPARATIVE STUDY OF RURAL-URBAN AND MALE-FEMALE OF
LIBYAN CONSUMERS**

Najma Shebli

Kastamonu University Business Administration PhD Student

Özet

Since the last quarter of the last century of human life associated with more means, and Technology Communication and media after it proved superior ability to transfer messages, exchange of information, as well as change Ideas, and has become a necessary declaration can not do without him in the deal. Television (TV) advertisement is considered one of the most effective medium to influence the purchase decision of consumers. TV Advertisement plays an essential role in changing the consumer behavior towards a particular product. Whereas consumer behavior is the process and activity by which people select purchase, evaluate and consume the product or service to satisfy the need or want. Television advertisement has positive impact on consumers' buying behavior.

Television as a medium of advertising a product has more impact on the consumers when compared with any other media being used for the same purpose.

Thus, this paper aims to study

(1) the rural and urban consumers has a different effect on the buying decision to the television advertisements and (2) compares the effect of TV advertisements among the males and females to measure Libyan customer's portrayed that both gender groups and both residents think good when they look at the TV advertisement of the product that they are by now using or having.

Keywords: advertising, consumer, urban consumer, rural consumer, television advertising.