

ABSTRACT

This study clarifies the effects of TV advertisement on mature consumer. In the study, firstly, consumer behavior has been briefly explained then it has been focused on the factors of consumer's decision-making process. In this framework, it has been tried to specify the decision-making process of mature consumer and stressed on the importance of mature market. Finally, it was applied a survey, which required the effects of TV advertisement on mature consumer.

Key Words: Consumer Behavior, Consumer's Decision-Making Process, Mature Consumer, TV Advertisement.