British Car Enthusiast
of the Central Valley

June’s Newsletter

Club Members Next Week is our Meeting at:

MAMA LOLY’S PIZZA 6:30pm  Tues June 18th
(NEAR YOSEMITE LAKES)

Take Hwy 41 North from Fresno, cross the river and Mama Loly’s is about 25
minutes on left just past Rd. 200 same parking lot as the Black Hawk Lodge.

Club Meetings: (3rd Tues of the Month)

June 18
July 16
August 20
September 17
October 15
November 19
December 8 (Holiday Party)

Other British Events:
June 15-16
  MG/Triumph
  Mini/Sprite Challenge
  Buttonwillow Raceway
  Call Moss Motors for info.

July 26-28
  Mossfest
  Call Moss Motors for info.

August 16-18
  Monterey Historic Automobile Races
  Contact SCRAMP for details.

Sponsor of the Newsletter this month is:

Premier
REALTY

Frank F. Guida
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(209) 229-4660

647 W. Shaw  •  Fresno, CA 93704
To the newsletter editor:

Please consider including the following article for a feature in the next issue:

Title: "Effect of Advertising Posters on Consumer Behavior"

Abstract: This study investigated the impact of advertising posters on consumer purchasing decisions. The results indicate that posters can significantly influence consumer behavior, leading to increased sales and brand loyalty. The study also highlights the importance of integrating advertising strategies with other marketing tools for maximum effectiveness.

Keywords: Advertising, Consumer Behavior, Purchase Decisions

Introduction

Advertising posters are a ubiquitous presence in our daily lives, often serving as powerful tools to influence consumer behavior. This research examines the role of advertising posters in shaping consumer decision-making processes.

Methodology

A survey was conducted among 500 participants, consisting of a diverse demographic to ensure the results are representative. The participants were asked to rate the influence of advertising posters on their purchasing decisions using a 5-point Likert scale.

Results

The results show a strong positive correlation between exposure to advertising posters and increased likelihood of purchasing. The data also indicate that posters with visually appealing designs and clear messaging are particularly effective.

Discussion

The findings suggest that advertising posters should be integrated into overall marketing strategies to maximize their impact. Further research is needed to explore the long-term effects of advertising posters on consumer behavior.

Conclusion

Advertising posters play a significant role in consumer decision-making. Marketers should consider the design and messaging of their posters to maximize their effectiveness.

References


Submitted by: Marketing Department
BRITISH CAR CLASSIFIEDS:

Listings will run one month unless renewed.

'59 Rolls, 3rd owner-15 yrs, from L.A.
72,000 miles, right hand drive, new tires, battery, wood good, black top, silver bottom, burgundy interior. (H) 855-4004, (W) 222-4400.

Send your classified ad to:
Kevin Molineaux
Arcane Automotive
10816-B N. Highway 41
Madera, CA 93638

Club Members

Joe Baba 445-9722
Hank Crumpler 225-4211
Dick Davis 486-8864
Dan Dunham 323-1303
Al & Kathy Farris 227-1214
Peter Ficklin 435-6812
Bob Gatewood 244-4748
Peter & Pam George 297-1611
Frank & Diana Guida 434-7023
Doug Hansen 222-7057
Marty & Doreen Hardison 439-5062
Chris Hatcher 222-7194
Tom & Nancy Hinsch 434-8221
Richard Iannuzzo 448-9371
Chris Insalaco 298-3629
Thomas Key 435-3303 or 276-3814
Carol & Jerry Lanigan 645-1841
Clip Layton 667-2097
Dr. Eldon Martens 299-4556
Joie Martinez 432-3856
Bob McLanahan 279-0651
Kevin & Debilyn Molineaux 642-4243 or 436-1041
Jay A. Newsome 276-2410
Brad Partridge 222-6143
Glen Pearson 276-0723 or 291-7681
Scot & Donna Penn 456-2187
William Penn 456-2187
Richard Ramos 435-6483
Wendell Shabel 323-6597
Tom Small 291-0499
David & Mike Splivalo 434-3626
Terry & Joanne Starr 322-0975
Dan Stroud 674-6263
Bob & Jeanette Summers 229-0677
Richard van Roseboom 635-9612
Mike Wilson 635-9612