THE STUDY OF IMPACT OF TELEVISION ADVERTISEMENTS ON RURAL CONSUMERS IN PURCHASING FMCG PRODUCTS

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ABSTRACT

Advertisements are the most common and effective method of creating awareness among the consumers. The use of television, FM websites are much wider as compared of those in early years. The launch of new channels is a common practice of the companies. Similarly, there is huge increase in the possibilities of creating awareness among the consumers. Therefore it can be said that the advertisements is the key to create awareness about the products among the consumers.