

A STUDY ON PUBLIC PERCEPTION TOWARDS ADVERTISING WITH SPECIAL REFERENCE TO YELANDUR TALUK

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ABSTRACT

Advertising is a powerful tool to reach a large number of people at a time within a span of seconds. Advertising is necessary for all companies to market their products and services. Therefore, all the companies are concentrating more on advertising to reach all segments of the market. Nowadays, companies targeting rural areas considering their largest share in the market segment through using various advertising strategies. The present study, which was conducted in four villages of Yelandur Taluk, to analyse the perception of rural people and found that even though they are influenced by the advertising, still they are not satisfied with the content and information provided in the advertising.

KEYWORDS: Advertising, Perception, Companies, Rural Area, Advice.

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