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**“IMPACT OF TELEVISION ADVERTISEMENT ON PREFERENCE &  
 PERCEPTION OF ADOLESCENT GIRL: A CASE STUDY OF  
 ALLAHABAD CITY”**

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**ABSTRACT**

*Adolescence is the most vital and delicate age of human life. During this stage they try to follow new fashion, culture and style that are presented to them through different programs and advertisements on television. As they have strong desire to adopt something new and different that differentiates them from others, they are targeted audience for advertiser on television. In India 19.6 % of total population is adolescent (10-19) year as per the study of census 2011. In this context, the present study is undertaken to measure the impact of television commercials on the purchasing preferences of adolescent girl of Allahabad city. A questionnaire was prepared to meet out the objectives of the study. The responses are compiled into tables. For examining variables, percentage analysis was used. The outcomes of the research revealed that adolescent have strong belief in television commercial. It considerably influenced their purchasing preference. Finally, finding and conclusions showed that television advertisement significantly influence the buying preferences of Adolescent girls of Allahabad city.*

**KEYWORD:** Advertisement, Purchasing Preference, Adolescent, commercials

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