

**A STUDY OF BRAND AWARENESS AND INFLUENCE OF ADVERTISEMENT
IN RURAL CUSTOMERS WITH SPECIAL REFERENCE
TO HEALTH FOOD PRODUCTS**

DALVIR SINGH

Assistant Professor, Akal Group of Technology & Management Institutions, Mastuana Sahib, India

ABSTRACT

The purpose of the study is to examine the brand awareness & influence of advertisement in a rural area. Brands are the most valuable assets and the brand is seen by consumers as a sign of quality and brand image is an implied tool which helps to make their purchase decision. This research is done using a questionnaire method, data collected from the people of Villages from Sangrur District. A sample of 100 respondents was selected. Results state that brand image and advertisement have positive influence on Consumer buying behavior. Brand images lead to the positive attitude formation among buyers. Results state that respondents in sangrur district are more conscious about the brand and information delivered through advertisement.

KEYWORDS: Brand Awareness, Branding, Brand Preference & Rural consumers