

**ROLE OF INDIVIDUAL PERCEPTION IN SELECTION OF  
COMMERCIAL ADVERTISEMENTS ON NATIONAL LEVEL  
TELEVISION CHANNELS WITH SPECIAL REFERENCE TO  
CONSUMERS OF SELECTED PRODUCTS IN AND AROUND  
KOLKATA**

**Thesis Submitted in Partial Fulfilment for the  
award of the Degree of  
DOCTOR OF PHILOSOPHY IN MANAGEMENT**

**Submitted by**

**HARSH ARORA**

**Research Scholar, Vidyasagar University**

**PhD registration Number: 696/PhD. with effect from 7/8/2014**

**Under the Guidance of**

**DR. SUJIT KUMAR BARUA**

**Registrar, Heritage Institute of Technology**

**Guest Teacher, Department of Business Administration**

**Vidyasagar University**

**Department of Business Administration**

**Vidyasagar University, Midnapore 721102**

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