The relevance and through of the problem inherent in the present research has seen significant break through. During pre-independence India there were only press-advertisements with no competitions but gradually the trend changed and magazine advertising was introduced in 1970s. The real competition began between the advertisers when T.V. commercials were introduced in 1976. A high percentage of readerships switched to T.V. viewer ship because of its excellent quality, picture and colour. Since then the competition between the different media paved its way to advertise the consumer goods.

The researcher has chosen consumer non - durable items instead of durable items for the present study as because each day a new non - durable item is introduced in the market to fulfill the needs of the consumers through different media. The selection of the media changes from the introductory stage to the maturity level and then decline. The media competition can be clearly studied through different examples of consumers non - durables.

The present study is to know, that is there any existence of any media competition? There is a need to enquire also, to whether or not the same group of consumer non - durable faces any competition in the channels. Is there any competition in the advertisement of different non - durables through different media? As for example the soaps and detergents can be well advertised through T.V. but on the other hand the clothing can get good consumers through its advertisement in the magazines because magazine not only print the designs but it also tell the consumers about its place of sale address and telephone number which a television fails to do. To find out is there any seasonal variations in the appearance of advertisement in different media? To enquire about that is the different media facing any competition during the festive occasion? Does the media have grouped themselves according to the age, sex and income of the individuals from the group? The study enquires about the impact of a particular advertisement on the mind’s of an individual through different media.

The present work seeks to observe media competition in advertising with special reference to consumer non-durable. In order to keep the work within limits of a workable research, aspects in respect of the influence of TV and popular language magazines have been considered. The medium of internet has been specially not taken into account as it refers a larger picture of the problem and will make the work even more exhaustive.
I express my deepest gratitude to my esteemed supervisor Dr. Prem Chand Sharma, Reader Department of Commerce T.D.P. G.College, Jaunpur for critical suggestions and valuable support for the fullfilment of my task. I am highly greatful to family members of Dr. Sharma for there whole hearted co-operation and suggestion during my research work.

Further would like to acknowledge Dr. U.P. Singh Principal, T.D.PG. College Jaunpur and Dr. K.N.Singh Head of Department of Commerce T.D.P.D. College Jaunpur for providing the encouragement and all the needed facilities during my research work.

I am also thankful to Dr. G.C. Dwivedi for his guidance and co-operation during the research work and would also like to thank Mr. Firoz Wesley and Mr. Zeeshan Khan for their valuable help.

It is not possible to acknowledge all friends by name, colleagues and well-wishers who have extended their help and moral support in the preparation of this thesis.

Last but not the least I am extremely thankful to my family members who stood by me throughout the completion of this project work.

Dheeraj Gowan
(Dept. of Commerce)
(T.D.P.G. College, Jaunpur)