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**STUDY OF ETHNOPSYCHOLOGICAL BASIS OF PERSONAL
CHARACTERISTICS IN PERCEPTION OF ADVERTISING**

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ABSTRACT

The article describes the rights and wishes of consumers, the role and importance of advertising in society, the relationship of personality traits to ethno psychological features, the impact of advertising on human psychology, the results of research, tables.

KEYWORDS: *Consumer, Competition, Result, Analysis, Conclusion, Research, Factor, Ethno Psychological Feature, Aspect Law.*

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