

THE EFFECT OF ADVERTISING ON CONSUMER'S ACCEPTABILITY OF NEW PRODUCT

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **AAISHA SIDHIQAH. A (39740040)** who carried out the Project entitled **"THE EFFECT OF ADVERTISING ON CONSUMER'S ACCEPTABILITY OF NEW PRODUCT"** under my/our supervision from Jan 2022 to March 2022.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **AAISHA SIDHIAQAH. A (39740040)** hereby declare that the Project Report entitled **“THE EFFECT OF ADVERTISING ON CONSUMER’S ACCEPTABILITY OF NEW PRODUCT”** done by me under the guidance of **Ms. Sudha Paulin** (Internal) is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 17/04/2022

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AAISHA SIDHIQAH. A

ABSTRACT

Advertising helps to make consumers aware of a product & aims to build the brand's popularity over its competitors. If advertising is successful for both activities, consumers will select the advertised product when making their next purchase. However, building awareness & marketing choices is a growing process. One campaign raises short-term awareness, so it's important to allocate a long – term advertising budget to reinforce high levels of awareness & spending. The present study carried out by the researcher, is an empirical study in nature and this is based on Survey Method.

The data required for carrying out the present study were collected by the researcher in two stages. In the first stage, the personal data relating to the sample respondents and especially designed questions for this purpose of the acceptability towards a new product. The sample size of this research is 110. This study utilized the tools and techniques like Annova and Chi- square test in the current research work.

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1 INTRODUCTION

1.1 INTRODUCTION

Advertising has not only become an integral part of our society & economic system, but has also grown over the years to assume tremendous proportions both as a business activity & as a social phenomenon. It is an impersonal form of communication or presentation of goods, ideas, or services conducted through paid media under open or identified sponsorship.

Advertising is a vital marketing tool that helps to sell goods, services, images & ideas through information & persuasion, many consider advertising a superior promotion tool to personal selling, sales promotion or publicity.

According to Offiongdon A.M 1991 said advertising is a way of projecting values, ideas, expectation & so on to consumers. It is most effective as a reinforcement of favorable attitudes, values & disposition already held by consumers.

1.2 OBJECTIVES OF THE STUDY

- The objective of the research is based on the effect of advertising on consumer awareness & acceptance of the novel product
- To determine the influence of consumer purchasing behavior through advertisement
- To find the various advertising campaigns used for consumer accessibility

1.3 SCOPE OF THE STUDY

- The scope of the study is to know how different kinds of people will have acceptability towards a new product
- It will help makers of new items to know the impact or in any case of publicizing on buyer's selection of merchandise
- It will sharpen buyers to the truth of the shrewd utilization of promoting messages by paying special attention to and looking at publicized advantages

1.4 LIMITATIONS OF THE STUDY

- Since I had to collect my responses through online, I could not get the responses very fast
- Since the study is based on the primary data collected through questionnaire, the result of the study is subject to the limitations of primary data
- The analysis based on some statistical tools which as it is own limitation.
- The findings and suggestions are based on the information given by the respondents

2 REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

- Kotler & Keller (2008) say that advertising has been defined as any paid form of non-personal presentation of ideas, goods or services by an identified sponsor
- Moriarty et al (2009) sees advertising as a paid form of persuasive communication that uses mass & interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) & provide information about products (goods, services & ideas
- Pike (2008) asserts that marketers are now faced with escalating media costs, often in tandem with declining advertising budget, thus leading them to increased interest in below the line promotional opportunities
- Kotler (2009) said marketing is totally about customers hence the core mission of marketers is to provide the solution to customer's needs & wants by identifying them
- Belch & Belch (2003) states advertising as a component of the promotional mix further enhance creation of customers awareness toward organizational products & then the need to accept such products if it meets, expectation & satisfaction of the consumers
- Paul A. Pavlou & David W. Stewart in "Journal of Interactive Advertising" say that online advertising makes it easy to measure the effects of advertising on brand awareness & consumption
- Arens (1996), According to definitions, of advertisement it is a social, marketing & economic process as well as communication, information or process & persuasion method
- Astous & Seguin (1999) determined the impact of product placement on consumer perception. They took four factors in their experimental study (1)

types of placements (2) sponsor's image (3) type of TV program and (4) sponsor's program congruity

- Taylor Susan L. & Robert M. Cosenza (2002) studied the shopping choice behavior of a very important & economically viable segment of the teen market called the "later aged female teen"
- Kevin Keller (2003) detailed possibilities to communicate to the consumers & build brands. A variety of options is available to the marketers to communicate with consumers at the point of purchase
- Sonia (2008) identifies several attributes like quality, range of products, fixed price, availability of brands, discounts, parking, advertisements display of products, ambience, need based purchase, family members pressure, socio-economic status & behavior of staff in attitude & perception formation towards the shopping malls
- Barn (2009) explored the impact of products placement in movie industry of India. He found that product placement is a better & a persuasive source of brand recognition
- Rajan Yadav (2009) in his study provides a framework to identify the determinants of customers' attitude & perception towards emerging retail formats, such as the shopping mall
- Pankaj Priya, Rajat Kanti Baisya, Seema Sharma (2010). Children differ in their cognitive ability while trying to interpret television advertisements & hence form different attitudes towards them
- Belch et.al; (2010) covered this area in book on advertising. Many advertisers are spending more of their dollars where decisions are made now that they can reach consumers at the point of purchase, providing additional product information while reducing their own efforts
- Abideen, Farooq & Latif (2011) states that in advertisements goods, services, ideas & organizations are promoted through television which is the main source to reach wide variety of consumers

- Gunjan Baheti (2012), Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product & change or make the perception of the product in the mind of the consumer
- Rafique et al (2012) argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviors of the people because every person has different wants & trends according to their lifestyles
- Xu Yang (2012) Practitioners & strategists think that strategic information is an inclusive term which involves the different innovation & creativity like new products & services
- Suriya Verma (2016) says the study is about the effect & behavior of people toward YouTube advertisements. Advertisements play an important role to create awareness among people about the product or service

3 RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. It is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyze information regarding a specific research topic. Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products and services using digital technologies to reach the viewers, turn them into customers, and retain them.

3.2 RESEARCH PROCESS

It is the systematic manner in which a researcher approaches their area of study to produce knowledge which the community will consider to be worthwhile within the field.

3.3 PRIMARY STAGE

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

3.4 SECONDARY STAGE

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypotheses
- Interpretation

3.5 RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem.

3.5.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.6 SAMPLE SIZE

The sample size for the survey is 110.

3.7 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic:

Generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

4 DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

Interpretation - Gender of the respondent

From the below table we can interpret that 76.4% are female, 23.6% are male. Majority of the respondents are female.

GENDER	PERCENTAGE
Male	23.6
Female	76.4
Total	100

Table 4-1

2. Gender of the respondent

110 responses

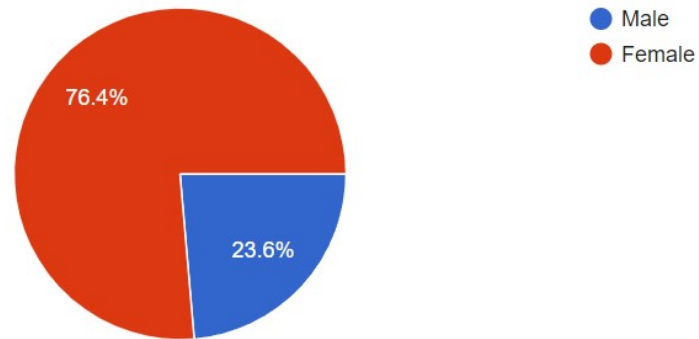


Figure 4-1

Interpretation - Age of the respondent

From the below table, we can interpret between 18-25 – 81.8%, between 25-40 – 5.5%, 40 & above – 12.7%. Majority of the respondents are between age category 18-25.

AGE	PERCENTAGE
18-25	81.8
25-40	5.5
40 & Above	12.7
Total	100
18-25	81.8

Table 4-2

3. Age of the respondent

110 responses

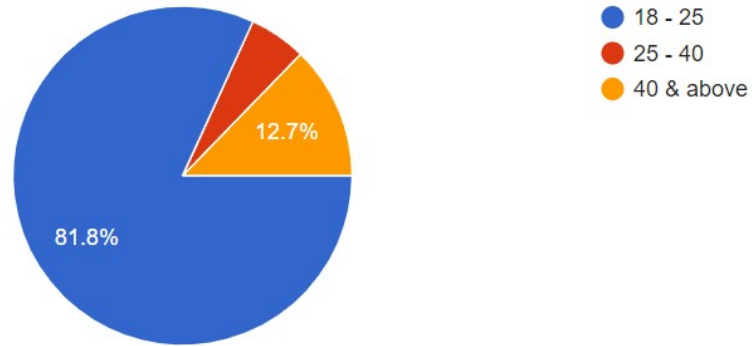


Figure 4-2

Interpretation - Occupation of the respondents

From the below table we can interpret that 72.7% of the respondents are students, 23.6% of the respondents are employed, 3.6% of the respondents are unemployed. Majority of the respondents are students.

OCCUPTION	PERCENTAGE
Student	72.7
Employed	23.6
Unemployed	3.6
Total	100

Table 4-3

4. Occupation of the respondent

110 responses

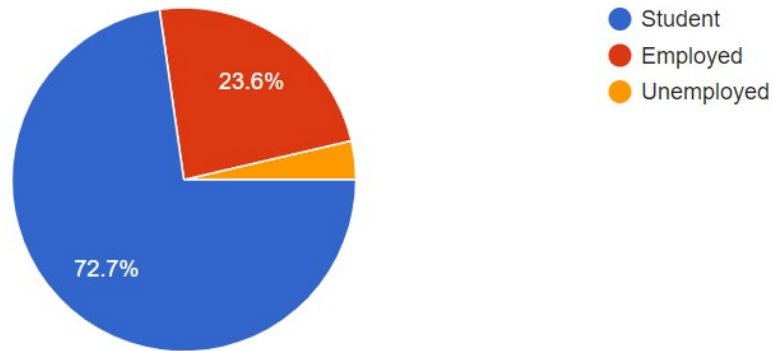


Figure 4-3

Interpretation - How far do you agree that when a new product comes to the market will sustain longer?

From the below table we can interpret that 13.6% say strongly agree, 48.2% say agree, 31.8% say neutral, 5.5% say disagree, 0.9% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	13.6
AGREE	48.2
NEUTRAL	31.8
DISAGREE	5.5
STRONGLY DISAGREE	0.9
Total	100

Table 4-4

5. How far do you agree that when a new product comes to the market will sustain longer?

110 responses

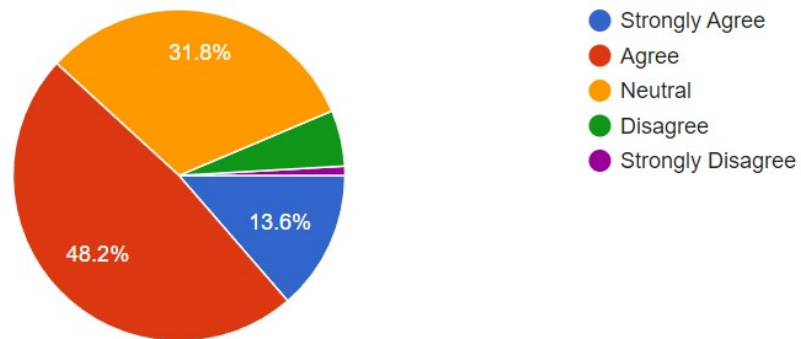


Figure 4-4

Interpretation - Do advertisements directly impact the customers?

From the below table, we can interpret 24.5% say strongly agree, 57.3% say agree, 13.% say neutral, 4.5% say disagree and 0 say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	24.5
AGREE	57.3
NEUTRAL	13.6
DISAGREE	4.5
STRONGLY DISAGREE	0
Total	100

Table 4-5

6. Do advertisements directly impact the customers?

110 responses

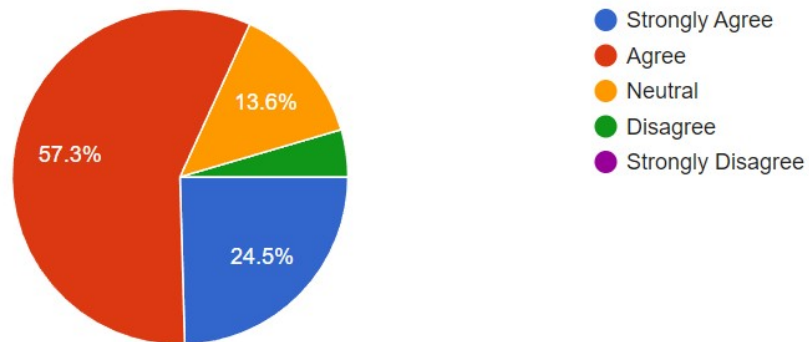


Figure 4-5

Interpretation - When buying home accessories or kitchen appliances do you think price of the products are budget friendly?

From the below table 39.1% say agree, 12.7% say strongly agree, 31.8% say neutral, 15.5% say disagree, and 0.9% say strongly disagree.

Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	12.7
AGREE	39.1
NEUTRAL	31.8
DISAGREE	15.5
STRONGLY DISAGREE	0.9
Total	100

Table 4-6

7. When buying home accessories or kitchen appliances do you think price of the products are budget friendly?

110 responses

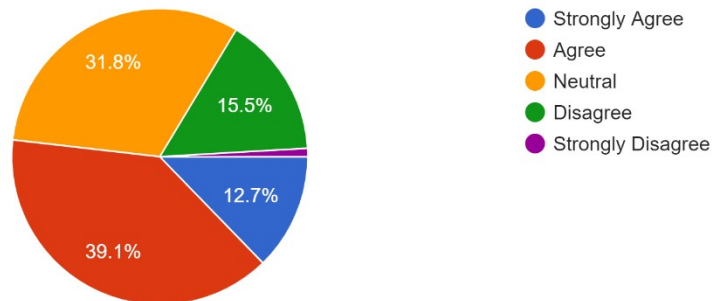


Figure 4-6

Interpretation - How far do you agree that it is important to acknowledge the customers those new products come to the market at great offer?

From the below table we can interpret that 48.2% say agree, 26.4% say strongly agree, 17.3% say neutral, 7.3% say disagree, 0.9% say strongly disagree. Majority of percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	26.4
AGREE	48.2
NEUTRAL	17.3
DISAGREE	7.2
STRONGLY DISAGREE	0.9
Total	100

Table 4-7

8. How far do you agree that it is important to acknowledge the customers that new products come to the market at a great offer?

110 responses

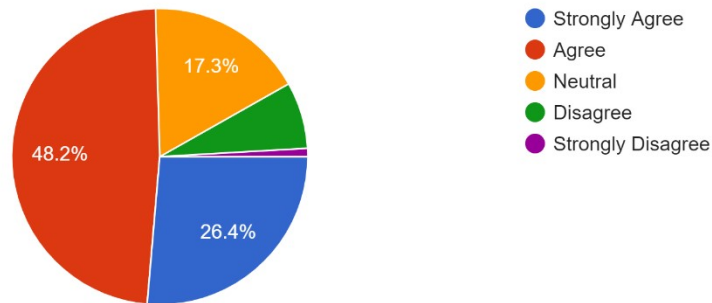


Figure 4-7

Interpretation - Cosmetics, Home needs, Dresses, Utensils, Stationery. There will be a certain age category of people who will like these products. How far do you agree with this statement?

From the below table we can interpret that 60.9% say agree, 21.8% say strongly agree, 12.7% say neutral, 2.7% say disagree, 1.8% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	21.8
AGREE	60.9
NEUTRAL	12.7
DISAGREE	2.7
STRONGLY DISAGREE	1.8
Total	100

Table 4-8

9. Cosmetics, Home needs, Dresses, Utensils, Stationery. There will be a certain age of category of people who will like these products. How far do you agree with this statement?

110 responses

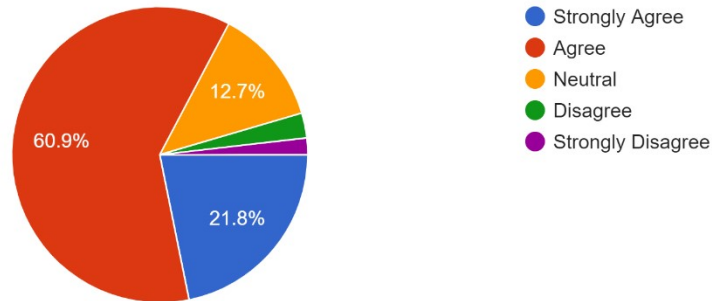


Figure 4-8

Interpretation - How far do you agree that it generally takes around 1 year to accept a new product that comes to the market?

From the below table, we can interpret that 41.8% say agree, 21.8% say strongly agree, 26.4% say neutral, 8.2% say disagree, 1.8% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	21.8
AGREE	41.8
NEUTRAL	26.4
DISAGREE	8.2
STRONGLY DISAGREE	1.8
Total	100

Table 4-9

10. How far do you agree that it generally takes around 1 year to accept a new product that comes to the market?

110 responses

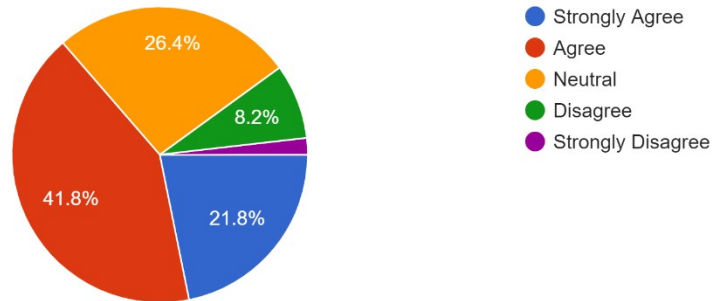


Figure 4-9

Interpretation - Do you think that attractive wrapper, low price and availability of new products in the market will encourage more and more customers to buy the products?

From the above table, we can interpret that 48.2% say agree, 26.4% say strongly agree, 16.4% say neutral, 7.3% say disagree, 1.8% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	26.4
AGREE	48.2
NEUTRAL	16.4
DISAGREE	7.3
STRONGLY DISAGREE	1.7
Total	100

Table 4-10

11. Do you think that attractive wrapper, low price and availability of new products in the market will encourage more and more customers to buy the products?

110 responses

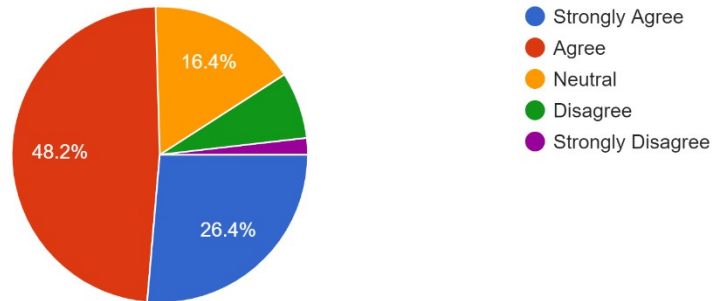


Figure 4-10

Interpretation - How far do you agree that if the discount is offered for different types of brand and products?

From the above table, we can interpret that 50% say agree, 21.8% say strongly agree, 20.9% say neutral, 5.5% say disagree, 1.8% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	21.8
AGREE	50
NEUTRAL	20.9
DISAGREE	5.5
STRONGLY DISAGREE	1.8
Total	100

Table 4-11

12. How far do you agree that if the discount is offered for different types of brands and products?

110 responses

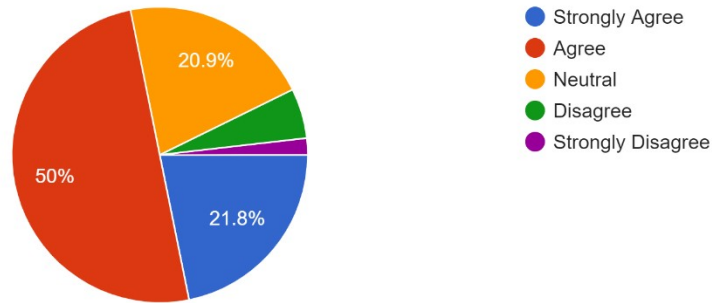


Figure 4-11

Interpretation - Do you agree that new products will sustain more in the market?

From the below table we can interpret that, 39.1% say agree, 5.5% say strongly agree, 43.6% say neutral, 8.2% say disagree, 3.6% say strongly disagree. Majority of the percentage stands for neutral.

SCALING	PERCENTAGE
STRONGLY AGREE	5.5
AGREE	39.1
NEUTRAL	43.6
DISAGREE	8.2
STRONGLY DISAGREE	3.6
Total	100

Table 4-12

13. Do you agree that new products will sustain more in the market?

110 responses

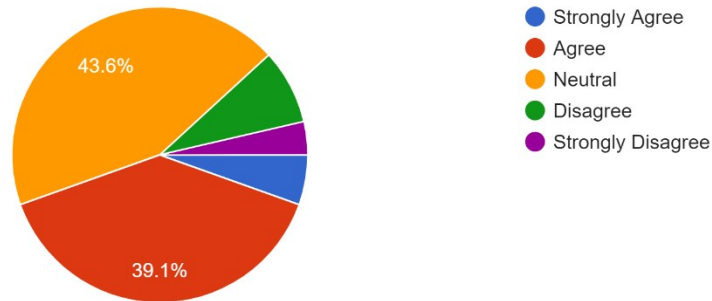


Figure 4-12

Interpretation - During this pandemic the products in the market may be sold of a greater price compared to the normal price. Do you think more customers will buy those products?

From the below table we can interpret that, 39.1% say agree, 10.9% say strongly agree, 21.8% say neutral, 25.5% say disagree, 2.7% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	10.9
AGREE	39.1
NEUTRAL	21.8
DISAGREE	25.5
STRONGLY DISAGREE	2.7
Total	100

Table 4-13

14. During this pandemic the products in the market maybe sold of a greater price compared to the normal price. Do you think more customers will buy those products?

110 responses

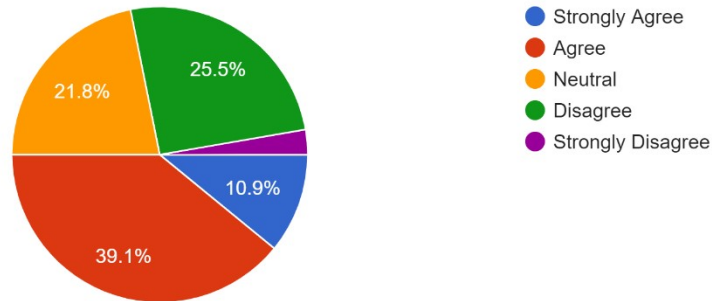


Figure 4-13

Interpretation - When compared to offline shopping of new products online shopping provides more discounts and seasonal offers. How far do you agree with this statement?

From the below table we can interpret that 46.4% say agree, 32.7% say strongly agree, 14.5% say neutral, 5.5% say disagree, 0.9% say strongly disagree. Majority of percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	32.7
AGREE	46.4
NEUTRAL	14.5
DISAGREE	5.5
STRONGLY DISAGREE	0.9
Total	100

Table 4-14

15. When compared to offline shopping of new products online shopping provides more discounts and seasonal offers. How far do you agree with this statement?

110 responses

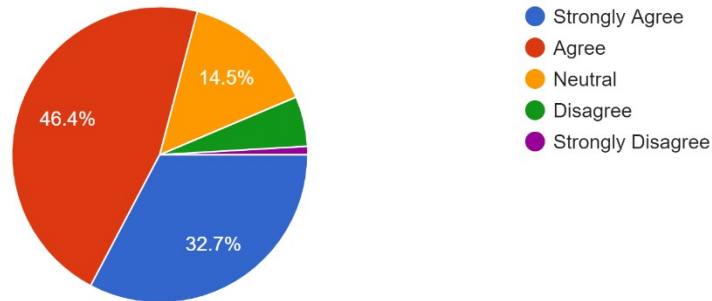


Figure 4-14

Interpretation - Do you think that new products should give a high performance in order to sustain more and attract to many customers?

From the above table, we can interpret that 54.5% say agree, 27.3% say strongly agree, 12.7% say neutral, 3.6% say disagree, 1.8% strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	27.3
AGREE	54.5
NEUTRAL	12.7
DISAGREE	3.6
STRONGLY DISAGREE	1.8
Total	100

Table 4-15

16. Do you think that new products should give a high performance in order to sustain more and attract to many customers?

110 responses

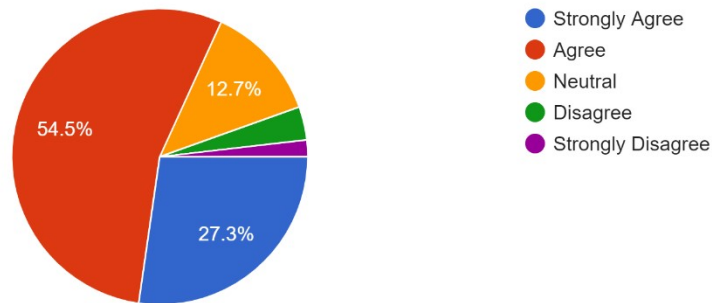


Figure 4-15

Interpretation - Do you agree that when new and long-lasting products comes to the market you will be aware of that?

From the above table, we can interpret that 51.8% say agree, 10% say strongly agree, 27.3% say neutral, 9.1% say disagree, 1.8% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	10
AGREE	51.8
NEUTRAL	27.3
DISAGREE	9.1
STRONGLY DISAGREE	1.8
Total	100

Table 4-16

17. Do you agree that when new and long lasting products comes to the market you will be aware of that?

110 responses

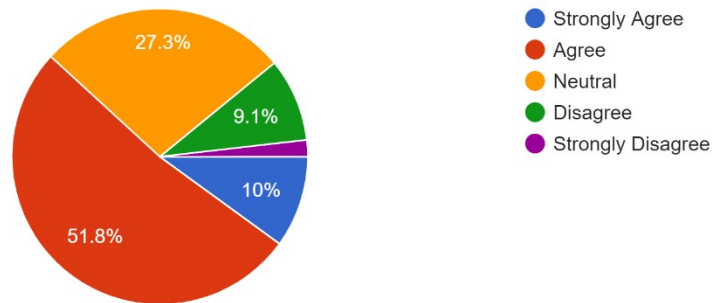


Figure 4-16

Interpretation - Sales will be more when it comes with/without shipping charges. How strongly do you agree with this statement?

From the below table we can interpret that 47.3% say agree, 23.6% say strongly agree, 20.9% say neutral, 7.3% say disagree, 0.9% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	23.6
AGREE	47.3
NEUTRAL	20.9
DISAGREE	7.3
STRONGLY DISAGREE	0.9
Total	100

Table 4-17

18. Sales will be more when it comes with/without shipping charges, How strongly do you agree with this statement?

110 responses

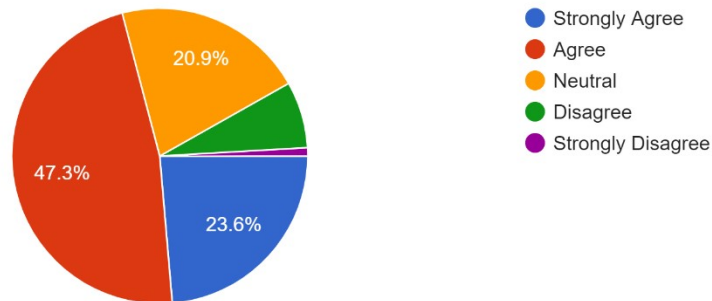


Figure 4-17

Interpretation Do you agree with this statement, it generally takes time for people for accepting a new product that comes to the market?

From the below table we can interpret that 55.5% say agree, 20% say strongly agree, 18.2% say neutral, 4.5% say disagree, 1.8% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	20
AGREE	55.5
NEUTRAL	18.2
DISAGREE	4.5
STRONGLY DISAGREE	1.8
Total	100

Table 4-18

19. Do you agree with this statement, it generally takes time for people for accepting a new product that comes to the market?

110 responses

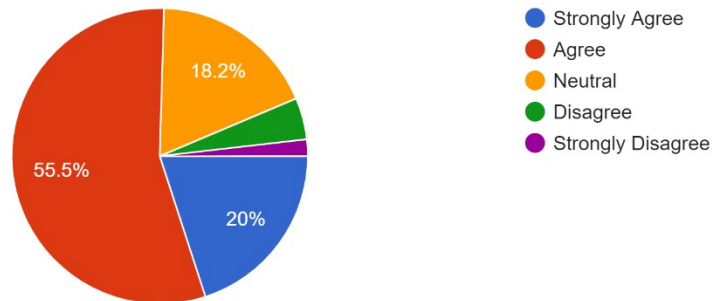


Figure 4-18

Interpretation - Do you think providing free samples will improve the reach of the customers?

From the below table we can interpret that 44.5% say agree, 32.7% say strongly agree, 13.6% say neutral, 6.4% say disagree, 2.7% say strongly disagree. Majority of the percentage stands for agree.

SCALING	PERCENTAGE
STRONGLY AGREE	32.7
AGREE	44.5
NEUTRAL	13.6
DISAGREE	6.4
STRONGLY DISAGREE	2.7
Total	100

Table 4-19

20. Do you think providing free samples will improve the reach of the customers?

110 responses

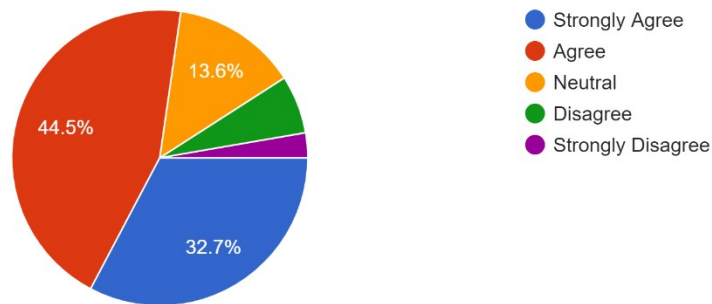


Figure 4-19

Interpretation - How far do you agree that banners/online advertising is better for the acceptance of a new product?

From the above table, we can interpret that 45.5% say agree, 26.4% say strongly agree, 20.9% say neutral, 4.5% say disagree, 0.9% say strongly disagree.

SCALING	PERCENTAGE
STRONGLY AGREE	26.4
AGREE	45.5
NEUTRAL	20.9
DISAGREE	4.5
STRONGLY DISAGREE	0.9
Total	100

Table 4-20

21. How far do you agree that banners/online advertising is better for the acceptance of a new product?

110 responses

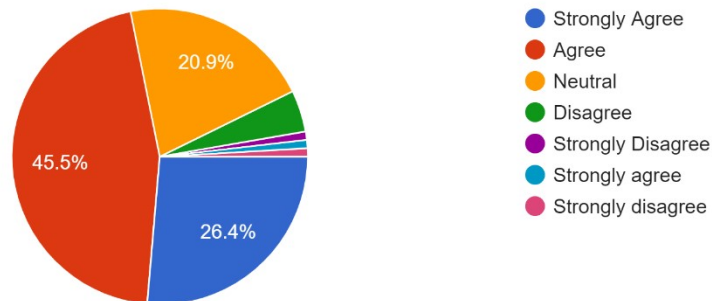


Figure 4-20

4.2 CHI – SQUARE TEST

A chi- squared test is a statistical hypothesis test that is valid to perform when the test statistic is chi- squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof.

FORMULA

$$\chi^2 = \sum (O_i - E_i)^2$$

E_i

χ^2 = chi squared

O_i = observed value

E_i = expected value

TABLE OF OBSERVED VALUES

Free Sample /Age Consumer acceptability of agreeableness	18-20	25-40	40& above	TOTAL
AGREE	44	3	6	53
DISAGREE	5	0	1	6
NEUTRAL	25	3	7	35
STRONGLY AGREE	15	0	0	15
STRONGLY DISAGREE	1	0	0	1
TOTAL	90	6	14	110

Table 4-21

NULL HYPOTHESES:

There is no relation between consumer acceptability and age category.

ALTERNATE HYPOTHESES:

There is significant relation between the consumer acceptability & age category.

TABLE OF EXPECTED VALUES

Free Samples Consumer acceptability of agreeableness/Age	18-25	25-40	40& above
AGREE	$53 \cdot 90 / 110 = 43.37$	$53 \cdot 6 / 110 = 2.89$	$6 \cdot 14 / 110 = 0.76$
DISAGREE	$6 \cdot 90 / 110 = 4.90$	$6 \cdot 6 / 110 = 0.32$	$53 \cdot 14 / 110 = 6.74$
NEUTRAL	$35 \cdot 90 / 110$	$15 \cdot 6 / 110 = 0.81$	$35 \cdot 14 / 110 = 4.45$
STRONGLY AGREE	$15 \cdot 90 / 110 = 2.27$	$15 \cdot 6 / 110 = 0.81$	$15 \cdot 14 / 110 = 1.90$
STRONGLY DISAGREE	$1 \cdot 90 / 110$	$1 \cdot 6 / 110 = 0.05$	$15 \cdot 14 / 110 = 1.90$

Table 4-22

Significance level (∞) = 0.05

Calculation of χ^2 Table

Observed Values (O)	Expected Values (E)	(O-E)	(O-E) ²	(O-E)/E ²
44	43.37	0.63	0.3969	0.009
3	2.89	0.11	0.0121	0.004
6	0.76	5.24	27.4576	36.12
5	4.9	0.1	0.01	0.002
0	0.32	0.32	0.1024	0.32
1	6.74	5.74	32.9476	4.888
25	28.63	3.63	13.1769	0.46
3	0.81	2.19	4.7961	5.921
7	4.45	2.55	6.5025	1.461
15	12.27	2.73	7.4529	0.607
0	0.81	0.81	0.6561	0.81
0	0.05	1.9	3.61	1.9
1	1.9	0.19	0.0361	0.044
0		0.05	0.0025	0.05
0		1.9	3.61	1.9
Total				54.496

Table 4-23

Degrees of freedom = (Column-1) (Row-1)

$$= (3-1) (5-1)$$

$$= (2) (4)$$

$$= 8$$

X^2 = Tabular Value : 15.51

X^2 = Calculated Value : 54.496

Therefore, X^2 Tabular Value > X^2 Calculated Value

INFERENCE:

So that, Null hypotheses is rejected, and alternative hypotheses is accepted.

5 FINDINGS, SUGGESTIONS AND CONCLUSIONS

Based on the analysis and discussion on primary data in the previous chapter Finding, Suggestion, and Conclusion of the study in logical manner.

5.1 FINDINGS

From the questionnaires, the following points are found and noted.

- I. Majority of the respondents 76.4% are female
- II. Majority of the respondents 81.8% are aged between 18-25
- III. Majority of the respondents 72.7% are students
- IV. Majority of the respondents 48.2% Agree that when a new product comes to the market it will sustain longer
- V. Majority of the respondents 57.3% Agree that advertisements directly impact the customers
- VI. Majority of the respondents 39.1% Agree that when buying home accessories, they are budget friendly
- VII. Majority of the respondents 48.2% Agree that when new products come to the market at a great offer they need to be acknowledged
- VIII. Majority of the respondents 63.3% say that it generally takes around 1 year to accept a new product that comes to the market
- IX. Majority of the respondents 81.6% of the people think that new products should give a high performance in order to sustain more and attract to many customers
- X. Majority of the respondents 77.1% of the people agree that providing free samples will improve the reach of customers

From the below table we can interpret that 76.4% are female, 23.6% are male. Majority of the respondents are female.

5.2 SUGGESTIONS

Advertising helps make consumers aware of a product and aims to build the brand's popularity over its competitors. If advertising is successful for both activities, consumers will select the advertised product when making their next purchase.

5.3 CONCLUSION

Advertising is the best tool for promoting to sell products. Through this, it will create interest to purchase the product. Advertising gets more and more customers interacted and they keep in touch whenever a new product comes to the market. Advertising helps to make consumers aware of a product and aims to build the brand's popularity over its competitors.

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Journal – Volume IX, Issue VIII AUGUST/2020 Pg No. 1062-1065

7 APPENDIX

Based on the analysis and discussion on primary data in the previous chapter Finding, Suggestion, and Conclusion of the study in logical manner.

QUESTIONNAIRES:

1. NAME OF THE RESPONDENT:
2. GENDER OF THE RESPONDENT
3. AGE OF THE RESPONDENT
 - a) 18-25
 - b) 25-40
 - c) 40 & above
4. OCCUPATION OF THE RESPONDENT
 - a) Student
 - b) Employed
 - c) Unemployed
5. How far do you agree that when a new product comes to the market will sustain longer?
 - a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree

6. Do advertisements directly impact the customers?
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
7. When buying home accessories or kitchen appliances do you think price of the products are budget friendly?
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree
8. How far do you agree that it is important to acknowledge the customers that new products come to the market at a great offer?
- a) Strongly Agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly Disagree

9. Cosmetics, Home needs, Dresses, Utensils, Stationery. There will be a certain age of category of people who will like these products. How far do you agree with this statement?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

10. How far do you agree that it generally takes around 1 year to accept a new product that comes to the market?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

11. Do you think that attractive wrapper, low price and availability of new products in the market will encourage more and more customers to buy the products?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

12. How far do you agree that if the discount is offered for different types of brands and products.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

13. Do you agree that new products will sustain more in the market?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

14. During this pandemic, the products in the market maybe sold of a greater price compared to the normal price. Do you think more customers will buy those products?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

15. When compared to offline shopping of new products online shopping provides more discounts and seasonal offers. How far do you agree with this statement?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

16. Do you think that new products should give a high performance in order to sustain more and attract to many customers?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

17. Do you agree that when new and long lasting products comes to the market, you will be aware of that?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

18. Sales will be more when it comes with/without shipping charges, how strongly do you agree with this statement?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

19. Do you agree with statement, it generally takes time for people for accepting a new product that comes to the market?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

20. Do you think providing free samples will improve the reach of the customers?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

21. How far do you agree that banners/ online advertising is better for the acceptance of a new product?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree