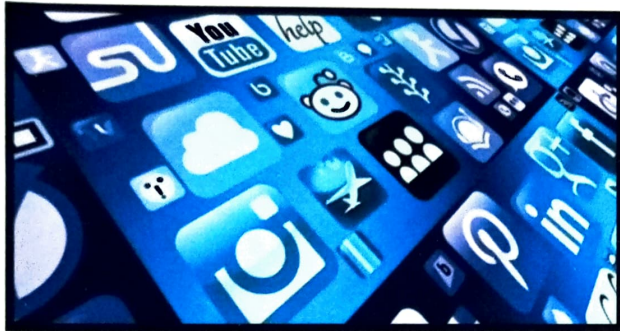


PROJECT REPORT

"SHOPEASY"



IMPACT ON CONSUMER OF B2C MARKETING STRATEGIES ON SOCIAL MEDIA

DEBJANI MITRA

**ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT**

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY REGISTRATION NUMBER- 013-1211-0248-19

UNIVERSITY ROLL NUMBER- 192013-13-0001

SEMESTER- 6 , 2022



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 Harish Mukherjee Road, Kolkata – 700020

DEPARTMENT

OF

**ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT**

PROJECT REPORT

DURATION – 4 MONTHS

CERTIFICATE

Certified that the Project Report submitted by

DEBJANI MITRA

ROLL NUMBER – 192013-13-0001

REGISTRATION NUMBER – 013-1211-0248-19

In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course – 14 of Semester 6 Examination of the B. A / B.SC Major (CBCS) three-year degree course of Advertising, Sales promotion and Sales Management of University of Calcutta is considered with the said rules.

Course Coordinator

Principal


Principal

Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

The survey was done to find out people's preferences for shopping methods that is online and offline shopping. There were 5 age groups - (18-25) years , (26-35) years , (36-50) years , (51-60) years and above 60 years. According to the findings, maximum people prefer online shopping and less population prefer offline shopping. They buy the online products monthly and once in 2-3 days. They have mixed experiences regarding online shopping. The factors that influence them to go for online shopping are varieties of options, exchange options , sometimes it depends on the price, materials, longevity of the product and mainly cash on delivery option. In lockdown situation it was not easy to go out whenever they want and buy their desired products. So in this pandemic, online shopping is much more beneficial and safe for them .According to them , Social Media has impacted their mental health by both positive and negative effects. It somewhat becomes a distraction, good time pass and also addictive. From this survey , we also came to know that the age Groups (18-25) years and (26-35) years are mostly influenced by social media. Maximum people are active on Facebook and WhatsApp. Most of the people think that B2C Social Media Marketing is helpful because it is easy way to buy the product and the main aim of brand is to remain on top of the mind of customers when they make purchase decisions and in influencing that decision , Social Media Marketing is helpful and much more beneficial than general marketing because they can access information, purchase items quickly and mainly they get the products delivered to their home without going to the store . They mostly prefer Amazon and Flipkart for online purchasing but some of them also mentioned the preferable sites for online purchasing are Myntra, Nykaa, Big Basket, Ajio etc . Maximum people prefer mobile app more than website for online purchasing. According to them it is easier and more convenient way while shopping online. They get affected by Brand awareness posts on social media because they get information about the product usage , ingredients and price etc. People who prefer offline shopping, it gives them immediate gratification and the main factors that is not available online are touch and feel factors . According to them, it also reduces the high chance of fraudulent and it is safe .

According to the Retailers and Distributors , the companies should use social media for B2C Social Media Marketing because it help the organization to connect with the customers, increase brand awareness and boost their leads and sales . They said that Facebook, Instagram, Twitter and LinkedIn help the organization to promote themselves in a proper way . They convince the clients for social media marketing by showing reach and Return On Investment (ROI) which is measurable here . It allows for real time feedback and interaction. Maximum Retailers and Distributors think that B2C Social Media Marketing is helpful because customers get more choices, they can target the huge mass of exact target customers at right time and all ages of customers now follow the social media . Most of the retailers and distributors are benefitted from the Social Media Marketing by getting accurate and more reach. According to them, the best resources of Social Media Marketing help are - Facebook , social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission or tone and it helps in reaching through all the age groups .



CHIPS MANIA
A Study on Market
Scenario of Branded
Chips

PROJECT WORK

BY

AFIA IMAM

GOKHALE MEMORIAL GIRLS' COLLEGE

ADVERTISING, SALES PROMOTION AND SALEMANAGEMENT

ROLL NO. 192013-13-0005

REGISTRATION NO. – 013-1211-0264-19

SEMESTER – 6 (2022)





GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA – 700020

DEPARTMENT

OF

ADVERTISING, SALES MANAGEMENT AND SALES PROMOTION

PROJECT REPORT

DURATION – 4 MONTHS

CERTIFICATE

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AFIA IMAM

ROLL NO. – 192013-13-0005

REGISTRATION NO. - 013-1211-0264-19

In partial fulfillment of the requirement envisaged in the regulations framed in regard to core course – 14 of Semester 6 Examination of the B.A / B.Sc Major (CBCS) three year degree course of Advertising Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

Course Coordinator

Principal

Principal
Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

The survey was done to know the market scenario of branded chips. There were five age groups (10-17) years, (18-25) years, (26-35) years (36-50) years and (51-60) years.

According to the survey people mainly prefer PepsiCo, ITC, Haldiram's, Kellogg's, Parle, Bikaji chips companies as they think these company's chips taste are good, quality and flavors good, they have various kind of flavors, availability and goodwill. Maximum people would choose other chips company, if preferred chips are not available as they like to try other varieties, they are chips lovers, they are not brand loyal, on the other hand few of them would not choose other company because they are loyal customers, trust only their preferred chips company, others companies do not have their preferred flavors. They think PepsiCo, ITC, Pran, Kellogg's, Haldiram's have good quality, packaging and pricing of chips.

People mainly prefer Lays, Bingo, Uncle chips, Kurkure, Cheetos, Doritos, Too Yumm, Crax and cornitos chips brands. Maximum consumers would choose other brand, if they do not get their preferred brands chips to try and taste other brand's chips. Brands do not matter for some. They would choose brands like Kettle, Yellow diamond, Doritos, Walkers as an alternative, few of them would not choose other brand's chips as they are brand loyal. Some do not like other chips brands as other brands would not satisfy their requirements. People prefer flavors of their preferred brand like Lays – classic salted, India's magic masala, American style Cream & Onion, West Indies hot 'n' sweet chilli; Kurkure – masala munch, green chutney, puff corn; Bingo – tedhe medhe, mad angle's Achaari masti, papdi chaat; crax – curlz. They think Kurkure, Lays, Bingo, Too Yumm, Pringles, Uncle chips have good quality, quantity, packaging and pricing. Average number of people's purchase decision is moderately affected by price and half of them have bought chips in impulse.

Large number of the audience likes to have chips. People mostly consume chips weekly and monthly and some consume occasionally and people rarely consume chips daily. The most liked flavors are salted, spicy masala, chilli, achaari. People who said they would choose other flavors if do not get their most liked flavors of chips will choose other flavors like salted, Indian masala, tangy tomato, chile lemon, cheese, pudina because they love to have chips, there are other tasty flavors, they would like to try good quality and flavors of chips. People mostly buy chips from local shops and rarely from super markets and online. Some of them have bought online stores chips like Grofers, Big Basket and Amazon Pantry and some have bought super market's store brands like Big Bazaar, Spencer's, Relience. People mainly know their preferred chips brands from Advertisements and few of them from Brand image, word of mouth. Reference and Personal selling activities hardly creates awareness of brands of chips.

Highest number of people would not change their chips brand if there is no advertising or advertising is not liked by them because they believe in quality and taste of the product. They

are brand loyal. Advertisement is not important for some and few people would change their chips brand because according to them advertising not only creates brand awareness but also brand image. They will try other products which will have good brand promotion and advertisement influence purchase decision. Promotion scheme like free gifts inside the chips packet, offers like buy one get one free, 50% off have influenced many. Those people who have not been influence by promotion scheme their reason that taste and quality matters for them. Promotion scheme do not matter for them, they had already consume and know which one is good. Advertisements of chips brands of Lays, Kurkure, Doritos, Bingo are most liked by people.

Maximum people's purchase decision has been affected by price of chips moderately because quantity is low in relation to price and some said price is not so much of their preferred chips. People who has done impulse buying for chips has been influenced by low cost slightly though promotional scheme has been influence them moderately. By seeing others buy chips has influenced them very much, willingness to try unusual flavors have influenced them very much. They might have picked the chips after seeing it for the first time. The attractive packaging, recent advertisements and sales persons push has also led to impulse buying. Through it has been found that half of the respondents do not buy chips on impulse.

Price of preferred brand's chips are worth it for large number of people as price of chips are reasonable, quantity, quality and taste is good compare to price, and others for those price is not worth it their reasons are quantity is low and price is too high. According to people Kurkure, Lays, Bingo, Doritos, Too yummm promotes their brands the most. People have mostly seen their preferred brands chips promotion on Television, Social media and near stores.

PROJECT REPORT



BENGAL CRAFTS N' CREATIONS



STUDY ON BENGAL HANDICRAFTS : A GATEWAY TO INDIAN MARKETS

SUBHANGI SARKAR

ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY ROLL NO: 192013-13-0007

UNIVERSITY REGISTRATION NO : 013-1212-0266-19

SEMESTER 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE
1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

DEPARTMENT
OF
ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT

PROJECT REPORT

DURATION : FOUR MONTHS

CERTIFICATE :

Certified that the project report submitted by

SUBHANGI SARKAR

Roll No. :-192013-13-0007

REGISTRATION NO.:- 013-1212-0266-19

In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course – 14 of Semester 6 Examination of the B.A. / B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.


Course Coordinator

Principal



EXECUTIVE SUMMARY

The survey was done to find out people's thought about Bengal handicraft market and whether it holds any marketplace at national and international levels. There were 5 age groups - (18-25)years, (26-30)years, (31-40)years, (40-50)years and above 50 years. According to the finding people's buying decision for handicrafts mainly get influenced for the cultural context of the handicraft. Normally their decision get influenced on the basis of affordability of the handicraft at the origin of the place, economic factor and functionality is also considered by them. We could even find that younger people don't consider the functionality of the handicraft it would only be found in the older aged group people. We could see that majority people travel or get motivated to travel for buying the handicraft from different location whereas a negligible group of mid and higher aged people do not get motivated for the sake of buying handicraft and thus do not get allured to travel. Among those who get allured to travel majority get motivated to travel for buying the handicraft because of its originality and the unique identity of that handicraft. Normally get allured to travel because of the diversity in the handicraft product which can only be found at the specific part of the country. Smaller group of people get allured to travelling for the handicraft as it trend to provide them with a mini periscope of the place they visited. The minority group of people get allured on various factors like they believe that the product will be more affordable at the place where it is made so they travel to different places, also the handicraft act as a traditional artefact as cultural souvenirs, for entrenching the origin behind the making process of handicraft, are even fond of the origin behind the making process of handicraft and also as they can buy the handicraft and promote the handicraft of specific area so they travel to buy them. Those who don't travel for the sake of handicraft among them young aged have lack of interests in handicrafts and buying handicraft has no link with travelling as they can found at any the local fairs. The young adults don't find enough time to travel to places and buying handicraft and for them getting to know about there culture tradition is different and traveling for that particular reason is different. The mid aged people believe the handicrafts are losing their own cultural decorum and their own beauty and the older aged have health issues so they can't travel much. We can notice that the number of people not traveling for handicraft increases as the age increases in people . The survey shows that majority of them are aware of the shantiniketan bags, terracotta craft, kantha stich. Certain people are aware of scroll panting or patachitra, wood craving handicraft and dhokra handicraft of Bengal. Minority group of people are aware of sholapith handicraft clay dolls handicrafts and craft of conch shell. Mainly the people use handicrafts for house accessories purpose and also like a collectible. Several people use handicraft as a fashion accessories like footwear or garments . A minority group buy it to use it as sacred items for worshiping and marriage and use it as household furnishings like kitchen ware. Majority of the people believe that Bengal handicraft is famous in India. Minority group of people believe that Bengal handicraft is not famous in India. Among those who believed the demand of Bengal handicraft is because of its uniqueness and attractive look and the talented hard work put in it and variance in each handicraft from different district. Several believe the demand of Bengal handicraft is because of its lesser price and affordability, eco-friendly items. A minority group believe the demand of Bengal handicraft is because of its use of raw

and Ms Mamata Banerjee is working hard to promote it. The mid-aged people believe government is taking initiative so they are having their own significance by making availability of machine goods and highly creative designed product. Several old aged believe the handicrafts has extinct but some of the handicraft is still holding their traditions. Handicraft industry should be successful where majority believe reviving the extinct handicraft and fund raising will be helpful. Some believe educating the artisans, following the old tradition and using schemes to promote the demand is helpful. A minority group believe promoting tourism is helpful for making handicraft successful and believe the government should start advertising in all social and digital media and a day should be celebrated in regard to handicraft.

PROJECT REPORT

Vivification with virtualization



IMPACT OF E-COMMERCE PLATFORMS AND DIGITAL MARKETING ON CONSUMERS

ROMI MUKHERJEE

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

GOKHALE MEMORIAL GIRL'S COLLEGE

UNIVERSITY ROLL : 193013-13-0001

UNIVERSITY REGISTRATION: 013-1211-0275-19

SEMESTER- 6 (2022)



GOKHALE MEMORIAL GIRL'S COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

**DEPARTMENT OF ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT**

PROJECT REPORT

DURATION – FOUR MONTHS

CERTIFICATE

Certified that the project report submitted by

ROMI MUKHERJEE

UNIVERSITY ROLL : 193013-13-0001

UNIVERSITY REGISTRATION: 013-1211-0275-19

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Course Coordinator

Principal

EXECUTIVE SUMMARY

The survey was done to find out people's shopping medium preference as E-commerce platforms over retail shopping. There were 5 age groups – (18-24) years, (25-35) years, (36-50) years, (51-60) years and above 60 years. According to the findings people mostly prefer shopping from e-commerce websites instead of retail shopping nowadays. They normally prefer online shopping due to its 24x7 availability. Consumers also love to shop online as they get an easy return policy, this feature of online shopping makes it so preferable by all the age group as one can return if the item is not liked or can even select options for exchange of item or size. Consumers of the younger generation, who are really friendly with online shopping, order everything using online mediums for ordering their dresses to daily snacks. People nowadays have started booking services online like medical checkup and even many use online websites for traveling guides or booking hotels, cars in rentals, etc. Consumers of the younger generation usually get influenced by their siblings, friends or very rarely their parents, but in the case of the older generation they get influenced by siblings, children and even grandchildren. Usually consumers face challenges like slow website response or slow checkout procedure. Sometimes few consumers don't get their choice among options in online shopping sites. Most of them are concerned about breach of payment details and personal information as well. They also sometimes face poor internet connection. They mostly get influenced by facebook among all social platforms. Though if we peep into youth's interests, they are more into Instagram and YouTube. Huge percentage of consumers get influenced by digital marketing strategies like social media advertisements, blogs, articles, and also referral programmes like G-pay, Uber. Maximum respondents use Google search before buying any product, they normally do this to know more details about the product and sometimes to compare the product price on all websites. They normally prefer in-house products of E-commerce platforms over products of third party sellers as the products then come directly from the brand whereas very few consumers don't prefer due to their loyalty for other brands. They usually prefer flipkart smart buy over other brands because they trust flipkart, and get great discounts on their in-house brands. Too brand sick consumers don't prefer flipkart smartbuy products as they feel that the quality is not up to the mark. Consumers prefer trying niche and experimental products from the Amazon Launchpad platform as the customer service is up to the mark and people consider Amazon a trustworthy brand. Here also brand loyal consumers do not prefer as they don't find a reason to shift from their day to day choice of brands and others find them to be of inferior quality. As per the analysis, most of the consumers prefer B2C methods over other methods due to hassle free purchases, and few due to better quality products. Too concerned consumers prefer buying products from renowned brand's websites because their products' quality is better, and they are trustworthy. Sometimes few consumers also prefer so because of the security they provide and lastly because they are genuine. This consumer behaviour is observed in all age groups as in these cases they all think in this way only. When it comes to the Pricing part of SP's, most of the consumer prefers Boat as an earphone brand over other brands and very few prefer due to its individual reasonable price. This

preference varies person to person more than different age group preferences, as per the observation. Nowadays YouTube being so popular among all age groups, youtube advertisements are seen to be the best for promoting B2C brands, only some feel that blogging is a good idea, while very few think instagram reels are good enough and also say instagram stories and facebook posts are good enough as well. Consumers of all age groups almost get attracted to the ratings by buyers while shopping from B2C brands, while few get attracted by the quality and very few get attracted by the packaging and appearance. Huge number of consumers prefer e-commerce platforms as a shopping medium in case of B2C brands and some prefer retail store shopping. They prefer mama earth over established brands like nivea and bioitque due to their quality and great discounts, while some consumers prefer the old established brands instead of mama earth. They prefer buying mama earth products from their websites for better availability and wider collection, and thus they also promote planting a tree against each other. Nowadays, most of them get attracted to products while shopping from B2C brands due to the high discounts, and very few for cash backs as it is really attractive in today's world. The most famous offer in the old days "buy one get one free" attracts consumers rarely nowadays, but still sometimes few get attracted to it when the seller does aggressive promotion. They usually prefer buying their second purchase of products by brands like mannaearth and Boat from e-commerce platforms and very rarely they prefer buying the second purchase from their own website itself. They normally prefer buying from their own websites due to better offers, wider availability compared to e-commerce platforms and few due to better service or warranty.

So as per the observation after quantitative and qualitative analysis of consumers' responses it is seen that most of the consumers nowadays are more into online shopping than retail shopping as people are day by day are getting involved into work for most of the times of the whole day, so hardly they get enough time to go and shop offline. Especially in the case of youths, or middle aged consumers, they love to shop online more because of such convenience and easy shopping procedure. Online shopping saves the transportation costs of the consumers and also saves them to pinch out time for retail shopping from their daily hectic schedule. Older age groups are also nowadays into online shopping as they easily get influenced by others for being unknowledgeable about e-commerce platforms. Only few people still believe offline shopping is better than online, maybe they will also in a few years start preferring online shopping once they get the taste of the convenience present in it.

PROJECT REPORT



EFFECTS OF WOMEN STATUS ON THEIR BUYING BEHAVIOUR

SRUTI HALDER

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT
GOKHALE MEMORIAL GIRLS' COLLEGE**

UNIVERSITY ROLL NO- 192013-13-0008

UNIVERSITY REGISTRATION NO- 013-1212-0271 -19

SEMESTER 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

**DEPARTMENT
OF**

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

PROJECT REPORT

DURATION – FOUR MONTHS

CERTIFICATE

Certified that the project report submitted by

SRUTI HALDER

ROLL NO – 192013-13-0008

REGISTRATION NO – 013-1212-0271-19

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Course Coordinator

Principal


Principal

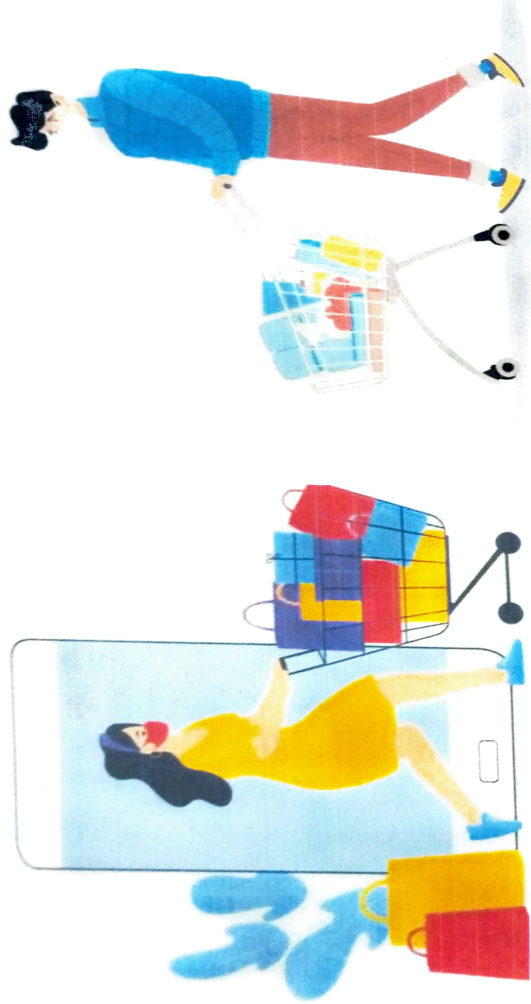
Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

The survey was done to find out the effects of women status on their buying behaviour. There were 5 age group – (18-25) years, (26-35) years, (36-50) years, (51-60) years and above 60 years. According to the findings most the women are not working and they prefer online shopping because it is unfussy and also some women prefer quantity over quality to make the most out of their money. Women think that their buying behaviour depends on their status and that status also plays an important role in every purchase decision. It seemed that women are still not that much aware of the term consumer behaviour. Consumer behaviour understands a women's purchase activities and more or less women accept that consumer behaviour study helps in understanding their purchase activities. Women are aware of social and psychological factors. They think social factors like reference group, role in society and status in society affects a women's buying behaviour. Women think psychological factors like motivation, believes, perception and learnings effect their buying behaviour. Women are not much aware of cultural factors and for women cultural factors like basic values, needs, wants, perceptions and behaviour play a vital role in women's purchase decision. Women are aware of the term personal factors and they think that age, status, occupation and lifestyle do play an important role in their purchase decision. Women of every age group are more or less involved in their family's purchase decision. Women towards the younger age group do not only shop for their family's needs but this percentage increases with the age group. Most of the women opted for shopping and convenience products and needs, want and price comparison are the most common thing women consider during a purchase.

PROJECT REPORT

THE PANIC PURCHASE



A comparative study of change in shopping pattern during the pandemic

ATMAJA BHADURI

ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY ROLL NO.- 193013-13-0002

UNIVERSITY REGISTRATION NO.- 013-1211-0278-19

SEMESTER- 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

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**DEPARTMENT
OF
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**PROJECT REPORT
DURATION- FOUR MONTHS**

CERTIFICATE

Certified that the project report submitted by

ATMAJA BHADURI

ROLL NO - 193013-13-0002

REGISTRATION NO - 013-1211-0278-19

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Wadhwa
19/11/22
Course coordinator

Chakraborty
Principal
Gokhale Memorial Girls' College

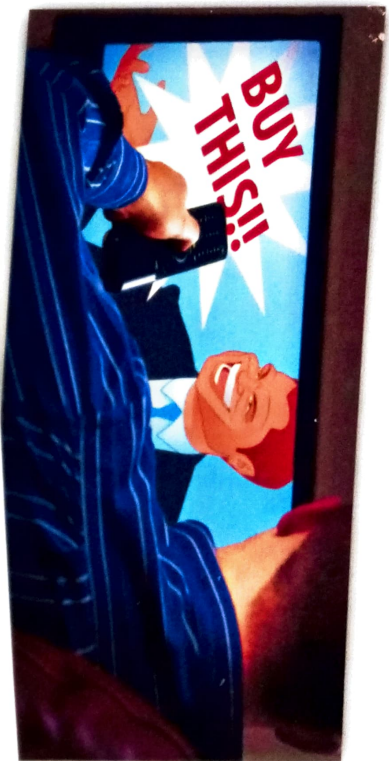
EXECUTIVE SUMMARY

The primary focus of the survey was to find out the change in people's shopping habits due to the pandemic and the specific reasons behind it. The pandemic, Covid-19 hit the world in the beginning of 2020 and its impact was felt in all the sectors, all age groups, all genders and all classes. People switched jobs, millions became unemployed within a day, people had no food and specifically no proper medical facility to combat the situation. In such a situation most consumers reduced and switched to more cost effective methods of buying because everybody was unaware how long it may last. Schools and colleges were closed, people started working from home, getting out of home without emergency was prohibited and in these circumstances people were forced to switch methods of shopping.

The survey was done within 5 age groups- (18-25) years, (26-35) years, (36-50) years, (51-60) years, above 60 years. The survey intended to find out their shopping habits before the pandemic hit and the change that resulted due to the pandemic in age group. According to the findings, the young age group mostly did not shop through traditional ways even before the pandemic, but the older age group mostly shopped through traditional ways because they were mostly not comfortable with mobile shopping and could not trust online methods easily. People in the younger age groups who preferred traditional ways of shopping liked shopping from fancy areas like malls and shopping complexes whereas people in the older age group liked shopping from stores and hawkers mainly. Traditional shopping ways were mostly preferred because of the trial options and authenticity of the product it provided. The young age group mostly preferred shopping online, from apps and various websites of their convenience. They liked online shopping because it was less time consuming and hassle free. As the age group increased, preference for traditional ways of shopping increased and preference to online shopping decreased. During the pandemic, most of the people had reduced their shopping amount and stuck to the essentials. The older age group learnt the use of mobiles and were forced to shift to online shopping. A lot of people also extended to other products of their preference. As the age group shifted towards the older generation, preference for shopping in the pandemic period reduced and preference for other products of daily need increased. People in the older age group mostly preferred buying books, home decor and daily essentials but

PROJECT REPORT

OUT OF THE BOX ADS



**TV ADVERTISEMENTS ARE IN TOP OF MIND
AWARENESS**

ANNESHA MANNA

**ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT**

**GOKHALE MEMORIAL GIRLS' COLLEGE
UNIVERSITY ROLL NO: 193013-13-0004**

UNIVERSITY REGISTRATION NO: 013-1211-0281-19

SEMESTER-6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

DEPARTMENT

OF

**ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT**

PROJECT REPORT

DURATION- 4 MONTHS

CERTIFICATE

Certified that the Project report submitted by

ANNESHA MANNA

Roll No- 193013-13-0004

REGISTRATION NO.- 013-1211-0281-19

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Course Coordinator

Principal


Principal

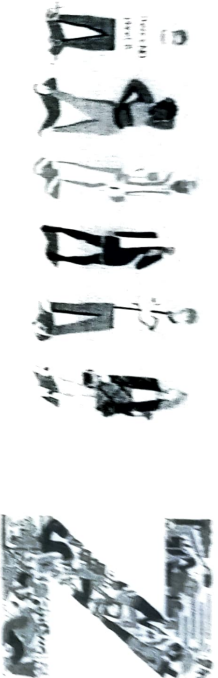
EXECUTIVE SUMMARY

The survey was done on TV advertising are on top of mind awareness. There were five age groups - (18-25) years, (26-35) years, (36-50) years, (51-60) years and above 60 years. According to the findings, all the people of mentioned age groups are dependent on social medias, mobiles may be very much or a little bit but they all have TV set at their home and like to watch it at their leisure time or for entertaining themselves. All of them are aware of the current situations, current brands and how they are spreading awareness and mainly they get to know it from TV advertisements. Mainly advertisements should be defined with all the followings- marketing tactics, communication tool, promotional tool, service and idea but except some people most of them don't have a clear idea about it. As the survey was done on a topic related to mind awareness so the people of all age groups were asked some questions, related to mind awareness through this the psychological factors and concept of brand positioning have been cleared and get to know how mind awareness works and how the brands are using it as a strategy. TV advertisements are very informative and gave them right information about many products, their usage, purpose, and also value. In this digital world where people are much more dependent on mobiles, social medias, there they also take out some free time for watching TV mainly Spin-10pm and after 10 pm and sometimes Spin-Spin mainly TV advertisements are top of mind awareness because ads on TV positioned a brand in customer's mind through their audio-visual presentation. The famous taglines of famous brands like "pair-rip-pair", new features of products like "new sunlight has color guard formula" etc. push their strategies through audio-visual medium by running an advertisement many times in a day on TV, so that consumers can recall their brands. So that TV is a very requisite medium till now. According to the survey, minimum one member of every family watches TV daily. The preferences of TV ads also vary age by age. According to the survey, people of (18-25) years mainly prefer to watch TV ads related to fashion, personal care, sports, home decor, automobiles, electronics and 31 years to above 60 years

people mainly prefer to watch ads related to health, personal care, comedy and also home décor. During survey people were sked some questions related to recent TV ads that they got to see on TV. (18-25) years people are aware of recent TV ads but 50 years to above 60 years people are more aware of recent TV ads, because they spend much more time than others to watch it. According to the people of all age groups the ads of Horlicks, lifebuoy, Dettol, maggi, surf-excel, colgate are running much more in recent days on TV.

Lastly one thing is clear, that people spend 1hr to 7hrs or more than 7 hrs in social medias, have become more dependent on it, have become more busier, but to them TV is a trustable and enchanting medium and at the end of the day they go to watch TV to get news updates as it is very convenient to watch tv to get daily updates rather than reading newspapers daily. For all the above factors TV is world's best video and also TV advertisements are on top of mind awareness.

PROJECT REPORT



**BRANDS' GUIDE TO ZOOMER AUDIENCE
A STUDY ON THE PSYCHOLOGICAL ASPECTS
OF GEN-Z BUYING BEHAVIOR**

ISHIKA ROY

GOKHALE MEMORIAL GIRLS' COLLEGE

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

ROLL NUMBER- 193013-13-0003

REGISTRATION NUMBER- 013-12111-0279-19

SEMESTER 6

GOKHALE MEMORIAL GIRLS' COLLEGE



1/1 HARISH MUKHERJEE ROAD, KOLKATA- 700020

DEPARTMENT
OF

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

PROJECT REPORT

DURATION-FOUR MONTHS

CERTIFICATION

Certified that the project report submitted by

ISHIKA ROY

ROLL NUMBER- 193013-13-0003

REGISTRATION NUMBER- 013-1211-0279-19

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to
Core Course-14 of Semester 6 Examination of the B.A/B.Sc Major (CBCS) three year
degree course of Advertising, Sales Promotion and Sales Management of University of
Calcutta is consistent with the said rules.*

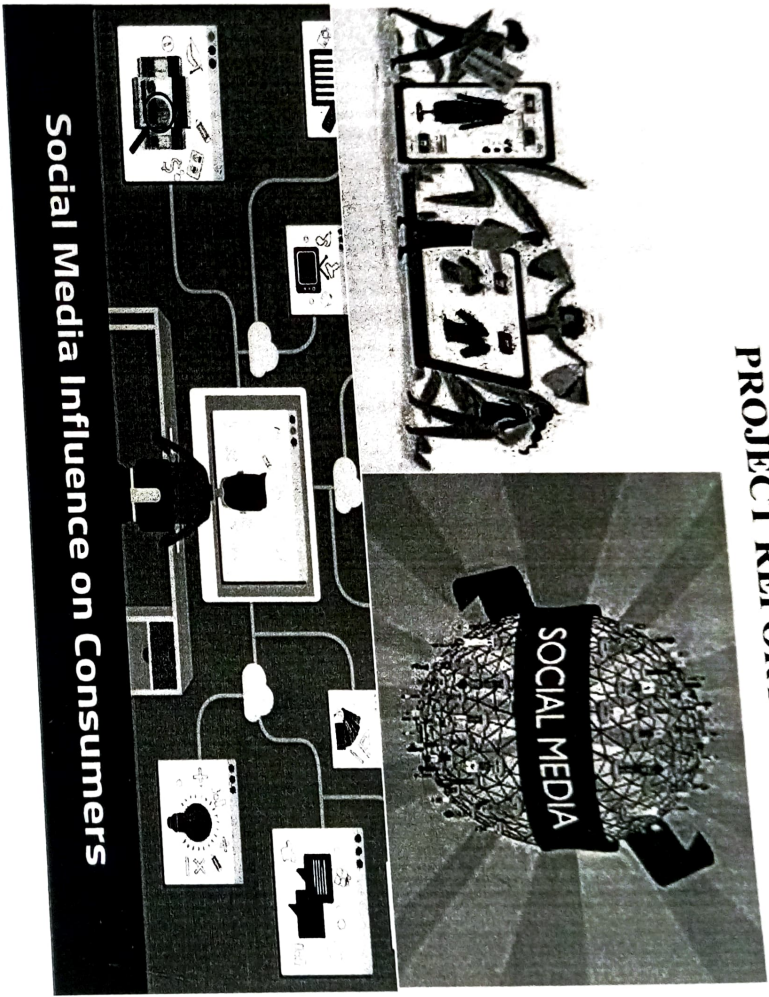
[Signature]
Course Coordinator

[Signature]
Principal
Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

The survey was done to find the psychological aspects of buying behaviour of Gen-Z consumers. There were 5 age groups- (12-14) years, (15-16) years, (17-18) years, (19-21) years and (22-24) years. According to the findings Gen-Zers regard brand as a guarantee for quality, a way to express themselves and a source of identity and differentiation for a product. They seek for identity, relationship, social responsibility, variety of choice, availability and value for money, as qualities to look for in a brand. Price plays an integral part in Gen-Z buying behaviour and serves as a deterrent to purchasing what they desire. Gen-Zers usually shop offline however; older Gen-Zers prefer to shop online while younger ones mostly prefer in-person shopping. Brand loyalty is stronger among younger Gen-Zers. They are less likely to purchase a product from a competitor at a cheaper price or switch brands from preferred brand after using and liking a sample product, and none of them will stop using products from preferred brand after hearing something unfavourable from someone. Most would buy a different product from a preferred brand which is not its main product and most of them have trusted brands for specific products. Older Gen-Zers also have trusted brands but they are more likely to switch according to their convenience. Younger Gen-Zers who have social media accounts are more inclined to follow their favourite brands on social media to look for updates on products and offers whereas older Gen-Zers are more likely to buy products endorsed or used by people they follow on social media. Almost all Gen-Zers are propelled to buy things they see on social media. Gen-Zers have admitted to impulse purchasing. Almost all of them compare similar items before buying but nearly all of them have confessed to purchasing items that they had not intended to buy in the first place. They use up extra cash that they carry in physical stores but it is not just limited to offline purchases. Younger Gen-Zers are more likely to impulse buy from malls followed by online websites and supermarkets while almost all older Gen-Zers are prone to impulse buying from online websites followed by departmental stores and malls. Advertisements have an impact on Gen-Zers of all ages. Typically older Gen-Zers are more likely to visit a store website from click ads and add items to their buying list online from promotional advertisements. Younger Gen-Zers are mostly exposed to audio-visual ads followed by print ads and internet ads on the other hand older Gen-Zers are most exposed to internet ads followed by outdoor ads. When compared to older Gen-Zers, younger Gen-Zers are more likely to feel forced to acquire what they see in advertisements. Despite this, older Gen-Zers regard advertisements as a helpful source of information. During the lockdown, several of them admitted to buying more products than normal, some of which were not absolutely essential at the time, notably those in the age groups (12-14), (15-16), and (22-24). Clothes are the most common item purchased by Gen-Z, followed by food, electronics, skincare, and fitness equipment. Younger Gen-Zers prefer international brands because they offer better quality of products, additional features and more variety in contrast older Gen-Zers prefer local brands they are not as expensive as international brands, they contribute to the economic growth and they are readily available.

PROJECT REPORT



Social Media Influence on Consumers

DIGITAL DEPENDENCE –

A STUDY OF EFFECT OF SOCIAL MEDIA ON BUYING
CHOICES

NIKITA GUPTA

GOKHALE MEMORIAL GIRLS' COLLEGE

ADVERTISING, SALES PROMOTION & SALES
MANAGEMENT

ROLL NUMBER – 192013-13-0004

REGISTRATION NUMBER – 013-1211-0261-19

SEMESTER - 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA – 700020

DEPARTMENT

OF

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT

PROJECT REPORT

DURATION – FOUR MONTHS

CERTIFICATE

Certified that the project report submitted by

NIKITA GUPTA

Roll No. – 192013-13-0004

Registration No. – 013-1211-0261-19

In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course – 14 Semester 6 Examination of the B.A./B.Sc. Major (CBCS) three-year degree course of Advertising, Sales Promotion & Sales Management of University of Calcutta is consistent with the said rules.


Course Coordinator

Principal

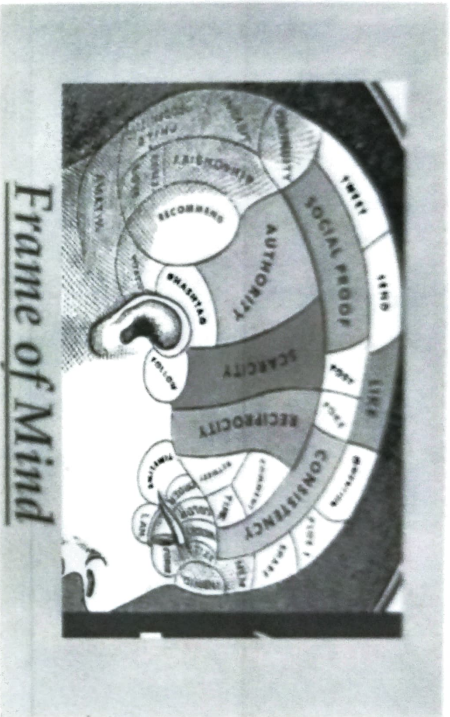

Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

The survey was done to find out impact of social media on buying choices of the people. There were 5 age groups – (18-25) years, (26-35) years, (36-50) years, (51-60) years and Above 60 years. According to the findings mainly peoples' opinion is that social media marketing is a way to communicate with customers on social media platforms to increase the performance of the business and very rare number of peoples' opinion is it is a promotion tool and brand recogniser. They normally think that social media marketing is popular nowadays because it is a good way for communicating with the companies as well as it gives new, distinctive and innovative ideas about the product and also it influences consumer by effective ways such as feedbacks, answering queries, etc. They are mostly active on social medias like Instagram, Facebook and YouTube because they get to see more advertisements, its engaging and fun to use and they can see content of their interest, while hardly they are active on twitter because they like to use it. They mainly use social media for fun while very less population use it for knowing about new trends, learning, time pass and getting information about sports and business. Consumers purchase decision is mostly influenced by social media by 25% and 50%, and very rarely by 75% and 100%, this shows that social media does not influence them that much. They mainly get influenced by reviews on the products, influencers & friends post recommended about a product as well as from advertisements showed on the media, while hardly they get influenced by content shared by brands about the products. Normally people follow some brands on social media of their interest such as clothing & accessories, electronics, food & beverages, household supplies, healthcare & drugstore, beauty products and some social event organizations. People of younger generation, their purchase decision is mainly affected by Facebook, Instagram & YouTube because they get to know about new fashion trends by influencers, get suggestions before buying, its time saving, while older generations' purchase decision is affected by Facebook and relatives post, advertisements and videos. Most of the peoples' perception about the product is affected by the social media page because of advertisements, content shared by the brand, reviews on the product, while very rare number of peoples' perception about the product is not affected by the social media page as they prefer to buy the product from their personal choice, they do not make a perception before trying the product. Consumers buying behaviour is mainly affected by personal factors, psychological factors, social factors and cultural factors they rarely considered. Their buying behaviour is

mainly affected by family, friends & relatives, price, availability, while rarely by income, perception about the product, class and preferences. More than half of the consumers usually made an impulse purchase because they get influence by the salesperson, good quality products, affordable prices, while some of the consumers does not make an impulse purchase as they don't like it, they think it is waste of money to buy product without its need. Those consumers who mainly made an impulse purchase is because of good deals & offers, products that are attractive & eye-catching, and new styles or designs of the product and sometimes because they need the product urgently, affordable prices of the product.

PROJECT REPORT



A STUDY ON THE EFFECTS OF PSYCHOLOGICAL FACTORS OF CONSUMER BUYING BEHAVIOR ON CONSUMER PURCHASE DECISION

SAYONI DAS

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY ROLL NO: 192013-13-0002

UNIVERSITY REGISTRATION NO: 013-1211-0255-13

SEMESTER- 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA -700020

DEPARTMENT

OF

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

PROJECT REPORT

DURATION- 4 months

CERTIFICATE

Certified that the project report submitted by

SAYONI DAS

ROLL NUMBER: 1922013-13-0002

REGISTRATION NUMBER: 013-1211-0255-19

In partial fulfillment of the requirement envisaged in the regulations framed in regard to Core Course - 14 of Semester 6 Examination of the B.A/B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

Course Coordinator

Principal

Principal

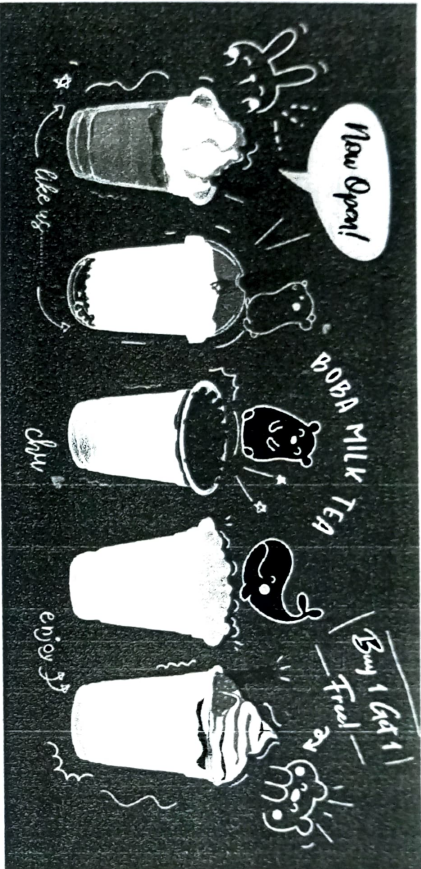
Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

The survey was done to seek out The Effect of Psychological Factors of Consumer Buying Behaviour on Consumer Purchase Decisions. There have been five age groups - (18-25) years, (26-35) years, (36-50) years, (51-60) years and above 60 years. Consistent with the survey findings consumers of all age groups are more or less brand loyal customers because as per their responses branded products provide better quality materials and value for their money. Normally while purchasing a product they notice the brand by quality then the pricing followed by the brand advertisement in their buying decision. The influence of product features are equally important for all the generations. The preference factor affects maximum people followed by the economic status and the personality in the consumer's purchasing decision. Their age impacts on their buying decision. According to the survey's perception, attitude and belief goes hand in hand. The learning factor and the motivation factor acts as the psychological factor that affects their purchasing. Usually, consumers consider their economic condition during shopping as they do not wish to reconsider their budget. Most of the time they tend to vary to a different product after having a bad experience with a product. In terms of purchase, the foremost basic influence on the needs, wants and behaviour of the consumer regarding purchase decisions are the product and the brand for the younger generation. The pricing of the product is the most basic influence for the older consumers than the younger consumers. Personal factor is the factor that is considered most within the purchasing decision of the consumers followed by the psychological factor. Few consumer's thoughts are impulsive while purchasing. Few consumer's want and desire about a product goes hand in hand. The psychological factor that affects most in purchase, like the consumers prefer buying branded products, the perception while buying and therefore the factors that affect the foremost consumers in purchasing a product. Most of the consumers buy branded products because they offer higher levels of satisfaction and luxury over their non-branded alternatives. Originality and uniqueness are the perception of the most consumers while product purchase. Discount and offers of the product and commitment and consistency are the factors affecting the purchase decision of the maximum consumers. The pricing, packaging and availability of the product are the factors that affect the majority of the consumer's purchase decision. Generally, consumer's reason for the delay between the purchase decision and the actual decision of consumers are looking forward to more innovative products and quite a few of the consumers have financial constraints and thus are waiting for the price to decrease. Sometimes, consumers' thoughts while buying are that they tend to shop for a product after hearing from somebody else and the products which are available on offer for a limited period. Expensive products are always better and Bandwagon (tendency of adopting styles, attitudes or products because others are doing so) are the thoughts while purchasing decisions of maximum consumers. Regarding the impulsive buying decision, the few consumers who are impulsive buyers aren't very pleased with themselves as they buy the product but never use it. The psychological phenomenon of consumers that change while purchasing is that the buying decision might change at the point of purchase because once they see other products with better quality they have a tendency to shop for that product. The change of psychological phenomenon while purchasing varies from consumers to consumers. Some consumers consider the generation effect, some consider guarantees that can gain trust from the consumers whereas some consider artificial time constraints and immaturity as the change of psychological phenomenon while purchasing. The attributes of attitudes and beliefs that respond as a major primary attribute in

PROJECT REPORT

THE PREFERENCE FACTORY



ROLE OF ADVERTISING IN MOTIVATING CONSUMERS BRAND PREFERENCE

AAYUSHI LAHIRI

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY ROLL NO - 192013-13-0006

UNIVERSITY REGISTRATION - 013-1211-0265-19

SEMESTER - 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA-700020

DEPARTMENT

OF

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

PROJECT REPORT

DURATION – FOUR MONTHS

CERTIFICATE

Certified that the project report submitted by

AAYUSHI LAHIRI

Roll No –192013-13-0006

Registration No – 013-1211-0265-19

*In partial fulfilment of the requirement envisaged in the regulations framed in regard to
Core Course – 14 of Semester 6 Examination of the B.A. / B.Sc Major (CBCS) three year
degree course of Advertising, Sales Promotion and Sales Management of University of
Calcutta is consistent with the said rules.*

Course Coordinator

Principal

Principal

Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

In this study, the fundamental rationale is to realize the customers taste and preferences in tea, coffee and soft drinks. The 5 age groups (18-25 years, 26-35 years, 36-50 years, 51-60 years and above 60 years) have mentioned that they find advertising very important because it informs them about the brands available in the market and the variety of products useful to them. Advertising makes them aware of the cost and benefits of products and services. It also helps them to find the best products for themselves and their family. It has been stated that the everyone find different varieties in their beverage brand.

With regards to tea, the consumers like consuming Darjeeling tea more. Here, Tata Tea and Taj Mahal Tea are the most preferred brands and consuming tea gives them an early morning or mid-afternoon boost and helps with the concentration. Most of them have been a customer to these products for 5+years. The benefits of these products are its affordable price and good quality and they do not get any headaches or some kind of laziness if they do not consume tea in the morning. Many do not believe that consuming green tea or herbal tea would actually reduce body fatness and it is also stated that drinking black tea for more than 4-5 cups a day may not cause any kind of health problems.

With regards to coffee, the consumers like consuming Black Coffee and Latte more. Here, Davidoff, Starbucks and Nescafe are the most preferred ones and consuming coffee helps them feel less tired and increases energy level. Most of them have been a customer to this product for 5+ years. The benefits of these products are its affordable price, availability and good quality and also they do not get any headaches or some kind of laziness if they do not consume coffee in the morning.

With regards to soft drinks, the consumers like consuming cola drink more. Here, Sprite, Pepsi and Coca Cola are the most preferred brands and consuming soft drinks because of the taste. Most of them have been a customer to this product for 5+ years and the benefit of this product are its affordable price and good quality.

Hence, through this survey, we found that advertising promotes a product, brand or service to a viewership to attract interest, sales and profits. All types of business houses and industries are dependent on the ad world to boost sales. This creative world is beneficial for sellers as well as buyers. Sellers get a right margin and can exp' re different market by advertisements.

PROJECT REPORT



Thoughts

**DETERMINE AND ANALYSIS OF CONSUMER BUYING BEHAVIOR
FOR TEA**

SAYANI BISWAS

**ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT**

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY ROLL NO – 192013-13-0003

UNIVERSITY REGISTRATION NO – 013-1211-0257-19

SEMESTER – 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA – 700020

DEPARTMENT
OF
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

PROJECT REPORT
DURATION – FOUR MONTHS

CERTIFICATE

Certified that the project report submitted by

SAYANI BISWAS

ROLL NO – 192013-13-0003

REGISTRATION NO – 013-1211-0257-19

In partial fulfillment of the requirement envisaged in the regulations framed in regard to Core Course-14 of Semester 6 Examination of the B.A/ B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

Course Coordinator

Principal

Principal

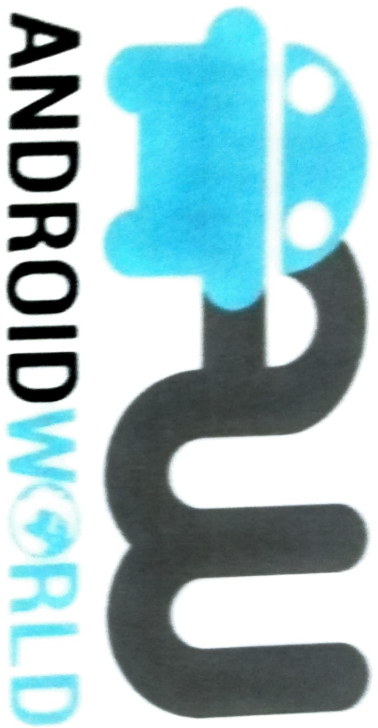
Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

India is the second largest producer of tea in the world. Around 80% of the total tea produced in India is consumed by the domestic population. The findings of the study are expected to bring out the current and evolving trends.

The survey was done to find out consumer behavior for buying or consuming tea in India. There are 5 age groups – (18 – 25) years, (26 – 35) years, (36 – 50) years, (51 – 60) years and Above 60 years. Based on the findings of the study people mostly show all the behaviors such as Initiator, Influencer, Decider, Buyer and User at the same time while buying any product or services. Majority of the people consume tea. According to the average number of people, they mainly like to have tea more than two times a day. The people mostly show variety seeking buying behavior and sometimes habitual buying behavior while buying tea. But complex buying behavior, dissonance buying behavior can be seen very rarely. According to the study Tata tea has the highest number of choices among branded teas for its affordability, taste, and availability. After this here comes Red Label, Lipton tea, Taj, Taaza, Wagh Bakri, Marvel etc. In terms of choosing unbranded tea people mostly prefer Darjeeling tea for its slightly spicier taste and Blend of Assam & Darjeeling for its mixture taste and essence. Assam tea and CTC tea are least chosen. Maximum people look for quality in buying because they believe branded tea gives them best quality while some don't. The taste plays a crucial role in buying tea as in it's the most important thing for buying any food or beverages. Maximum people think that the price is very much important as they won't buy something or invest their money on something like tea if the price of the product is out of their budget. They normally search for good quality and quantity of products at reasonable cost. Although some think that if the quality and taste of the tea is good, they are ready to spend on it. The people's buying decisions are not much likely to be affected by the locality as they can avail variety of teas whichever they want in their local shops. There are very less people who buy only those teas which are available in their local shops. In terms of buying any product, very less people follow promotion methods, where majority of them are brand loyal or are not aware about any promotion methods at all. In terms of affecting by promotional media, majority of the people are most likely to be affected by broadcast media such as TV, radio, outdoor media like posters, banners, and hoardings etc., internet such as websites, online ads. Whereas least people are seem to be affected by print media like newspapers, magazines in order to buy any product. Although people in the age group of 51 to above 60 years are hardly affected by internet as there are very less internet user compared to the other age groups. People usually can always avail their preferred tea in their locality while few get it sometimes. In the age group of (18 – 25) years majority of them like to buy their preferred tea from the online sites like Swiggly, Spencers, Amazon Pantry, Big Basket, Grofers, Flipkart, Jiomart, Flipkart etc if they don't get their preferred tea in their nearest shops or wholesale store while few will go to the nearest stores. But in the rest of the age groups people are less likely to buy from the online sites instead they go to nearby shops and neither have they gone to the

nearest wholesale store. The people hardly buy it from another shop except their preferred shop. According to the findings there are majority of people who are highly affected by the trust, loyalty and price factor irrespective of all age groups. The second most affective factor is availability of the product. The third most affecting factors are health consciousness, product attributes, environmental concern and economic status. The fourth most affective factors are motivation and state of mind. The fifth most affective factors taken into consideration are state of mind, market valuation of the product and any promotional offers. Majority of the people will stick to same product of the same brand because of the taste, loyalty towards the brand, known quality and affordability. Although there are people who will shift their preference in order to try new alternatives. An average number of people have claimed that their perception is changing day by day because of the changing technology, quality and they tend to buy more innovative products now while few people's perception has remained same as they don't have any such realization. According to some people, their preference for buying tea hasn't changed as the new varieties don't suit them. Majority of the people like to have milk tea with sugar. While an average number of people likes to have milk tea without or less sugar and non-milk tea without or less sugar. There are very least number of people who consume non-milk tea with sugar.



ANDROID WORLD

STUDY OF CONSUMER BEHAVIOR DURING THE
PURCHASE OF ANDROID PHONES.

SRISTI ROY

ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT

GOKHALE MEMORIAL GIRLS' COLLEGE

UNIVERSITY ROLL NO.- 193013-13-0005

UNIVERSITY REGISTRATION NO.- 013-1211-0296-19

SEMESTER – 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

1/1 HARISH MUKHERJEE ROAD, KOLKATA - 700020

**DEPARTMENT
OF
ADVERTISING, SALES PROMOTION AND SALES
MANAGEMENT
PROJECT REPORT**

DURATION - FOUR MONTHS

CERTIFICATE

Certified that the project report submitted by

SRISTI ROY

ROLL NO. - 193013-13-0005

REGISTRATION NO. - 013-1211-0296-

19

In partial fulfillment of the requirement envisaged in the regulations framed in regard to Core Course – 14 of Semester 6 Examination of the B.A. / B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

Course Coordinator

Principal

Principal

Gokhale Memorial Girls' College

EXECUTIVE SUMMARY

I have taken the initiative to conduct this survey in order to study the consumer behavior of people while purchasing Android phones of the age groups (18-25) years, (26-30)years, (31- 40) years and (41-50) years. This survey have helped me to understand how android phones have influenced the lives of people of all the above age groups mentioned above . According to the survey all the people possess android phones these days as they get immense benefits from them , they can complete their work much easier and faster and almost all of them have been using android throughout , less people have changed to iphone because of it's immense brand value . The usage of phones are not limited to only calling and messaging, android phones has a lot of applications and one can easily access to the internet using an android phone.

It has been observed from the survey that people are buying android phones mainly for business purposes, communication , to keep updated themselves with recent technology(Personal Image), software flexibility , people also use android phones for sales promotion and people are inclined towards android phones for frequent updates and variety of models. It has been observed that maximum people are preferring the Samsung as their mobile phone brand in all age groups and the rest are preferring realme , Xiaomi , oppo , vivo , very less people have chosen nokia , one plus as their Android brand . Most of the people are using Samsung these days because Samsung provides the best service because of the design , refined camera, multitasking capabilities and other innovative features which have made it unique than the other android phones. As per the observation from these survey , almost every one is using android phones and there are hardly any people who use non – android phone these days . In this fast paced world it has become extremely essential for people to get accustomed with new technology as it helps to get work done in a systematic and in an orderly fashion and much faster . Nowadays even the older generation are learning to use android phones because of all the benefits an android phone can give rather a non android one According to this survey , the reasons why people are preferring android phones over are non android phones are mainly because Android phones have special features enough storage , internet facility ,easy availability and access to the best android widgets . People have also chosen good quality camera, affordable price , easy to use , better hardware and good quality camera , enough storage and easy after sales service as reasons to prefer android phones . It has become clear that people always search for these common features when they purchase an android phone . I have noticed that there are some factors which effects the purchase decision of people while buying android phones . People of all age groups are inclined towards android phones which are of very good quality . For maximum number of people brand image matters a lot , before buying an android phone, they are very much cautious if the phone company have a positive brand image or not . Good quality camera is a major factor in determining the purchase decision among the young people , but for others it doesn't matter much . Battery durability is a major purchase decision factor among the people of all age groups Everyone prefers an android phone whose battery can last for a long time . It has been noticed that availability of different Colours of the phones isn't a major factor for making a purchase decision . People of all age groups are highly making their purchase decision on basis of how easy they are to use . They are preferring those phones are not too complicated to use and can be handled easily . Good and fascinating outlet designs are a major factor in the purchase of android

phones. Good outlet designs attract most of the customers and customers are also influenced by outlets that are clean. All the people are also influenced by proper service and maintenance. People purchase those android phones from where they are guaranteed to be provided with good service and are well maintained. So it is clear from all the responses of the survey that good quality, battery durability, ease of use, good and fascinating outlet designs, proper service and maintenance are the major reasons for determining the purchase decision for buying an android phone. People are very well aware of most of the android facilities today like the GPRS, 4G,5G, 3G,MMS,Bluetooth,Video call and infrared. These facilities have become incredibly important for people nowadays. According to the survey maximum people want to spend less money on android phones, price range being 10,000 to 20,000, less than Rs 10,000.Maximum people want to change their phones in 2 to 4 years, others are preferring to change their phones in 1 to 2 years or more than 4 years, Very less people want to change their phones in less than 1 year. According to the survey maximum people are satisfied with their customer service because they are helpful, easily available, provide good service and service centers are easily available and they solve all the queries by the customer, their response is prompt, provides assistance when necessary, provide easily accessible solutions and there were no issues and problems faced with the customer service. Very less people have complained about their customer service and they said that they take a lot of time to resolve their issues. According to the survey people want better camera, better battery and durability wireless charger, earphone availability with the set, better software, more speed, better storage, more privacy, better Bluetooth, better longevity, good internal memory, good processor as changes in their android phones and other people do not want any change



PROJECT REPORT

A WIND OF CHANGE-

***COMPARATIVE STUDY OF ADVERTISING EFFORTS MADE
BY ADVERTISEMENT AGENCIES DURING COVID 19***

AYONA BHATTACHARYA

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

UNIVERSITY ROLL NO. - 192013-13-0027

UNIVERSITY REGISTRATION NO. - 013-1211-0297-19

GOKHALE MEMORIAL GIRLS' COLLEGE

SEMESTER - 6 (2022)



GOKHALE MEMORIAL GIRLS' COLLEGE

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DEPARTMENT
OF
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

DURATION-FOUR MONTHS
CERTIFICATE

Certified that the project report submitted by

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In partial fulfilment of the requirement envisaged in the regulations framed in regard to Core Course-14 of Semester 6 Examination of the B.A./B.Sc Major (CBCS) three year degree course of Advertising, Sales Promotion and Sales Management of University of Calcutta is consistent with the said rules.

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EXECUTIVE SUMMARY

The survey was done to determine the advertising efforts made by advertisement agencies during the COVID-19 pandemic. There were five age groups (18-25)years, (26-35)years, (36-50)years, (51-60)years and above 60 years that were involved in this survey. There was a paradigm shift in the mentality of a consumer post-outbreak of the Coronavirus pandemic, mostly centered around hyper-awareness for hygiene and leading 'no-contact' lives. Day to day essentials like groceries, toiletries, sanitizers and medicines were swept up in formidable speed whereas items and services of luxury backpedaled into grave losses of profit. People observe more frugality with how much they spend outside of the necessary costs for sustenance. A lower pay per person resulted in different marketing techniques to attract those cutting down on costs. A rapid growth of online services, home delivery availability and a quick switch from offline to online mediums occurred to appease the way and the provident. Consumers have experienced a speedy uptick in panicked buying behaviour and hoarding due to stricter curfews and overwhelming paranoia surrounding the pandemic. There have been instances of grocery and medication running out, giving way to product shortages and frontline workers having to overcome strenuous responses from the general public. Marketing have shifted to cashless transactions being encouraged and home deliveries being more widespread. Buying mediums are vastly changing, as people with full-time jobs have lesser time to spend on shopping and are willing to omit travel costs with home deliveries now available. People want to avoid artificial additives, preservatives and are more inclined to buy organic food that cater to their health consciousness. It was seen to be more probable for people to wait for sales, clearances and must-avail offers to bulk buy products with a long shelf life. Due to lockdown situations older people had to rely on online purchases for their own safety and they were more inclined to purchase items during sales or during off season price drops because they find it more efficient to stack up on high quantity items at a lower price. Brands advocated more hygiene consciousness and embarked on campaigns spreading awareness and safety measure for the pandemic. The Covid-19 pandemic has brought a lot of negative whiplashes to the economy, but has also brought some digital reforms in our daily lives where we incorporate technology to positively impact time

and finance management. It is observed that people are limiting their choices and looking for best quality and quantity under that limited price, buying limits are also concise due to widespread unemployment. With narrower budgets, observation & thinking power will increase for the buyer. Money management has been given significant importance and people prefer forgoing items that don't have much utility. It is also becoming increasingly safer to shop online, as the older age group fear contracting the virus from contact, and as it is economical as well as there is home delivery. For buyers, requirement-based shopping will be increased in coming days and they will be inclined to buy only required materials, impulse shopping will reduce, and they will come with set shopping lists. Among many digital reforms, a shift in realization of the busier working class was the convenience of online shopping where one could have their items of needs delivered to them without them having to spend any time travelling or physically shopping. Lesser outings due to pandemic has given rise to carefully thought-out meal plans and expenses and people have adopted a simplistic outlook. Online shopping reduces extra shopping and is easier for elderly people as it can be done from the comfort of their homes. Being older and more prone to the virus, they prefer sanitized deliveries at their doorstep to avoid exposure to risk when doing online shopping. Due to increase in online shopping, people can also streamline their shopping budgets, this will help in reduced risk of exposure and planned expenditure.

The quick adaptation to digital alternatives and social isolation has impacted people in various ways. Some business took off rapidly well such as food delivering applications and online grocery shopping, whereas physical cornerstores and other small business suffered financial droughts. The Coronavirus pandemic impacted people's buying behaviour heavily, and they are definitely much wiser with their expenditure which combined with modern technology helps them achieve affordable comfort.