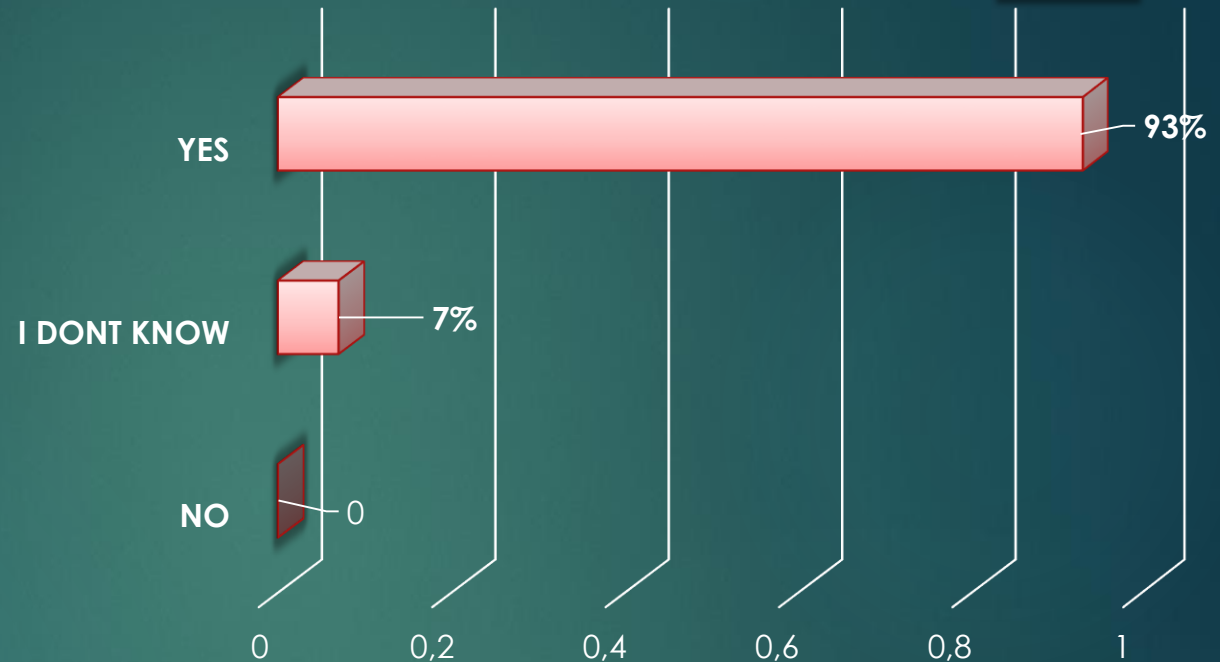


ADVERTISING AND PROMOTION



1. If I have a small business, should I promote it?



Almost all respondents think that they should promote their business.



Erasmus+

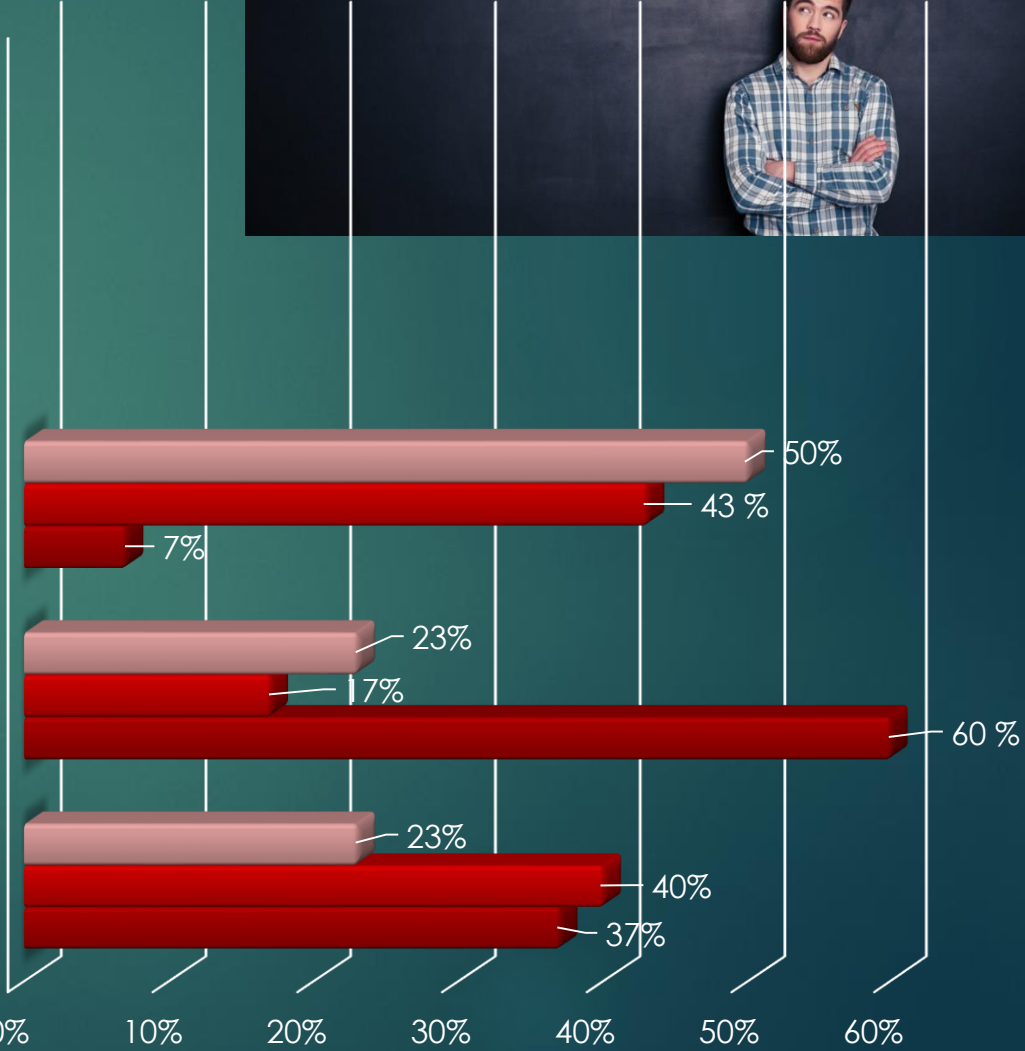
2. Find the correct definition



Keeps the product in the minds of the customer and helps stimulate demand for the product...

Wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return....

Is bringing a product (or service) to the attention of potential and current customers...



3. How does advertising influence business?

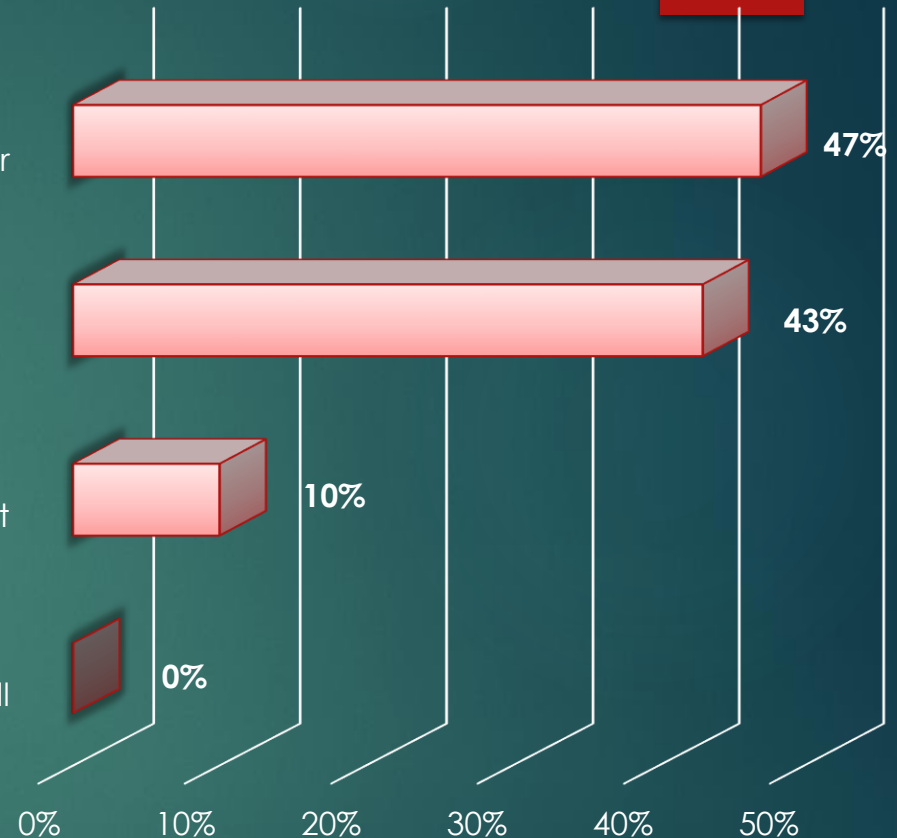


Brand becomes more popular

Increases income

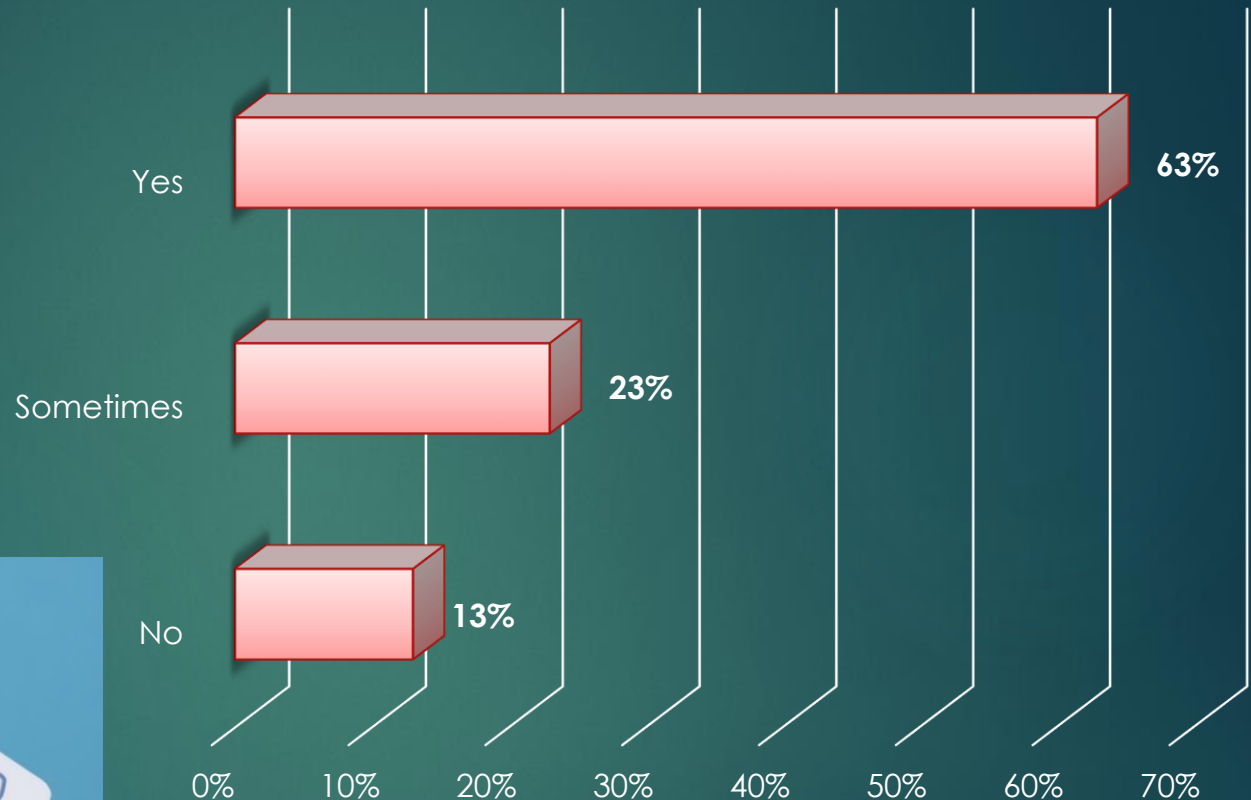
Business development

Does not influence at all



From the analysis we see that 47% of students think that advertising increases brand recognition and popularity. The second most answered question is that advertising increases income (revenue).

4. Does advertising in mass media influence people?



63% of the respondents agree that advertising in mass media influences people.

5. What kind of advertising do you know?



Online (Facebook, Instagram, Twitter, YouTube)

TV

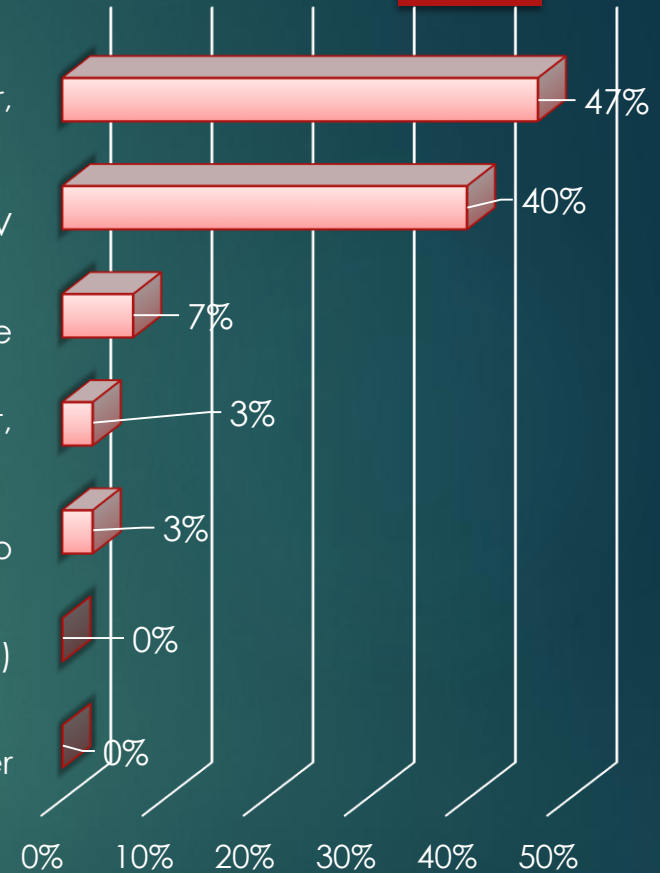
Magazine

Outdoor and transit (billboards, sport, stadiums)

Radio

Directories (Yellow pages)

Newspaper



Most of the students that were asked answered that they know online advertising.

6. What are the positive effects of advertising?



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economic benefits (compete and provide new products)

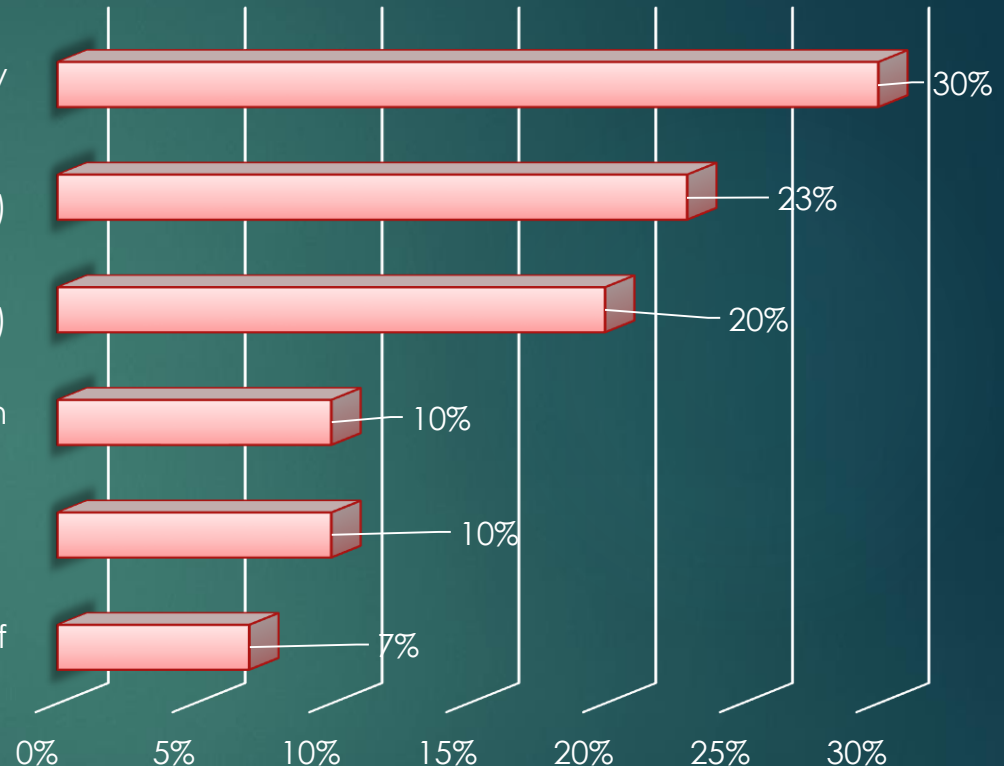
Awareness (let others know your company products)

Social benefits (freedom of choice)

Information and education (are ad campaigns in which the creators attempt to inform ...)

Induce business (investment by a growing national economy that stimulates demand)

Return investment (to evaluate the efficiency of investment)



According to the opinion of our respondents the most positive effect of advertising is economic benefits.

7. What are negative impacts of advertising?

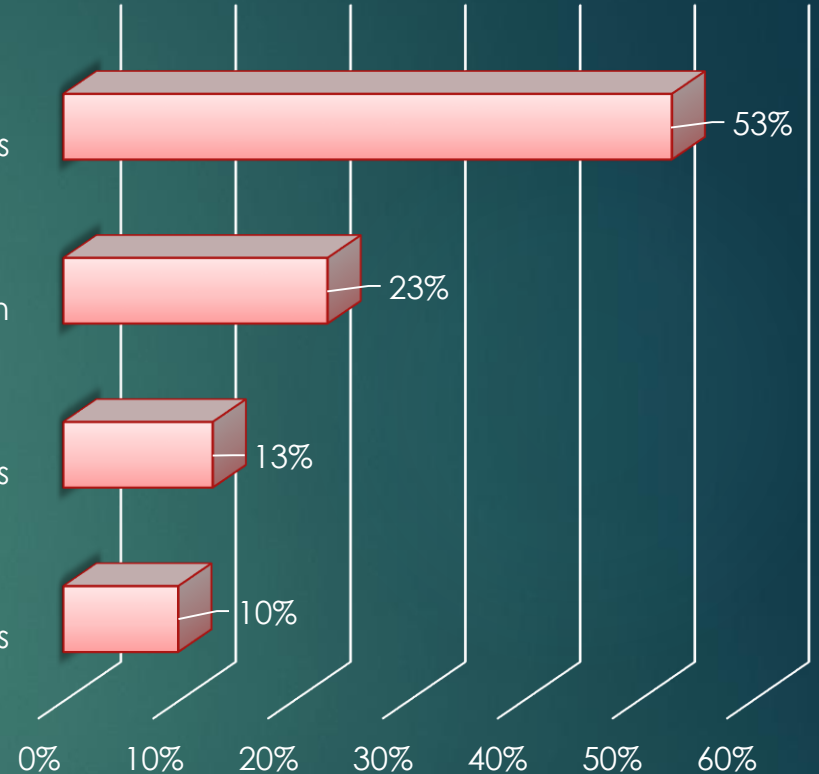


People buy useless things

Bad effect on children

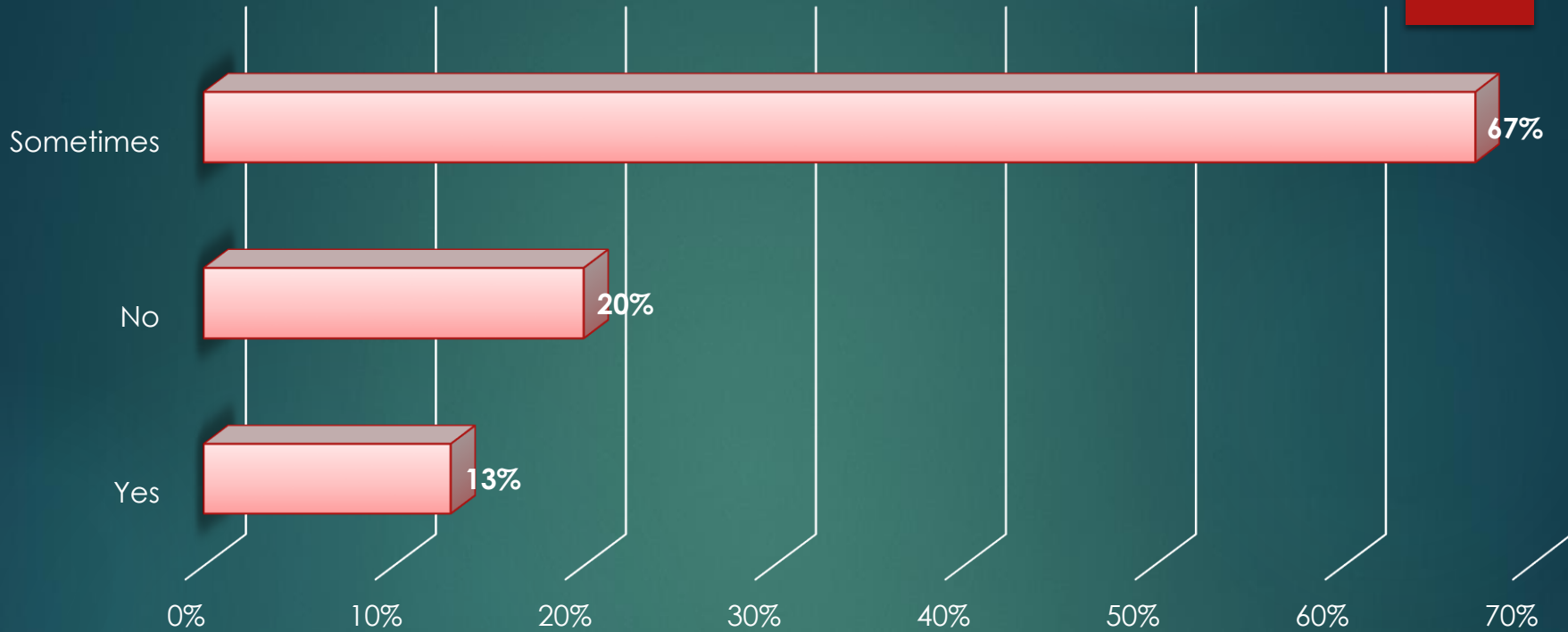
Twisting the facts

Comepetitor wars



From the analysis we have discovered that 53% of respondents think that people buy useless things

8. Does your family buy goods that are being advertised?



Almost 70% answered with sometimes, while 13% answered with yes.

ADVERTISEMENTS



ACTUAL BURGER

- MOST ATTRACTIVE ANGLE



10. Does advertising influence your choice?



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Sometimes

50%

No

30%

Yes

20%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%



Almost 50 % of respondents think that advertising only sometimes influences their choice.



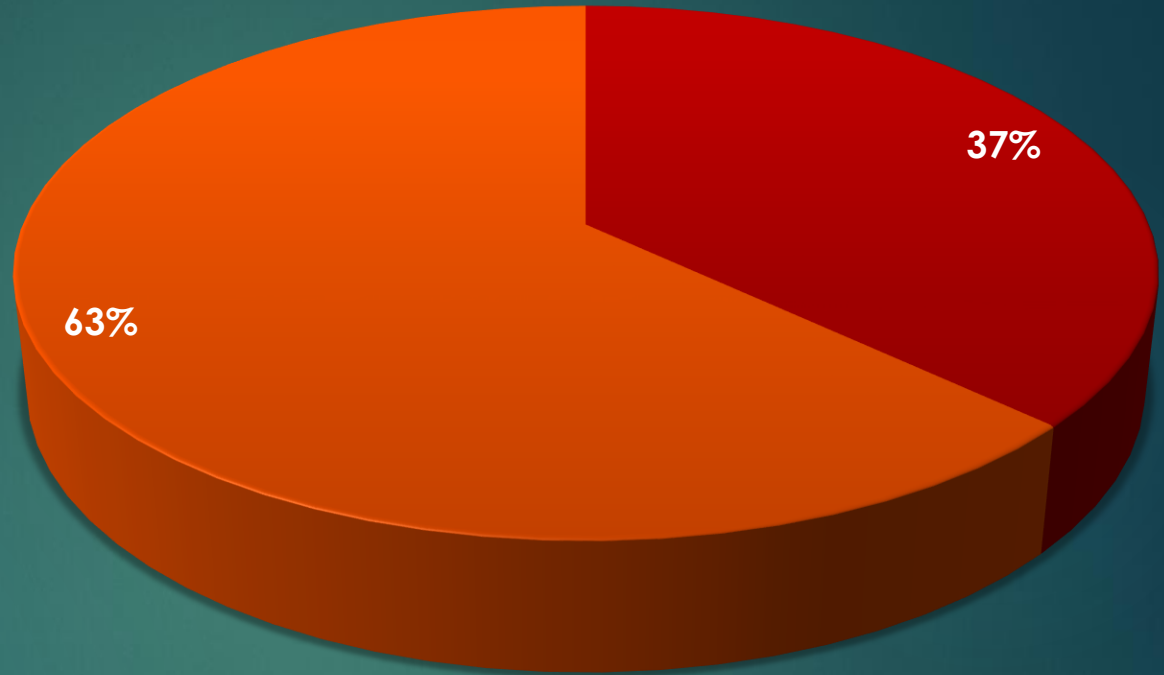
11. What are the products that are not advertised?



- ▶ Pepper,
- ▶ drugs (4x),
- ▶ cigarettes (5x),
- ▶ weed,
- ▶ salt (2x),
- ▶ healthy food,
- ▶ products without brand,
- ▶ fruit, vegetables,
- ▶ alcohol.

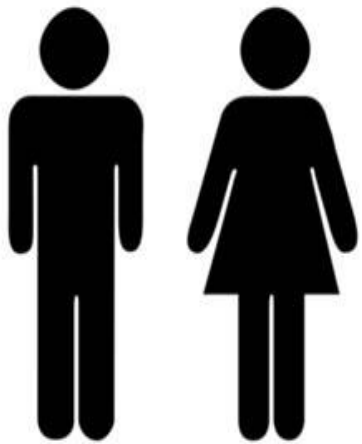


12.Gender



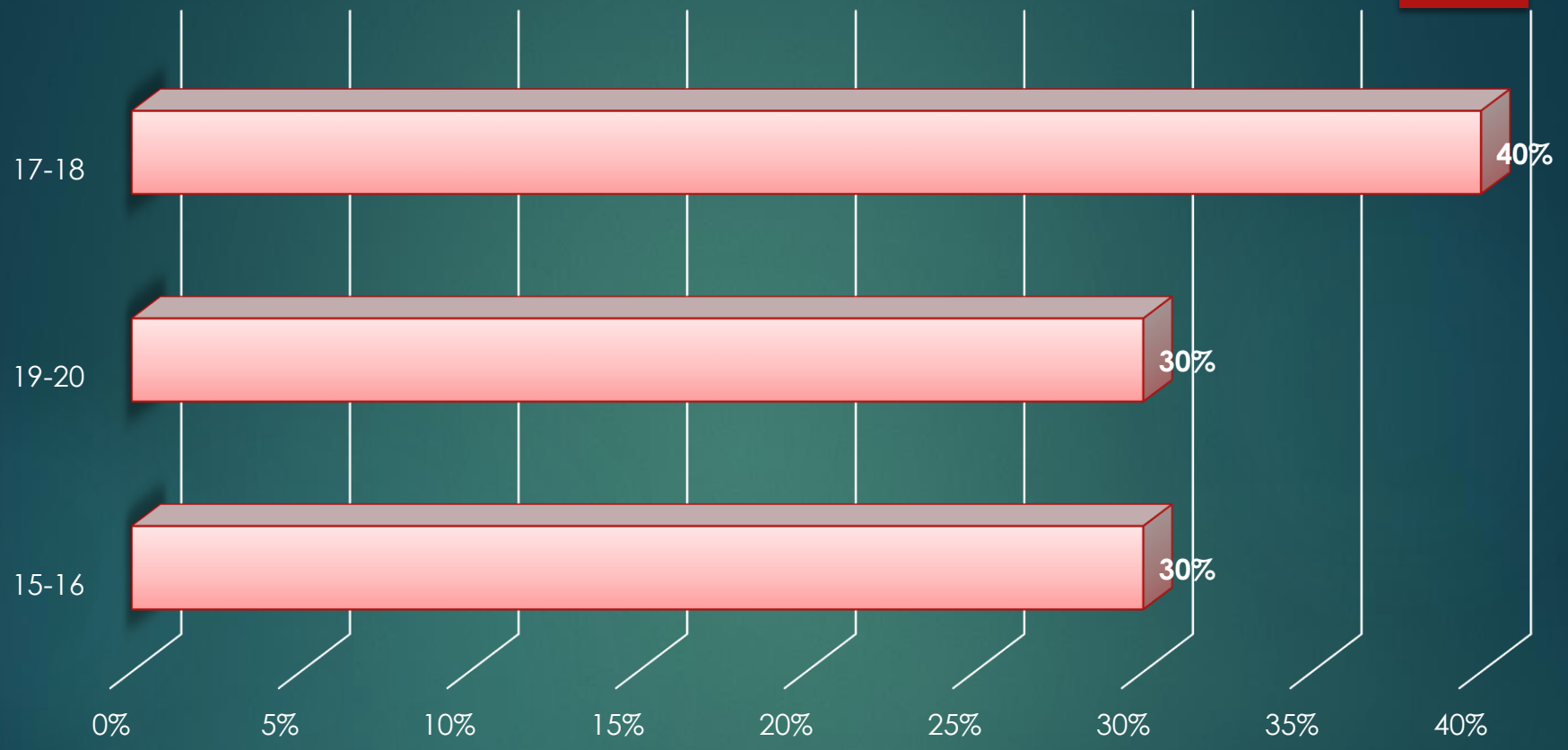
Male Female

63% of the students that were questioned are female



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13. What is your age?



Most of the respondents are in the age between 17-18.

