RESEARCH ON ADVERTISING EFFECT BY DISTRIBUTION OF GOODS

SASA, AIKA
TOYAMA, MASAO
FACULTY OF SOCIAL SYSTEMS SCIENCE
CHIBA INSTITUTE OF TECHNOLOGY
NARASHINO, CHIBA
JAPAN
Research on Advertising Effect by Distribution of Goods

Aika Sasa and Masao Toyama

Faculty of Social Systems Science

Chiba Institute of Technology

2-17-1 Tsudanuma, Narashino, Chiba 275-0016, JAPAN
Abstract

The methods for promoting products include distribution of flyers, point of purchase (POP) advertisements and advertisement through print media such as magazines. Previous studies conducted research by combining advertising and consumer ideas. However, such advertising methods have limitations in conveying the actual taste and flavor. Therefore, a more effective method of advertisement is distributing a sample of the actual product. In this study, we analyze whether profits can be expected by distributing products for free.