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RESEARCH ON ADVERTISING EFFECT BY DISTRIBUTION OF GOODS

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Research on Advertising Effect by Distribution of Goods

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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.