

Group #3

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Table Of Contents

I.	Research Team Profile	Page 2
II.	Executive Summary.....	Page 4
III.	Secondary Data Research	Page 6
IV.	Experience Survey	Page 8
V.	Problem Discovery Definition.....	Page 11
VI.	Collection Of Data.....	Page 13
VII.	Data Analysis.....	Page 15
VIII.	Comments & Recommendations.....	page 24
IX.	Questionnaire.....	Page 25
X.	Exhibits.....	Page 43

Research Team Profile

Giorgi Goletiani

I am a full-time student attending New York City College of Technology. I'm currently in my second semester majoring in business administration and marketing. The role I partake in this group is being a statistical writer responsible for editing and writing information.



Jason Grady

I'm a junior at City Tech and I am pursuing my associates degree in marketing. My career goal is to utilize an all-around understanding of the marketing process to one day implement into a business of my own. As statistical writer I will focus on arranging data and turning numbers into words.





Abraham Hamilton

I'm currently a full-time student at New York City College of Technology. My major at city tech is marketing management and sale. I am the research analyst in this group which means my role is to tabulate the result of the research project and creating the tables and figures.



Malik Lee

I am a full-time student attending New York City College of Technology. I'm currently completing my final semester for my associates degree while continuing studies towards my bachelor's in business and technology of fashion, in this group project my role is the project director with the role of overseeing the completion of the project making sure everything is in order.



Zahed Ahmed

I am majoring in Marketing Management and sales. I love playing and watching sports such as basketball and football. I also like cars as well. I'm a laid-back person. The role I'll play is experimenting with surveys.

Executive Summary

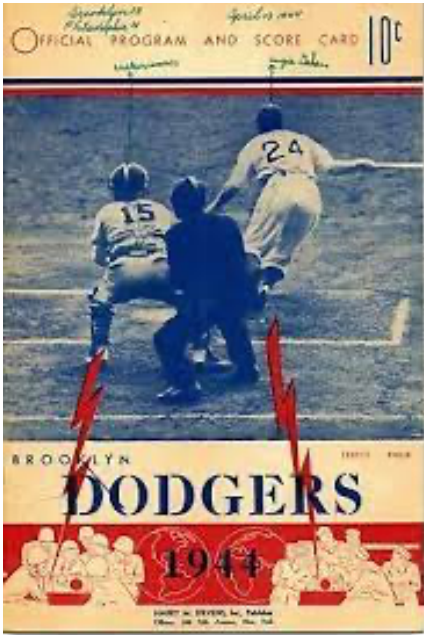
Our research is determined to find out if it is advertisement along with catchy commercials that influence consumers to buy products that are being displayed. While discussing the topic we've conducted a research study to help identify customers who buy based on advertisements that receive participation from men and women. During the research as a group, a questionnaire was conducted along with an experience survey. The target market for this study is people who fall into the category of working-class men and women along with a little younger group who have time to shop whether it is in-store or online. During the questionnaire, the collected data was made of an equal percent with 50 males and 50 women.

Based on the questionnaire we've conducted, 50 % of respondents were male and 50% were female. At least 40% of the responders were between the age of 30-40, 20 % ranged from the age of 21-29 while the last 40% were over the age of 40. While doing analysis of our questionnaire we found that 30% of the responders have small children/grandchildren who they shop for, 50% consider themselves impulse buyers who are quick to shop and spoil themselves not thinking twice about the purchases next day lastly the last 20 % only shop for household/personal items staying at home watching television. The data that's provided from the responders helped the group prove the hypothesis and a better understanding of their purchasing habits.

With the help from our questionnaire along the group was able to prove our hypothesis learning advertisements/commercials have an effect on the buyers. Majority of the participants explained how they enjoy seeing advertisements/commercials from their favorite shopping places regardless of if it is shown on television or seen on social media even heard on the radio. Results from the honest answers provided demonstrated consumers utilize advertisements/commercials for various reasons such as product knowledge, learning out about the latest sales or discounted prices. Place the advertisements/commercials on television along with the radio and social media will allow the company to reach a wider audience expanding their target market pulling more attention to the product or service they are offering.

Secondary Data Research

Our group constructed a research study to discover data that we have collected which related to our own data then comparing the two. Based on the data we have collected it was discovered consumer shop with the influence from watching, seeing, or hearing commercials/advertisements with the options of television, radio, and social media. The



different perspectives given from the consumers were took to consideration to help elaborate on the group hypothesis. With the participation from the various individuals, we gained the assist to construct a questionnaire resulting in honest responses and insight engaging in an experience survey.

The first commercial to air on television was in 1941 for Bulova watch company to inform viewers about their new products while helping the Brooklyn Dodgers baseball team to help promote their

game against the Philadelphia Phillies, the cost of the ad totaled to \$9 combining the air charge which was \$4 and \$5 for the station charges. Throughout the years companies utilized multiple techniques of advertising to product business or bring awareness to something for example. Beverage company Coca-Cola displayed a commercial during Super Bowl XIV starring athlete mean Joe Greene showing his interacting with a fan.

The company launched the commercial during the end of the civil rights





movement to promote equality between the two races as well as being able to change viewers perceptions. Since then, there are multiple ads being shown all over the world to promote and inform consumers including showing on social media and playing on the radio. In today's time some television loves try to ditch advertisements by subscribing to streaming platforms

with ad free options but can be missing out on the opportunities advertisements and commercials can tell them about the specific service or give knowledge of the product.

Experience Survey

For our survey we decided it would be helpful to get insight from someone who works directly in the field. An experience survey allowed us to get a sense of what consumers were spending their money on in terms of how they shop. By creating this experience survey as a group, we were able to gain a perspective from a creative director. Our survey focused on how commercials influenced these consumers to either buy the product or continue shopping for that brand.

Name: Sheldon Johnson

Location: 20 Jay ST. #402, Brooklyn, NY 11201

Interviewed conducted by: Zoom Conference

- 1) M.L - **First I would like to thank you for taking the time out to participate in this interview especially with your busy schedule**
- 2) S.J - No problem at all, yeah it is a little difficult to squeeze things in with all this going on at the moment, but I had an hour free for you.
- 3) M.L - **How long have you been doing your work & can you describe the kind of work you do?**
- 4) S.J – So, I'm a creative director for commercials but I dab into research here and there to see what way the commercials can affect the buyers. I have been doing this type of work for about the past 4 years. I mostly focus on television and social media not too much on radio

5) M.L – **What does your day consist of on a regular basis?**

6) S.J – On a regular day my day starts off with an email from a company with a product needing advertisements used for social media or television/radio. I then begin to map out how I would like to promote the product and what ways I can create an advertisement/commercial that would give the customer the urge to run out and grab the product.

7) M.L - **How would you describe the effect advertainment/commercials have on buyers.**

8) S.J – Ok so back when Apple created the iPod touch, they used a commercial that displayed all the features of the device along with the various colors giving customers a straightforward look into the product as a “what you see is what you get” type of feel. The way the commercial was constructed they used a fun catchy song and people run around dancing that influence customers to buy the product with the sense of “ok I’m going to have fun with this product because it can do etc.” Businesses who use great advertisement/commercial tactics gain the most money from new, old and loyal customers.

9) M.L – **How has Covid-19 affected your business?**

10) S.J – Covid has hit very hard during the beginning but over time I became more into conducting my work onto social media platforms which helped target a younger audience, those who stay on their phone 24/7

11) M.L – **I would like to thank you once again for fitting me in your book schedule to answer some of these questions. Your insight and knowledge will be very useful for the group’s project.**

- 12) S.J – You're more than welcome it was a great conversation I just wish it was longer than just an hour, but I hope the group gets the best grade on the project
- 13) **M.L – Thank you so much for the time & stay safe**
- 14) S.J – No problem and you stay safe as well

Problem Discovery Definition

To determine the degree to which familiar setting in advertising affects the likelihood of purchase, the problem of being able to determine the extent to which the setting affected the decision rather than outside variables may be an issue

1. Target market/ target population

- a) Millennials
- b) Baby Boomers
- c) Seniors
- d) Generation X

2. Problem Statement

To determine the degree to which familiar setting in advertising affects the likelihood of purchase, the problem of being able to determine the extent to which the setting affected the decision rather than outside variables may be an issue

3. Research Objective

- a) To determine what influence consumers to shop
- b) How does advertisement play a role in a consumer's purchasing decisions
- c) To find if settings affect the purchasing decision

4. Research Questions

- a) What impact does media advertisements have on consumer behavior?
- b) How does advertisement cause unnecessary purchases?
- c) What are the effects of online advertisement?

5. Hypothesis

- a) Advertisements/commercial have a big effect of the purchasing decision on the consumers
- b) With the influence of the advertisement consumers tend to remember aspects of what was shown or played

Collection of Data



Methodology is the procedure used in the study in activity. For marketing research, it is used to gain knowledge along with collecting data to put together the best decisions for the business. Methods of methodology include questionnaires, interviews, focus groups and surveys, for this groups research we conducted a questionnaire to help with our study.

Surveys are a tool used while in the process of marketing research. There are several ways to collect data such as observations, focus groups and questionnaires in addition to experience surveys which was used by this group. Another tool that we utilized was interviews also known as an experience survey with a participant who is currently working in the field of our studies. Interviewing Sheldon Johnson the group got a brief description of what he does for work as a creative director providing great insight that's used for the questionnaire. The questionnaire we created consist of 28 questions completed by responders displaying demographic along with statistical questions helping us examine as well as organize the information for our findings.

Collection of the Data

Pretest

In the process of editing our group's research questionnaire we decided to have five individuals participate by answering a couple of questions for a pretest to get insight on how responders will react to the questionnaire. This phase allowed us to confirm the questionnaire is written thoroughly as well as clearly with complete sentences making it easy for responders to answer without any issues.

Main Study

After receiving results from our pretest, we agreed upon beginning the main study. Once the questionnaire is completed as a group, we begin to encounter the coding and data process stage. A large part of our data came from the questionnaire to determine how consumers shopped along with what influences them to shop. With factors such as Covid-19 we felt it would be difficult to get individuals to participate due to safety regulations, but our target population completed the survey in a quick and timely manner.

Data Analysis

Editing

During this process the group paid close attention to the completeness along with the making sure all the data was collected correctly for the coding process. While in this process we took the time to adjust the questionnaire creating more broad, clear question in order for the participants to be able to provide a straightforward response. Also, in this process we were able to rearrange the question in the correct order, doubling checking if questions were asked twice and if questions were grouped right to assist with the participants demographic along with touching subjects such as their shopping habits.

Coding

In the coding process we took open ended responses given by the participants translating to “please specify” urging them to expand on their responses while trying to refrain from giving a close ended answer. To reach our total data we’ve utilized the answers from the 50 surveys given back from participants dividing by the total of participants and multiplying by 100 to conclude the representation of graphs and tables.

Analysis

Table 1: Question #1 **How do you choose to shop**

Answer Choices	# Of respondents	% Out of total
Online	30	60%
In-person	20	40%
Total	50	100%

For this table we have decided to get an understanding on how these consumers were shopping to find out which way they were discovering advertisements/commercials

Table 2: Question #2 **State your gender**

Gender	Female	Male
	3	6
	8	5
	5	6
	9	8
Total	25	25

Table 3: Question #3 **State your age**

Age	Female	Male
18 – 25	3	6
26 – 31	8	5
32 – 40	5	6
40 – Older	9	8

Total	25	25
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From these two tables we have discovered more of our responders are in between the ages of 40 and older.

Table 4: Question #4 **How do you find ads**

Answer Choices	# Of respondents	% Out of total
Useful	10	20%
Irritating	8	16%
I don't mind them	11	22%
I enjoy watching them	21	42%
Total	50	100%

This question helps the group figure out if the right participants were picked to answer the following questionnaire as well as get their honest opinion.

Table 5: Question #5 **Are you likely to purchase something after seeing commercial about**

Answer Choices	# Of respondents	% Out of total
Someone you idolize owns it	6	12%
Something you want	16	32%
Because you need it	15	30%
Because it's on sale	13	26%

Total	50	100%
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This table helped the group get an insight on reasons why these particular participants decide to shop along with the reason why they make purchases

Table 6: Question #6 **How often do you watch television**

Answer Choices	# Of respondents	% Out of total
Everyday	25	50%
Every 2 weeks	9	18%
Every 1 to 2 days per week	12	24%
Every 5 to 6 days per week	4	8%
Total	50	100%

From this table the group discovered the number of times each participant watches television. Some explained due to a hectic work schedule they do not get enough screen time.

Table 7: Question #7 **How likely are you to purchase items from these places**

Answer Choices	# Of respondents	% Out of total
Amazon	19	38%
Target	19	38%
Walmart	8	16%

Home Shopping Network	4	8%
Total	50	100%

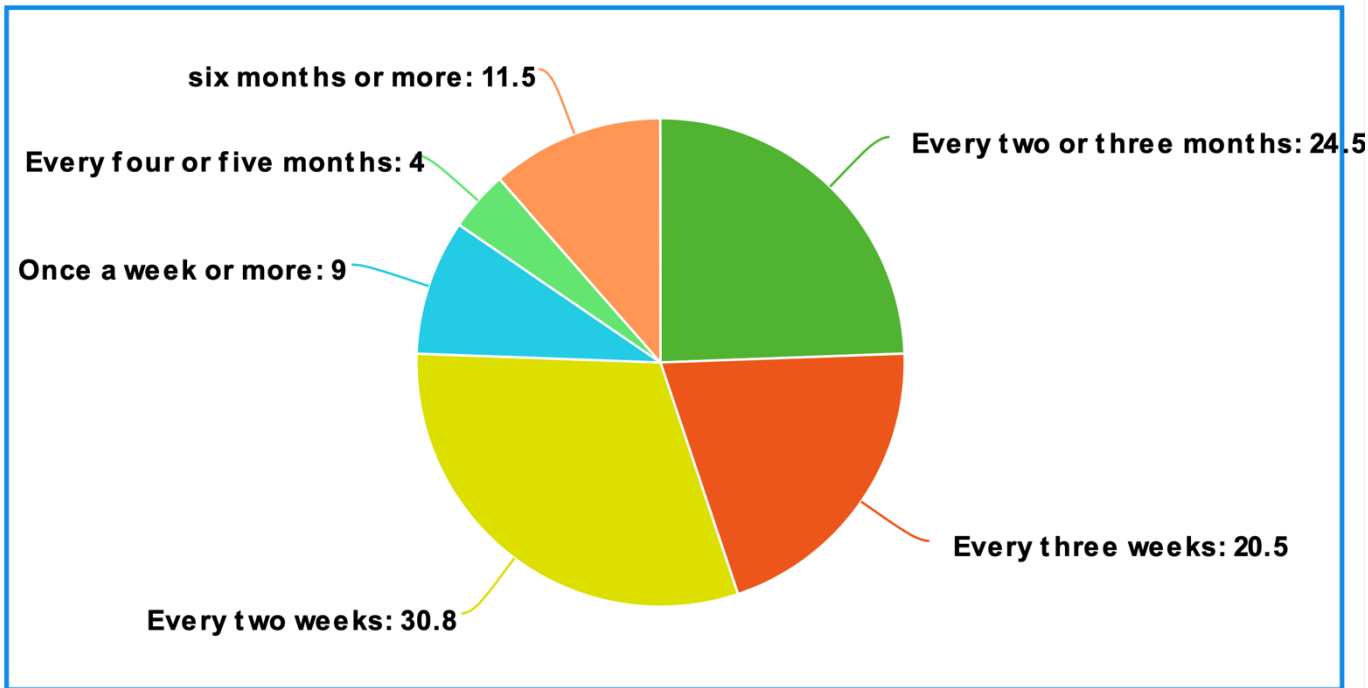
This table will help the group be able to narrow down the places with worldwide advertainments/commercials the participants decide to shop and spend their time.

Table 8: Question 8 **Do you find advertising a tool for brainwashing**

Answer Choices	# Of respondents	% Out of total
Yes	7	14%
No	43	94%
Total	50	100%

This Table's question required a personal response from the participants to get an insight on their true feelings towards advertisements/commercials when they're hearing or seeing it on television, radio, or social media

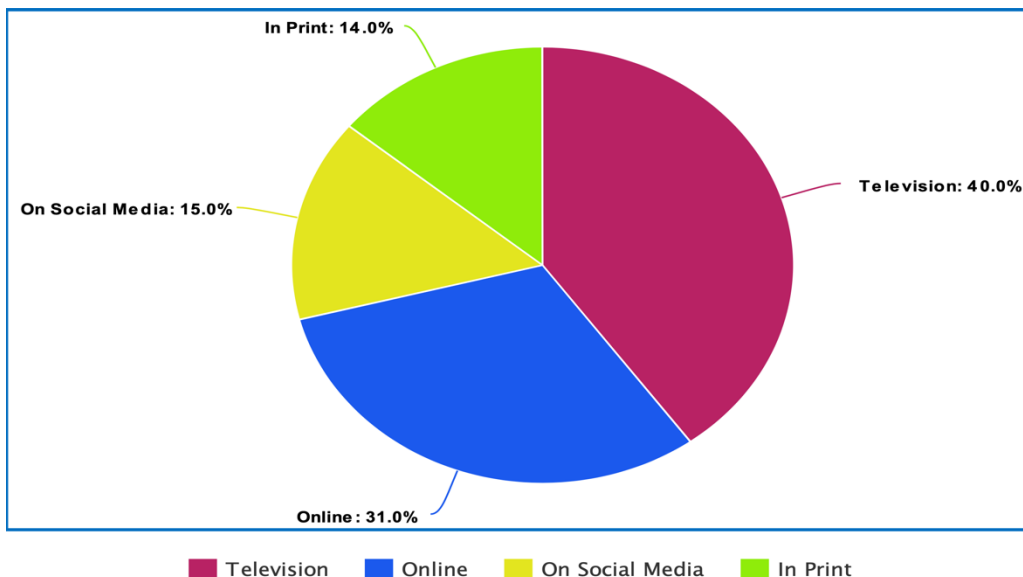
Figure 1: How Often Do You Shop



- Every two or three months
- Every three weeks
- Every two weeks
- Once a week or more
- Every four or five months
- Six months or more

This Pie chart allow the group to categorize our responders based on the number of times they choose to shop whether it's months or weeks

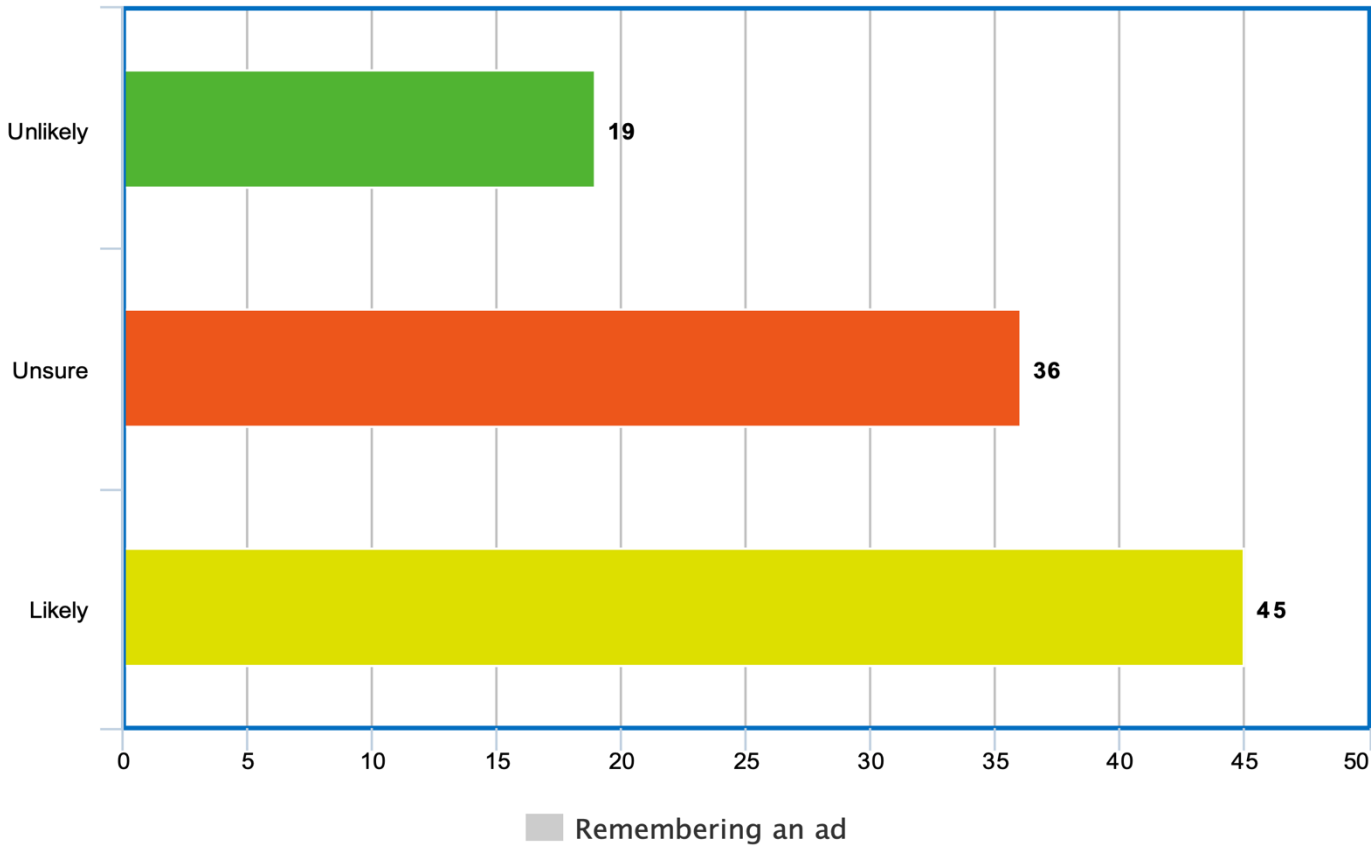
Figure 2: I will most likely make purchases after seeing or hearing an advertisement on:



- Television
- Online
- On Social Media
- In Print

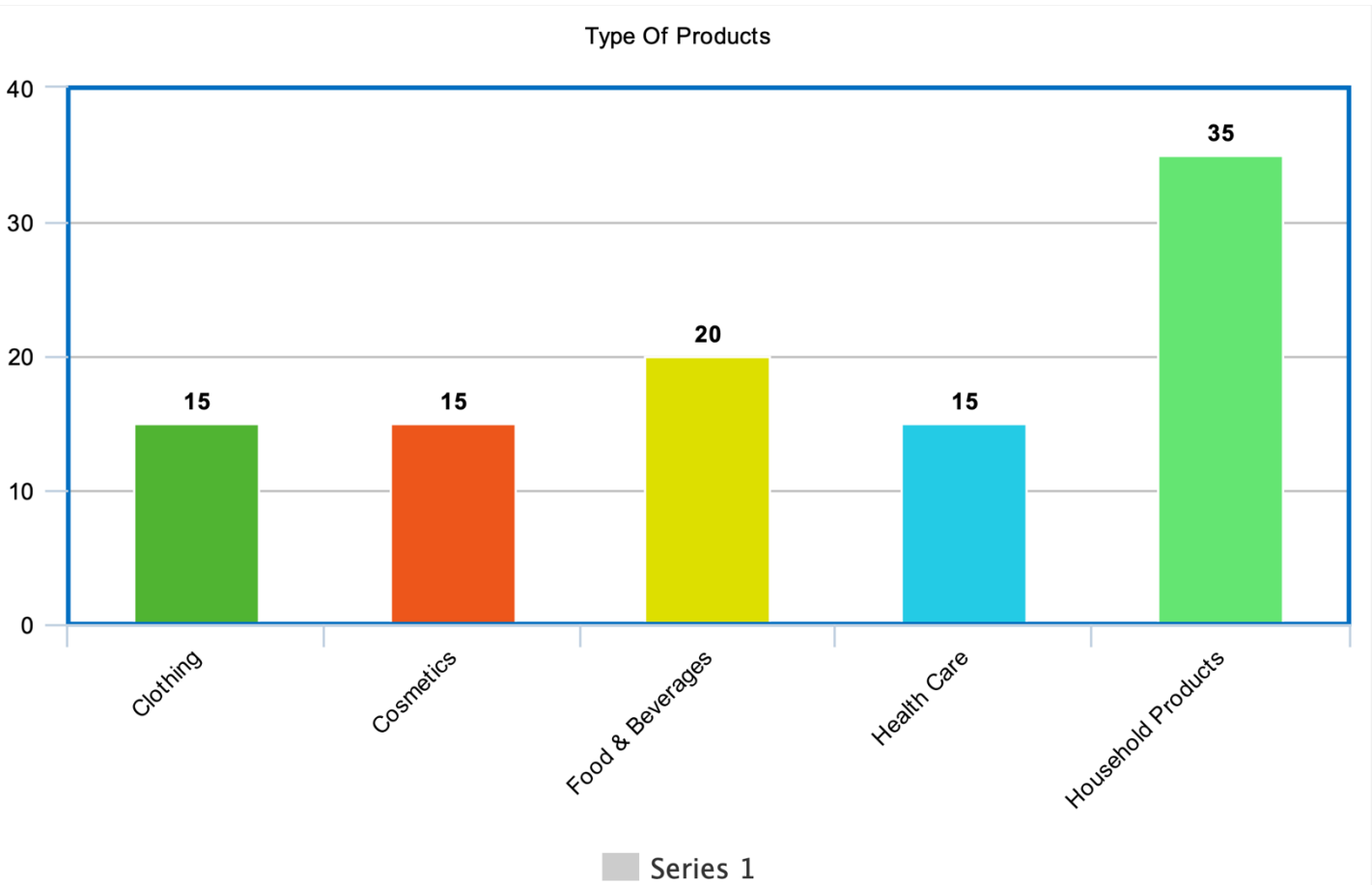
□ This chart allowed the group to gain an understanding on how consumers hear the advertisements/commercials to conclude their purchases.

Figure 3: How likely are you able to remember an ad or commercial



□ From the data collected from this chart we have discovered consumer are very likely to remember an ad or commercial encouraging the urge to think about the visual or audio. Participants stated how they are likely to listen to the slogan or jingle used in the ad multiple times.

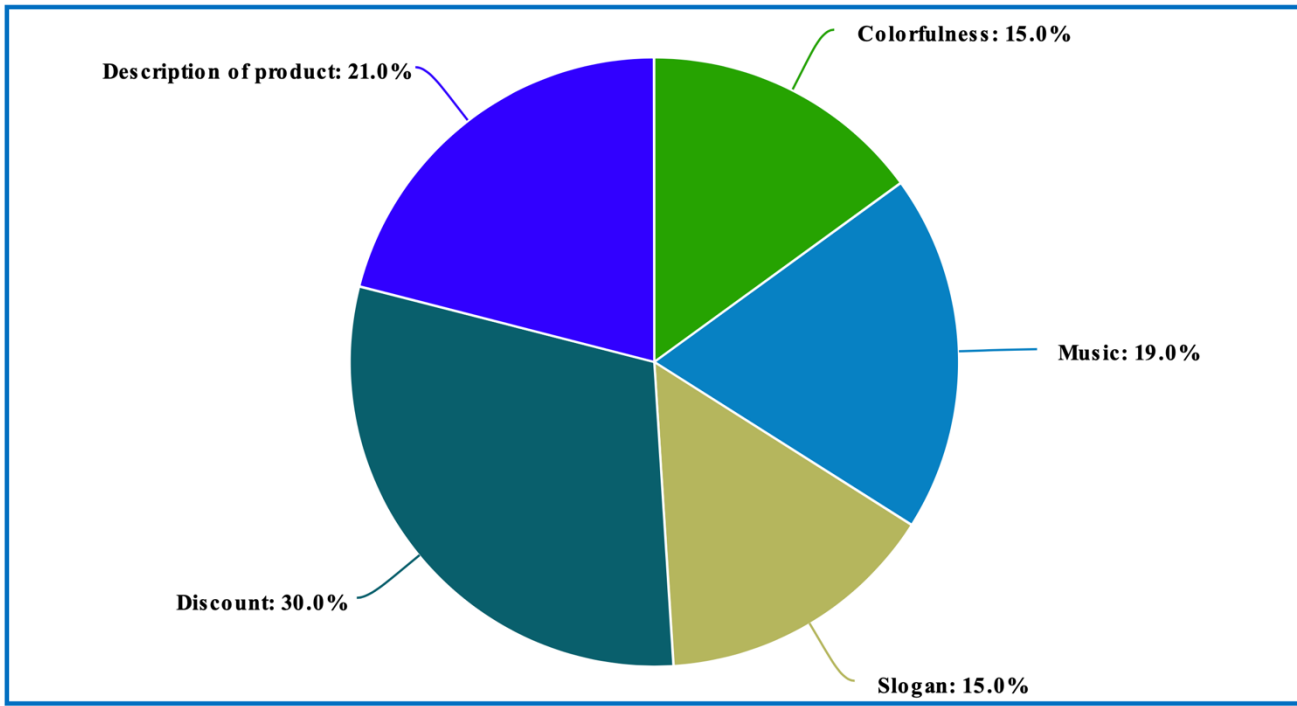
Figure 4: What type of products do you purchase while shopping



□ During this graph we collected data from the following question to gain an insight on what type of product the consumers we're shopping for to think of the type of companies they spend on

Figure 5: What entice you to buy a certain product when looking at an advertainment/commercial

What attracts you



Colorfulness Music Slogan Discount Description of product

□ For this chart the group was able to get a perspective on what catches the participants eye in terms of the advertisement/commercial that influence them to continue to make purchases.

Conclusion and Recommendations

This study is one of extremely few studies to examine and investigate the relationship between advertisements/commercials influencing the consumer's purchase choices. We have found out some consumers enjoy seeing as well as hearing their favorite brands commercials/advertisement regardless of if it is on television, radio or even on social media. While in the process of the questionnaire most consumers are able to remember slogans or jingles from their favorite commercial and do not mind listening to it multiple times which is demonstrated in figure 3. This study helps the group prove our hypothesis including the useful experience interview we've conducted. Recommendations that we consider for the next research is to create more questions for the questionnaire that will allow the participants to expand their response a little more. Another recommendation would be to conduct more than one experience surveys at least two to gain another perspective in the field the group is studying the individual used provided great insight as well as advise for the group to use but could have given a little more information.

Questionnaire



We are currently conducting an important survey with people like you,
Who love to shop. Your responses are very important to this
Research and will be confidential. We appreciate your time as well as
Your honest while completing this survey.

Thank you for your time, consideration and participation!

You may begin below !

1. How often do you watch television? (Please choose only one)

Everyday

- Every 1 to 2 days per week
- Every 5 to 6 days per week
- Once per week
- Every 2 weeks
- Every 3 weeks or more
- Other (Please Specify): _____

2. How often do you shop? (Please choose only one)

- Everyday
- Every 1 to 2 days per week
- Every 5 to 6 days per week
- Once per week
- Every 2 weeks
- Every 3 weeks or more
- Less than 100 USD
- Other (Please Specify): _____

3. How much do you spend on online shopping every month?

- \$100 – \$500
- \$500 – \$1000

More than 1000 USD

Other (Please Specify): _____

4. How many times do you shop online in a month? (Please choose only one)

Once

Twice

Thrice

More than thrice

Other (Please Specify): _____

5. How many times have you visited a shopping website in the past month?

(Please choose only one)

None

Once

More than once

Other (Please Specify): _____

6. How likely are you to return to a webpage after your online shopping?

Very likely

Somewhat likely

Highly unlikely

Other (Please Specify): _____

Do not know

7. Which of the following motivates you the most when shopping? (Please choose only one)

Magazine Ad

TV Ad

Product knowledge

Visualization

Brands

social media

Other (Please Specify): _____

8. Approximately, how much do you spend on shopping in one specific store? (Please choose only one)

\$10-\$20

\$21-30 \$31-40

\$41-\$50

\$51-60 \$61-70

\$71-\$80 \$81-\$90

\$91-\$100

\$100 or more

9. How likely or unlikely are you to buy from the following websites? (Please respond to each brand listed below)

	Very Likely	Likely	Somewhat Likely	Not at all Likely
Amazon				
QVC				

Home Shopping Network				
Zara				
Target				
Walmart				
H&M				

10. How do you prefer to receive advertisements? (Please choose only one)

- Radio
- TV
- Internet
- Print
- Mobile
- All
- None
- Depends

Other (Please Specify)

11. How well do you remember "name-of-advertisement"? (Please choose only one)

Remember it well

Remember company and product but not the ad

Remember only company

Remember only product

12. What kind of ads do you find appealing? (Please choose only one)

Funny

Meaningful

Informative

- Creative
- Straightforward
- Genuine
- Short and crisp
- Other (Please Specify)

13. How long do you think a television advertisement should be?

- 10 - 20 seconds
- 20 - 30 seconds
- 30 - 40 seconds
- 40 - 50 seconds
- 50 + seconds
- Other (please specify): _____

14. Do you think a tag line/catchphrase is an important factor in advertising?

Yes

No

If yes, explain why below.

15. Which of the following parts of a commercial would more likely entice you to buy a certain product?

Colorfulness

Music

Slogan

Discount

Description of the quality of the product

16. How do you find ads?

Useful

Irritating

I don't mind them

Other

If other Explain why below.

17. Do you think featuring a celebrity in an ad makes it more effective?

Yes

No

If yes, do you like it? Explain why below.

18. What types of products have you brought/would you buy after seeing an ad?

(Check all that applies)

- Food and beverages
- Cosmetics (make-up products, perfumes, roll-ons, hair products, etc.)
- Instruments/repair kit
- Kitchen equipment (machines and cutlery)
- Medicine
- Products of losing weight
- Vehicle
- Other (Please Specify)

19. How do you feel about each of the following statements listed below? (Please respond to each statement listed)

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I can watch good ads any number of times.					
I like to watch only new ads.					
I find ads extremely annoying, no matter how					

interesting they may be.					
I like creative but sensible ads.					

20. Do you find advertising a tool for brainwashing? (Circle one please)

Yes No In Between

The following are personal questions for statistical purposes only. The answers to these questions will be kept strictly confidential.

21. What is your Age?

Under 18

18-24

25-34

- 35-44
- 45-54
- 56-64
- 65 and older

22. What is your ethnic background? (Please Choose all that applies)

- African American
- Hispanic
- Asian
- Caucasian
- Other (Please Specify): _____

23. Where do you currently Reside?

- Brooklyn
- Queens
- Manhattan
- Bronx
- Staten Island
- Other (Please Specify): _____

24. What is your current Marital Status?

- Single
- Married
- Divorced
- Widowed
- Separated

25. What is the highest level of education you have completed?

- Some High School or less
- High School Graduate
- Some College
- College Graduate
- Some Graduate School
- Completed Graduate School
- Other (Please Specify) _____

26. What is your current Employment Status? (Please choose all that apply)

- Employed full-time
- Full-time student
- Self-Employed
- Employed part-time
- Part-time student
- Unemployed
- Retired

27. What is your current Occupational Status?

- Professional
- Executive
- Managerial
- Administrative
- Sales
- Technical
- Labor
- Secretarial

Clerical

Other (Please Specify) _____

28. What is your total annual income?

Under \$10,000

\$10,000-\$14,999

\$15,000-\$19,999

\$20,000-\$24,999

\$25,000-\$29,999

\$30,000-\$34,999

\$35,000-\$39,999

\$40,000-\$44,999

\$45,000-\$49,999

\$50,000 or more

29. How many people live in your household?

1

2

3

4

5

6 or more

30. Would you recommend someone you know to participate in this questionnaire?

(Circle one and explain below)

Yes

No

You have completed the survey! Your cooperation has been greatly appreciated.

THANK YOU

Please feel free to use the space below for any additional comments about this exciting topic.

Exhibits

