











Status	Male	Female
Heavy	44%	56%
Moderate	36%	64%
Non affected	40%	60%

Advertising presents the perceived state of mind of the consumers. It affects the Male and Female in the different propositions.

### Conclusion

It is revealed from the study that Advertising and Sales Promotion, Age factor plays an important role for the selection of products advertising and sales promotion. It is also observed that Gender factor also plays an important role in the selection of sales promotion and advertising. It is indicated from the study that the sales promotions and advertising are not affective at some purchase stages.

### References

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