

(54) Title of the invention : A METHOD FOR APPROCHING STUDY ON CELEBRITY AND NONCELEBRITY APPROVE ADVERTISEMENTS

<p>(51) International classification :G06Q0030020000, H04N0021258000, G16H0010200000, G06F0001321800, G09B0007020000</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : 1)Dr. Himanshu Gupta Address of Applicant :Associate Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>2)Prof. Nisha Agarwal 3)Dr. Bhuwan Gupta 4)Mr. Nikhil Gupta 5)Ms. Jyoti Singh 6)Ms. Sandhya Sharma 7)Dr. Nidhi Chaudhary Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : 1)Dr. Himanshu Gupta Address of Applicant :Associate Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>2)Prof. Nisha Agarwal Address of Applicant :Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>3)Dr. Bhuwan Gupta Address of Applicant :Assistant Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>4)Mr. Nikhil Gupta Address of Applicant :Assistant Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>5)Ms. Jyoti Singh Address of Applicant :Assistant Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>6)Ms. Sandhya Sharma Address of Applicant :Assistant Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p> <p>7)Dr. Nidhi Chaudhary Address of Applicant :Assistant Professor, School of Business Management, IFTM University, Lodhipur Rajput, Delhi Road, Moradabad, Uttar Pradesh, Pin Code: 244102. Moradabad -----</p>
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(57) Abstract :

The present invention relates to a method (100) for approaching study on celebrity and non-celebrity approve advertisements. The method (100) comprising a memory unit, a processor and a display unit. The memory unit is configured to store machine-readable instruction. The processor is operably connected with the memory unit, the processor obtains the machine-readable instructions from the memory unit, and is configured by the machine instruction. The processor is configured to generate (102) questionnaire surveys for approaching study on celebrity and non-celebrity approve advertisements; convert (104) the questionnaire surveys into primary information data and secondary information data; collection (106) of information data using questionnaire surveys; analysis (108) of the collected data; compare (110) the collected data; and generate (112) conclusion using analyzed and compared data information. The display unit is operationally connected with the memory unit and processor. The display unit is configured to provide user interface.

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