



**CALIFORNIA STATE SCIENCE FAIR
2010 PROJECT SUMMARY**

Name(s) Hannah M. Phelps	Project Number J0321
Project Title Product Sampling	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals The purpose of this project was to determine if product sampling influences consumer purchasing. My goal throughout this experiment was to prove my hypothesis: sampling will positively influence sales.</p> <p>Methods/Materials My experiment was performed at my school, using the students whom attend as subjects, to determine product sampling's effectiveness. On the first day at our weekly snack break, there were no samples provided, but a new product (a small bag of seven pretzels) for \$.25 was available. On the second day, one week later, I stood out with a bag of samples for those who wanted to try the product.</p> <p>Results My results proved product sampling to be an extremely effective way to increase an item's sales. On the first day, without samples, 12 out of 30 bags of pretzels were sold. On the second day, with samples, 30 out of 30 bags of pretzels, in half the time, were sold. Product sampling influenced a 60% increase in the product's sales.</p> <p>Conclusions/Discussion After researching, conducting, and comparing data in my experiment, my conclusion was surprising. Although my hypothesis that product sampling would positively effect sales, was proven correct, I greatly underestimated to what extend sampling would influence sales. In addition, my research identifies the complexities involved in the consumer purchasing process. This topic is relevant to current events involved with our struggling economy. By understanding the significance of product sampling and the various factors involved (human interaction, presentation, sensory stimulation), we are able to increase sales of products throughout businesses and stores.</p>	
Summary Statement The focus of my project was to determine if and to what extent product sampling influences an item's sales.	
Help Received My mom bought the pretzel bags and helped with proofreading the final draft. The P.T.A. gave me a opportunity to conduct the experiment at their weekly snack break.	