

**THE RELATIONSHIP OF CIRCULATION QUALITY AND ADVERTISING PRICE
WITH ADVERTISERS' SATISFACTION: AN ANALYSIS OF THE
ISLAMABAD BASED NEWSPAPER INDUSTRY OF PAKISTAN**

By

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A thesis presented to Bahria University, Islamabad in partial fulfillment of the
requirements for the degree of Master of Philosophy

November 2012

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ABSTRACT

The present study investigated the relationship of circulation quality and advertising price with advertisers' satisfaction in the context of the Islamabad based newspaper industry of Pakistan. The focus of the study was on circulation quality and advertising price leading to advertisers' satisfaction. The main reason behind initiating the study was to empirically examining the general perception of "price preceding quality" phenomena concerning the newspaper industry of Pakistan among the media planners, and to ascertain the findings through statistical tools. In addition, the study also aimed at educating the marketing professionals of the literary aspect of quality-price relationship. Based on the review of previous literature a theoretical framework was developed. The independent variables being circulation quality and advertising price, and advertisers' satisfaction as the dependent variable. The theoretical framework led to the development of two hypotheses with their respective sub-hypotheses for empirical validation. The hypotheses and sub-hypotheses were formulated to examine the positivity of relationship between the independent variables with the dependent variable. The methodology included data collection through closed ended questionnaires from population of advertisers based at Islamabad with sample size of 100 advertising, media, and marketing professionals. The questionnaires were distributed by hand, through emails, and through personal contacts who worked in various organizations as marketing, advertising, and media professionals. The data collected was empirically validated for testing the two formulated hypotheses. The data was analyzed through crosstabulation, correlation, and regression techniques. The findings of the analyses were also depicted through the curve fit charts of the study variables. Some limitations, implications and suggestions were also suggested.

Keywords: circulation quality, advertising price, advertisers' satisfaction, quality, price

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DEDICATION

Dedicated to my loving Parents, my loving and caring Wife, and my sweet little Daughters

ACKNOWLEDGEMENT

Alhamdulillah, all prayers for Allah the most merciful the most beneficent, who gave me the courage and the strength to complete this thesis. He has blessed me with the company of valuable people who are unique in their own way and have been of immense help to me throughout this thesis.

I would like to extend my especial thanks to Dr. Zahid Mahmood – Bahria University, my principal Supervisor, for his continuous encouragement, guidance, and the confidence that he showed in me. His gentle guiding approach was very instrumental in helping me steer through the research process, especially during the course of designing the research instrument. He was always very generous in lending his personal collection of some of the most valuable books which proved extremely useful during my research as well as in the pursuance of my degree. He has remained an inspiration and has always been a role model during my research studies.

My special thanks to Mr. Ayub Siddiqui – Bahria University, Mr. Tanveer-ul-Islam – NUST, from the faculty and Mr. Ishtiaq – Mphil, Bahria University from the student fraternity, who provided their guidance, time, and support during the data analysis stage of this thesis. Without their guidance and support, the task of data analysis seemed impossible.

I would also like to extend especial thanks to my friends from the marketing, media, and advertising industry that include but is not limited to Mr. Asif Salahuddin – Adgroup Advertising, Mr. Fahd Saud – ZONG , Mr. Saad Bashir – Mobilink, Mr. Owais Hameed and Mr. Kashif – Ideas Workshop, Mr. Erum Shahzad – Linkers Advertising, Mr. Mansoor – Express Newspaper, Mr. Mazhar Qayyum – DAWN Newspaper and all others who helped me during the data collection process.

I would also like to thank the Rector - Bahria University, Dean - Bahria University, and the HOD, Management Sciences – Bahria University for providing the most conducive environment for research.