Impact of Humor and Deceptive on Consumer Brand Loyalty

In Telecom Sector of Pakistan

Final Thesis

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ABSTRACT

In This Research thesis, exploration on the relationship among humor advertising, Deceptive advertising and consumer brand loyalty has been done. The data is collected for this research study through Questionnaire. Population of this research study is Ufone network User from which sample of 300 subscriber is taken. Consumer brand loyalty is used to measure the consumer`s buying behavior and advocacy that how can be consumer buying behavior improved and how can advertising impact on positive word of mouth. It is used to develop a good or bad image of the brand which is being perceived by the consumer. Humor includes Exaggeration and comparison while deception includes implicit deception and explicit deception on the other hand consumer brand loyalty include purchase behavior and advocacy.

After doing research the conclusion of the research that humor have positive relationship with the consumer brand loyalty and deception have negative relationship with the consumer brand loyalty. Results have shown that a lot of managers are using humor advertising as tool to effect the loyalty of consumers toward the brand. Some consumer's loyalty is affected negatively and some consumers loyalty is affected positively through the use of humor advertising while deceptive advertising affect negatively.

Keywords: humor advertising, deceptive advertising and consumer brand loyalty.

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