

THE EFFECTS OF ADVERTISEMENT ON CONSUMER BEHAVIOR

ACKNOWLEDGEMENT

In the name of Allah, the most merciful and compassionate of all who has given me the strength and whatever I wished and much more some of which I know and some are unknown to me.

What I am today is all because of my mother's prayers and guidance and her wish to see me as a better human being. And I would like to thank Sir Atif Hussain who has helped me one way or the other in the completion of my thesis, I am deeply grateful to him.

Atif Khokar

ABSTRACT

The purpose of this study was to find out the effects of advertisements on Consumer's Purchasing Patterns and to identify the components in the advertisements that affect the consumer behavior. In order to complete the research my effort was comprising of two different and important studies i.e. Pilot Study and Main Study. A video recording of advertisements of Head & Shoulders and Pantene was used to recall in the minds of audience, about which I am going to ask for. A simple questionnaire was constructed. Most effective ad rated by the sample was Head & shoulders. After the selection of these ads, another questionnaire was constructed for the main study. This questionnaire was divided into three sections. The questionnaire was distributed among a sample of 220 persons. These were rated on a five point rating scale ranging from 1 to 5. One stood for the most effective ad and five for the least effective ad. Results showed that Head & Shoulders is the most effective ad. Although there was dispersion in the content rating of both ads, but overall Head & Shoulder won the race.

LIST OF TABLES

Table 1:	Result of pilot testing.....	35
Table 2:	Results.....	35
Table 3:	Descriptive statistics.....	38
Table 4:	Correlations.....	38
Table 5:	Results of regression analysis.....	39

LIST OF DIAGRAMS OF MODELS

Diagram 1: Lavidge & Steiner Model.....	7
Diagram 2: Conceptual Model & hypothesis.....	36

ANNEXURE

Questionnaire A1-A3

A-1

CHAPTER VI

Name (Optional): _____

Organization: _____

Age: _____

Instructions:

This questionnaire is intended to find out consumer's attitude towards ads. There are two parts of in int. first; you will see the video of the five selected ads. Please watch the videos carefully, then you have to rate these ads on the four point rating scale. Rate the ads on the scale of 1 to 5. Afterwards, you'll be then supposed to fill up the second portion of the questionnaire which deals with the components of the ads.

	1	2	3	4	5
Name of the Brand	M Effective	effective	undecided	Less effective	Least effective
Pantene Pro V					
Head & Shoulders					

A-2

Rate the following components of ads on a four point rating scale ranging from 1-5.

	N/A	1	2	3	4	5
<i>PANTENE</i>						
Glamour						
Jingle						
Style of Model						
Story Line						
Packaging						
Appearance						
Product Image						
Camera Work						
<i>H & S</i>						
Glamour						
Jingle						
Style of Model						
Story Line						
Packaging						
Appearance						
Product Image						
Camera Work						