

AD EFFECTIVENESS ON CONSUMER BUYING BEHAVIOR

BY

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Dedication

I dedicate this thesis to my parents, Salma Zaheer and Zaheer Ahmed who always support and encourage me to complete my work.

Acknowledgement

Firstly I would like to thank Almighty Allah for giving me the audacity to complete my thesis on time. After that I would like to thank my supervisor sir Muhammad Usman who shared his complete knowledge to help me with my thesis.

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Abstract

Purpose

The main purpose of the study is to fill the gaps and flaws of previous researches, and to determine the ad's effectiveness on consumer buying behavior in dairy industry.

Methodology & Design

The design of the research is quantitative an online survey is conducted to collect the data and 384 responses were gathered on the basis of which hypothesize the reliability relationships were checked multiple linear regression tests is used to analyze the data with the help of SPSS software.

Limitations

There are few limitations for this study this research has focused on the Karach city's target audience, research is bounded by time the sample size is limited, and the number of respondents are 384. The audience which have been targeted are only married women

Keywords

Consumer Buying Behavior, eWOM, Television advertisement, Online Advertisement, Spokesperson, infomercials

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