

'Effect of Advertisement on Brand Love: A Case Study On Generation Y'



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01-122142-050

The project is presented to the Faculty of Management Sciences in the partial fulfillment of degree requirement

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ACKNOWLEDGEMENT

I want to thank all those people who have helped me do this work. This thesis is the research study of 4 months as a student of MBA at Bahria University Islamabad. I would not have been able to write this thesis without the help of numerous people whom I would like to thanks.

Firstly I would like to thanks my supervisor Sir UsmanAfzal for his guidance and directions which he has provided me throughout my research.

Secondly I would like to thanks my other faculty members who have helped me throughout my degree I have learnt a lot from them which I have used here in this research.

Especially I would like to thank my parents and siblings because without their support I would not be able to be at this stage. Finally my heartiest thanks go to my friends who have helped me in this research.

On the basis of different techniques the results are been drawn in this report. Which have proven that yes advertisement have a strong impact on the brand love.

ABSTRACT

The concept of branding is wide encompassing today particularly for generation Y customers. Marketers are ever more interested about the specific mediums not only to give customers brand awareness but also to make them captive. Brand love, a relatively evolving concept in marketing paradigm, is one of the mediums that help marketers capture the mind and heart of the customers. The present research accordingly applies an empirical lens to substantiate the impact of advertisements on brand love. Using convenience sampling technique, data from 200 respondents was taken to estimate a two variable regression model. The results of the study suggest that the advertising policy of a firm is a significant determinant of brand love. Since brand love is earning a lot of interest of marketing practitioners, the present study offers some policy guidelines to approach brand love in a systematic manner. Finally, the present study highlights the limitations, restrictive weaknesses, and possible avenues for future research.

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