

**"Negative impacts of advertisements/promotional appeals  
on youth used by telecom sector in Pakistan"**



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## **Abstract:**

Telecom industry in Pakistan has reached to a saturation stage where every player has a similar offering for the customers. Due to lack of differentiation in the offerings the competition is severe; to be dominant in market the competitive edge lies with the marketing and advertising campaign to stay ahead in industry. But change in market structure and ever changing needs of customers always put pressure of telecom operators to present themselves better among the customers. This leads to comparative advertising techniques to prove oneself better from the rest; in addition negative advertising appeals are used nowadays to confront the competitors. This study will use a qualitative approach to study the impacts of such negative advertising appeals in the telecom industry.