

“Influence of Humor in Advertising on Customer Buying Decision; A Case Review of UFONE”



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Session 2012-2015

Master of Business Administration

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2015

Acknowledgement

First praise is to ALLAH, the Almighty, on whom ultimately we depend for sustenance and guidance. I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA Thesis. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the Thesis work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the Thesis.

I express my warm thanks to my supervisor Mr. Awais Mahmood who gave me guidance throughout my Thesis and special thanks to the workers in different Telecom Companies which I visited for filling questionnaires, their support and guidance was worth mentioning

I would also like to thank my Strategic Marketing Professor Mr. Kashir Asghar who gave me directions all along and finally all the people who provided me with the facilities being required and conducive conditions for my MBA Thesis.

Abstract

The purpose of this study is to examine the consumer decision process and its Determinants, explore the concept and usage of humor in advertising to find its impacts on consumer's purchase decision. The approach that will be used is Quantitative Data method by: "self-administered questionnaires", the research is aimed to find out Pakistani consumer's buying behavior In Telecom market and other areas also regarding their attraction towards humorous advertisements and checking out whether they make buying decision or not after watching such advertisements so Ufone is the company which i have chosen. The theoretical framework will gather data from articles, books and previous researches. It explains the process of purchase decision making, consumer buying behavior, consumer attitudes and to present the classification of humor, effects of humor and appropriate product types. Research method includes Quantitative method which includes use of software like SPSS AND MS EXCEL and most importantly "market research survey". This thesis will seek upon humorous advertising as an impact on consumer's recall when accompanied by aligning campaign and product placement. Humor has relatively impact on encouraging repurchases but appropriate for building brand's image and gain consumer's fondness especially in Pakistan. The findings of the study show that the Ufone's humorous advertising is helpful in attracting customers because, the advertisements not only contain humor but at the same time they also provide a message for its consumers in one or the other way, so through research we found out that humorous advertising really influences customers and as a result they purchase Ufone service and this also increases Ufone sales and revenue thus increasing Ufone RPI index.

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