

"Reasons, effects and impact of Post-Modern Marketing  
on Below the Line activities in comparison with  
traditional Below the Line activities in Pakistan"



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## **Abstract**

The thesis that follows focuses on the impact of postmodern marketing on Below the Line activities. As the title explains it, the thesis has its major focus on how below the line marketing strategies have modified over the years and what are the factors that have led to this change. Moreover, the thesis also judges the impact that s changes have on the way companies promote themselves and the perspective of customers.

The research was done by conducting qualitative research from individuals who were directly or indirectly associated with the marketing field and had faced the changes that BTL activities had on marketing of the telecommunication sector, FMCG sector, and Services sector as well as entrepreneurs who manage marketing their products. The results portrayed that where marketing was previously more focused on door-to-door selling, it now has changed the way companies try to create a personal relation with the consumer. Today, this is done by POPs, direct selling, social media marketing, sms and e-mail marketing as well as sponsoring of events. It was also revealed that the most important factors that have led to this change are technology and globalization. Eventually the research turned out to be well-synchronized with the information that had been found in the literature and the analysis was thus done as a comparison between the literature and the results of the survey which were focused on feelings, opinions, observations and experiences of the respondents who took part in the survey.