

Impact of advertising on buying intentions of youth (study on advertisement of casual wears)

By Shafi Ullah Jan

Abstract:

This study Explore the impact of advertising on buying intentions of youth. The purpose of this study was to find out the factors which influence the buying intentions of youth while purchasing the casual wears specially. By studying or examination previous studies there are many factors that impact the buying intentions of youth. These factors are the advertisement how the marketer present their product to the target market style, brand image, celebrity endorsement, quality, product, price and social acceptance. A varied methodology was taken to find the association between these factors and the impact of advertising on buying intentions of youth. Both quantitative and qualitative analysis was used to have a more broad view of the link. A focus group was conducted to refine the variables of the factors as well as find some new factors that might not have existed in previous studies. The factors recognized through the focus group were added tested

through questionnaires. The results discovered that all the factors have extensively positive relation on the buying intension of youth while selecting or purchasing the casual wear. However, it is recommended that the marketers should use some new and unique ideas for the advertisement of their wear for seeking the attention of the target market and motivate the target market.

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