

“CAN ATTITUDES BE INFLUENCED BY ADVERTISING”



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A research paper submitted in partial fulfillment of the
requirements for the degree of MBA

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2006

ABSTRACT

This study was intended to find that can attitudes be influenced by advertising. To find this relation the study was directed towards both genders that is males and females, they were the respondents of this research. To find the influence of advertising different variables were brought under consideration that is print advertisements, electronic media, friends/peers, and family.

The sample taken after considering the limitations of the research was 100. Respondents included in the research were professional and non-professionals (students/housewives/business class & few working women), living in the twin cities of Islamabad and Rawalpindi because they are playing different roles in the society. Most of the questions asked in the questionnaires were interlinked with the research questions.

The results based on higher percentages showed that respondents agreed with based research question i.e., attitudes can be influenced by advertising. It is recommended that more research should be done in this field with a bigger sample size.

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