

**Impact of jingle and character based TV
advertisements on children purchase
intention in Pakistan**



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DEDICATION

"This dedication is dedicated to my parents and teachers especially Mr. Majid, Mr Aqeel Israr, Mr. Kashir and nonetheless Mr. Shahid Haq whose prayers and guidance has helped me to attain this stage of education"

ABSTRACT

This study compared the impact of Jingle Based Advertisements and Character Based Advertisements on the purchase intention of children. A lot of researches were conducted on the purchase intention and attitude of children but there wasn't anything like this which could help an advertiser to select the best element of advertising to target children. Sample of 200 students aged 8 to 12 years from different schools of Rawalpindi and Islamabad was selected for the study. The instrument used in this study is a Questionnaire taken from the research of (D'Alessio, Laghi, & Baiocco, 2009) and (Huang, Chou, & Lin, 2009) for TV Advertisement and Purchase Intention which was changed slightly with the help of active researchers as per the Pakistani context. The results of the study revealed that the Character Based advertisements impact the purchase intention of children more than Jingle Based advertisements. Also children of different age group and genders have different preferences and intentions.

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