

"Impact of advertisement of cellular service providers on
buying behavior of youth."



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ABSTRACT

Youth plays a very important role in the success of companies. In today's competitive environment most of the companies and cellular companies as well are mainly targeting the youth age group through their advertisements and would like the youth to adopt their product or service to increase their sales but the point is that to what extent youth is showing interest and emotional attachment to the advertisements of cellular companies. Objective of advertisement is to attract and to maintain the prospective and present customers. Companies do advertising to inform customers about their product and services. The study was conducted on the impact of advertisement of cellular service providers on the buying behaviour of youth.

As the study is about the youth that is why only students were chosen for the survey. Sources of data collection used were both primary and secondary in nature. A questionnaire was prepared and distributed among 200 respondents of 5 universities of Peshawar and Mardan region. Names of the universities were Peshawar University, Agricultural University, Sarhad University, Institute of Management Sciences Hayatabad and Abdul Wali Khan University Mardan. Survey was conducted to find out the relationship between advertisement of cellular service providers and buying behaviour of youth. Findings concluded that advertisement of cellular service providers has significant relationship with the buying behaviour of youth and advertisement has great impact on the youth.

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