

THE IMPACT OF HUMOR IN ADVERTISEMENT OF TELECOMMUNICATION INDUSTRY TARGETING YOUTH

By

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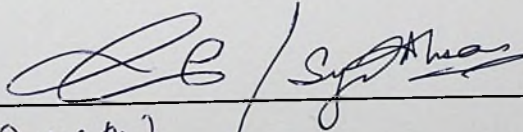
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	16-Oct-15	Sir's cubicle	Discussed statistical method i.e. SPSS	Mehreen!
6	18-Nov-15	Cubicle	Discussed Conclusion & Recommendation	Mehreen!
7	2 nd Dec-15	Cubicle	final thesis review.	Mehreen!

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 12% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 18/03/15

Name: Muntazir

Head of Department Signature _____ Date: _____

Abstract

Purpose of the Study: The purpose of this thesis is to ascertain '*The impact of humor in advertisement of telecommunication industry targeting youth*'. Over the past few years, worldwide television has extent the viewing of games, skill, culture, lifestyle and advertising all over the world. Incorporation of humor in advertisements has its roots in the initial days of business. Researches carried out previously have shown that using humor in an advertisement can increase customer's interest and can concern them, better the amount of attention towards a brand and retain permanent memories of advertisements. This study specially discusses in detail the impact of telecommunication humorous ads on young youth.

Research Methodology: For this study, quantitative research method has been selected. Using quantitative research method, survey questionnaire has been conducted. Participants for the survey questionnaire have been selected through stratified random sampling. A total of 150 participants have been selected in order to acquire desired findings for the study.

Findings of the Research: From this study, it has been acquired that humorous ads especially for telecommunication services and products is quite abundant. With the humor in telecommunication ads, businesses are more able to gain customer interest because of intense competition. In addition, it was also determined that content offerings and promotions are more easily communicated to potential customers through humor.

Practical Implication of the Research: For this study, it is suggested to telecommunication businesses to also do market research before designing any humorous ads. It is quite probable that and may sound offensive to oneself.

Limitation of the Research: This study was time bound because of which, a small sample size was selected for participation in the study. However, another reason for not taking so large sample size is initially when the problem was studied, the results were found to be very homogenous.

Keywords: Humorous advertisement, customer's interest, abundant, telecommunication services.

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