

**Are Consumers Influenced By Quality
Or Advertisement While Selecting the Brand
(A study conducted in Karachi)**

**A Thesis submitted to Department of Marketing in process for the
fulfillment of the requirement for the MBA degree**

FALL 2014

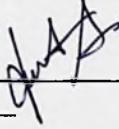
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submit 1 bound copies of thesis titled:
ARE CONSUMERS INFLUENCED BY QUALITY OR ADVERTISING
WHILE SELECTING BRAND in the management science department as part of fulfillment of
the MBA degree requirement.

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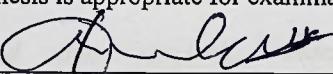
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Table of Contents

Chapter 1:Background of the Study	1
1.1 Preamble	7
1.2 Statement of Problem	7
1.3 Objective of the Study.....	7
1.4 Research Questions.....	8
1.5 SIGNIFICANCE OF THE STUDY.....	8
1.6 LIMITATIONS	9
1.7 SCOPE	9
1.8 ASSUMPTIONS	9
1.9 DEFINITION OF KEY WORDS.....	10
2.0 ACRONYMS	10
Chapter 2: Literature Review.....	11
2.1 ATL ACTIVITIES.....	11
2.1.1 Unexpected Cheaper Prices.....	11
2.1.2 OFFERS.....	12
2.2 BRAND POSITIONING.....	12
2.2.1 Customer Perception	12
2.2.2 Brand Association	13
2.2.3 Distinctive Offering.....	13
2.2.4 Choice Decision.....	14
2.3 CONSUMER IMPULSE BUYING DECISION	14
2.3.1 Consumer Behavior.....	15
2.3.2 Customer Loyalty.....	15
2.3.3 Affirmative Mood	15
2.3.4 Normative Influences	16

Chapter 3: RESEARCH METHODOLOGY	17
3.1 RESEARCH DESIGN	17
3.2 POPULATION	17
3.2.1 FRAME OF REFERENCE	17
3.3 SAMPLING AND SAMPLING TECHNIQUE	17
3.4 INSTRUMENT SELECTION	18
3.5 SOFTWARE EMPLOYED	18
3.5 VARIABLES	18
3.7 PLAN OF ANALYSIS.....	19
3.9 REQUIRED RESOURCES	19
3.10 RESEARCH HYPOTHESIS	20
Chapter 4: Analysis	21
TABLE 4.1.....	21
Table 4.3	23
CHAPTER 5: Findings and Conclusion	28
Findings	28
RECOMMENDATIONS.....	29
Literature review and Bibliography.....	30
Questionnaire	32