

# **THE INFLUENCE OF ADVERTISING ON CONSUMER BUYING BEHAVIOR IN PAKISTAN**



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# **ABSTRACT**

The reason for this examination study is to find out the effect advertising on client buying behaviour in Pakistan. Since the study involves Pakistani client buy choices on a more extensive scale, the way that not the entire populace in the Country can be brought under the ambit of this study is apparent. Consequently, Pakistan's celebrated twin urban communities, Islamabad and Rawalpindi, have been acknowledged and it is appropriate to say here that according to analysts' learning, any such in-depth study in Pakistan has not been embraced up to now.

Key words include Advertising And Consumer Behavior.

Furthermore, this study has been broken down into 5 chapters. The first chapter introduces the concepts of advertising and customer buying behavior theoretically.

Second chapter entails review of different researches related to this topic and the point of views or conclusions drawn by the researchers.

Third chapter identifies the methodology applied in this study. Sampling techniques and regression analysis to test hypothesis developed are discussed in detail.

Fourth chapter includes a thorough analysis of the correlation and dependency of variables with regards to results obtained from hypothesis and regression analysis as well as theoretical knowledge obtained from previous research papers explored.

Chapter fifth discusses conclusions drawn with practical implications of the work laid out in detail.

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## **DEDICATION**

**To GOD,**

**To MY WIFE FIZZA, WHO HAS BEEN MY  
UNCONDITIONAL SUPPORT ALWAYS!**

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