

**CARTOON ENDORSEMENT AND IT'S EFFECT ON BRAND PREFERENCE
AMONG KIDS**



By:

MAHAM SIDDIQUE 01-221171-013

MBA (1.5)

Supervisor

SIR DANISH AHMED

Department of Management Sciences

Bahria University Islamabad

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Abstract

Cartoon endorsement is a process of targeting the most attractive segment, accountable for most disposable expenditures “children”. Children mean business to advertisers. Children are very interesting segment yet challenging one. Marketers need tactics to captivate their young minds. Most prominent purchasers, drinking up toys, eatables, devices, telephones and garments as well as directing their folks on expensive buys are done for kids. This segment is the owner of up to 70% disposable income spending. Hence intense competition valves this significant and attractive segment. It has seen big marketing firms relying on licensed merchandising, cross-selling with high spending power, program length cartoons promotions, advertisements, product promotion and placement involving free gifts. In this thesis, the researcher tries examining the association of endorsed cartoon characters with brands creating preferences in brands among kids.

The data was composed through an online survey made on google docs. 322 responses were received from which 302 responses were selected to have more reliable results. The statistics collected were run through software known as SPSS, and also some statistical tests such as correlation Cronbach's Alpha and regression was concluded. Few of recommendations and future directions are made at the end of the research according to the findings of this thesis. There was some limitation are confront by the researcher which includes a specific time and limited resources. The study could be enhanced if we take in more variables for the analysis of brand preferences in children

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