

IMPACT OF CONTROVERSIAL MOBILE ADVERTISEMENT
ON CONSUMERS' INTENTION TO BUY MOBILE



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ABSTRACT

This study is conducted to identify the impact that controversial mobile advertisement has on the customers' intention to buy mobile. This study has explained that controversial mobile advertisement is explained through various factors such as religiosity, positive feelings towards advertisement, negative feelings towards advertisement, attitude towards advertisement and their influence is measured on the customers' intention to buy mobile. In this research, the major emphasis was on proving the significant relationship amongst religiosity, positive feelings towards advertisement, negative feelings towards advertisement, attitude towards advertisement (independent variables) and customers' intention to buy mobile (dependent variable). To prove this relationship, a survey has been conducted through a structured questionnaire regarding this literature, in which students of Bahria University Islamabad have shown a similar video representing two brands Oppo (famous brand) and Anxo (New brand) and requested to fill the questionnaire to share their opinions regarding this study. Then, to identify the results about data gathered through the responses by the respondents, different hypothesis test has been used such as correlation, regression etc. Results of these tests have shown that there is exists an influential relationship between religiosity, positive feelings towards advertisement, negative feelings towards advertisement, attitude towards advertisement and customers' intention to buy mobile. Several other statistical instruments used in this study includes descriptive frequencies, reliability, ANOVA, and coefficients to conduct the analysis within this study.

Key words: Religiosity, Positive Feelings Towards Advertisement, Negative Feelings Towards Advertisement, Attitude Towards Advertisement, Controversial Advertisement, Intention To Buy Etc.

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