

# Role of TV advertisement and Word of mouth on brand switching in Telecom Sector of Pakistan

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# Developer's Declaration

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# ABSTRACT

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The research aims to find out the role of TV advertisement and Word of mouth on brand switching in telecom sector of Pakistan. Pakistan's telecom segment has developed as the reckless emergent sector in the sub-continent in the past recent years. Apprehending the welfares received from the telecommunication deregulation round the globe, Pakistan has shifted from the monopolized erection to the liberalized one. Cellular Mobile division is the most flourishing and development concerned sector arisen in Pakistan. Telecommunication segment of Pakistan is developing at an astonishing stride and exceeding all estimates over the past few years. With the upsurge in telecom facilities, customers would use more telecom services with improved value and better charges. Massive investment in telecommunication segment has produced more opportunities for employment resultantly in the progress of Pakistan.

According to a survey, approximately 70% of the profits generated in the telecom sector are being spent on the TV advertisements in Pakistan. This study is aimed to find out the impact of TV advertisement on brand switching in telecom sector of Pakistan. Along with the TV advertisements, one more factor is considered very important for influencing people to switch their network to any other brand i.e. word of mouth. This study also aims to identify how word of mouth influences on consumer's mind to switch their brand to any other network.

The research is descriptive in nature. A questionnaire has been developed to take opinion from the people of Pakistan about what they think regarding the mentioned subject. The primary information for this research has been assessed and broke down through quantitative analysis technique using SPSS as questionnaires have been utilized to gather the information from the general population where effect of TV advertisement and word of mouth on brand switching in telecom sector has been checked on and inspected.

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