



**BAHRIA UNIVERSITY OF MANAGEMENT AND COMPUTER
SCIENCE**

RESEARCH TITLE

**“EFFECTS OF ADVERTISING: A SURVEY OF Ufone
PACKAGES, FAIR N LOVELY, SURF EXCEL, SAFE
GUARD AND HEAD & SHOULDER”**

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ABSTRACT

The purpose of this study was to find out the effects of advertisements on Consumer's Purchasing Patterns and to identify the components in the advertisements that affect the consumer behavior.

In order to complete the research a comprehensive approach was adopted comprising of two different but equally significant studies i.e. Pilot Study and Main Study. A video recording of 15 advertisements from different channels is gathered.

A questionnaire was constructed for this study, which comprised of two parts. The first part of questionnaire was distributed among a sample of 40 students of Islamic International University, Islamabad preferably in masters program. In the first part five most effective ads were selected. These five selected ads were rated on a four point rating scale ranging from 1 to 4. 1 stood for the ineffective ad and 4 for the most effective ad that has the ability to create a desire for buying.

Second portion emphasized on the important components of ads that have the ability to affect the consumer purchasing patterns. These were rated on the rating scale ranging from 0 to 3. With the help of these results we will present our conclusion and then our recommendations.