

IMPACT OF BELOW THE LINE ACTIVITIES ON CONSUMER BUYING BEHAVIOR

By

**MUSTAFA AHMED
28303**

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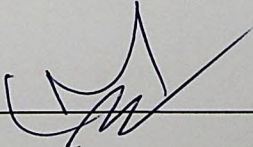
Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
	25 Oct 2016	University	Topic discussion & Introduction	Aff
	30 Oct 2016	University	Literature Review	Aff
	1 Nov 2016	University	Literature Review discussion	Aff
	6 Nov 2016	University	Discussion on methodology & Research papers	Aff
	8 Nov 2016	University	Discussion on Questionnaire	Aff
	12 Nov 2016	University	Data Interpretation & results	Aff
	13 Nov 2016	University	Discussion on Conclusion	Aff

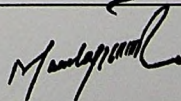
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Name: Mansoor Zakir

Head Of Department Signature:  Date: _____

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The achievement of this paper is the result of uncountable help from Almighty ALLAH. Then all the efforts and care made by my beloved parents for providing me all the necessities to complete this project. Then thanks to my thesis supervisor Sir MansoorZakir under his guideline and supervision the project has comes towards a successful end.

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ABSTRACT

Purpose of the study: The purpose of the study is to identify that out of Mall Activation, In-Store activity Door to Door selling which promotional activities are more effective that organizations uses in terms of below the line activity that generates Sales and also to find the consumer buying behavior.

Research method/sampling: Quantitative data is collected through questionnaires. A random sample technique is used 450 questionnaires were distributed out of which on 384 was used in the analysis. The data was analysed using SPSS. CRONBACH'S ALPHA is used.

Findings: The analysis and comparative results clearly shows that Mall activation and door to door selling plays a vital role in consumer buying behavior while In store does not have any relationship with consumer buying behavior.

In current era BTL activities plays vital role in promotional activities and to increase the sales of the organization. BTL activities helps to remind the brand in the minds of the customers and provides engagement of the customer to the brand. It provides the platform for the marketers and organization to come directly in contact with their customers and to know the needs and customer feedback through these promotional campaigns.

Keywords : BTL activities ,Promotional activities ,customer engagement

TABLE OF CONTENTS

Student Meeting Record.....	i
Declaration.....	ii
List of Tables.....	iii
List of Figures.....	IV
List of Abbreviations.....	V
Plagiarism Test Report.....	Vi
Acknowledgment.....	VII
Abstract.....	VIII

Chapter One: Introduction

1.1 Background of the study.....	1
1.1.1 Overview.....	1
1.2 Problem Statement.....	2
1.3 Objectives of the study.....	2
1.4 Significance of the study.....	3
1.5 Justification of the study.....	3
1.6 Scope of the study.....	3
1.7 Limitations of the study.....	3
1.8 Basic assumptions of the study.....	3
1.9 Public relations.....	4

Chapter Two: Literature Review.....6

2.1 Introduction.....	6
2.2 CLASSIC MODEL OF PROMOTIONS.....	7
2.3 SALES PROMOTION REGARDING CONSUMERS.....	7

2.4 THE CONSUMER BUYING PROCESS.....	8
2.5 Below The Line Activity.....	9
2.5.1 BTL activities performed by companies.....	10
2.6 BTL ACTIVITIES.....	11
2.6.1 Billboards.....	11
2.6.2 POINT OF SALES DISPLAY ADVERTISING.....	11
2.6.3 MALL ACTIVATION.....	11
2.6.4 In Store Activity.....	12
2.6.5 Door to Door Selling.....	12
2.7 Below-the-Line Media.....	14
Chapter Three: Research Methodology.....	17
3.1 Research Design.....	17
3.1.1 Research Philosophy.....	17
3.1.2 Research Approach.....	17
3.1.3 Research Strategy.....	17
3.1.4 Research Choice.....	17
3.1.5 Research Time Horizon.....	17
3.1.6 Research Technique.....	17
3.1.7 Research Procedure.....	17

3.2 Research Structure.....	18
3.2.1 Research Objectives.....	18
3.2.2 Statement of the Problem.....	18
3.2.3 Research Questions.....	18
3.2.4 Conceptual Framework.....	18
3.2.5 Research Variables.....	19
3.2.6 Hypothesis.....	19
3.3 Research Tools and Techniques.....	19
3.3.1 Justification for Selected Tools and Techniques.....	19
3.3.2 Population and Target Population.....	19
3.3.3 Sample Size.....	19
3.3.4 Method of Sampling Selected and it's Justification.....	19
Chapter Four: DATA PRESENTATION, INTEPRETATION AND ANALYSIS.....	20
4.1 Demographic Analysis.....	20
4.2 Cross Tabulation.....	23
4.3 Regression Analysis.....	28
4.4 Hypothesis Findings.....	33
4.5 Research Findings.....	33
Chapter Five: Critical Debate.....	34
5.1 Critical Debate	34

Chapter Six: Conclusion and Recommendation.....	35
6.1 Conclusion.....	35
6.2 Recommendation.....	35
Bibliography.....	36
Appendices.....	38