

EFFECTIVENESS OF TELEVISION ADVERTISING ON CONSUMER PERCEPTION OF PACKAGED MILK (FCLM)

By

**MADIHA ZAHOOR
31398**

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Statement

Name of Student	Madiha Zahoor
Registration No.	31398
Thesis Title	Effectiveness of Television Advertising on Consumer Perception for Packaged Milk Products (FCM)

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	19-3-15	Advisor's Office	Conceptual work redesign Sampling technique in Chap 3 Submission of three chapters + Questionnaire by 24 th March	<i>Madiha</i>
6	21-4-15	Advisor's Office	Chap 4 on thurs submission Reliability Test Submission of Chap 4 & 3	<i>Madiha</i>
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APPROVAL FOR EXAMINATION

Candidate's Name: Madiha Zahoor Registration No. 31398

Thesis Title: Effectiveness of Television Advertising on Consumer Perception for Packaged Milk Products (FCM)

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 10% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Jayrahe Date: 05 July 2015

Name: JACQUET-LINE BROT

HoD's Signature: Jayrahe Date: [Signature]

Abstract

Purpose: The major aim of this study was to investigate the effectiveness of television advertising on consumer perception for packaged milk products (FCLM) category. The study further also determines the role of television advertising towards consumer imagery of packaging attributes. The slight shift in consumption pattern of middle class families towards packaged products is observed which encouraged in studying the basis of this study.

Methodology: The study involved the use of questionnaires filled by 386 respondents. The respondents belonged to different age groups, different income level and residing in different areas. The integration of data was conducted by using SPSS which further was analyzed by applying Regression and Correlation tests.

Findings: The complete analysis of the data reveals positive relationship between television advertising and consumer perception towards packaged milk consumption. It was concluded that packaging attributes also corresponds to major importance when it comes to perception therefore the role of television advertising is of significance in building perception.

Practical Implications: The outcomes of this research will might help the marketers and advertisers and milk products manufacturers to understand the impact and effectiveness of rising income level and shift in household patterns of consumers and to understand the overall dynamics of constructive perception towards packaged milk products especially (FCLM).

Keywords: Television Advertising, Consumer, Perception, Packaging

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