

# **IMPACT OF ADVERTISING OF SKIN WHITENING PRODUCTS OVER CONSUMER BUYING BEHAVIOUR**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
Karachi Campus, in partial fulfillment of the requirements  
of the MBA degree



**FALL,2014**

**Bahria University Karachi Campus**

### Acknowledgement

*Apart from the efforts of my own self, the success of any project depends largely on the encouragement and guidelines of my advisor. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project. I would like to show my greatest appreciation to Mr. BaseerDurrani. I cannot say thank you enough for tremendous support and help. I feel motivated and encouraged every time I share and discuss my research topic with him. Without his encouragement and guidance this project would not have materialized. The guidance and support received from all the members who contributed and who are contributing to this project, was vital for the success of the project. I am grateful for their constant support and help.*

## **Abstract**

The market of skin whitening products is rising each year in Asia and the Middle-East, while some societies in the world do not even know the existence of the phenomenon of skin whitening. The studies about Pakistani people's attitude towards skin whitening products are limited. Current study tried to contribute to the scientific knowledge in this field.

The aim of this study is to investigate the influence of socio-demographic factors, media factors, advertisement factors, and ethical marketing and brand image factors on the attitude towards and consumption regarding skin whitening products for women and men of Pakistan. A sample of 150 respondents was collected and with the use of the statistical program SPSS the most important influencing factors were determined. It appears that brand image factors have a significant impact on the attitude towards skin whitening products. The advertising factors and the ethical marketing factors do not have an impact on consumer's attitude towards skin whitening products. With the use of the knowledge acquired from this research, skin whitening firms are provided with relevant information how to influence the attitude of their (potential) customers concerning skin whitening products.

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