

EFFECTIVENESS OF FACEBOOK APPAREL BANNER ADS IN KARACHI

By

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31400**

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

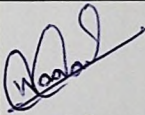
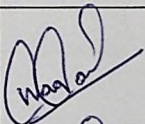
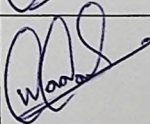


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MBA Thesis
2nd Half-semester Progress Report & Thesis

Supervisor-Student Meeting Record

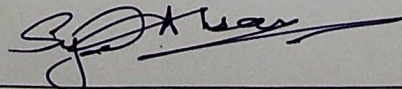
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	11/12/14	Cubical	Data Integration.	
6	18/12/14	Cubical	Critical Debate.	
7	25/12/14	Cubical	Conclusion and recommendation.	

APPROVAL FOR EXAMINATION

Candidate's Name: WAQAR AHMED Registration No. 31400

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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 11% 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.



ABSTRACT

Introduction- The main purpose of this research is to find the effectiveness of Facebook 'apparel' banner ads through measuring correlation with consumer response. Consumer response was measured with 05 variables which include brand awareness, sales, click through rate, capturing consumer sight and brand recall. The researcher wanted to find that 'Apparel' banner ads on Facebook create consumer response or not.

Methodology- To achieve this goal the researcher has used a probability sampling approach. Within this stratified random sampling as a technique has been used to gather the anticipated data. Questionnaires have been used as a research instrument; the sample size taken comprises of 384 respondents. Responses were collected from youth ranging between the ages of 20 to 35 from universities in Karachi.

Findings-There is a positive correlation between visibility of apparel banner ads on facebook and consumer response. Within this there were some dimensions inclusive of consumer response like brand awareness, consumer click through rate and capturing of consumer sight which showed a significant correlation, however other dimensions inclusive of consumer response like brand sales and brand recall scored low on significance.

Research limitation and Practical Implications- The sample size for this research is 384 and this study is conducted in Karachi; both these factors can limit the generalizations of this study across country. This research includes pragmatic implications for all advertisers from the said city using Facebook as a media vehicle to generate awareness and favorability form their prospects. Advertisers may get comprehensive information from consumer response. The same are likely to guide businesses towards achievement of marketing objectives.

Key words- Facebook, Banner ads, Brand awareness, Band recall, Click through rate, Sales, Banner blindness

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