

# **CONTRIBUTING FACTORS OF TV COMMERCIALS AND Its INFLUENCE ON AUDIENCE PREFERENCE AND PURCHASE INTENTION**

**By**

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**19450**

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



**FALL, 2015**

**Bahria University Karachi Campus**



**MBA Thesis**  
**2<sup>nd</sup> Half-semester Progress Report & Thesis Approval**  
**Statement**

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**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	3 <sup>rd</sup> Nov	Sl. Cabin u	DISCUSSION	Maziam Khushid
6	17 Nov	u	DISCUSSION	Maziam Khushid
7	8 Dec	u	CONCLUSION + REC	Maziam Khushid

**APPROVAL FOR EXAMINATION**

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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 ----- 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.

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## Abstract

**Purpose:** The research was based on the field of advertisements and how it uses TV commercials as a platform to promote their products and brands. TV commercials use certain factors to enhance and promote their brands popularity. The intention of TV commercials are not solely based on invoking buying intention but also to have a positive and lasting memorable impression. Previous researches and data collected show that there are certain factors which have definite positive influence on the audience. The aim of the study was to research the impact of these factors I-e humor, emotions, creativity, and celebrity endorsement and their positive influence on the preference of the audience, which will eventually provoke and motivate them to make the final purchase of the product or the brand. These 4 factors are the independent variables whereas audience preference and purchase intention are the dependent variables of this research.

**Methodology:** The research method that has been used in this research is quantitative method. Convenient sampling has been used as a tool for the purpose of collecting data for the research. The research was conducted by showing series of commercials carefully selected with one having a significant amount of factors being research and other being regular which acted as control commercial helping a clear comparison and showcasing distinct preference. The demographics of the study were local Pakistani audience. Questionnaire was designed in accordance to the commercials. The questionnaire was close ended. There were 200 participants for the sample size. The data was scored on likert scale format and responses were tested based on reliability and correlation of the selected variables.

**Findings:** The findings confirmed the hypothesis. These results were discussed and hypothesis was proved and linked affirmatively with the discussions of previous research in literature review. The limitation of the research was that human emotions were being researched upon which will always have a margin of error as every individual is different. In conclusion the factors being research did have a clear and distinct influence on the preference and purchase intentions of the audience which worked as validation of all hypotheses.

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