

**An Empirical Analysis of the Effect of Advertising Intensity on Sales Volume:  
Evidence from the Fast Food Industry**



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## Abstract

*The study is about the effect of advertising intensity on the sales volume, particularly, in fast food industry. The objective of the study was to analyze the impact of advertisement on sales volume by examining the deep insights from the customers of the fast food within twin cities of Pakistan. Advertisement is considered as one of the vital aspects in the marketing strategies in existing times. The present study has tried to witness, through empirical evidence, its association with the sales volume. The findings of the study suggest that advertisement intensity has a positive impact on the generating more sales especially in fast food industry. In other words, it is evident that increase in the sales volume of the sampled business organizations is causal to advertisement spending. Thus higher the advertisement intensity, higher will be the sales volume. In view of this empirical finding, the present study has delineated the future research implications. This is done while considering the limitations of the current research effort. Particularly, the possible influences of moderators and mediators among the causal link between advertising intensity and sales volume is suggested to be relevant for future research avenues. It is also emphasized that marketing thought needs a shift from mega theoretical construction towards the development of micro theories which are more relevant for the developing countries like Pakistan.*

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## DEDICATIONS

VERY RESPECTFULL AND HUMBLY,  
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