

Major: Marketing

S. No. 10

**"IMPACT OF CREATIVE ADVERTISEMENT ON PRODUCT PERCEIVED
QUALITY"**



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Abstract

This research study investigate the facts about the emerging competitive word, where the dynamic business competition has led the marketing management to develop most rigorous work environment .In the current scenario, economical advancement is determined by the people having right knowledge about the different products and services and all become the necessary requirement for the organization to get sustainability. The current study investigates the impact of creative advertisements on product perceive quality in the digital marketing or e-marketing in business sector of Pakistan. The study also analyzes the role of originality and artistic value work on the non-financial organizational performance along with its determinants as product perceived quality, product durability, product reliability.

The population of the study comprised 200 consumers prone to the digital marketing or e-marketing in business sector of Pakistan. A sample of 200 consumers selected through convenience sampling from the of Islamabad, Rawalpindi, The data was collected through self-administrated questionnaires and correlation and regression statistical tools deployed to analyze the data. The organizational comparison conducted to entail the different response rate of variables.

Creative advertisements, originality and artistic value work, product perceive quality, product durability, product reliability

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