

**NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY  
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**FINAL THESIS REPORT:  
“ROLE OF ATL AND BTL  
ADVERTISEMENTS IN CURRENT  
POLITICAL SCENARIO OF PAKISTAN”**

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## **ABSTRACT**

Pakistani people need a platform where an open debate can be carried out regarding country's political future and changing dynamics political landscape with respect to media globally and in Pakistan particularly. So with the changing trends media continues to play an essential role in current political scenario of Pakistan. In addition to traditional media alternative media is also playing a vital role in providing a forum to people where they can take part in discussion or debates about politics or any social issue. So if properly utilized, media does influence people's attitude towards a political party.

The research has been conducted by doing a thorough analysis of the literature. The literature review elaborates on the factors that are influenced by advertisements with respect to current political scenario. These factors are awareness, reach, relationship building and political participation. The literature review ends with a gap analysis, which construes that limited research has been conducted on the role of ATL and BTL advertisements in current political scenario of Pakistan. Therefore, the paper analyzes the changing dynamics of political culture of Pakistan.

The dependent variable in the research is current political scenario, moderating are awareness, reach, relationship building and political participation whereas the independent variable is above the line and below the line advertisements. Data collection has been done through the help of questionnaires. An attempt has been made to collect data from a diverse sample. The analysis has been done using SPSS, which is a statistical tool that has helped in creating correlations between the dependent and the independent variables. The paper ends with specific recommendations for political parties as well as future researchers, keeping in mind the data collection and analysis conducted.

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# 1 INTRODUCTION

## 1.1 OVERVIEW

The media plays a very important role in boosting consumers' motivation to buy and shaping their wants. Advertising is a powerful marketing and communication tool that shapes attitude of consumer towards a particular product being offered. **(Raju and Devi)**.

It is the exposure to the media that makes consumers aware of the products that are available for them. Consumers understand the specific needs and wants they can satisfy, using a specific product, when they process the messages from different advertisements. Messages through various appropriate channels ensure that the right customer is targeted and the right information is delivered **(Luna and Gupta)**.

The need to send out the right information and messages is crucial. How consumers relate to the products and services will determine the success of a product being offered. Organizations should position their products and services according to particular market segments. Without understanding the importance of consumers' perception a company cannot make a loyal customer base, hold onto to market segment or a niche for too long **(Ayanwale, Alimi and Ayanbimipe)**.

Different types of media can be used to reach out to the customers. The most effective and commonly used today is the electronic media (mostly television commercials and online media) and the print media. For each specific product, the medium that has the most effective reach should be used to target consumers otherwise the advertising effort will go in vain. So generally companies can use two major categories of marketing i.e. above the line and below the line marketing.

Using traditional marketing channels to reach a mass audience and conveying a message that stimulates an emotional response, reinforces a brand or provides basic knowledge about the product is termed as "above the line" marketing. Its main aim is to reach a broader audience base with emotional appeals however customer response is not guaranteed and results are difficult to be measured. On the other hand "below the line" activities are more targeted and customer centric communications focusing more on concrete results. Their main aim is to develop strong relationships between specific consumers and marketers. They tend to drive individual responses and provide highly measurable return on investments, also indicate those tactics that are not working well for the organization. **(Winterberry, 2006)**.

An integrated form of marketing in which companies use both methods i.e. ATL and BTL side by side to reach their customer base is called through the line marketing. **(Kalpana Vedmitra, December 2012)**

Mass media helps people in shaping the world around them however the picture provided by media is usually unfinished and vague. News given through media is just a reflection of reality but people tend to draw images based on those reflections (**Lippmann, 2005**)

## **1.2 PROBLEM STATEMENT**

The paper aims to study and focus on the crucial role being played by the media in current political situation of the country. Few variables have been undertaken in this paper in order to study the overall influence of media on the political parties involved. The variables will be evaluated thoroughly through a questionnaire, keeping in mind the contextual factors of the country. This paper particularly focuses on the political scenario of this country. With changing trends of the industry, parties have started realizing the importance of media in today's political world. This paper analyzes the extent to which two major players of this industry i.e. Pakistan Tehreek-e-Insaf and Pakistan Muslim League Nawaz have been able to make a mark on their customers' mind through advertisements.

## **1.3 RESEARCH QUESTIONS**

1. Do ATL and BTL advertisements lead to greater awareness about the parties which results in positive attitude of people/masses?
2. Do ATL and BTL advertisements help parties to reach greater number of audience which results in positive attitude of people/masses?
3. Do ATL and BTL advertisements help parties to build a strong relationship with people?
4. Do ATL and BTL advertisements lead to greater political participation of people?

## **1.4 RESEARCH HYPOTHESES**

H1: ATL and BTL advertisements help parties in bringing awareness among people

H2: ATL and BTL advertisements help parties to reach audience

H3: ATL and BTL advertisements help parties to build relationship with people

H4: ATL and BTL advertisements lead to political participation

## 1.5 THEORETICAL FRAMEWORK

There has been a significant amount of research done on above and below the line advertisements in the past few years considering its importance in the marketing world. A thorough research work and understanding has led to the development of dependent and independent variables in the research paper.

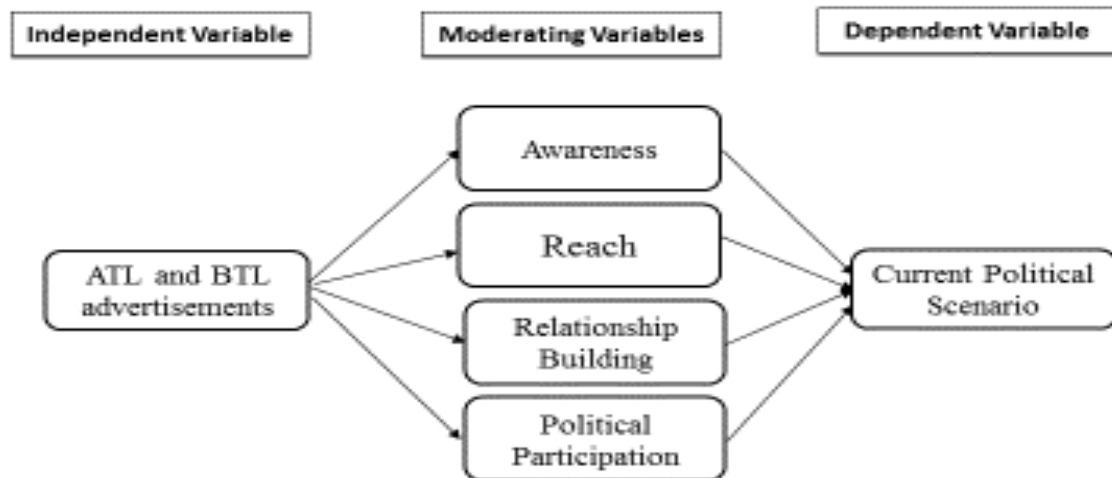
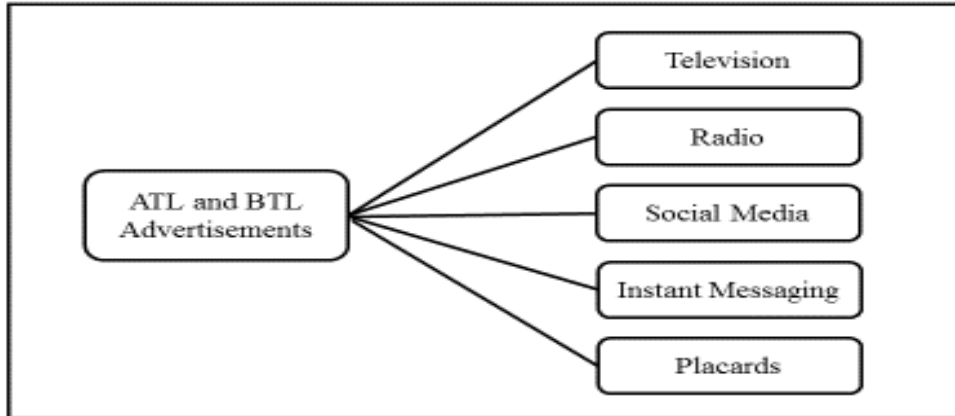


Figure 1: Theoretical Framework

### 1.5.1 Independent Variables

The independent variables used in this thesis are the above the line and below the line advertisements that are used by organizations in order to provide general as well as specific information about the products/services being offered. Media that are used for ATL advertisements are mainly Television, Radio and Internet however BTL advertisements include banners, placards, and instant messaging. These can be illustrated as follows:



**Figure 2: Independent Variables**

### **1.5.2 Moderating Variables**

Moderating variable usually affects the relationship between independent and dependent variable. Moderating variables being used in this research are awareness, reach, relationship building and political participation.

### **1.5.3 Dependent Variable**

The dependent variable that has been considered in this thesis is current political scenario of Pakistan. In this variable, two major players of political industry i.e. Pakistan Tehreek-e-Insaf (PTI) and Pakistan Muslim League Nawaz (PML-N) have been taken in to account in order to do our research. So effective use of media can play a major role in improving the image of these parties.

## **1.6 SCOPE**

The research paper aims to study the role of ATL and BTL advertisements on current political scenario of the country. The scope of this study has been narrowed down to two major players of this industry i.e. Pakistan Tehreek-e-Insaf and Pakistan Muslim League Nawaz. This paper will study how successful these competitors have been in their marketing tactics and which are the areas that need more attention.

## **1.7 LIMITATIONS**

A number of limitations have been identified during the course of research work. Firstly, due to limited time and resources, the scope of the research has been narrowed down to two main parties only. Another limitation entails the limited amount of variables that have been undertaken while conducting the research. This might have restricted the depth of the study. Research has shown that respondents tend to change their views once they know they are being observed. So our family having a political background might have affected the responses given by people therefore primary data collection might not be able to elicit accurate responses. Lastly, the sample size that has been taken is 106 only and the results have been generalized to the whole country whereas reality could have been different.

## **1.8 FURTHER RESEARCH PROPOSITIONS**

Keeping in mind the importance of marketing in our lives as well as in any business's survival, it's very important to further identify that why most of our political parties failed to realize the importance of marketing in their business. Secondly, a thorough research can be conducted on the same topic but without restricting it to two players only out of eight popular parties. Thirdly, below the line activities help organizations to reach their target audience effectively so it's important to find out that why political parties using mass media for activities like election campaign fail to incorporate below to line activities in their marketing plans.

## **2 LITERATURE REVIEW**

### **2.1 ROLE OF MEDIA IN POLITICS**

Mass media plays an influential role in forming public's opinion regarding political issues in countries that are developing their democracies. There is a natural tendency for an interdependent relationship to develop between political parties and media. It is very important for media to run exciting political campaigns to attract maximum eyeballs. On the other hand, political candidates have eventually realized that media is the best possible available option for easy publicity and spreading their message to maximum people.

A report on 1996 elections by National Democratic Institute confirmed these sentiments. It was found that state owned media was biased i.e. they provided disproportionate attention to some political contenders and tremendously positive. On the other side, the exposure provided to other political candidates by media wasn't enough and they weren't really presented in a positive manner. (Temin & Smith, 2002)

### **2.2 POLITICAL PARTICIPATION**

Media plays a vital role in delivering factual information to the citizens of the country and communicating what has been written off as "mobilizing information". Kind of information about political system/actors that assist the citizens to engage in different types of participatory activities and understand the problems and issues related to communities is labeled as mobilizing information. Media provides important information about the political parties like who are the candidates, where to vote or how to donate money for parties etc. (Eveland & Scheufele, 2000)



**Figure 3: Measuring of political participation (Ahmed, 2011)**

Television has been perceived as an independent and commonly accessible medium of communication since 1960, although it has been seen that people do not rely on the authentication of the provided information through this medium. On the other hand press is considered to be the chosen way of expressing the views of the political leaders who are better educated and are opinionated voters. Television on the bright side had triggered the true self of even those people who are not loyal to any party and are least interested in politics. (Emery, 1976)

Countries like Africa still depends upon the information being provided by the newspapers, which is the only medium of getting up to date with all the events taking place in the world. While rest of the world enjoys full coverage on all latest news events through high speed internet, people in African countries still recycle a single newspaper and pass through. Most of the people cannot afford even to buy a single newspaper they read news through the news-stands. (Temin & Smith, 2002)

Social networks is gaining eminence by every passing day, even in those societies who are underdeveloped. Recent study had shown that nearly a third of the world now has an access to internet. Facebook in terms of populace is the third biggest country and soon will be having user's more than Indian population.

No doubt social media is gaining considerable importance since the last decade; the only reason is the speed of information being reached to people across the world within a split of a second. Social media is actually helping people in being themselves. (Rashid, 2012)

## **2.3 ATL AND BTL MARKETING**

Bespoke protest is an important way of political contest, to get maximum media coverage by the widely seen medium that is television. Television has forced people who do not pay any interest in politics, to closely and wisely pay attention to the political scenario, sources have even shown that it rarely affects voter's decisions. It is now time to review the moments not long ago when television was considered to be playing pivotal role. (Emery, 1976)

It would be very easy for candidates to reach a large number of audience or potential voters' via media like television, newspaper etc but that would be very costly for them. (S.Soule, October 2001)

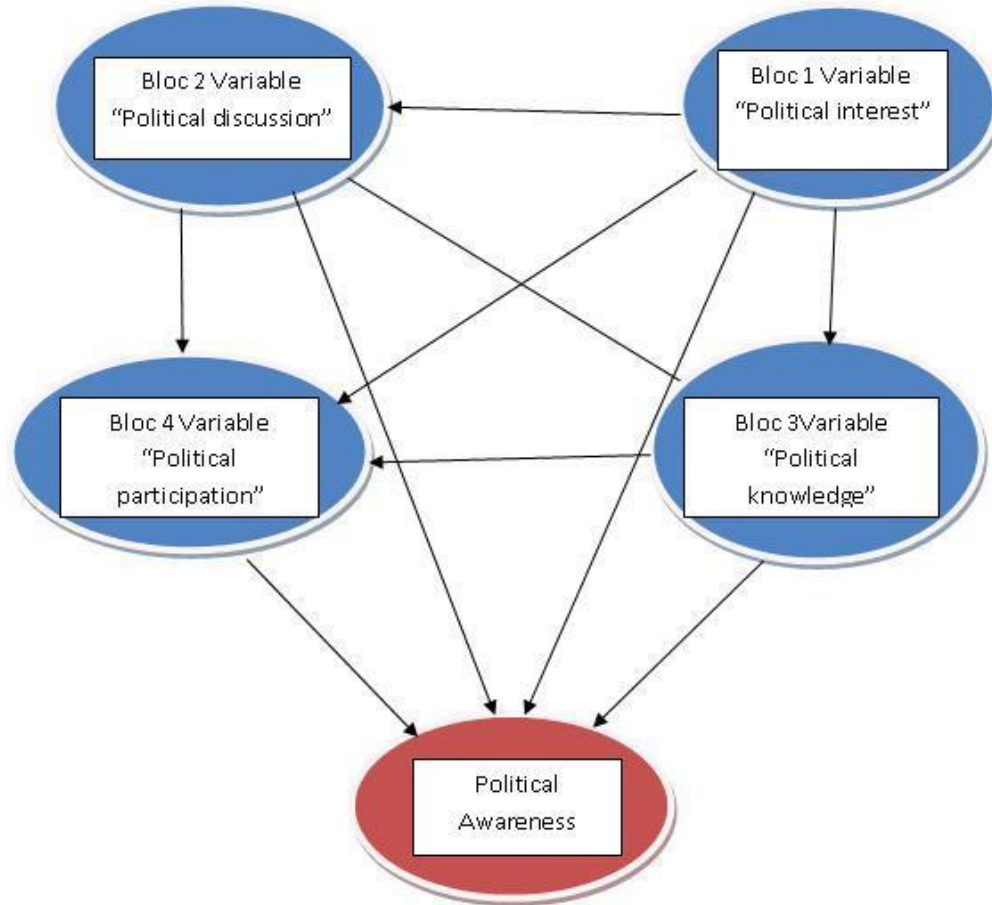
## **2.4 AWARENESS**

Political involvement and political acquaintance are directly related to each other. It can be said that both of them are directly related because any effect on one will defiantly affect the other either positively or negatively. (Carpini & Keeter, 1993)

Political cognizance is being defined by many authors as an overall unique vision of an individual's thinking about his personal ideas, interests and knowledge regarding his understanding of society's problems. Individual particularly feels accountable towards his role in changing the society's future.

Revolutions in countries like Tunisia, Libya and Egypt are the few countries which experienced such political events in 2011, that resulted in intensification of political cognizance among people who began reading and acquiring knowledge about the constitution and its resources, government formation, election criteria and how this all will help in changing the society's wellbeing. These all events help in proliferation of political interest, debate, awareness and contribution towards political responsiveness. (Ahmed, 2011)





**Figure 4: Political awareness model (Ahmed, 2011)**

Political efficiency, awareness and contribution is seen at a much higher intensification in people who use internet as a source of attaining knowledge regarding politics. (Pasek, Kenski, Romer, & Jamieson, 2006)

## 2.5 REACH

Usually what so ever campaigners have to say or even said is directly reported in news columns. News broadcasts sell time and space for advertising what campaigners have to say. It is mainly due to their efforts which help politicians to reach more masses without any hassle through television and newspapers. A campaigner has to make a lot of important decisions to handle issues regarding how much attention should be given to his rival, his political policies etc. (Stanley Kelly, 1962)

Internet's value addition is considered mediocre in front of mass media due to the fact that is being used as a replica of top-down politics which is controlled and monitored by the political forces to

hinder the possibility to reach out and directly affect general public's point of view. (Sey & Castells, 2004)

## **2.6 RELATIONSHIP BUILDING**

A strong relationship among voters can be expected with the help of both political machines and mass media. It is easy for the political machine to directly and easily enter and influence voter's personal ties, and in return expects loyalty from them. (Stanley Kelly, 1962)

A quasi-market relationship is seen between the creator of political messages and their potential clients. This relationship is due to media politics which prevails among this organic relationship, mainly to buy their political views and votes in customized bond. (Sey & Castells, 2004)

## **2.7 GAP ANALYSIS**

Main gap that has been identified in the literature is that the topic or issue is gaining more and more importance day by day but research being carried out is very limited. It is important that the researchers should pay attention towards it and when we study it in Pakistani context almost nothing could be found related to role of media in political scenario of Pakistan. None of the articles studied relate directly to the changing dynamics of political landscape of our country. Everything comes with its own pros and cons similarly media has a dark side as well that needs to be researched in detail as well.

## 3 RESEARCH METHODOLOGY

### 3.1 RESEARCH DESIGN

Research methodology is the general method used for research or a technique of data collection and data analysis. Research design used for data collection and analysis should be designed in a way that it explains the purpose, logic, process and the outcome. Purpose can be exploratory, predictive, descriptive or analytical whereas logic can be deductive, inductive or abductive. Process can be quantitative or qualitative however outcome is either basic or applied. **(Jill Collis, November 2013)**

### 3.2 RESEARCH APPROACH

Research approach can be inductive or deductive. Inductive approach is in which a researcher starts off with data collection and then develops a theory based on that data whereas deductive approach is the one in which a hypotheses or theory is developed and after that a strategy is developed to test that particular hypotheses or theory. **(Radwan, 2009)**

It is very important to identify that which research approach is being used. As far as this research is concerned, abductive approach is used i.e. blend of both the above mentioned approaches. It is used to discover new knowledge. So in this approach data is first examined and scrutinized, later on you come up with confirmation or disconfirmation of proposed hypotheses. **(Ruhi, 2009)**

### 3.3 RESEARCH METHODOLOGY

Researchers can generally use any of the two main research methodologies i.e. quantitative and qualitative research approach. In quantitative approach, main focus is on confirmation of the developed hypotheses. Instruments used for research are highly structured such as questionnaires or structures observations. Questions are usually closed ended and are not influenced by the responses given by the participants. Data format in this type of research is numerical. In qualitative approach, researcher focuses on exploring some kind of phenomena. Instruments used for research are flexible such as focus group techniques or in-depth interviews. Questions are usually open ended and every next question is influenced by previous response of the participant. Data format in this type of research is textual. (Source: Mack *et al.*, 2005:3)

The method that has been used in this thesis is quantitative method in which primary responses have been collected from target sample and analyzed accordingly.

## **3.4 DATA COLLECTION**

In order to write this research paper, both primary and secondary research has been taken into consideration. To understand the concepts in a better manner, and to fully grasp the contents of it, secondary research has been conducted. Secondary research is defined as the research that has already been conducted on a specified topic. The sources for secondary research include journal articles, books, websites and other electronic sources. They have been used for a better understanding of the topic and also to identify the variables used in the study. Furthermore, a literature review has been written so as to understand how this topic was introduced and its significance in today's competitive world.

Primary research, on the other hand, is defined as the first hand information that has been collected about a topic. In this case, questionnaires have been used to carry out the research. Through this primary research, first hand data has been collected.

### **3.4.1 QUESTIONNAIRE DESIGN**

Questionnaire designed for this thesis is made up of five main parts. The first part is related to general questions regarding advertisements whereas the second part aims at identifying level of awareness that these marketing tools bring among public regarding the political scenario of the country. Third part focuses on the efficacy of media in reaching the target audience. Fourth portion of the questionnaire targets at identifying the role of media played in building relationship between public and political parties. Last part tends to find out the role played by media in political participation of people. All these parts of questionnaire consist of closed ended questions. Likert scale has been used only in the first and fourth part of questionnaire i.e. advertisements and relationship building.

### **3.5 SURVEY SAMPLE**

As far as sampling technique is concerned, random sampling has been used for this thesis in which respondents belonging to different areas, genders, occupations and social classed have been contacted via online media as well as one to one meetings. On average, a total of 115 questionnaires were distributed, out of which 106 were received in the full completed form. Thus, the sample size of our research remains 106.

### **3.6 DATA ANALYSIS**

Statistical package for social sciences has been applied to the raw data collected through the questionnaire. There are various tools in the market available to conduct statistical analysis. However, SPSS has been used since it is a very effective and user friendly software. The data collected was directly put into the software, where it was used to analyze using the descriptive tools for statistics including the frequency tables and histograms. Furthermore, the tool of correlation has also been used in order to analyze the relationship between the dependent and the independent variables.

## 4. ANALYSIS AND FINDINGS

### 4.1 ANALYSIS

#### 4.1.1 GENERAL DATA RESULTS

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
	9	7.8	7.8	7.8
Valid	Female	47	40.9	48.7
	Male	59	51.3	100.0
	Total	115	100.0	

Table 1: Gender

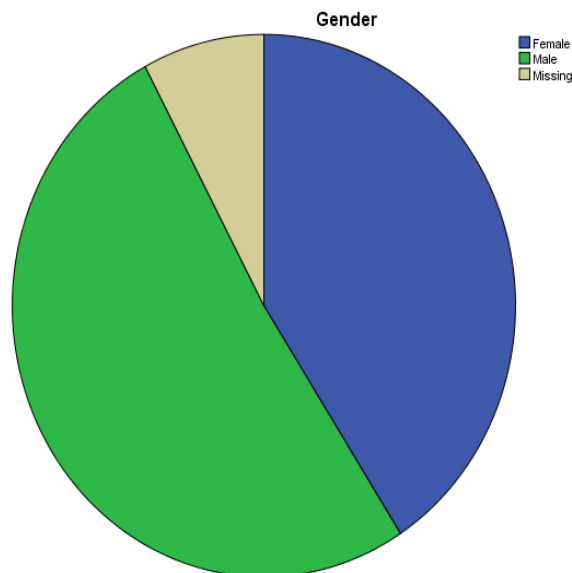
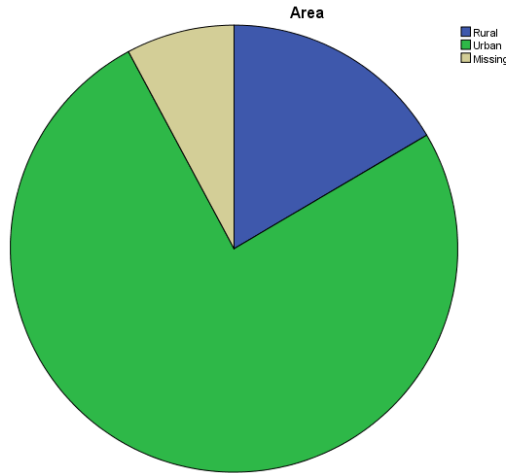


Figure 5: Gender of Respondents

As the figure shows that percentage of male respondents was little higher than female respondents, one reason can be that politics tends to attract males more as compared to female. Therefore, a large chunk of males were asked to fill the questionnaire whereas females were also taken into account. The portion of the sample that were male was around 59.

		Area			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	19	16.5	17.9	17.9
	Urban	87	75.7	82.1	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 2: Area**

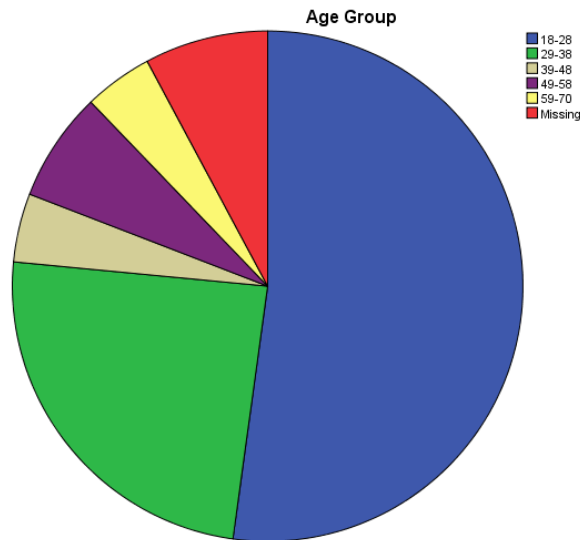


**Figure 6: Area of Respondents**

An attempt has been made to collect data from both rural and urban population in order to gauge the variation in level of awareness in both the areas. However, due to our limitations only 17.9% of the total sample belonged to rural population and the results have been generalized for that area. Remaining 82.1% represent the urban population.

		Age Group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	60	52.2	56.6	56.6
	29-38	28	24.3	26.4	83.0
	39-48	5	4.3	4.7	87.7
	49-58	8	7.0	7.5	95.3
	59-70	5	4.3	4.7	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 2: Age of Respondents**



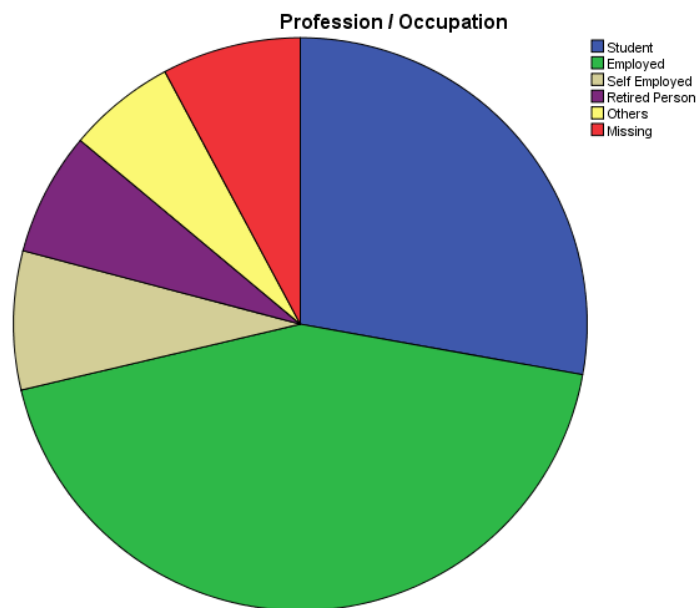
**Figure 7: Age of Respondents**

In order to collect data from a diverse group of people respondents from different areas, professions and age groups were taken into account. A total sample of 106 respondents was taken. According to the table above, majority of the sample fell in the age group of 18-28 which totaled approximately 56.5%.



		Profession / Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	32	27.8	30.2	30.2
	Employed	50	43.5	47.2	77.4
	Self Employed	9	7.8	8.5	85.8
	Retired Person	8	7.0	7.5	93.4
	Others	7	6.1	6.6	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 4: Profession or Occupation**



**Figure 8: Profession of Respondents**

Politics is not something that is limited to a particular class, profession or age group so people from different professions were asked to fill out the questionnaire. Highest percentage i.e. 47.2% comprised of employed people followed by students, businessmen and retired people.

		Income Bracket			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Nil	33	28.7	31.1	31.1
	10,000-20,000	13	11.3	12.3	43.4
	20,000-30,000	8	7.0	7.5	50.9
Valid	30,000-40,000	10	8.7	9.4	60.4
	40,000-50,000	5	4.3	4.7	65.1
	50,000 above	37	32.2	34.9	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

Table 5: Income Bracket

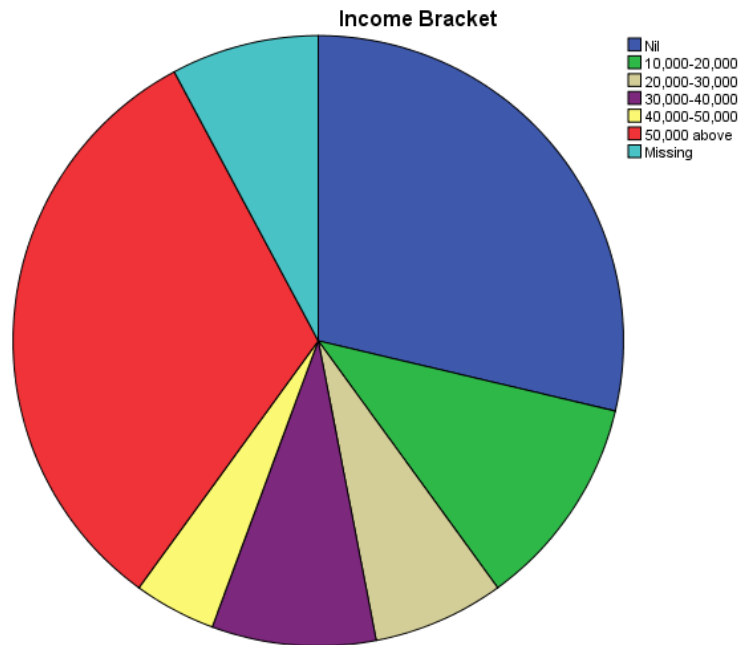
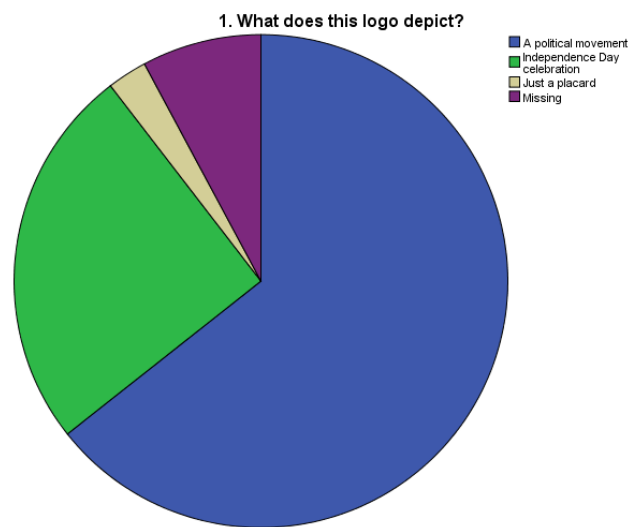


Figure 9: Income Bracket of Respondents

As far as income groups are concerned, approximately 35% of the respondents were earning 50,000 per month and the second highest percentage i.e. 31% are the ones who aren't earning yet which means they are students followed by other income brackets.

What does this logo depict?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A political movement	74	64.3	69.8	69.8
	Independence Day celebration	29	25.2	27.4	97.2
	Just a placard	3	2.6	2.8	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 6: Logo Depiction**

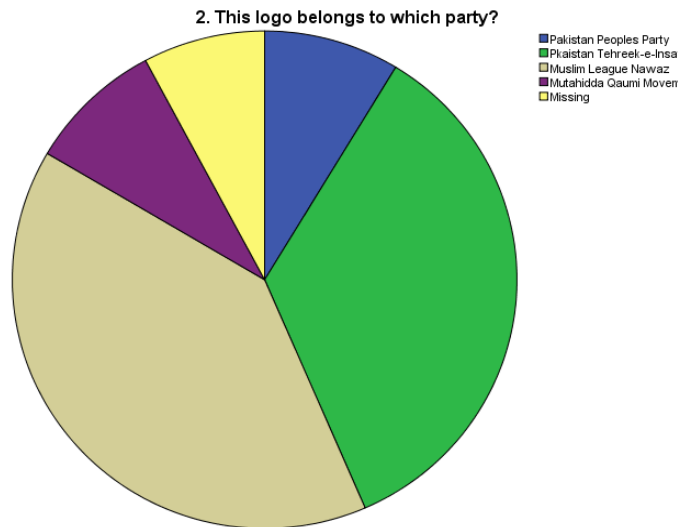


**Figure 10: Logo Depiction**

Respondents were shown a logo and asked if they could recognize what that it actually represents. Approximately 70% of the people gave the right answer i.e. it's a sign of political movement known as Azadi March by Pakistan Tehreek-i-insaaf. Approximately 27% thought it to be something related to Independence Day and around 3% marked it as just a placard. This shows PTI has been pretty much successful in bringing awareness among masses regarding their Azadi March.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pakistan Peoples Party	10	8.7	9.4	9.4
	Pakistan Tehreek-e-Insaf	40	34.8	37.7	47.2
	Muslim League Nawaz	46	40.0	43.4	90.6
	Motahidda Qaumi Movement	10	8.7	9.4	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 7: Logo of a party**



**Figure 11: Logo of a Party**

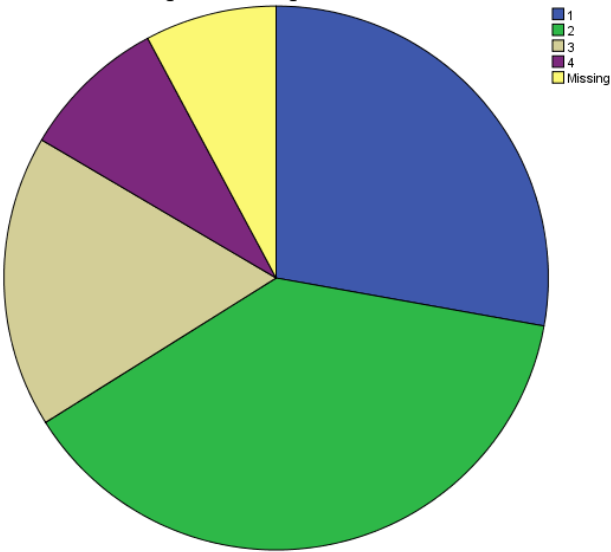
Respondents were shown another logo and asked from which party does this particular logo belong? Approximately 43% of the respondents guessed it right i.e. Pakistan Muslim League Nawaz. About 38% said that its Pakistan Tehreek-e-insaaf's logo followed by 9% for Peoples Party and Mottahida Qaumi Movement.

People were asked few general questions regarding media and advertisements. Overall eight questions were asked and respondents had to mark them on Likert scale with 1 being strongly agree to 5 being strongly disagree.

**Selection of right advertising media is a crucial decision for an organization**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	32	27.8	30.2	30.2
2	30	26.1	28.3	58.5
3	20	17.4	18.9	77.4
4	10	8.7	9.4	86.8
5	14	12.2	13.2	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 8: Selecting right media**



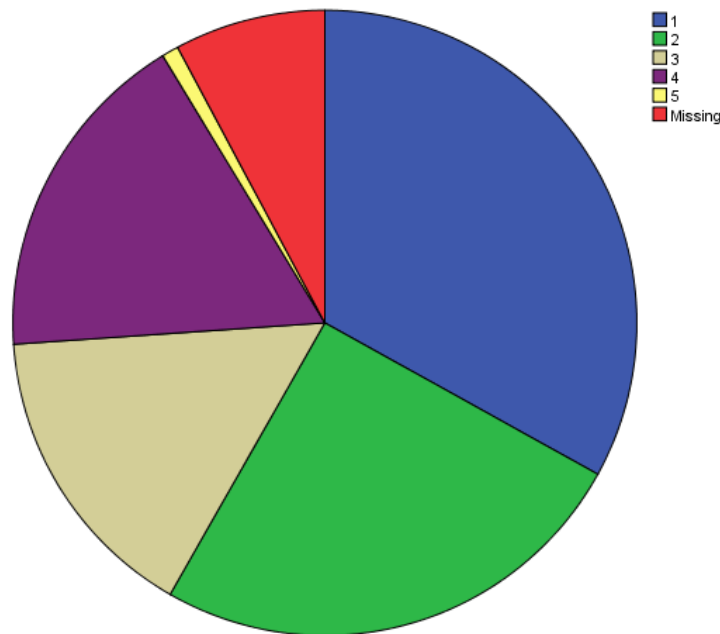
**Figure 12: Selecting right media**

Approximately 30% and 28% respondents strongly agreed and agreed that choosing the right medium for promoting any product or service is a very important decision to be made by any organization. Targeting the right audience with the right medium is very important. However almost 13% and 9% strongly disagreed and disagreed with the statement with 19% of people being neutral.

**Advertising being a powerful tool helps organizations in not only reaching but also motivating audiences**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	53	46.1	50.0	50.0
2	19	16.5	17.9	67.9
3	14	12.2	13.2	81.1
4	16	13.9	15.1	96.2
5	4	3.5	3.8	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 9: Ads help in motivating and reaching large audience**



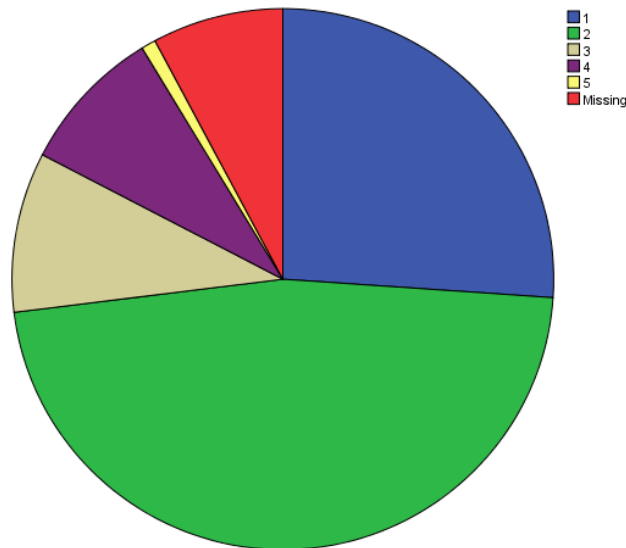
**Figure 13: Ads help in motivating and reaching large audience**

As the drawn table and figure shows, approximately 50% and 18% of the people strongly agreed and agreed to the statement that advertising being a powerful tool helps organizations in not only reaching but also motivating audiences. On the other hand, almost 4% and 15% strongly disagreed and disagreed to the given statement however 13% neither agreed nor disagreed.

**Consumer buying attitude can be influenced through consistent advertisements**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	30	26.1	28.3	28.3
2	54	47.0	50.9	79.2
3	11	9.6	10.4	89.6
4	10	8.7	9.4	99.1
5	1	.9	.9	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 10: Ads influence consumer buying attitude**



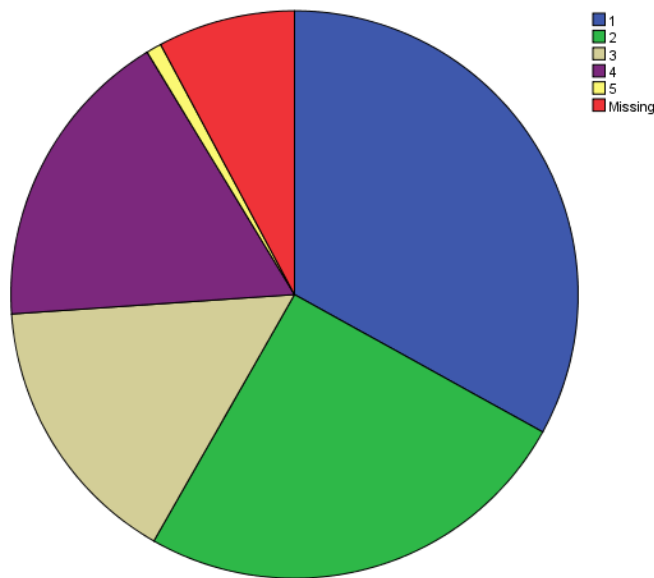
**Figure 14: Ads influence consumer buying attitude**

When asked about effects of advertisements on consumer buying behavior, approximately 80% of the respondents agreed that consumer buying attitude is influenced through consistent advertisements. Only 10% disagreed and 10% stayed neutral. If consumers like an advertisement it is likely to have a positive impact on liking towards the brand. Likewise, an advertisement disliked by the audience is likely to create negative image of the brand and consumer will most likely avoid the brand.

**It's difficult for products to survive competition without intensive advertisements**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	38	33.0	35.8	35.8
2	29	25.2	27.4	63.2
3	18	15.7	17.0	80.2
4	20	17.4	18.9	99.1
5	1	.9	.9	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 11: Ads help in product survival**



**Figure 15: Ads help in product survival**

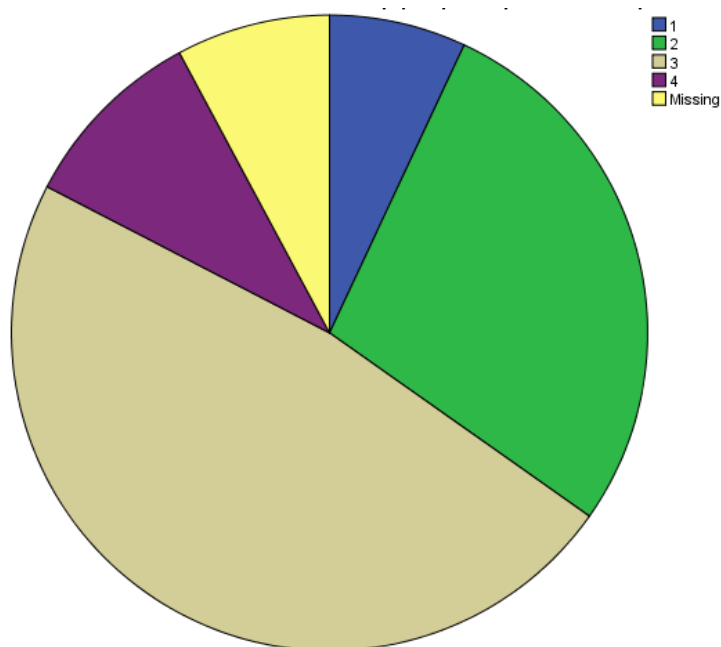
When asked about role of advertisements in product survival in today's competitive environment, 36% and 27% strongly agreed and agreed that marketing techniques and advertisements employed by organizations help products to survive through competition. However approximately 20% of respondents disagreed with the statement followed by 17% of respondents stayed neutral with respect to this statements.



**Advertisements help people in product comparison**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	5.2	5.7	5.7
Valid 2	56	48.7	52.8	58.5
Valid 3	30	26.1	28.3	86.8
Valid 4	2	1.7	1.9	88.7
Valid 5	12	10.4	11.3	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 12: Ads help in product comparison**



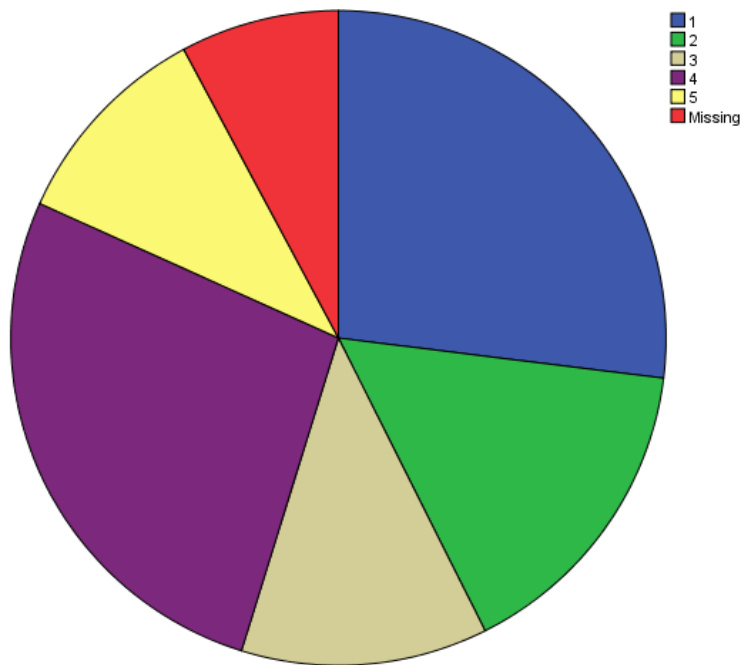
**Figure 16: Ads help in product comparison**

Before making any purchase decision it is very important to compare different options there in the market therefore advertisements tend to help parties in comparing different products available. As shown in the table and figure, a huge chunk of respondents agreed to the statement that ads help in product comparison i.e. 65% approximately. Another major chunk of 28% stayed neutral whereas only 13% disagreed.

**Advertising is non-personal yet effective**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	31	27.0	29.2	29.2
2	18	15.7	17.0	46.2
3	14	12.2	13.2	59.4
4	31	27.0	29.2	88.7
5	12	10.4	11.3	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 13: Advertising is non-personal yet effective**



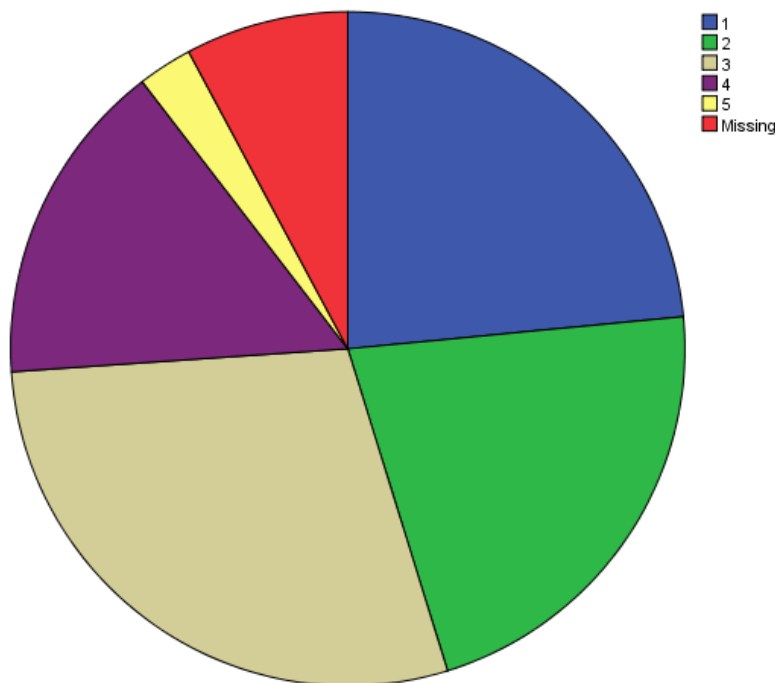
**Figure 17: Advertising is non-personal yet effective**

This statement mainly relates to above the line marketing which is usually for masses. 29% and 17% of the total population strongly agreed and agreed to the statement that in spite of being non personal advertising is effective. Whereas around 11% and 29% strongly disagreed and disagreed to the given statement. So it can be interpreted that huge chunk thinks that organizations should not only focus on above the line but also on below the line advertisements which are more personal.

**Consumer loyalty can be further guaranteed through consistent advertisements**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	27	23.5	25.5	25.5
2	25	21.7	23.6	49.1
3	33	28.7	31.1	80.2
4	18	15.7	17.0	97.2
5	3	2.6	2.8	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 14: Ads guarantee loyalty**



**Figure 18: Ads guarantee loyalty**

Respondents were asked about their thoughts regarding role of media played in increasing customer loyalty towards a certain brand. Approximately, 26% and 49% respondents strongly agreed and agreed that consistent advertisements can further guarantee customer loyalty but a huge chunk neither agreed nor disagreed to the statement. Approximately 20% disagreed. Therefore, good, well planned and well executed advertisements do build credibility, positive image and attitude towards the brand.

People use different sources to get latest news about their country and the world.

Which kind of the media you are more likely to follow?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	13	11.3	12.3	12.3
	Television	53	46.1	50.0	62.3
	Social Media	40	34.8	37.7	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

Table 15: Media Preference for news

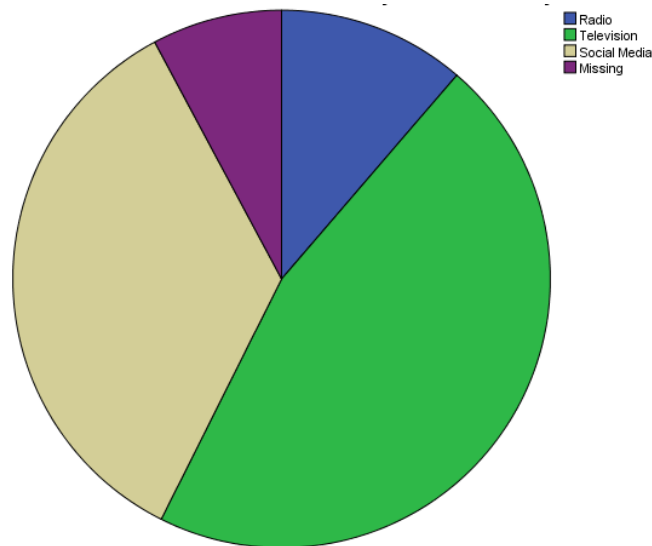


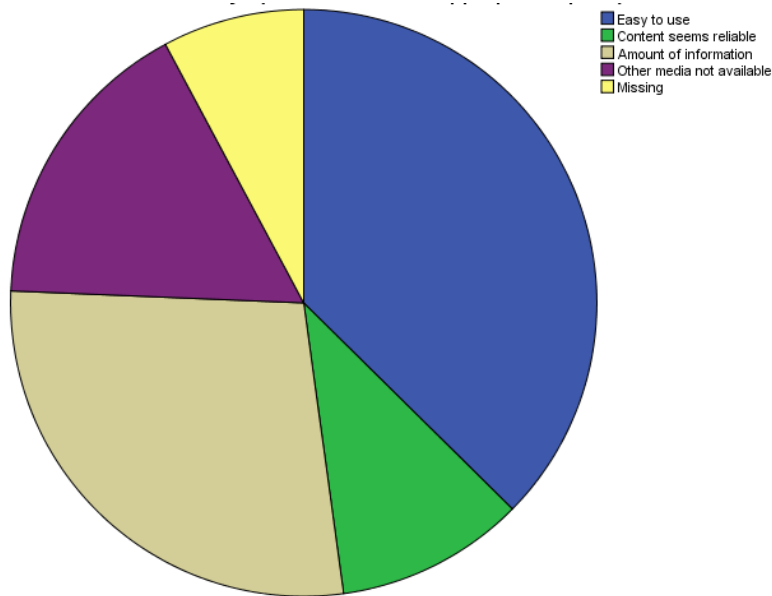
Figure 19: Media Preference for News

In response to a question asked about the type of media they prefer to use to stay connected with the world, majority of people indicated television as a major medium i.e. 50% followed by social media i.e. 38% and then radio. One thing should be kept in mind that majority of the respondent were from urban population only a small chunk belonged to rural areas. And their main medium is radio.

**Why? (Encircle the most appropriate option)**

	Frequency	Percent	Valid Percent	Cumulative Percent
	43	37.4	40.6	40.6
	12	10.4	11.3	51.9
Valid	32	27.8	30.2	82.1
	19	16.5	17.9	100.0
Total	106	92.2	100.0	
Missing	9	7.8		
Total	115	100.0		

**Table 16: Reason for preferring a particular medium**

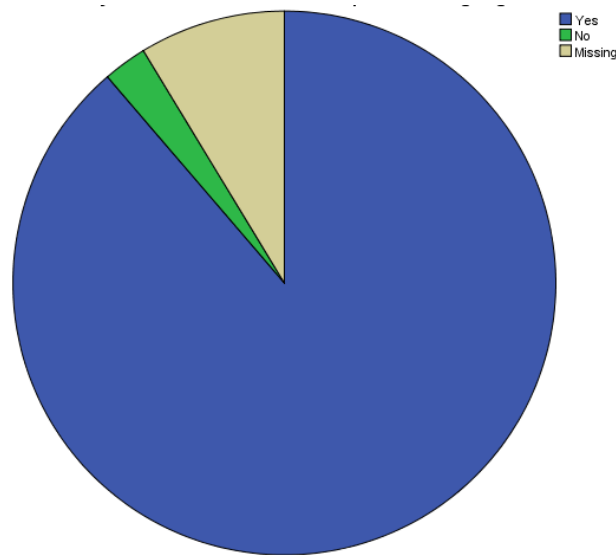


**Figure 20: Reason for preferring a particular medium**

As people rated television as their highest source of information followed by social media then they were asked the reason for their preferred medium. Ease of use came out to be the major reason for choosing a particular medium followed by amount of information provided by them. Now a days, lifestyles have become much busier so people tend to prefer things that are less complicated and easily accessible. Therefore, parties need to focus more on these media in order to bring awareness among masses.

Do you know about the current protest being organized in the capital?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	102	88.7	97.1	97.1
	No	3	2.6	2.9	100.0
	Total	105	91.3	100.0	
Missing	System	10	8.7		
Total		115	100.0		

**Table 17: Information about Protest**



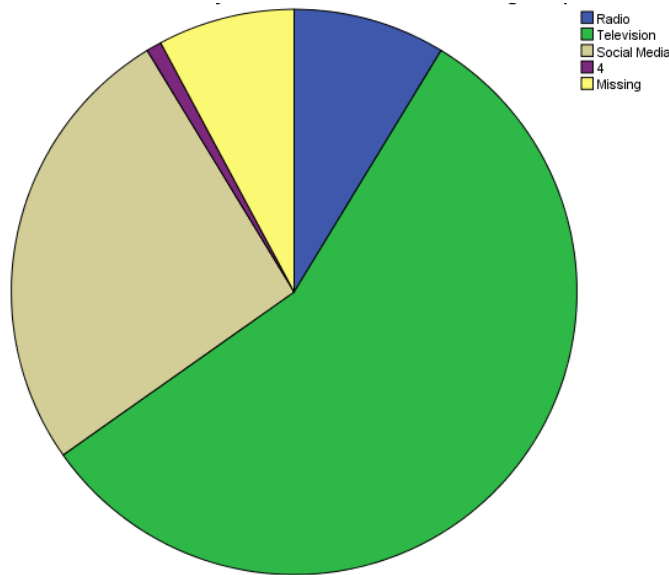
**Figure 21: Information about Protest**

People were asked about the sit-in organized in Federal capital by Pakistan Tehreek-i-Insaaf. Approximately 97% of respondents said that they are aware about it only 3% didn't know. This shows that PTI has been pretty much successful in making people aware of their campaign by reaching the maximum audience.

**Which media do you find most informative during this political scenario?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	10	8.7	9.4	9.4
Television	65	56.5	61.3	70.8
Valid Social Media	30	26.1	28.3	99.1
Banners/Placards	1	.9	.9	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 18: Most informative media**



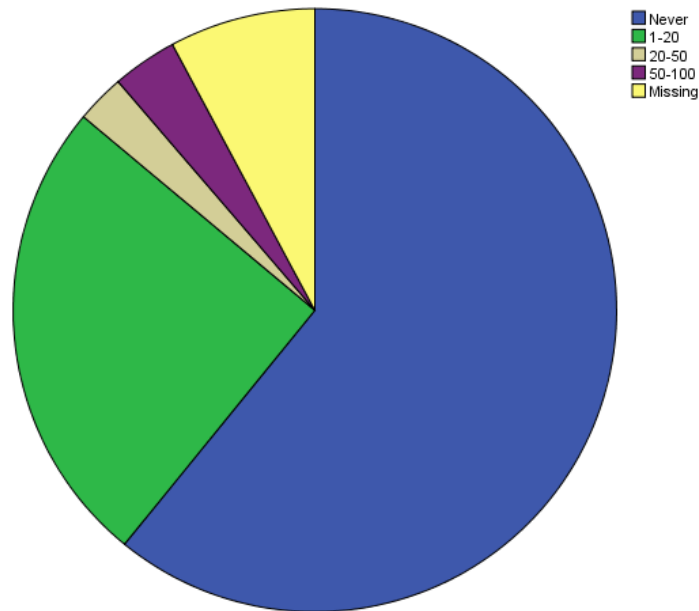
**Figure 22: Most informative media**

With the change in overall lifestyles and advancement in technologies, the ways by which we get news have also altered. Now there are so many sources available that one doesn't need to stick to a particular newspaper or channel rather they can get news wherever whenever they want. Regarding the media that they find most informative 61% of the respondents marked television, 27% selected social media, 9% said radio and only 1% found banners or placards as most informative medium when it comes to political scenario of the country. So far, television is playing the most important and effective role when it comes to political awareness of people.

**How many times did you receive relevant information about the protest via  
SMS?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	70	60.9	66.0	66.0
	1-20	29	25.2	27.4	93.4
	20-50	3	2.6	2.8	96.2
	50-100	4	3.5	3.8	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 19: Number of times information received**



**Figure 23: Number of times information received**

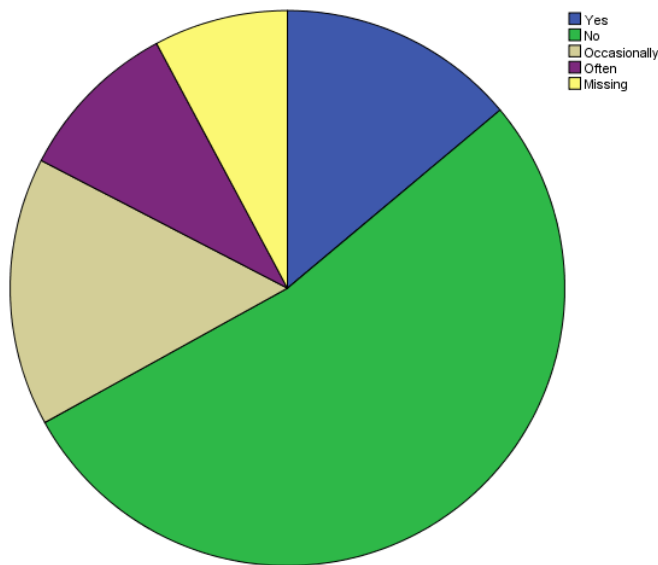
When asked about the approximate number of times people received useful information regarding the protest via SMS highest percentage was assigned to never i.e. 66% which means they have never received any information through a text message. On the other hand, 27% respondents said they got the information 1 to 20 times via SMS followed by 20 to 50 times and 50 to 100 times. So parties need to pay more attention towards this medium.



**Did you get useful information about this protest from Radio?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	13.9	15.1	15.1
	No	61	53.0	57.5	72.6
	Occasionally	18	15.7	17.0	89.6
	Often	11	9.6	10.4	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 20: Useful information from radio**



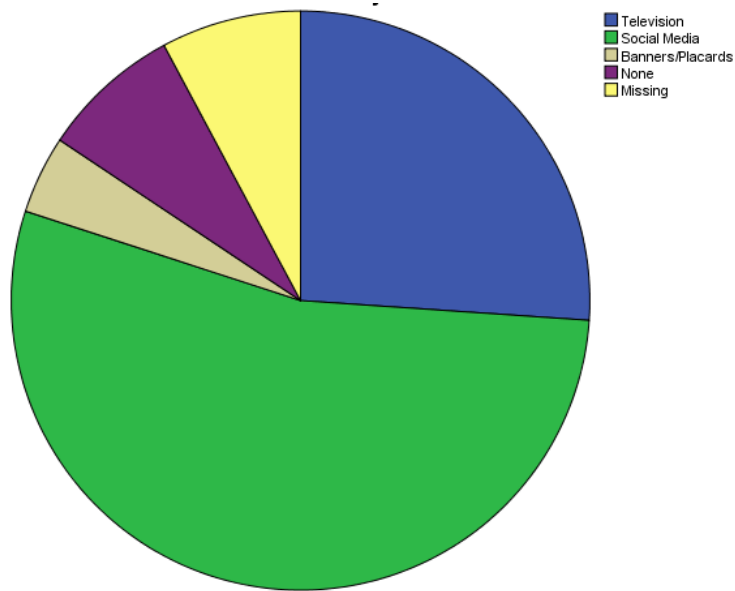
**Figure 24: Useful Information from radio**

When similar question was asked with respect to radio the ratios varied to an extent. 58% people clearly said that they never received information regarding protest via radio whereas 17% said that got information occasionally followed by 10% of people saying they often got relevant information about the protest organized by PTI.

**Did you view any pictures or videos produced by protesters, and if so, on what media did you view them?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	30	26.1	28.3	28.3
	Social Media	62	53.9	58.5	86.8
	Banners/Placards	5	4.3	4.7	91.5
	None	9	7.8	8.5	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 21: Pictures viewed on any media**



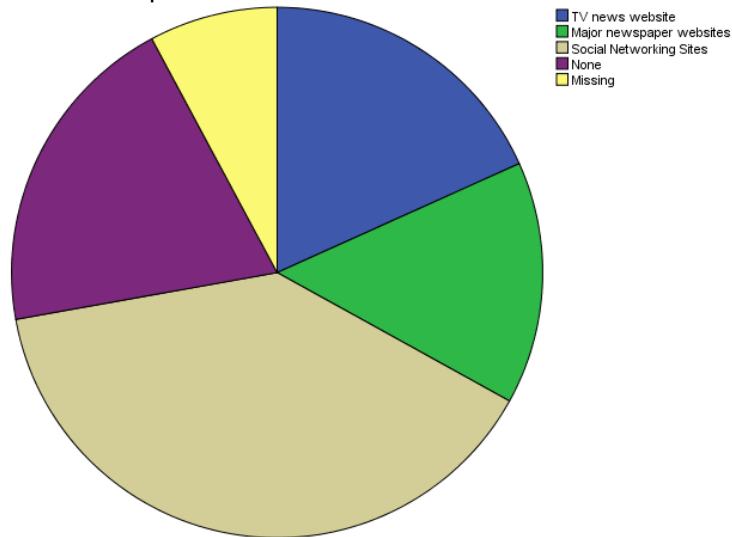
**Figure 25: Pictures viewed on any media**

Videos and pictures taken during any campaign plays an important role in bringing awareness and motivating people to take part in it. Now a days, social media plays a vital role in making people aware about different issues and trends of the industry. Approximately 59% respondents saw videos and images of protest on social media like Facebook or twitter. Around 28% saw them on television followed by banners and placards.

**Whenever you are looking for political news or current events which online media do you use the most?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV news website	21	18.3	19.8	19.8
Major newspaper websites	17	14.8	16.0	35.8
Social Networking Sites	45	39.1	42.5	78.3
None	23	20.0	21.7	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 22: Preferable online news source**



**Figure 26: Preferable online news source**

With the changing trends internet has become an important source of providing political news especially for youth. Online sources that are used by people to get information were broken down into categories and then asked about their preferences. Approximately 42% said social networking sites are their major source of information online followed by TV news website and newspaper websites. However, 22% respondents said they don't use any kind of online media to gain knowledge about current political scenario.

Yesterday, did you get news from any one of the following? (encircle more than one if needed)

	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	13	11.3	12.3	12.3
Television	47	40.9	44.3	56.6
Social Media	32	27.8	30.2	86.8
Valid Instant Messaging	4	3.5	3.8	90.6
Banners/Placards	4	3.5	3.8	94.3
None	6	5.2	5.7	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

Table 23: News from any media?

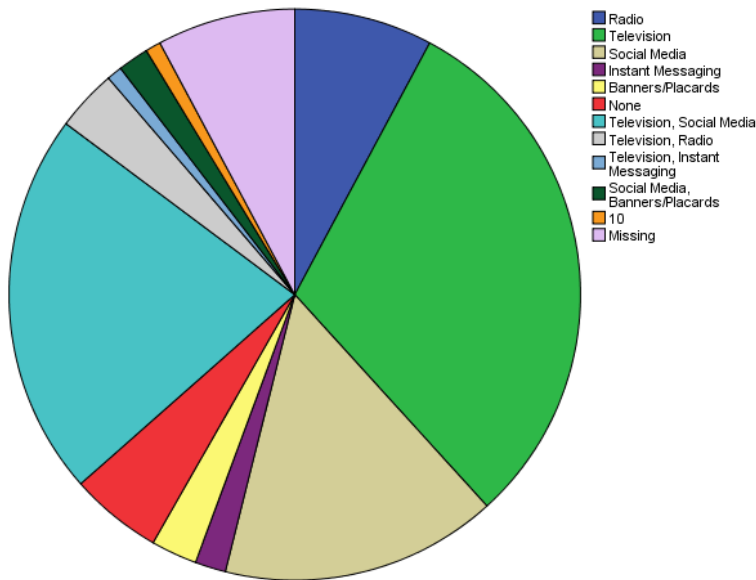


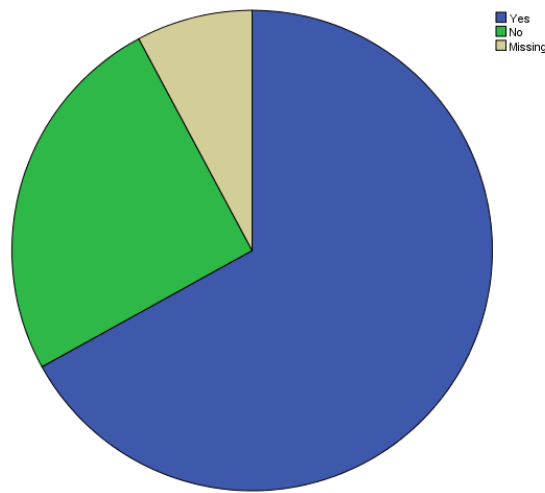
Figure 27: News from any media?

The above question was designed to evaluate which of the given medium has helped parties to reach the maximum target audience. Maximum number of people opted for television i.e. approximately 44% whereas approximately 30% of the respondents marked social media as source of relevant news followed by other media.

**Did you share with others what you have learnt through media?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	67.0	72.6	72.6
	No	29	25.2	27.4	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 24: Information shared with others**



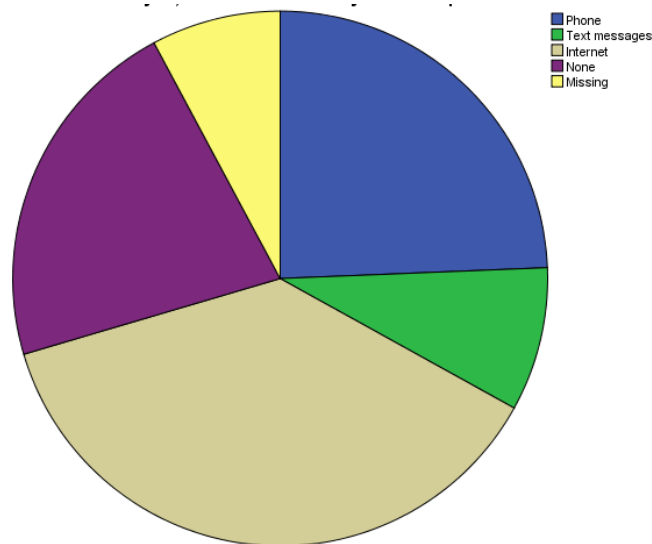
**Figure 28: Information shared with others**

This question was particularly asked to find out that how likely it is that people tend to share with people whatever they got to know about the political issues. Do they find the current political scenario of the country important enough to be discussed with others. Results indicated that 73% respondents like to talk over with others while 27% do not.

**If yes, which medium did you use to pass on information?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phone	28	24.3	26.4
	Text messages	10	8.7	35.8
	Internet	43	37.4	76.4
	None	25	21.7	100.0
	Total	106	92.2	100.0
Missing	System	9	7.8	
Total		115	100.0	

**Table 25: Media used to pass information**



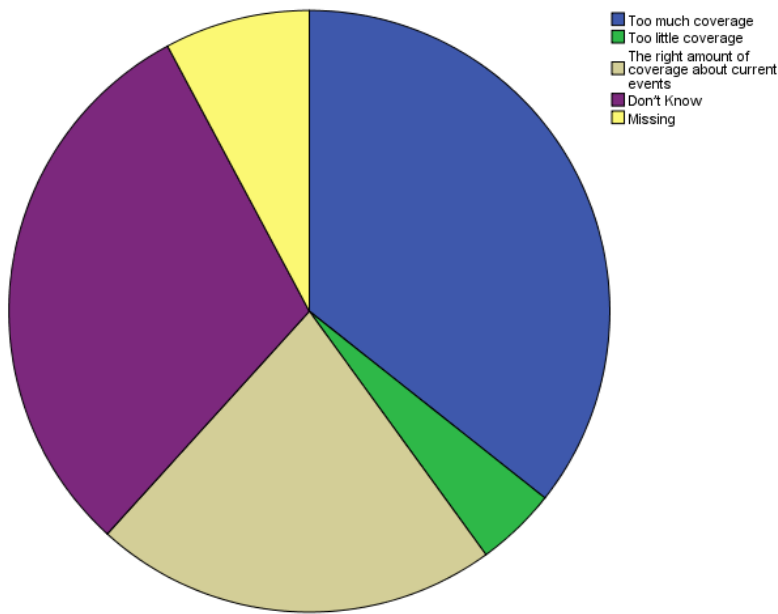
**Figure 29: Media used to pass information**

Those who answered with yes were then asked about the medium that they used to convey the information that they got about the political unrest. Almost 41% marked internet (social networking sites mainly) as a medium used for conveying information followed by telephone and text messages.

**Political news over the Internet are given**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too much coverage	41	35.7	38.7	38.7
	Too little coverage	5	4.3	4.7	43.4
	The right amount of coverage about current events	25	21.7	23.6	67.0
	Don't Know	35	30.4	33.0	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 26: Political news coverage over internet**



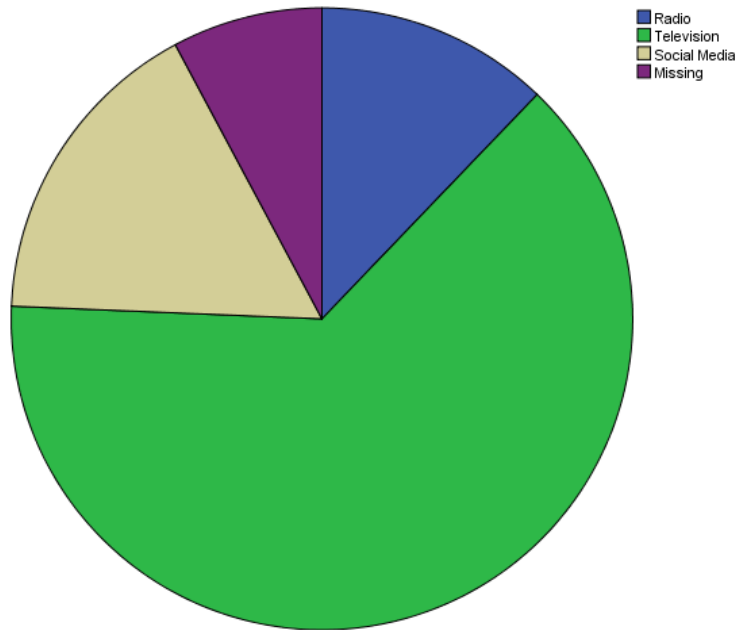
**Figure 30: Political news coverage over internet**

This question tends to find out that people who view news on online depend solely on online source or they use print and electronic media as well. It should be kept in mind that internet includes not only the social networking sites but also news websites and blogs. Above figure shows 39% people think that political news is given too much coverage over internet whereas 33% said they don't really know about it followed by 24% of people saying that it has been given the right amount coverage i.e. neither too little nor too much.

**Which media exposes you more to advertisements?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	14	12.2	13.2	13.2
	Television	68	59.1	64.2	77.4
	Social Media	18	15.7	17.0	94.3
	Banners	5	4.3	4.7	99.1
	Text message	1	.9	.9	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 27: Exposure to advertisements**



**Figure 31: Exposure to advertisements**

This question was asked in continuation of finding out the role media plays in reaching the audience. As far as reaching the masses is concerned television is leading with a huge margin. Above figure shows that 64% of respondents said television exposes them most to advertisements followed by social media i.e. 17% and radio, banners and text messages respectively. This means parties are using all forms of media for promotion but they need to pay more attention towards other forms of media and social media in particular in order to reach maximum audience.

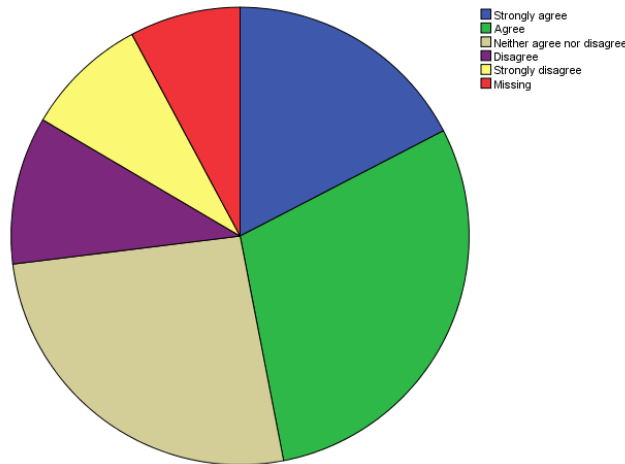


From here onwards, four questions were asked from the respondents and they had to mark them on Likert scale with 1 being strongly agree to 5 being strongly disagree. These questions were designed to gauge how much media has helped parties in building relationship with people of Pakistan.

**Media has been successful in providing a platform where people can directly interact with representatives of political parties**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	20	17.4	18.9	18.9
2	34	29.6	32.1	50.9
3	30	26.1	28.3	79.2
4	12	10.4	11.3	90.6
5	10	8.7	9.4	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 28: Platform for direct interaction**



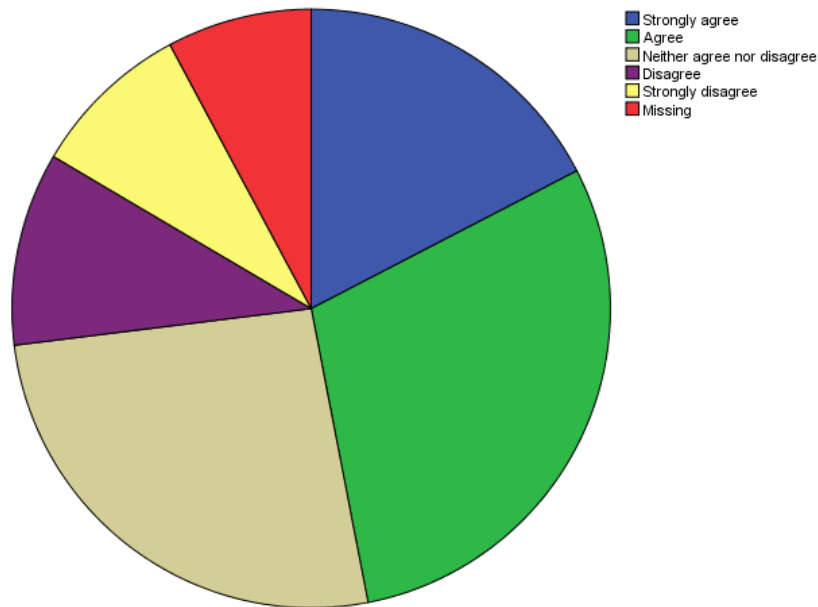
**Figure 32: Platform for direct interaction**

As the drawn table and figure shows, approximately 19% and 32% of the people strongly agreed and agreed to the statement that media has been successful in providing a platform to people where they can interact with party representatives. Typical political culture of Pakistan focused more on maintaining distance among party officials and common men however lately the trend has changed and people are becoming more and more aware of their rights and choices. It's clear from the results that almost 50% of the respondents view media as a key player in breaking this ice so now parties need to focus more on different ways to interact with common man of Pakistan.

**Two way communication leads to greater loyalty among people regarding these political parties**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	23	20.0	21.7	21.7
2	34	29.6	32.1	53.8
3	35	30.4	33.0	86.8
4	10	8.7	9.4	96.2
5	4	3.5	3.8	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 29: Role of two way communication in building loyalty**



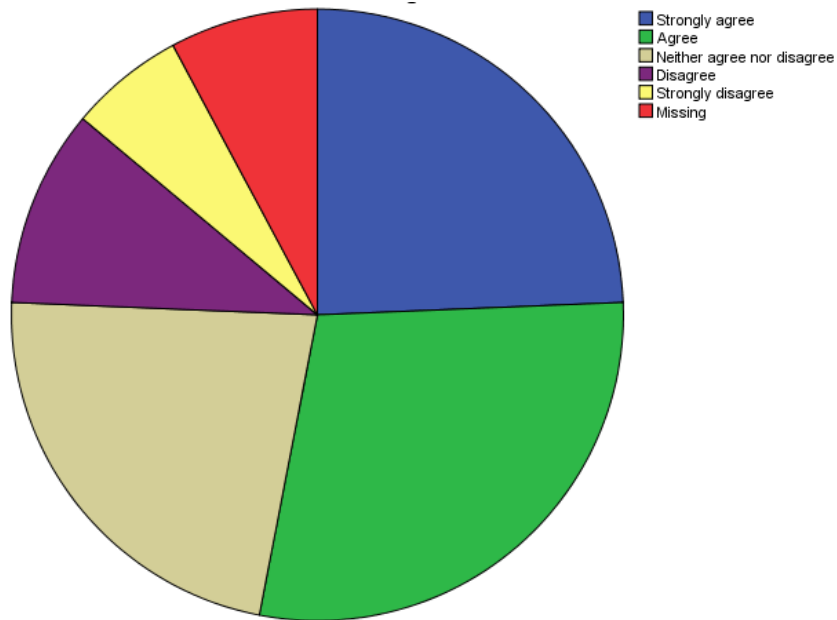
**Figure 33: Role of two way communication in building loyalty**

Around 22% and 32% of the population strongly agreed and agreed to the statement that two way communication leads to increased loyalty among people and the political parties. Only 4% and 9% of the respondents strongly disagreed and disagreed with the given statement. Political situation of Pakistan is so unstable that now people want their representatives to entertain their questions and queries by interacting with them more often and making themselves more accessible.

**Political parties (PTI) have used media effectively to make people aware about their rights**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	28	24.3	26.4	26.4
2	33	28.7	31.1	57.5
3	26	22.6	24.5	82.1
4	12	10.4	11.3	93.4
5	7	6.1	6.6	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 30: PTI uses media effectively**



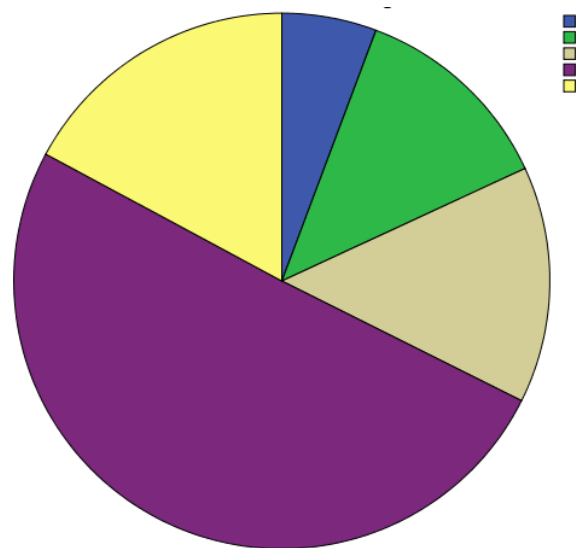
**Figure 34: PTI uses media effectively**

As far as the effectiveness of media usage by PTI is concerned, approximately 26% and 31% of the population strongly agreed and agreed to this statement. They believe that PTI has efficiently used media to communicate their point of view and also listen to whatever people have to say. Only 11% and 7% disagreed and strongly disagreed to the statement.

**Political parties (PML-N) have used media effectively to make people aware about their rights**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	5.7	5.7	5.7
2	13	12.4	12.4	18.1
3	15	14.3	14.3	32.4
4	53	50.5	50.5	82.9
5	18	17.1	17.1	100.0
Total	105	100.0	100.0	

**Table 31: PML-N uses media effectively**



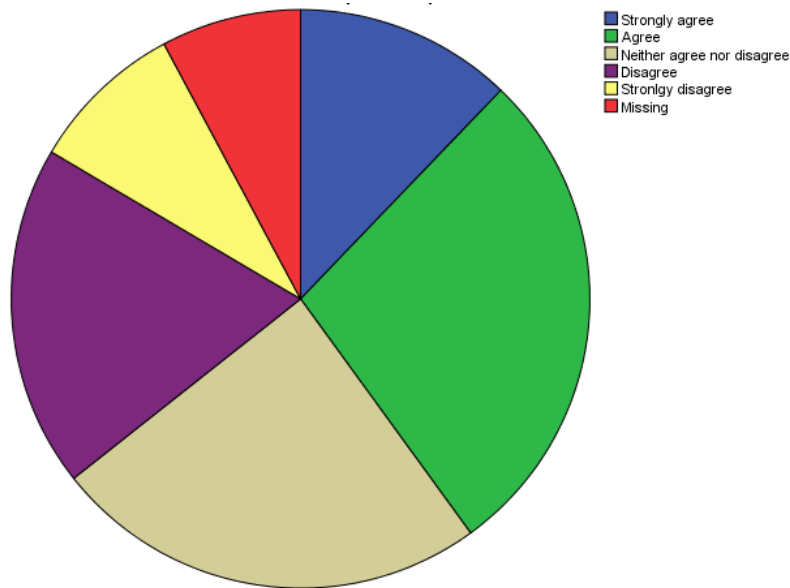
**Figure 35: PML-N uses media effectively**

As far as the effectiveness of media usage by PML-N is concerned, approximately 17% and 51% of the population strongly disagreed and disagreed to this statement. They believe that PML-N has not been able to make an effective use of media to communicate their point of view and also listen to whatever people have to say. Only 12% and 6% agreed and strongly agreed that PML-N has efficiently used media to make people aware about their rights.

**This interational form of media has led to better relationship among citizens and political parties**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	12.2	13.2	13.2
2	32	27.8	30.2	43.4
3	28	24.3	26.4	69.8
4	22	19.1	20.8	90.6
5	10	8.7	9.4	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 32: Interational form of media leads to better relationship**



**Figure 36: Interational form of media leads to better relationship**

Almost 13% and 30% of the respondents strongly agreed and agreed to the statement that they believe this interational form of is helping parties in building better relationship with the citizens. A huge chunk i.e. approximately 26.4% said they neither agree nor disagree with the given statement. Political parties firstly need to focus on this chunk of people because they didn't clearly disagree with the statement rather remained neutral so convincing this group would be relatively easier.

In your opinion, information that you receive through different media is reliable:

[Television]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reliable	38	33.0	35.8	35.8
	Fairly reliable	53	46.1	50.0	85.8
	Not reliable	9	7.8	8.5	94.3
	Very reliable	6	5.2	5.7	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

Table 33: Reliability of Television

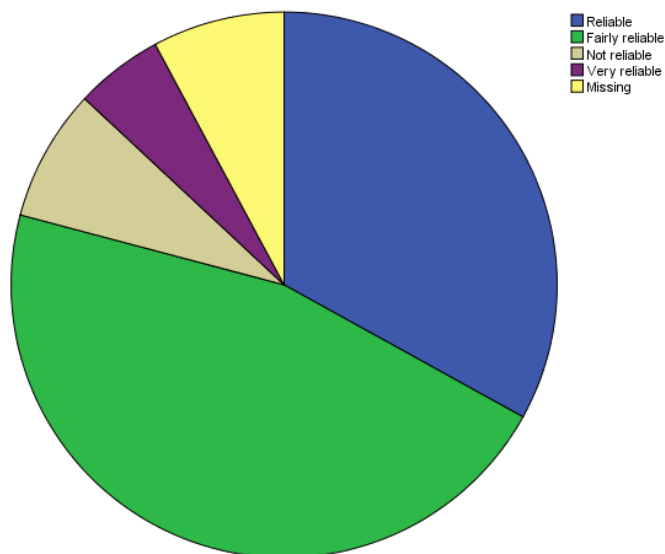
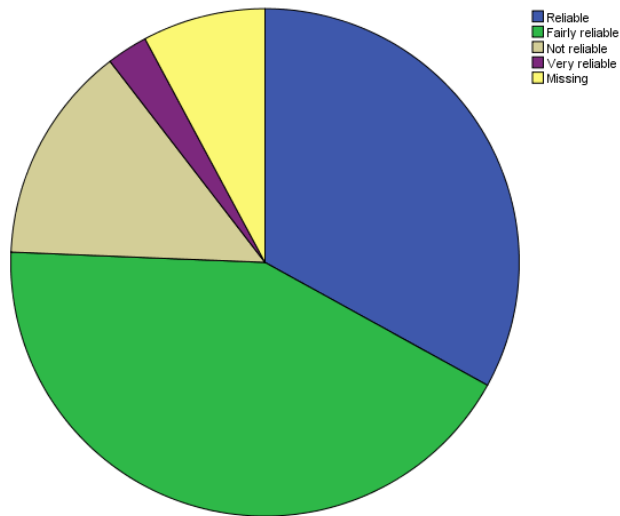


Figure 37: Reliability of Television

Respondent were given five different media i.e. Television, Radio, Social Media, Instant Messaging and Banners/Placards and asked to rate them in terms of reliability. 91% people think that information provided through television is reliable only 9% people tend to believe that information is not always reliable.

		[Radio]			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reliable	38	33.0	36.9	36.9
	Fairly reliable	49	42.6	47.6	84.5
	Not reliable	16	13.9	15.5	100.0
	Total	103	89.6	100.0	
Missing	System	12	10.4		
Total		115	100.0		

**Table 34: Reliability of Radio**

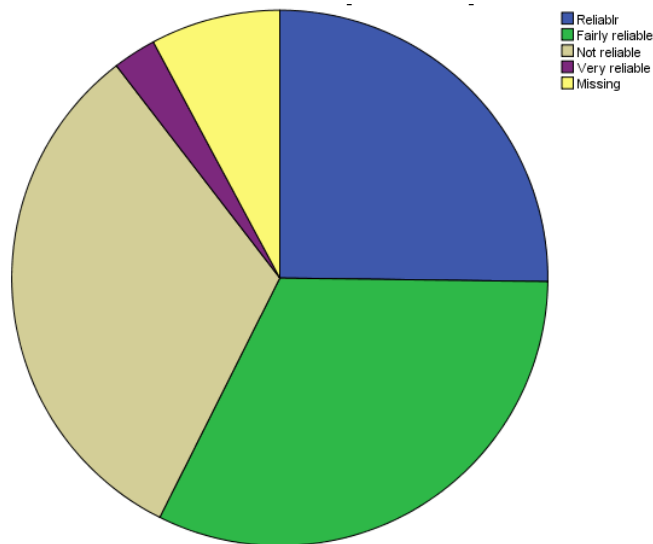


**Figure 38: Reliability of Radio**

When it comes to radio 84% respondents think that news on aired via radio is reliable only 16% believe that it's not reliable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reliable	29	25.2	27.4	27.4
	Fairly reliable	37	32.2	34.9	62.3
	Not reliable	37	32.2	34.9	97.2
	Very reliable	3	2.6	2.8	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 35: Reliability of Social Media**



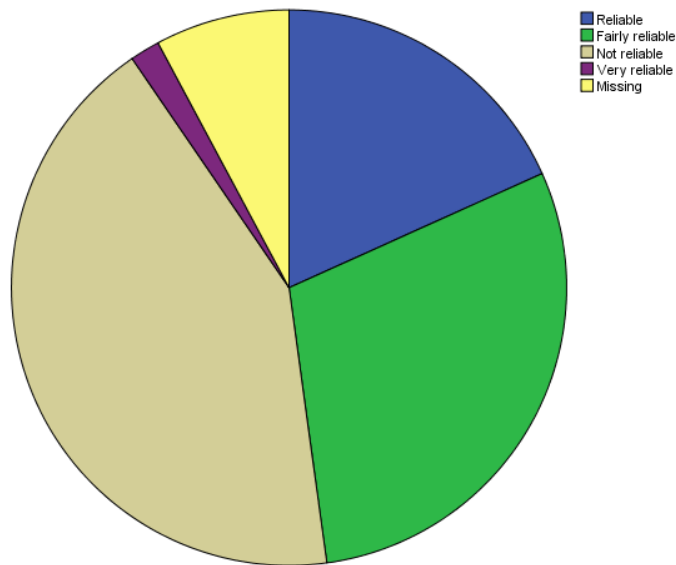
**Figure 39: Reliability of Social Media**

As far as social media is concerned 65% of the population is of the that information received through social media is reliable but at the same time a huge chunk i.e. 35% thinks it's not always reliable because the source is not always authentic.



		<b>[Instant Messages]</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reliable	21	18.3	19.8	19.8
	Fairly reliable	34	29.6	32.1	51.9
	Not reliable	49	42.6	46.2	98.1
	Very reliable	2	1.7	1.9	100.0
Total		106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 36: Reliability of Instant Messaging**

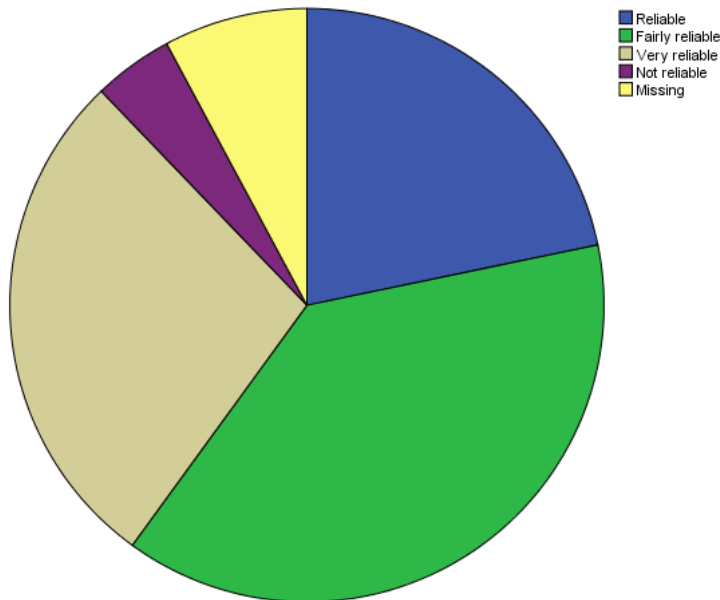


**Figure 40: Reliability of Instant Messaging**

Instant messaging is considered to be a source a direct communication with the audience. When it comes to its reliability, only 54% of the people believe that its reliable remaining 46 tend to doubt its reliability as the source of message is unknown at times.

		[Placards/Banners]			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reliable	25	21.7	23.6	23.6
	Fairly reliable	44	38.3	41.5	65.1
	Not reliable	32	27.8	30.2	95.3
	Very reliable	5	4.3	4.7	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 37: Reliability of Placards/Banners**



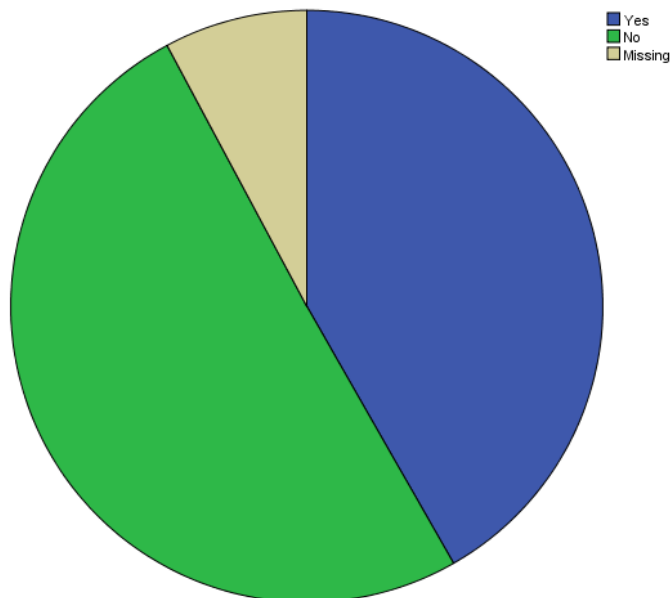
**Figure 41: Reliability of Placards/Banners**

Another form of BTL activity used by companies to reach the target audience is placards or banners. 70% respondents marked that the information received through them is reliable whereas 30% still think that this source is not always reliable.

**Have you participated in the current protest going on in the federal capital?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	48	41.7	45.3	45.3
	No	58	50.4	54.7	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 48: Participation in current protest**



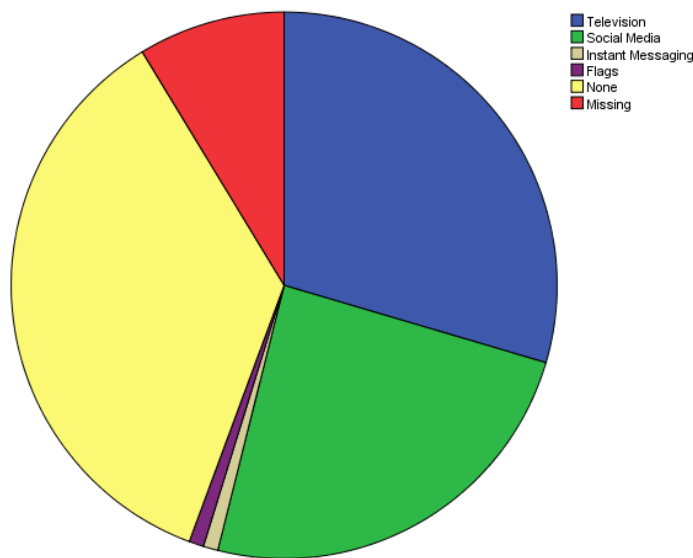
**Figure 42: Participation in current protest**

From here onwards questions were designed to evaluate whether ATL BTL activities lead to political participation or not. When asked about participation in the current protest arranged by PTI, around 45% respondents answered with yes i.e. they have been part of dharna while 56% said that they have not participated in it physically due to different reasons mainly they were not in Islamabad.

**If yes, Information received through which media has motivated you the most to participate in the protests?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Television	33	28.7	31.1	31.1
Social Media	27	23.5	25.5	56.6
Banners/Placards	2	1.7	1.9	58.5
Valid Instant Messaging	1	.9	.9	59.4
Flags	2	1.7	1.9	61.3
None	41	35.7	38.7	100.0
Total	106	92.2	100.0	
Missing System	9	7.8		
Total	115	100.0		

**Table 39: Role of media in motivation**



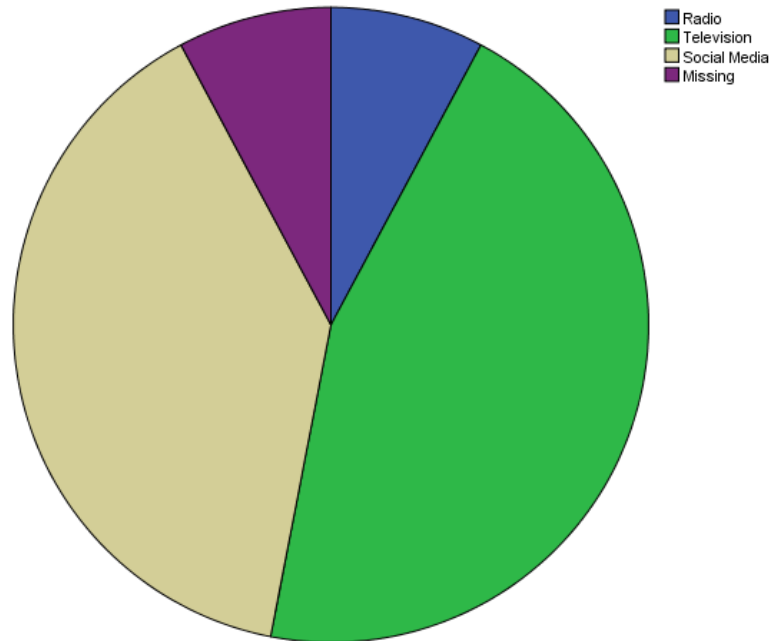
**Figure 43: Role of media in motivation**

This question was mainly for those who had taken part in the protest. Majority of the people were motivated by television i.e. 31% followed by social media i.e. around 26%. Only 2% marked banner/placards, 2% flags and only 1% said that Instant Messaging motivated them to physically participate in protest. Mainly those people were motivated through instant messaging who had subscribed as Azaadi razakaar.

**In your opinion, which media has played a better role in engaging the citizens?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	9	7.8	8.5	8.5
	Television	51	44.3	48.1	56.6
	Social Media	44	38.3	41.5	98.1
	Banners	1	.9	.9	99.1
	Text Message	1	.9	.9	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 40: Role of media in engaging citizens**



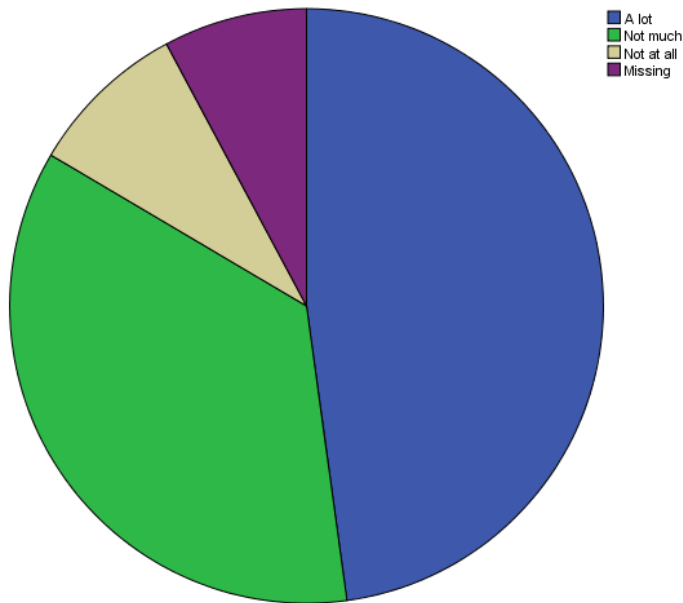
**Figure 44: Role of media in engaging citizens**

People were given different media as an option and asked which has been more successful in engaging the citizens. Like previous responses, highest percentage was assigned to television i.e. 48%. With the changing trends of the industry people are getting more and more in touch with the world via social media so a huge chunk of people said that social media plays a key role in engaging citizen when it comes to politics i.e. 42 % followed by radio, banners and placards.

**How much do you enjoy keeping up with the news?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot	55	47.8	51.9	51.9
	Not much	41	35.7	38.7	90.6
	Not at all	10	8.7	9.4	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table41: Interest in news**

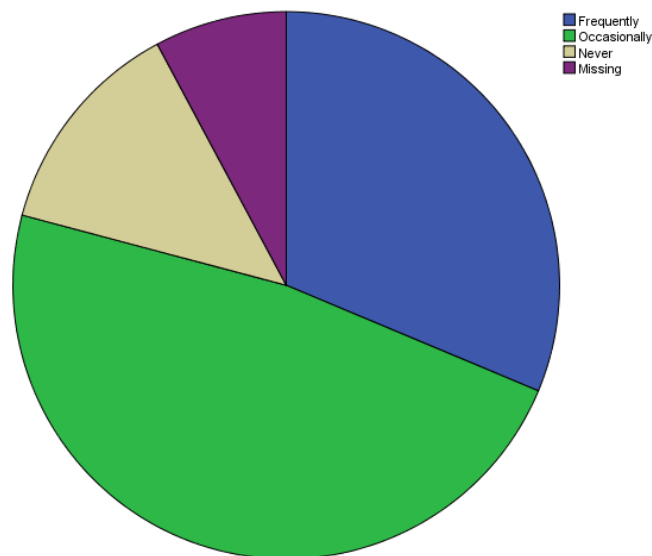


**Figure 45: Interest in news**

In response to the above question which tends to evaluate people’s interest in politics and public issues, almost 52% respondents marked a lot that means they are interested and really like to keep up with the news. On the other hand, approximately 39% marked not much and 9% said they are not at all interested in news.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	36	31.3	34.0	34.0
	Occasionally	55	47.8	51.9	85.8
	Never	15	13.0	14.2	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 42: Discussing political matters while socializing**



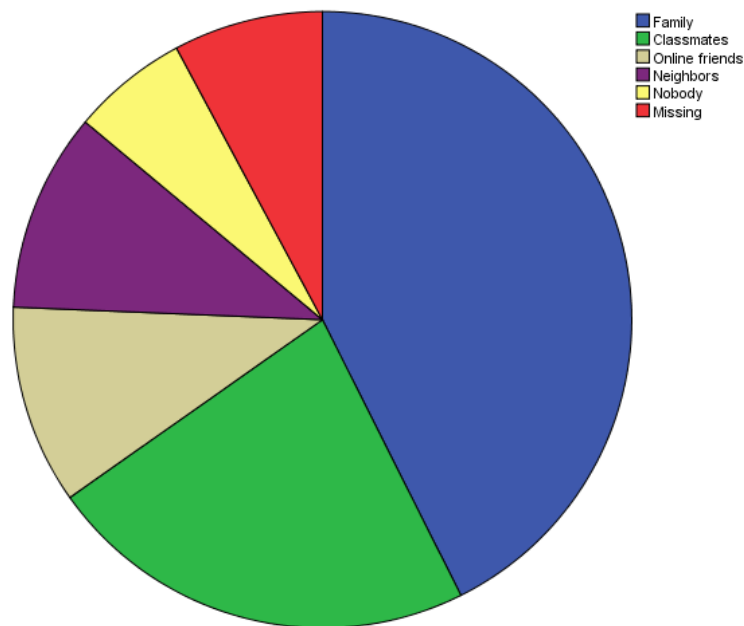
**Figure 46: Discussing political matters while socializing**

In order to measure people's interest in politics, respondents were asked how likely it is that they discuss political issues while socializing. A huge percentage of respondents i.e. 52% said that they discuss political issues occasionally while socializing whereas 34% said they frequently discuss political matters in gatherings followed by a small percentage of people who said we don't discuss political issues with others.

**With whom do you like to discuss political matters?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	49	42.6	46.2	46.2
	Classmates	26	22.6	24.5	70.8
	Online friends	12	10.4	11.3	82.1
	Neighbors	12	10.4	11.3	93.4
	None	7	6.1	6.6	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 43: With whom do you discuss politics**



**Figure 47: With whom do you discuss politics**

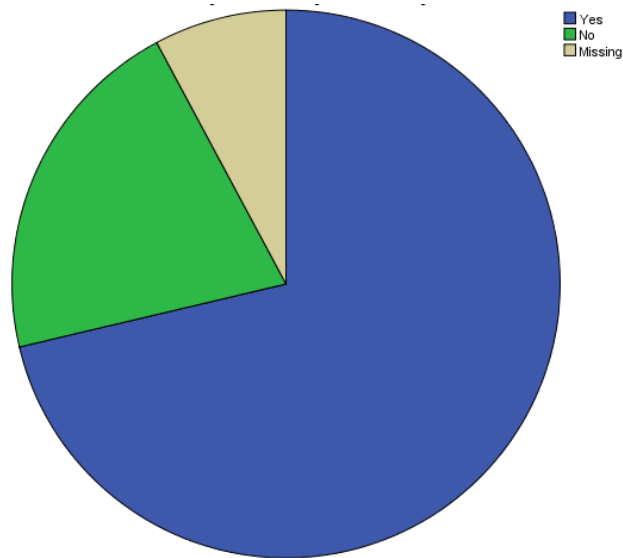
Now the respondents were asked to indicate with do they like to discuss political matters. Almost 46% of the total population said that they usually have political discussions with their family members. 25% marked classmates as the ones with whom they debate on politics followed by online friends and neighbors.



**Did you vote in 2013 elections of Pakistan?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	82	71.3	77.4	77.4
	No	24	20.9	22.6	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 44: Vote during last Elections**



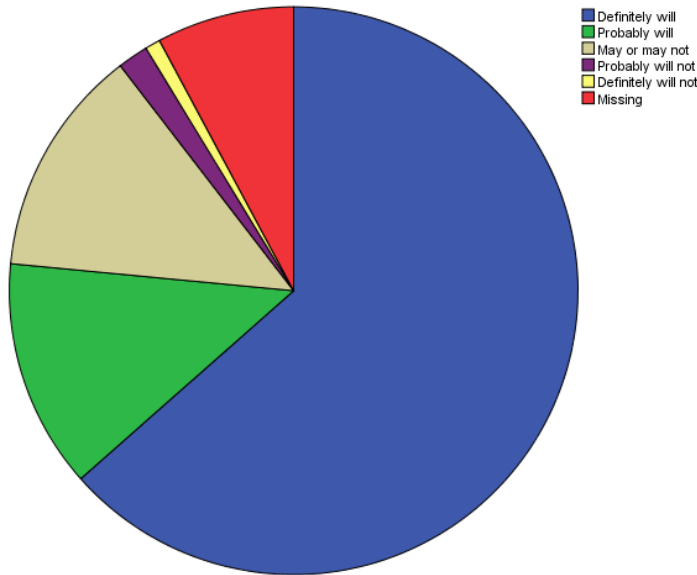
**Figure 48: Vote during last Elections**

This question was asked just to see whether people only engage themselves in politics via media or do they actually participate in the electoral process. So in response to this question 77% people said yes they did vote in 2013 election while 23% said they didn't vote for any party.

**Are you to vote in the next national elections of Pakistan?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely will	73	63.5	68.9	68.9
	Probably will	15	13.0	14.2	83.0
	May or may not	15	13.0	14.2	97.2
	Probably will not	2	1.7	1.9	99.1
	Definitely will not	1	.9	.9	100.0
	Total	106	92.2	100.0	
Missing	System	9	7.8		
Total		115	100.0		

**Table 45: Likeliness of voting during next Elections**



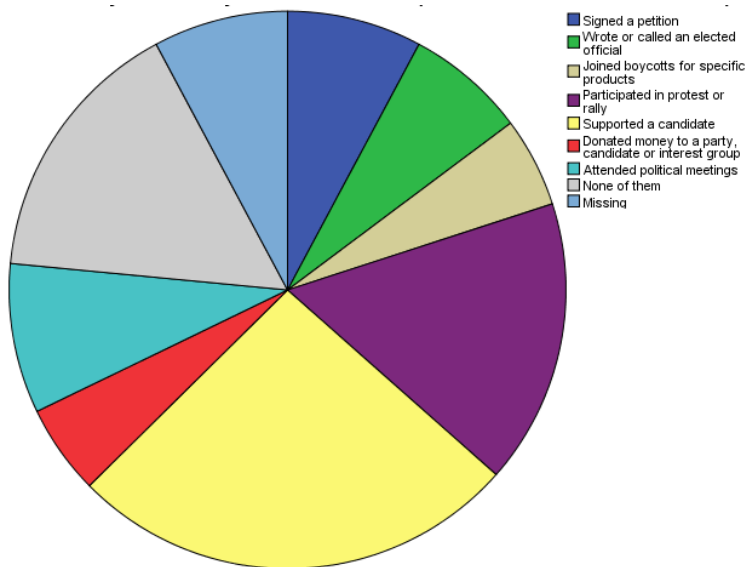
**Figure 49: Likeliness of voting during next Elections**

In continuation of the last question, respondents were asked about their future plans. Are they going to vote in the next elections or those who didn't vote in 2013 are not going to vote in 2018 elections. 70% said that they will definitely vote in 2018 whereas 14.2% said they probably will or may not followed by probably will not definitely will not.

**Have you done any of these activities? (Encircle more than one if needed)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Signed a petition	9	7.8	8.5
	Called or wrote to an elected official	8	7.0	16.0
	Joined boycotts	6	5.2	21.7
	Participated in protest or rally	19	16.5	39.6
	Supported a candidate	30	26.1	67.9
	Donated money to a candidate party	6	5.2	73.6
	Attended political meetings	10	8.7	83.0
	None of them	18	15.7	100.0
	Total	106	92.2	100.0
Missing	System	9	7.8	
Total	115	100.0		

**Table 46: Participation in political activities**



**Figure 50: Participation in political activities**

Lastly, respondents were asked about the political activities in which they have physically or financially participated. Supporting a candidate turned out to be the most common activity done by 28% of the respondents. 18% respondents had participated in protest or rally followed by attending a political meeting, signing a petition and other such activities.

## CORRELATIONS

**Hypothesis # 1: ATL and BTL advertisements help parties in bringing awareness among people**

Correlations			
		Advertisements	Awareness
Advertisements	Pearson Correlation	1	.031
	Sig. (2-tailed)		.744
	N	106	106
Awareness	Pearson Correlation	.031	1
	Sig. (2-tailed)	.744	
	N	106	106

**TABLE 47: CORRELATION HYPOTHESIS 1**

The relationship between awareness and advertisements is a strongly positive one which shows that awareness about political parties created through above the line advertisements as well as below the line advertisements will result in positive impact on people's attitude towards political parties. People might not be knowing that such and such party even exists or they might be knowing that certain party exists but didn't know their contribution towards betterment of the country and its citizens. So advertisements would help parties in eliminating such kind of gaps. But it should be kept in mind that awareness may only increase if the right, necessary and significant information is given through the advertisements. Any irrelevant or unnecessary information may result in information overload and may have the opposite effects. It has been observed through the survey that people are keen to know what the Government as well as opposition parties are doing for them and how their problems can be further addressed. Advertisements should address all of these factors to have a full lasting effect. Mass media advertisements also improve brand (political parties) recall and if properly advertised a brand can become a top-of-the-mind brand for most consumers. Here not only the appeal and content but the frequency of the advertisements run is important.

Since the correlation between awareness and advertisements is  $+0.744$  the hypothesis is accepted. It has been proven that above the line and below the line advertisements lead to greater awareness of parties and tends to result in positive attitude of people towards parties.

**Hypothesis # 2: ATL and BTL advertisements help parties to reach audience**

		<b>Correlations</b>	
		Advertisements	Reach
Advertisements	Pearson Correlation	1	.124
	Sig. (2-tailed)		.206
	N	106	106
Reach	Pearson Correlation	.124	1
	Sig. (2-tailed)	.206	
	N	106	106

**TABLE 48: CORRELATION HYPOTHESIS 2**

As per our survey the relationship between reach and advertisements is a weak positive one which shows that advertising campaigns do help parties to reach a greater number of audience. A weak relationship signifies that political parties need to realize that more than 63% of our population is still living in rural areas and the media that these parties had been employing for promotion are not really popular in those areas i.e. electronic media and some forms of print media like banners, billboards etc. Much more attention should be paid to radio ads as it's still the most common form of media used by rural people to know what is happening in the world. Other than that below the line ads like banners and brochures should be used.

Since the correlation between perceived value and word-of-mouth is +.206 the hypothesis is accepted. It has been proven that above the line and below the line advertisements do have a significant effect on increasing the reach of political parties.

### Hypothesis # 3: ATL and BTL advertisements help parties to build relationship with people

		Correlations	
		Advertisements	Relationship
Advertisements	Pearson Correlation	1	.080
	Sig. (2-tailed)		.417
	N	106	106
Relationship Building	Pearson Correlation	.080	1
	Sig. (2-tailed)	.417	
	N	106	106

**TABLE 49: CORRELATION HYPOTHESIS 3**

The relationship between relationship building and advertisements is a moderate positive one which shows that providing masses with the right kind of information at the right time would help parties in building relationship with them. If audience like an advertisement it is likely to have a positive impact on their attitude towards a particular party. Likewise, an advertisement disliked by the audience is likely to create negative image of that party. As per our survey results, majority of the people agreed that media provides a platform to people where they can directly interact with representatives of political parties and this two communication leads to better relationship among them. It should be kept in mind that people might forget the advertisement they saw but the kind of relationship built through such social interaction would have lasting effects on them.

Since the correlation between relationship building and advertisements is +.417 the hypothesis is accepted. It has been proven that above the line and below the line activities affect the relationship among citizens and political parties of the country.

**Hypothesis # 4: ATL and BTL advertisements lead to political participation**

		Correlations	
		Advertisements	Participation
Advertisements	Pearson Correlation	1	.096
	Sig. (2-tailed)		.326
	N	106	106
Political Participation	Pearson Correlation	.096	1
	Sig. (2-tailed)	.326	
	N	106	106

**TABLE 50: CORRELATION HYPOTHESIS 4**

Once parties have reached the audience and created awareness among people regarding their agendas and efforts next step is to motivate them to be a part of some political activity. The relationship between Political participation and advertisements is a moderate positive one which shows that advertisements create motivation among people to take part in political activities like signing a petition, joining boycotts, supporting a political candidate or participating in a protest or rally etc. As seen in the survey results, participants of the protest were mainly motivated through ads shown on television followed by discussions over social media. So it's very important for all the political parties to focus on how they will fulfill the needs of citizens along with highlighting their performance in particular areas.

Since the correlation between Political participation and advertisements is  $+0.326$  the hypothesis is accepted. It has been proven that above the line and below the line advertisements lead to greater motivation to be a part of some form of political activity.



## 4.2 FINDINGS

1. The relationship between awareness and advertisements is a strongly positive one which shows that awareness about political parties created through above the line advertisements as well as below the line advertisements will result in positive impact on people's attitude towards political parties. It has been observed through the survey that people are keen to know what the Government as well as opposition parties are doing for them and how their problems can be further addressed. Advertisements should address all of these factors to have a full lasting effect. With the changing trends and advancements in technology, television is still the most popular mean of news among people as per our survey. It should be kept in mind that radio is the still most accessible device for people belonging to rural areas so they opted for it now it's available in cell phones as well. Political parties should also focus on promoting via social media because it got the second highest votes overall and now a days most of the people living in urban areas are users of social networking sites. Most of the people agreed, if used properly media aids in making people aware about their rights.
2. As per our survey the relationship between reach and advertisements is a weak positive one which shows that advertising campaigns do help parties to reach a greater number of audience. Now a days, political matters are not restricted to a particular age or gender rather people belonging to both the genders and all age groups are keen to know what's going on in politics and how would that effect a common man's life. They like to discuss current affairs with friends and family and main medium used for it is internet. Hence information received through any marketing activity increases with an increase in word of mouth. A weak relationship signifies that political parties need to realize that more than 63% of our population is still living in rural areas and the media that these parties had been employing for promotion are not really popular in those areas i.e. electronic media and some forms of print media like banners, billboards etc. Much more attention should be paid to radio ads as it's still the most common form of media used by rural people to know what is happening in the world. Other than that below the line ads like banners and brochures should be used.
3. The relationship between relationship building and advertisements is a moderate positive one which shows that providing masses with the right kind of information at the right time would help parties in building relationship with them. It is very important for political parties to properly communicate their agenda and overcome any kind of confusion taking place in common man's mind. As per our survey, majority of the population agreed that media provides a platform to people where they can directly interact with representatives of political parties and this two communication leads to enhanced loyalty among people and political parties.
4. The relationship between Political participation and advertisements is a moderate positive one which shows that advertisements create motivation among people to take part in political

activities like signing a petition, joining boycotts, supporting a political candidate or participating in a protest or rally etc. As seen in the survey results, a huge chunk of people had participated in protest and they were mainly motivated by television and an active campaign carried over social media. People who didn't vote in last election said that they are likely to vote in the next election.

5. Our research has shown that parties need to realize the importance of media and the role it plays on bringing awareness and building relationship with people. We have taken only two major parties under consideration so when images were shown to the respondents, majority of people recognized the Azadi logo of Tehreek-e-insaaf but failed to recognize Pakistan Muslim League Nawaz's main logo. In all political parties, Pakistan Tehreek-e-insaaf is the only and most active organization over internet. It has an updated website that make announcements and provides news about its activities. PTI has blogs run by its members, it has online chapters for countries having significant Pakistani population like U.S, U.K etc. PTI has accounts on Facebook and twitter as well where people can take part in the debate regarding current issues. This party is intelligent enough to make the right use of Imran Khan's popularity, they use media to raise funds for political as well as social events like blood donation appeals etc.

## 5 CONCLUSION & RECOMMENDATIONS

### 5.1 CONCLUSION

During the last decade, Pakistan's media landscape has made significant progress but constant attention should be paid towards internal reforms and making overall approach more professional. This paper highlights the fact that the media plays a very important role in current political scenario of Pakistan. Media allows smooth circulation of opinions and information so that citizens are well informed about the current matters, their demands and can eventually influence the political decision making process. Media provides a platform where people are free to discuss the social issues and debate about human rights. The thesis analyzed the dependent variable of current political scenario with respect to awareness, reach, relationship building and political participation and an independent variable advertisements that includes both above the line and below the line ads. The research paper begins with a thorough research of the literature, which describes the role of media in politics during last few years. The variables have been identified through an in-depth analysis of literature as well. A questionnaire was established to study the relationship between the variables and study their effects on current political scenario of Pakistan. The results confirmed that all four variables hold a strong to moderately positive relationship with above the line and below the line advertisements with respect to political scenario. The strongest correlation is between above the line and below the line advertisements and awareness. It can thus be concluded that all variables are being managed well in terms of advertising in current political scenario of Pakistan. More and more competitors are coming in therefore it's important for political parties to employ right kind of media and target the right audience. Needless to say, advertising has a significant impact on changing the dynamics of the political culture of Pakistan.

## 5.2 RECOMMENDATIONS

1. In future, research needs to be carried out on a larger and much more diverse population. In this study, very few people belonging to rural areas had been taken into account and results have been generalized. Therefore it is recommended that further studies should be made with a more diverse sample using a different instrument.
2. Now a days, trends of this industry are changing as well. People belonging to urban area in particular are becoming more and more aware of their rights and now they have started raising questions. Now people are keen to know what's going on the political front of Pakistan. So it is high time now that political parties realize the importance of media and should not ignore that it has become one of the most influential element in common man's life. As far as PML-N is concerned, it needs to focus more on other forms of promotion apart from television. Like people failed to even guess their party logo so they need to increase their recognition through ad campaigns done via social media along with radio and print media. Their major vote bank is in rural areas so they need to focus more on social media that would help them in attracting youth and educated class. On the other hand, PTI needs to focus more on radio campaigns along with other forms of media as they lack vote bank in rural areas of Pakistan.
3. As mentioned earlier, more than 63% of our population is still living in rural areas. Literacy rate is low and people are not really aware of latest technology. Their main source of information is still radio. It should be kept in mind that rural population is a major chunk who poles a vote. In spite of PTI being the only party who is actively using media to attract voters and raise funds lacks in this particular area. They have been able to raise interest in urban areas but fail to have any influence over the rural areas where strong networks of trustworthiness and support decide the vote of the population. When it comes to advertising via radio parties should focus on FM 101 in Punjab as it has highest penetration followed by FM 97, along with FM 101 AM 1008 and AM 1000 need to focus due to their popularity in Sindh. In Khyber Pakhtun Khawah AM 1600 and AM 1400 should be used along with FM 101, AM 936 and AM1510 in northern areas and lastly AM 750 along with FM 101 in Balochistan should be employed for promotion of political parties.
4. Another important factor that previous studies and this study lack is the negative use of media by political parties. It is very easy for political representatives as well as analysts to make any claim about a party or somebody in personal without any authentic information and even if that claim is later on denied by the concerned group, no legal action is taken against them. If we go back to Salman Taseer's assassination, a whole media trial was carried out before he was shot. People belonging to different political parties and religious groups clearly said that blasphemy law is applicable in his case. Now those who declared him "wajib ul qatal" are not answerable in any court of law. So there should be strict laws regarding the misuse of media.

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## 7 APPENDIX

### SURVEY QUESTIONNAIRE

The following questions have been designed to find out the role of ATL and BTL advertisements in current political scenario of Pakistan. You are requested to mark the option that applies to your situation best. Thank you for your cooperation in advance.

#### **Demographics**

**Gender:** Male      Female

#### **Age Group:**

- 18-28
- 29-38
- 39-48
- 49-58
- 59-70

#### **Profession / Occupation:**

- Student
- Employed
- Self Employed
- Retired Person
- Others

#### **Income Bracket:**

- Nil
- 10,000-20,000
- 20,000-30,000
- 30,000-40,000
- 40,000-50,000
- 50,000 above

## Political Scenario of Country

1. What does this logo depicts?
  - A political movement
  - Independence Day celebration
  - Just a placard



2. This logo belongs to which party?
  - Pakistan peoples party
  - Pakistan Tehreek-e-Insaf
  - Muslim League Nawaz
  - Motahidda Qaumi Movement



## Advertisements

3. Selection of right advertising media is a crucial decision for an organization
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
4. Advertising being a powerful tool helps organizations in not only reaching but also motivating audiences
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree
  - Strongly Disagree
5. Consumer buying attitude can be influenced through consistent ATL and BTL advertisements/marketing activities
  - Strongly Agree
  - Agree
  - Neither Agree nor Disagree
  - Disagree



- Strongly Disagree
6. It's difficult for products to survive competition without intensive advertisements
    - Strongly Agree
    - Agree
    - Neither Agree nor Disagree
    - Disagree
    - Strongly Disagree
  7. Advertisements help people in product comparison
    - Strongly Agree
    - Agree
    - Neither Agree nor Disagree
    - Disagree
    - Strongly Disagree
  8. Advertisements help parties in creating product differentiation
    - Strongly Agree
    - Agree
    - Neither Agree nor Disagree
    - Disagree
    - Strongly Disagree
  9. Above the line Advertising is non-personal but yet effective
    - Strongly Agree
    - Agree
    - Neither Agree nor Disagree
    - Disagree
    - Strongly Disagree
  10. Consumer's loyalty can be further guaranteed through consistent interaction via ATL and BTL advertisements
    - Strongly Agree
    - Agree
    - Neither Agree nor Disagree
    - Disagree
    - Strongly Disagree

## Awareness

11. People use different sources to get latest news about their country and the world. Which kind of the media you are more likely to follow?
- Radio
  - Television
  - Social Media
12. Why? (Encircle more than one if needed)
- Easy to use
  - Content seems reliable
  - Amount of information
  - Other media not available
13. Do you know about the current protest being organized in the capital?
- Yes
  - No
14. Which media do you find most informative during this political scenario?
- Radio
  - Television
  - Social Media
  - Instant Messaging
  - Banners/Placards
15. How many times did you receive relevant information about the protest via SMS?
- 1-20
  - 20-50
  - 50-100
  - 100-1000
  - more than 1000
16. Did you get useful information about this protest from Radio?
- No
  - Yes
  - Occasionally
  - Often

17. Did you view any pictures or videos produced by protesters, and if so, on what media did you view them?

- Television
- Social Media
- Banners/Placards

18. Whenever you are looking for political news or current events which online media do you use the most?

- TV news website
- Major newspaper websites
- Social Networking Sites

### **Reach**

19. Yesterday, did you get news from any one of the following?

- Radio
- Television
- Social Media
- Instant Messaging
- Banners/Placards
- None

20. Did you share with others what you have learnt through media?

- Yes
- No

21. If yes, which medium did you use to pass on information?

- Phone
- Text messages
- The Internet

22. Political news over the Internet are given

- Too much coverage
- Too little coverage
- The right amount of coverage about current events

23. Which media exposes you more to advertisements?

- Radio
- Television
- Social Media
- Flyers/Placards
- Instant Messaging

**Relationship Building**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Media has been successful in providing a platform where people can directly interact with representatives of political parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Two way communication leads to greater loyalty among people regarding these political parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political parties have used media effectively to make people aware about their rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This interational form of media has led to better relationship among citizens and political parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, information that you receive through different media is reliable:	Reliable	Fairly Reliable	Not Reliable	Very Reliable
Television				
Radio				
Social Media				
Instant Messages				
Placards/Banners				

## Political Participation

24. Have you participated in the current protest going on in the federal capital?

- Yes
- No

25. If yes, Information received through which media has motivated you the most to participate in the protests?

- Radio
- Television
- Social Media
- Flyers/Placards
- Instant Messaging
- Flags

26. In your opinion, which media has played a better role in engaging the citizens?

- Radio
- Television
- Social Media
- Flyers/Placards
- Instant Messaging

27. How much do you enjoy keeping up with the news?

- A lot
- Not much
- Not at all

28. Do you like to discuss political matters while socializing?

- Frequently
- Occasionally
- Never

29. With whom do you like to discuss political matters?

- Family
- Classmates
- Online friends
- Neighbors

30. Did you vote in 2013 elections of Pakistan?

- Yes
- No

31. Are you to vote in the next national elections of Pakistan?

- Definitely will
- Probably will
- May or may not
- Probably will not
- Definitely will not

32. Have you done any of these activities? (Encircle more than one if needed)

- Signed a petition
- Called or wrote to an elected official
- Joined boycotts
- Participated in protest or rally
- Supported a candidate
- Donated money to a candidate or party
- Attended political meetings