

RESEARCH ARTICLE

ENHANCEMENT OF BUSINESS USING BETTER ADVERTISING STRATEGIES FOR PAKISTAN CELLULAR COMPANIES UFONE AND MOBILINK JAZZ

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ABSTRACT

Client satisfaction varies depending on the type of the service and the promotional methods used, according to this study. In this case, the highest level of client satisfaction is demonstrated in the zone of duty for assisting the client, as well as in dependable areas such as staff friendliness, client assistance, and customer support. The results of this in-depth study will help policymakers and (managers) in businesses make informed judgments about how to improve the quality of their services and advertising tools and strategies. The conclusions of the study are as follows: Comedy as a monotony roller in advertisements, especially for mobile networks, is a strong method for pulling viewers away from their boring, dreary, and stressful lives into a lighter world of enjoyment and pleasure. Such amusing commercials can quietly express the targeted idea. We can see that the purpose of this study was to compare Ufone's advertising strategy to that of Mobilink Jazz. As can be seen from the results, respondents have voiced their opinions on both companies. Here are a few key points to remember: Mobilink Jazz's advertising campaign is more successful than Ufone's. In comparison to Ufone, the bulk of customers saw jazz advertisements on TV five times each day on average. Jazz advertisements were judged to be easier to understand than Ufone commercials by the majority of customers. The majority of people felt that jazz commercials were significantly more appropriate than Ufone advertisements. Jazz advertising, according to the majority of customers, are more informative than Ufone commercials. Jazz advertising, according to the majority of respondents, are more relevant to them. The Jazz commercials were more interesting to watch than the Ufone commercials. When compared to Ufone, the majority of customers feel jazz provides useful product information.

KEYWORDS

customer satisfaction, advertising strategies, Ufone, Mobilink Jazz.

1. INTRODUCTION

Ufone Pakistan and Mobilink Jazz are two mobile cellular companies working in Pakistan. These two companies are providing calling facilities in Pakistan. Both are competitors of each other. Pakistan's Mobile Communications Ltd (also known as "Mobilink") began actions in 1994. The Mobilink Jazz is the industry leader and has the greatest comprehensive network coverage in Pakistan, with over 10,000 cities, towns, and villages covered by an integrated technical infrastructure. Mobilink's headquarters are in Islamabad's Blue Area. It has branches in Lahore, the city of lights (Karachi), Faisalabad, DG Khan, Rahim Yar Khan, Sukkher, Peshawar, Hyderabad, Quetta, Multan, and Kohat, among others. Mobilink operates three main contact centers across Pakistan. As for clients midpoints there are around 2000 to 25000 customer service center point all over the Pakistan. Mobilink employs around 5000 people on a permanent and temporary basis. In other terms, Mobilink may state... Pakistan Telecommunication Mobile Limited (PTML) is a fully maintained subsidiary of the Pakistan Telecommunication Company Limited (PTCL) that was founded to operate cellular telephony. On Jan 29, 2001, the firm launched its processes in Islamabad under the product name Ufone. Since

its beginning, Ufone has transformed the reputation of mobile phones from a luxury only the wealthy could afford to a need accessible to everyone. Ufone's major focus has always been on its valued clients, with services being introduced throughout time to see them requires and desires. The motto of Ufone has permanently been "It's all about you." The privatization of PTCL in 2006 resulted in Emirates Telecommunication Corporation acquiring 26% of the company's shares (Etisalat). Ufone's administration has also been turned over to Etisalat as part of PTCL. Because the Ufone has a reputation for providing excellent offers and the quality service to its customers, and it intends to maintain that reputation now that it is under Etisalat's management, it is focusing more than ever on customer needs and benefits, and its management is even more determined than ever to be the market's leading cellular player. Ufone was Pakistan's second-largest cellular carrier in July 2008, with over 18 million customers. Ufone currently has service in more than 750 towns and villages across the country, as well as on all major highways. It also has international roaming agreements with over 195 live operators in 119 countries. In recent years, Pakistan's mobile business has developed at a rapid rate. In 2007, the total number of mobile clients surpassed 63

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million, an increase of more than 80% over the previous year. Pakistan's telecom sector was deregulated in 2003, and the mobile business, which is a part of it, has grown rapidly since then. Pakistan is one of the world's fastest growing telecom markets, according to numerous analysts. Mobilink is one of six main firms that make up Pakistan's mobile sector. Mobilink is organized into eight departments, with its headquarters in Islamabad. Mobilink's major decisions are taken in the company's headquarters in Islamabad. Mobilink's finances, as well as its operations and client base, are in good shape. For the fiscal year ending in December 2007, the entire profit after tax was more than Rs 4 billion. Additionally, in 2007, Mobilink's fixed assets, long-term commitments, and shareholder equity all rose. Mobilink is able to recruit the finest and brightest people since it is the market leader. The firm presently employs around 4500 employees. It's tough to attract customers, which is why Mobilink's marketing department devises a range of marketing techniques to accomplish so. Ufone is the most closely linked, with a 21 percent market share in July 2008, followed by Telenor (20 percent), Warid (18 percent), and Zong (16 percent) (5 percent). Lastly, I'd like to point out that Mobilink became the market leader over time by offering new goods and services that took full use of new technology, and I expect it to continue to do so in the future, making any competitor who challenges its market leadership a difficult task. Ufone Pakistan and Mobilink Jazz are two mobile cellular providers in Pakistan. These two companies provide calling services in Pakistan. Both of them are competitors. This research examines how telecom companies in Pakistan, such as Ufone and Jazz, utilize humour to advertise their products (Mobilink). For example, the telecom business in Pakistan would use comedy in ads to attract clients, while the Pakistani people's lives are filled with sadness and other chronic ailments (Godil et al., 2017). As a result, if advertising and promotions use a considerable amount of humor to re/shape anti-depressive ideas, the degree of trust will rise (WEFUSA, 2016). As a result, society's citizens desire to experience humor in any form in their daily routines of hectic lives. For example, comedy programs on television channels continue to enjoy record-breaking popularity in Pakistan, as the humor included in these shows serves as the greatest treatment (Abid and Bilal, 2018). Because it is human nature to only be able to observe misery and suffering for a short period of time before wanting to return to a normal life, humor is a natural method to make a terrible life normal in a short period of time (Louie et al., 2016). As a result, cellular network providers, particularly in Pakistan, make use of comedy in their ads to add value to their products.

Pakistan's Pakistan Mobile Communications Ltd (also known as "Mobilink") began operations in 1994. Mobilink is the industry leader and has the most comprehensive network coverage in Pakistan, with over 10,000 cities, towns, and villages covered by an integrated technical infrastructure. Mobilink's headquarters are in Islamabad's Blue Area. It has branches in Lahore, Karachi, Faisalabad, Rahim Yar Khan, Sukkher, Peshawar, Quetta, Swat, and Kohat, among others. Mobilink has three primary contact centers in Pakistan. There are about 2000 to 25000 customer service centers located across Pakistan. Mobilink employs around 5000 people on a permanent and temporary basis, in other terms, Mobilink may state.

Pakistan Telecommunication Mobile Limited (PTML) is a fully owned subsidiary of Pakistan Telecommunication Company Limited (PTCL) that was founded to operate cellular telephony. On January 29, 2001, the firm launched its operations in Islamabad under the brand name Ufone. Since its beginning, Ufone has transformed the image of mobile phones from a luxury only the wealthy could afford to a need accessible to everyone. Ufone's major focus has always been on its valued clients, with services being introduced throughout time to meet their needs and desires. The slogan of Ufone has always been "It's all about you." The privatization of PTCL in 2006 resulted in Emirates Telecommunication Corporation acquiring 26% of the company's shares (Etisalat). Ufone's administration has also been turned over to Etisalat as part of PTCL. According to PTA, Ufone retained its position as Pakistan's second biggest cellular operator in July 2008, with a customer base of over 18 million and a market share of 21%. Ufone now provides network coverage in over 750 cities and villages across the country, as well as on all main roads. It also offers international roaming to over 195 live operators in 119 different

countries.

1.1 Why This Research Is Needed

This research is needed to know the customer perspective regarding advertising strategies of both companies Ufone and Mobilink Jazz. By using this study, we beware from the customer satisfaction level of both companies, advertising strategies of both companies, and also know that Whish Company is good and have well number of clients.

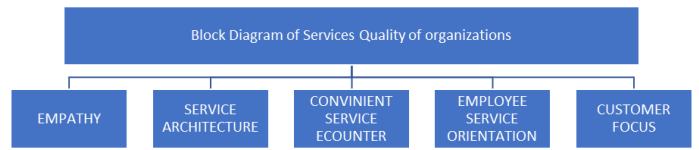


Figure 1: Diagram of Service standard for all Telecommunication industry of the Pakistan

The competitors; UFONE Inception 2001 Technology GSM-900/1800 Major Shareholder PTCL (100%), TELENOR Inception 2005 Technology GSM-900/1800 Major Shareholder Telenor (100%), WARID Inception 2005 Technology GSM-900/1800 Major Shareholder Abu Dhabi Group (100%), ZONG: Inception 2007 Technology GSM-900/1800 Major Shareholder China Mobile (100%).

Main Objectives are to determine client's perspective regarding advertising to strategies of Ufone and to determine client's perspective regarding advertising to strategies of Mobilink. This will also focus on comparison of consumer's perspective regarding advertising strategies of Ufone and Mobilink.. The Significance of this study is to conduct the relative study between Ufone and Mobilink Jaaz and to find out the purpose behind customer buying behavior while purchasing Mobilink Jazz and Ufone. The significance of the project will give the broad comparison of advertising strategies, how they will effect on the customer preferences and how market grows through these decisions.

Mobilink takes pride in upholding the highest ethical standards and keeping their obligations in an open and honest atmosphere. Is their devotion demonstrated in the way it should be? When, why, where, and how Ufone updates their rates and packages is unknown. All of this information will be covered in the research, and it will be based on genuine statistical analysis as well as comparisons of both firms using PERT, SWOT, or questions, suryas, interviews, and other methods. The beauty of this project is that it will not only compare the two organizations, but it will also show how to improve these obstacles and when to take major measures that both firms have yet to do for the true and honest benefit of their customers. Like a higher-level price choice, how should it be analyzed to estimate future value for services supplied and which step will make a difference in long-term benefits? Both firms have their own strengths and limitations, but why they continue to follow solely those trends is a mystery.

2. RESEARCH METHODOLOGY

2.1 Nature of the study

This is quantitative study.

2.2 Data Collection Sources

The research methodology for this study is quantitative. Going through the websites of Mobilink and Telenor. Employees of Mobilink and Ufone were polled for information. Mobilink and Ufone provided research papers. To collect data, a prescribed examination was used. The specified examination is completed using two ways.

2.3 Sample size

The research planned to have a sample size of one hundred peoples. The sample size of one hundred peoples was a good amount for the study's analysis. A huge number of university students and professionals were sent a questionnaire.

2.4 Primary and Secondary data.

Secondary Data: The secondary data is an information that has been gathered by peoples and disseminated for a different reason. When compared to main data, secondary data is much easier to obtain. The data

derived from original sources is more accurate. We utilized the following resources to obtain secondary data: Internet, books, academic journals, articles, research papers, and newspapers/magazines are all good sources of information.

Primary data: When secondary resources fail to provide the data needed, the researcher turns to primary data gathering. To acquire the primary data, we utilized the approaches listed below.

Questionnaire

Data Collection Tools/Instruments: In this study the data collected procedure use for structured closed end questionnaire. The survey will be conduct from the Ufone and Mobilink Jazz customers from the different areas Lahore City. Field work/ Data collection work: The field of current research study will be two Ufone and Mobilink Jazz Franchise in Lahore City. Sampling technique: Convenience sampling technique will be used for data collection.

Subjects/Participants: Both Ufone and Mobilink Jazz customers as subjects will be randomly included in the Lahore city. The age, gender, education, professional categories will be taken into account. Only Ufone and Mobilink Jazz customers are included in the study. Simple structured closed end questionnaires survey will be done form the Ufone and Mobilink Jazz customers.

The purpose of this questionnaire (survey) was to gather/collect data on respondents' age, gender, education, and profession. According to the present study, 72.7 percent of respondents are men and 27.3 percent are women. Figure 2 depicts the customer's detailed background mistake. Figure 2 reveals that 34.9 percent of the respondents are between the ages of 41 and 50. The next biggest group of responders is those between the ages of 31 and 40. (29.5 percent). Around 22.7 percent of responders are between the ages of 20 and 31. 8.3% of those polled are between the ages of 51 and 60. Only 4.6 percent of those polled are beyond the age of 61. Bachelors/BS/BSc (45.6 percent), Masters (38.9%), MS / M Phil (11.9 percent), and PhD are among the credentials available (4.2 percent). The majority of the 132 people who responded are self-employed (48.6 percent). Employers, students, and other service providers, on the other hand, account for 41.7 percent, 4.2 percent, and 5.5 percent of the total.

Table 1: Detail of background of Participants	
	Percentage
Age (Years)	22.7
20-30	29.5
31-40	34.9
41-50	8.3
51-60	4.6
61 and above	100.0
Gender	
Male	72.7
Female	27.3
	100.0
Education	
Bachelors	45.6
Masters	38.3
MS/M.Phil.	11.9
PHD	4.2
	100.0
Occupation	
Business man	48.6
Job holder	41.7
Student	4.2
Others (service providers)	4.5
	100.0

The nature of the data is mixed quantitative and qualitative. Survey structured closed end questionnaire (liker scale) and observing strategies as the tool would be utilized to gather the data for the study from both companies' customers. Microsoft Excel and SPSS-24 software will be used to statistical analysis to examine the significance results of quantitative and qualitative observation.

Pricing Strategy : To fulfill consumer requirements and ever-changing price competition, Ufone uses a market penetration pricing approach. Ufone's main point of difference has always been its price. Ufone, which has the lowest off-network call rates.

Ufone Promote Media Types: Printing media, Broad-cast/Broad casting media, Presentation media , Newspapers, Online/Live media, Blogs.

Ufone's Marketing Objectives: Ufone keeps its consumers informed about the new or existing services. Ufone tries to convince customers to buy their service or switch from other connections to theirs.

Product Strategy: The jazz presents 92 distinct products in its product plan, each with a varied pricing rate according on the target group. Jazz evaluates client needs and develops new packages to meet those needs.

They have the following jazz bundles. Juke Box Service For Ladies Facebook Internet Package Pe Chalta Hai Package For A Small Budget Bundles Of Sms Jazz Provides Sms, calls, internet, mms, and other services under these bundles.

Positioning Strategy: Actual Product, Physically Positioning, Red Color (Jazz), Perceptual Positioning, Global Network, Everywhere Available.

Promotional Strategy: In the advertising strategy the Mobilink jazz team utilize the following medias; Ad, Commercials, Electronic Media, Printed Media, Endorsement.

Distribution Strategy: Jazz utilized the distributional plan in following ways, Sellers, Suppliers/salers, Charter/Centers, Through Agents.

Price Strategy: Jazz employs a technique of price skimming. They charge a higher price than their competitors because the management claims that they provide better service than their competitors, which is why they demand a higher price. Jazz prepayment costs range from \$300 to \$6500. A minimum call rate of 2.5 rupees per minute applies to jazz.

Advertising mix: It includes of 7P 'S of selling. They are as follows; Peoples, Price/Monetary value, Place, Promotion, Product, Physical Evidence, Procedure.

Market segmentation Strategies: Ufone divides its market into age categories based on demographic segmentation. Ufone Prepay is aimed for young people, whereas the postpaid plan is aimed at those who are older, have their own companies, or are senior executives in a company. As a result, Ufone has divided its market into two segments: rising middle class and corporate class. Market segmentation is the process of separating a market into separate groups of customers, each with its own set of requirements. Customers' products and demands come in a variety of shapes and sizes on the market. The marketer must figure out which categories provide the highest chances. Based on regional demographics, psychographics, and behavioral characteristics, customers may be segmented and provided in a variety of ways. Marker segmentation is the practice of separating a market into various groups of customers with different requirements or behaviors that may necessitate different goods or marketing strategies. Every market contains segments, but not all segmentation methods are equally effective. If customers in both segments are sensible in focusing their efforts on satisfying the different demands of individual marker segments, it would be impossible to produce one automobile model that was the first pick.

Following are the different segments of Mobilink:

Behavioral Segmentation: Mobilink make segmentation on the basis of occasion like offers of Eid, Ramadan and Independence Day etc. Mobilink make segmentation on the basis of User status like packages for ex-user,

potential user, first time users and regular users.

Geographical Segmentation: Mobilink make segmentation on the basis of regions. It gives the facility of roaming in more than 140 countries. It gives different packages for different cities.

Demographic Segmentation: Mobilink make segmentation on the basis of following factors. Age: it gives offers on the base of age like SMS packages for young ones and call packages for senior citizens. Gender: it gives offer for females like LADIES FIRST PACKAGE. Occupation: it gives facilities of postpaid and prepaid on the base of occupation like people of SME's use postpaid while usual people use prepaid.

Psychographic Segmentation: Mobilink make segmentation on the basis of psychological conditions of people. It gives the psychological relief to people by giving the facilities like: Utility Bill payments, Recharge facility, Bank transactions.

Target marketing strategies: The process of assessing the attractiveness of each market sector and choosing one or more to enter. After defining market segments, a business can enter one or more of these categories. Mobilink's segments are shown below. A firm should select categories in which it can financially produce the highest client value and client sustain it over time.

Ufone has a cheap price approach because it sells its products to individuals in the middle and lower middle classes; as a result, many of these people notice the low pricing strategy. Our study will look at Ufone's advertising and try to figure out why other cellular companies are more successful than Ufone.

Advertising objectives of the Company: Consumer research may be highly useful in determining advertising goals. According to research, if people recognize a brand name but are unfamiliar with its features, advertising may be tailored to increase brand awareness and generate positive views about it. Conducting a rational and impartial research. Conducting an effective investigation of the issue. Presenting the information with care. Though organizations have a variety of communication objectives, Mobilink's overall goal in brand communication is to retain customers by reminding them that their brand exists and that Mobilink is still active in the telecommunications industry.

3. SIMULATIONS AND RESULTS

3.1 Ratio Analysis

Claiming to have the country's largest client base of 28 million with coverage in over 10,000 towns and villages across Pakistan, it is the country's first 100 percent digital GSM cellular service provider. It also offers international roaming in more than 130 different countries (MobilinkGsm). It provides to a wide range of people's communication needs, from individuals to multinational corporations, and offers custom-designed tariff plans. Customers can choose between postpaid (Indigo) and prepaid (JAZZ) options. Table 3.3, published by the Pakistan Telecom Authority, lists the prepaid packages that the business offers.

In January 2001, Pakistan Telecommunication Corporation Limited (PTCL) launched a subsidiary called "Ufone." In less than a decade, it claims to have amassed a membership base of more than 20 million, which is continuously increasing. It has a network that covers 10,000 sites and all of Pakistan's major roads. Its International Roaming service connects customers to more than 260 live operators in more than 150 | P a g e 34 countries. It has the most extensive GPRS and Blackberry roaming coverage in Pakistan. Ufone's powerful and distinctively funny communication direction has become its trademark across all advertising platforms, giving its customers plenty of reasons to grin. Ufone guarantees its consumers that as the world of telecommunications advances, they will stay ahead of the curve, developing and changing, and going above and beyond their expectations, since at Ufone, it's all about them (Ufone). The Pakistan Telecom Authority has released, which lists the prepaid packages that the company offers.

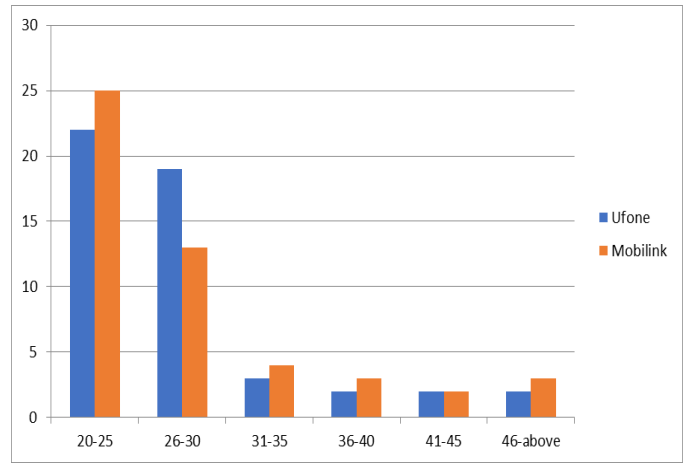


Figure 2: Detail age graph of Participants

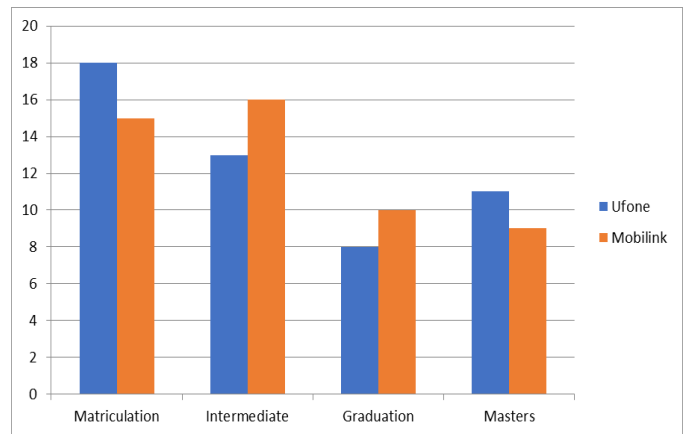


Figure 3: Detail educational background graph of Participants

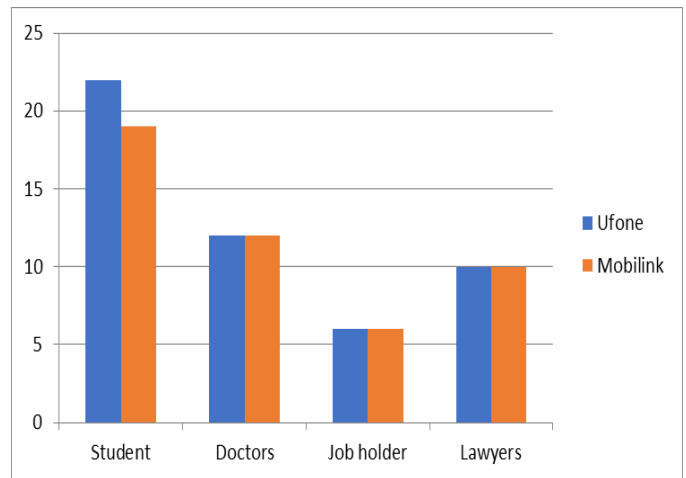


Figure 4: Detail graph about occupation of Participants

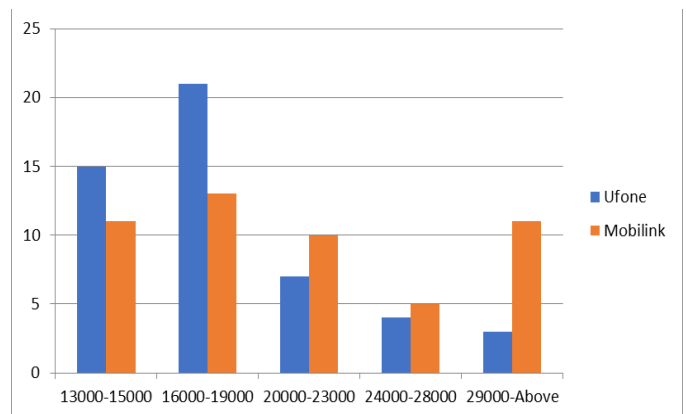


Figure 5: Average monthly salary of Participants

Table 2: Shows which brand is used by customer in table form					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency MoblinkK	Percentage Moblink
1	Which brand do you use?	50	50%	50	50%
Total		50		50	100%

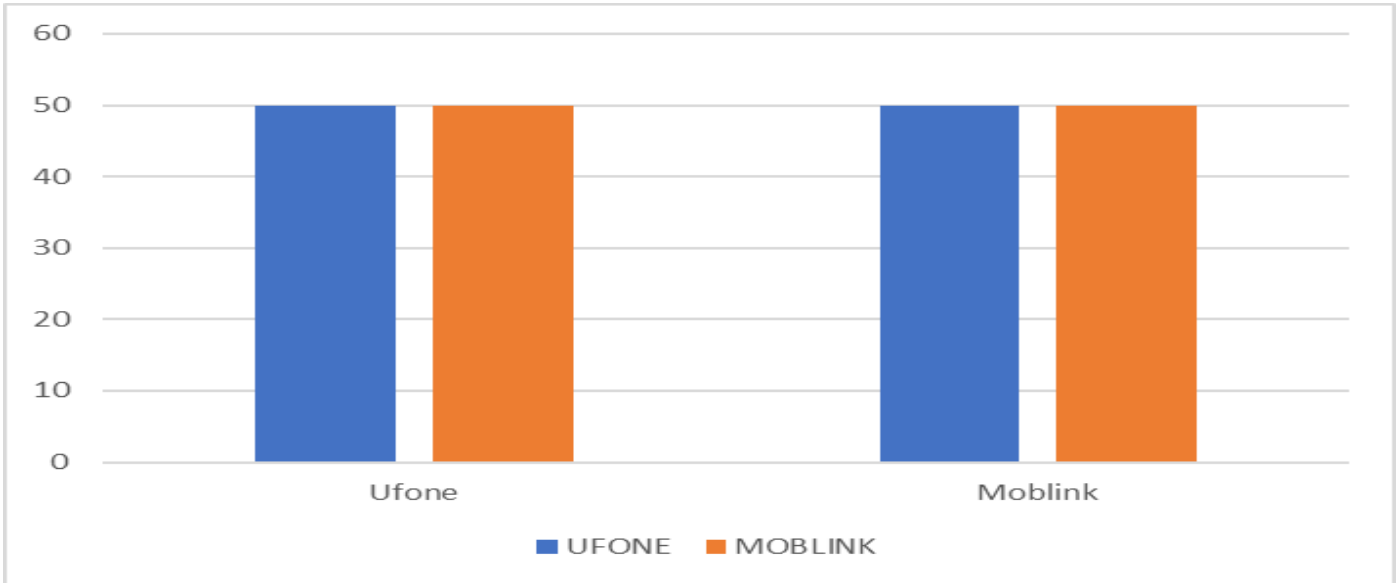


Figure 6: Shows which brand is used by customer

During the survey it is observed that 50% customers use Ufone and 50% use Mobilink Jazz.

Table 3: Shows the claims made in ad of selected brand are believable					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency MoblinkK	Percentage Moblink
1	Agree	19	38%	22	44%
2	Strongly Agree	9	18%	13	26%
3	Neutral	10	20%	7	14%
4	Disagree	8	16%	5	10%
5	Strongly Disagree	4	8%	3	6%
Total		50	100%	50	100%

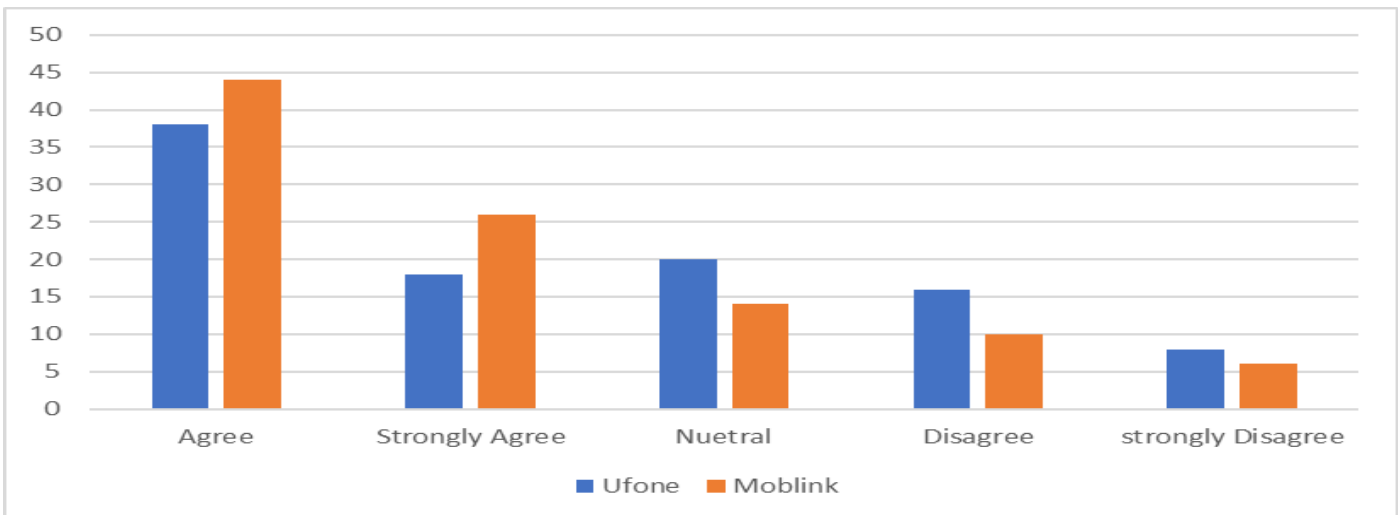


Figure 7: Shows the claims made in ad of selected brand are believable in graph

In reply of above quiz 34% of Ufone customers agree 18% are strongly agree 20% remains neutral 16% disagree and 8% strongly disagree. While

on the other hand 44% out of 50 Mobilink customers agree 26% strongly agree 14% remains neutral 10% disagree and 6% strongly disagree.

Table 4: Shows the understandability of the product being advertised					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency Mobilink	Percentage Mobilink
1	Agree	19	38%	21	42%
2	Strongly Agree	11	22%	9	18%
3	Neutral	7	14%	8	16%
4	Disagree	6	12%	8	16%
5	Strongly Disagree	7	14%	4	8%
Total		50	100%	50	100%

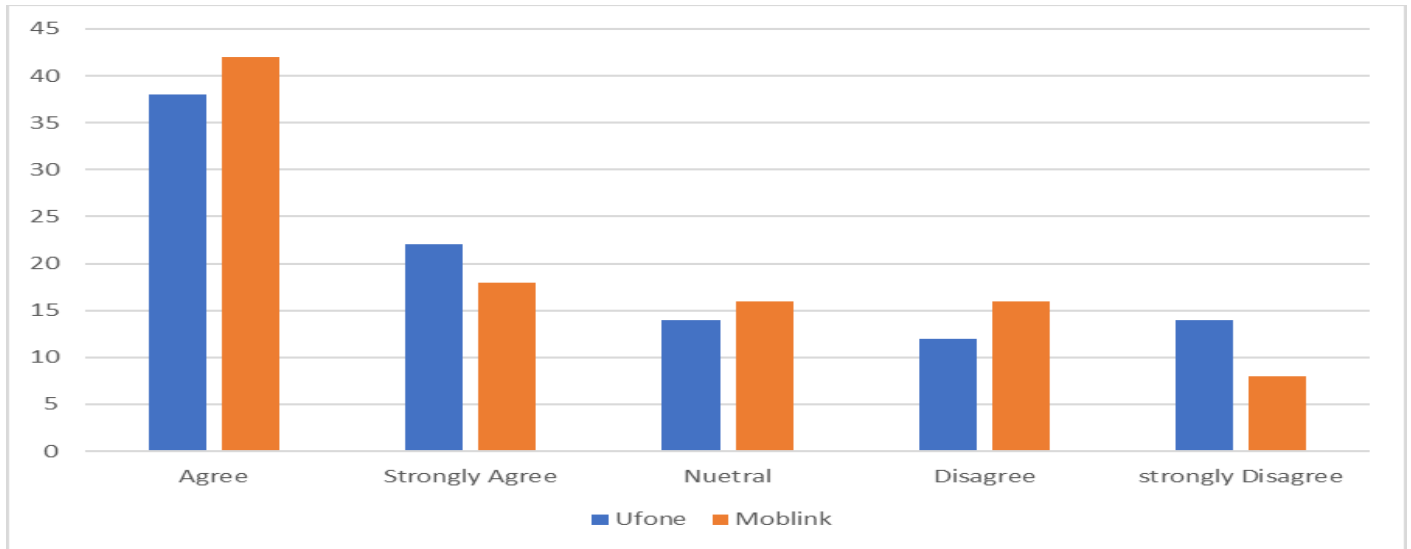


Figure 8: Shows understandability of the product being advertised in graph

In reply of above quiz 38% of Ufone customers agree 22% are strongly agree 14% remains neutral 12% disagree and 14% strongly disagree. While on the other hand 42% out of 50 Mobilink customers agree 18%

strongly agree 16% remains neutral 16% disagree and 8% strongly disagree.

Table 5: Shows about the ad selection of selected brand					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency Mobilink	Percentage Mobilink
1	Agree	11	22%	16	32%
2	Strongly Agree	9	18%	7	14%
3	Neutral	13	26%	8	16%
4	Disagree	9	18%	11	22%
5	Strongly Disagree	8	16%	8	16%
Total		50	100%	50	100%

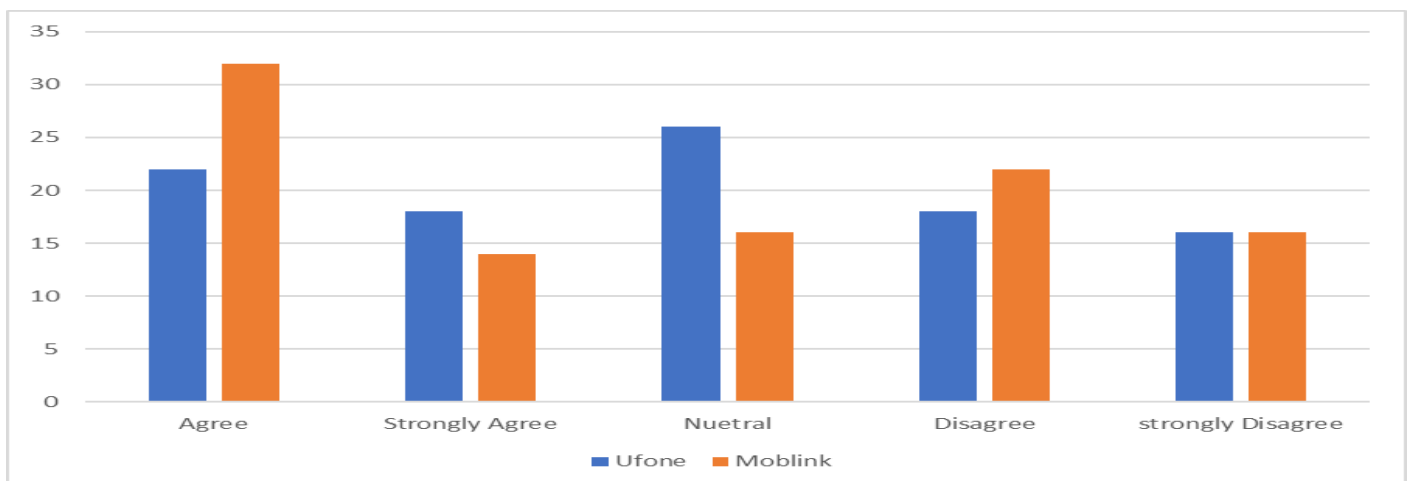


Figure 9: Shows about the ad selection of selected brand in graph

In reply of above quiz 22% of Ufone customers agree 18% are strongly agree 26% remains neutral 18% disagree and 16% strongly disagree. While on the other hand 32% out of 50 Mobilink customers agree 14%

strongly agree 16% remains neutral 22% disagree and 16% strongly disagree

Table 6: Shows that the Ads of selected brand make fun to watch					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency Moblink	Percentage Moblink
1	Agree	20	40%	17	34%
2	Strongly Agree	25	50%	19	38%
3	Neutral	1	2%	4	8%
4	Disagree	2	4%	7	14%
5	Strongly Disagree	2	4%	3	6%
Total		50	100%	50	100%

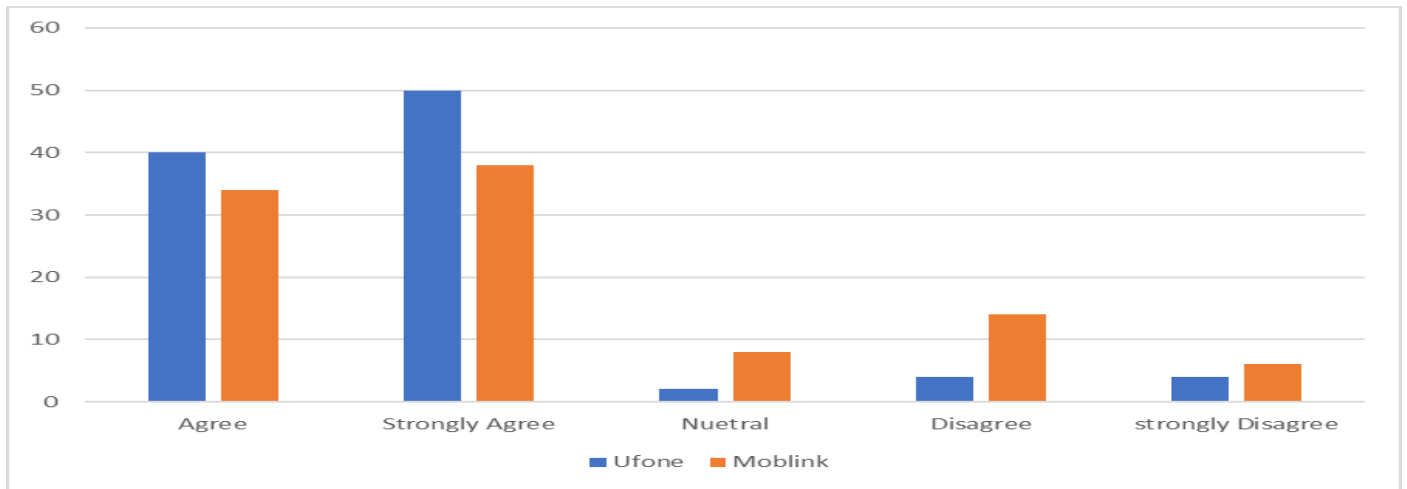


Figure 10: Shows that the Ads of selected brand make fun to watch in graph

In reply of above quiz 22% of Ufone customers agree 18% are strongly agree 26% remains neutral 18% disagree and 16% strongly disagree. While on the other hand 32% out of 50 Mobilink customers agree 14%

strongly agree 16% remains neutral 22% disagree and 16% strongly disagree

Table 7: Shows that which ad o is much better than other ads in this product category					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency Mobilink	Percentage Mobilink
1	Agree	22	44%	19	38%
2	Strongly Agree	17	34%	13	26%
3	Neutral	5	10%	7	14%
4	Disagree	2	4%	6	12%
5	Strongly Disagree	4	8%	5	10%
Total		50	100%	50	100%

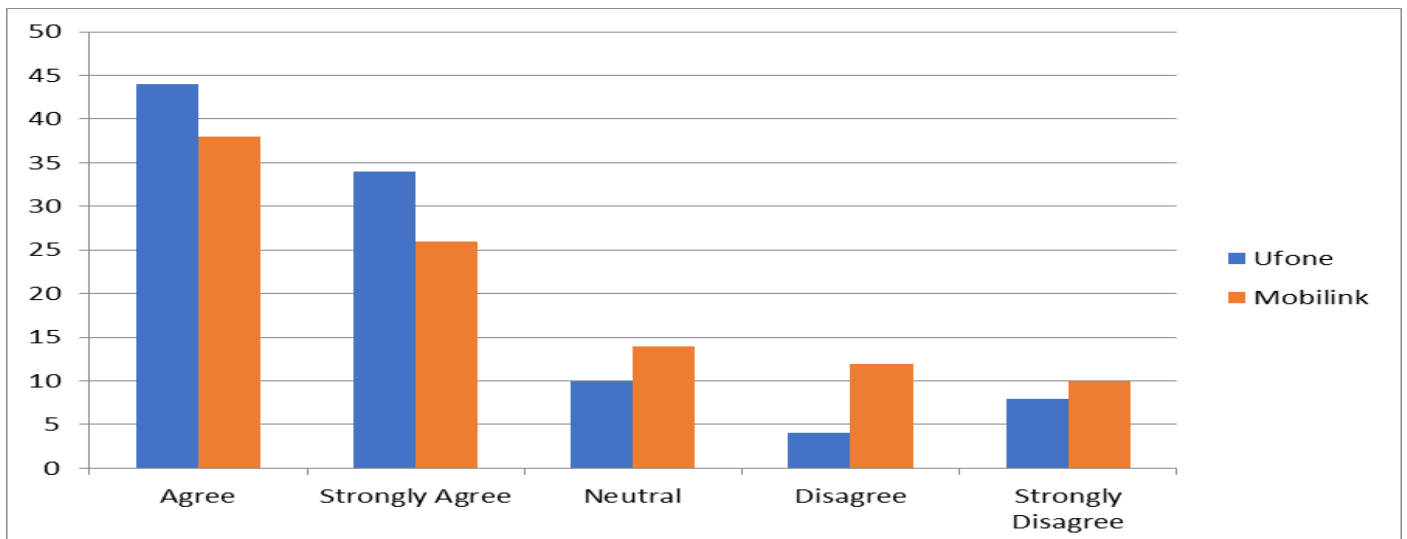


Figure 11 : Shows that which ad is much better than other watch in graph

In reply of above quiz 44% of Ufone customers agree 34% are strongly agree 10% remains neutral 4% disagree and 8% strongly disagree. While

on the other hand 38% out of 50 Mobilink customers agree 26% strongly agree 14% remains neutral 12% disagree and 10% strongly disagree.

Table 8: Shows that which brand's ads are highly informative					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency Mobilink	Percentage Mobilink
1	Agree	25	50%	21	42%
2	Strongly Agree	7	14%	17	34%
3	Neutral	11	22%	5	10%
4	Disagree	4	8%	5	10%
5	Strongly Disagree	3	6%	2	4%
Total		50	100%	50	100%

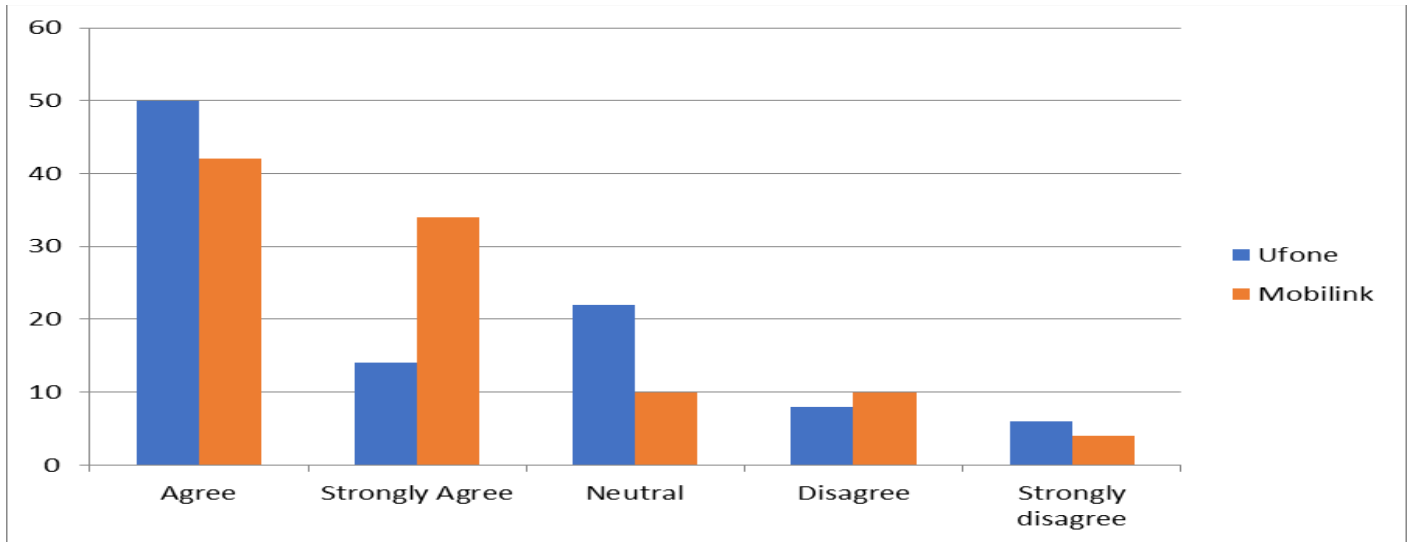


Figure 12: Shows that which brand's ads are highly informative

In reply of above quiz 50% of Ufone customers agree 14% are strongly agree 22% remains neutral 8% disagree and 6% strongly disagree. While

on the other hand 42% out of 50 Mobilink customers agree 34% strongly agree 10% remains neutral 10% disagree and 4% strongly disagree.

Table 9: Shows that which brand's ad message is clear and easy to understand					
Option	Description	Frequency Ufone	Percentage Ufone	Frequency Mobilink	Percentage Mobilink
1	Agree	23	46%	19	38%
2	Strongly Agree	21	42%	26	52%
3	Neutral	2	4%	2	4%
4	Disagree	2	4%	1	2%
5	Strongly Disagree	2	4%	2	4%
Total		50	100%	50	100%

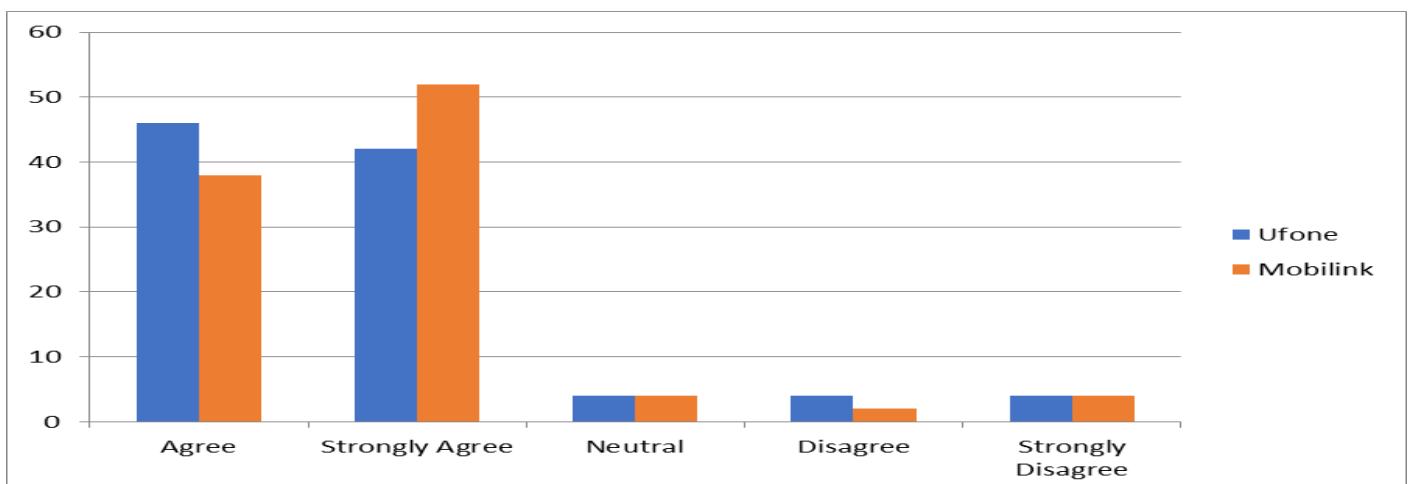


Figure 13: Shows that which brand's ad message is clear and easy to understand in graphic form

In reply of above quiz 46% of Ufone customers agree 42% are strongly agree 4% remains neutral 4% disagree and 46% strongly disagree. While

on the other hand 38% out of 50 Mobilink customers agree 52% strongly agree 4% remains neutral 2% disagree and 4% strongly disagree.

Table 10: Shows that which brand's advertisement of the product is a motivating factor to purchase

Option	Description	Frequency Ufone	Percentage Ufone	Frequency Mobilink	Percentage Mobilink
1	Agree	19	38%	27	54%
2	Strongly Agree	24	48%	16	32%
3	Neutral	3	6%	2	4%
4	Disagree	2	4%	4	8%
5	Strongly Disagree	2	4%	1	2%
Total		50	100%	50	100%

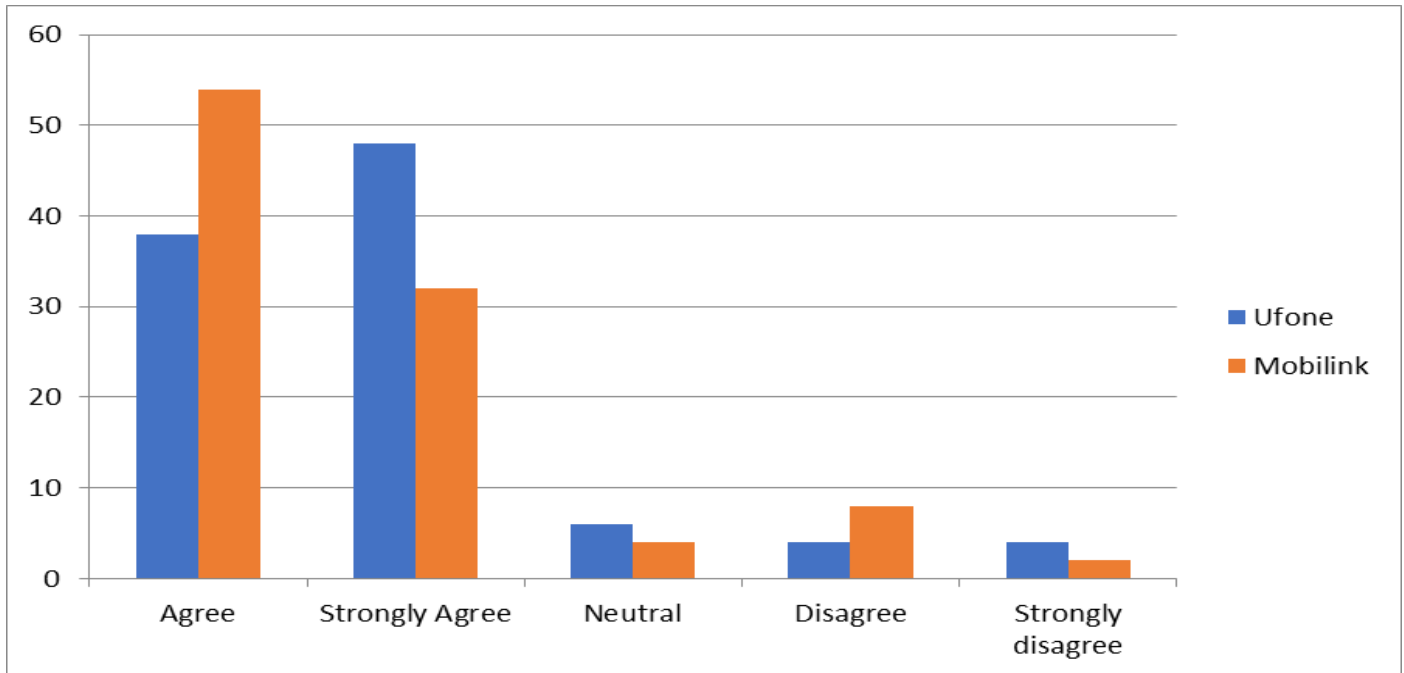


Figure 14: Shows that which brand's advertisement of the product is a motivating factor to purchase in graphic form

In reply of above quiz 38% of Ufone customers agree 48% are strongly agree 6% remains neutral 4% disagree and 4% strongly disagree. While on the other hand 54% out of 50 Mobilink customers agree 32% strongly agree 4% remains neutral 8% disagree and 2% strongly disagree\

The study primarily looked at the impact of advertising on customer retention and the degree to which it relates to users of various mobile telecommunications in Pakistan. The study takes a quantitative approach, with a standardized questionnaire used to collect data and descriptive statistics, regression, and correlation utilized for data analysis. Even if there are other elements that play a vital part in customer retention, this study focused solely on how ads assist retain consumers and if they have any influence on customer retention. It was put to the test by separating it into two variables: the attractiveness of advertising to and the exposure of advertisements to the sample size chosen, and assessing both. According to the numbers and findings, the majority of the respondents prefer Jazz over Ufone as their network provider, despite the fact that the number of respondents who considered Ufone's commercials more appealing than those who found Jazz advertisements appealing is higher. Furthermore, the study sample was restricted to Pakistani youth and focused solely on students enrolled in colleges and universities. In Pakistan, companies advertise at a high rate, particularly in electronic media, and this helps to establish a brand's image. It plays an important part in making businesses well-known and also aids in raising public awareness. When it comes to trying a new network, the market seems to be more concerned in the brand's performance.

Our advice is strongly for Ufone and also for Mobilink jazz are related to their methods, ads strategy, advertising planning, advertising strategies and vice versa. Main focus should be to enhance and grow their advertising strategies or planes, ads, banners, and network coverage. Start working on driven system by giving bonuses and other packages for their customers and employees. Better plans regarding guidance and training of employees, better plans for advertising plans to increase the customer attraction towards the company. Putting its resources in better and more

precise locations in order to reduce the cost of a large investment. Collaborate with the world's leading mobile providers to improve and expand their roaming services, lowering costs in the process. These suggestions are utilized to improve the number of consumers who visit the firm in question.

First and foremost, the analysis is limited to all industries of both firms in Pakistan. Second, this detailed analysis only looked at a small number of firms (just four). Finally, the sample size and number of original responders are both restricted. Finally, for a powerful conclusion, the financial industry need more robust breakup.

The current study concentrates on a single aspect of Pakistan's burgeoning advertising sector. Some social and cultural barriers existed. Various taboo problems might be examined in the current advertising, but they couldn't owing to cultural and societal duties. As a result, the researchers intentionally focus exclusively on broad consciously.

This research was carried out at two big corporations. Customers from both firms in the market were used to create the sample. Data collection was carried out using convenience sampling procedures. As a result, the conclusion cannot be generalized, and its external validity may be low. Another restriction is that, owing to a lack of time and money, only college students, stores, the general public, and company franchisees were chosen for research in order to produce an advertising strategy analysis. Due to a lack of resources and time, a randomly selected sample of respondents was chosen for the purpose of analyzing the efficacy of advertising on customers.

4. CONCLUSION

The study in detail above points out that client's satisfaction varies by nature of service and advertising strategies. In this case, the highest client satisfaction is shown in the area of responsibility for helping the client, Reliable areas such as staff friendly behavior, client guidance later,

customer support. The present detail study will provide some guidance to both companies policy makers and (managers) for making appropriate decisions to improve the quality of the services and advertising tools & strategies. The following are the study's findings: The use of comedy as a monotony breaker in ads, particularly for cellular networks, is a powerful strategy for luring viewers away from their mundane, gloomy, and stressful lives into a lighter world of amusement and pleasure. The intended philosophy may be subtly conveyed through such funny advertisements. For example, the patriarchal mindset presented in both Ufone and Jazz advertisements regarding young modern women's bodies as slender, tall, fair-skinned, and with long open hair indicates that they do not possess a mind but rather a body that must be cared for. Because thinness is glorified as a norm of feminine beauty, advertisers employ young, slender, symmetrical, and ideally proportioned girls/women to market a variety of products. As a result of the traditional stereotypical representation of women in these ads, beauty ideals of slim and intellectual women are created. The commercial urges ladies who have a beauty idol to be slender and intelligent in order to get the attention of young university or affluent guys. Both ads rely on pictures and sound effects to effectively express their messages since they are video-based. The ads use a careful selection of imagery and semiotics to successfully relate their products with the youth. Ufone also distinguishes out in terms of directing and dramatization that combines humor, having been the first to employ comedy in their ads for package projection. We can see that the purpose of this study was to compare Ufone's advertising strategy to that of Mobilink Jazz. As can be seen from the results, respondents have voiced their opinions on both companies. Here are a few key points to remember: Mobilink Jazz's advertising campaign is more successful than Ufone's. In comparison to Ufone, most customers watch jazz advertisements on TV about five times each day. When compared to Ufone, most customers thought that jazz advertisements were easier to understand. The majority of clients said that jazz ad frequency was significantly superior to Ufone. Jazz advertising, according to the majority of purchasers, were more informative than Ufone ones. Jazz advertising, according to the majority of respondents, are more relevant to them. The jazz commercials were more fun to watch than the Ufone commercials. When compared to Ufone, the majority of customers feel jazz provides good product information.

There is lot of future work in this study to increase the customer satisfaction level using best advertising strategies to grip the customer attraction. In future, may be the format of the form and the method of survey may change.

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