

Quality Standards in Advertising Campaigns design in relation to Customer satisfaction level A Comparative Study of Telecommunication Companies in Egypt

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Abstract:

It is well acknowledged that the calibre of advertising design and customer satisfaction are key factors in the development of buying intentions. The ideas are crucial for businesses to maintain customers and build a sustainable competitive edge. Numerous academic articles imply that there is a crucial connection between these two factors, which is also a crucial factor in determining brand equity and client loyalty. By empirically evaluating the effects of design quality on customers' perceptions and satisfaction, this study will shed light on its purpose. The SERVQUAL model and other measuring techniques will be used in this study to explore and analyse the situation. To investigate the distinctive antecedent causes and subsequent effects, many approaches are used. The analysis of a sample of television commercials for Egyptian telecommunications companies will form the basis for the major conclusions during the month of Ramadan. The research's findings will be thoroughly addressed and supported by statistical data. Additionally, another study should be taken into account to acquire more data that were unavailable due to the constraints of this study

Keywords:

Advertising Campaigns Design- Quality'Standard

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