

THE EFFECT OF BRAND PERSONALITY AND BRAND IDENTIFICATION ON BRAND LOYALTY: APPLYING THE THEORY OF SOCIAL IDENTIFICATION

By

**ADEEL ZAFAR
37190**

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Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
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Dedication

This thesis is dedicated to

My friends for supporting me throughout the thesis

My supportive parents

All the teachers and supervisor who were helpful throughout my thesis

Acknowledgement

I would like to thank everyone who has been supportive in providing me with guidance of my research work. I would especially like to thank my teachers Sir Naveed N Siddiqui and Sir Khurram Adeel Sheikh for providing me with the appropriate direction that was essential in completion of my research work. I would also like to thank all the respondent that were the part of this research work it would not have been possible to complete this research without these people

Abstract

Purpose

Developing an appealing brand personality is the vision of all most every organization. Marketers must come up with distinctive ideas that would distinguish their brand from those of the competitor's brand. It is important to understand the relationship of variables that would help to contribute in developing a Brand. The purpose of this research is to identify how brand identity and distinctiveness of brand influences the brand dependency. It would help marketers to focus on essential elements that are necessary for building brand persona.

Methodology & Design

To carry out this research deductive approach was used as the data which was gathered was based on the past and present theories which were associated with this research paper. Study was conducted using existing hypothesis that were present at the base paper.

Quantitative research was carried out for better understanding of the research paper. A detailed information was studied to generate positive findings and to look at the variables that causes change in other variables.

Findings

The findings of this research were based on the past information and the present primary information that showed that there is a positive correlation between all the variables which states that distinctives of a brand which makes it unique and allows it to be identified by others would lead in generating WOM related to the brand. If all these variables are managed properly it would enable the firm to attract and attain customers which would end up becoming dependent on the brand. All our variables had a strong impact on brand loyalty and changing any of those variables would change the dependent variable of this research paper

Limitations

The major limitation for this research paper was time constraint. It was very difficult to gather data from different respondents within this particular time frame. This research was mainly limited to Karachi, although there are minority of the respondents that contributed their time for filling the questionnaire of this research. One of major limitation was that this research paper only focused on mobile phone brands whereas different other products could also have been tested.

Recommendations

This study could have been more effective and beneficial if different other product categories would have been tested with the same theoretical framework such as alteration in framework should have been done to check the repurchase decision of individual. Purchase medium should have been introduced in the questionnaire to better understand the mode which is being used to make the purchase whether online or offline. Research should have also introduced about the ecommerce sites and how attractiveness of an informative site affects brand dependency.

Keywords

Brand Identification, Brand Distinctiveness, Word of Mouth Reports and Brand Loyalty

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