

"Co-creation helps in building positive brand equity in food industry (Pakistani Perspective)."



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A research project submitted in partial fulfillment
of the requirement for the degree of MBA
Department of Management Sciences (GS)
Bahria Institute of Management and Computer Sciences
Bahria University Islamabad

2014.

ACKNOWLEDGEMENT

ALL PRAISE TO ALLAH ALMIGHTY WHO BESTOWED UPON ME THE STRENGTH, KNOWLEDGE AND THE VISION TO VISUALIZE AND THEN EXECUTE THIS RESEARCH PROJECT. MY HUMBLE GRATITUDE GOES TO MY PROJECT SUPERVISOR MR. **AWAIS MEHMOOD** WHO WAS A CONSTANT SOURCE OF ENCOURAGEMENT FOR ME. I AM ALSO THANKFUL TO MY FRIENDS WHO HAVE HELPED ME WITH MY ENDEAVOURS. FINALLY, I WOULD THANK MY PARENTS FOR THEIR PERSEVERANCE AND THE CONFIDENCE THEY HAD IN ME THAT I WOULD ACCOMPLISH MY GOAL.

DEDICATION

THIS PROJECT IS DEDICATED TO MY BELOVED PARENTS, WHO HAVE BEEN A SOURCE OF MOTIVATION AND ENCOURAGEMENT FOR ME DURING THE WHOLE PERIOD I HAD BEEN INVOLVED IN THIS DEGREE. THEIR CONSTANT SUPPORT AND BELIEF IN ME HAVE ENCOURAGED ME TO PUT ALL EFFORTS IN ACHIEVING MY GOALS AND THIS COMPREHENSIVE RESEARCH.

Abstract:

The concept of co-creation has emerged among the marketing concepts and it needs to be evaluated from consumer perspective. The practical implications for the co-creation must need to be explored in the context of Pakistan. Since the practicality of co-creation is limited to food industry and the role of consumer is limited at this point of time. This research paper is based upon the idea to explore the future prospects of co-creation and how it can contribute towards building positive brand equity for a brand. Consumers with the experience of such service encounter were asked to share their opinions about the long term impacts of co-creation against building a unique brand and developing strong associations. The research will use a qualitative approach to recover insights from consumers for co-creation as source to generate brand equity.

Design/Methodology/Approach

Qualitative study approach is used in this research to engage the respondents and attain comprehensive responses.

Keywords

Co-creation, Consumer involvement, Brand awareness, Brand Equity

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