

"Exploring the role of Hyperreality in establishing the self-identity of a postmodern Pakistani consumer."



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2014.

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Dedication

I dedicate this research to My ALLAH, My Family, My Supervisor Mr. Kashir Asghar, and My colleagues Shaista Khan and Syed Naufil Hussain.

Abstract

Hyperreality is one of the contemporary phenomena that gained the attention of researchers all across the world. The research aims to find the course of hyperreality in Pakistan. The research starts with basic concept of self-identity then moving on to consumer self-identity, postmodernism, hyperreality, eventually hyperreality helping a consumer to define self-identity. The concept has evolved over the course of time and can be witnessed in different forms of life. The research paper is an attempt to explore how a Pakistani consumer is using hyperreality to his/her advantage and how is hyperreality helping a consumer to refine the self in the light of hyperreality. The research provides insightful information about how a Pakistani consumer perceives hyperreality to be the part of his daily life.