

Dedication

I want to thank Allah Pak who made me such capable to do this kind of task and few people are very special to me, without their help I could not have been able to complete this piece of work, that is why I am dedicating this research work to them which are my parents, my sisters and my friend Tayyab Cheema who always believed in me and support me in all my work. And thanks to my thesis Supervisor Maam Izzah Shezad who always propped me up in all difficulties related to this study.

Abstract

In today's market environment all companies are facing problems and challenges related to the internationalization, privatization, advancement in technologies, limit less industrial revolution and outsourcing which has transformed the competitive setting in the market place. To cope up with all these challenges firms are now forced to think out from the box, bring new and innovative methods to get the complete edge and bring differentiation to satisfy their audience with more customized products and services. Additionally, these days' user is doing best to satisfying his / her needs by becoming more active in getting information. This thesis will deals with the co-creation, its effect on the brand performance and how consumers react to it. Co-creation is basically the teamwork of companies and customers for the purpose to come up with the solution to deal with the challenges. In co-creation the customer and the company's representative meets directly face to face that is why co-creation is of high interest.