

“BRANDING SUFISM”

A Pakistani Perspective



By:

SUNDAS ZAHARA

01-122132-043

MBA

Supervisor:

MR. KASHIR ASGHAR

Department Of Management Sciences

Bahria University Islamabad

2015

Table of Contents	
1.0 Introduction	1
1.1 Overview of chapters	2
2.0 Literature review:	3
2.1 GAP in Literature.....	16
2.2 Problem statement	16
2.3 Objectives	15
3.0 Methodology	16
3.1 Purpose of the study.....	16
3.2 Qualitative positioning.....	16
3.3 Induction	17
3.4 Epistemological positioning	18
3.5 Ontological positioning	18
3.6 Method of data collection	18
3.7 Sampling.....	19
3.8 Method of data analysis.....	20
3.9 Ethical Concerns.....	20
4.0 Research findings and analysis	21
4.1 Introduction	21
4.2 Findings of the research.....	21
4.3 Consumers were able to relate the concept of country/ destination/ place branding.....	22
4.3.1 Consumers were able to relate the concept of country as brand	22
Analysis and discussion.....	24
Awareness amongst respondents regarding the concept of nation branding	24
Analysis and Discussion.....	26
Awareness amongst respondents regarding the concept of destination branding	27
Analysis and discussion.....	28
4.3.2 Consumers were able to relate the concept of spirituality with shrines.....	29
Analysis and Discussion.....	31
4.3.3 Consumers relate elements of disneyization to the branding of shrines as place brand.....	31
Analysis and Discussion.....	33
4.3.4 Elements of service escape, service encounter and their relation to overall aesthetic activities in shrines.....	33
Analysis and Discussion.....	35
5.0 Conclusions, recommendations and reflections	35

5.1 Introduction	35
5.2 Summary on the findings in the previous chapter.....	35
5.3 Conclusion.....	37
5.3.1 Pakistan as a destination brand	37
5.3.2 Role of shrines in connecting with souls.....	38
5.3.3 Relating Branding Pakistan in perspective of Sufism to Anholt’s hexagon and other theories.....	39
5.4 Recommendations	40
5.4.1 Maintenance of shrines	40
5.4.2 Tourist companies promote the visit to shrines under the context of spiritual trips.....	41
5.4.3 Focusing on the standardize theming environment of shrines	42
5.5 Academic recommendations	43
5.6 Reflections.....	43
6.0 Bibliography	44
7.0 APPENDIX.....	35
7.1 SIMON ANHOLT HEXAGON MODEL	45
7.2 Questions	46
7.2.1 Transcript-A.....	47

Dedication

“I want to dedicate my thesis to Almighty Allah who has been an ultimate source and refuge. I also dedicate this work to my supervisor Mr. Kashir Asghar, without his coordination and supervision it could not be possible to complete this journey of research”

Abstract

The idea of country, nation and destination branding have as of late risen in branding literature. In any case they have turn out to be sensibly predominant, because of the ideas of separating and creating of identities for countries and destinations to give competition to each other. The exploration first offers a depiction of the terms branding, country branding, nation or destination branding. The extensive effort has been made to study Branding Pakistan in context of Sufism. Anholts hexagon has been utilized as model to check the shrines to be branded as spiritual places alongside enhancing the brand picture of Pakistan.

Key words

Branding; nation branding; destination branding; spiritualism; Sufism; Anholts hexagon; disneyization; service scape; service encounter