

Acknowledgements

I would first and foremost like to thank Allah who considerately assisted me in finishing my thesis. Then I want to thank my supervisor Sir Kashir Asghar, without whose enthusiasm, assistance, encouragement, guidance, endurance and comprehension; I wouldn't be able to complete my research in time. In addition to my supervisor, I would thank my parents and family who have supported me throughout the research process, and last but not least , my dear friends, all those who helped make the impossible possible.

Table of Contents

1.0 INTRODUCTION	1
2. LITERATURE REVIEW	2
2.2 Important Aspects of a brand	2
2.3 Types of Branding	3
2.4 Nation Branding	3
2.4.1 Challenge with Nation Branding	5
2.5 Place Branding and Competitive Identity	5
2.5.1 Culture and Place Branding.....	6
2.6 Branding Pakistan as a Cultural Hub	9
2.6.1 Traditions and Customs of Pakistan.....	10
2.6.2 Folktales of Pakistan	10
2.6.3 Cultural Artifacts	12
2.7 Literature Gap	15
2.8 Research Problem	15
2.9 Research Objectives	15
3. METHODOLOGY	16
3.1 Introduction	16
3.2 Nature of the Research	16
3.2.1 Ontological positioning	16
3.2.2 Epistemological Positioning	16
3.3 Exploratory and Qualitative Positioning	17
3.4 Data Collection method and Approach.....	17
3.5 Rationale, sampling and research procedure	18
3.5.1 Sampling.....	18
3.5.2 Research Procedure	19
3.6 Data Analysis Method	19
3.7 Ethical Considerations.....	19
4. RESEARCH FINDINGS AND ANALYSIS	21
4.1 Introduction	21
4.2 Findings of the Research	21
4.2.1 Awareness amongst the consumer with regards to the concepts and extensions of brand	21

4.2.2 Awareness amongst the consumer with regards to the concept of place branding.....	25
4.2.3 People’s perception of Pakistan as a country and as a place brand.....	28
4.2.4 Awareness about the customs, rituals, festivals, folklores and cultural artifacts of Pakistan and their role in promoting a positive image of Pakistan.....	33
5. CONCLUSION, RECOMMENDATIONS & REFLECTIONS.....	40
5.1 Conclusion.....	40
5.2 Recommendations	42
5.2.1 Recommendations for the Government of Pakistan	42
5.2.2 Recommendations for consumers and private organizations	42
5.2.3 Recommendations for Academicians	43
5.3 Reflections.....	43
References	45
Appendix	49