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## **Dedication**

To my parents, siblings and friends for their prayers, countless support and love. Also to Sir Kashir Asghar, my supervisor, who has been a constant source of knowledge and inspiration.

## **Abstract**

The concept of disneyization and its elements have recently been emerged in literature. However how these things help in enhancing the service encounter have not been studied. The research offers description of different terms like nostalgia, disneyization and service marketing. An effort has been made to study whether every individual experiences nostalgia or not and how do they associate themselves with this concept. Moreover does nostalgia multiplies when people are in group or not.

### **Key Words**

Nostalgia; Disneyization; Service Marketing; Merchandizing; Associations; Advertisement