

**"Exploring Tribal Behaviors: the case of Pakistani  
(Islamabad/Rawalpindi) Car Racing Enthusiast."**



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## **Dedication**

*I would like to dedicate this thesis of mine to my friends, family and specially my parents for their prayers and countless love and support. Also to my supervisor Mr Kashir Asghar who helped me and guided me from the very first day I started working on this research.*

## **Abstract**

Tribalism is a phenomenon that has emerged in the era of postmodern marketing. It is a concept which has its origin in Latin approach to marketing. The concept gained importance due to the social re-rooting of the society from the constant uprooting in era of modern marketing. The postmodern consumer is looking for ways to socially connect with the society after years of liberation and individualism. In creating this social connection the consumers want products or services which help him in creating the social image he/she wants to portray through social consumption and Tribal marketing provides the consumer with solution to this problem.

The research starts with defining post modernism and empowerment of consumer through the modern era of individualism then it describes the concept of tribal marketing through the Latin view of marketing, then the concept of how tribes emerge and work as a group is discussed and the marketing implications of tribal marketing. This research was focused on studying the tribal inclinations of the car racing enthusiasts of Islamabad and Rawalpindi. In the end findings are provided in relation to the exploratory study of the tribe of car racing enthusiasts of twin cities. Also the conclusions recommendations and reflections are provided in the end to sum up the complete research.

## **Key words**

Tribal Marketing, Tribalism, Kozinet's antecedents, Tribal inclinations, Car Racing Enthusiasts, Pakistan, Tribal membership, Tribal values.

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