

BRAND PERSONALITY OF CELLULAR PHONE SERVICE
PROVIDERS IN PAKISTAN



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Abstract

The globalization has lead to an increasing importance of branding in creating competitive advantages for companies. This project will focuses on consumers' perceptions of brand's personality of mobile service brands. Brand personality is described as the set of human characteristics associated with a brand. The brand personality that a company wants to mediate to consumers and the brand personality that consumers perceive sometimes mismatch. As with human personalities, personality traits associated with a brand tend to be relatively enduring and distinct. In the study, first we will see that how brands are created and maintained in general. Then we will look at the concept of brand identity which consists of two components brand positioning and brand personality. We will focus on brand personality and framework of brand personality. This study sees how the brand owners could use brand personality as a way to build and maintain Pakistani cellular phone service brands. The aim with this research will be to see what brand personality mobile phone service providers give to their brand and what image does consumer perceive about that brand personality.

The research was conducted at four companies in Pakistan e.g. Mobilink, Ufone, Paktel, Instaphone. Interviews were taken from these companies to identify their brand personality variables. Then a survey was conducted using a questionnaire from the users to rate these personality variables. After gathering data comparison was made between the users and the service providers to see the gap between the two values.

The research found that brand development and maintenance is a complex process and little attention is paid by the companies. The organizations Mobilink and Paktel were equipped with personnel who take care of their brand, further these organizations corporate identity was found closer to public image. Ufone and Instaphone were little behind in this matter. Further all mobile phone companies were giving similar kind of personalities to their brand that's why Users were found giving mixed attitude as they couldn't differentiate the personality variable from others.

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