

ANTHROPOMORPHISM AND ITS EFFECTS ON PEOPLE'S ATTITUDE TOWARDS THE BRAND - FMCG SECTOR IN PAKISTAN

By

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



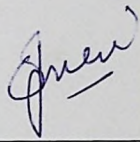
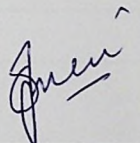
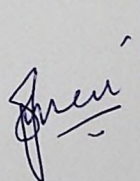
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2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	03/04/2015	ROOM NO:205	literature review aspects & problem statement	
6	10/04/2015	ROOM NO:207	Hypothesis, sampling Method guidelines	
7	30/04/2015	ROOM NO:202	Questionnaire and guidelines. Reviewed all chapters, and checked plagiarism	

APPROVAL FOR EXAMINATION

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Thesis Title: Anthropomorphism and its effects on people's attitude towards the brand - in FMCG sector in Pakistan

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 12% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____

Date: 12/18/15

Name: Umair H. Merchant

Head of Department Signature: _____

Date: 12/18/15

Abstract

Purpose of the Study: The study aim to analysis the use of the concept of brand anthropomorphism in FMCG market of Pakistan. Beverage, Soap and Biscuit which are FMCG products are the selected FMCG categories for the purpose of the study and have the signs of brand anthropomorphism in to gain the market share. In this study customer attitude toward brand anthropomorphism is analyzed and role of the brand anthropomorphism is identified in the development of different brand in mentioned FMCG categories.

Research Method and Sampling: During this study a sample of two hundred respondents have been selected to make the results significant and authentic. The market which are selected for this thesis study have literate customer to make the concept easily understandable to them and get significant responses. Each market is visited and responses are collected on the questionnaire.

Along to this, Salesmen are also approached to support the observations. To analyze the dataexploratory factor analysis is employed. Three FMCG groups are selected during study which includes biscuit, Soap and beverages. Each group is analyzed on factors to understand the impact of brand anthropomorphism on brand development and its impact on consumer attitude in FMCG market. In addition, the study is aimed to support further researches within the field.

Finding of the Research: It is found during this thesis study that there is significant impact of brand anthropomorphism in FMCG market of Pakistan based on selected categories such as beverage, biscuit and soap. In case of beverage it is found that shape of the bottle have significant role in brand development. In case of biscuit it is found that animated shape and animated character have significant role such as Prince biscuit and Glucose. Similarly, in case of soap shape and attachment of animated character is significant. This overall shows that there is positive part of brand anthropomorphism in brand development and attracting the attention of customers.

Practical Implication of the Research: There is no significant amount of work is done on brand anthropomorphism in Pakistan therefore this study works as a foundation and open new dimensions for further studies. In addition, this study support marketers to further develop the different dimension in respect of particular category to support the brand using the concept of anthropomorphism in FMCG industry of Pakistan.

Table of Contents

Progress report.....	ii
Approval for examination.....	ii
Declaration of authentication.....	iii
List of matrices.....	iv
List of graphs/figures.....	v
List of abbreviation.....	vi
Progress test report.....	vii
Acknowledgement.....	viii
Abstract.....	ix
Chapter 1	1
Introduction:	1
1.1 Problem Background:	1
1.2 Anthropomorphism in Local Market:.....	2
1.3 Aim of the Study:.....	3
1.4 Objective of the Study:	4
1.5 Research Questions:.....	5
1.5 Research Hypothesis:	5
1.6 Thesis Time Horizon:	5
1.7 Thesis Time Scale:.....	6
1.8 Limitations of the study:.....	6
1.9 Prospect for Further Research:	7
1.10 Ethical Considerations:	7
Chapter 2	8
Literature Review:	8
2.1 International Literature Review:.....	8
2.2 Local Literature Review:	9
Chapter 3	11
Research Method	11
3.1 Nature of Research:	11

3.2	Sampling Technique:	12
3.3	Sample Size:	12
3.4	Nature of Data Collected:	12
3.5	Data Integration:	12
3.5.1	Exploratory Factor Analysis:	13
Chapter 4	14
Data Integration and Analysis	14
4.1	Sample Reliability Testing:	14
4.2	Exploratory Factorial Analysis:	14
4.2.1	Exploratory Factorial Analysis - Beverages:	15
4.2.1.1	Descriptive Statistics:	15
4.2.1.2	Correlation Matrix:	15
4.2.1.3	KMO & Bartlett's Test:	17
4.2.1.4	Anti-Image Correlation Matrix:	18
4.2.1.5	Total Variance Explained and Eigenvalues:	20
4.2.2	Exploratory Factorial Analysis -Soap:	21
4.2.2.1	Descriptive Statistics:	21
4.2.2.2	Correlation Matrix:	21
4.2.2.3	KMO & Bartlett's Test:	23
4.2.2.4	Anti-Image Correlation Matrix:	24
4.2.2.5	Total Variance Explained and Eigenvalues:	26
4.2.3	Exploratory Factorial Analysis -Biscuit:	27
4.2.3.1	Descriptive Statistics:	27
4.2.3.2	Correlation Matrix:	27
4.2.3.3	KMO & Bartlett's Test:	29
4.2.3.4	Anti-Image Correlation Matrix:	30
4.2.3.5	Total Variance Explained and Eigenvalues:	32
Chapter 5	34
5.1	Critical Debate	34
Chapter 7	36
7.1	Conclusion:	36
7.2	Recommendation:	36

Chapter 838
Reference.....38

1.1 Problem Background

The background of the problem is that the company has been operating in a market that is highly competitive and has a high level of uncertainty. The company has a long history of success and has a strong reputation in the industry. However, in recent years, the company has been facing a number of challenges, including a decline in sales and a loss of market share. The company has been unable to identify the reasons for these challenges and has been unable to develop a strategy to address them. The company has been forced to consider a number of options, including a merger or acquisition, a restructuring, or a change in management. The company has been unable to reach a decision and has been forced to seek external assistance. The company has been unable to identify the reasons for these challenges and has been unable to develop a strategy to address them. The company has been forced to consider a number of options, including a merger or acquisition, a restructuring, or a change in management. The company has been unable to reach a decision and has been forced to seek external assistance.



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Chapter 8	38
Reference	38