

**MANIFESTO TO COMPREHEND EXPERIENTIAL MARKETING:  
CORRELATION BETWEEN EMOTIONS, DECISION MAKING AND TOP  
BRAND`S EQUITY**



**BY**

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**Title:**

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## **Abstract**

Manifesto to comprehend experiential marketing: correlation between emotions, decision making and top brands' equity.

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This paper contends for the acceptance of experiential perspective regarding consumption as being imperative with respect to the ever changing consumers buying patterns. The paper focuses on the nature of emotions, the decision making models and puts forth the framework where by the linkages and the importance of experiential view, which constitutes of symbolic, hedonic and esthetic nature comparing it with the conventional perspectives, is identified.

## **FINAL APPROVAL OF DISSERTATION**

This is to certify that we have read the dissertation submitted by **Miss. Romana Mehmood Syed** and it is our judgment that this thesis is of sufficient standard to warrant to its acceptance by the Bahria University, for the degree of Master in Business Administration.

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