

**INFLUENCE OF ANTHROPOMORPHIC
BRAND CHARACTER ON BRAND
ATTITUDE
(A STUDY ON BRAND CHARACTER SAFEGUARD)**

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A Thesis submitted in partial fulfillment of the requirements to
the Department of Management Science for the degree of MBA
(Master of Business Administration)



Spring, 2017

Bahria University Karachi Campus



Approval statement

MBA THESIS 2nd Half-semester Progress Report & Thesis Approval Statement
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Supervisor and student meeting record

#	Date	Place of Meeting	Topic Discussed	Signature of Student
5	20-02-2017	Online	Starting three chapters	
6	5-07-2017	Cubicle	Data Analysis Learning	
7	19-07-2017	Cubicle	Data interpretation, SPSS, discussion	

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I hereby certify that the mentioned student's thesis has been completed to my satisfaction. To my belief, its standard is appropriate for submission for examination. I have also conducted the test for plagiarism for this thesis using HEC prescribed software. I found similarity index at 7% that is within the permissible limit set by the HEC for the MBA thesis. I have found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 11-SEP-2017

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ABSTRACT

Purpose: The purpose of this study is to evaluate the influence of anthropomorphic brand character on brand trust and brand attitude in Pakistani context. As we know that now a days advertisements and promotion are at highest peaks so this study deals with evaluating the influence of anthropomorphic brand character on brand attitude.

Methodology/sample: Primary methodology has been used in the current study. The research has a huge population therefore under non-probabilistic sampling it uses convenience sampling in order to access the participants easily. The total sample for the current study is 384 respondents.

Findings: The findings of this research indicate that anthropomorphic brand character expertise, brand character relevance, brand character nostalgia and brand experience has a positive relationship with anthropomorphic brand character trust. Anthropomorphic brand character trust favorably effect attitude towards brand.

Practical Implication: Marketers, brands, agencies and promoters can control anthropomorphic brand character trust by the use of specific types of anthropomorphic brand character qualities that affect the anthropomorphic brand character trust favorably. Brand character trust can be controlled and it plays a vital role in getting positive brand attitude. This controllability may lead towards their use in different promotional campaigns and advertisements where their use is essential. They can also effectively re introduce the anthropomorphic brand character suing the nostalgic properties and the nostalgic memories.

Key Words: anthropomorphic brand character relevance, anthropomorphic brand character expertise, anthropomorphic brand character nostalgia, brand experience, anthropomorphic brand character trust, attitude towards brand.

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