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**"The Impact of Sensory marketing on Brand Image. A Case  
Study on KFC in the context of Pakistan"**



**By:**

*(Ayaz Ahmad) (01-222171-033)*

**Supervisor:**

*(Omar Sajid)*

**Department of Management Sciences**

**Bahria University Islamabad**

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**Viva-Voice Examination**

Date   /  /  

Viva Date

**Topic of Research:**

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**Name of Student:**

**Name: Ayaz Ahmad**

**Enrollment No: 01-222171-033**

**Intake Semester: Spring-2017**

**Approved by:**

OMAR SAJID

Supervisor

Examiner-I

Examiner-II

Dr.Muhammad Sarwar Zahid

Research Coordinator

Dr. Arif Khattak

Head of Department - Management Sciences

**SUBMISSION FORM OF THESIS FOR HIGHER RESEARCH DEGREE  
BAHRIA UNIVERSITY, ISLAMABAD**

Candidate's Name: Ayaz Ahmad

Discipline: Marketing

Department: Management Sciences

*I hereby certify that the above candidate's work, including the thesis, has been completed to my satisfaction and the thesis in a format and of an editorial standard recognized by the department as appropriate for examination.*

Signature: \_\_\_\_\_

Principal Supervisor: Omar Sajid

Date: \_\_\_\_\_

The undersigned certify that:

1. The candidate presented at a pre-completion seminar, an overview and synthesis of major findings of the thesis, and that the research is of standard and extent appropriate for submission as a thesis.
  
2. I have checked the candidate's thesis and its scope, format, and editorial standards are recognized by the department as appropriate.

Signature: \_\_\_\_\_

Head of Department: Dr. Arif Khattak

Date: \_\_\_\_\_

## DECLARATION OF AUTHENTICATION

*I certify that the research work presented in this thesis is to the best of my knowledge my own, All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or any other institution.*

Signature: \_\_\_\_\_

Name: *Ayaz Ahmad* \_\_\_\_\_

Date: \_\_\_\_\_

**RESEARCH TOPIC:**

The Impact of Sensory Marketing on Brand Image in the Context of Pakistan.

A Case Study on KFC.

**Abstract:****Background:**

In this pealing (noisy) world everybody is saying something and few are listening but people don't want to listen mostly, they want to say something to others to create impressions, that's how people want to create their good image in the mind of others, so that, they can be easily identifiable through their name and words. Same is the case with sensory marketing, especially complete five human senses has not been under observation among practitioners, marketers and consultants for the long time but only two of them was dominated, it includes sight and sound. But for the long time other three human senses was not been under considerations. It includes taste, touch, and smell (Hultén, Broweus, & Van Dijk, 2009).

**Purpose:**

This research intends to investigate the impact of multisensory marketing on brand image through the case of KFC in the context of Pakistan.

**Methods:**

The nature of the research was quantitative, in which data was collected from the respondents (People who experienced KFC) by using questionnaire method to identify the empirical research study of the impact of sensory marketing on brand image by taking KFC as a case study in the context of Pakistan. Research put the data into SPSS software to analyze the impact of variables.

**Conclusion:**

Research study shows there is a positive correlation between sensory marketing and brand image. Marketers can use human all five senses to increase brand image by developing positive brand associations.

**Keywords:**

Sensory marketing, Brand Image, KFC, Sensory branding, Human five senses, Emotional marketing, Neuro Marketing, Brand awareness, Brand recall, Brand Associations, Consumer.

## **DEDICATION**

I dedicate this research work to my beloved parents, to my respected teachers and to all those innocent children who lost their lives in APS Attack.

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## LIST OF ABBREVIATIONS

MRK	Marketing
SM	Sensory Marketing
BI	Brand Image
SB	Sensory Branding
Dept	Department
MGT	Management
BE	Brand Equity
KPI	Key Performance Indicator
SMM	Social Media Marketing
WOM	Word of Mouth
BM	Brand Manger
ROI	Return of Investment
POP	Point of Purchase
POS	Point of Sales
MS	Market Share
BG	Brand Gap
BP	Brand Promise
NM	Neuro Marketing
EM	Emotional Marketing

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