

*“An Empirical Study of the antecedents of place branding: The case study of  
Saidpur Village in Islamabad”*



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*Majors: MKT*

*S.No. MKT/14*

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**Topic of Research:** An Empirical Study of the antecedents of place branding: The Case study of Saidpur Village in Islamabad.

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## **Abstract**

**Purpose:** The main purpose of this study is to analyze the impact of antecedents of place branding. Furthermore, this study focuses on exploring the relationship of village branding with novelty, amenities, access and Scenery.

**Methodology:** This research was based on quantitative research and questionnaires were used for data collection. The questionnaire was comprised of personal information, demographical questions and then the questions about dependent and independent variables. Data was collected from 252 participants.

**Findings:** The analysis showed a positive relationship among dependent and independent variable.

**Practical implications:** This study is significant to promote the culture of Pakistan, this will boost the tourism and it will be beneficial for the local community of Saidpur village.

**Keywords:** Village Branding, Destination Branding, Novelty, amenities, Assess, Scenery, Tourism.

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