

Thesis
**Brand Love in Pakistan: Using Theory of Planned
Behaviour**



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Abstract

The purpose of this study is to see the causal impact of the variables of theory of planned behavior that are attitude, subjective norms, propensity to anthropomorphize and affordability on brand love in FMCG industry of Pakistan. Furthermore this study explores the causal relationship of brand love as an intension variable to cause brand forgiveness as an action to the created intention among the customers of the FMCGs. This study also explores the individual personality traits as moderators between the elements of theory of planned behavior and brand love. To conduct the study questionnaires were distributed among the active users and purchasers of daily use FMCG brands. The questionnaire contained questions that where answered by 5 point Likert scale. The research was conducted from 354 respondents both male and female between the age of 17-54, both married and single. The data was collected and analyzed for the results through SPSS. The results indicated the acceptance of all hypothesis that were developed as all the variables were significantly influencing brand love and brand love as also influencing brand forgiveness in a major way. Affordability had a weaker relationship with brand love and all the moderators. The moderators also moderated the relationship between brand love and TPB variables.

Key words:

Brand Love, Brand Forgiveness, Attitude, Subjective Norms, Anthropomorphism, Affordability, Big Five Personality Traits.

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