

# IMPACT OF TAGLINES ON BRAND PERCEPTION

By

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of the MBA degree



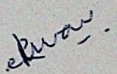


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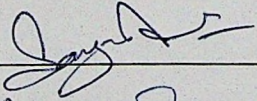
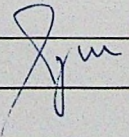

**Supervisor-Student Meeting Record**

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	30-05-2015	Cubicle	Research methodology and Questionnaire	
6	6-06-2015	Cubicle	Statistical analysis and last 3 chapters	
7	13-06-2015	Cubicle	Review and Proof reading of final thesis	

**APPROVAL FOR EXAMINATION**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at -----0%----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 30-11-15  
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### Abstract

**Purpose-** in this study the main aim is to explore the impact of taglines on brand perception. How dependent variable is impacted by independent variable and what is the relationship between them? This study will also give some parameters that are used for evaluating brand perception and how it is impacted by tagline of Kit-Kat. Popularity of Kit-Kat and how taglines have an important part in it will also be presented. In the end evaluation and critical debate will be present that identifies the relationship between brand perception and taglines and how taglines impact brand perception; positively or negatively.

**Methodology/sample-** main method for collecting the data was questionnaire method. Sample size allocated for this study constituted of 378 respondents. Sampling technique used in the study was convenient sampling method.

**Findings-** findings of the study suggested that taglines not only have strong impact on brand perception but they also help in creating strong brand associations. Kit Kat is a famous brand that has various attributes and has gained popularity among the customers not just because of its tagline but because of various other elements. Study has concluded that tagline of the brand has strong impact on building positive brand perception about kit kat. This conclusion is based on the respondents of one area that is Karachi and results can differ because of different environments all over the world.

**Practical Implications-** outcomes of this research can help other companies in designing their taglines around correct parameters. Taglines are more than an element today because they have evolved with the passage of time. Strong brands fulfill all brand elements and Kit-Kat is one of them.

**Keywords:** Brand perception, dependent variable, independent variable, parameters, evaluation.

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