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**“Impact of incorporating Local Culture to Market Brands and  
its Effect on Market Extension”**



**By:**

*(ShanzaShahid) (01-221141-018)*

**Supervisor:**

(Salman Ali Khan)

Department of Management Sciences

**Bahria Institute of Management and Computer Sciences**

**Bahria University Islamabad**

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## **ABSTRACT**

Culture had a great influence on Brand marketing strategy. The dynamic change had occurred due to change in the behavior of consumer's, their perception, attitude and values and their beliefs towards cultural norms in the society. Cultural norms such as religion, values and attitudes, educational background, social organization, aesthetics and political discourse have thrown its influence on consumer's brand choices and global marketers, brand launch programs. Consumers are known to affect the brands in such a way that they exhibit their own particular qualities in it and this lead to their decision making about their choices of products and brands. The judgment of consumers towards their specific cultural components have been a great learning point for global strategist in designing products that would be helpful in designing products for consumers of their own choice. In the study Qualitative research is used to analysis that how local culture effect the market brand and brand extension. The sample size of the study is 15 respondents which are selected in Centaurus Mall Islamabad. Convenience sampling is used to collect the data and In-depth questionnaire is used to measure the respondent views alongvarious culture scale. The theme based approach is used for finding and analysis to test the validity of the research. The study concludes that consumer choices vary from culture to culture so therefore there is a positive correlation between culture and brand equity. While building a brand images companies must know about the culture values of the target audience. Therefor the study concludes that realization of culture difference of the target audience is very important for companies because through this the company can enhance their efficiency and make the customer loyal in future. On the similar note, Brand extension is the major tool of market in which companies can launch new products and enhance their efficiency.