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**The Impact of Brand Personalization on Customer Purchase Intention: An
empirical analysis of Mediating Influence**



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Abstract

Thesis purpose:The purpose of this study is to evaluate the impact of brand personalization on the customer's purchase intention. The focus of this study is to explore the respondents' perceptions regarding the effectiveness of personalized brand messages in enhancing purchase intention towards the specific brands. And to evaluate if standardized marketing is more effective than personalized marketing of brands.

Methodology:This is an empirical research to obtain the knowledge through direct and indirect observations. The data has been collected through online survey and questionnaire and a quantitative approach has been used to analyze the data. A Likert Scale is developed to measure the response of the survey questionnaire.

Theoretical perspective:This study is based on two major variables that are brand personalization and the customer's purchase intention. How these two variables affect each other and the significance of that effect on the brand sales.

Empirical Data: This study is investigated quantitatively and the data has been collected through an online survey.

Conclusion:This study provides a clear picture of whether the brand personalization has a positive impact on the customer's purchase intention or the standardized marketing is more feasible for the brands in context of their repeated sales from the customers. This study also discloses which products and services should be marketed through personalization and which brands are better off with standardized marketing according to the customer's opinion, preferences and frequency of purchases.

Table of Contents

Chapter 1: Introduction	1
1.1 Intellectual Context	2
1.2 Problem Statement	4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 <i>Significance of Research</i>	6
1.6 <i>Definition of Key Terms</i>	7
Chapter 2: Literature Review	8
2.1 Introduction	8
2.2 Researchers Perspectives	8
2.21 Researchers perspective on Customer purchase intention	8
2.22 Researcher’s perspective on Brand personalization	13
2.3 Theoretical Framework:	20
2.31 Personalization and Brand Loyalty:	22
2.32 Personalization and Brand Identity:	23
2.33 Personalization and Brand Quality:	24
2.34 Personalization and Brand Experience:	25
2.35 Brand loyalty and Customer’s Purchase Intention	27
2.36 Brand Identity and Customer’s Purchase Intention	28
2.37 Brand Quality Perception and Customer’s Purchase Intention	29
2.38 Brand Experience and Customer’s Purchase Intention	30
2.4 Summary	31
Chapter 3 Methodology	33
3.1 Introduction	33
3.2 Research Design	33
3.3 Population	34
3.4 Sample Design	34
3.5 Sample Size and Unit of Analysis	35
3.6 Data Collection and Sources	35
3.7 Method for Estimation	36

3.8 Summary	36
Chapter 4: Results and Analysis	37
4.1 Introduction.....	37
4.2 Instrument, Sample and Reliability.....	37
4.3 Descriptive statistics	39
4.4 Correlation	43
4.5 Regression Results	45
4.51 Brand Personalization impacts Customer purchase intention	45
4.52 Brand personalization impacts brand identity.....	47
4.53 Brand personalization impacts brand quality perception	49
4.54 Brand personalization impacts brand loyalty.....	52
4.55 Brand personalization impacts brand experience.....	55
4.56 Brand loyalty impacts customer purchase intention	57
4.57 Brand Identity impacts customer purchase intention	59
4.58 Brand quality perception impacts customer purchase intention.....	61
4.59 Brand Experience impacts customer purchase intention	63
4.6 Summary	65
Chapter 5: Discussion and Conclusion	66
5.1 Introduction.....	66
5.2 Discussion on Findings.....	66
5.3 <i>Conclusion</i>	84
5.4 Recommendations	86
5.5 Limitations and Future Research	87
References.....	88
Appendix.....	97