

**Personality, Self Concept and Brand Consciousness in  
University Students**



**Participant's Name: Aysha Bibi**

**Participant ID: 15007146023**

**Supervisor's Name: Dr. Sadia Saleem**

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**Institute of Clinical Psychology**

**University of Management and Technology, Lahore**

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## Declaration

I, Ms. **Aysha Bibi** ID: **15007146023** Student of **MS Clinical Psychology** in the subject of **Clinical Psychology session 2015-2017**, hereby declare that the matter printed in the thesis title “**Personality, Self-Concept and Brand-Consciousness in University Students**” is my own work and has not been printed, published and submitted as research work thesis or publication in any form in any university, research institution etc in Pakistan or abroad.

Dated: \_\_\_\_\_ 2017

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**Signature of Deponent**

### **Certificate of Approval**

Accepted by the Faculty of the Department of Clinical Psychology, School of Social Sciences & Humanities, University of Management and Technology, Lahore in partial fulfillment of the requirements for the degree of MS in Clinical Psychology

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Dr. Sadia Saleem

Supervisor

Prof. Dr. \_\_\_\_\_

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External Examiner

---

Prof. Dr. Zahid Mahmood

Chairman

---

Deponent

Date: \_\_\_\_\_

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## Abstract

The study was aimed to explore the relationship among personality, self-concept and brand-consciousness among university students. For this purpose correlational research design was used and first part of the study was based on the development of an indigenous scale. For the development of indigenous scale the study was carried out in series of phases as item generation, expert validation, pilot study and main study. The sample of this study was comprised 400 participants with the age range of 18-25 ( $M=21.78$ ,  $SD=1.88$ ). it was carried out in series of phases Three measures were used big five inventory, self-concept scale and brand-consciousness scale. Results of the study indicate that extroversion has positive relationship with positive self concept and inverse relationship with sense of superiority. Agreeableness and neuroticism also have inverse relationship with sense of superiority on the scale of BCS. Further, conscientiousness has inverse relationship with both factors, sense of superiority and self consciousness on BCS scale. Openness has positive relationship with negative and positive self concept on SCS scale and has inverse relationship with sense of superiority. Both Positive and negative self concept have inverse relationship with sense of superiority. A sense of superiority has positive relationship with self consciousness on BCS scale. Result of hierarchal regression indicates that conscientiousness personality trait is positive predictor of being brand conscious.

**Chapter I****Introduction**

Brand is considered the one of main concept which is studied in the literature marketing of (Kapferer, 2001). Today, in the 21st century, people all over the world are familiar with the word fashion brands. Brand is not only the mark on the product but it is also the overall value conveyed to the individuals who consume brands, with promises of tangible and intangible satisfaction (Wong & Yahyah, 2008). It is defines by Erdem and Swait (2004) that brand as a set of concrete features which is designed to generate the awareness to build the repute and real identity of the product, services and organizations. According to the "American Marketing Association" slogans, logos, signs, symbols, designs, and services are depicted by the brand's uniqueness including place furthermore intends to categorize the exclusive, branded products, distributor's services and group of distributors to differentiate them from the competitors (Kotler, 2003).