Blasphemy: A Hammer on Consumer Purchase Intentions and Brand Loyalty in Pakistan

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Abstract - The purpose of this paper is to explore the impact of Blasphemous Caricatures lampooning Prophet Muhammad (P.B.U.H) shown by Norway on the consumer purchase intentions and brand loyalty of Norwegian products in Pakistan.

The results provide significant insights of blasphemy on Pakistani consumers purchase intentions and brand loyalty of Norwegian products.

The results revealed the significant impact of blasphemy on consumer purchase intentions and brand loyalty directly as well as in the presence of mediating variables i.e. emotional values, effected values and brand image. Blasphemy impact on brand image is observed normal where as highly significant impacts observed on emotional values and effected values.

For successful business, business plans are not enough. Country’s image, political situations, environments impacts, religious impacts and other related situations influence the business. Therefore, business managers should keep keenly observes these impacts all the time and strategies business accordingly to face challenges and survive in the competitive market.

Keywords - Brands, Brand image, Effected values, Emotional values, Norway

Remark: The full paper may be found in www.inrit2011.com or www.ijcim.th.org.