



# The "Harry Potter" Brand. Sense of Community, Attitudinal Loyalty, and Purchase Behavior

*Lily Marfisi*

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Master's Thesis from the year 2015 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 17/20, , course: Evaluation of the Impact of a Person's Sense of Community on Attitudinal Loyalty and Purchase Behavior regarding the Harry Potter brand, language: English, abstract: Within the past decade, Harry Potter has become a multi-billion dollar brand with millions of fans all over the world. The fan base community has developed with the rise of the Internet and new means of interaction. They have had a real power of decision over the brand's managers, and are a key element to the success of Harry Potter. This study will focus on people's sense of community and on the existence of a relationship between this sense of community and people's loyalty and purchase behaviors towards the Harry Potter brand.

The problematic to this study is "How does a person's sense of community impact its attitudinal loyalty and purchase behavior regarding the Harry Potter brand?".

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Precisely why? Because this The "Harry Potter" Brand. Sense of Community, Attitudinal Loyalty, and Purchase Behavior is an unordinary book that the inside of the guide waiting for you to snap this but latter it will jolt you with the secret it inside. Reading this book adjacent to it was fantastic author who write the book in such remarkable way makes the content interior easier to understand, entertaining method but still convey the meaning totally. So , it is good for you for not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of positive aspects than the other book possess such as help improving your talent and your critical thinking way. So , still want to hold off having that book? If I were being you I will go to the guide store hurriedly.

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