



# 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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