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IMPACT OF BRANDING ON BRAND EQUITY IN FMCG SECTOR OF PAKISTAN

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Abstract

The analysis of this research was on "the impact of the brand equity brand in Pakistan." The key point of this research was to investigate the branding elements that were significant in the development of brand equity and its importance in relation to Pakistan's buyer. Secondary information was collected with the help of the Internet. Primary data was collected by drift questionnaires at several places in Pakistan to be able to gain profound knowledge of the potential and suitable for research people. SPSS was used to analyze accumulated data through frequency distribution, KMO, reliability, correlation and regression on factors in the study. The reliability of accumulated data was measured using the Cronbach alpha value was also calculated using SPSS software programming and other tests were measured according to their specific standards. The findings of the research have given an imminent and conclusive result of the brand equity and its impact in the Pakistan. it was observed that each variable had been significant in influencing the overall brand equity The information congregated provides a beneficial insight in terms of each variable as well as a strong image regarding the concept for future research purpose.

Keywords: Brand image brand perception, brand awareness, brand loyalty and brand equity

Introduction

The current research is conducted on "factors of branding affecting brand equity in Pakistan". There are different factors that affect branding which are brand image, brand perception, brand attitude, brand awareness and brand loyalty. The main goal of this research is to analyze the relationship between branding and brand equity. The sub objectives of this research are to determine the relationship between branding element by involving psychological features either positive or negative with brand image, brand perception, brand attitude, brand awareness and brand loyalty on brand equity. Internet is used to acquire the data regarding these branding elements and brand equity. Internet provides the quick access to all previous studies regarding branding elements and brand equity. From an academic point of view this research explored or analyze branding elements like brand image, brand perception, brand attitude, brand awareness and brand loyalty on brand equity.

By the end of the 1980s, the brand equity's conception has become an imperative marketing's concept. One reason for the value of the brand is that they can help organizations to gain competitive advantage. Another reason is that in the competitive conditions of the market, to get the proper place in the consumer mind so that consumers should be loyal toward the organization. A great number of factors help in such a situation to reach the customer's mind. Therefore, focusing on long term brand management is very important. Alternatively, it can be said that marketing opportunities has great impact on brand equity and this combination of marketing elements are the proven factor for decision makers and managers, if we can get relationships between the ingredients and with its special dimensions, making the company's decisions regarding how to make application of factors of marketing. So as to achieve maximize company's brand equity and finally supportable profitability. Two different perspectives have been studied by academics on Brand equity: customer perspective and

financial perspective. From perspective of financial, the company's brand equity estimate market value (Simon and Sullivan 1990; Farquhar et al. 1989). According to customer's perspective, evaluation of brand equity is performed in accordance with reaction of customer toward the name of brand (Shocker and Weitz, 1994; Keller, 1993). Their researcher make focus on evaluating the vision or conception of brand equity. Consumer perception and consumer behaviour are two main categories of Customer based brand equity (Farquhar, 1989; Mahajan et al., 1991). Based on the findings of Mahajan et al. (1991) perception level of consumer can be used to assess customer-based brand equity Though Farquhar (1989) make argument that the equity of brand can alter the attitude of consumer towards a product.

In the meantime, Keller (1993) stated that a blend of brand awareness and brand image is known as brand knowledge. Farquhar (1989) said that the value added endowed in the Product from the brand is known as Brand Equity. In recent years, brand equity has expanded improved interest by the marketers for a long time and come to know the conception of using a symbol or name add value in product of firm. Managers of brand realized that after look-alike's years overcopying and advertisement with me-too brands, they are now staying in product parity's world. The subsequent competition of price over and done with short term promotions of price make reduction in brand's profitability as well as lead producers to inspect a number of procedures to make increase in loyalty toward their brands. Furthermore, retailer's power is increasing with the handling of challenges; producers of products of consumer apprehend that strongest brands play an essential role in consolidation their occurrence with retailers. Additionally, the price of new product development have escalation attached with high rate of failures regarding new product that has led organizations to obtain, license and encompass names of brand to degree unnoticed in preceding decades.

Now days, organizations are attempting to make solid brands keeping in mind the end goal to proceed from their adversaries. Since a brand is not quite recently the association's name, logo, and shading and so forth really the nature of company's item is reflected by company's image. In this way, firms are creating techniques to expand their image's value or equity. Brand value or equity is a standout amongst the most critical and well-known ideas in advertising which was presented in 1980 surprisingly. It's vital as capable brands make important pictures in client's mind. As indicated by Aaker brand value or equity make included esteem or value that one item make it by methods for brands name. Keller proclaimed that the estimation of loyal brands typifies the substance of brand value or equity. American marketing Association characterized brand value or equity as: "the brand's value addition. From a purchaser point of view, brand value or equity depends on shopper demeanors about positive brand qualities and great outcomes of brand usage". Researchers have different cognizance for brand value or equity. Some of them characterize brand value or equity as included brand awareness, added value, perceived quality, loyalty to brand, added utility, attitude fluctuation and recognition of brand caused by acknowledgment of brand and so on.

Jalilvand et al (2011) Brand equity depends on the additional utility or value included in a brand by the brand name. This is often trusted to make a huge contribution in long-term profit of firm. For many industries, Brand Equity is considered as the main investment. Products or services that buy strong brands can increase customer confidence and enable them to improve and understand effective factors. Customers' trust can be increased by strong branding purchased service and products and enable them to improve and understand effective factors. As indicated by Yoo and Donthu (2001) image of brand can impact an organization's future benefits and cash flow for long-term, marketing success, acquisition and merger decision making, willingness of customer to pay premium prices, sustainable competitive advantage and stock prices. Brand value or equity, when accurately and unbiasedly measured, is the proper metric for assessing the long-run effect of marketing and advertising choices (Simon and Sullivan, 1993). Positive client based brand value or equity, thusly, can prompt more noteworthy income, bring down expenses, and higher benefits; and it has guide suggestions for the company's capacity to charge higher costs, clients' eagerness to search out new dispersion channels, the viability of promoting correspondences, and the accomplishment of brand augmentations and its chances (Keller, 2003).

The customer-based brand equity's operationalizations can be shared into consumer perception like brand associations, perceived quality and brand awareness, customer behavior like willingness to pay a high price and brand loyalty. Aaker (1996) originate a theoretical model, examining brand value or equity's components from the viewpoint of client and propose that buyers' image add to the significance or a brand value.

Problem Statement

In the previous era, A lot of studies are investigated to determine the relation among determinants that affect brand equity. A great number of explorers have used framework proposed by Aaker (1991) to evaluate effect of brand loyalty, perceived quality and proprietary brand assets on brand value or equity. In another investigation, same factors are studied and had a great diverse brand equity in two different countries. A research on online company's brand equity based on fulfillment, customer service, brand loyalty, functionality, association and awareness and found that trust, brand awareness and perceived value made most effect on the decision making of buyers. However, no investigation has evaluated the effect of these variables on the brand equity of brands (FMCG) of Pakistan in the previous era. This study aims to identify the main variables forming brand equity of FMCG sector. This study aims to identify the main variables forming brand equity of FMCG sector.

Research Question

what is impact of branding on brand equity in FMCG industry of Pakistan?

Hypothesis

H₁: There is a significant relationship between brand image and brand equity

H₂: There is a significant relationship between brand attitude and brand equity

H₃: There is a significant relationship between brand perception and brand equity

H₄: There is a significant relationship between brand awareness and brand equity

H₅: There is a significant relationship between brand loyalty and brand equity

Literature Review

Gunawardane (2015) The review looks at the effect of brand value toward buying behavior. The outcomes demonstrated a positive effect of brand value on buying choice. He said that the experience of consumers represented by a collection of ideas and images is called brand. Oftenly, it refers to number of symbols like design scheme, logo, name and slogan. Experience's accumulation regarding service and product specifically relating to its usage as well as over and done with impact of media commentary, advertising and design plays a great role in brand recognition and other reactions. There are a clear fonts, logo, symbols, sounds and color schemes that represent clear ideas, values and even personality".

In literature of marketing, there is no definition of brand equity that universally accepted. However, previous studies are agree that the brand's equity identifies the brand's additional value attributed by the products. A researcher said that value addition works like a bridge that links what will happen to it in the future as well as what has happened in the past to the brand. Equity or value of brand is an important marketing asset for companies, because it can create a unique and essential tool to investigate the relationship between the firm and its acquisition.

Heidarian (2015) deduced in their examination and found significant relation among branding and brand equity. "brand is considered a product of consumers" and is an active participant in making a consumer brand value or equity. He emphasized the importance of brand and relationships between the construction of brand equity. Blackston's theory or conception (1992) described that customer satisfaction and trust with brand and they are strengthening as well as building relationships of brand. A set of liabilities and assets connected to a brand, its symbol and name, addition to or subtraction from the value gave by an item or administration to a customer of firms is known as brand equity (Aaker, 1996). Such assets are divided into four main dimensions: brand associations, perceived quality, brand loyalty and brand awareness (Aaker, 1996). Another author divided assets of brand equity into two dimensions named with brand meaning and brand awareness. He used definition of Keller's 1993 but do not form his own definition on brand equity (Berry, 2000).

Burmann, Jost-Benz and Riley (2000) mentioned about thirteen diverse brand equity's approaches. Valorization of future and present equity of brand resulting from external and internal brand induced performance. They make a focused on the equity or value created by brand-related performance. They used brand's equity five dimensions regarding assets: brand trust, brand benefit clarity, perceived brand quality, brand sympathy and brand benefit uniqueness. The first three amplitude active brands are focusing on equity attributes and the last two emotional emotions. Probability of the most referred brand in 1993 is probably a Keller's study. This same study was held in 2008 but the results of this study will

continue for years. Their definition of brand equity is “a number of diverse impact brand knowledge has no response of consumer to the marketing of that brand”. He divided the equity assets of the brand into two dimensions: brand awareness and brand image, after which a client's forming the comprehensive knowledge of brand. Customer brand knowledge is the key to generate branding equity, as it produces the differential effect that drives equity of brand (Keller, 2008).

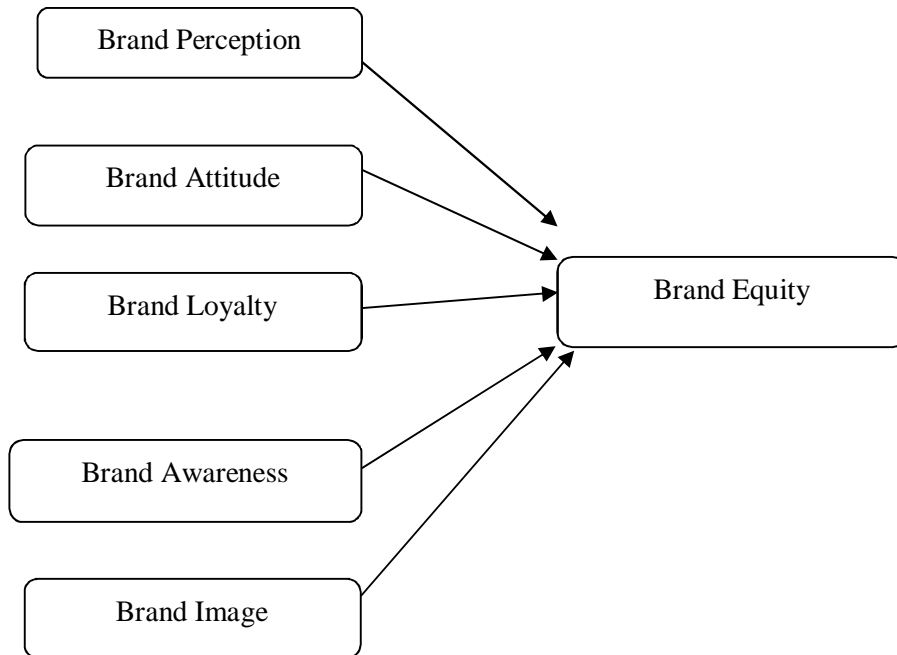
The Moderate price in a prominent name of brand is known as Customer-based brand equity. In the market, It actually represents the position of a product in the consumer's mind. It also insists on how important it is for companies to make more value about brands and consumers than they compete and because their brand chose contrary to competition (Yasin, Noor and Mohamad, 2007). In the marketing literature, A wide range of methods for how to quantify and comprehend the generation of value of customers are represented. A lot of brand value or equity's sources are renowned in releases of marketing but in their research central sources are brand image and brand awareness with regards to Keller's theory (2008) Additionally, brand knowledge of consumers is combination of brand awareness and brand image. Knowledge of brand represents equity of brand in the mind of customers (Huang and Sarigöllü 2014).

Keller (2008) mentioned that customer-based brand equity occurred is only when customers face high-level awareness with the brand and catch some strong, unique and favorable brand associations in memory. Acceptable user responses can lead to higher returns for better income, low cost and firm. Before consumers may have any idea about a brand, they must have some knowledge of this brand (Tuominen, 1999). The American Marketing Association (2013) brand marketing makes "the concept of marketing" which enables marketers to promote consumer knowledge and awareness of consumers. Brand awareness may be related to the power of brand node. Consumer's ability is about to identify and remember brand under variations. It is an important step in building a brand equity.

According to Huang and Sarigollu (2014) said that brand perceptions and associations headed by brand awareness as well as played an active role in building of brand value or equity. In brand equity, The role of brand awareness relies on the achieved awareness's level (Yasin, Noor and Mohamad 2007). The brand is the more dominant in case of higher the brand awareness that will make increment in the probability of the brand being more often bought (Aaker, 1996). Keller (2008) said that brand awareness refers to whether consumers can identify or remember a brand. Moreover, Keller (2008) also defined recall of brand as “when category given to the product, the number of needs satisfied by these category or usage or a purchase situation as an indication and ability of consumers to recover the brand from memory. Keller (2008) also defined recognition of brand as “ability of consumers to make confirm previous coverage to the brand when given the brand as an indication”.

Model of Study

There are five independent variables and one dependent variable in research. Brand image, brand loyalty, brand perception, brand attitude, brand awareness are independent and brand equity is dependent variable.



Methodology

The current study is based on positivism exploration approach because the current study involved with the quantitative research method to verify existing theories. Data is collected in form of numbers in quantitative research. It is all about examination, analyzing or make recognition of things. Usually in Quantitative research an explorer make usage numeric or statistical examination to analyze relation among mediating, dependent and independent and make hypothetical development. For guiding the study I have used quantitative technique for the data collection. Data is collected through questionnaires and close ended questions are used to collect the data. Closes ended questions can make analyzing the data quite easy, but they restrict the respondent. The population of the study includes all professionals associated with FMCG firms of Pakistan. They are located all over the country. This research is conducted in area of Lahore. So the FMCG firms of Lahore will be targeted only. Consumers of FMCG products are target population of research. Different studies (Krejcie and Morgan, 1970) suggested us that in case of over 0.1 million population, sample size should not be less than 384. Thus the study intends to get questionnaire at least 384.

The sample size of my research is 450 respondents of FMCG products. Email addresses of these individuals would be obtained from personal visits and references in selected FMCG firms. In other words, the questionnaire will be distributed among infinite population but within the country associated with FMCG through an online survey generated at Google form following the technique proposed by Johnston et al. (2009). In this exploration, we use questionnaire as data collection method as it is most proficient way to get authentic results. There are four parts of the questionnaire. Before first part, respondents were asked to tick the most appropriate option from the 5 options and it was ensured that their anonymity would be maintained and data will solely be used for research purpose and will be destroyed after the research. First part of the questionnaire contained demographics. Second part comprised on research items concerning factors of brand equity.

Third part contained questions concerning brand equity. Fourth part contained questions concerning brand loyalty. In an exploration, to make description of elementary characteristics regarding data represented by descriptive statistics. Descriptive statistics gave the graphics as well as regarding measures summaries in an informal manner. Inferential statistics are diverse from descriptive statistics by nature. Explorers are attempting to get access on outcomes which pull out away from the instant data unaided by using inferential statistics. For instance, inferential statistics are used to accomplish from the graphic data to know perception of population. inferential statistics are used to generate conclusion from collected data to supplementary overall situations. Data is analyzed by the use of SPSS the questionnaire is put one by one the data analysis sheet to collect the required information. Different test of the SPSS are applied on the questionnaire data to find out the results.

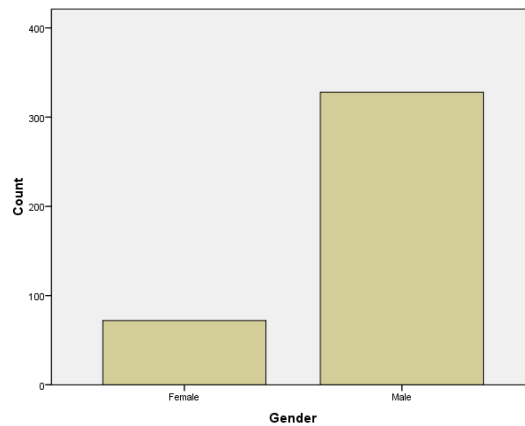
Analysis

Frequency Distribution

Gender

	Frequency	Percentage
Female	72	18.0
Male	328	82.0

In respondent's profile, there were 72 female with 18% and 328 male with 82%.



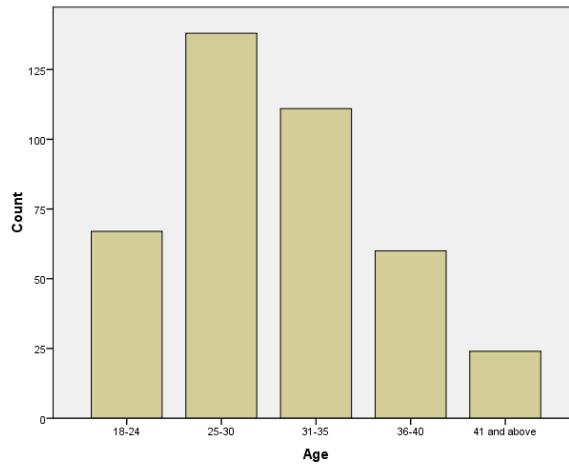
Bar Graph

Gender is also a nominal variable and it verified that majority of respondents were from male category.

Age

	Frequency	Percentage
18-24	67	16.8
25-30	138	34.5
31-35	111	27.8
36-40	60	15.0
41 and above	24	6.0

Male and female respondents were selected for research purpose. They were from different age categories. 16.2% respondents were from age group of 18-24, 34.5% respondents were from age group of 25-30, 27.8% respondents were from age group of 31-35 and 15% respondents were from age group of 36-40 and 6% respondents were from age group of 41 and above.



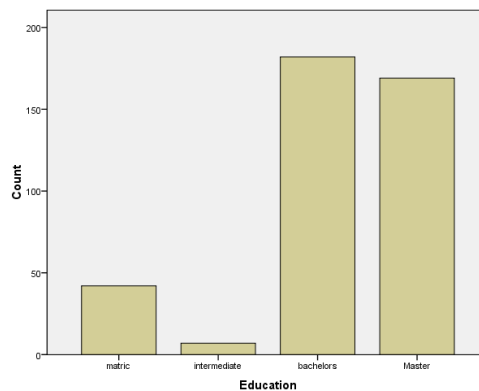
Bar Graph

Age is an ordinal variable and it verifies age category which defined in frequency distribution. Majority of respondents were from age group of 25-30.

Education

	Frequency	Percentage
Matric	42	10.5
Intermediate	7	1.8
Bachelors	182	45.5
Master	169	42.2

Male and female respondents were selected for research purp.ose. They were from different education level. Only 42 respondents with 10.5 % were from matric, 7 respondents with 1.8 % were from intermediate, 182 respondents with 45.5 % were from bachelors and 169 respondents with 42.2 % were from Master.



Bar Graph

Education is also an ordinal variable and it verified that majority of respondents were from bachelors education level.

Reliability

Variables	N	Cronbach Alpha
Brand Perception	4	0.868
Brand Image	5	0.825
Brand Attitude	5	0.896
Brand Loyalty	3	0.871
Brand Awareness	3	0.724
Brand equity	3	0.763

To check reliability of questionnaire Cronbach's alpha test is applied on questionnaire. The above table shows the value of Cronbach's alpha of brand perception which is 0.868. This value shows a high level of reliability. The above table shows the value of Cronbach's alpha of brand image which is 0.825. This value shows a high level of reliability. The above table shows the value of Cronbach's alpha of brand attitude which is 0.896. This value shows a high level of reliability. The above table shows the value of Cronbach's alpha of brand loyalty which is 0.871. This value shows a high level of reliability. The above table shows the value of Cronbach's alpha of brand awareness which is 0.724. This value shows a high level of reliability. The above table shows the value of Cronbach's alpha of brand equity which is 0.763. This value shows a high level of reliability. The value of Cronbach's alpha is greater than 0.70 which shows that questionnaire is reliable. To check the validity of questionnaire there are different types. To check the validity of our questionnaire we use the face validity.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Perception	400	2.25	5.00	4.1012	.64506
Brand Image	400	2.40	5.00	4.0500	.60896
Brand Attitude	400	2.20	5.00	4.0130	.76045
Brand Loyalty	400	2.00	5.00	4.1383	.66773
Brand Awareness	400	2.00	5.00	4.0100	.66240
Brand Equity	400	2.00	5.00	4.2183	.68772

Descriptive statistics is applied on independent and dependent variable. In descriptive statistics, we can elaborate upon the data further by measuring the dispersion. Usually the range of the standard deviation and variance is used to measure the dispersion. In descriptive statistics, range is defined as the difference between the highest and the lowest value. The standard deviation and variance are usually used to measure the dispersion. The brand equity has highest mean value of 4.2183 and brand awareness has lowest mean value of 0.66240. The variable brand attitude has highest standard deviation of and independent variable brand image have lowest standard deviation.

KMO and Bartlett's Test

Constructs	No. of Items	KMO Measure of Sample Adequacy	Bartlett's Test of Sphericity Chi-square	Bartlett's Test of Sphericity Sig.
Brand Perception	4	0.773	887.460	.000
Brand Image	5	0.831	763.413	.000
Brand Attitude	5	0.867	129.703	.000
Brand Loyalty	3	0.706	633.731	.000
Brand Awareness	3	0.617	312.618	.000
Brand Equity	3	0.607	446.191	.000

Kaiser-Meyer-Olkin (KMO) is use for analyze the validity of the data. Bartlett's Test of Sphericity to check whether should go for applies factor analysis or not. Kaiser-Meyer-Olkin (KMO) should be at least equal or greater than 0.60 in minimum conditions. In the above table Kaiser-Meyer-Olkin (KMO) values of brand perception, brand image, brand attitude, brand loyalty and brand awareness and brand equity are 0.773, 0.831, 0.867, 0.706, 0.617 and 0.607 respectively. All of KMO values are greater than 0.60 it means this data is valid. All the Bartlett's Test of Sphericity Sig. values of brand perception, brand image, brand attitude, brand loyalty and brand awareness and brand equity are less than 0.05 which means there significant relationship exist. So the null hypothesis rejected.

Correlation

Independent	Dependent (Brand Equity)	Sig.	N
Brand Perception	.611**	.000	400
Brand Image	.607**	.000	400
Brand Attitude	.767**	.000	400
Brand Loyalty	.584**	.000	400
Brand Awareness	.606**	.000	400

(Table 1)

In correlation table brand perception is independent variable and brand equity is dependent variable. The hypothesis of these variables is:

H1= There is relation between brand perception and brand equity

According to correlation table the significance value is .000 which is less than 0.05. Ho is rejected and H1 is accepted. The Pearson value of both variables is .611 that specifies that there is a strong correlation among brand perception and brand equity.

(Table 2)

In correlation table brand image is independent variable and brand equity is dependent variable. The hypothesis of these variables is:

H1= There is relation between brand image and brand equity

According to correlation table the significance value is .000 which is less than 0.05. Ho is rejected and H1 is accepted. The Pearson value of both variables is .607 that specifies that there is a strong correlation among brand image and brand equity.

(Table 3)

In correlation table brand attitude is independent variable and brand equity is dependent variable. The hypothesis of these variables is:

H1= There is relation between brand attitude and brand equity

According to correlation table the significance value is .000 which is less than 0.05. Ho is rejected and H1 is accepted. The Pearson value of both variables is .767 that specifies that there is a strong correlation among brand attitude and brand equity.

(Table 4)

In correlation table brand loyalty is independent variable and brand equity is dependent variable. The hypothesis of these variables is:

H1= There is relation between brand loyalty and brand equity

According to correlation table the significance value is .000 which is less than 0.05. Ho is rejected and H1 is accepted. The Pearson value of both variables is .584 that specifies that there is a moderate correlation among brand loyalty and brand equity.

(Table 5)

In correlation table brand awareness is independent variable and brand equity is dependent variable. The hypothesis of these variables is:

H1= There is relation between brand awareness and brand equity

According to correlation table the significance value is .000 which is less than 0.05. Ho is rejected and H1 is accepted. The Pearson value of both variables is .606 that specifies that there is a strong correlation among brand awareness and brand equity.

Regression Analysis

variables	B	Std. Error	Beta	t	Sig.	R Square	Adj. R square	F-Statistics
(Constant)	.865	.158		5.478	.000	0.627	0.622	132.490
Brand Perception	.351	.140	.330	2.502	.013			
Brand Image	.255	.114	.248	1.477	.033			
Brand Attitude	.528	.041	.584	12.964	.000			
Brand Loyalty	.340	.132	.136	2.067	.027			
Brand Awareness	.249	.103	.143	2.443	.040			

Brand equity = a + bx1 + cx2+ dx3 + ex4

Brand Equity = 0.865 + .351 (brand perception) + .255 (brand image) + .528 (brand attitude) + .340 (brand loyalty) + .249 (brand awareness)

Multiple regression test was applied to identify the best predictor of brand equity. In this table brand equity is dependent and brand perception, brand image, brand attitude, brand loyalty and brand awareness are independent variable. According to Coefficient table brand perception, brand image, brand attitude, brand loyalty and brand awareness has relationship with brand equity because the P-Value of these variables in Coefficient table is .000 which is less than 0.05 so H_0 of these variable is rejected and H_1 is accepted. So we conclude that brand perception, brand image, brand attitude, brand loyalty and brand awareness has significant impact on brand equity. According to ANOVA table p-value is .000 which is less than 0.05 indicate that model is good fit. In model summary table adjusted R square value is .622 which shows that positive contribution of independent variables on dependent variable. Brand perception, brand image, brand attitude, brand loyalty and brand awareness 62.2 % contribute to brand equity and rest of its contributed by other factor

Discussion/Conclusion

The findings of exploration showed that there is significant relation among brand image, brand loyalty, brand awareness, brand attitude, brand perception and brand equity. This research has been able to retrieved vital information regarding branding's concept after having completed empirical part and the theoretical part of the assumed investigation. This research has been able to retrieved vital information regarding significance for firm as a process of value creation and build competitive advantage strategically. Further, today branding is utilized to make passionate connection to items and organizations; brand is an approach to bond organizations and individuals towards an item. Efforts of branding create a sense of higher quality, a feeling of involvement as well as an aura of qualities that are intangible surround mark, the brand name and symbols. In the current era, firm's credibility and quality of services or products is reflected by brand as well as it is a kind of awareness of the consumers towards the firm. Their results are in line with Keller's (1993) study, which has conceptualized the brand's attitude as part of the brand image. The brand image and brand attitude has a significant relationship between brand image, brand attitude and brand equity. This result is consistent with Churchill and Iacobucci (2002) because they found a significant relationship between brand perception, brand loyalty and brand awareness and brand equity. Also the characterization of a familiarity dimension of brand perception improves the conceptual understanding of this fundamental component of brand equity and suggests that it is not always only if we remember something, but the depth of understanding.

Hess, Story and Danes (2011) Firm's success and survival is based on information collection which is collected by former in an effective manner regarding customer habits of buying product or service. So as to make survival in market, firms are working hard on branding as to create strong brands leads to customer relationships for a long term. In order to understand purchasing patterns of consumers as well as gain much insight, firms inject their time and large resource in investigation of sociological and behavioral factors. Therefore, brands signify key assets to firms (Rindell, 2008). Kotler (2000) Branding is now reflected a key asset of firm and has occurred as parcel and part of modern day strategies of marketing. Firms are suffering to make shift from service or product or C2C point of view regarding market focus reflect the marketing's evolution. As a ramifications to this outlook change, organizations are steadily infusing enormous assets into understanding their buyers in connection to the 3 p's (people, physical evidence and process) and 4 p's (consequently price, product, and place and promotion) (Kotler ,1999).

Recommendations/future research directions

In our selected area of population, a lot of respondents were not willing to respond authentically which cause distortion in data. In future more population can be added. Sample size was very small and data was collected only on from Lahore city of Pakistan only. In future sample size can be large and we can collect data from other cities of pakistan. Consumers were selected on convenience based. It is recommended that in the face of technological advancements and changing consumer preferences, organization must continually make assessment of their packaging. In the face of technological advancements and changing consumer preferences, organization must ensure consumer safety. Organization must continually strive to improve the services rendered so as to even draw more consumers by maintaining the existing ones Organization must continually make assessment of wide area coverage to attract more and more consumers. In the face of technological advancements and changing consumer preferences, organization must continually make assessment of needs and requirements of consumers.

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