Do Brand Trust Matter In FMCG Industry

A Thesis submitted to Department of Management Sciences,
Bahria University – Karachi Campus, in part fulfilment of the requirement for the MBA Degree

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MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor - Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
4	10/04/2019	Cubicle	Research Methodology	
5	21/04/2019	Cubicle	Results	
6	05/05/2019	Cubicle	Recommendation	

APPROVAL FOR EXAMINATION

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Thesis Title: **Do Brand Trust Matter In FMCG Industry**

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 19% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 8/7/2019

Supervisor's Name: Muhammad Asif Shamim

HoD's Signature: Date: 8 July 2019

Abstract

Purpose – This research paper is to examine the components that affect brand trust and how brand trust affects brand loyalty and in this paper I will check key variables such as customer satisfaction, relative price, perceive quality and brand experience that will be affected on brand trust and helps FMCG industry to work on these variables if want to build brand trust and loyalty in Pakistan.

Design/Methodology/Approach – To check the variables that affect the brand trust more in FMCG industry in Pakistan, survey will conducted through questionnaires by convenience sampling in Karachi. Sample size consists of 300, regression and correlation will be conducted to test the hypothesis.

Findings – The results presented that the customer satisfaction, brand experience, relative price and perceive quality have a significant positive relationship on brand trust and so brand trust has a good significant impact on brand loyalty.

Limitation – This study conducted only in Karachi, Pakistan from 300 respondents, so generalizing these result would not be sufficient for all over Pakistan.

Originality Value – This study would help the marketing professionals to understand how people in Karachi, Pakistan figure brand trust and how they retain their existing customers and attract new customers for a longer period of time.

Keywords – Brand Trust, Brand Loyalty, Customer Satisfaction, Relative Price, Perceived Quality, Brand Experience

Paper Category – Research Paper

Acknowledgement

First of all I would like to thank my respectable Supervisor **Sir Asif Shamim** for his guidance, support and patience throughout for preparing this thesis and sharing of knowledge and information that she holds related to this topic. Her motivation and supervision was very helpful to complete the thesis.

I would also like to thank my **parents** for their moral support in every stage of life, so their prayers and supports also help to complete the thesis.

I would also like to thank my **friends**, **colleagues** and each **respondents** who invested their valuable time to fill that questionnaire.

In the end, I would also like to thank the faculty of my institute **Bahria University Karachi Campus** for boosting my knowledge and their relatable course and topics supported me in every aspects for completion of this thesis.

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