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***“The FACTORS AFFECTING BRAND LOYALTY AMONG BROADBAND  
USERS IN PAKISTAN”***



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## ABSTRACT

This study investigates the factors affecting brand loyalty in broadband industry of Pakistan. This study has considered trust, brand image, EWOM, service quality and customer satisfaction as independent variables. Whereas, brand loyalty is used as dependent variable. However, broadband industry of Pakistan has been the sector chosen to investigate the relationship between variables mentioned above. Quantitative research method was used as primary data was collected through adoptive structured questionnaire based on 5 Likert scale. The responses were recorded from 300 respondents (customers associated with broadband industry of Pakistan) through convenience sampling technique. Responses recorded were analyzed through statistical tests (such as correlation and regression analysis) by using SPSS Software. The results indicate that factors (trust, brand image, EWOM, service quality and customer satisfaction) positively effects brand loyalty in broadband industry of Pakistan. Conclusively, this study proves that change in factors (trust, brand image, EWOM, service quality and customer satisfaction) brings a definite change within brand loyalty in broadband industry of Pakistan.

**Key Words:** Trust, Brand Image, EWOM, Service Quality, Customer Satisfaction, Brand Loyalty, etc.

## Table of Contents

<b>ACKNOWLEDGEMENT</b> .....	<b>5</b>
<b>ABSTRACT</b> .....	<b>4</b>
<b>CHAPTER 1: INTRODUCTION</b> .....	<b>6</b>
1.1 Background of the Study .....	9
1.2 Industry Analysis (Broadband Industry of Pakistan).....	10
1.3 Problem Statement .....	11
1.4 Research Gap .....	12
1.5 Research Questions.....	12
1.6 Research Objectives.....	12
1.7 Significance of the Study .....	13
Chapter Summary .....	13
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	<b>14</b>
2.1 Trust.....	14
2.2 Brand Image.....	17
2.3 EWOM.....	20
2.4 Service Quality.....	23
2.5 Customer Satisfaction .....	25
2.6 Brand Loyalty .....	28
2.7 Research Framework .....	31

2.8 Research Hypotheses .....	31
<b>CHAPTER 3: RESEARCH METHODOLOGY .....</b>	<b>32</b>
Introduction.....	32
3.1 Research Design.....	32
3.2 Research Variables.....	32
3.3 Research Philosophy.....	33
3.4 Research Approach .....	33
3.5 Research Strategy.....	33
3.6 Research Nature .....	33
3.7 Research Instrument.....	34
3.8 Unit of Analysis .....	34
3.9 Population .....	34
3.10 Sample Size.....	34
3.11 Sampling Technique .....	35
3.12 Data Collection Procedure .....	35
3.13 Data Analysis Techniques.....	35
<b>CHAPTER 4: DATA FINDINGS AND ANALYSIS.....</b>	<b>37</b>
Introduction.....	37
4.1 Data Analysis.....	37
4.1.1 Descriptive Frequencies.....	37

4.1.2 Reliability Analysis.....	38
4.1.3 Descriptive Statistics.....	40
4.1.4 Correlation Analysis.....	40
4.1.5 Regression Analysis.....	42
4.2 Data Findings.....	44
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATIONS.....</b>	<b>45</b>
5.1 Discussion.....	45
5.2 Conclusion.....	45
5.3 Limitations.....	46
5.4 Recommendations & Future Research.....	46
<b>REFERENCES.....</b>	<b>48</b>
<b>APPENDIX.....</b>	<b>50</b>