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No.

**Customer exposure towards brand loyalty, an empirical analysis of
Pakistani Restaurant Industry**



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Abstract

Purpose

The major purpose of this study is to identify the customer exposure towards brand loyalty in restaurant sector of Pakistan. Furthermore, to get an idea that which variables and processes are more important for the cement companies supply chain in this era of uncertainty

Design/Methodology/Approach

The major purpose of this study is to identify the customer exposure toward brand loyalty in restaurant (operated in Islamabad). Furthermore, to get an idea that which variables and processes are more important for the restaurants of Islamabad in this era of uncertainty. There are so many variables the marketing explain the literature. Moreover, the importance of each factor is also defined for this study. Quantitative research approach used for this study and collect information with the help of questionnaire design. The questionnaire has been divided into 4 sections. Section A relates with the general demographic section and section B to D relates with the independent variables of customer exposure factors and the last E section was related to brand loyalty which was dependent variable. Random sampling technique was used and all the respondents were the staff and customers of restaurants of Islamabad Total 150 respondents were contacted. Analyzing has been done with the statistical methods though SPSS software. Tables and their analysis were used in descriptive analysis and regression method has been used in inferential analysis so that hypothesis can be tested easily. These methods have been selected to know more about the topic in detail and according to the nature of the topic.

Findings

This research helps to investigate the customer exposure towards brand loyalty in restaurant sector. These finding help to find which factors of brand loyalty are more important and valuable.

Practical Implications

The outcome of this journal can be helpful for the restaurant sector. It elaborates which factors and areas of brand loyalty should be focused more when restaurant goes to achieve the maximum level of the brand loyalty.

Keywords

Customer exposure, brand love, brand commitment, brand awareness, brand loyalty

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