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WAQAS KHAN

I realize that plagiarism is a severe offence and have read and understood the college policy on plagiarism. The thesis titled *"Marketing Communications, Customers' Knowledge and Perceived Service Quality on Brand Loyalty"* is submitted by me in the partial fulfillment of the requirement of my MBA Degree program at BahriaUniversity Islamabad, under the kind supervision of *Mr. Umar Chaudhry*. I proclaim that:

a. This research thesis is my novel work, except where otherwise acknowledged in the text.

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APPROVAL CERTIFICATE

The thesis entitled *"Impact of Marketing Communications, Customers' Knowledge and Perceived Service Quality on Brand Loyalty"* **prepared**byWaqas Khan under supervision for the fulfillment of the requirement of MBA Degree program at Bahria University Islamabad, is hereby approved for submission.

I am satisfied with the quality of this research work and consider it worthy for submission for external evaluation.

Mr. UMAR CHAUDHRY

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Date:

Marketing Communications, Customers' knowledge and Perceived Service Quality on Brand Loyalty

Submitted By:

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This thesis is submitted for fulfillment of the MBA Degree Program requirement at Bahria University Islamabad, Pakistan.

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ABSTRACT

The purpose of my research study is to measure the***Impact of Marketing Communications, Customers' Knowledge and Perceived Quality on Brand Loyalty***. The *Dependent* variable taken for this study is *Brand Loyalty*in order to find out loyalty of customers in restaurant industry. The *Independent* variables taken for this study *includeMarketing Communications, Customers' knowledge and Perceived Quality* in order to measure whether or not these factors are affecting the loyalty of brand in restaurant industry? The Correlation and Multiple Regression tests have been applied to find out the empirical evidence for the study by using SPSS. It has been confirmed from outcomes of research study that Marketing Communications, Customers' Knowledge, and Perceived Quality have direct impact on Brand Loyalty.

Key Words:

Marketing Communications, Customers' Knowledge, Perceived Quality, Brand Loyalty.