

# **FACTORS AFFECTING BRAND PREFERENCE OF AIRLINE INDUSTRY OF PAKISTAN: A BRAND EQUITY APPROACH**

**BY**

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**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: Samir

## **Dedication**

I dedicate my thesis to my family members and colleagues who encouraged and supported me throughout this research work.

## **Acknowledgement**

Firstly, I am so thankful to ALMIGHTY ALLAH for His countless blessings. He is the most beneficent and the most merciful. I would have not been able to complete this thesis without His agreement.

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## **Abstract**

### **Purpose:**

The research aims to investigate the impact of perceived quality, price perception, brand association, and social media marketing (E-WOM) on the brand preference in the passengers of Pakistan International Airline (PIA).

### **Methodology & Design:**

The quantitative approach has been applied for data collection and 159 sample responses have been gathered from the airline consumers of Pakistan. The data analysis has been performed using regression analysis technique.

### **Findings:**

The results have showed that perceived quality has a positive but insignificant effect on brand preference. The price perception has a positive but insignificant effect on brand preference. The brand association has a positive and significant effect on brand preference. The electronic WOM has a positive and significant effect on brand preference. Moreover, the findings revealed that brand association had a positive and significant relationship with brand preference.

### **Limitations:**

Among the limitations, the study was conducted on the airline industry of Pakistan and on a smaller scale therefore the results cannot be generalized. Further, information was gathered through online resources which lead to limited number of responses. Lastly, other factors could have been incorporated in the framework to determine the determinants of brand preference.

**Recommendations:**

Therefore managers are suggested to manager their brands portfolio. Several brands from the same industry compete in the same category. One of the difficulties is ensuring that these trademarks are sufficiently distinct from one another.

**Keywords:**

*Perceived Quality, Price Perception, Brand Association, Brand Preference, Airline Industry.*

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