

# **THE MEDIATING IMPACT OF CUSTOMER SATISFACTION IN RELATION OF BRAND EQUITY AND BRAND LOYALTY**

**BY**

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

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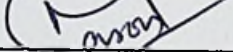
S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	12-6-2020	Zoom	Topic Selection	Nabeel
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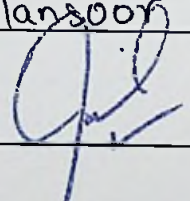
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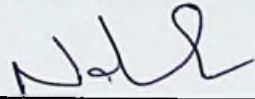
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A handwritten signature in black ink, appearing to be 'N. J. L.', written over a horizontal line.



## **Dedication**

I would like to dedicate this thesis to Bahria University for providing me this opportunity and my family members especially my wife who always supported me during my thesis.

## **Acknowledgement**

First of all, thanks to Almighty Allah with his blessings I was able to complete my thesis work. I also give my deep gratitude to my supervisor Mr. Mansoor Zakir who guided me throughout this research which inspired and motivated me during the research work and I would like to work with him in future as well. I extend my thanks to my family and friends who always supported me and Bahria University for providing me with this opportunity.

### **Abstract**

**Purpose** – This study was to identify the link among the factors of CBBE and loyalty of brand with the mediating effect of customer satisfaction for the garments industry segment which includes unstitched and stitched clothes which are located in Karachi.

**Design/methodology/approach** – To achieve the objectives of the study the conceptual framework was tested through statistical techniques correlation, regression and mediation by using SPSS and Jamovi. For the data was collected through questionnaire of 307 respondents.

**Findings** – The results indicates that as per the correlation perceived quality, brand identity, trust and life congruence has positive impact on customer satisfaction while perceived value of cost has a vice versa impact and customer satisfaction has positive impact on brand loyalty. As per regression perceived quality and life congruence has a significant impact on customer satisfaction while the perceived value of cost, trust and brand identity had no significant impact on customer satisfaction. Customer satisfaction had a significant impact on brand loyalty. As per the mediation customer satisfaction strongly mediates the perceived quality with brand identity but partially mediated all the other variables.

**Limitations-** This study is limited to the population of Karachi only, sample size was small to carry out more accurate results.

**Keywords:** Consumer-based brand equity model, customer satisfaction, brand loyalty.



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