

MANAGEMENT OF BRAND EQUITY IN DIVERSIFIED CULTURE: FORWARD INTEGRATED WOMEN APPAREL BRANDS OF PAKISTAN



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**BAHRIA UNIVERSITY KARACHI
MARCH, 2022**

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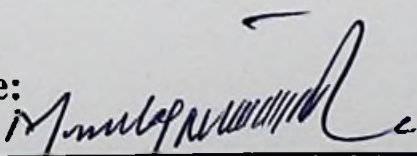
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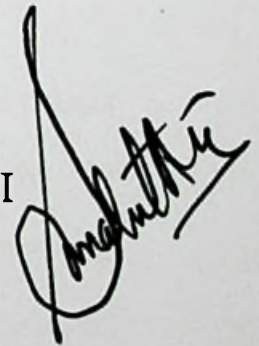
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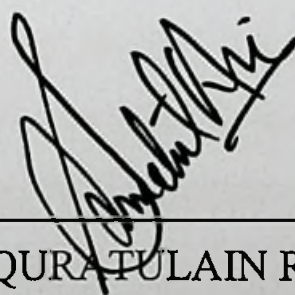
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Acknowledgement

It is said God works in mysterious ways and these five years of immense hard work and now to its miraculous conclusion is none different. What was seemingly impossible but is now a thing of the past makes me realize how much blessed I am and for that I must thank the Almighty.

Foremost, I would like to exhibit my endless gratitude to my supervisor Dr. Mustagis Ur Rahman for the strong and continuous support throughout my journey, for his remarkable knowledge, mentoring, patience and motivation. His sage advisory has endlessly helped and I could not imagine having any better for my PhD.

I'd also like to thank my work place, Pakistan Air Force Karachi Institute of Economics and Technology (PAFKIET) and President (KIET) Mr. Tabrez Asif and the Director (College of Management Sciences) Mr. Adnan Anwar for their strong belief in me. Not to forget my coworker Ms. Rozina Imtiaz for keeping me together through this rollercoaster ride.

Last but not the least, I am forever in debt to my family: my parents Adeeb Najam and Tanzeem Fatima for their distinguished support throughout their lifetime. My father and mother in laws Medhi Raza and Shahnaz Kazmi for their extraordinary reinforcement. Not to forget my husband Muhammad Raza Kazmi for he has undoubtedly laid the foundation to my higher studies, a companion I'm blessed to have. A special thanks to my kids Ali, Zain, Hassan whose importance matters the most and for their cooperation and iron code loyalty I am proud to be a mother.

ABSTRACT

The purpose of this thesis is to find the positive relation of Hofstede cultural dimensions on brand equity by considering brand awareness, brand image, brand loyalty, and perceived quality as mediating variables. Hofstede's cultural dimensions (Six-Dimensional) and Aaker's model's four contributing factors of Brand equity are the basis of the conceptual framework. A convenient sampling technique is used for distributing a questionnaire to samples from major shopping malls in Karachi, Pakistan. The sample size was 430 women customers of 5 top women's apparel brands of Pakistan. Data analysis was conducted through SMART PLS 3.0 by using SEM. Based on results, we can infer that the model has adequate fitness and predictive power. Some of the Hofstede's cultural dimensions showed particular significance. All direct hypotheses based on the positive relationship of brand awareness, brand image, brand loyalty, and perceived quality with brand equity were accepted. Masculine/Feminine dimension is entirely recognized with direct and indirect relationships to brand equity. Power distance, Individualism/Collectivism, Uncertainty Avoidance, dimensions were significant directly with the mediation of Brand Awareness, Brand Image, and Brand Loyalty. Conversely, these three dimensions were insignificant with Brand Equity directly and with the mediation of Perceived Quality. Indulgence/ Restrain turned up with mixed results as direct and indirect relation of Indulgence/ Restrain with brand equity with the mediation of brand awareness was insignificant. Conversely, the direct and indirect relationship of Indulgence/ Restrain with Brand Equity with the mediation of Perceived Quality was significant. The direct relation of Indulgence/ Restrain with Brand Image, Brand Loyalty was substantial, where indirect relation of Indulgence/ Restrain with Brand Equity keeping Brand Image and Brand Loyalty as mediator showed insignificant results.

Key Words

Brand equity, brand loyalty, brand image, perceived quality Hofstede cultural dimensions, power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, indulgence vs. restrain, and long-term/short-term orientation.

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