

"Effect of positive brand association on customer purchase decision a case of Kentucky Fried Chicken."



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ABSTRACT

Brand name is really a system in order to in order to businesses to have competing benefit. Brand name resources through the client viewpoint really are a multi-dimensional framework which is integrated attitudinal as well as behavior elements. Within this research, thinking about the type of Lanza as well as Kapferer tend to be analyzed effect of brand name resources upon making decisions concerning the acquiring items along with lower psychological discord (daily customer products).

Next, it really is examined the effect associated with resources upon recognized costs as well as high quality from the item and 3rd stage; it really is examined effect associated with recognized price and quality upon buy making decisions because advanced adjustable and lastly brand name resources could be developed below some other 3 sizes (brand recognition, brand name identification and also the brand name image); within next thing had been analyzed pointed out 3 aspects, because efficient aspects upon buy choices.

Analyze the connection continues to be utilized in this particular research. The outcomes reveal which "brand resources upon cost as well as recognized high quality associated with milk products experienced an optimistic effect and for that reason possess an immediate effect on buy choices of shoppers".

Contents

ABSTRACT	1
CHAPTER NO 1.....	7
INTRODUCTION.....	7
1.1 Background.....	7
1.2 Problem Identification	10
1.3 Problem Statement	10
1.4 Rationale of the Study	11
1.5 Research question.....	12
“What is the impact of positive brand association “brand awareness and brand image” while taking purchase decisions in the minds of Pakistani customers”?	12
1.6 Objective of the Study.....	12
1.7 Resources	13
1.8 Limitations.....	13
CHAPTER NO 2.....	14
LITERATURE REVIEW.....	14
2.1 Theoretical Definitions and Background of Research.....	14
2.1.1 Brand Definition.....	14
2.2 Brand awareness.....	17
2.2.1 Definition of Brand Awareness.....	17
2.2.2 Dimensions of Brand Awareness.....	18
2.2.3 Definition of Brand Identity.....	18
2.2.4. Dimensions of identity:.....	19
2.3 Brand knowledge.....	21
2.3.1. Brand awareness.....	22
2.3.2 Brand Image.....	24
2.4.1 Definition of Brand Image.....	25
2.3.2 Types of brand associations:	27
2.3.2 Attributes:.....	28

2.3.3 Benefits:.....	30
2.3.4 Functional Benefits:	30
2.3.5 Experiential Benefits:	30
2.3.6 Symbolic Benefits:	31
2.3.7 Brand Attitudes	31
2.3.8 Favorability of brand associations.....	32
2.3.9 Strength of brand association.....	33
2.3.10 Uniqueness of brand associations	34
2.4 Relationship between brand awareness and Customer Purchase Decisions.....	35
2.5 Brand image.....	38
2.5.1. Definition of Perceived Quality:	38
2.5.2. Definition of Perceived Price:.....	38
2.5.3 Definition of Purchase Decision Making	39
2.5.4. The Impact of Brand Functions on Customer Behavior.....	40
2.6 Research Model	42
2.6.1 Theoretical Framework.....	44
2.7 Hypothesis Generation.....	44
Chapter No 3.....	45
Research Methodology.....	45
3.1 Questionnaire:	45
3.2 Selection of Respondent.....	45
3.3 Questionnaire structure and design.....	46
3.4 Elaboration of questions	47
CHAPTER No 4.....	52
RESULTS & DISCUSSION.....	52
4.1 Analysis of Brand Awareness	63
4.2 Analysis of Brand Image.....	65
4.3 Demographic analysis.....	67
CHAPTER No 5.....	68
CONCLUSION AND RECOMMENDATIONS.....	68

5.1 Conclusion.....	68
5.2 Recommendation.....	69
5.3 Limitations:.....	70
References.....	72
References -Part B.....	73
Appendices:.....	75
Questionnaire:.....	75