

EXPLORING THE SHIFT FROM TRADITIONAL MEDIA TO SOCIAL MEDIA AS A TOOL FOR BRAND AWARENESS IN FAST FOOD INDUSTRY

By

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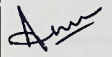
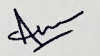
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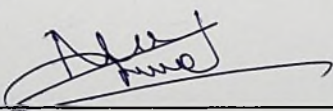
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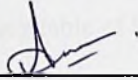
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Abstract

Purpose- The main aim of this paper is to assess the relative impact of brand communication on brand equity through social media as compared to traditional media to know about which media is most suitable for the fast food brand equity creation in Karachi.

Methodology/sample- In this descriptive research the sample size of 355 is selected. Data is collected through the research questionnaire. The collected data has been analyzed through descriptive (frequency tables and graphs) and inferential statistics (t test).

Findings- The research concluded that social media is effective in gathering the attention of food lovers particularly youth. However the reliability of the social media in creating the brand awareness is weak as compare to the traditional media.

Practical Implications- Through this study, the fast food companies could know about the impacts of both media in creating brand equity. This research will help the fast food chains (local and international) to adopt the most suitable strategy for marketing which would create high brand equity in Karachi.

Key Words- social media marketing, traditional media marketing, brand awareness

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