

MAJOR: MARKETING

SR. NO. 42

THE EFFECT OF BRAND EQUITY ON CONSUMER BUYING BEHAVIOR IN
TERMS OF FMCG IN PAKISTAN



By:

Muhammad Daniyal Ashiq

Enrollment No: 01-221162-048

SDW 6 92
C.H.S 04

MBA

Supervisor:

Ms. Waiza Rehman

Department of Management Sciences

Bahria University Islamabad

Fall 2017

Abstract

Today, in the occurrence of high modest business edges companies are using the model of brand equity to promote their brands all everywhere the globe. The model of brand equity is composed of three chief aspects. These chief aspects are related to consumer perception, determine and investigate negative and positive effects and resulting value as well. Each and every aspects of brand equity have its own important and helpful for accomplish their company goals within set time frame. It has been observed that brand equity is to be measured as a phrase that used in context of marketing industry. Success, development and growth of any company are highly dependent upon effective decision of corporate management related to produced quality oriented products and service to capture more consumers attention. Importance of marketing industry cannot be overlooking at any case to well perform business operations in market. Type of this research study is quantitative in nature. Primary source of information is used for data collection and SPSS software is use for data processing. The limit of sample size is 310 respondents who are using the products and services of FMCGS working in Pakistan. These FMCGS companies are Engro Foods, P & G Pakistan, Pakistan Tobacco Company, Coca-Cola Company and Nestle Pakistan.

Keywords: Brand Equity, brand loyalty, brand association, Brand awareness, perceived quality, and consumer buying behavior.

CONTENTS

Thesis Approval Sheet	2
Acknowledgement	3
Abstract.....	4
Chapter 1: Introduction.....	9
1.1 Research Problem Statement.....	11
1.2 Research Objectives	12
1.3 Research Questions	12
1.4 Significance of Study	12
1.5 Thesis Contribution.....	13
1.6 Thesis Structure.....	14
Chapter 2: Literature Review.....	15
2.1 Brand Equity	15
2.2 Brand Awareness.....	17
2.3 Brand Loyalty.....	19
2.4 Perceived Quality	20
2.5 Brand Association	22
2.6 Consumer Buying Behavior	24
2.7 Theoretical Framework Model.....	26
2.7.1 Research Hypotheses	27

2.8	Brand equity is positively associated with consumer buying behavior in term of FMCG in Pakistan.....	27
2.9	Brand awareness is positively associated with consumer buying behavior in term of FMCG in Pakistan.....	28
2.10	Brand loyalty is positively associated with consumer buying behavior in term of FMCG in Pakistan.....	29
2.11	Perceived quality is positively associated with consumer buying behavior in term of FMCG in Pakistan.....	30
2.12	Brand association is positively associated with consumer buying behavior in term of FMCG in Pakistan.....	31
2.13	Summary.....	32
Chapter 3: Research Methodology		33
3.1	Research Design.....	36
3.2	Data Collection Techniques	37
3.3	Population and Sample Size Technique.....	37
3.4	Statistical Development Tools	38
3.5	Reliability Statistics.....	38
Chapter 4: Data Analysis, Results and Interpretation.....		40
4.1	Demographic Information.....	41
4.2	Correlation Analysis.....	47
4.3	Hypotheses Assessment Summary.....	50
4.4	Multiple Regression Analysis Model.....	52
4.4.1	Model Summary.....	52

4.4.2	ANOVA Analysis	53
4.4.3	Coefficient Analysis.....	54
4.5	Chi Square test Analysis	55
4.5.1	Gender * Brand Equity	55
4.5.2	Gender * Brand Awareness	58
4.5.3	Gender * Brand Loyalty.....	61
4.5.4	Gender * Perceived Quality.....	63
4.5.5	Gender * Brand Association	66
4.5.6	Gender * Consumer Buying Behavior.....	68
4.5.7	Customer Age * Brand Equity.....	72
4.5.8	Customer Age * Brand Awareness	76
4.5.9	Customer Age * Brand Loyalty	80
4.5.10	Customer Age * Perceived Quality.....	83
4.5.11	Customer Age * Brand Association.....	86
4.5.12	Customer Age * Consumer Buying Behavior	89
Chapter 5:	Conclusion, Recommendation and Future Research	94
5.1	Conclusion.....	94
5.2	Recommendation.....	95
5.2.1	Future Research	96
Reference	97
Appendix	101
5.3	Part 1: Personal Information	101

5.4	Part 2: INSTRUCTIONS	102
5.4.1	Section A: Brand Equity	102
5.4.2	Section B: Brand Awareness	102
5.4.3	Section C: Brand Loyalty.....	103
5.4.4	Section D: Perceived Quality.....	103
5.4.5	Section E: Brand Association	104
5.4.6	Section F: Consumer buying behavior.....	104
5.5	Appendix	105
5.5.1	Statistical Test.....	105