Major: MKT

S. No. 30

The Effects of Brand Equity on Brand Loyalty (A case on Soft Drinks in Peshawar-PEPSI)

By:

Faisal Noman 01-221162-100

MBA (1.5)

Supervisor

Salman Ali Khan

Department of Management Sciences

Bahria University Islamabad

Fall 2017

Acknowledgement

The project would not have been succeeded without the help of the following people:

First of all, I wish to thank my supervisor ***Mr. Salman Ali Khan*** for his patience, guidance, support and understanding. His suggestions were valuable, which enabled me to overcome the difficulties I encountered during the research. There were guidelines and specific requirements for the thesis yet ***Mr. Salman Ali Khan*** encouraged me and respected creativity on my part.

Thanks are also due to the other subject teachers, friend's research scholars. Although I am unable to name them individually, their help is warmly appreciated.

Faisal Noman

The Effect of Brand Equity on Brand Loyalty

A case on (Soft drinks in Peshawar-PEPSI)

Abstract

The present study was conducted in the soft drinks products available in Peshawar markets. There are different soft drinks available in the market but the current study will take the carbonated drink i.e. Pepsi as the unit of the study. All the soft drinks will be the population of the study. It is almost impossible to measure the brand equity and brand loyalty for the all the soft drinks in the Peshawar market. Therefore the ease in the data collection and completing the research study in the allocated time period, the study will be limited to the carbonated drink i.e. PEPSI as the sample of the study. The current study includes the students from the public sector universities as the sample unit and randomly 300 students will be selected as a sample size of the study. The study will design a closed ended questionnaire which will be based on five point liquid scale and also multiple items for the brand equity and brand loyalty. The data from the sample 300 students will be collected this questionnaire and all the questionnaires will be administered personally. The finding of the model suggested that the brand awareness, brand image, brand relation and brand retention have positive and significant effect on the brand loyalty.

Keywords: Brand awareness, image, loyalty, education sector, soft drinks, Peshawar etc

Table of Contents

Acknowledgment 2

Abstract 3

Chapter 1 Introduction 6

1.1 Background of the Study 6

1.2 Problem Statement 7

1.3 Objectives 7

1.4 Hypotheses 8

1.5 Significance 8

Chapter 2 Literature Review 9

2.1 Brand Awareness 11

2.2 Brand Affiliation 12

2.3 Brand Loyalty 16

Chapter 3 Research Methodology 32

3.1 Population 32

3.2 Sample and Sampling 32

3.3 Data Collection 32

3.4 Variables 33

3.5 Theoretical Framework 34

3.6 Models 34

Chapter 4 Results and Discussions 36

4.1 Demographic 36

4.2 Reliability 37

4.3 Regression 37

4.4 Correlation 41

Chapter 5 Conclusion & Recommendations 44

5.1 Summary 44

5.2 Conclusion 44

5.3 Future Directions 46

5.4 Limitation 46

5.5 Recommendations 46

References 47

Appendices 55