

**"Analyzing the impact of Reliability,
Responsiveness, and Tangibility on brand image: A case
of hoteling industry in Pakistan"**



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Abstract

Purpose – The paper aims to explore relationship of Reliability, Responsiveness and Tangibility on hotel brand image and eventually enhance the Image of the hotel service in the mind of the customers.

Design/methodology/approach –There is a quantitative research being done on the study. The scale constructed to measure Reliability, Responsiveness and Tangibility and brand image. The data was collected from actual customers/respondents from Twin cities of Pakistan that are Islamabad and Rawalpindi. The data was then analyzed in SPSS software to find the test results of reliability, regression analysis and correlation.

Findings – The Study concluded that Brand awareness dimension was not found significant in the tested model for hotels. The present study contributes to the understanding of how Reliability, Responsiveness and Tangibility can improve brands image in potential market.

Research limitations/implications –In future the study could be improved by adding more variables or the same model could be applied to other product/service categories. Furthermore, there could be a comparison done between two different hotel categories and their brand image and what attempts they are making to improve their Brand image.

Practical implications – The study reveals that management of hotel should keep on trying to

Positively Influence brand image in their hotels and design their service scape in a way that would eventually improve their brand image in the mind of consumers.

Originality/value – The prime objective of the paper is that it is going to provide crucial insights that will help hotels to build a customer based hotel brand image and its effect on service.

Keywords: Hotels, Brand image, Brand loyalty, Brand image, Pakistan.

Paper type: Thesis

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