The Impact of Branding on Brand Equity in Pakistan

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ABSTRACT

The analysis of this research was on " impact of branding on brand equity in Pakistan." The key point of this research was to investigate the branding elements that were significant in the development of brand equity and its importance in relation to Pakistan's buyer. Secondary information was collected with the help of the Internet. Primary data was collected by drift questionnaires at several shopping malls in Pakistan to be able to gain profound knowledge of the potential and suitable for research people. SPSS and AMOS were used to analyze accumulated data through discriminative validity, measurement model, reliability, fitness index model, and analysis pathway on factors in the research. The data gathered was assessed in terms of validity using value of Cronbach Alpha through the help of statistical programming software of SPSS, moreover further tests were done using Amos Software. Findings have given an imminent and conclusive result of the brand equity brand impact in the Pakistan result. When analyzing, it was observed that each variable had been significant in influencing the overall brand equity The information congregated provides a beneficial insight in terms of each variable as well as a strong image regarding the concept for future research purpose.

1. Introduction

1.1 Overview:

The current research is conducted on the "impact of branding on brand equity in Pakistan". There are different factors that affect branding which are brand image, brand perception, brand attitude, brand awareness and brand loyalty. The main goal of this research is to analyze the relationship between branding and brand equity. The sub objectives of this research are to determine the relationship between branding element by involving psychological features either positive or negative with brand image, brand perception, brand attitude, brand awareness and brand loyalty on brand equity. Internet is used to acquire the data regarding these branding elements and brand equity. Internet provides the quick access to all previous studies regarding branding elements and brand equity. From an academic point of view this research explores or analyzes branding elements like brand image, brand perception, brand attitude, brand awareness and brand loyalty on brand equity.

The part of Brand equity has been identified by the marketers as the ability to encounter experiments confronted by brands in the dynamic environment. To make evaluation of worth of brands, brand equity is proposed as the financial tool which makes contribution as a metric for exploring the different consumer responses impacting on activities of firm marketing mix. This is most authentic reason at the back of conducting research. A unique edge perceived by the marketers due to brand equity. The organizations received a great number of advantages like their satisfaction and loyalty of customers due to brand positioning in the customers mind, a great resiliency perceived due to price change like different offers change their behavior towards brand. Moreover, consumer preferences and purchasing intentions towards brands reach an extant level due to high level of brand equity.

It is essential to reimburse additional intention towards brand if it has low equity. Organizations position consumer minds through advertisements that positively affect whole brand equity which eventually develops a brand perception. Aaker and Keller (1993) conceptualized brand equity at managerial level. Kotler et al. (1999) consumer behavior, emotions, feelings towards product or service is known as brand attitude. Brand image affects brand attitude of individuals and create loyalty. When consumers showed a specific type of attitude or reaction again and again toward a product or service and attached with brand in a certain time period is known as brand loyalty. When products advertised, they set their priorities as marketer position product regarding brand and depend on those brands (Assael, 2003). Consumer evaluates their psychological features negatively and positively showing their attitude toward the brand differently. Consumers get awareness about product or service through different type of media. High brand preference increment in consumers is achieved by high brand awareness with high brand image along positive or negative association with brand (Bravo et al., 2007).

A lot of studies are explored on this topic "impact of branding on brand equity in Pakistan". This research has explored in developed and developing countries many times by a number of researchers or scholars. The unique point or contextually contribution of this research as this research is going to explore with psychological features either positive or negative in Pakistan for the first time. This research has applied with structure equation modeling in developed and developing countries but not applied with the defined framework of this exploration.

In Pakistan, most of researches are analyzed by making application of correlation and regression.

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A very few research is found and analyzed on application of structure equation modeling/ So theoretical framework makes unique contribution to this research.

1.2 Theoretical Contribution:

This research makes theoretical contribution as all the branding elements are explored separately in different researches. In this research, all branding elements explored are combined. The most unique point of theoretical framework is that it explored branding elements with psychological features either negative or positive. So this exploration makes theoretically contribution in a unique way. Desai and Keller (2002) and Faircloth, Capella and Alford (2001) worked on these branding elements separately but in this research it is combined with positive and negative psychological features of these branding elements.

1.3 Research Questions:

What is impact of Branding on brand equity in Pakistan?

Sub Questions:

What is impact of Brand Perception on brand equity in Pakistan?

What is impact of Brand Image on brand equity in Pakistan?

What is impact of Brand Attitude on brand equity in Pakistan?

What is impact of Brand Awareness on brand equity in Pakistan?

What is impact of Brand Loyalty on brand equity in Pakistan?

1.4 Significance of Study:

The findings of the study will be significant for organizations which will be selected as target population as it will help them to know about their market share by getting knowledge about positive and negative psychological features regarding branding elements like brand image, brand perception, brand attitude, brand awareness and brand loyalty with brand equity as well as what their customers think about their brand.

The research is significant for the marketing managers and policy makers as it will help them to know about the customer perception after watching ads and get awareness about the product. It will help them to know the effects of positive and negative positioned in customers minds that affect their purchase intentions and behaviors.

The research is very helpful for marketers as they can get knowledge about how consumer familiarizes with branding elements which affect buying behavior again and again as to retain loyalty with product. It is very helpful for policy makers to design policies by getting information regarding how nostalgic attachment created among consumers with the brand effects its equity.

This research is value added from theory point of view. A lot of studies have been explored on this topic but a lot of areas are still need to be opened on this exploration theme that needs to be filled in the literature. The findings of research will be able to contribute in literature by mentioning about the positive and negative relationship existence.

2. LITERATURE REVIEW

2.1 Introduction

In this chapter of research there will be all past date that is been collected from the articles related to the impact of branding on brand equity in Pakistan. As literature review tells us about the previous studies which have been done by the researchers and helps us to do more and further research about impact of branding on brand equity in Pakistan.

Below is the literature review of some articles which will tells about the past research that is being done on the same topic. The primary motive of the researchers was to carry out a detailed investigation regarding the concept and its measures, eventually finding the core reasons and the ultimate effect of the concept.

2.2 Brand Equity:

Several valuable functions served by brands. At their most basic level, brands fill in as branders for the offerings of a firm. For the customer's brands can enhance choice, ensure a particular quality level, lower the level of risk involved and simultaneously increasing the amount of trust a customer places into a brand. Compiling the impact of branding we can relate to the overall experience which a customer goes through by using the products of a particular brand. Moreover, in terms of effective and active advertisement and channel engagement brands also play a major role. In the financial sense, brands are deal as an asset. Customer market, product market, and financial market are three primary levels of brands manifest. The value accumulated by these several remunerations is often called brand equity.

Branding is all about brand positioning that determine the direction of marketing activities and programs. Brand positioning creates competitive advantage and establishes associations regarding a brand in the consumers mind regarding the brand which also affect various major components as well. (Keller et al. 2002).

Aaker (1991) when value add in product to organization and organization to customer is called brand equity. It is about evaluating customer response to the brand by effecting of brand knowledge. Brand equity is about value addition of brand name in conjunction with other brand names or in the form of line extensions. (Rao and Ruekert, 1994).

In 1980, concept of brand equity evolved that attracts marketing academicians and practitioners and increases their interest. In 1991, The survey of Marketing Science Institute members indicated that marketing management facing number one issue regarding brand equity. The Marketing Science Institute (MSI) states that brand is about a set of positive associations and behaviors in context of consumers. While Farquhar (1989) said that consumer follows branded product in a positive assessment and attitude is called brand equity. Keller (1993) theorizes customer based brand equity emerges from a more satisfactory differential response to the organization marketing efforts. Consumer behavior is result of Equity. Positive brand associations perceived by consumer's biased behavior toward product. Keller mentioned about the differential responses acquired from image and awareness of brand due to the consumer's brand knowledge memory structure. Consumer's image and attitude influenced by a behaviorly oriented construct of Brand equity.

Kim and Kim (2005) said that in marketing of the brand, brand loyalty, brand awareness, brand association, brand name and perceived quality add value and result into consumer response with differential effect of brand knowledge (Keller 1993).

2.3 Brand Image:

Kotler (2001) A particular thing or object become focal point of attitude, thought and feelings of an individual is called image.

Keller (1993) brand image is all about position product in mind of buyers which construct brand awareness and association regarding product features, advantages and attitude. Brand image motivating customer to buy the brand and helps buyer in distinguishing their requirements expected regarding the brand. Brand image differentiates the brand from other rivals. Brand positioning is most vital part firm marketing strategies as it affects their purchasing power. Brand image provide foundation for extension of brands but Buyers can easily get information, differentiate it with other brands, creates constructive feelings as well as creates reason to purchase. Brand image is about the brand related shopper's assessment of and a concept shaped from gestalt of altogether the brand associations connected to the brand and dissimilar from brand attitude.

2.4 Brand Image and Brand Equity:

Faircloth et al. (2001) conducted investigation on brand image and band equity. They mentioned in their research that a number of researchers worked on these variables and developed a model named with "brand power". They said that buyers developed information regarding brand-related body over time. Brand equity is based upon brand image. They said that brand image and brand attitude played an important role in creating brand equity either directly or indirectly. The outcomes of exploration showed significantly positive direct impact between brand image and band equity.

Keller (1993) conducted investigation on brand image and band equity. He mentioned in their research that unique brand associations, strong, favorable and positive brand image creating a familiar brand name by building brand equity. He mentioned that the concept of brand image evolved due to brand equity. He said that by accumulating brand equity, brand's value can be enhanced through brand image development. The outcomes of exploration showed hypothesis are supported.

Faircloth, Capella and Alford (2001) explored their study on brand image, brand attitude and brand equity. Their study operationalizes brand equity and adapted from Aaker (1991) and Keller (1993) work as well as tests theoretical framework empirically. They mentioned about outcomes and designated those buyers who have brand associations or signals with specific product manipulated brand equity at the independent construct level. Images and attitudes derived from these type of associations and have a great effect on brand equity. The results suggest that focusing on the constructs that create brand equity is more relevant to managers than trying to measure it as an aggregated financial performance.

Aggarwal (2004) explored their study on brand relationship and its attitude. A brand assessment is performed when consumers use guide of norms of interpersonal relationships to form their relationships with brands. He mentioned in his study about exchange relationships and communal relationships. To get something back, benefits are given to others is called exchange relationships. When benefits are given to fulfill needs and requirements of buyers is known as communal relationships. The outcomes of exploration showed theory is supported.

Chen and Tseng (2010) explored study on determining Customer-based Airline Brand Equity. This study was explored in Taiwan. This study address the significance of buyer based bran equity in the carrier business and investigate the relationship between bran equity and their

outcomes - to be specific, brand preference and buy prospects. Their findings affirm the constructive outcomes of buyer construct brand equity in light of brand preference and buying intentions. Twice as mostly, better aircraft brand equity brings about consumer' higher preference on a carrier and further prompts to a higher probability of finding opportunities by means of the interceding impact of brand preference.

Above literature showed positive direct impact between brand image and band equity

2.5 Brand Loyalty:

Mellens, Dekimpe & Steenkamp (1996) brand loyalty is about purchase behaviour of brand again and again. Loyalty derives when buyers make satisfied from brand performance. Organizations easily offering brand's further extension and enhance their productivity by without the fear of failure.

2.6 Brand Loyalty and Brand Equity:

Pedeliento et al (2016) conducted study on brand attachment and brand loyalty. They said that attachment played a great role in driving loyalty. A lot of studies are investigated at inter-organizational level. Their study was explored brand attachment and product attachment and their impact on brand loyalty. Their findings showed positively and directly relation between brand loyalty and brand attachment. They also found indirect relation between product attachment and brand attachment through drives brand loyalty.

Park and Kim (2016) conducted a comparative study on two kinds of brand. Their exploration was on brand loyalty. They explored their study in appeals industry. Their findings showed that consumers respond differently toward sustainable versus fast fashion showed their loyalty differently.

Keller (1993) explored study on brand loyalty and brand equity. He said that historically most recognized brand loyalty is measured through behavior simplistically simply repeat purchase behavior. However, he recognized that it can also be seen in customer loyalty more broadly than reflect the simple purchase process. He said that greater market share can be acquired due to brand loyalty. The outcomes of exploration showed significantly positive direct impact between brand loyalty and band equity.

Morgan et al. (2000) explored study on brand loyalty and brand equity. They mentioned about effective loyalty and behavioral loyalty. When customer gets satisfied from product, they purchase it again and again. Loyal customers are beneficial for the firms as it make reduction in marketing cost. Brand extension and market penetration can be performed through loyalty. If there are large numbers of customers loyal to a particular brand, they considered as an asset to the well-known element known as brand equity. In their study, they hypothesis customer loyalty have direct impact on brand equity. Hypothesis are supported in their research

Above literature showed positive direct impact between brand loyalty and band equity

2.7 Brand Attitude:

Kotler et al. (1999) individual feelings, emotions and behaviors either favorable or unfavorable personal evaluation regarding brand is called brand attitude. Brand attitude is all about complete assessment of buyers which exist in brand. Brand attitude is a learned propensity that display buyers have a brand.

2.8 Brand Attitude and Brand Equity

Chang and Liu (2009) explored their study on brand image, brand attitude and brand equity. In their exploration, they said that people love to purchase brand and prefer it form a variety of brands only due to consequences of brand equity. They said that brand attitude and brand image plays a great role in affecting the brand equity. A structural equation model was applied in this research. The findings of exploration showed that a significant relationship between customer preference, brand image, brand attitude, brand equity and purchase intentions as well as show a good fit with the research constructs.

Chaudhuri (1995) explored their study on brand attitudes, market share, pricing and brand habits. He worked on brand equity outcomes and customer-based outcomes. Attitudes and habits is one of a direct route from to brand equity outcomes. Brand loyalty is an indirect route from to brand equity outcomes. The findings of exploration showed that all variables are supported.

Faircloth et al. (2001) explored their study on brand attitude and brand equity. In their exploration, they showed that no significant direct effect between variables. Brand attitude is a focal determinant of brand equity. This research did not support brand equity and brand attitude have positive direct impact on each other. The key focus of their research was to explore the direct positive impact of brand attitude on brand equity.

De Chernatony et al. (2006) explored their study on brand attitude and brand image. In their exploration, they mentioned a strong brand with positive brand attitude and positive brand evaluation build positive brand evaluation. He worked on brand equity outcomes and customer-based outcomes. Attitudes and habits is one of a direct route from to brand equity outcomes. Brand loyalty is an indirect route from to brand equity outcomes. The findings of exploration showed that all variables are supported. They said that these three elements are very necessary for organization. Their exploration findings showed hypothesis are supported as well as consumer cluster of values are effected by organizational culture and employees' values.

O'Cass & Lim (2002) examines young Southeast Asian customer's preferences and purchase intentions. In particular, the study focuses on the product brand associations suggested by Keller (1998) and tested their effects on ratings of brand preference and purchase intent by various brands of fashion apparel. Data gathered in Singapore through managed surveyed and results of such price about the concepts, brand personality, brand's feelings, self-image and the consumer brand preferences, brand user image congruency and intentions to purchase brand and association. The above literature said that brand purchase increases due to positive attitudes as a consequence of brand equity

2.9 Brand Perception:

Aaker (1996) defined brand perception and said that it is about expectations, memories, stories and relationships" that in combination drive the decision to choose a particular company or product.

2.10 Brand Perception and Brand Equity:

Hsu (2012) conduct investigation in context of brand perception and brand equity. This study was explored in the life insurance industry of Taiwan. Informative and persuasive effects of advertising were studied.

He found significant and positive relationship between these effects of advertising and brand equity.

2.11 Brand Awareness:

Keller (1993) said that under different conditions, consumers' ability to identify the brand by using strength of the brand node in memory is defined as brand awareness. Brand awareness is about the capability of buyers to check prior experience to the brand and it is also known as recognition of brand. Aaker and Keller (1993) conceptualized brand equity at managerial level. Kotler et al, (1999) consumer behavior, emotions, feelings towards product or service is known as brand attitude. Brand image affects brand attitude of individuals and create loyalty. When consumers showed a specific type of attitude or reaction again and again toward a product or service and attached with brand in a certain time period is known as brand loyalty. When products advertised, they set their priorities as marketer position product regarding brand and depend on those brands. Consumer evaluates their psychological features negatively and positively showing their attitude toward the brand differently. Consumers get awareness about product or service through different type of media. High brand preference increment in consumers is achieved by high brand awareness with high brand image along positive or negative association with brand. Brand awareness is also about the capability of buyers to recall brand having variety of variety of purchase and consumption situations (Keller 1998).

2.12 Brand Awareness and Brand Equity:

Krasnikov, Mishra and Orozco (2009) explored their investigation on brand awareness, brand associations, financial performance and branding. Organizations have limited understanding of the financial returns and work hard for building brand awareness and associations among consumers. In their research, classification of trademarks was performed and proposes that they are indicators for building brand awareness and associations. They studied a number of effects of assets to know about financial value of organization. They found significant relationship among variables and make available the advantageous insights the financial value of branding.

Keller and Lehmann (2006) explored their investigation on branding and brand equity. In the last decade, top management priority which comes into view is branding. Firms brands are intangible assets and most valuable. They worked on number of branding areas like brand progression, brand-equity measurement, brand incorporation, brand placement and brand managing. Their findings showed that a positive and significant relationship among branding and brand equity.

Zettelmeyer (1999) explore research on consumer choice processes, brand equity and consumer learning. They explored their study in two latest trends. Internet and store brands were two market place selected as area of research. A brand endows a product with incremental utility by making comparison to its non-branded counterpart is known as brand equity. Findings of research showed significant relationship among independent and dependent variables.

3. METHODOLOGY

3.1 Research Type:

There are two types of method used in research. One is Quantitative and second is Qualitative.

Quantitative research is a research method in which data is collected in form of numbers, statistics, and facts and figures.

Qualitative research is a research method in which data is collected in the form of words, sound and images. In this study, Quantitative research method is used. Quantitative method stresses on collected data analysis numerically, statistically and mathematically by using close ended questionnaires, surveys and polls.

3.2 Data Specifications and Research Span

In total there are two major types of data sources one is primary data and the other is secondary data. Primary data is the data which is collected through first hand investigation. Secondary data is data which is already available. In this research primary data type will be applied to know the impact of branding on brand equity in Pakistan. Questionnaire is used an instrument to collect primary data. A 5 point likert scale will be developed from strongly agree to strongly disagree to measure the fresh responses on respondents. It will contain 23 statements to measure brand image, brand loyalty, brand perception, brand attitude, brand awareness and brand equity. The research span of this paper is from October 2016 and will be completed by May 2017.

3.3 Population and Planned Sample

In this research, the group of people who will be used as a target market will mostly consist of shoppers of numerous brands e.g. people at supermarkets and malls. Most of the data would be accumulated from the shoppers at the high class brand outlets as well as the students of LSE who are brand conscious. The sample population which would be used for the research purpose would be around 250 people.

3.4 Sampling Unit

Sampling unit of research is the customer of branded products to determine the impact of branding elements like brand image, brand loyalty, brand perception, brand attitude, brand awareness on brand equity. For this purpose, shopping malls are targeted to collect data.

3.5 Sampling Frame

In this research, a number of retail outlets in shopping malls will be selected and data will be collected from their customers who have experienced the purchased product from that outlet.

3.6 Sampling Method and Type

The type of Non probability sampling technique is selected for research study to explore impact of branding on brand equity. Convenience sampling technique is used due to the fact that the study does not requires a specific audience to be targeted and therefore every shopper can be seen as a potential sample. The format of the questionnaire would be a 5 point likert scale which will be filled in by the customers of branded product including apparels, shoes, cosmetics, watches, perfumes etc.

3.7 Respondent Type

As population of this research are the customers of branded products. So, this research targeted the employees, students, teachers, housewives, doctors, bankers and people from every profession will be targeted. All male and female respondents from teenagers to older age category will be targeted. Data collection will be performed in shopping malls very conveniently.

3.8 Research Design

Two software will be used for data analysis. In this research, Structure equation modeling tests on the variables has been applied by using SPSS and AMOS.

3.9 Research Design Instrument

Questionnaire is selected as an instrument to determine the effect of branding on brand equity in Pakistan. Questionnaire consists on three parts. 1st part of questionnaire is about personal information of participants. 2nd part consists on independent variables (brand awareness, brand loyalty, brand perception, brand attitude and brand image). 3rd part of questionnaire consists on dependent variable (brand equity).

Details of Questionnaire

Addressed Variables:

Brand image, brand loyalty, brand perception, brand attitude, brand awareness are independent and brand equity is dependent variable. These variables are addressed in questionnaire.

Measure Scale

A 5-points Likert scale will be used to measure brand image, brand attitude, brand perception, brand awareness, brand loyalty and brand equity

3.10 Survey Conducted

Customers of branded products are the targeted population of this research. It is very easy to access them and interact with them. A physical meeting will be held with participants and they will be assured that their data will be kept confidential. The purpose of research will be informed to participants very clearly and assured them it will be used for academic purpose only. Their responses on Brand image, brand loyalty, brand perception, brand attitude, brand awareness and brand equity will be coded in form of numbers.

3.11 Sample Size

Sample size of this exploration is 250 people.

3.12 Instrument Description:

Instrument	Creators	Year	Items
Brand Image	Emari, Jafari and Mogaddam	2012	5
Brand Attitude	Abzari, Abachian Ghassemi and Vosta	2014	5
Brand Perception	Lee and Lah	2011	4
Brand Awareness	Lee and Lah	2011	3
Brand Loyalty	Lee and Lah	2011	3
Brand Equity	Emari, Jafari and Mogaddam	2012	3

3.13 Questionnaire Development

A Structured Questionnaire is used in research study. It is divided in three parts. 1st is about demographic profile of participants, second is about brand image, brand awareness, brand perception, brand attitude and brand loyalty. The third is about brand equity. A pool of 23 items compiled from the literature is incorporated in the questionnaire. Each variable comprised on three statements are included for brand awareness, brand loyalty and brand equity. Each variable comprised on five statements are included for brand attitude and brand image.

3.14 Techniques

Firstly, the data would be collected with the use of questionnaires, afterwards these questionnaires filled in would be used in the statistical software's of AMOS and SPSS. Using the programming software's of SPSS and AMOS the Confirmatory Factor Analysis (CFA) model would be developed which will eventually be used in the development of the Structure Equation Model (SEM).

3.15 Data Analysis

The analysis and exploration of the data is performed in SPSS and AMOS.

A detailed description of independent and dependent variable is given below:

Variable (s)	Conceptual Definition
Brand Image	Keller (1993) brand image is all about position product in mind of buyers which construct brand awareness and association regarding product features, advantages and attitude. Brand image motivating customer to buy the brand and helps buyer in distinguishing their requirements expected regarding the brand. Brand image differentiates the brand from other rivals. Brand positioning is most vital part firm marketing strategies as it affects their purchasing power. Brand image provide foundation for extension of brands but Buyers can easily get information, differentiate it with other brands, creates constructive feelings as well as creates reason to purchase.
Brand Awareness	Under different conditions, consumers' ability to identify the brand by using strength of the brand node in memory is defined as brand awareness. Brand awareness is about the capability of buyers to check prior experience to the brand and it is also known as recognition of brand. Brand awareness is also about the capability of buyers to recall brand having variety of variety of purchase and consumption situations (Keller 1998).
Brand Loyalty	Aaker (1991) defines brand loyalty as 'the supplement that a customer has toward a brand'. Brand loyalty is about purchase behaviour of brand again and again. Loyalty derives when buyers make satisfied from brand performance. Organizations easily offering brand's further extension and enhance their productivity by without the fear of failure.
Brand Perception	Aaker (1996) defined brand perception and said that it is about expectations, memories, stories and relationships" that in combination drive the decision to choose a particular company or product.
Brand Attitude	Bettman (1979) defined brand attitude and said it is about what real or potential consumers perceived and feel about product or brand.
Brand Equity	Farquhar (1989) defined brand equity and said that it is an optimistic assessment of consumer toward brands.

Therefore using these statistical software's SEM and CFA model tests are developed out of the results, which eventually helped in calculating the reliability as well as co-variance in the data set.

3. 16 Data Interpretation

The last necessity of research procedure is the Interpretation of the information. The outcomes will be clarified, reframed and will demonstrate the total comprehension of what information was gathered from customers of the branded items. Multiple tables, diagrams, pie charts and graphs will be utilized to make illustrations of the information clearer and understandable regarding the customer responses.

3.17 Research Hypothesis

H_1: There is a significant positive relationship between brand image and brand equity

H_2: There is a significant positive relationship between brand attitude and brand equity

H_3: There is a significant positive relationship between brand perception and brand equity

H_4: There is a significant positive relationship between brand awareness and brand equity

3.18 Theoretical Framework:

There are five independent variables and one dependent variable in research. Brand image, brand loyalty, brand perception, brand attitude, brand awareness are independent and brand equity is dependent variable.
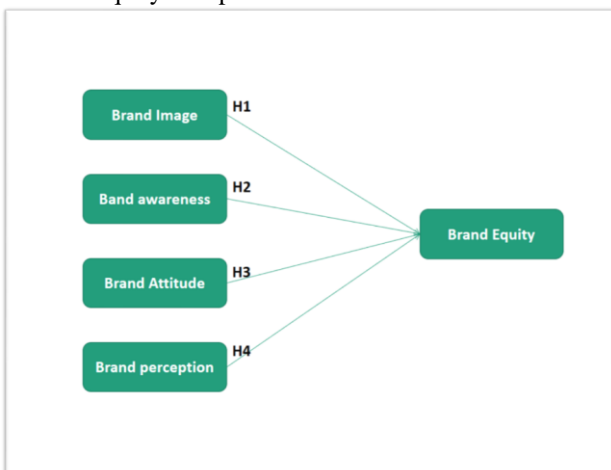
4. ANALYSIS

4.1 Frequencies

Statistics

		Education	income	Gender	age
N	Valid	250	250	250	250
	Missing	0	0	0	0
Mean			3.02	2.0800	1.4640
Median			3.00	2.0000	1.0000
Mode			4	2.00	1.00

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	134	53.6	53.6	53.6
	female	116	46.4	46.4	100.0
	Total	250	100.0	100.0	

Pie Chart of Gender:
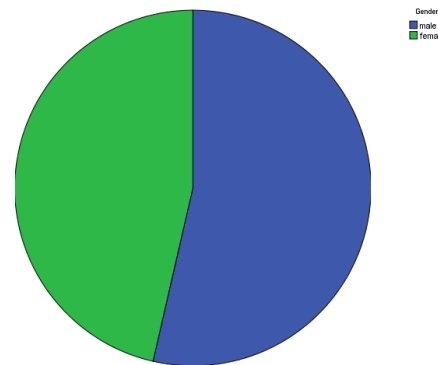
Interpretation

The above given table is frequency distribution table of gender of respondents. Total 250 respondents gave the response that is 100%. The male respondents were 134 in frequency which became 53.6% out of 250 respondents. The female respondents were 116 in frequency which became 46.4% out of 250 respondents. There is no missing value. Male respondents are more than female. The above given diagram is Pie chart of Gender. Pie chart is always drawn on categorical variable to check the frequency of data against the variable Gender. Two categories of gender are that one is male and other is female. The colors of the chart show the frequency of the each given category.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	165	66.0	66.0	66.0
	25 to 30	60	24.0	24.0	90.0
	31 to 35	17	6.8	6.8	96.8
	36 to 40	8	3.2	3.2	100.0
	Total	250	100.0	100.0	

Pie Chart of Age
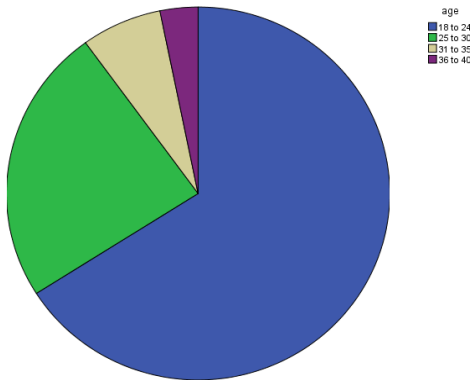
Interpretation

The above given table is frequency distribution table of age of respondents. Frequency distribution table is always drawn on categorical variable to check the frequency, percent, and valid percent).   Total 250 respondents had given the response that is 100%.the frequency of "18-24 years" is 165 with the percentage of 66%. "25-30 years" age respondents are 60 in frequency and the percentage is 24%."31-35 years" respondents are 17 and percentage is 6.8% and "36-40 years" respondents are 8 in frequency with the percentage of 3.2%. It clearly shows the majority of "18-24 years" respondents. Pie charts make verification of age of respondents.

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 15000	87	34.8	34.8	34.8
	15000 to 25000	94	37.6	37.6	72.4
	25000 to 45000	31	12.4	12.4	84.8
	45000 to 55000	38	15.2	15.2	100.0
	Total	250	100.0	100.0	

Pie Chart of Income
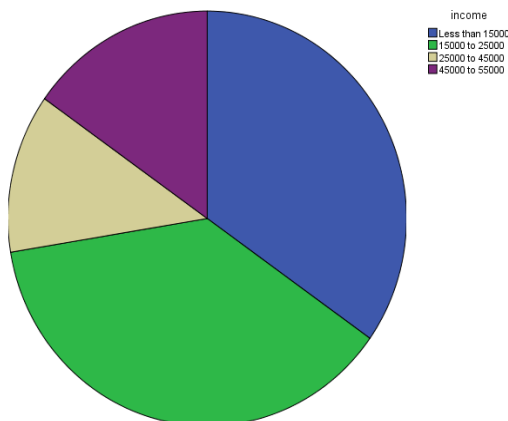
Interpretation

The above given table is frequency distribution table of income. Total 250 respondents had given the response. The respondent "less than 15000" income scales are 87 in frequency and 34.8% in percentage. Respondent which falls in "15,000-25,000" are 94 in frequency and 37.6% in percentage. Respondent which falls in "25,000-45,000" are 31 in frequency and 12.4% in percentage. "45,000-55,000" are 38 in frequency with the percentage of 15.2 %. Pie chats verify the frequency distribution of given table.

Education

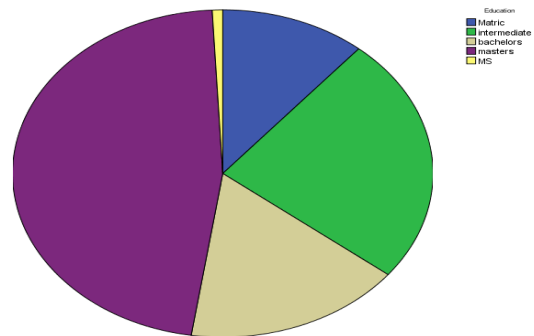|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	28	11.2	11.2	11.2
	Intermediate	61	24.4	24.4	35.6
	Bachelors	42	16.8	16.8	52.4
	Masters	117	46.8	46.8	99.2
	MS	2	.8	.8	100.0
	Total	250	100.0	100.0	

Pie Charts of Education

Interpretation

The above given table is frequency distribution table of education of respondents. Total 250 respondents had given the response. The respondents of "Matric" are 28 in frequency and 11.2% in percentage. The respondents of "Intermediate" are 61% in frequency and 24.4% in percentage.   The respondents of "Bachelors" are 42 in frequency and 16.8% in percentage. The respondents of "Masters" are 117 in frequency and 46.8% in percentage. "MS" respondents are 2 in frequency and with the percentage of 0.8%. Pie charts verified Masters's student respondents are more than other education.

4.2 One-Way independent T-test

Brand Image

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand Image	Male	134	4.2522	.69236	.05981
	Female	116	3.9483	.64666	.06004

Interpretation of Brand Image

Homogeneity of variance is assessed by Levene's Test for Equality of Variances. An independent t-test was run on the data with a 95% confidence interval (CI) for the mean difference. There are two groups' male and female and dependent variable is brand image, the finding depict that there is significant difference between the two groups, the respondents who are in male category are more significantly influenced by brand image as compare to female category. Brand image is significantly more important for male (Mean: 4.2522) compared to females (Mean: 3.9483), as the Sig. P> 0.0.5 (P= 0.162)

Independent Samples Test –Brand Image										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig.(2t ailed)	Mean Difference	Std. Error Differenc e	95% Confidence Interval of the Difference	
									Lowe r	Upper
Brand Image	Equal variances assumed	1.971	.162	3.569	248	.000	.30396	.08517	.1362 2	.47170
	Equal variances not assumed			3.587	246.552	.000	.30396	.08475	.1370 4	.47089

Independent Samples Test- Brand Awareness										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Differ ence	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Aware ness	Equal variances assumed	3.277	.071	2.403	248	.017	.22537	.09378	.04066	.41008
	Equal variances not assumed			2.423	247.795	.016	.22537	.09300	.04220	.40855

Brand Awareness

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand Awareness	Male	134	4.1254	.77776	.06719
	Female	116	3.9000	.69257	.06430

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brand Equity	Male	134	4.1119	.68122	.05885
	female	116	3.8431	.65557	.06087

Brand Equity

Interpretation of Brand awareness

Homogeneity of variance is assessed by Levene's Test for Equality of Variances. An independent t-test was run on the data with a 95% confidence interval (CI) for the mean difference. There are two groups' male and female and dependent variable is brand awareness, the finding depict that there is significant difference between the two groups, the respondents who are in male category are more significantly influenced by brand awareness as compare to female category. Brand awareness is significantly more important for male (Mean: 4.1254) compared to females (Mean: 3.9000), as Sig. P< 0.0.5 (P= 0.017).

Interpretation of Brand Equity

Homogeneity of variance is assessed by Levene's Test for Equality of Variances. An independent t-test was run on the data with a 95% confidence interval (CI) for the mean difference. There are two groups' male and female and dependent variable is brand equity, the finding depict that there is significant difference between the two groups, the respondents who are in male category are more significantly influenced by brand equity as compare to female category. Brand equity is significantly more important for male (Mean: 4.1119) compared to females (Mean: 3.8431), as the Sig. P> 0.0.5 (P= 0.520).

Independent Samples Test- Brand Awareness										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Awareness	Equal variances assumed	.416	.520	3.167	248	.002	.26884	.08490	.10162	.43605
	Equal variances not assumed			3.175	245.214	.002	.26884	.08467	.10207	.43560

4.3 One way ANOVAs Test of Education:

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Brand perception	1.577	4	245	.181
Brand Awareness	2.521	4	245	.042

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Brand perception	Between Groups	7.082	4	1.770	3.954	.004
	Within Groups	109.718	245	.448		
	Total	116.800	249			
Brand Awareness	Between Groups	9.665	4	2.416	4.585	.001
	Within Groups	129.107	245	.527		
	Total	138.772	249			

Intermediate

Multiple Comparisons						
Tukey HSD						
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
						Lower Bound	Upper Bound
		Masters	.40591*	.10568	.001	.1155	.6964

Interpretation of brand Perception

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "intermediate" and "Master" with the (Mean difference:.40591) and (Sig value: 0.001<0.05).

Masters

Multiple Comparisons						
Tukey HSD						
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
						Lower Bound	Upper Bound
		Masters	.40591*	.10568	.001	.6964	.1155

Interpretation of brand Perception

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "Master" and "intermediate" with the (Mean difference:.40591) and (Sig value: 0.001<0.05).

Intermediate

Multiple Comparisons						
Tukey HSD						
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
						Lower Bound	Upper Bound
		Masters	.42779*	.13083	.011	.0682	.7873

Interpretation of brand Image

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "intermediate" and "Bachelors" with the (Mean difference:.42779) and (Sig value: 0.011<0.05).

Intermediate

Multiple Comparisons						
Tukey HSD						
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
						Lower Bound	Upper Bound
		Masters	.55917*	.10304	.000	.2760	.8424

Interpretation of brand Image

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "intermediate" and "Master" with the (Mean difference:.55917) and (Sig value: 0.000<0.05).

Bachelors

Multiple Comparisons						
Tukey HSD						
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval
						Lower Bound	Upper Bound
		Intermediate	-.42779*	.13083	.011	-.7873	-.0682

Interpretation of brand Image

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "Bachelors" and "intermediate" with the (Mean difference: .42779) and (Sig value: 0.011<0.05).

Masters

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
		Intermediate	-.55917*	.10304	.000	-.8424	-.2760

Interpretation of brand Image

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "Master" and "intermediate" with the (Mean difference:.55917) and (Sig value: 0.000<0.05).

Intermediate

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
		Master	.47331*	.11464	.000	.1582	.7884

Interpretation of brand Awareness

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "intermediate" and "Masters" with the (Mean difference:.47331) and (Sig value: 0.000<0.05).

Master

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
		intermediate	-.47331*	.11464	.000	-.7884	-.1582

Interpretation of brand Awareness

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "Masters" and "intermediate" with the (Mean difference:-.47331) and (Sig value: 0.000<0.05).

Intermediate

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
		Bachelors	.43864*	.12854	.007	.0854	.7919

Interpretation of brand Equity

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "intermediate" and "Bachelors" with the (Mean difference:.43864) and (Sig value: 0.007<0.05).

Bachelors

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
		intermediate	-.43864*	.12854	.007	-.7919	-.0854

Interpretation of brand Equity

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "Bachelors" and "intermediate" with the (Mean difference:.43864) and (Sig value: 0.007<0.05).

Master

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
		intermediate	-.59285*	.10124	.000	-.8711	-.3146

Interpretation of brand Equity

Statistically there was a noteworthy difference among groups determined by One-way ANOVA. There was a momentous difference spotted by applying Tukey Post Hoc test in the education group of "Masters" and "intermediate" with the (Mean difference:.59285) and (Sig value: 0.000<0.05).

4.4 Model Fit Indices

Index	Default model
CMIN/DF	3.489
RMSEA	0.100
IFI	.874
NFI	.832
TLI	.853
CFI	.873

Table2 illustrates the Goodness of Fit Chi Square and other values to determine that weather the choose model has been an appropriate fit for reliability and validity check or not. The value of CMIN is under range. The value of RMSEA is 0.100 and it is in line with Byrne (2011) values of as figures lie between 0.05 and 0.1 showed moderate fit. So, model is moderately accepted but at satisfactory level. The value of NFI, CFI and TLI should be greater than 0.60 and acceptable (Shadfar and malekmohammadi, 2013). Table 2 showed the overall fit indices for the CFA model is acceptable, with $\chi2/df = 3.489$, RMSEA = 0.100, IFI = 0.874, TLI = 0.853, CFI = 0.873, NFI = 0.833. According to Hair et al. (2010), to determine the model fit, at least three indices must be fitted well. So, model is satisfactory.

4.5 Measurement Model:

Reliability, convergent validity, and discriminant validity are used to perform measurement model. To measure convergent validity of measurement model, Composite Reliability (CR) and Average Variance Extracted (AVE) is applied.

Construct	Factor Loading	Cronbach's Alpha values	Average variance Extracted	Composite Reliability	Average variance Square
Brand Perception		0.828	0.557	0.839	0.465
BP1	0.487				
BP2	0.858				
BP3	0.908				
BP4	0.876				
BP5	0.671				
Brand Image		0.835	0.576	0.856	0.480
BI1	0.4 65				
BI2	0.846				
BI3	0.881				
BI4	0.845				
BI5	0.805				
Brand Awareness		0.860	0.574	0.869	0.286
BA1	0.471				
BA2	0.501				
BA3	0.458				
BA4	0.896				
BA5	0.893				
Brand Equity		0.754	0.427	0.761	0.285
Brand Equity1	0.772				
Brand Equity 2	0.856				
Brand Equity 3	0.805				
Brand Equity 4	0.772				
Brand Equity 5	0.546				

Reliability and validity of were examined by Cronbach's alpha coefficient and confirmatory factor analysis. Results for Cronbach's alpha coefficients for each of the variables used are presented in Table and since the Churchill and Peter (1984) values higher than 0.7 have confirmed the reliability, the resulting values in Table has shown good reliability of collected data. Also, in order to assess validity of independent and dependent variables, confirmatory factor analysis is used and for assessing construct validity of the questionnaire opinions of experts and academics are used. According to (Black, 2010) the convergent validity of a construct is established when the following three conditions are met as Cronbach Alpha > 0.7 and Hair et al (2006) said that AVE (Average Variance Extracted) > 0.4 . The value of all constructs are greater than 0.4 and composite reliability is greater than 0.7. The above mention table is representing the discriminant and convergent validity of the model as the values of AVE and composite reliability are greater than 0.5 and 0.8 respectively that's why this model has convergent validity. As far as discriminant validity is anxious, it depends upon the values of square root of AVE which must be greater than the correlation values. As in table, the values of correlation are less than the values of square root of AVE so discriminant validity is also present in the model as it fulfills the condition of ASV < AVE.

4.6 Path Analysis:

Path analysis is a statistical technique that is used for multiple regression analysis as well as to make description regarding directed dependencies between a numbers of set of variables. Multiple regression analysis is applied to estimate framework to determine relation among independent and dependent variables. We can estimate both scale and significance of spontaneous association between variables. Path analysis is a component of structure equation modeling.

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4.6 Path Analysis:

Path analysis is a statistical technique that is used for multiple regression analysis as well as to make description regarding directed dependencies between a numbers of set of variables. Multiple regression analysis is applied to estimate framework to determine relation among independent and dependent variables. We can estimate both scale and significance of spontaneous association between variables. Path analysis is a component of structure equation modeling. It signified relation among independent and dependent variables. Indices of model fit, B value and P-Value are considered in path analysis. The strength and direction of relation among independent and dependent variable are assessed by these values. On the basis of such values, decision has been taken either to accept or reject hypothesis. Structure equation modeling consists on latent variable models, causal modeling and analysis of covariance structures. The estimates of path analysis not only inform about change happening in dependent variable due to independent variable but also inform regarding relation is negative or positive.

Hypothesis	Relationship	Estimates	Sig	Decision
H1: there is significant relation between brand image and brand equity	BE<--- BI	0.25	***	Accepted
H1: there is significant relation between brand attitude and brand equity	BE<--- BA	0.186	***	Accepted
H1: there is significant relation between brand perception and brand equity	BE<--- BP	0.399	***	Accepted

The estimates of path analysis showed strength of relation. Alternatively, P value showed significance of relation of each latent variable.

Hypothesis:

Ho: There is no significant relation between brand image and brand equity

H1: There is significant relation between brand image and brand equity

1 unit makes increment in brand image will make increase in brand equity by 0.25 units at high significance. The relation among variable is positive as P-value is less than 0.05 that showed highly significant relation and coefficient beta is 0.25. So, H1 is accepted. Brand image has effect on brand equity.

Ho: There is no significant relation between brand attitude and brand equity

H1: There is significant relation between brand attitude and brand equity

1 unit makes increment in brand attitude will make increase in brand equity by 0.186 units at high significance. The relation among variable is positive as P-value is less than 0.05 that showed highly significant relation and coefficient beta is 0.186. So, H1 is accepted. Brand attitude has effect on brand equity.

Ho: There is no significant relation between brand perception and brand equity

H1: There is significant relation between brand perception and brand equity

1 unit makes increment in brand perception will make increase in brand equity by 0.339 units at high significance. The relation among variable is positive as P-value is less than 0.05 that showed highly significant relation and coefficient beta is 0.399. So, H1 is accepted. Brand perception has effect on brand equity.

5. DISCUSSION

5.1 Discussion

Research is discussed in detail in this chapter. This research aims to determine the brand's impact on brand equity in Pakistan. Pakistan is a developing economy that is implementing various strategies for the developed world business economy. The context of this exploration is unique. Many studies on this subject, "brand impact on brand equity in Pakistan" are explored. This research has been explored in developed and developing countries, often by many researchers or university professors. The only point or contribution at the same time as this research has explored the positive or negative psychological characteristics in Pakistan for the first time. This research makes a theoretical contribution since all the elements of the brand are explored separately in various surveys. In this search, all the combined branded items explored. The most unique point in the theoretical framework is that brand elements are considered with negative or positive psychological characteristics. So this exploration contributes theoretically to a unique way. Desai and Keller (2002) and Faircloth, Capella and Alford (2001) have worked on these branding components apart, but this research combines positive and negative psychological characteristics of these branding elements

The examined context has demonstrated that there is a positive and significant co-relation between brand image and brand equity. The consequences of the examinations have

also demonstrated that there is a positive connection between the brand attitude and the brand equity. Moreover, the construct of brand perception also has a positive relationship with the construct of brand equity.

Their outcomes are in accordance with Keller's (1993) contemplate, which has conceptualized brand attitude as a major aspect of the brand equity. The variables of brand image and brand attitude have a significant impact upon the relationship with brand equity.

So as the construct brand attitude has a positive impact upon brand equity, if joined with other affiliations portrays a picture that is either positive or distorted brand behavior can be created the image of the brand is a better predictor of the brand equity rather than attitude. Holistically if we consider brand image we can see that overall image of a brand can capture the effect of brand attitude which can directly have an effect on brand equity either positively or negatively depending upon the strategies used. This provides support for the inclusion of brand attitude one of the elements in the associative memory explanation of brand image and brand equity. Hence the research has demonstrated that brand image and brand attitude are the indirect history of brand equity and are liable to market control through advertising.

The examined context has demonstrated that there is a positive relationship between brand perception and brand equity. This outcome is reliable with Churchill and Lacobucci (2002) in light of the fact that they found a critical connection between brand perception and brand equity. Additionally, the portrayal of a recall measurement of brand perception enhances the reasonable comprehension of this essential segment of brand equity and recommends that it is not always only if we remember something, but the depth of understanding. Studies show that if brand perception is strong enough a consumer can recall the product taking least amount of time, therefor in Pakistan brand perception development is a new and rising trend among the marketers.

5.2 Managerial Implication

In order to be successful in achieving a profitable brand equity there are certain technicalities and implications which must be well known and understood by the managers of every brand.

Firstly, it is highly recommended that you find various ways how brand equity can meet the general characteristics of their customers such as their needs and wants as well as what more they expect from the brand they have selected. Therefore, in order to achieve a higher amount of brand loyalty from existing customers or to pull in new customers it is important for the manager to come up with a successful marketing campaign. Further the research gives an incentive to the marketers to use the factor of brand value in order to discover the distinctive impact on customer's perception caused by the organization's marketing mix activities.

Secondly another strategy which the managers can use to create an overall brand equity is to use active techniques and advertisements to create awareness regarding the brand and ultimately build up a more differentiated and competitive brand image at the consumer front. This can be done through the organization by expanding advertisements through Internet, SMS, and issuing welcome cards to potential members, and furthermore prescribed to create logos, commercial music, characters and images and trademarks that may symbolize the brand and ought to utilize it effectively.

Another important managerial implication is that companies can work towards the improvement of overall service ambience and environment in order to improve the perceived quality of the organization name. This incorporates enhancing the current context, creating customer-centered business culture, and employee training services.

Finally, participants generally show enthusiasm for items that are lower in cost than other items, while loyal customers are keen on the points of interest and explanations. Therefore, an opportunity lies here for the managers to capture the loyal and the new target audience through various promotional tactics.

5.3 Limitations

This part of exploration consists of effects which are not in control of explorers. It may consist on a number of circumstances that are not in control. It also put restriction on deduction. There are a lot of limitations in this exploration which is as under:

In our selected area of population, a lot of respondents were not willing to respond authentically which cause distortion in data.

Sample size was very small and data was collected only on from Lahore city of Pakistan only.

Consumers were selected on convenience based.

Another hindrance was limited time frame and shortage of resources which directly effect on findings.

5.4 Future Research

In terms of future research, it can be said that further more analysis can be done in the topic as brand equity is made up off a numerous factors which help building up an overall appeal for the brand, moreover innovation being a part of today's world has sprung out many opportunities and strategies which can be effectively implemented in the market to achieve beneficial results for the brand worth for example innovative ideas trending on the internet.

5.5 Conclusion

The findings of exploration showed that there is significant relation among brand image, brand attitude, brand perception and brand equity. Every brand has a picture in the thoughts of a customer which depends on the total amount of knowledge and encounters that a buyer has with the specific brand. This association with brands makes leads towards the development of the significant variable named as brand equity which can be further examined when a brand is matched with an additional brand. This can be clearly spotted in the choice of procurement by the buyers when individual brands are joined and acknowledged or deteriorated in the brains of customers.

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Appendix
Questionnaire
Dear Respondent!

This survey is aimed at analyzing the Impact of Branding on Brand Equity in Pakistan**.** The questionnaire will be used for research which is a part of my thesis. You are requested to take 5 minutes out of your busy schedule to fill this questionnaire. Your cooperation is highly appreciated.

Please tick the appropriate answer or fill in the box.
<u>**1: Qualification:**</u>☐
What is your highest qualification?
Metric   Intermediate   Bachelors   Masters   MS
<u>**2: Gender:**</u>☐
Male   Female
<u>**3: Age:**</u>☐
18 to 24   25 to 30   31 to 35   36 to 40   41 to above
<u>**4: Income**</u>
Less than 15000   15000 to 25000   25000 to 45000   45000 to 55000

<u>**5: which brand you like most?**</u>
Brand X ------------------------
Please place the numeric 1, 2, 3, 4 or 5 in the appropriate column to indicate the degree to which you feel it describes you.

SCALE				
Strongly disagree 1	disagree 2	Neutral 3	Agree 4	Strongly agree 5

Pleas tick mark against the question.

Brand Perception	1	2	3	4	5
I consider the company and people who stand behind the brand X have the expertise in producing the product.					
I believe that this company and people who stand behind the brand X are socially responsible					
I believe that this company does not take advantage of consumers					
The brand X is well priced and quality					

Brand Image					
My purchased Brand X focuses on quality					
My purchased Brand X satisfies my desire to use product					
My purchased Brand X meets my sensory enjoyment					
My purchased Brand X offers me a sense of group belonging					
This particular product/ Brand X has a clean and well establish image					

Brand Attitude					
Brand X is pleasant.					
Brand X is famous and credible					
Brand X has positive attribute					
Brand X has variety and comforts					
I believe Brand X style is very suitable to mine					

Brand Equity					
It makes sense to buy this purchased Brand X instead of any other brand, even if they are the same					
Even if another Brand X has the same features as this purchased brand, I would prefer to buy this brand					
Brand X is very reliable and have good quality					

Brand Awareness					
I can recognise brand x among competing brands					
This brand comes up first in my mind when I need to make a purchase decision on the product.					
brand x is well advertised					